

Analysis of the Strategy for the Implementation of Klik Indomaret E-Commerce Application in Improving the Quality of Consumer Service

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Article history:

Received March 5, 2026

Revised April 15, 2026

Accepted April 18, 2026

Abstract

The development of digital technology has driven significant changes in the modern trading system, including in the retail sector. Klik Indomaret, which is one of the e-commerce platforms owned by PT Indomarco Prismaatama, is trying hard to maximize its digital services. The goal is because they can meet the demand of fast-paced consumers in today's era. This research was conducted to see the extent to which the strategy of using the Klik Indomaret application is successful in improving the quality of service to customers. The method used in the study is a qualitative descriptive approach by conducting in-depth interviews directly who are considered to have knowledge and experience in the implementation of the Klik Indomaret E-commerce application which is relevant to the quality of service. The results of this study show that the quality of electronic services (e-service quality) is considered quite good, especially for ease of application, but there are still obstacles faced by customers regarding customer service responses which are sometimes not fast. To overcome this problem, Klik Indomaret innovates by providing a real-time order tracking feature.

Keywords:

E-commerce; Click Indomaret; Quality of Service; Digital Strategy; E-Service Quality.

1. INTRODUCTION

Information and communication technologies today bring about major changes in many aspects of life including in trade and consumer services. One tangible form of this change is the emergence of e-commerce, a digital commerce system that allows consumers to shop and transact online. According to Kotler and Keller (2016), e-commerce defines the activity of buying and selling goods and services that utilize the internet network as its main means.

Indonesia with the highest growth of internet users in Southeast Asia offers a very potential market for the e-commerce industry (Laudon & Traver, 2020). The number of internet users in Indonesia has reached more than 220 million people, more than 80% of them are active in digital transactions every month. This condition highlights the increase in e-commerce activities as a form of business adaptation to digitalization. (Maulana, 2020).

The emergence of digital technology has significantly changed the retail industry because now customers can shop through online applications. This development creates fierce competition among minimarket-based e-commerce platforms such as Klik Indomaret and Alfagift, factors such as the quality of electronic services, price, and customer experience are key in maintaining satisfaction and repurchase intent (Kurniawan & Tjahjadi, 2024). Indonesia even recorded the highest e-commerce growth in the world (78% per year), far surpassing Mexico (59%) and the Philippines (51%) (Handayani et al., 2025).

PT Indomarco Prismaatama manages Klik Indomaret, one of the e-commerce platforms that is part of the largest minimarket network in Indonesia. This application comes as a digital solution that unites conventional

retail shopping with online services. Through this application or website, consumers can buy various daily necessities. This application aims to provide a one-stop online store service so that consumers can shop for necessities without the need to come directly to a physical store in line with the company's vision to become a superior retail network. In the area of use of Klik Indomaret, there has been a significant increase in line with the increasing public awareness of the ease of online shopping. Klik Indomaret provides thousands of complete product choices with the best prices and promotions. All daily needs ranging from groceries, food, beverages, fashion, health products, beauty, home and living, fresh products, LPG, hobby products and maternal and child needs are available here.

The challenge faced by Klik Indomaret is how to maintain and improve the quality of digital services (e-service quality) so that it can compete with other e-commerce platforms such as Alfagift. Electronic service quality (e-service quality) is defined as the extent to which a website is able to facilitate shopping, purchasing, and distribution of products or services effectively and efficiently (Ayuningrum et al., 2024). This reflects the level of excellence of online services in meeting consumer expectations and needs (Laila, 2024). According to (Sugiri et al. 2021), the main dimensions of electronic service quality include: (1) efficiency, i.e. the ability of the platform to provide fast and barrier-free services; (2) system availability, i.e. platform accessibility at all times; (3) fulfillment, such as timeliness of delivery; and (4) privacy, namely the protection of users' personal data. The indicators used include eight aspects: ease of site access, process speed, speed of service confirmation, product availability, optimal site functionality, ease of use, transaction security, and financial security.

2. RESEARCH METHOD

This research uses a descriptive qualitative approach with the aim of describing in depth the meaning, understanding social phenomena, and obtaining a comprehensive picture of individual behavior and experience. The qualitative approach was chosen because it allows researchers to try to understand in depth (Lilik, 2025). strategy for implementing the Klik Indomaret e-commerce application and its impact on the quality of consumer service.

The location of this research was carried out at the Makassar Branch (case study on Inodomaret Pallangga). The main data collection method in this study is in-depth interview. This technique is used to obtain information directly from informants who are considered to have knowledge and experience related to the implementation of Klik Indomaret's e-commerce application, especially in the context of the quality of consumer service. In-depth interviews allow researchers to explore information comprehensively, openly, and contextually about the informant's perception and experience of the phenomenon being studied. This method is also effective in producing narrative and in-depth data so that it can provide a more holistic understanding of the social reality being studied (Mirza, S. R., & Rahmawati, D. H. 2025; Seger Santoso et al, 2023).

3. RESULTS AND DISCUSSION

The results of this study show that there are complex dynamics in the implementation of Klik Indomaret's E-Commerce application strategy in the environment, especially in an effort to improve the quality of consumer service. Through in-depth interviews with four individuals with different roles in the service ecosystem. Through in-depth interviews with individuals with different roles and perspectives, namely Widya Apriani (26 years old) and Iin Febrianti (24 years old) consumers who use the Klik Indomaret application), Irdham Muhlis (28 years old) and Irfan (26 years old) as employees of the delivery department or deliman, Ahmad Padli (29 years old, store operational staff) and Mr. Supriyanto (38 years old, head of Klik Indomaret branch) obtained a real picture of the implementation of digital strategies, field constraints, as well as their impact on consumer experience and service effectiveness. The implementation of the Klik Indomaret application is not only aimed at following the digitalization trend but also as a form of response to changes in consumer behavior after the pandemic who increasingly rely on online services.

Widya Apriani as a consumer said that the shopping experience through the Klik Indomaret application feels practical, especially because of the item search feature and various payment methods.

"I often order through applications because it is more practical not to leave the house, especially if the weather is rainy. Goods arrive quickly but sometimes they like late delivery as well as big promotions and there are stock constraints that are not updated."

Widya Apriani also emphasized that there are obstacles such as stock of goods that are not always accurate with store conditions and delays in order confirmation during peak hours. Although the store clerk's service is quick to respond, the application system sometimes does not immediately update product availability information so that it can reduce customer satisfaction. The statement shows that consumer satisfaction is highly dependent on the accuracy of product information and the speed of delivery services. This is in line with research by Yokiman et al., (2021) showing that in e-commerce, the better the quality of

service felt by consumers, the greater the level of satisfaction achieved because fast, safe, and reliable services are able to meet consumer expectations in online shopping, while encouraging the formation of loyalty in the future.

Irdham Muhlis as the delivery officer emphasized that the distribution system of Klik Indomaret is still improving, especially in terms of coordination between stores and delimanians. He stated:

"Sometimes orders come in at the same time, while the number of deliveries is limited. We are required to be fast but also have to make sure the goods are as ordered. If there is a mistake, consumers usually complain directly through the application."

This shows that human resource factors and time management are important elements in maintaining service quality. The timeliness of delivery is a direct indicator that affects consumers' perception of Klik Indomaret's professionalism. This condition is in line with research that shows that the implementation of retail e-commerce such as Klik Indomaret still faces challenges in operational aspects and the quality of digital services (Karim, 2025). In addition, the effectiveness of e-commerce services is greatly influenced by the readiness of the system and the ability to respond to consumer needs quickly and accurately (Annisa Puspita, et al., 2025). On the other hand, the rapid growth of e-commerce in Indonesia has also increased the complexity of distribution and the demands of more responsive services (Isrania, et al., 2025).

On the other hand, according to Irfan, "this application helps speed up the transaction process and reduce queues at physical stores because most customers now choose to order goods through the application and pick them up directly at the nearest outlet". This shift reflects that the service system is now becoming more efficient and integrated with the digital needs of today's consumers. The above statement is supported by previous research showing that good service will create a positive experience, increase satisfaction, and foster customer loyalty. High quality of service can encourage consumers to establish long-term relationships because they feel that their needs are well met (Berliana Hun et al., 2023). And Research by Rifqi & Ishak, (2023) states that the better the quality of service felt by consumers, the higher their intention is to repurchase the products or services offered.

Ahmad Padli as the marketing and operational staff emphasized that the biggest challenge in implementing the Klik Indomaret application is synchronization between the central system of local branch warehouses.

"If the stock in the store has not been updated, the application can display products that are actually empty. That often creates problems because orders have to be canceled."

These obstacles show the challenges of system integration between e-commerce applications and offline stock management. In this context, coordination between parts from the warehouse, cashier, to delivery team is a key factor in the success of the service. This is in line with research that states that limited technology infrastructure and connectivity are the main obstacles in the implementation of e-commerce in Indonesia (Raaken Danendra A W et al., 2025). Likewise, it is found that the use of digital strategies such as technology-based marketing and social media is able to increase the competitiveness of e-commerce (Khairumminisa et al., 2025). On the other hand, the user experience in using digital platforms is also influenced by ease of access, speed of service, and attractive promotional factors, as found in research related to the use of e-commerce among users (Amrulloh et al., 2024).

In addition, improving the quality of digital services requires stable technological support and adequate human resource readiness. This is in line with the research of Harahap et al. (2025) which states that the success of digital transformation is greatly influenced by technological literacy and continuous human resource training. Ahmad added that Klik Indomaret has tried to overcome this through staff training and improving a digital-based stock monitoring system, which has been proven to be able to increase work effectiveness and employee performance (Junaedi, 2023).

Mr. Supriyanto as the head of the branch highlighted the importance of technology implementation strategies and improving employee competencies. Mr. Supriyanto explained:

"We don't just sell products that are easy to quickly and securely. Through the Klik application, Indomaret wants to reach customers anywhere, especially in densely populated areas such as. The biggest challenge is the consistency of service, how we can maintain standards in each process."

The statement shows that Klik Indomaret's main strategy is to build synergy between technological innovation and the quality of human resources. Digital transformation in the form of e-commerce applications is considered a strategic step to expand market reach while improving service efficiency. This is in line with research that states that the success of digital transformation is greatly influenced by the integration of technology and the readiness of human resources in organizations (Herlissha et al., 2024). In addition, digitalization has also been proven to be able to encourage changes in consumer behavior and increase the effectiveness of online-based services (Amory, 2025).

The ease of access through the application is a factor that is highly appreciated by consumers. In Febrianti assessed that the search feature for digital promo products and non-cash payments provides additional convenience:

"I like the digital promo feature sometimes you can get additional discounts. But I hope the customer service chat service can respond faster."

This illustrates that in addition to the speed of delivery, customer service responsiveness is also an aspect that determines the perception of overall service quality. In line with the findings (Safitri et al., 2022) Delays in responding to customer complaints or questions can reduce satisfaction levels, even though logistics is already going well.

From the results of the interviews, it was found that the interaction between customers with the application system and employees forms a service chain that is interdependent. The success of Klik Indomaret's e-commerce does not only depend on the technical performance of the application but also on coordination between departments and the ability to adapt to changes in consumer behavior. Irdham Muhlis added:

"Consumers now want to be fast and without hassle. If the delivery is a little late, they immediately give it a low rating. So, we have to be alert and careful if there are many promos such as harbolnas, applications like slow. Sometimes we have to be extra fast so that customers are not disappointed."

The above statement is in line with the research conducted by (Dissurul et al. 2025) showing that the success of digital services is greatly influenced by the timeliness of delivery and responsiveness of services. The customer rating factor is an important instrument in measuring the effectiveness of service strategies. Low ratings are often used as indicators for performance evaluation at both the delivery and store levels. This is in line with the findings (Putri and Briliana 2023) which state that service quality has a significant influence on customer satisfaction. In the context of service quality, the dimensions of reliability and responsiveness are the dominant aspects in shaping customer loyalty because they are directly related to service reliability and speed of response to consumer needs.

Mr. Supriyanto emphasized that the company has taken various strategic steps to maintain service quality. These measures include:

- a. Conduct regular training for delivery employees and store staff.
- b. Improve internal communication systems.
- c. Conduct an evaluation of consumer satisfaction through application surveys.

These steps aim to ensure that Klik Indomaret can maintain a positive image in the eyes of customers while adapting to the increasing digital shopping trend. The results of the study show that the implementation of the Klik Indomaret application has succeeded in improving accessibility and consumer convenience, still facing obstacles in data system synchronization and limited delivery personnel. The success of the implementation of e-commerce at the local level is highly dependent on managerial commitment, technological readiness, quality of communication between operational departments.

As stated by Mr. Supriyanto in the closing of his interview:

"We continue to learn that the digital world is changing rapidly and consumer service must follow. We don't want customers to shop just once. We want them to feel satisfied again, and believe that Klik Indomaret is the easiest shopping option that is fast, safe and satisfying."

This statement emphasizes that Klik Indomaret's e-commerce implementation strategy is not only technical, but also strategic and oriented towards long-term customer satisfaction. This is in line with research by (Purwani et al. 2025) which shows that the management of information technology services in the Klik Indomaret application requires a comprehensive approach, not only from the system aspect, but also the quality of service and user experience. By continuing to strengthen the humanist aspect in service, Klik Indomaret has the potential to become a model for the sustainable implementation of e-commerce in the Indonesian retail sector. As stated by Mr. Supriyanto, digital transformation cannot stop at the stage of technology implementation, but must be sustainable by paying attention to input from consumers and evaluating employee performance.

Thus, this research confirms that the strategy of implementing the Klik Indomaret application has been effective in improving service quality. This is in line with the findings that e-service quality has a significant influence on customer satisfaction, trust, and loyalty in the use of the Klik Indomaret application (Agritika et al., 2024). However, its sustainability will be largely determined by management's commitment to improving the system, strengthening HR training, and maintaining consumer trust through fast, accurate, and empathetic service, as application quality and ease of use have proven to be the main factors in increasing user satisfaction (Putra et al., 2026).

4. CONCLUSION

Based on the results of the research on the Analysis of the Strategy for the Implementation of Klik Indomaret E-Commerce Application in Improving the Quality of Consumer Service, it can be concluded that the implementation of digital strategies through the Klik Indomaret application has had a positive impact on improving service quality and customer satisfaction, although it still faces a number of technical and operational challenges.

First, from the consumer side, the Klik Indomaret application is considered to provide ease of access, flexibility, time, and payment method variability that supports a practical shopping experience. Issues such as

delivery delays and product stock mismatches are still the main obstacles that affect customer satisfaction levels.

Second, from the perspective of delivery employees and operational staff, the application system helps improve service efficiency and reduce queues in physical stores. However, limited human resources, especially during order surges, create additional workloads that can affect the timeliness of delivery.

Third, in terms of management and branch heads, the strategy for the implementation of e-commerce is directed to prioritize customer experience through the integration between technological innovation and improving the competence of Human Resources. These efforts include employee training, optimization of stock information systems, and increased cooperation with local logistics partners.

Overall, the strategy of implementing the Klik Indomaret application has been proven to be able to improve the quality of customer service, especially in terms of accessibility and speed of service. Its long-term sustainability and effectiveness depend heavily on synchronization of digital systems between departments, capacity building of human resources, and continuous evaluation of consumer satisfaction.

ACKNOWLEDGEMENTS

The authors would like to express our sincere appreciation to the Management Study Program, Sheikh Yusuf Al Makassar University Gowa, for the support and academic facilities provided during the research process. Gratitude is also expressed to the Indomaret Branch Heads, Staff and consumers who participated in this research and generously shared their experiences and insights related to the implementation of the Klik Indomaret E-Commerce application. The authors also express their gratitude for the valuable feedback from colleagues and reviewers who contributed to improving the quality of this article. This research was conducted independently and does not receive special grants from public, commercial or non-profit funding institutions.

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