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PROPOSED MARKETING STRATEGIES FOR INCREASING SALES OF ANTIVIRUS E-COMMERCE COMPANY IN INDONESIA

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Abstract

The Indonesian e-commerce market has enjoyed dramatic growth over the last five years, upending a long-held view among local venture capital firms and businesses. Recent estimates by Macquarie Bank suggest the Indonesian market has grown 60–70% annually since 2014 and is expected to expand from US\$8 billion in 2016 to US\$60 billion in 2020. This will generate new opportunities for e-commerce sites and their businesses. Antivirus Indonesia (www.antivirus-indonesia.com) is an online store selling a digital product (antivirus) for the B2C market. The purpose of the study is to understand how to increase sales of this e-commerce company. Customer awareness and satisfaction can be determinant variables for increase of sales. This may create awareness and customer willingness to pay for this digital product and also to re-purchase the antivirus software after it is expired. A questionnaire survey based on focus group discussions and netnography research was delivered via Google Forms to users and non-users, with 135 respondents agreeing to participate. The questionnaire was devised by convenience sampling technique. The underlying variables in the framework were examined with explorative factor analysis. The results could be interesting for managers in the e-commerce sector.

Keywords: E-Commerce, Digital Product, Antivirus, Customer Awareness, Satisfaction.
