

INFORMATION TRANSPARENCY AND REGULATORY FOCUS TO INCREASE BUYING INTEREST IN THE INTEGRATED FOOTWEAR MARKETPLACE (IFM)

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Abstract: This research aims to examine information transparency and regulatory focus to increase buying interest at the Integrated Footwear Marketplace. The informants used in this research came from consumers, suppliers, producers, funding institutions and logistics services. The research method used is descriptive qualitative. The results of this research show that the Integrated Footwear Marketplace uses two main concepts, namely co-design and economic sharing. The concept of co designing is seen in the consumer engagement menu where consumers can enter design ideas and designs and other consumers can provide responses and comments on these design ideas and designs. Transparency by showing data related to individual profiles, company profiles and various product descriptions. Information quality is related to information that is trustworthy, reliable, and available on time, relevant and easy to understand. The concept of self-regulation creates natural motivation to achieve desired results. The concept of self-regulation can be grouped into approach and avoidance. This avoidance concept can be seen from the product description which explains it completely and in detail so that it can be taken into consideration regarding things that have the potential to become risks.

Keywords: *Co designing, economic sharing, integrated footwear marketplace, and principles approach & avoidance*

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1. Introduction

Online shopping has become a new habit of modern society. Even social media services such as Tik Tok are intensively working on live shopping features to accommodate people's needs for shopping on the internet. According to We Are Social research, 178.9 million Indonesians shopped online from 2022 to early 2023 with an estimated online shopping value of US\$55.97 billion or 851 trillion (CNBC, 2023). Of this amount, US\$8.74 billion (15.61%) was used for online fashion shopping.

Factors that make consumers buy goods in E-Commerce for the period 25 August to 10 September 2022 (Bayu, 2022) are: reviews from other customers (26.6%), promotions and discounts (24.6%), product ratings in e-commerce (15.6%), number of goods sold in e-commerce (8.5%), choice of cash on delivery (COD) or pay on delivery (8.5%), free shipping (8%), number of likes and comments on social media (1%), and others (7%). Customer reviews, available promos and discounts, product ratings, and the number of items

sold show the importance of “providing information” to consumers. Information transparency and ease of access for consumers to information can increase consumer buying interest (Lee & Nam, 2021; and Seban, 2022). This affects the level of consumer trust (Junjuran, 2020). This phenomenon can be explained by regulatory focus (Chang et.al., 2019).

Regulatory focus has two points of view, namely people who focus on promotion (promotion focus) and people who focus on prevention (prevention focus). People who focus on promotion will focus on the availability of opportunities and existing benefits. People with a prevention focus tend to be oriented towards existing risks and threats. In the context of regulatory focus, consumers who have a promotion focus do not pay too much attention to information transparency because they are more interested in the benefits of the promotions offered. On the other hand, consumers who have a prevention focus are more interested in transparent information available in the marketplace because they are more careful and focused on avoiding losses from transactions carried out. This research presents information transparency and regulatory focus to increase buying interest in the Integrated Footwear Marketplace.

2. Literature Review

2.1. Information Transparency

Information transparency is the level of ease in accessing information (Zhu, K., 2002). The definition of transparency is the extent to which an organization displays data regarding the flow of decisions, processes, functions and achievements of its roles (Grimmelikhuijsen & Meijer, 2014). Another view regarding transparency is an action carried out to provide information to the target party (Kim N.L., et al., 2020). Initially, this variable was used in financial literature (Bhutto et al., 2019).

For the first time, information transparency was studied by Zhu K (2002) who emphasized that information transparency is important, but too much information transparency will pose a threat so companies should find a balance between information transparency (Zhu, K., 2004). Then, this variable is also used in the world of health (Lee, T.H., 2014) which explains how to improve the quality of health services and control costs by using information transparency.

Information transparency is closely related to the quantity of information and the quality of information because transparency talks about providing more quantity and quality of information for parties who need it (Williams, 2015). Information is said to be excessive when the intensity of the information increases and exceeds the person's capacity to think, which is characterized by confusion, overwhelm, and difficulty digesting the information received (Soroya et al., 2021). A sufficient quantity of information can influence a person's decision making (Laker et al., 2018), but information provided in excess will make a person confused.

Information quality shows how far information can be trusted and relied upon. To assess the quality of information, there are five dimensions (Zhu L., et al., 2020), namely: (1) Reliability, information is said to be of quality when the information can be trusted by its users, (2) Accuracy, how precise and correct the information is. provided, (3) Availability, information must be available and accessible to parties who need the information, (4) Relevance, providing information to parties who need it according to the type of information they need, and (5) Ease of understanding, Information Quality information must be conveyed clearly so that it is easy to understand and in accordance with the needs of the target party. Trade regulations in Indonesia are regulated by Law no. 7 of 2014. Important matters related

to information are: (1) Prohibition of manipulation regarding inventory information, (2) Obligation to provide complete and correct information, with minimum information: identity of business actors, technical provisions for the products offered, requirements for qualifications required for the services provided, (3) Details of prices and payment options, (4) How to provide products, and (5) A mandatory trade information system that is provided quickly, accurately, effectively and easily accessed by the public. This law was further developed through Government Regulation no. 80 of 2019 concerning Trade through Electronic Systems (PMSE) in Indonesia, which contains the main points of e-commerce transactions both from within and outside the country, including business, licensing and payments (Agustini, 2020).

Companies should be able to balance information transparency with data confidentiality in order to minimize competition between companies, but still benefit from collaborative information transparency. For this reason, companies must have the willingness to distribute information openly and provide contributions from interested parties (Lamming et al., 2001; Rawlins, 2008). When a company has succeeded in implementing information transparency, the company can increase customer confidence so that it will automatically increase buying interest in the product (Kshetri, 2017).

2.2. Buying Interest

Buying interest is the psychological condition of a person who is interested in making purchasing decisions (Schiffman & Kanuk, 2007). Buying interest is also defined as steps in making decisions that include the reasons for the consumer's purchase (Akram et al., 2021). An individual's desire or tendency to purchase a product is also interpreted as buying interest (Sujarwo & Indriani, 2022). Buying intention refers to a customer's willingness to buy a product or service again on their next visit or transaction (Cuong, 2020). A person's behavior when he is interested in buying a brand is also defined as buying interest (Saad et al., 2012). Thus, buying interest can be studied at the pre-purchase and post-purchase stages. At the pre-purchase stage, buying interest encourages someone to make a decision to purchase something logically (with clear reasons) and emotionally (attracted to a particular brand). In the post-purchase stage, buying interest encourages someone to make a repeat purchase.

In the marketing concept, buying interest was first put forward by Howard and Sheth who said that there are three factors that influence individual buying interest, namely: personal factors, psychological factors and social factors (Howard & Sheth, 1969). Things related to oneself such as income, age, lifestyle, personality are classified as personal factors (Herhausen et al., 2019). Things that come from outside the individual such as family, recommendations from other people, involvement in social life, and positions held in the social environment are grouped as social factors that can change an individual's view of a brand (Chia et al., 2016). Psychological factors consisting of a person's drive, views and attitudes will determine that individual in evaluating a product or service (Gilal et al., 2019).

Buying interest will arise automatically when someone has seen a product that they like (Kotler & Keller, 2016). However, buying interest is also often influenced by certain conditions, such as external factors which can be in the form of offers from the marketing team, etc., the amount of attractiveness that can be conditioned by the marketing team is very likely to increase consumer buying interest (Suprina et al., 2020). Another factor that influences a person's buying interest is the individual's thoughts regarding the benefits and convenience he can get from buying the product (Davis, 1989).

Buying interest has several indicators (Ferdinan, 2006), namely:

- a) Interest in making transactions (buying behavior)
- b) Preferential interest (giving priority to something)
- c) Referential interest (giving a recommendation to someone else)
- d) Exploratory interest (desire to dig up information)

This research uses the buying interest variable because interest can influence a person's purchase decision. The influence of buying interest is very important to research in the field of marketing. Existing studies related to buying interest include what factors influence buying interest, but not many approaches to information transparency using regulatory focus theory have been found. This research wants to find out how far openness to information influences purchase motivation. Based on this, buying interest is an important measuring tool in this research.

2.3. Regulatory Focus

For a long time, the concept of self-regulation has been discussed by psychologists to create a subject's natural motivation to achieve the desired end result or goal. The basis of self-regulation can be grouped into two tendencies, namely approach and avoidance (Schlenker & Weigold, 1989). The study conducted by Higgins et al. (1994), shows that self-regulation is carried out in positive or negative ways to obtain desired results (approach) and change the direction of motivation by pursuing decisions or avoiding problems that make it difficult for individuals to reach decisions (avoidance). Another opinion believes that the principle of "approach & avoidance" is also one of the main things that influences purchasing decisions (Lang, 1995). Further development studies regarding approach and avoidance are explained with the conclusion that promotion focus is a development of approach and prevention focus is a development of avoidance in regulatory focus theory (Crowe & Higgins, 1997).

Regulatory focus is a psychological design related to the methods people use to obtain desired end results and use means that have the aim of preventing undesirable things (Brockner & Higgins, 2001; Pham & Higgins, 2005). Basically, under normal conditions and there is no external influence, individuals with a promotion focus see the continuation and achievement of goals and expectations as profits as the main thing (Higgins, 1998; Lanaj et al., 2012). Meanwhile, individuals focus on prevention by minimizing losses that can be caused through security and safety aspects in fulfilling their duties and responsibilities as the main thing (Tumasjan & Braun, 2012).

The basic difference between the two types of regulatory focus is that people who focus on promotion more easily feel pleasure from trying new things compared to people who focus on prevention (Jiang & Papi, 2022). This happens because people who focus on promotions have a tendency to feel more relieved when they get profits. On the other hand, people who focus on prevention think more about things that could be a risk if they buy a product at a price that is too high, the cleanliness of the product purchased, and the negative impact on health (Hwang & Lin, 2010). In addition, people who focus on prevention often see losses more carefully and are less easily satisfied, so they feel negative emotions more easily (Song & Qu, 2019). In making purchasing decisions, people who focus on promotions find it easier to buy products that are seen to bring many benefits, provide comfort, and are promising, while people who focus on prevention will buy products that are truly safe and trustworthy (Werth & Foerster, 2007).

This theory has been used to examine the relationship between a person's understanding of himself and the message he wants to convey to consumer buying interest. A study from

Fazeli et al., (2020) shows regulatory focus in finding the relationship between promotional focus and prevention focus on interest in buying luxury goods online. An individual's tendency towards one focus can be changed if the individual is faced with several factors such as the company's promotional strategy (Chung,2020).

3. Research Method

3.1. Research Location and Time

Research locations in the cities of Mojokerto, Sidoarjo and Surabaya. The research time to collect data was carried out from May 2023 to September 2023. With the initial survey stages, data collection, data analysis and preparation of the final report.

3.2. Types of research

This type of research uses descriptive research with a qualitative approach. Descriptive research emphasizes data in the form of words, images, and not numbers (Moleong, 2020). In addition, everything that is collected has the possibility of being a key to what has been and is being researched. With qualitative data, this research can follow and understand the flow of events chronologically, assess the causes and effects in the minds of local people and obtain many and useful explanations (Huberman, 2014).

3.3. Data source

Primary data sources for qualitative research are words and actions obtained from informants through interviews and in-depth interviews, the rest is secondary data such as documents, photos, etc. (Lofland in Moleong (2020)). This research divides the data obtained into two types of data sources, namely: (1) Primary data obtained through observation of several informants by meeting them one by one and asking questions related to the formulation of the research problem in accordance with interview guidelines and recording the informants' answers, and (2) Secondary data is data obtained indirectly, usually in the form of documents or reports (Azwar, 2015) obtained from archives and literature accessed online or offline which provide data related to this research.

3.4. Research Informant

The main consideration in data collection is the selection of informants. The sampling technique used was purposive sample. Purposive sampling is a technique for determining samples with certain considerations (Sugiyono, 2016; Arikunto, 2018) which have characteristics or characteristics such as the main characteristics of the population and are determined carefully referring to the competencies they have to obtain information about the problem being studied. The informants for this research consisted of footwear industry suppliers, footwear producers, footwear consumers, funding institutions, and logistics services.

The characteristics of footwear industry suppliers are that they produce (producer) or sell (trader) raw materials, auxiliary materials and machines in the footwear industry. The characteristics of footwear manufacturers are footwear entrepreneurs who produce footwear on a small, medium and large scale. Consumer characteristics are observers, researchers, designers and footwear users. The characteristics of funding institutions are institutions that act as intermediaries between people who have excess funds and people who lack funds. The characteristics of logistics services are institutions that distribute goods from producers or suppliers to consumers. Provided that suppliers, producers, consumers, funding institutions

and logistics services are willing to become informants.

3.5. Interview guidelines

To achieve the results of this research, data collection was carried out using the following interview guide.

- 1) What information is needed by: (1) suppliers, (2) producers, (3) consumers, (4) funding institutions, and (5) logistics services
- 2) What products are sold by: (1) suppliers, (2) producers, (3) funding institutions, and (4) logistics services
- 3) What types of information are needed by consumers, namely: (1) footwear consumers and (2) consumers of raw materials, auxiliary materials and machines
- 4) Examples of good and busy marketplaces for: (1) suppliers, (2) producers, (3) consumers, (4) funding institutions, and (5) logistics services
- 5) What are the advantages and disadvantages of the marketplace mentioned above according to: (1) suppliers, (2) producers, (3) consumers, (4) funding institutions, and (5) logistics services

3.6. Method of collecting data

Data collection and analysis methods refer to the theory presented by Matthew and Huberman (2014). Data collection activities in this research were by using observation, interviews, documentation and literature study.

3.7. Data analysis method

Data analysis is an important step in obtaining research findings. The data analysis technique used in this research is a descriptive technique by creating a picture which is done by (1) data reduction or simplification (data reduction), (2) exposure/presentation of data (data display), and (3) drawing conclusions/verification.

3.8. Triangulation

The triangulation technique can be thought of as a technique for checking the validity of data by comparing interview results with the research object. The use of triangulation techniques includes three things, namely method triangulation, data source triangulation, and theory triangulation.

4. Results and Discussion

4.1. Results

The data in this research consists of: home, consumer, supplier, producer, forum, login, and register.

a. Integrated Footwear Marketplace (IFM) Website

Enter via the link: footwearmarket.id. This website will display: home, vision and mission, products, and login/register. The appearance of the IFM website is shown in Figure 1.

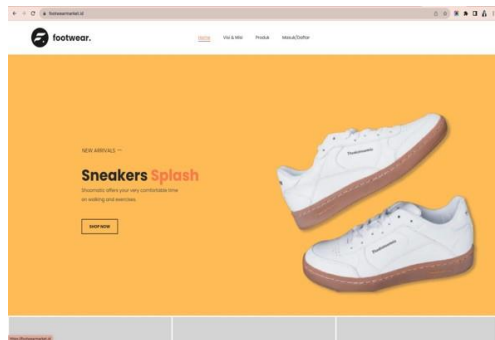


Figure 1: Integrated Footwear Marketplace (IFM) Website

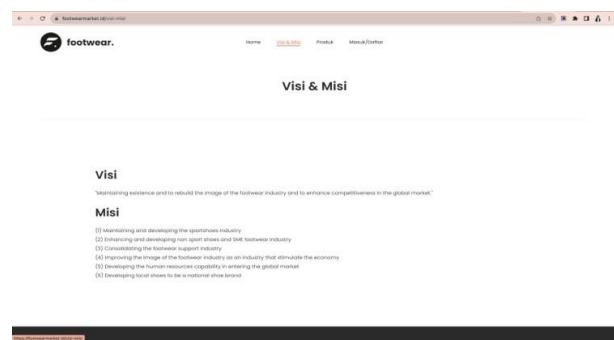


Figure 2: Vision and Mission of the Industry Display

Figure 1 shows the main page when you first open the application. On the home page, users can only see existing products. New users need to log in to the application by registering as consumers, suppliers, producers, funding institutions and logistics services. New users need to enter the required data.

The main page displays the website design to improve user experience, convenience and simplicity. Based on the 2017 Minister of Communication and Information Technology Regulation (Kemeninfo, 2017) that a quality website on the main page needs to provide content at a glance that briefly explains the profile of the Integrated Footwear Marketplace (IFM), location in the form of a map, vision and mission. By referring to this provision, the IFM home display needs to be added with content at a glance and a location that shows the existence of the organization.

The vision and mission have been displayed as shown in Figure 2. Aprisindo's vision is: "maintaining existence and to rebuild the image of the footwear industry and to enhance competitiveness in the global market." (Aprisindo, 2004). Aprisindo's mission is: (1) maintaining and developing the sportshoes industry, (2) enhancing and developing non sports shoes and SME footwear industry, (3) consolidating the footwear support industry, (4) improving the image of the footwear industry as an industry that stimulate the economy, (5) developing the human resources capability in entering the global market (Aprisindo, 2004). and (6) developing local shoes into national shoe brands.

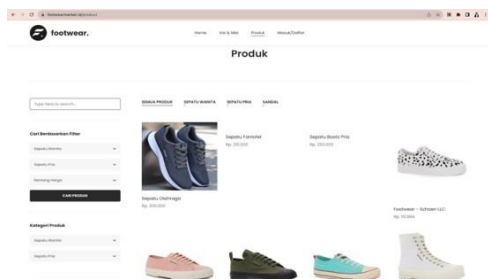


Figure 3: Product Display

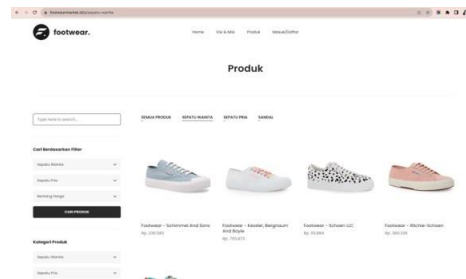


Figure 4: Women's Shoes Display

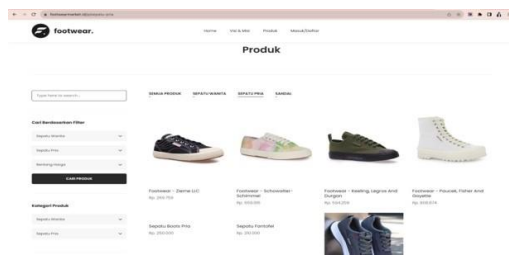


Figure 5: Men's Shoes Display

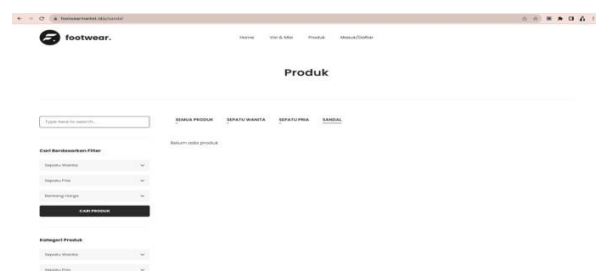


Figure 6: Sandal Display

Figure 3 shows the product display consisting of: all products, women's shoes, men's shoes and sandals with various price ranges. Figure 4 shows the appearance of women's shoes in various categories and price ranges. Figure 5 shows the appearance of men's shoes in various categories and price ranges. Figure 6 shows the appearance of sandals with various price ranges.

Figures 3 to Figure 6 show product images and prices based on categories and sub-categories. This image displays the product name, description, condition, stock amount, price, color variance, and product image in grid format. Image galleries are created for each product. Customers can see at a glance the desired product data including product descriptions. The interview results show that it is necessary to explain that product photos as seen on IFM can be slightly different from the actual product. 1-2 cm difference due to development and production process. Actual color may vary. This is because computer screens have different abilities to display colors. This IFM seeks to ensure that all details, descriptions of the various features and product elements listed are accurate, up to date and free from errors so that the public can help consumers have a realistic perception of the value of the purchase.

Pricing to get customers and build trust, companies need to be transparent about pricing, pricing strategy and any additional costs that may exist in a transaction (Vishnu, 2022).

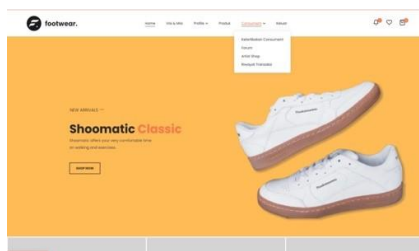


Figure 7: Consumer Display

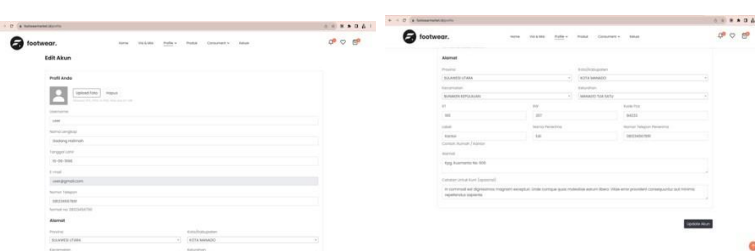


Figure 8: Consumer's Profile Display

Figure 7 shows the consumer view consisting of consumer engagement, forums, artist shop and transaction history. Figure 8 shows the consumer profile. The consumer profile consists of: uploaded photo, username, full name, date of birth, e-mail, telephone number, address, province, sub-district, RT and RW. A consumer profile consists of a display name attribute, an identity attribute, a password profile property, a password policy attribute, a multifactor authentication (MFA) phone number attribute, and an extension attribute. From the interview results, it is recommended that users who have not registered can still search for

the products they want so that they are interested in creating an account and making transactions.

Article 3 paragraph (1) of the Personal Data Protection Law (PDP), personal data is divided into two types, namely general data and specific data. General personal data includes full name, gender, nationality, religion, and/or personal data combined to identify a person. Specific personal data includes health data and information, biometric data, genetic data, sexual life/orientation, political views, criminal records, children's data, personal financial data, and/or other data in accordance with statutory provisions.

This profile does not use built-in attributes or extensions to store sensitive personal data (Microsoft, 2023). Sensitive personal data such as account credentials, government identification numbers, cardholder data, financial account data, healthcare information, and sensitive background information.

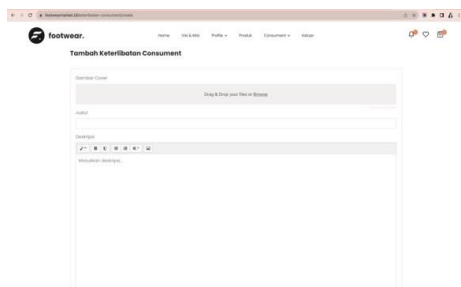


Figure 9: Consumer Engagement

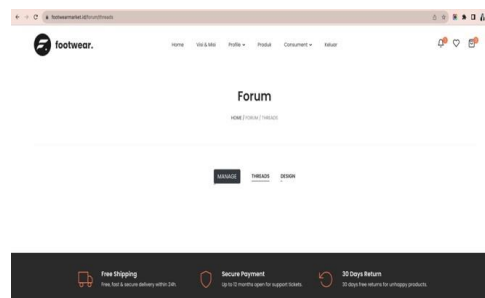


Figure 10: Forum Display Display

Figure 9 shows the consumer engagement display consisting of: image, title, description. 80 percent of consumers tend to choose brands that stimulate engagement with personalized experiences (Leonard, 2023). Well-crafted customer engagement combined with the right software can increase effectiveness. Customer engagement is about interaction and communication that reflects the state of the relationship with customers and customer loyalty in the form of co-creation. Co-creation is a strategy when a website involves consumers in the business process, especially in making products that suit consumers' wants and needs (belajarlagi, 2023). Co-creation on the Integrated Footwear Marketplan website is grouped based on contribution activity and selection activity so that it can be categorized as co-designing. Co designing occurs when consumers are given the freedom to design shoe products. Then, shoe products designed by consumers are invited to be voted on by other consumers to be made into products which are then sold commercially through artist shops.

Figure 10 shows that the forum is a platform where users interact (Hostinger, 2022). The forum uses phpBB, which is a flexible platform and makes it easy to create boards where users can write and post messages or comments. This is because phpBB is open source software and has value for creating active online communities. The forum is simple, easy to customize, and gives you access to all the features a forum needs. The weakness of phpBB is that the theme is outdated even though it is already 2023.

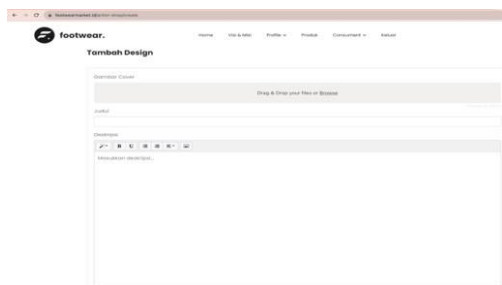


Figure 11: Artist Shop Display

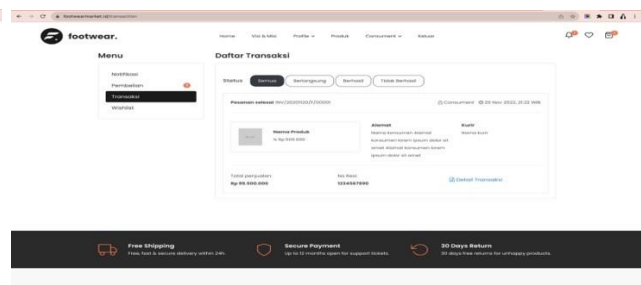


Figure 12: Transaction List Display

Figure 11 shows the artist shop display consisting of: cover image, title and description. Artist shop provides a platform to sell shoe works in your own dedicated online shop for free. Artist Shop allows artists to create and share works of art once they have 100 works. The display of this shoe work is a showcase and they can determine the price themselves or can be helped to determine the price.

Integrated Footwear Marketplace helps produce through manufacturers, helps with funding through funding institutions, and helps with delivery through logistics services. Everything can be done for free and there are no drink order or delivery limits.

Figure 12 shows a list of transactions: all, ongoing, successful, and unsuccessful. In this menu, the product name, buyer's name and address, name of the courier, and total sales will appear showing the total transactions for a particular buyer.

The results of the interview for the transaction list should be clarified regarding the type of payment that has not been paid in full. When it is to be repaid from the cash register transaction list, customers can input the amount paid, whether cash or non-cash. Therefore, previously outstanding transactions will be paid off when the customer makes payment. The transaction will be recorded on the day of payment and will be recorded in the transaction history with the transaction in full. Receipts should be sent to customers using email and other customer-owned social media by clicking send receipt. Receipts can also be printed by clicking print receipt.

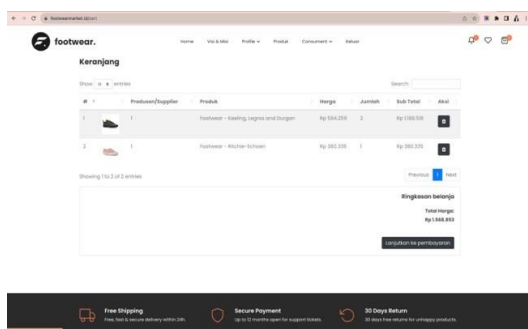


Figure 13: Basket Display

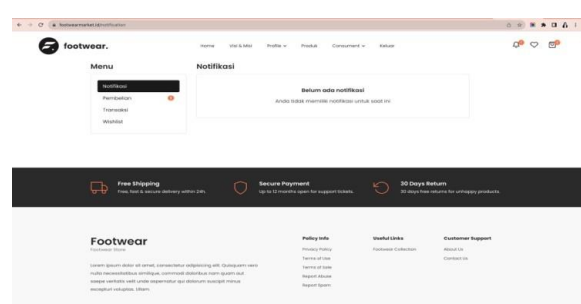


Figure 14: Notification Display

Figure 13 shows the basket view. Customers can add existing products to their basket. The basket consists of: product image, manufacturer/supplier, product name, price, quantity, sub total, and action. In the interview a discussion emerged of cart abandonment or abandoning the cart before making a transaction. This can happen due to a long and

complicated check out process, unexpected shipping costs, restrictions on product quantities, and limited payment options (Icube, 2021). It requires transparency of all costs such as shipping costs, taxes and insurance. Add pop up notifications to remind customers who are about to leave but have not completed the transaction, but too many pop ups will annoy customers. Another way to remind customers who have abandoned shopping is with an email so that customers remember products that have not been completed. Offer payment options to help customers quickly complete their shopping cart, for example direct bank transfer, virtual account, e-wallet and credit card. Lastly, live chat is needed to provide a fast response to complete the shopping cart.

Exhibit 14 shows the notification display. Notifications provide concise, timely information about events in the app when it is not in use. Web push notifications are a way to interact with consumers instantly. This makes it easier for customers to know when something happens. Web push notifications have been proven to be able to increase click through rates, are more practical and safer (Rahmalia, 2020). Notifications provided on the desktop via the web apparently produce a higher opt-in rate compared to email. Only less than 10 percent of customers cancel their subscription within one year.

Figure 15 shows the purchase display, consisting of: waiting for payment. Offer payment options to help customers quickly complete their shopping cart, for example direct bank transfer, virtual account, e-wallet and credit card. Survey results show that 65 percent of consumers use e- wallets for payments when shopping online. Second place is COD (cash on delivery) at 46 percent. The third order is transferring payments via the internet or mobile banking at 45 percent. Fourth place is paying via ATM at 31 percent. The final step is to pay in installments of 1 percent (Lidwina, 2021).

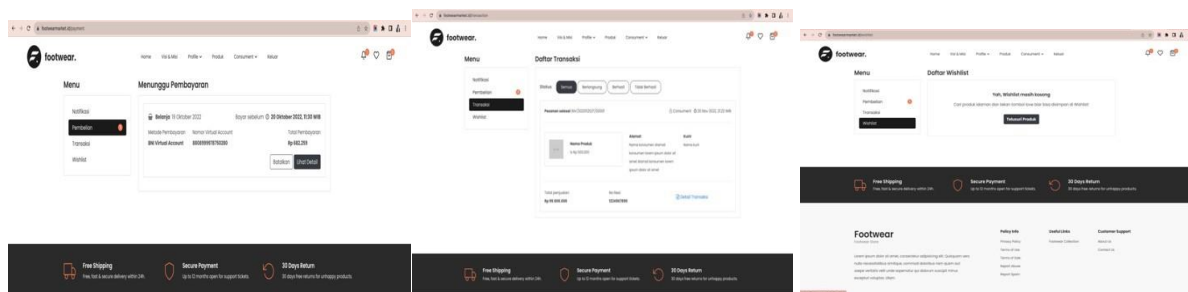


Figure 15: Purchase Display

Figure 16: Transaction List Display

Figure 17: Wishlist Display

Figure 16 shows the order status, product name, address, courier, total sales, receipt number, and transaction details. In this section, many people are afraid of fraud that occurs when shopping online, such as goods not being what they want or the shop being difficult to contact when the consumer has paid, most of the goods sold are no longer guaranteed or the guarantee cannot be proven, and the transaction or delivery process, sometimes long.

Figure 17 shows the wishlist display consisting of a list of products. Wishlist functions to mark products that you want to buy in the future. All products on the wishlist list will be included in the wishlist tab in the wishlist menu.

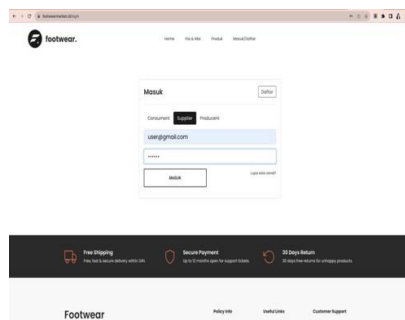


Figure 18: Supplier Display

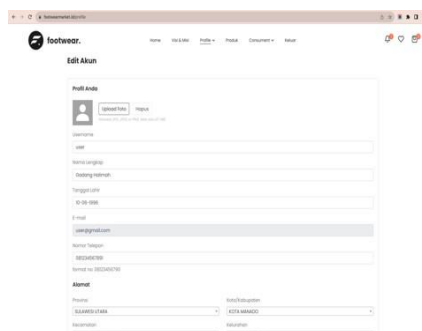


Figure 19: Supplier's Profile Display

Figure 18 shows the display for suppliers to enter the integrated Footwear Marketplace system. For the first time to enter, suppliers need to register according to Figure 19. Figure 19 shows the supplier profile and company data. The supplier profile consists of: full name, date of birth, email and telephone number. Company data consists of NPWP, company name, brand name, PIC name, PIC telephone number, and company address. The interview results show that suppliers are allowed to have one user for many stores to make it more flexible so that many users will want to make transactions through the integrated footwear marketplace application.

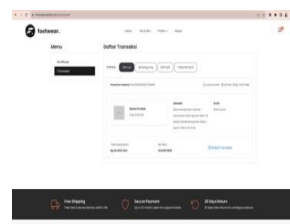


Figure 20: Transaction List Display

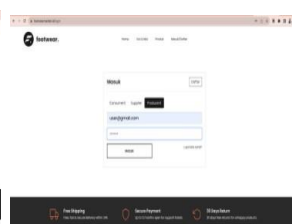


Figure 21: Producer. Display

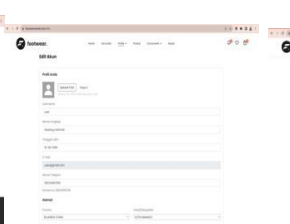


Figure 22: Producer's Profile Display

Figure 20 on the menu shows notifications and transactions. In contrast to the consumer menu in Figure 12, it consists of notifications, purchases, transactions, and wishlist. Figure 20 shows the order status, product name, address, courier, total sales, receipt number, and transaction details.

Figure 21 shows the display for manufacturers to enter the integrated Footwear Marketplace system. For first time entry, producers need to register according to Figure 22. Figure 22 shows the manufacturer profile and company data. The producer profile consists of: full name, date of birth, email and telephone number. Company data consists of NPWP, company name, brand name, PIC name, PIC telephone number, and company address. The interview results show that manufacturers are allowed to have one user for many stores to make it more flexible so that many users will want to make transactions through the integrated footwear marketplace application.

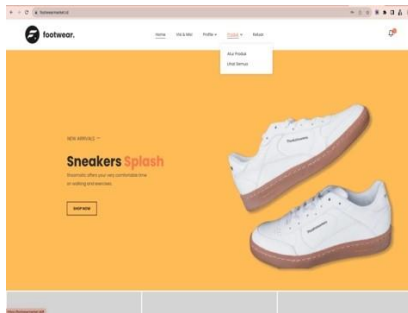


Figure 23: Producer Display

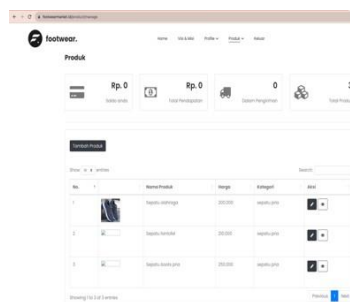


Figure 24: Product Organization Display

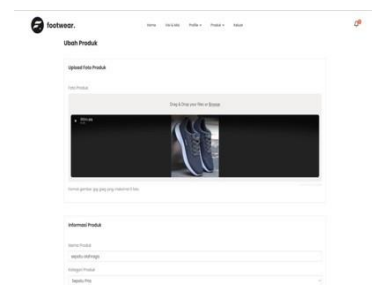


Figure 25: Product Modification

Figure 23 shows the producer display consisting of product settings and all displays. The product setup display will be explained in Figure 24 and all displays will be explained in Figure 25. Figure 24 shows the product management display, consisting of your balance, total revenue, delivery, total products, product image, product name, price, category and action. Figure 25 shows product changes consisting of uploading product photos and product information. Product information consists of the product name and product category.

4.2. Discussion

Integrated Footwear Marketplace

Integrated Footwear Marketplace combines two big concepts, namely co-designing and economic sharing. Co designing is seen in the consumer engagement menu where consumers can enter design ideas and designs and other consumers can provide responses and comments on these design ideas and designs, while producers can process design ideas and designs into finished products. Economic sharing can be seen in the access sharing menu for suppliers and producers. Sharing access to suppliers, namely between suppliers who have excess raw materials, auxiliary materials and accessories and suppliers who have shortages of raw materials, auxiliary materials and accessories. Sharing access to producers, namely between producers who have excess capacity and producers who have a lack of capacity.

Transparency by viewing data related to individual profiles, company profiles and various product descriptions. Too much information can pose a threat, so companies need to find a balance in information transparency regarding the quality and quantity of information. Information quality is related to information that is trustworthy, reliable, available on time, relevant and easy to understand. Excessive quantity of information occurs when the intensity of information increases and exceeds people's thinking capacity, making it confusing, overwhelming, and difficult to digest the information received. For this reason, companies need to balance information transparency with data confidentiality but still benefit from collaborative information transparency. The company's success in implementing information transparency will increase customer confidence, which will ultimately increase interest in purchasing products.

The concept of self-regulation creates natural motivation to achieve desired results. The concept of self-regulation can be grouped into approach and avoidance. This principle can be one of the things that influences purchasing decisions. The approach concept in the Integrated Footwear Marketplace is found in the notification menu and wishlist menu to remind

customers. This avoidance concept can be seen from the product description which explains it completely and in detail so that it can be taken into consideration regarding things that have the potential to become risks.

Obligations of Electronic System Operators

An electronic system operator is any person, state administrator, business entity, and community who provides, manages, and/or operates an electronic system individually or jointly to electronic system users for their own needs and/or the needs of other parties. (Ministry of Information and Technology, 2016).

Electronic System Operators are obliged to: (a) maintain the confidentiality, integrity and availability of the personal data they manage, (b) ensure that the acquisition, use and exploitation of personal data is based on the consent of the owner of the personal data, unless otherwise determined by statutory regulations; and (c) guarantee that the user or data disclosure is carried out based on the consent of the owner of the personal data and in accordance with the purposes conveyed to the owner of the personal data at the time of data acquisition (Government Regulation, 2012).

If there is a failure to protect the confidentiality of the personal data they manage, the electronic system operator is obliged to notify the owner of the personal data in writing. Electronic system operators are obliged to convey information to electronic system users at least regarding privacy guarantees and/or protection of personal data (Government Regulation, 2012). Protection of the confidentiality of personal data of electronic system users must also be fulfilled in the event that the operator uses the services of another party. Securing the confidentiality of personal data is a certificate of reliability whose guarantee of reliability is to provide assurance that consumer personal data is protected as confidential as it should be.

5. Conclusion

Integrated Footware Marketplace uses two main concepts, namely co-design and economic sharing. The concept of co designing is seen in the consumer engagement menu where consumers can enter design ideas and designs and other consumers can provide responses and comments on these design ideas and designs, while producers can process design ideas and designs into finished products.

The concept of Economic sharing can be seen in the access sharing menu for suppliers and producers. Sharing access to suppliers, namely between suppliers who have excess raw materials, auxiliary materials and accessories and suppliers who have shortages of raw materials, auxiliary materials and accessories. Sharing access to producers, namely between producers who have excess capacity and producers who have a lack of capacity.

Transparency by showing data related to individual profiles, company profiles and various product descriptions. Too much information can pose a threat, so companies need to find a balance in information transparency regarding the quality and quantity of information. Information quality is related to information that is trustworthy, reliable, available on time, relevant and easy to understand. Excessive quantity of information occurs when the intensity of information increases and exceeds people's thinking capacity, making it confusing, overwhelming, and difficult to digest the information received. For this reason, companies need to balance information transparency with data confidentiality but still benefit from collaborative information transparency. The company's success in implementing information transparency will increase customer confidence, which will ultimately increase interest in

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The concept of self-regulation creates natural motivation to achieve desired results. The concept of self-regulation can be grouped into approach and avoidance. This principle can be one of the things that influences purchasing decisions. The approach concept in the Integrated Footwear Marketplace is found in the notification menu and wishlist menu to remind customers. This avoidance concept can be seen from the product description which explains it completely and in detail so that it can be taken into consideration regarding things that have the potential to become risks.

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