ANALYSIS OF CONSUMER INTEREST THROUGH THE ZALORA E-COMMERCE APPLICATION

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Abstract:
Technological developments from time to time are increasingly sophisticated in line with people's lifestyles which are now switching to using artificial devices to make it easier to meet their needs. This includes completing secondary needs such as clothing and beauty products which can be reached through e-commerce applications. An e-commerce application is an application that provides online buying and selling services with supporting features that facilitate human mobility to meet needs. Among several e-commerce sites that are spread and developing in Indonesia, one of the most trusted and popular e-commerce applications that offers high-quality fashion products is the Zalora application. The quality of different products causes price variations. This variation in prices offered then becomes one of the factors that influences consumer interest in the Zalora e-commerce application. Therefore, this research was conducted to find out how much influence the existence of the Zalora e-commerce application has on consumer interest. In this scientific work, we used quantitative research methods in the form of questionnaires submitted to several participants from various backgrounds and ages to find the conclusion that consumer interest in the Zalora e-commerce application is influenced by several factors that significantly influence purchasing decisions in e-commerce applications. Zalora. These factors include: product quality, price variations offered, frequency of discount offers, ease of delivery, and ease of making payments.

Keywords: *Consumer interest, e-commerce, Zalora.*

INTRODUCTION

In this digital era, devices or applications have developed that can make it easier for people to fulfill their daily needs. Especially in the activity of requesting a necessary item which can be done online via an e-commerce application so that transactions can be carried out without real face-to-face interaction between the buyer and seller. Even though transactions take place in cyberspace, this is not a significant problem so many people prefer to make purchases on e-commerce applications rather than come and see the goods being offered in person because they are considered more practical and time efficient. (Romla & Ratnawati, 2018)

Changes in people's living behavior in terms of shopping from

conventional methods to digital are increasingly being felt, where initially they diligently shopped in offline stores, now they are starting to switch to shopping patterns through applications in online networks (Ardianti, 2019). There are various products and services offered in e-commerce, including clothing, accessories, gadgets, household appliances and other necessities. E-commerce not only makes it easier for producers to offer products, but also makes it easier for consumers to carry out transactions which have an impact on cost and time savings so that buying and selling activities can take place effectively (Supradono & Hanum, 2011).

One of the e-commerce applications developing in Indonesia that is trusted to offer high quality products is the Zalora application. Zalora is a branch of the largest online store in Europe, Zalando. Zalora is a fashion center in Indonesia which was founded in 2012 with insight into global fashion trends which are quite popular with the public (Santosa & Baisyir, 2021).

The development of e-commerce is accompanied by the large number of products offered online. In the Zalora e-commerce application, there are many product choices available with different qualities from one product to another. The difference in quality is certainly commensurate with the price set. If a product has high quality, then the price offered will adjust accordingly. Based on the relationship between price and quality, it then becomes one of the factors that influences consumer interest in making transactions on the Zalora e-commerce application (Caroline & Tjiptodjojo, 2021).

Consumer interest is the consumer's interest in the product being offered. This interest can occur if the product has advantages, differences, both in terms of price, quality and promotion in sales. In e-commerce applications, consumer interest in a product is very important. This is because the intensity of use of e-commerce applications depends on how often consumers request a product. This demand activity can occur if potential consumers are interested or interested in buying a product. This means that consumer interest has a big influence on the development of an e-commerce application (Putri Ghaisani & Purbawati, 2020).

RESEARCH METHODS

This research was carried out from November to December 2023 using quantitative research via questionnaires. Research was conducted from different regional backgrounds and various age groups. To collect the data and information needed in this research, the researcher used technical data collection in the form of interviews, observations and personal experiences. This research uses a sampling method, namely a non-probability sampling method using purposive sampling, where the sampling technique does not provide an equal opportunity for each member of the population to be selected and the determination is based on certain considerations.

The sample unit criteria are people who have made purchases or have visited the ZALORA website. Data collection used in this research is a survey technique with interviews using questionnaires. A survey is an investigation that will be conducted to obtain facts from existing phenomena and seek factual information, whether about social, economic or political institutions in a group or region, and a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements for respondents to answer (Sugiyono, 2014).

RESULTS AND DISCUSSION

Consumer Interest

Consumer interest is the consumer's liking or interest in products that have advantages, differences, both in terms of price, quality and promotions in sales. Apart from that, feelings of liking or interest that arise based on experience with previous products can influence a person's interest in a product. So from this interest arises the desire to have a product which is realized by making a request for a product that is desired. The type of potential consumer who has desires in the present, but is likely to make purchases in the future is a form of consumer interest (Hayu, 2019).

According to Kotler, buying interest arises after an alternative process exists. This alternative process is in the form of a person's evaluation process in making a series of choices regarding the product to be purchased based on thoughts that form a perception in the mind, so that this perception is actualized in the decision making process in the form of purchase interest. (Suwandari, Yasin, 2014) which are aspects of a potential consumer's buying interest are as follows: (Alisya Putri Rabbani et al., 2020), *First*, Perhatian(attention). *Second,* Interest. *Thrid,* Desire. *Fourth,* action.

Zalora e-commerce

E-commerce is a place where physical or digital product buying and selling transactions occur online via electronic media such as telephone, television and the internet. In e-commerce, various kinds of products are available, including services, food, music, books, household products, and even travel tickets can also be purchased in e-commerce. In its use, e-commerce is more profitable for buyers and sellers, it is said that this is because consumers save money and time because they don't have to go far to look for the goods they need. However, the drawback of carrying out transactions in e-commerce is the lack of consumer knowledge about the product, such as the actual shape of the product and what materials the product is made from. Thus, this can affect the level of consumer trust if technical errors or lies occur regarding the authenticity of the product (Pradwika & Hadi, 2018).

Zalora is an e-commerce application that provides fashion needs balanced with the latest technology consisting of various brands, both local and international. Zalora is part of the world's leading fashion group, namely the Global Fashion Group, which was founded in 2011. Zalora is spread and has become a fashion destination in Southeast Asia. In Indonesia itself, Zalora was founded in 2012 and to date Zalora Indonesia has become an online fashion retailer with rapid development in Asia with a choice of more than 500 local and international brands (Santosa & Baisyir, 2021).

Products available at Zalora include women's clothing, men's clothing, accessories, sports equipment, Muslim clothing, and many other products. One thing that supports the success of e-marketing is the level of consumer trust. According to Simamora (2008) trust is a descriptive thought that someone has about something. Trust can be knowledge, opinion or simply belief. Trust is a customer's willingness to accept weaknesses in online transactions based on their positive expectations regarding online shop behavior in the future (Ernawati, 2021).

Beliefs have a profound impact on behavior. Through actions and learning processes, people will gain beliefs and attitudes which then influence buying behavior. Trust can be given to a person, object/product,

organization/business, institution/government and/or professional role (Putri Ghaisani & Purbawati, 2020). Trust plays a key role in creating satisfactory and expected results in online transactions including security, security is defined as the extent to which customers believe that the Internet is safe for them to transmit sensitive information to business transactions. Security plays an important role in influencing consumer attitudes and purchase intentions. Consumers may feel uncomfortable releasing their personal information such as credit card and social security numbers over the Internet because consumers cannot physically check product quality or monitor security when submitting personal and financial information when shopping on the internet (Santosa & Baisyir, 2021).

Consumer interest in products available on the Zalora e-commerce application tends to be less than on other e-commerce applications. Even though the Zalora e-commerce application offers a variety of fashion products from well-known and high-quality brands, this does not guarantee that potential consumers will be interested in purchasing the products. Offering prices that are much different from prices on other e-commerce applications is one factor that causes potential consumers to decide not to make transactions on the Zalora e-commerce application (Romla & Ratnawati, 2018).

Apart from price comparisons, not too wide a reach is also part of the factors that influence the intensity of use of the Zalora e-commerce application. The Zalora e-commerce application is indeed famous and is a leading fashion group in Asia, but only certain groups reach and use it. In Indonesia, for those from economically affluent circles, only a few people know about the existence of the Zalora e-commerce application. They are more familiar with e-commerce applications such as Shopee, Lazada, Tokopedia, and so on (Ernawati, 2021).

Ignorance of the existence of the Zalora e-commerce application is influenced by several reasons. First, there is a lack of promotional intensity on social media or electronic media, such as television, magazines or newspapers. Meanwhile, people usually find out about an application through these media. Second, the lack of effectiveness of advertising in introducing the Zalora application to the public. Third, there is no clear information media that is easy to access about the benefits and features of the Zalora application, so this makes people less interested in knowing or visiting the application further (Setiawan & Rachamawti, 2019).

Based on several factors described above, we conducted research to find out more by analyzing consumer interest in the Zalora e-commerce application. This research focuses on consumer interest in the Zalora e-commerce application with several considerations as a reference in making consumer decisions to make purchases. So it can be seen that consumer interest in the Zalora e-commerce application is developing in society. Factors that influence consumer interest in using the Zalora e-commerce application include product quality, price, promotions and ease of use. By analyzing these factors, researchers hope to provide an overview of the comparison of consumer interest between Zalora e-commerce and other e-commerce (Pradwika & Hadi, 2018).

Types of E-commerce

Business-to-business (B2B) is a type of e-commerce in which one company sells products or services to another company. In this e-commerce model, buyers usually order goods in large quantities. An example is a company that purchases office supplies from manufacturers. Business-to-Consumer

(B2C) In this type of e-commerce, companies sell products or services to consumers. In general, B2C e-commerce customers are only involved in the retail industry. This activity falls into this category if Grameds has previously purchased something from an online store.

Between Consumers (C2C) Has Grameds ever sold used goods to other people in need via the Internet?

These activities are included in this type of e-commerce. In other words, C2C is an online transaction between two people. Consumer to Business (C2B) is not like B2C. C2B e-commerce is a system in which a person sells products or services to a company. For example, graphic designers offer and sell logos to food companies. Business-to-Government (B2A) is an e-commerce model that is similar to B2B, but the actors are companies and government agencies. An example of B2A is a website creation service for an online management system.

Consumer to Government (C2A) is a type of e-commerce that works like C2B. However, transactions are carried out by individuals and government agencies. E-commerce with the C2A model is rarely found in Indonesia. The type of transaction that occurs is usually in the form of services. Quality is a dynamic condition related to products, services, people, processes and the environment that meets or exceeds consumer expectations. Quality is the totality of features and characteristics possessed by a product or service that is able to satisfy consumer needs. properties of a product or service that influence its ability to satisfy stated or implied needs. identified five approaches to defining quality: *First,* Transcendent, quality is seen as a natural or innate advantage, where quality can be felt or known, but is difficult to define and operationalize. *Second,* Product-based, quality is defined as characteristics or attributes that can be confirmed so that they can be measured. Differences in quality reflect differences in elements or attributes possessed by a product. This view is very objective, so it cannot explain differences in consumer tastes, needs and preferences. *Third,* User-based, this approach is the most appropriate approach to apply in defining service quality. This approach is based on the idea that quality depends on the consumer's point of view, so that the product or service that most satisfies consumers is the highest quality product or service. A subjective and demand-oriented perspective also states that different consumers have different needs and desires, so that quality for someone is the same as maximum satisfaction felt. *Fourth,* Manufacturing-based, this approach is supply-based and primarily pays attention to engineering and manufacturing practices, and defines quality as conformity to requirements. In the service sector, it can be said that quality is operations-driven. This approach focuses on adapting internally developed specifications, often driven by the goals of increasing productivity and reducing costs. Thus, quality is determined by standards set by the company, not by consumers. *Fifth,* Value-based, this approach views quality in terms of value and price. By considering the trade-off between performance and price, quality is defined as affordable excellence. Quality in this perspective is relative, so that the product with the highest quality is not necessarily the most valuable product, but the most valuable is the goods or services that are most appropriate to buy (best-buy). Based on the literature above, it can be concluded that quality orientation is the shopping behavior carried out by consumers, when making purchases based on the quality offered.

**Online Shopping Experience**

Online Purchase Experience through individual responses in assessing is based on three aspects, namely the amount of experience, context or background, and a person's past stimuli. Online shopping is a relatively new activity for a wide range of consumers, online purchases are still considered riskier than terrestrial ones (Laroche, Yang, McDougall and Bergeron, 2005). Therefore, online shopping consumers will be very dependent on the quality of experience, where the quality of experience can be obtained only through previous purchasing experience. The determinants of the online purchasing experience consist of four factors, namel: (a) Experienced in online shopping, (b) Feel competent when shopping online, (c) Feel comfortable when using the shopping website (d) Feel that the online site is easy to use.

Previous experience will greatly influence future behavior. In the context of online shopping, customers evaluate their online purchasing experience based on perceptions regarding product information, form of payment, delivery terms, services offered, risks involved, privacy, security, personalization, visual appeal, navigation, entertainment and enjoyment (Putri Ghaisani & Purbawati, 2020).

Below is data about consumers and e-commerce users who shop online via e-commerce. Based on the results of the descriptive analysis above, it can be seen that online shopping activities at the Zalora online store are not widely carried out by consumers who fill out questionnaires. The majority of respondents, 70.4%, were not aware of Zalora e-commerce and also preferred shopping at other e-commerce on the grounds that it was more affordable and had lots of discounts compared to using Zalora e-commerce.

Below is data about consumers and users*e-commerce* who do online shopping via e-commerce.
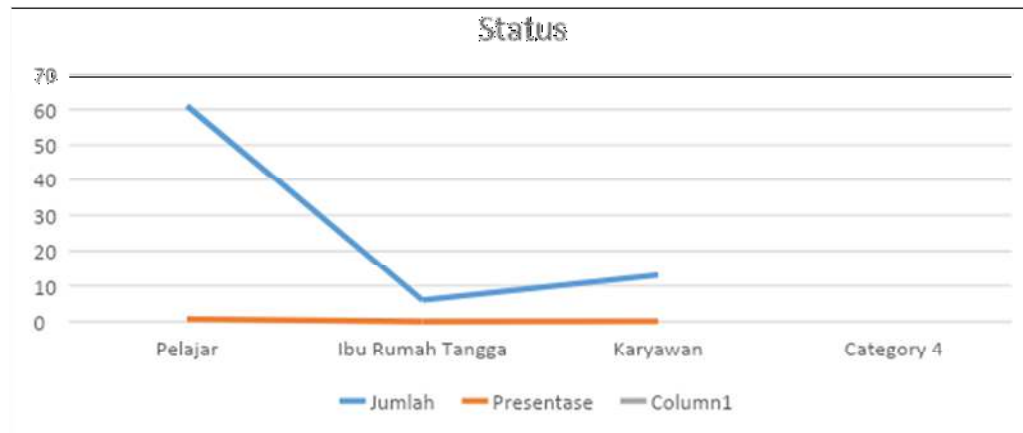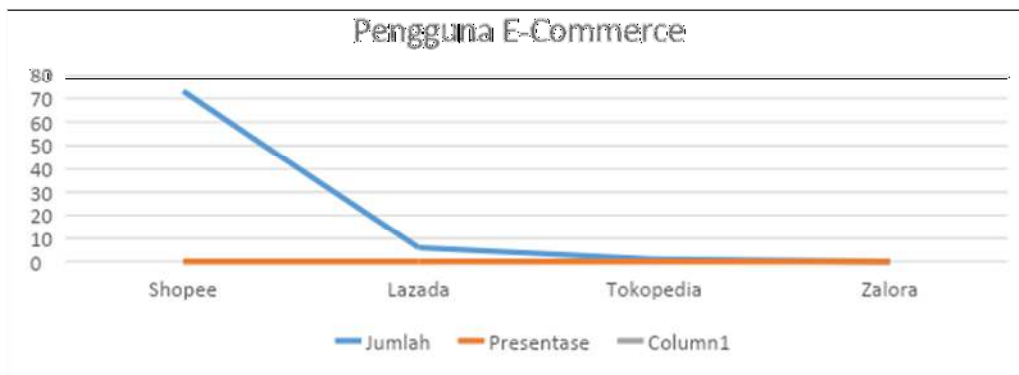
Pengguna E-Commerce

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CONCLUSION

Based on the results of the research data analysis that has been presented, several conclusions were obtained, including: Online trust is the key to creating satisfactory and expected results in online transactions on the Zalora e-commerce application. With online trust, the opportunity to attract consumer interest is greater. So the more consumers believe, the greater the consumer's interest in making transactions for a product on the Zalora e-commerce application.

Consumer interest largely depends on the quality of a person's experience through previous purchases. From this experience, consumers will evaluate a product or service which will then be used as a reference in the future. This evaluation activity is related to consumer interest in a product that has been and will be purchased. Thus, the online purchasing experience has quite a big influence on purchasing interest in the Zalora e-commerce application. The characteristics of a product or service are the main factor in satisfying consumer needs. If consumer satisfaction can be met, then the interest of other consumers will be greater because the quality of the products offered has been proven and guaranteed. There are 5 approaches to defining quality, namely transcendent, product-based, user-based and manufacturing-based.

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