
Literature Review: The Influence of Demographics, User Experience and E-Commerce Platforms in The Digital Business World**Murni Astuti¹, Ganefri², Asmar Yulastri³,**murniastuti@fpp.unp.ac.id, ganefri1@gmail.com, yun064@fpp.unp.ac.id

Universitas Negeri Padang

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Abstract

The presence of digital technology has fundamentally changed the business landscape, and one of the most striking transformations is the birth of e-commerce. Online business has become a global phenomenon that is spurring economic growth, increasing the accessibility of products and services, and changing the way companies interact with customers. In this context, three main factors emerge as key elements influencing the success of an e-commerce business: superior user experience, wise pricing strategy, and a sophisticated e-commerce platform. This research aims to find out how demographics, user experience and platforms influence the digital business world. The research method used in this research is Systematic Literature Review (SLR) with a qualitative approach in a systematic review which is used to summarize research results that are descriptive qualitative in nature. The results of this research are that there is a significant influence between demographics and user experience because these three variables greatly influence customer purchases because they can be a comparison of various aspects of purchasing through platforms in the digital business world.

A. Introduction

The development of digital technology has fundamentally changed the business paradigm, and one of the most significant transformations is the birth of e-commerce. Online business has become a global phenomenon that drives economic growth, allows easier access to products and services, and changes the way companies interact with their customers[1]. In this context, three key factors have emerged as key elements influencing the success of an e-commerce business: superior user experience, wise pricing strategy, and a sophisticated e-commerce platform. In an era filled with fierce competition and high expectations from customers, focusing on superior user experience is an inevitable step[2] (Putri, 2023). User experience is not just limited to an attractive and easy-to-use interface, but also includes all aspects of customer interaction with an online business, from product search to the payment process, as well as post-purchase customer service. Understanding how user experience influences customer conversion and retention is key to building a successful e-commerce business[3].

User experience, or UX (User Experience), has become a key element in winning the hearts of customers in the digital era. The better the user experience offered by a website or application, the greater the opportunity to retain customers, increase conversions and strengthen the brand image[4]. However, pricing strategy also plays an important role. In the competitive world of e-commerce, wise pricing can influence a company's competitiveness and the resulting profits. The right price decision can stimulate purchases, while the wrong price can hinder potential sales [5]. Apart from that, the e-commerce platform used also has a significant influence. Various platforms have emerged, each with their own advantages and disadvantages. Choosing the right platform for business needs can impact operations, scalability, and the ability to adapt to market changes[6].

But user experience is not the only factor to consider. A wise pricing strategy also has a big impact on e-commerce success. Effective pricing must consider elements such as market research, production costs, and customer perceived value[7]. Today, online customers have greater access to pricing information and product alternatives, which makes pricing strategy an increasingly important component in winning the competition. The importance of understanding the influence of these factors in the modern e-commerce ecosystem cannot be understated. As technology advances and consumer behavior changes, businesses that want to remain relevant and successful must reflect on how they can leverage superior user experience, the right pricing strategy, and appropriate e-commerce platforms on their journey to digital success[8].

In the ever-changing and adapting world of e-commerce, a deep understanding of the impact of user experience, pricing strategy, and selecting the right e-commerce platform is an invaluable asset[9]. With the right knowledge and wise application, businesses can take advantage of existing opportunities and build a strong foundation for future growth. Furthermore, selecting a suitable e-commerce platform can be a game changer[10]. An e-commerce platform is the foundation of an online business and can impact flexibility, ability to customize features, and scale of operations. In an ever-changing environment, choosing a platform that meets current business needs while considering future growth possibilities is a strategic decision that should not be taken lightly[11].

This article aims to help readers understand how these three factors can interact and influence each other in achieving e-commerce success. In this article, we will discuss in detail the impact that a good user experience, smart pricing strategy, and choosing the right e-commerce platform can have on a business in the digital era. We will explore how these three factors relate to each other and contribute to online business success. We'll also look at case studies, current trends and practical recommendations to help businesses understand and optimize the use of these three elements.

Formulation of the problem

Based on the background, problems can be formulated that will be discussed in order to build hypotheses for further research, namely:

- 1) Does user experience have an influence on e-commerce?
- 2) Does pricing strategy have an influence on e-commerce?
- 3) Does the platform have an influence on e-commerce?

Literature review

Demographics

E-commerce demographics is a study that involves analyzing the demographic characteristics (such as age, gender, income, education, geographic location, and others) of customers and users in an e-commerce environment. E-commerce demographic studies aim to understand how these demographic factors influence consumer purchasing behavior and preferences in the e-commerce space[12]. E-commerce demographics as an important tool for e-commerce companies to better understand and serve their customers. By leveraging knowledge of consumer demographic characteristics, companies can design more effective marketing strategies, customize products, and improve customer experiences[13].

User Experience

ICT infrastructure and e-commerce technology can influence consumer experiences when making online transactions. Technology improves the interface and content on the platform to make consumers loyal[14]. The concept of disseminating consumer experiences through electronic media regarding goods and services was previously known as "Electronic Word of Mouth Marketing". According to Suarsa WOM allows consumers to share information, interact between consumers, and express opinions using social networks.

Apart from that, the ease of searching and selecting goods, and the ease of the payment process can also influence consumer behavior. Customer behavior is defined as all activities, actions, and psychological processes, which drive consumers before the purchasing process, when making a purchase, using the purchased products and services, evaluating activities, and subsequent experiences[5]. In consumer behavior, consumer experience is the most important and can be found in the interaction process at the meeting point between sellers and buyers when consuming goods or services. Customer experience can be measured through three dimensions: sensory experience, aesthetic and sensory perceptions about the shopping environment, atmosphere, products and services

that involve the human senses; emotional experience, the mood and emotions that develop during the shopping process and social experience, relationships with other people, have a social impact and can influence consumers' thoughts, feelings and activities[11]. Influence costumer experiences when shopping online include: ease of accessing and using the web, Hedonic and Utilitarian Features, convenience, personalization, social interaction, and compatibility on various devices[15].

Platforms

An e-commerce platform is a system or software that allows companies to run their business operations online, including selling products or services to customers. These platforms provide the necessary infrastructure to facilitate the electronic trading process. The basic concept is to bridge interactions between sellers and buyers without having to take place physically[2]. E-commerce websites generally provide a variety of features such as product catalogues, shopping carts, payment processing, and shipping tracking, which enable consumers to browse, select, and purchase goods or services conveniently from the comfort of their own homes[16].

E-commerce websites can also provide various types of products, ranging from clothing, electronics, food, to digital services. Typically, they allow consumers to quickly search for products, compare prices, read reviews, and even provide product recommendations based on purchasing history or consumer preferences. Apart from that, e-commerce websites also provide opportunities for sellers, both small and large, to expand their market reach globally. In Indonesia, there are several e-commerce platforms that have grown rapidly and become major players in the electronic commerce industry. Some examples of leading e-commerce platforms in Indonesia: Tokopedia, Shopee, Lazada, Bukalapak, Blibli, JD.Id, Zalora and so on[8].

E-Commerce

E-Commerce can generally be interpreted as buying and selling transactions electronically via the internet. Apart from that, E-commerce can also be interpreted as a business process using electronic technology that connects companies, consumers and society in the form of electronic transactions and the exchange or sale of goods, services and information electronically. Ecommerce is a process of buying and selling transactions carried out via internet services that are used based on request. Producers must be ready to respond according to consumer demand[13]. E-commerce is the provision of digital commercial transactions between organizations and individuals. This is a commercial transaction that occurs on the internet and web involving the exchange of value (money) across organizational or individual boundaries in return for products and services. Ecommerce refers to the use of the internet and web for more formal business transactions[11].

E-commerce is a dynamic set of technologies, applications and business processes that connect companies, consumers and certain communities through electronic transactions and trade in goods, services and information carried out electronically. E-commerce is the process of buying and selling services or

products between two parties via the internet. The main concept of E-Commerce, namely creating a digital market where millions of people around the world can exchange large amounts of information directly, instantly and for free. Ecommerce has helped change the way companies conduct their business and expand their global reach[13].

Net commerce and a type of electronic business mechanism with a focus on individual-based business transactions using the internet as a medium for exchanging goods or services either between agencies or individuals and agencies (Net-Ready). There are several ways to classify e-commerce transactions[17]. One way is based on the nature of the transaction. Four classifications of e-commerce based on transactions, namely:

- 1) Business-to-business (B2B); This type of e-commerce includes IOS and inter-organization transactions carried out in electronic markets.
- 2) Business-to-consumer (B2C); Retail transactions with individual buyers
- 3) Consumer-to-consumer (C2C); In this category, a consumer sells directly to other consumers.
- 4) Consumer-to-business (C2B); Individuals who sell products or services to organizations.

In digital markets, consumers and sellers can see the price set for an item, therefore digital markets are said to be more transparent compared to traditional markets. Digital markets are very flexible and efficient because they operate with lower search and transaction costs, lower menu costs (seller costs for changing prices)[4].

Table 1. Relevant Research

No	Author	Tahun	Hasil Riset
1.	Fadel Retzen Lupi	2019	The Tokopedia website is an online mall that provides online business easily, as well as providing a safe and comfortable online shopping experience because it is equipped with a search engine that makes it easy to search for products, a directory as a shopping catalogue, and features so that users can easily use Tokopedia, as well as Artists as website ambassadors are a unique marketing strategy to attract public interest.
2.	Ni Made Maya Devi Theresia, I Made Wardana	2019	Experience online shopping has a significant effect on customer satisfaction, the better. The online shopping experience obtained by customers means customer satisfaction will increase further. Online shopping experience does not have a significant effect on adjusted expectations. Customer satisfaction has a significant effect on adjusted expectations, the higher the level of satisfaction, the adjusted expectations will also be more increasing. Customer satisfaction and adjusted expectations have a significant effect on repurchase intentions.
3.	Salasatri Rafaa Dinni, Berto Mulia Wibawa, dan Bahalwan Apriyansyah	2020	Value perception and perceived popularity has a significant effect on satisfaction and repurchase intention. Meanwhile, perception of quality and innovation does not have a significant effect on satisfaction and repurchase intention.
4.	Rahmatika Sari	2020	Ease of use of paylater technology has an influence of 6.4% on user impulse buying behavior e-commerce in Indonesia. From the results of data processing it can be

			concluded that ease of use of paylater technology by e-commerce users in Indonesia is very good and paylater users tend to act on impulse buying while shopping.
5.	Alvi Rizki Hady Utami	2020	There is a relationship between perceived convenience, trust, security and risk perception towards interest in buying. This is because seen from research- Previous research suggests that factors This is likely to have an influence on interest buy someone in online shopping by using e-commerce
6.	Harry Jundrio, Keni Keni	2020	The company is perceived as a website/application with neutral risk, so the perception of risk is not has an influence on buying interest. This research suggests that companies maintain and improving website quality and website reputation to increase visitors' buying interest. And because the company is an e-commerce platform that works with third-party sellers and couriers, hence the company to establish strict regulations to ensure minimal potential risks during transactions.
7.	Muhammad Rizki Maulana Putra, M. Alimul Kabir Albant, Laeli Novita Sari, Vicky F Sanjaya	2020	Sales promotion / Promotion has a positive effect on impulse buying, fashion Involvement has a positive effect on impulse buying and shopping lifestyle Positive influence on impulse buying on E-commerce Shopee.
8.	Effendi Rahman, Rahmiati	2020	Consumers' perception of security is strong, which will increase consumer confidence in doing so online shopping in Padang City. Perception of privacy has a positive and significant effect on Padang City people's trust in online shopping. It can be concluded that the higher. The level of privacy provided by an online shopping site, the higher the level of intensity consumer trust in the site. The online shopping experience has a positive and significant effect on the trust of the people of Padang City in online shopping.
9.	Dera Thorfiani, Senny Handayani Suarsa, Bheben Oscar	2021	E-commerce technology has an indirect impact sung positively and significantly towards customer experience when using e-commerce platform. Techno-e-commerce variables logy has a direct positive effect and significant impact on customer experience.
10.	Arya Nurdiansyah, Azizah Suci Pratiwi, Bunga Nur Kaunaini	2022	Trust, Convenience and Satisfaction have a significant positive effect on interest in using E-Commerce services
11.	Yuni Yasih, Willy Arafah	2022	The superior predicate of a brand has a positive effect on trust, satisfaction and repurchase intention. The findings of this research also show that trust and satisfaction also have a positive effect on repurchase intention.
12.	Enjelya Peronika Lumban Toruan	2022	Business influences e-commerce. The Internet has an influence on e-commerce; and technology influences e-commerce
13.	Ridha Nurakhmawati; Ami Purnamawati, Indra Fahmi	2022	e-service quality has an indirect influence significant impact on e-satisfaction through Shopee ecommerce consumer purchasing decisions. Effort- Efforts must be made by Shopee management to improve the quality of service (e-service). quality) and consumer satisfaction as online buyers (e-satisfaction) through purchasing decisions among other things, by getting to know Shopee consumers more deeply from consumer behavior,

			improving Shopee features that consumers feel are lacking, and increase purchasing decisions because with an increase in purchasing decisions, it can potentially support that influence resulting from service quality to Shopee consumer satisfaction.
14.	Margaretha Evi, Lisa Octavia Apliana Dewi, Dela Sheren Amarjupi	2022	The market strategy on Shopee has a big influence significantly to the level of trust and comfort of online shopping, and also influenced by price promotions, product quality and reviews from users can strengthen Shopee's existence to date and the presence of the TikTok application does not influencing the decrease in the level of intensity of loyal Shopee users.
15.	Garnita Ulfah Fauziah, Nila Nurochani, Nila Nopianti	2022	E-Commerce Features Shopee influences student consumer behavior. This is shown by the test results t which shows the t count value is greater than t table ($19.295 > 1.667$) and the significance value of 0.000 means it is smaller than the standard 0.05
16.	Faradila Candra Puspita Sari, Andhi Johan Suzana, Ady Achadi, Tri Esti Masita, Arinastuti	2023	Customer experience significant positive effect on repurchase intention, ease of use significant positive effect on repurchase intention and consumer confidence positive and significant effect on repurchase intention, and electronic word of mouth has a significant positive effect on repurchase intention. Implications research: Shopee application to further improve the application's image, quality and quality, paying attention to obstacles that might arise when transaction processes, as well as providing satisfactory shopping application services so that it can provide positive feedback to consumers via social media.
17.	Dzakwan Amar Zuhdi, Wichitra Yasya, Dwinarko	2023	Partially there is a variable influence Trust in Purchase Interest in Shopee E-Commerce and the Influence of Purchase Experience Online on Purchase Interest on Shopee E-Commerce. Simultaneously there is the influence of the Trust variable and Online Purchase Experience on Purchase Intentions at E-Commerce Shope
18.	Putu Rahayu Suandewi, Agus Fredy Maradona	2023	E-commerce consumers in Indonesia are more dominant in making purchases because caused by the attitudes and experiences they have in the digital world. Online reviews and convenience is not even a consideration for them when making a purchase. This can provides information about consumer behavior that tends to prioritize desires for try a product compared to the reviews other people have given about the product. Results This research can contribute to the development of digital marketing science, especially for actors online business in an effort to attract maximum sales
19.	Silfia Nadilla Pattikawa, Golan Hasan	2023	Perceived Risk, Website Appearance, Security, and Online Promotion has a significant relationship to Online Trust. Perceived Usefulness has a negative effect on Online Trust. This research also confirms that Perceived Risk, Perceived Usefulness, Website Appearance, Security, and Online Promotion has a positive effect on Repurchase Intention. Lastly, Online Trust influencing Repurchase Intention in E-Commerce
20.	Silvia Dwi Yanti, Sri Astuti, Camelia Safitri	2023	There is a significant influence between Online Shopping Experience and trust on Repurchase Intention

B. Research Method

The method used in this research uses the Systematic Literature Review (SLR) method to identify, evaluate, and interpret research results that are relevant to certain research questions, or topic areas, or phenomena of concern[2]. Meanwhile, the qualitative approach in the systematic review is used to summarize research results that are descriptive qualitative in nature. Apart from this, analysis of scientific articles from reputable journals was also carried out, as well as other scientific articles from journals that did not yet have a reputation. All scientific articles cited come from Google Scholar and Mendeley.

Literature research carried out using literature (libraries), both in the form of quotations in this article, is based on expert opinions and the results of previous research. In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions asked by the researcher.

One of the main reasons for conducting qualitative research is that the research is exploratory in nature[6]. Next, it is discussed in depth in the section entitled Related Literature or Review of Literature, as a basis for formulating hypotheses and will then become the basis for making comparisons with the results or findings revealed in the research.

C. Result and Discussion

Result

The results of the search process and inclusion and exclusion criteria were that only 20 paper articles were taken which met the criteria for paper articles published in the 2019-2023 time period and had discussions related to the influence of demographics, the influence of user experience and the influence of E-commerce platforms in the world. digital business. As seen in table 2 below:

Table 2. Relevant Research

No	Description	Findings
1	Initial studies found in 2019-2023	100
2	Relevant studies were based on inclusion and exclusion criteria	51
3	Studies that meet the quality assessment	31
Total Studies used		20

Source: Processed data, 2023

Discussion

Based on theoretical studies and relevant previous research, the discussion of this literature review article is:

1. The Influence of Demographics on E-Commerce

Demography is the study of populations and individual demographic characteristics, such as age, gender, income, education, geographic location, etc. Demography is used to understand the composition and behavior of populations in various contexts, including in electronic commerce (e-commerce)[18].

E-commerce demographics is the use of this demographic data to analyze how the characteristics of an individual or demographic group influence or

influence behavior and preferences in an e-commerce environment. This includes understanding how demographic factors such as age, gender, income, etc. influence purchasing patterns, product preferences, consumer confidence, and response to promotions and advertising on e-commerce platforms[19].

So, e-commerce demographics is an approach that uses demographic information to better understand e-commerce consumers and users. It helps e-commerce companies in designing more effective marketing strategies, providing more tailored products and services, and improving consumer experience by keeping demographic characteristics in mind in business decision making.

Here are some demographic factors

- 1) Age: Understanding consumer age is important in e-commerce. Different age groups may have different product preferences. For example, millennials may be more interested in technology, fashion, and lifestyle items, while baby boomers may be looking more for health or travel products.
- 2) Gender: Consumer behavior often varies between genders. For example, choices of fashion, beauty products, and personal care products can be greatly influenced by gender.
- 3) Income: A consumer's income level influences the types of products they can buy and how often they shop. Consumers with high incomes may be more likely to shop for luxury products, while those with low incomes may pay more attention to price.
- 4) Education: Consumers' level of education can influence how they navigate and interact with e-commerce platforms. More educated consumers may be more likely to seek more in-depth product information before purchasing.
- 5) Geographic Location: Consumer geographic location influences product preferences and delivery choices. For example, consumers in urban areas may be more likely to look for fast delivery, while consumers in rural areas may be more concerned about shipping costs.
- 6) Marital and Family Status: Stage in the family life cycle, such as single, newly married couple, family with young children, or mature family, influences the types of products consumers seek. Families with young children might look for baby or children's products, while newlywed couples might look for household products.
- 7) Ethnic and Cultural Characteristics: Ethnicity and cultural background also play a role in consumer preferences and the types of products they purchase. Ethnic demographics can influence culinary preferences, health products, or products that have particular cultural significance.
- 8) Technology Experience: The level of comfort and expertise in using technology and e-commerce may vary based on demographic characteristics. Younger consumers may be more familiar with online purchases and mobile apps, while older generations may need more guidance.
- 9) Employment Status: A consumer's employment status, such as office worker, professional, entrepreneur, or freelancer, can influence

purchasing patterns and product preferences. For example, office workers might be looking for work clothes, while freelancers might be looking for professional equipment or software.

The influence of demographics on e-commerce is about how an individual's demographic characteristics, such as age, gender, income, education, and geographic location, influence behavior and preferences in the context of electronic commerce (e-commerce). Here are some ways demographics can influence e-commerce:

- 1) **Purchasing Patterns:** Demographics have a huge impact on consumer purchasing patterns. For example, younger consumers may be more likely to shop online regularly, while older consumers may prefer to shop in physical stores. Knowledge of these purchasing patterns allows e-commerce companies to direct their efforts to the most potential demographic segments.
- 2) **Product Types and Categories:** Demographic characteristics such as age and gender influence the types of products and categories that consumers are most interested in. For example, young consumers may be more interested in technology and fashion products, while older consumers may look for health and beauty products. E-commerce can customize their inventory to meet the needs of different demographic segments.
- 3) **Payment Method:** Payment method preferences may vary based on demographic characteristics. Younger consumers may be more comfortable using digital payments such as credit cards or e-wallets, while older consumers may prefer cash payments or bank transfers. **Social Media and Online Interaction:** Younger generations tend to be more active on social media, and this can influence how they discover e-commerce products and brands. Therefore, e-commerce companies may focus more on social marketing efforts to reach younger consumers.
- 4) **Response to Promotions:** Based on demographic factors, consumers may respond to promotions and discounts in different ways. For example, certain demographic groups may be more sensitive to special offers and discounts, while others may pay more attention to product and brand reviews.
- 5) **Geographic Location:** Geographic location plays an important role in e-commerce, especially when it comes to shipping and logistics. Knowledge of consumers' geographic locations helps e-commerce companies adjust shipping costs, delivery times, and product offerings based on consumers' locations.
- 6) **Customer Satisfaction:** Demographics can also influence customer standards and expectations for customer service. Identifying customer preferences based on demographic characteristics can help companies provide more satisfying services.
- 7) **Security and Privacy:** Consumers from different demographic segments may have different levels of security and trust in online transactions. This

impacts their comfort level in shopping online and providing personal information.

- 8) **Content and Language Customization:** Demographic characteristics such as geographic location and native language influence the content and language used in websites and e-commerce promotions. Being able to present content in a language consumers understand or feature products relevant to their location can improve experiences and conversions.
- 9) **Interest in Special Features:** Users from different demographic groups may have preferences for special features in e-commerce websites. For example, younger generations may be more interested in social media integration and the ability to share products, while older generations may look for features that make it easier to select products based on specific needs.

Understanding the influence of demographics on e-commerce helps companies optimize marketing strategies, customize products and services, and build better relationships with customers. With a tailored approach based on consumer demographic characteristics, companies can improve customer experience and increase the effectiveness of their e-commerce strategies and help become more responsive and relevant in an ever-changing environment.

2. The Influence of User Experience on E-Commerce

User experience (abbreviated as UX) is a key factor in the success of e-commerce. It covers all aspects of user interaction with an e-commerce website or application, from navigation and display to payment processing and customer service[20]. Here is a detailed explanation of the impact user experience has on e-commerce:

- 1) **Determinants of Customer Trust and Satisfaction:** Good user experience increases customer trust and influences their satisfaction levels. Users who feel comfortable shopping online are more likely to return and make repeat purchases. On the other hand, a bad user experience can damage a business's image and reduce customer satisfaction levels.
- 2) **Intuitive Navigation Skills:** Intuitive display and navigation are very important in e-commerce. Users should be able to easily find the products they are looking for, browse categories, and access product information. If navigation is difficult or confusing, users may leave the site.
- 3) **Responsive Optimization:** A responsive user experience, meaning an e-commerce website or app functions well across devices (desktop, mobile, tablet), is essential. Users want to be able to access and shop easily on whatever device they use.
- 4) **Site Speed:** Site page loading time is a critical factor in user experience. Users have little patience, and if a site is slow, they may switch to a competitor. Good site speed also contributes to SEO rankings.
- 5) **Easy and Secure Payment Process:** The payment process should be simple, secure and transparent. Users should be able to quickly enter payment details and confirm transactions without any problems. The security of personal and financial information is also very important.

- 6) **Personalized Experience:** Successful e-commerce often uses personalization to tailor product displays and offerings to user preferences. Information such as purchase history, previous searches, and product preferences helps improve the user experience.
- 7) **Efficient Customer Support:** Good customer support is an important part of the user experience. This includes ease of contact, fast response times, and quick and efficient resolution of issues. Good customer service also builds trust.
- 8) **User Feedback and Reviews:** User experience includes reading and providing product reviews and other feedback. Positive reviews and good feedback from previous users can increase trust and conversions.
- 9) **Response to Changes in Consumer Behavior:** E-commerce must be able to respond to changes in consumer behavior, especially during certain events such as a pandemic. This may require changes in marketing strategy and product offerings.

Good user experience is a key element in building a successful e-commerce business. Businesses that can provide a convenient, efficient, and safe experience will gain customer trust, increase conversions, and maintain a loyal customer base. Thus, user experience should always be a primary concern in e-commerce strategies[21].

3. Platform influence on E-Commerce

Platform in the context of e-commerce refers to the system or technology used by e-commerce companies to carry out their operations. These platforms can include websites, mobile applications, content management systems, sales systems, inventory management systems, and so on[22]. The influence of platforms on e-commerce is very significant, and here is a more detailed explanation of this:

- 1) **Appearance and Navigation:** The e-commerce platform determines how the website or application looks and functions. Good display design and navigation are essential to help users find products easily and browse the site without obstacles. An intuitive and easy-to-navigate display can enhance the user experience.
- 2) **Performance and Speed:** The speed and performance of an e-commerce platform plays a key role in user experience. Users want sites that load quickly and run smoothly without glitches. Good performance helps prevent users from leaving the site due to long loading times.
- 3) **Scalability:** The platform must be able to be changed or scaled according to the growth of the e-commerce business. The ability to scale the platform is important to address traffic growth and increased product demand.
- 4) **Responsive Capability:** Responsiveness means that the e-commerce platform works well on a variety of devices, including desktops, mobile phones, and tablets. In the mobile era, responsive platforms are essential, as most consumers access e-commerce via mobile devices.

- 5) **Transaction Security:** Security is a key factor in e-commerce. Platforms must have strong security layers to protect users' personal and financial information. SSL certificates, data encryption, and secure payment protocols are examples of security measures that should be in place.
- 6) **Integration with Payment Methods:** E-commerce platforms must be able to integrate various payment methods, such as credit cards, digital wallets and bank transfers. The ability to accommodate a variety of payment methods increases buyer convenience.
- 7) **Inventory Management:** E-commerce platforms must be able to manage inventory efficiently. This includes managing product stock, automatically updating product availability, and providing the right information to users.
- 8) **Analytics and Tracking:** The platform should provide analytics and tracking tools that allow companies to understand user behavior, conversions, and a number of other metrics. This data is used to optimize marketing and operational strategies.
- 9) **Content Management:** The platform must have the ability to manage product content, including descriptions, images, prices, and reviews. This allows companies to update product information efficiently.
- 10) **Third Party Integrations:** The ability to integrate third party services, such as delivery services or payment devices, is an important factor. This integration allows e-commerce companies to provide more comprehensive and efficient services.
- 11) **Personalization Capabilities:** A strong e-commerce platform should be able to provide personalization services that allow companies to customize displays and offerings based on user preferences.
- 12) **Technical Support:** The platform's ability to provide good technical support is important for resolving technical issues that may arise.

The influence of a good platform in e-commerce is an important foundation for online business success. A platform that meets business needs, is easy to use, secure, and responsive, and can be integrated with necessary tools and services, helps e-commerce companies to provide a quality user experience, increase conversions, and retain satisfied customers[23].

Conceptual framework

Based on the problem formulation, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for this article is as follows.

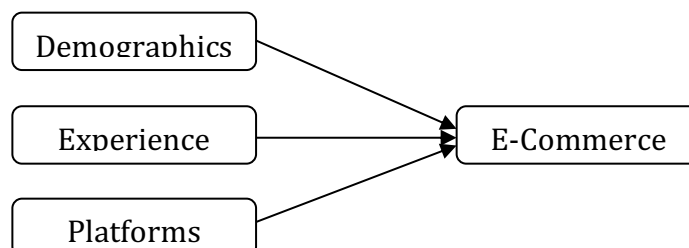


Figure 1. Conceptual framework

Based on the figure 1 theoretical studies and reviews of relevant article results, it is explained that Demographics (X1), Experience (X2) and Platform (X3) influence e-commerce. Apart from these factors, there are many other factors that influence E-Commerce.

D. Conclusion

In the world of digital business, understanding and managing the influence of demographics, user experience, and e-commerce platforms is one of the keys to success in managing e-commerce. E-commerce companies that understand the demographic characteristics of their customers, provide a good user experience, and choose appropriate platforms will be more likely to achieve success in an ever-evolving market. Demographics helps e-commerce companies in designing marketing strategies that suit consumer preferences and needs based on specific demographic groups. Customer experience in terms of Intuitive navigation, site speed, payment security and efficient customer service are factors that influence customer satisfaction thereby helping companies understand user behavior and optimize marketing strategies. And platform selection is important in key decisions that influence the operations and success of digital businesses. E-commerce platforms offer many advantages, including easy setup, strong security, and integration of various payment methods. In the era of rapidly developing digital business, understanding and good management of the influence of demographics, user experience, and e-commerce platforms is the key to winning the competition. Digital businesses that are able to adapt their strategies according to customer demographic characteristics, provide a great user experience, and choose appropriate platforms will be more likely to achieve long-term success in this dynamic market. Keeping up with trends and innovating is key to achieving and maintaining a competitive advantage in digital business. The results of this research are that there is a significant influence between demographics and user experience because these three variables greatly influence customer purchases because they can be a comparison of various aspects of purchasing through platforms in the digital business world.

E. Acknowledgment

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