The E-Servicescape of Mobile-Based Online Shopping Application Assessment: An Indonesian M-Commerce Fact

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***Abstract*— The e-servicescape as a valuable variable in the development of the digital industry needs more attention to be explored to improve the organizational performance so that this research uses e-servicescape as the main variable. This study attempts to explore the mobile-based online shopping in Indonesia and describe the condition of the customer perspective. Furthermore, this research gives some needed knowledge about the online marketplace in Indonesia. This research applies the qualitative research which uses case study and is combined with descriptive analysis by collecting as much as 335 samples. Online survey or internet-based questionnaire which is the method used to collect the data, where the respondents answer the questionnaire online. From the data received, it is found that Y generation is the widest user of mobile online shopping application and female is also the dominant gender who use the application. 158 samples or 47,2% from overall samples are identified as the student and the worker is the next largest application user profession status. Almost all samples in this study use the smartphone as a tool for accessing the online shop application beside other mobile gadgets. The important finding of this research is that there is a fairly rapid movement related to mobile online shopping application chosen by the customer.**

Keywords*— *E-servicescape; m-commerce; internet; online marketplace.

I. Introduction

Indonesia is the country with the 5th largest internet user penetration in the world (internetworldstats.com, 2017). With a total population of 262,000,000 people, the penetration of internet users in Indonesia is quite large, at 54.68% (APJII, 2017). This can happen because of a lot of factors, one of which is the need and lifestyle in the digital era nowadays increasingly demanding humans to use various things related to the internet.

According to APJII or Indonesia Internet Service Provider Association (2017) data, commercial content that is frequently visited by internet users in Indonesia is an online shop with a percentage of 32.19% or as many as 84,337,800 people. This Is one of the reasons underlying why this research is held.

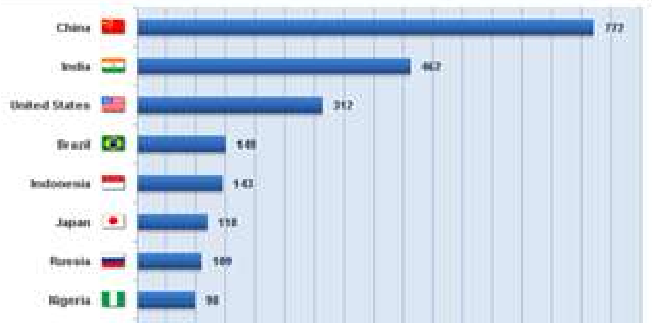

Fig. 1 Worldwide Internet User Penetration in 2017

Online shopping in Indonesia has such great potential. With the number of online shopping sites visited by Indonesian people, this indicates the development of shopping system conducted by the Indonesian society increasingly advanced. Given this fact, it is not a reference that the brick and mortar mechanism is increasingly being abandoned, but with new mechanism such as brick and click, the ways in which Indonesians are increasingly diverse.

Furthermore, related to the facts about the devices used by Indonesian consumers in accessing the internet, the results reflect the current condition, which according to data from APJII (2017). 115,699,200 million Indonesians access the internet through their mobile devices (44.16%). What a fantastic number and a fact that shows the development of access made by internet users in Indonesia. The results of this research information that is so valuable, especially for marketers who must also give maximum attention to the online shopping applications that they present on mobile devices. The results of this study also inspire researchers to take the context of a research model that focuses on online shop presented by online application service providers in Indonesia.

II. Literature Review

A. INTERNET In Indonesia

The Internet at this time becomes a tool that is increasingly used in everyday life. Even for some people, the internet seems to be a primary need that must be fulfilled. In Indonesia, accessing the internet has become something that attracts intention so many people. This can be seen in the results of a survey conducted by APJII where the development of internet user penetration in Indonesia has a very positive increase. In three years it is identified the penetration of internet users in Indonesia rose significantly more than 50%, from 34.9% in 2014 or about 88.1 million users to 54.68% or about 143.26 million in 2017.

Lots of things we can do when people access the internet. Based on the data presented by APJII, the main reason why Indonesian people use the internet is that of the desire to communicate online with the percentage of achievements of 89.3% or about 234 million people from the total population of Indonesia who access the internet. Furthermore, the reason why many people access the Internet is because the activity they do is related to access to social media with a percentage of 87.13%. The percentage of these reasons represents 143.26 million of the total Indonesian population who access the internet. The next reason why people access the internet is to fill their free time, socialize, conduct educational activities, seek entertainment, do business, trade, search for goods, and so forth.

Looking at some of the information mentioned above further clarifies the fact that most of the people are currently doing activities or spending time on the internet and the internet is a media service provider. The internet and many existing websites are the main source of information for consumers who are currently very much and increasing in number that makes them currently spend quite a lot of time on the internet to obtain the information they need. In essence, the internet can speed up the interaction process whereby the interaction can bring and organizations together in real-time circumstances which in this case reflects the key characteristics of a service like intangible, not inseparable, and perishable [1]. Later [1, 2, 5, 10, 9] adds that the internet also has similarities to the physical environment, where the Internet can provide perceived evidence as well as concrete components of a service. For example, if we look at one of the legal passport agencies, then in the delivery of the service, the agency needs some aspects of the environment in the delivery of services, such as a comfortable place, clear information in the management, the stage of the process of easy filing, until the transparency in payment which makes consumers feel safe and trusting.

B. Online shopping in Indonesia on Mobile-Based Application

The term online shop itself in Indonesia has several shifts in meaning, where some believe that e-commerce itself is online shopping. This can be observed in the opinion of Clow and Baack [4] which states that e-commerce focuses on selling goods and services over the internet. In this study, researchers personally followed the opinion that online shop is part of e-commerce. This is because e-commerce has a broader range of meaning that is all activities related to online transactions, while the online shopping itself focuses on shopping activities online. Speaking of service providers who provide the online marketplace that is used to do the online shop, Indonesia has enough companies that provide a place to do online shopping activities. As this research focuses on the realm of mobile commerce, the following table is the list of mobile-based online shopping sites on mobile devices present in Indonesia today:

TABLE I. List of Mobile-Based Online Shopping Application in 2017

No	Mobile Online Shopping	No	Mobile Online Shopping
1	Berrybenka	10	Lazada
2	Bhinneka	11	Mataharimall
3	Blanja	12	OLX
4	Blibli	13	Qoo10
5	Bukalapak	14	Shopee
6	Elevania	15	Tokopedia
7	JD.id	16	Tokoone
8	Jualo	17	Zalora, etc
9	Kaskus Jual Beli		

In this study, this research not only focuses on one mobile-based online shopping application but also use many mobile-based online shopping applications with the intention that this research can have a high generalization value. By not only choosing one of the online shopping sites, it is expected that practitioners or policyholders within the company can be educated about the importance of the variables presented in this study. Another reason why researchers focus more on online shop applications among other m-commerce options such as payment applications for various household needs or banking applications is that online shopping sites have higher hedonism value among other m-commerce applications.

C. E-serviecescape

Previous research on e-servicescape has not been done too much. This is because it is still quite new variable. Throughout the researcher's observations, research on the topic of e-servicescape began to be focused and discussed more deeply in 2009 by Hopkins *et al.*, who discussed the e-commerce competition taking place among companies in the online marketplace, which researchers focused on testing factors which can create online businesses in this sphere achieving success through the use of online shopping applications [8], whether it is related to the appearance, structure, navigation, information or security of the application. The purpose of this pioneering research is to develop the theoretical framework that conceptualizes the online shopping application as an e-servicescape variable; then this research also provides an understanding of the dimensions of e-servicescape like aesthetic appeal, layout and functionality and financial security that can impact on the design of an effective online shopping application. Hopkins *et al.* conducted an exploratory study to build relationships between two basic concepts of e-servicescape: retail activity on the internet as well as service marketing [8]. The findings of this study indicate that the dimensions possessed by e-servicescape have a significant role and can influence the attitudes, evaluation, and purchase intentions of customers. E-servicescape itself is a derivative of the servicescape variable which is a concept developed by Booms and Bitner (1981). They call servicescape as an environment in which services are created, and where sellers and buyers interact and combine with tangible products that facilitate the performance or communication of those services [3].

Given that a website is a source of consumer search for a product and this website is also capable of impacting consumers, then marketers or companies now realize that their website has a high enough value in the application of marketing strategy. In this study, the researchers reiterated that the focus of this research is on the realm of m-commerce or online commerce activities conducted based on mobile phones. When linked from the literature on service, the marketer or company should be able to create an effective strategy which is then implemented into the components of its website. The service marketing literature states that the place or setting in service marketing is called "servicescape" [1, 2, 8] used the term servicescape in their e-commerce research which was then updated with the term "e-servicescape".
Since this concept was introduced, quite a lot of researchers have made it their research topic. This happens because servicescape is considered capable of affecting consumer behavior. For example, Palmer [12] argues that if marketers want to interact effectively and efficiently with consumers, then they must be able to create effective and efficient servicescape as well. This concept then develops where the researchers further mention that servicescape is a physical facility of service [1, 13]. The term is then also used to represent the physical environment or physical atmosphere of service. When viewed from the aspect of environmental psychology in servicescape, the individual will generally do two reactions to a place or environment, in which the reaction is opposite (approach and avoidance by [11]). The first is the approach behavior which is the desire to remain in a place, while the avoidance behavior, meaning it is the desire to leave a place. From this is formed the concept of servicescape where marketers want to keep consumers want to survive and stay in the created business environment. With the development of existing technology, the environment referred to in this concept is not only able to be produced by the physical environment that comes directly only, but this term is also growing when online marketplace presents in our midst. From here e-servicescape brought from the realm of its origin is brick and mortar or face-to-face realm directly, to the realm of online or brick and click. E-servicescape itself is the environmental factors that are present when service delivery is done [10].

In this study, the e-servicescape dimensions used in this study is provided [10]. This research will break down the e-servicescape variable into three dimensions as follows:

a. Aesthetic Appeal
   The first dimension which is the shaper of e-servicescape is the aesthetic appeal. Aesthetic appeal is the degree to which consumers judge that e-servicescape is attractive [10].
b. Layout and Functionality
   The second dimension in this research is layout and functionality. These dimensions include layout, structure, navigation and other display settings. The layout is defined as the overall arrangement, structure and adjustment of the website or in this case is a mobile phone application [1]. While functionality is the perceived usefulness of the interface and also the existing navigation [1].
c. Financial Security
   The last dimension that builds e-servicescape is financial security. This dimension is realized through the security aspects presented in the transaction. [6] provide an explanation that perceived security is a subjective possibility held by consumers regarding financial information or personal information they have, which they believe will not be published, disseminated and will be maintained by related parties such as sellers. The dimension of financial security is a very important dimension in the domain of online shopping.

III. Methodology

This research provides the simple case study which examines and explores the mobile-based online shopping in Indonesia. The case study is a popular method of qualitative research [14, 16]. By using this method, the data is given deeply to better understand a phenomenon and also exemplifies the qualitative researchers' preference for more detail and focus result. First, the literature review of the e-servicescape is given to underlying the understanding of this topic with presenting some previous researches early and then the result of this study is displayed to give some information to give some knowledge for the reader. The simple analysis through the quantitative study will also be provided in this research to support the explanation of the achieved data. This research will also use data collection procedure based on an online survey or internet-based questionnaire which is the method of data collection where the respondents answer the questionnaire online.

IV. Results and Discussion

A. Respondent Overview

350 respondents are collected and it is identified that the respondents who followed this study were dominated by respondents with female gender as many as 223 respondents or 66.6% and followed by respondents with male gender as much as 112 respondents or 33.4%. It can be concluded that through judgment sampling technique or purposive sampling it is identified that the average of people who do the activity of visit at online shop is the female gender consumer.

TABLE II. Respondent Based On Generation

Item	Frequency	Percentage
Generasi Z (5 - 21 yo)	125	37,3%
Generasi Y (22 - 39 yo)	204	60,9%
Generasi X (40 - 51 yo)	6	1,8%
Total	335	100%

The table above is a table that explains the generation of respondents in this study. Of the total 335 respondents, it is identified that the average respondent is the respondents from Y generation with age range 22 to 39 years that is 204 respondents or 60.9%. Through this result, it cannot be concluded that most online shopper is a consumer of Y generation considering the sampling technique conducted by researchers is judgment sampling. The next generation that became the respondent is from generation Z and then last followed by the respondents from generation X.

TABLE III. Respondent Based On Profession

Item	Frequency	Percentage
Student	158	47,2%
Employee	120	35,8%
Entrepreneur	31	9,3%
Housewife	15	4,4%
Teacher	8	2,4%
Others	3	0,9%
Total	355	100%

The above table it is known that the average of work owned by the respondent is 158 students or 47.2%. Then followed by students, entrepreneurs, housewives, teachers, and "others".

TABLE IV. Respondent Based On The Last Visit On The Online Shopping App

Item	Frequency	Percentage
in 1 week	91	27,2%
in 1 month	114	34,0%
in 3 months	130	38,8%
Total	335	100%

The table above shows that the 91 respondents or 27.2% visited the online shopping application in one week. Then this result followed by respondents who visited the last online shop application in a month as many as 114 respondents or 34.0% which was followed by the respondents who visited the online shopping application in the last 3 months with the most number of as many as 130 respondents or by the percentage by 38.8%. With many respondents choosing options under 3 months of visiting the online shopping application in their mobile phones, this result indicates that most respondents are not visiting the online shopping application on their mobile phones. This is a fact that can be homework for marketers to make consumers more frequent in accessing or visiting their online shopping application.

TABLE V. Respondent Based On Number Of Purchases On Online Shopping App

Item	Frequency	Percentage
Never	15	4,5%
1 - 5 times	216	64,5%
6 – 10 times	49	14,6%
11 – 15 times	18	5,4%
> 15 times	37	11,0%
Total	335	100%

Based on the table above, it can be seen that regarding the number of purchases ever made by respondents, yielded information that more than 50% of respondents only make purchases in online shopping app 1-5 times as many as 216 respondents or 64.5%. It is a disappointing result that in fact in addition to the previous table it was identified that more than 50% of respondents or the highest among other options stated that they visited the online shopping app in the last three months. The table above also can be seen that the respondents who bought more than 15 times the product of mobile-based online shopping applications identified as many as 37 respondents or 11.0% and respondents who buy from 6-10 times as many as 49 respondents or 14.6 %. This study also shows that there are respondents who do not make an online purchase of online shopping applications that they visit. This is, of course, a concern for researchers why there are respondents in this case as many as 15 respondents or 4.5% who did not buy products on online shop site even though they are identified to visit the application.

TABLE VI. RESPONDENT BASED ON GADGETS USED IN ACCESSING THE ONLINE APP

Item	Frequency	Percentage
Smartphone	314	93,7%
Electronic Tablet	7	2,1%
Smartphone and Tablet	6	1,8%
Other Mobile Gadget	8	2,4%
Total	335	100%

The table above provides information about the devices used by respondents in conducting activities on online shopping visit. It can be identified that almost all respondents who do the activity of visit on online shopping using the mobile phone with the percentage equal to 93,7% or 314 respondents. This finding is a valuable finding for researchers and marketers because consumers today are indeed more likely to use the mobile phone device so that marketers can also give more attention to applications for mobile phones used by consumers in making visits related to online shopping applications. The next respondents are those who use the device in the form of tablets, then respondents who use both smartphone and tablet and respondents who use other handheld devices.

TABLE VII. RESPONDENT BASED ON ONLINE SHOPPING APP FROM CONSUMER CHOICE IN 2017

Item	Frequency	Percentage
Alfacart	1	0,3%
Belanjaqu	2	0,6%
Berrybenka	2	0,6%
Blibli.com	3	0,9%
Bukalapak	50	14,9%
Elevania	5	1,5%
Furshop	1	0,3%
JD.id	1	0,3%
Kaskus Jual Beli	3	0,9%
Lazada	102	30,4%
Mataharimall	8	2,4%
OLX	27	8,1%
Qoo10	1	0,3%
Shopee	67	20,0%
Tokopedia	44	13,1%
Vee.id	2	0,6%
yes24	1	0,3%
Zalora	2	0,6%
Lainnya	13	3,9%
Total	335	100%

The information presented in the table above has valuable value for researchers. This is because based on the table above it is known that the average respondent chose Lazada as a mobile-based online shopping application when they want to buy goods or just visit online shopping applications to see the product. The number of respondents who chose Lazada as their preferred online shopping site was 102 people or 30.4%. The results of this study are very meaningful for the Lazada who became the most selected online shopping application of the Indonesian people to maintain and even improve its services. The results of this study are also similar to the results of the TOP Brand Award which states that Lazada ranks as the first online shopping application trusted by Indonesian consumers in making electronic purchases.

The next online shopping application that became the respondent choice was Shopee with the percentage of 20.0% or 67 respondents followed by Bukalapak by 50 respondents or 14.9%. The next online shopping application which became the respondent choice in this research which is representation from the consumer in Indonesia is Tokopedia with the number of respondents as many as 44 or 13.1%. Meanwhile, other online shopping applications in this study expressed less interest by internet users in Indonesia who are represented by respondents in this study.

The results of this research is identification researchers are quite surprising considering within 5 months there has been a change in the choice of respondents to mobile-based online shopping applications they visit. Researchers first piloted a test in December of 2016 with a market condition at that time in which the number of mobile-based online shopping service providers is already quite a lot but in terms of numbers there is a difference between the number of mobile-based online shopping applications when researchers conduct research on the second stage is in May 2017. Here is the table of tabulation results when the researchers conducted the first test pilot in December 2016.

TABLE VIII. RESPONDENT BASED ON ONLINE SHOPPING APP FROM CONSUMER CHOICE IN 2016

Item	Frequency	Percentage
Lazada	53	43,4%
OLX	6	4,9%
Tokopedia	16	13,1%
Bukalapak	14	11,5%
Elevania	5	4,1%
MatahariMall	5	4,1%
Shopee	11	9,0%
Blibli.com	4	3,3%
Belanjamimo	1	0,8%
Berrybenka	1	0,8%
Zalora	5	4,1%
Lain-lain	1	0,8%
Total	122	100%

Based on the above table it can be identified that the same thing between pre-research and research conducted today is the election of Lazada as the primary choice of respondents who are representatives of consumers who use online shopping applications. This is an important finding considering Lazada in two studies that researchers conducted at two different times. Interestingly enough that it can also be found in two studies that researchers have done is a change in the online shopping application that became the second highest choice in the last study, which indicates that Shopee has a good improvement because it becomes the choice of consumers when they want doing online shopping activities or just visiting to see products on online shopping applications. An interesting phenomenon can also be observed in two other online shopping applications namely Bukalapak and Tokopedia, which each remains a consumer choice in doing online shopping activities or just to visit this online shopping application but Tokopedia and Bukalapak also valued have to make better improvements and innovations considering that these two are defeated by Shopee based on the results of research. Meanwhile, other online shopping application looks not too interested in the respondents who are representations of consumer faces in Indonesia.

To view the description of e-servicescape variables on internet user respondents accessing or visiting mobile-based online shopping app in Surabaya can be seen on the average for each indicator in the table below.

TABLE IX. E-SERVICESCAPE DESCRIPTION FROM CUSTOMER PERSPECTIVE

Item Code	The Statement of The Questionnaire	Average from 1-5 Likert Scale	Value
Aesthetic Appeal			
X1.1	Generally, the online shopping application I choose is easy to use	3,675	High
X1.2	The design of the online shopping application I choose is innovative	3,627	High
X1.3	The online shopping application I choose sells not only products but also entertains me	3,304	Enough
Layout and Functionality			
X1.4	Generally, the online shopping application I choose is easy to use	4,015	High
X1.5	All information relating to the products I purchase is available in this application	3,758	High
X1.6	The online shopping application I choose has a search menu that makes it easy for me to find the product I want	4,036	High
Financial Security			
X1.7	The payment facility on the online shopping application I choose makes it easy for me to shop	4,024	High
X1.8	Payment procedures in the online shopping application I choose are not complicated	4,003	High
X1.9	The security of transacting on the online shopping application I choose is assured	3,851	High
X1.10	There is no worry in my mind as I transact in the online shopping application I use	3,603	High

From the above research, it can be sought that the dimensions owned by e-servicescape on average have a good value. The first dimension of aesthetic appeal is identified as having a good enough assessment. Indicator X1.1 which is a design capability to attract the interest of respondents which is a representation of consumer can generate the highest value among other aesthetic appeal indicators with the acquisition value of 3.675. This indicates that the design owned by online shopping apps that they choose is perceived attractive. This is a good way to provide input for marketers, given the value of the interval scale of 3,675 out of 5, then in this case, marketers should try harder in displaying the interesting design [7, 15, 9]. Meanwhile, the lowest value among other indicators is the entertainment indicator (X1.3) with an acquisition value of 3,304. This indicates that the entertainment owned by the online shopping application is still considered by consumers. This result is also homework for marketers that remembering that entertainment is one of the aspects that can cause the trust of the customers [7, 15].

From the results above it can be identified that the second dimension in e-servicescape which is layout and functionality identified also has a good enough assessment. Indicator X1.6 which is the indicator of navigation owned by online shopping application assessed well by respondents can produce the greatest value among other layout and functionality indicators with the acquisition value of 4,036. This result indicates that the respondents rate the navigation elements such as search menu in the online shopping application is perceived good. This is a good finding considering the value generated by this indicator is not so high in the scale of the specified interval is 4.036 out of 5. While the lowest value among other indicators is an indicator of information about the products owned by the online shopping application (X1.5) with an acquisition value of 3.758. This indicates that the information element about the products owned by the online shopping application is still considered less needed by consumers. It is also homework for marketers to provide more complete information on their online shopping applications.

Finally, from the results of the above research, it can be sought that the last dimension owned by e-servicescape which is financial security identified has a fairly good average rating. Indicator X1.7 which is the aspect of ease in transacting perceived by the respondent can generate the biggest value among another financial security indicator that is with the value of 4,024. This indicates that the respondents considered that the ease of transaction perceived by consumers is considered good. Meanwhile, the lowest value among other indicators is an indicator of perceived fears by consumers when transacting on their chosen online shopping application (X1.10) with a score of 3.603 from scale 5. This figure is not a bad value for marketers but also become one of the quite important inputs for marketers to make the marketing media such as online shopping application to be more secure especially about the transactions process which is one of the crucial elements in building good service environment conditions [7, 15].

V. CONCLUSION

Given that the Y Generation is identified as the most users of mobile-based online shopping application, the marketers should design the proper strategy to attract and attain the customers' attention. The unique theme, interesting design, attractive color, up to date products, easy and useful layout, clear and beautiful font, tidy files and many others are some aspects that could attract the customers' attention. Discussing the online shopping application that consumers most choose, this is certainly a pretty interesting finding and needs to be done a more in-depth study of the provisions and change of choice. In the different progressive time of research, Lazada still becomes the most selected application and Shopee on the other hand have good development as a newcomer. One of the things that researchers can respond to this phenomenon is the possibility that the more attractive online shopping application than the more favored the online shopping application is. Finally, from the respondents' assessment who are the representatives of mobile-based online shopping application users about e-servicescape, when viewed from the managerial aspect, it indicates that the providers of websites or online shopping applications should maximize the e-servicescape aspects remembering that e-servicescape is the important variable to attract the customer attention. The result shows that Indonesian people are quite interested in online shopping application, but many actions and strategies should be applied precisely remembering that from 1 - 5 scale, the status of respondent assessment just between "enough" and "high".

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