



Online Home Sales Technology Development

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Abstract:

This study aims is to determine the extent of online home sale business can be developed. The online business recently is accessible among communities all over the world. Therefore, the online home sales business can facilitate the community to save more time efficiently. This study used a competitive website analysis method to find out the development of online home sales. The results of this research will analyze several online home sale business in Indonesia. The support of technological progress in the current era will make online home sales business a promising future.

Keyword: Business, *Online, Sales, Technology, Develop*

INTRODUCTION

Carillo describes sales are a process of selling various durable goods, such as housing units, involving expensive search processes for buyers and sellers. Buyers look for properties among units to be sold, while sellers wait for buyers. It is because the tastes of units and buyers are heterogeneous, the search process usually requires time and effort (Benefield, et al., 2019). The quality of homes was rarely known by people who would buy a house. Nevertheless, some informations are needed for the buyer. For example, buyers will go directly into the field such as buying directly into a property store and there they will get various information about the house to be purchased, but many also cancel the purchase (Komarek, et al., 2020). The second-highest level is new homes as they are highly prioritized by buyers (Evans, 2019). House prices have a significant effect on market prices. The impact of the sale houses at relatively high prices results in the influence of all aspects; for example, the price of land is too high (Florackis, et al., 2020). To influence home sales is significant as that variable must contain reflected purchase information and the performance (Cepni, et al., 2020).

Business activities increase the community to buy a house and the increase creates jobs in a region with this economic growth through employment in the development section (Baird, et al., 2020). House prices have a profound effect on the market exchange of home sales and have an impact on the economy of the region, thereby requiring control of market prices for permanent home buying and selling (Coskun, et al., 2020). Data on the volume of sales of family homes in the National Association of Realtor (NAR) for 50 countries in the United States and District of Columbia from 2006 to 2011 expert predictions published by NAR were appropriate (Temur, et

al., 2019). Sales is an agreement between the buyer and seller where the buyer receives the price from the seller and negotiates with the appropriate price. Therefore, the seller gives a price that matches the market price in the area so that the house price does not compete with other houses. That way the negotiations between buyers and sellers go according to their expectations (Santoso, et al., 2019). potential buyers prefer to use property agents do transactions quickly and fast. If the buyer already likes a house, then they need to contact the property agent who shows the house. Property agents that keep the property address secret are usually new property agents who are not yet experienced. If the property agent keeps the list secret to potential buyers, then it is certain that the other broker will notify the property where it is located (Goo, et al., 2020).

The purpose of this study is to determine the extent to which this business can be developed. The online business, for now, is more accessible; therefore, the online home sales business can facilitate the community to save more time efficiently.

RESEARCH METHOD

This study used a competitive website method to find out the development of online home sales to analyze how much influence home sales in the business world. The data collection is done by secondary data based on the results of previous studies and literature reviews related to the object of research.

RESEARCH RESULTS AND DISCUSSION

To offer a home, the seller can collect and provide information about the house to attract customers. For example, offering a house with a clear home address description and must be on the google map, also adding the size of the house, a photo of the house, and the situation in the house (if desired). The house must also be certified with the provisions of the certificate, namely the Right of Ownership Certificate, Building Use Right Certificate, House Unit Rights Certificate, and the Sale and Purchase Act (Coskun, et al., 2020).

After all the conditions are met, then from the buyer's side, they will contact the seller via telephone to ask the truth of the sale house. If it is true, then we will survey directly to the destination to determine the price, the feasibility of the house and label the house for sale with intermediaries from the website we found. Then, if the buyer feels that it matches the house and the price, it will determine when the right time to see and negotiate the house (Temur, et al., 2019, Santoso, et al., 2019). Buyers can transact directly and indirectly. For example, direct transactions, buyers directly pay in cash or go to the office on the same day to pay the nominal that has been determined or indirect transactions using ATM transfer transactions/cash deposits.

Home bookings can be made anytime and anywhere following the buyer's wishes through the website, but the survey time between the two parties must be determined. The buyer can also ask questions about the house through direct chat via the website or telephone (Goo, et al., 2020). (See figure 1).



Figure 1. Purchase Page

In the purchase page, consumers can choose the house to be purchased and can see the type of house, address, certificate, and description of the house. If the buyer is suitable and wants to buy the house, just press "BUY NOW". Figure 2 shows the login page. The buyer needs to log in to the application before buying or selling house (See Figure 2).



Figure 2. Login Page

In the registration page, the user must register first before doing activities such as selling and buying a house (See Figure 3).



Figure 3. Registration Page

After the user buys the desired house, then our party will contact the buyer via the registered telephone number (See Figure 4).



Figure 4. Order Page

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CONCLUSION

Current technological developments play an important role to provide convenience for everyone. The benefit of this study is that it is more efficient and convenient to choose a house without having to leave the work being done.

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