

E-Commerce Development and Its Influence on Logistics Industries in Indonesia

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Abstract. This research was aimed at determining the changes in public spending behavior in relation to the development of e-commerce. This study assessed the changes in shopping behavior from physical stores to e-commerce and its impact on the freight forwarding industry in Indonesia. Data was collected through survey methodology by using a questionnaire as an instrument. A total of 200 respondents participated in this survey. Data was analyzed by using SPSS software. This research found that the development of e-commerce has yet to change the overall shopping behavior. People prefer to shop physically to fulfil their needs rather than online. The study also revealed that online shopping becomes popular for certain products such as clothes, cosmetics, electronics and more. The main reason of purchasing such products through online shopping is due to its affordable price, besides less time consuming. More importantly, the study showed that e-commerce potentially gives positive impact to the logistics industries through the increasing number of products being shipped as an impact of online shopping behavior.