

E-Market Places Shopeemall on Brand Pixy Official Store Produce Superiority which Competitive

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Abstract

This scientific research aims to determine the scheme of the e-market place conducted by brand pixy store official via shopeemall This study uses a qualitative method by collecting data through the library, and observations originating from book Which concerns title writing as well as through site Internet about brands the. Based on from results writing Which exposed about e market place Which carried out by the official pixy store brand with the goal of making shopping easier with system on line through shopeemall, with exists system service from partystore, maintaining the quality of services carried out in the e market place. The e market place system make it easy seller in matter sell product, meanwhile buyer can fulfil his needs according to what he needs, both of these things are done more simple And easy with exists support system technology information, results activity describe that in enter the business world bound in the e-market place necessity training to pixie shop official related from activity Which done in the shopeemall in order to achieve it objective company.

Keywords: e-markets place, shopeemall, brand

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I. Introduction

Shopee give service buyer with a simple payment process easy, as well as give arrangement logistics Which consolidated. Shopee Also give sellers to sell with easy. Shopee active strong Forcreating a platform that can helpmeeting between consumers and producers, furthermore create changeshop Which simple And make it easy Lots people, Why platforms has become part Whichnot replaced in life We? In period now,

We always connected And must in a manner aware decide For "go outreach". later This platforms business model more popular, especially needed by company Which will selling innovative products. New product or business new role very For increase economic development. Besides That pan And Zinkhan (2006) show that frequency visit shop very depending on the image and attitude of the store, as well increasing competition (price) during decades final has force retailer traditional way of looking for differentiating strategies both inside the store and outside the store produce image business. Image business is description For determination competitive (Pessemier, 1980). Competitive advantage is ability company for develop strategy For create opportunity profit by maximizing returns investment Which done or Which will done. At least two principle main needed for company Forget superiority competitive. It means, mark perspective customer And uniqueness product. Capability Which obtained through attributes and resources company Which make it perform better than any other company in the industry or market Which The same.

Porter in daphne argue that There istwo method For create superiority competitive. The first way is excellence cost, Which achieved with increase efficiency cost production For reach maximum profit, or by selling lower priced products. With prices covering a wider market And relatively competitive with competition. Method second For own superiority commercial is with sell product high value. So even though the price is high has a reputation, consumers want to buy for the value embodied in the product Which sold the number of online shopping transactions at Shopeemal Still A little compared to with e-commerce. transaction shopping on line Indonesia Keep going develop. Trust site e-commerce plays an important role in evaluate is consumer trust they For shop on line. Please noticed that transaction on line No face to face between buyers and sellers. Therefore, it is important in e-commerce For evaluate factors Which influence trust. ShopeeMall is a form of e-commerce that grow most fast in Indonesia And considered more Trusted than Which other. Center shopping offer superiority type e-commerce other, such as complete information, products that guaranteed original, and payment systems Which safe. Based on this source the author discussing competitive linkages with the service of the pixy store official Referring to the problem, I as a writer interested lift For see mechanism competitive walkefficiency as well as assessing trustworthiness from attitude service from pixie shop official.

II. Method and Material

Writer is student of the Islamic State University of North Sumatra, Faculty of Islamic Economics and Business from the Management Study Program , For facing the problems that have been described above, by doing various method ie with approach qualitative, namely by conducting research by going through the findings based on from libraries, ebooks, official documents, journals, websites Internet so that obtain descriptive data from the problem appropriate _ from the problems studied so that produce useful and relevant information . The author obtains material from hand second And No from data

handFirst in the field but researcher doin a manner literature Technique collection data by doing with observation techniques Which related to the title stated by writer at work scientific this. Populationwriting brands pixie shop official Which obtained with the sample isinfluence brand users pixie.

III. Results and Discussion

At the writing of this article to discuss regarding competitive mechanisms gain increased efficiency and attitudetrust Which will highlighttrust to consumer. Hal This help the business image and also help in achievement objective goals Which has set Results from method study with using observation techniques, the author candescribe that exists created description brands to consumer from partybrand pixy store official. Production activities Pixie Which currently develop reasonable rapidlyThere is era Now ie Industry Which engaged in cosmetics. Cosmetics is something Which Which become target Whichwanted by everyone, especially to the womankind. It's common for women not to ariseconfidence when not wearing somethingcosmetics.

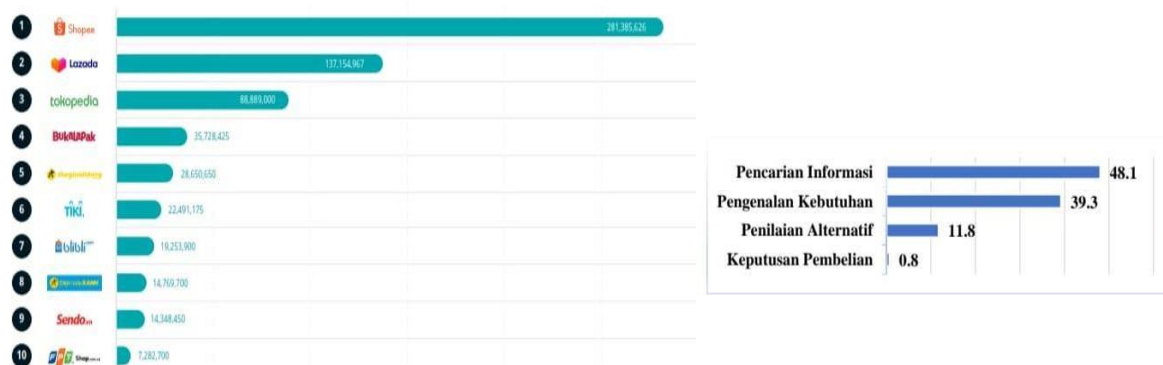
vision and mission "Human to Human" which means Mandom is moving company to man Which ignored to draft "Healthy, Clean And Beautiful". Ingreatness belief Which will oppose boundaries to be able to follow ideas and innovations in life consumer. PT MandomIndonesia, Tbk. start move with operate something product in a manner commercial on year 1971 And emit series product cosmetics Formale consumers in 1975. Then for series product cosmetics For consumer womanissued in 1987 and before on year 1982 issued product deodorant brand "Pixy Sticks deodorant" For consumer woman. Got saidName (brands) Pixie Alone startdisseminated on year 1982.

Pixy can be purchased at supermarkets, supermarkets, mini Market until shops cosmetics traditional whole Indonesia...no onlyShop offline only, through online on the website official pixie, Now Pixie Also has own official Store on e- trusted commerce such as Shopee, Blibli.com And Lazada.

Brand image, or the brand image itself, reflect promise producer toconsumer about quality product Whichit generates. Brands image Pixie Alone, except cosmetics with label Halal,aim For awaken energy positive emotions that can increase feelings believe self every woman. This menic Wijianty 2016:68) states that brandpixie is the perception of brand Which reflect association memory consumer with brand the. Association the state what Actually A brand And What Which he promised to consumer. Brand pixie proven own influence Which significant to decisionpurchase,Support celebrity Which interesting Also influence decision purchase consumers. Choose a celebrity endorser highly important for companies, especially cosmetics. With use celebrities endorser expected can create connection positive relationship between the product and the endorser. Associations can easily come in form thinking or description certain Which related with something brand. Withcommunicate based on Lots experience, bond with the brand becomes more strong. Various associations Which remembered consumer can put together For formimage brand in mind they. Celebrity interesting in Lots matter to

audience target For do decision purchase. There is nothing related to this reveal especially formerly about linkages Which influence decisions purchase to attitude service Which increase trust, however with thereby linkages This has poured that The same The same capable For create excellence and will achieve objective Which has set In the matter attitude service There is disclosed by a para expert that is according to Arianto (2018:83) which says that quality service is focus in fulfil needs, as well on accuracy time For fulfil hope customers..From each that matter in enhancement competitive Which carried out by the pixy store official at shopee mall which is implemented by the author This capable push objective Which has set in accordance consequences. Factor First Which influence decision purchase is factor price. Price can be an indicator of the product is product. Consumer usually identify Good nope product through price, usually the more expensive something product so will get quality Which Good. When a consumer shop something matter Which First pay attention to none other than the price, followed by with other factors. Fairness of a price product must be defined in advance and in accordance with quality product Which offered. In Islam determination price To be fair, the price represents a fair amount of money Which state mark swap something units object. Price Which fair is mark goods Which paid For A object Which given, on time as well as place delivery of the goods. Price definition justice can be taken from the concept of Aqinas Which define with price normal competitive, that is, prices that are in competition perfect Which caused by supply And requests, No There is element speculation , Based on his previous research that Lots strategy in increase competitive advantage as well as in terms of service as a benchmark for purchasing Quality service is something circumstances dynamics that are closely related to the product, service, source Power man Quality Service According to Fandy Tjiptono (2005), Quality service is level superiority Which expected. According Wyckoff, quality service is performance Which offered by somebody to person other.

According to Philip Kotler. Besides about factor Which influence purchase , party pixie should Also guard quality product Which has marketed, For reach A target Which has set. Regardless from results writing Which has poured, author experience constraint in research, experience constrained in the object study , However I try For write journal this. Dan with thereby company business This the more easy looking for, and with person Which characteristic competitive.



Source: business economics scientific journal. 2021 page 313

IV. Conclusion

We can conclude that pixy products in era Now This very develop reasonable rapidly Because product in the field Cosmetics are very much the target of the people woman on moment this. product pixie Lots emit variation type cosmetics And quality, besides create Lots product And become targetconsumer, next can put forwardAlso related with perception party company pixie shop official to increase superiority Which competitive with service attitude in the company. Results observation that consumer very notice attitude service Because as reject measuring consumer in intention buy, then from That decision purchase become matter Which important in activity do business.

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