

MOTTO

“Jangan menilai setiap harimu dengan panen yang kau tuai
namun dengan benih yang kau tanam.”

Belajarlah mengalah sampai tak seorangpun yang bisa
mengalahkanmu.

Belajarlah merendah sampai tak seorangpun yang bisa
merendahkanmu.

~Gobind Vashdev~

UNDERGRADUATE THESIS APPROVAL

Title : UTILIZATION ANALYSIS OF E-COMMERCE (CASE
STUDY AT SURABAYA FOOTBALL STORE)

By : DANANG PURBOYO

NIM : 0910320169

Faculty : Administrative Science

Department : Business Administration

Concentration : Management System Information

Malang, June 5, 2013

Board of Advisors,

Advisor I

Advisor II

Prof. DR. Endang Siti Astuti, M.Si

NIP. 19530810 198103 2 012

DR. Kertahadi, M. Com

NIP. 19540917 198202 1 001

BOARD OF EXAMINERS APPROVAL

It has been examined and approved by the board of Undergraduate Thesis examiners of Faculty of Administrative Science Brawijaya University at:

Day : Tuesday
 Date : July 2, 2013
 Time : 11.00 a.m
 By : DANANG PURBOYO
 Title : UTILIZATION ANALYSIS OF E-COMMERCE AT SURABAYA FOOTBALL STORE

HAD PASSED THE EXAMINATION

Board of Examiners,

Chairperson

Member

Prof. Dr. Endang Siti Astuti, M.Si
 NIP. 19540801 198103 1 005

Dr. Kertahadi, M.Com
 NIP. 19540917 198202 1 001

Member

Member

Dr. Imam Suyadi, M.Si
 NIP. 19521116 197903 1 002

Dr. Siti Ragil Handayani, M. Si
 NIP. 19630923 198802 2 001



DECLARATION OF AUTHORSHIP

Herewith I,

Name : Danang Purboyo

NIM : 0910320169

Declare that :

1. This undergraduate thesis is original work of mine and has not been written in collaboration with any other person, nor does it include, without due acknowledgement, the work of any other person.
2. If I later time it is found that this undergraduate thesis is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me based in the regulation (UU No. 20 Tahun 2003, Pasal 25 ayat 2 dan Pasal 70).

Malang, June 5, 2013

DANANG PURBOYO
NIM.0910320169

ABSTRACTION

Danang Purboyo, 2013, *Utilization Analysis of E-commerce* (Case Study at Surabaya Football Store), Prof. DR. Endang Siti Astuti, M.Si, DR. Kertahadi, M.Com, 78 pages + xix.

The Developments in science and technology led to a change of society culture in daily life, with the creation of an openness and transparency in various fields, especially in the field of information technology and management. Speed of information needed by the community, including the world of communication and business. Information technology and management developed rapidly in Indonesia. This phenomenon can be seen with the increasing user of the Internet in Indonesia from year to year. According to the version of the office of the Ministry of Communications and Informatika in 2012, Indonesia ranks second in the world's Internet users, Indonesia ranks second in the world's Internet users. China is ranked first.

The use of technology is expected to provide substantial benefits to the competitive business world. The Companies that are able to compete in the competition is a company that is able to implement technology into the company. One type of technology implementation in terms of increased business competition and product sales is by using electronic commerce (e-commerce) to market a variety of products or services.

In other words, e-commerce will become a powerful alternative business infrastructure on current and emerging information age. E-commerce is a new land to generate and exploit that promotes business effectiveness in implementation. This fact proves that e-commerce has an important role in helping to increase sales turnover, the efficiency of the entire labor and operational costs that need to be released to manufacturing and marketing. The Increasing of the competition, Indonesia requires businesses continuously improve efficiency, improve product quality, service and innovation. Business on the Internet has a big impact in different types of companies. So is the company's manufacturing and services is growing dramatically as more consumers are shopping via the Internet. Due to the convenience and benefits offered by this new way of business, many companies take towards business online.

In conducting the study required a research method adapted to the subject matter to be studied. By using appropriate research methods it will get the data and information to support research so that the scope of the research scope of the study will be more clear and focused. Based on the research to be conducted, the research method used was qualitative research.

To the future for Surabaya Football Store In order to facilitate the management in monitoring the course of the company's operations will require a special section dealing with the internal control of the company, because in this section has the responsibility to oversee all parts.



PREFACE

By saying grace on the presence to Allah who has given the blessing and grace to always provide health and ease in carrying out all duties and obligations. With an abundance of blessings and graces, has completed a thesis entitled “Utilization Analysis of E-commerce”. (Case on Surabaya Football Store). The benefit of writing this Undergraduate Thesis is as a means to increase the knowledge.

The thesis is the group final task proposed to meet the requirements in obtaining a Bachelor Degree of Business Administration Science at Faculty of Administration Science Brawijaya University Malang. Preparation of this report is obtained based in the thesis activities undertaken by the authors, contains as overview of the company such as company history.

The authors realize that the preparation of undergraduate thesis would not be realized without help and encouragement from various parties. Therefore, on this occasion the authors would like to express their gratitude to the honourable:

1. Prof. Dr. Ir. Sumartono, MS as the Dean of Faculty of Administrative Science Brawijaya University Malang.
2. Dr. Srikandi Kumadji, MS as the Head of Business Administration Department (S1) of Faculty of Administrative Science Brawijaya University Malang.

3. Devi Farah Azizah, S.Sos, MAB as the Secretary of Business Administration Department (S1) of Faculty of Administrative Science Brawijaya University Malang.
4. Prof. Dr. Endang Siti Astuti, M.Si as the thesis advisor I, who always took his time to give guidance to the authors since beginning of making a proposal until this report is complete.
5. Dr. Kertahadi, M. Com as the thesis advisor II, who always took his time to give guidance to the authors since beginning of making a proposal until this report is complete.
6. My parents who have given prayers, motivation, and advice during thesis activity undertaken.
7. To my brother Dimas and Putra many thanks and my spesial friend Ervani Dwi Utami have given prayers, and motivation.
8. Thanks to all my friend GENG GONG (Helmi, Bodit, Agassi, Cokro, Bayu, Irfan, Febryan, Haposan, Rizky Ridwan, Pakdhe, Andre, Inu, Marsetya, Bahrul, Haru, Etc...)
9. To other parties that we can not mention one by one, thanks for helping us.

The authors realize that this undergraduate thesis is still far from perfect. So the authors need suggestions and constructive criticisms to the perfection of this report. Hopefully this undergraduate thesis can be beneficial and contribute significantly to those who need.

Malang, June 2013

Author

TABLE OF CONTENTS

	Page
MOTTO	i
UNDERGRADUATE THESIS APPROVAL	ii
BOARD OF EXAMINERS APPROVAL	iii
DECLARATION OF AUTHORSHIP	iv
ABSTRACTION	v
PREFACE	vii
TABLE OF CONTENTS	ix
LIST OF TABLE	xii
LIST OF PICTURE	xiii
LIST OF APPENDIX	xiv
CHAPTER I INTRODUCTION	1
A. Background	1
B. Formulation of Problem	4
C. Research Objectives	5
D. Research Benefits	5
E. Systematic of Thesis	5
CHAPTER II LITERATURE REVIEW	7
A. Empirical Study.....	7
1. Luciana Spica Almilia & Lidia Robahi.....	7
2. Vidi Arini Yulimar.....	8
3. Manarafah Ely.....	9



4. D. Jalu Jati Purnanto	10
5. Fransisca.....	10
B. Theoretical Review	21
1. E-Business.....	21
a. The Definition of E-business.....	21
b. Background of The Establishment of E-business Web.....	22
2. E-Commerce	23
a. A Brief Story of E-commerce.....	23
b. Understanding of E-commerce.....	23
c. Types of E-commerce.....	24
d. Characteristic of E-commerce.....	26
e. The Deifinitions of E-commerce.....	27
f. Mekanism of E-commerce.....	28
g. E-commerce Payment Method.....	29
h. Advantages and Disadvantages of E-commerce.....	30
3. Internet	31
a. Understanding The Internet.....	31
b. Impact of The Internet on The Competitive Advantage.....	32
4. Implementation of E-commerce as a Tool to Achieve Competitive Advantage.....	33
CHAPTER III RESEARCH METHOD	34
A. Type of Research.....	35
B. Location of ResearchResearch Focus	35
C. Research Focus.....	35
D. Data Resources.....	36
E. Data Collection Techniques	37
F. Research Instrument.....	38
G. Data Analysis	39
CHAPTER IV RESULT AND DISCUSSION.....	41
A. Company Background Established	41
1. History of Surabaya Football Store.....	42
2. Principles and Mission	43
3. Logo and Image.....	43
4. Product of Surabaya Football Store	44
5. Organizational Structure	45
6. Job Description Organizaton Structure.....	45
7. Work System.....	47
8. Utitization of E-commerce mekanism.....	47
B. Implementation of E-commerce.....	48
1. E-commerce Infrastructure in Surabaya Football Store	48

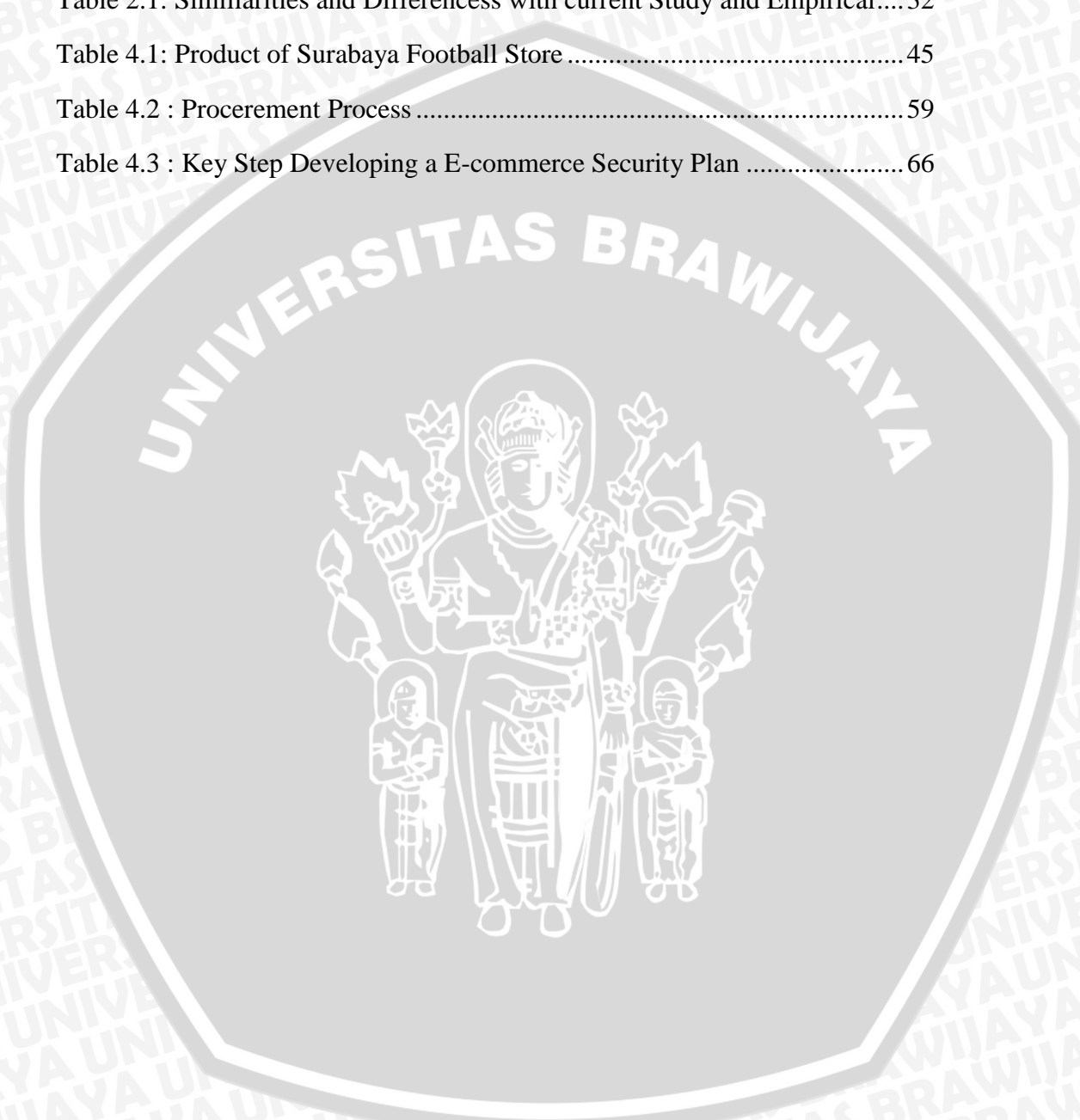


2. Application Type Used in Surabaya Football Store	48
3. Data Security in Surabaya Football	48
4. Interview Have Been Conducted.	49
C. E-commerce Process in Surabaya Football Store	51
1. Sales Process	51
2. Payment Process.	51
3. Constraints in The Process E-commerce	52
4. Do The Result of The Interview	52
D. Impact of E-commerce Utilization	54
E. Analysis Implementation of E-commerce	61
1. E-commerce Infrastruture	61
2. Application Type Used	63
3. Data Security	64
F. Process Analysis of E-commerce in Surabaya Football Store.	66
G. Advantages and Weakness Analysis Utilization of E-commerce in Surabaya Football Store	68
H. Analysis Application of The E-commerce as a sales tools	69
I. Proposition	72
CHAPTER V CLOSING	74
A. Conclution	74
B. Suggestion	75
REFERENCE.	77
LIST OF APPENDIX.	79



LIST OF TABLE

	Page
Table 2.1: Similiarities and Differencess with current Study and Empirical....	32
Table 4.1: Product of Surabaya Football Store	45
Table 4.2 : Procerement Process	59
Table 4.3 : Key Step Developing a E-commerce Security Plan	66



LIST OF PICTURE

	Page
Picture 2.1: Scope of E-commerce.....	27
Picture 4.1: History of Surabaya Football Store	43
Picture 4.2: Logo of Surabaya Football Store.....	44
Picture 4.4: Surabaya Football Store Organizational Structure	46
Picture 4.4: Selling Scema of Surabaya Football Store.....	60



LIST OF APPENDIX

	Page
Appendix 1: Pedoman Wawancara.....	79
Appendix 2: Curriculum Vitae.....	81

