

**BUSINESS ANALYSIS AND DESIGN OF ONLINE MARKETPLACE FOR
BEAUTY CARE SERVICES (KERENAJA)**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The trend in the beauty sector continues to increase, for example, the existing beauty platform in Indonesia has managed to get initial funding from investors. Therefore, this is the reason for this platform to choose the beauty industry as a business sector. Besides being a business opportunity, the purpose of this research is to create a business model suitable for beauty service providers to improve their current business in the form of platforms and this platform is also a new media to promote the services they offer. In addition, this platform will provide an opportunity for beauty consumers to be able to find beauty products, beauty services, and book the beauty services they want. Qualitative method is used to gather data from beauty care providers and consumers. After platform testing, feedback gathering will be carried out using a qualitative method

for beauty care providers and quantitative methods for consumers. This study also analyses the correlation between customer satisfaction and consumer intensity on the platform. The results of this study are 6 out of 7 beauty care providers are helped by reservation, scheduling management, and product management features. In addition, the relationship between customer satisfaction and customer intensity to use the platform is very influential. Therefore, the intensity of these customers is poor it will affect customer satisfaction on this platform.

Keywords: Beauty Platform, Beauty Services, Beauty Products, Beauty Consumer, Beauty Trends, Beauty Care Provider, Beauty Freelance, Reservation, Schedule Management, Product Management, Information Quality, Usability, Service Interaction Quality, Customer Satisfaction, Intensity.





DEDICATION

I dedicate this works for my family, my friends, and Indonesia.



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TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION.....	6
ACKNOWLEDGEMENTS.....	7
TABLE OF CONTENTS	8
LIST OF FIGURES	11
LIST OF TABLES.....	12
CHAPTER 1 - INTRODUCTION	13
1.1 Background	13
1.2 Research Problems	15
1.3 Research Objective.....	15
1.4 Research Scope	15
1.5 Research Limitation	16
1.6 Significance of Study	16
1.7 Research Question.....	16
1.8 Hypothesis.....	16
1.9 Thesis Structure.....	17
CHAPTER 2 - LITERATURE REVIEW	18
2.1 How Online Beauty Brand Community users' Experience Contributes to their Experiential Value, Attitudes and Continuance Intention. (Hsu and Yu, 2019)	18
2.2 Study on ABCD Analysis Technique for Business Models, Business Strategies, Operating Concepts Business Systems. (Dr. P. S. Aithal, 2016)	18
2.3 Designing Online Marketplaces: Trust and Reputation Mechanism. (Luca, 2017) 21	21
2.4 Desain Website Pemesanan Jasa Perawatan Kecantikan Dan Penjualan Produk Kecantikan Pada Gonova Beauty Care. (Pasaribu, Salim and Salsabila, 2019).....	22
2.5 Erha Clinic and Natasha Clinic comparison (Business work, brand loyalty, and brand awareness).	22
2.5.1 Business Work Feature	22
2.5.2 Brand Loyalty	23
2.5.3 Brand Awareness	24

2.6	Related Works	24
2.6.1	Smart Business Map.....	24
2.6.2	Business Model Canvas	26
2.6.3	Competitor Analysis (Nur Rosita Dewi, 2020).....	27
2.6.4	Sampling (Salamadian, 2017).....	27
2.6.5	Qualitative Survey (Latham, 2020).....	28
2.6.6	Conceptual Framework (Latham, 2020)	28
CHAPTER 3 – RESEARCH METHODS.....		30
3.1	Research Diagram Team	30
3.2	Research Methodology.....	31
3.3	Research Methodology Discussions	31
3.4	Business Analysis and Design	31
3.4.1	Competitor Analysis	32
3.4.2	Data Gathering (Pain and Need)	34
3.4.3	Smart Business Map.....	37
3.4.4	Business Model Canvas	37
3.5	Preliminary result.....	37
3.6	Mockup Development	50
3.7	Pre-launching	55
3.7.1	Launching Platform on potential vendor place.....	56
3.7.2	Social Media Campaign	56
3.8	Feedback	56
3.8.1	Vendor Feedback	56
3.8.2	Customer Feedback.....	61
CHAPTER 4 – RESULT AND DISCUSSION.....		78
4.1	Business opportunity and initial business requirements	78
4.2	Smart Business Map.....	78
4.2.1	Playing Field	79
4.2.2	Market Landscape	84
4.3	Business Model Canvas	87
4.3.1	Key Partners.....	88
4.3.2	Key Activities	88
4.3.3	Key Resources.....	91
4.3.4	Value Propositions	91
4.3.5	Customer Relationship.....	91
4.3.6	Channels.....	91
4.3.7	Customer Segments.....	91
4.3.8	Cost Structure.....	92
4.3.9	Revenue Streams.....	92
4.4	Current business process and platform business process(Case: Barbershop)....	93
4.5	Pre-launch	96
4.5.1	Post-pandemic campaign	97
4.5.2	Donations	98

4.6	Feedback	98
4.6.1	Vendor (beauty care providers) feedback	98
4.6.2	Service consumer/customer feedback.....	105
CHAPTER 5 – CONCLUSIONS AND RECCOMENDATIONS.....		115
5.1	Conclusions.....	115
5.2	Future works.....	115
GLOSSARY		116
REFERENCES		117
APPENDIX A.....		120
APPENDIX B.....		128
APPENDIX C.....		131
APPENDIX D.....		132
CURRICULUM VITAE.....		136



LIST OF FIGURES

Figures	Page
Statistic Market of Skin Care in Indonesia.....	13
Skin Care Market Share in Indonesia.....	14
Structural Model.....	18
ABCD Framework.....	19
Smart Business Map by Budi Isman.....	25
Smart Business Map Breakdown.....	25
Conceptual Framework (Khalifa, 2015).....	29
Research Diagram KerenAja Team.....	30
Research Methodology.....	31
Competitor Matrix.....	32
KerenAja Feature Framework Diagram.....	50
Vendor First Phase Mockup.....	52
Customer First Phase Mockup.....	54
Landing Page.....	55
Questionnaire Statement Example.....	64
Reliability Test - Information Quality.....	76
Reliability Test – Usability.....	76
Reliability Test – Service Interaction Quality.....	77
Reliability Test – Customer Satisfaction.....	77
Reliability Test – Intensity.....	77
Smart Business Map.....	78
Proposed Solution.....	83
Business Model Canvas.....	87
Introduction of the platform(KerenAja).....	90
Giveaway Instagram Post.....	90
Barbershop Vendor Current Business Process.....	94
Barbershop Vendor with Platform Business Process.....	95
Launch platform in barber Hive.....	96
Launch platform in barber Techno.....	97
Post pandemic poster and activities.....	97
Donation Activity.....	98
Demographic Customer Questionnaire Result.....	105
AMOS path analysis diagram.....	113

LIST OF TABLES

Table	Page
ABCD Framework Table.....	19
SWOT Framework Table	20
Feature Comparison.....	22
The number of Natasha Skincare and Erha Skincare Users at Jember 2017-2019.	23
Competitor Analysis (SWOT).....	33
Platform List of Features	34
Discussion Script Beauty Care Providers	35
Discussion Script Service Consumer.....	36
Preliminary Vendor Result Cross-case analysis	46
Preliminary Customer Result Cross-case Analysis	48
Mockup Scenario.....	51
Mockup Question Table	52
Vendor Mockup Feedback Perspective	53
Customer Mockup Feedback Perspective.....	54
Vendor Website Testing Scenario	57
Vendor Interview Questions	59
Customer Website Testing Scenario.....	61
Questionnaire Statements	65
Validation Test - Information Quality	69
Validation Test - Usability	71
Validation Test - Service Interaction Quality.....	73
Validation Test - Customer Satisfaction.....	73
Validation Test - Intensity	74
Differences between beauty care provider and beauty freelance	79
Service frequency used between men and women	81
Consideration category based on vendor and customer	81
Time factor categories	82
Pricing Strategy based on Subscription	86
Extra Pricing Strategy.....	87
Vendor Interview After Testing Cross-case Analysis	102
Result based on information quality	106
Result based on usability	108
Result based on service interaction quality	109
Result based on customer satisfaction	110
Result based on service interaction quality	111
AMOS path analysis diagram output (Regression Weights).....	113