ABSTRACT

The practice of e-commerce has many advantages for the company and customers. The phenomenon of changes in shopping behavior is supported by the internet use and digital technology that make online shopping transaction simplify. Positive growth of Rubylicious products sale was not backed up by the contribution of online media e-commerce website Rubylicious. On sales transactions in Rubylicious website is lower than the online sales through the instagram on April to September 2017. So that is necessary to do research about the factors that affect on consumer online purchases.

The objective of this research is to understand the consumer interest towards website usages in Rubylicious purchases; design the business process model based on identification result and create the new business development strategy; and build the prototype about the puchases on website. Collecting primary data by in-depth interview with the intterviewees. The interviewees is the Rubylicious owner and 10 Rubylicious customer.

This study focuses on analyzing the customer interest in Rubylicious purchase. Indicators in this research is about the consumer's attitudes with (1) Consumer Online Behavior, (2) Digital Marketing, And (3) Website Purchasing Decision. By this three indicators, we can analyze the relevance of consumer behavior and digital marketing in online shopping decision. Analyze the ongoing online purchasing activities in Rubylicious using flowmap.

The result showed that the narasumberts were satisfied with the product, price, quality and Rubylicious servicing. There are 5 narasumberts that interest in purchase repeat order in Rubylicious, 4 narasumberts doubt in purchase repeat order, that need the support factors that can trigger the repeat purchases. 8 narasumberts interest in promo when purchasing on the website. Coupon voucher for triggering consumer to make purchases via Rubylicious website.

Creating a new business process recommendation using the data flow diagram (DFD) based on the result in this research which is equipped with the prototype design using the opensource e-commerce system tools.

Keywords : E-Commerce, Consumer's Attitudes, Flowmap, Data Flow Diagram