

## CHAPTER II

### COMPANY OVERVIEW

#### 2.1 Company's Background

Blibli, established in 2011, is one of Indonesia's leading e-commerce platforms and a subsidiary of the Djarum Group, one of the largest conglomerates in the country. Headquartered in Jakarta, Blibli has grown to become a trusted online marketplace, offering a wide range of products and services to millions of customers across Indonesia. The platform is renowned for its commitment to quality, customer satisfaction, and innovation, making it a key player in Indonesia's rapidly expanding digital economy.



*Figure 2.1 Blibli's Company Logo*

Blibli operates under the vision of becoming the most trusted and preferred digital ecosystem in Indonesia. To achieve this, the company has developed a comprehensive platform that caters to diverse consumer needs, including

electronics, fashion, home appliances, groceries, travel bookings, and financial services. Blibli's success is driven by its customer-centric approach, which emphasizes convenience, security, and a seamless shopping experience. The platform is accessible via its website and mobile app, ensuring that users can shop anytime, anywhere. The platform also supports small businesses through Blibli Mitra, a partner program that equips local warung (kiosks) and SMEs with digital tools and inventory access, fostering economic inclusion. To ensure seamless operations, Blibli manages its own logistics network, Blibli Logistics, which guarantees reliable delivery across Indonesia's vast archipelago, complemented by eco-friendly packaging initiatives and carbon-neutral shipping options.

## **2.2 Vision and Mission**

Blibli's vision is to become "Indonesia's most trusted and preferred digital ecosystem," reflecting its ambition to integrate seamlessly into the daily lives of consumers and businesses. The company's mission is to become a trusted omnichannel platform for commerce and lifestyle, underscores its commitment to bridging online and offline experiences. This mission is realized through a blend of digital innovation and physical touchpoints, ensuring accessibility and convenience for all users. Blibli leverages its omnichannel strategy to connect customers with products and services via its website, mobile app, partner kiosks (warung), and pop-up stores, creating a unified shopping experience. By prioritizing trust, the platform ensures secure transactions, authentic products, and reliable delivery, while its lifestyle focus extends beyond traditional e-commerce to include travel,

entertainment, and financial services. This holistic approach aligns with Indonesia's evolving consumer demands, where digital and physical retail coexist, and reinforces Blibli's role as a leader in the nation's digital transformation.

### **2.3 Core Value**

Blibli's operations are guided by its R.E.S.P.E.C.T. framework, a set of principles that shape its corporate culture and stakeholder interactions. Reliability is prioritized through secure transactions and consistent service delivery, ensuring customers and partners can depend on the platform. Empathy drives Blibli's approach to understanding diverse consumer needs, particularly in a market as varied as Indonesia's archipelago. Service Excellence is achieved through continuous innovation, such as its AI-powered logistics network and real-time delivery tracking systems. Partnership emphasizes collaboration with merchants, suppliers, and communities, fostering long-term relationships that benefit all stakeholders. Empowerment is exemplified by initiatives like Blibli Mitra, which equips SMEs with digital tools and training to compete in the modern economy. Customer First ensures that user satisfaction remains central to decision-making, reflected in features like 24/7 customer support and personalized shopping experiences. Finally, Trust is maintained through transparency in operations, ethical business practices, and stringent quality controls for products. Together, these values reinforce Blibli's reputation as a socially responsible and customer-centric organization.

## 2.4 Organizational Structure

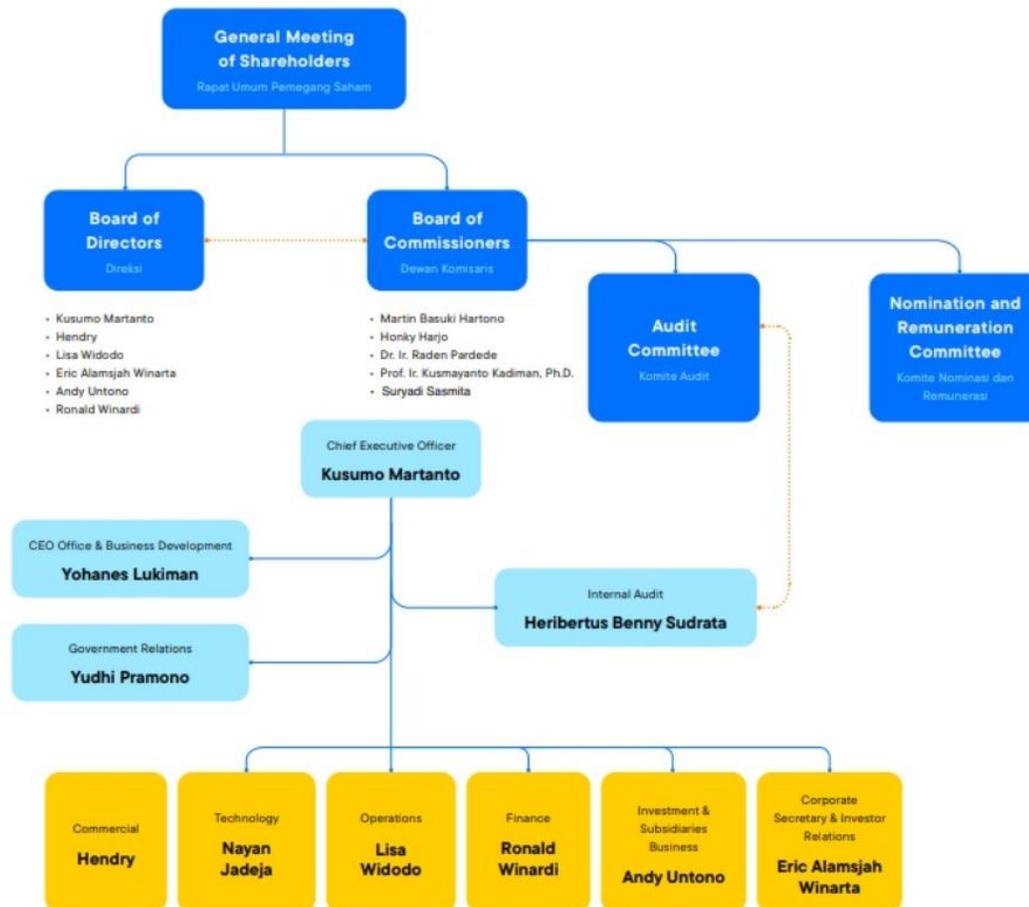


Figure 2.2 Annual Report 2024 PT Global Digital Niaga Tbk

The organizational structure of Blibli, a prominent Indonesian e-commerce company, is designed to support strong corporate governance, clear division of responsibilities, and efficient operational execution. At the top of the hierarchy is the General Meeting of Shareholders (Rapat Umum Pemegang Saham), which serves as the highest decision-making body. This forum comprises the shareholders who possess ultimate authority over the company's major strategic directions. They are responsible for approving significant

decisions, such as the appointment and dismissal of the Board of Commissioners and Directors, approval of financial reports, mergers, acquisitions, and other strategic initiatives.

Reporting directly to the shareholders is the Board of Commissioners (Dewan Komisaris). This body plays a supervisory role and ensures that the Board of Directors is executing its duties in the best interests of the company and its stakeholders. The commissioners are not involved in daily operations but focus on oversight, governance, and policy direction. They are supported by two key committees: the Audit Committee and the Nomination and Remuneration Committee. The Audit Committee is responsible for overseeing internal audit processes, evaluating financial reports, and ensuring regulatory compliance and transparency. Meanwhile, the Nomination and Remuneration Committee oversees the recruitment, performance evaluation, and compensation of executives, ensuring the organization attracts and retains competent leaders.

Operational and strategic execution is led by the Board of Directors (Direksi), which comprises several key executive figures. The Chief Executive Officer (CEO), Kusumo Martanto, holds the primary responsibility for driving the overall vision, mission, and strategic direction of the company. The CEO also coordinates with various functional heads to ensure seamless execution across departments. Supporting the CEO is the CEO Office & Business Development, led by Yohanes Lukiman, who plays a vital role in developing strategic business initiatives, partnerships, and corporate planning. Yudhi Pramono, responsible for

Government Relations, acts as the intermediary between Blibli and regulatory authorities, ensuring the company adheres to laws and policies while also advocating for industry interests. The Internal Audit function, led by Heribertus Benny Sudrata, is placed independently to report both to the Audit Committee and the CEO. This function ensures robust risk management, internal control systems, and procedural compliance across all operational levels of the company.

Under the CEO's leadership, the company is divided into several specialized departments managed by respective directors. Hendry, who oversees the Commercial division, is responsible for sales strategies, merchant partnerships, and marketing activities aimed at driving revenue growth. Nayan Jadeja leads the Technology division, which is critical in a digital company like Blibli, handling platform development, IT infrastructure, cybersecurity, and technological innovations. The Operations division, under Lisa Widodo, ensures efficient supply chain management, logistics, fulfillment, and customer delivery — core aspects of the e-commerce business model.

In the financial domain, Ronald Winardi leads the Finance department, managing the company's budgeting, financial planning, reporting, and cash flow management. His role is crucial in maintaining financial health and ensuring compliance with financial regulations. Andy Untono oversees the Investment & Subsidiaries Business, which focuses on strategic investments, management of subsidiary companies, and expanding Blibli's portfolio. Lastly, Eric Alamsjah Winarta serves as the head of Corporate Secretary & Investor Relations, handling

communication with shareholders, ensuring good corporate governance practices, and maintaining transparency with external stakeholders.

## 2.5 Products

Blibli functions as a comprehensive omnichannel Business-to-Consumer (B2C) e-commerce platform, designed to meet the needs of a digitally connected and technologically literate consumer base in Indonesia. Operated by PT Global Digital Niaga Tbk, Blibli primarily targets middle and upper-class consumers by offering a seamless and integrated shopping experience that combines both online and offline channels. Through its omnichannel strategy, Blibli also serves the Business-to-Business (B2B) and Business-to-Government (B2G) segments, broadening its commercial reach beyond individual consumers.

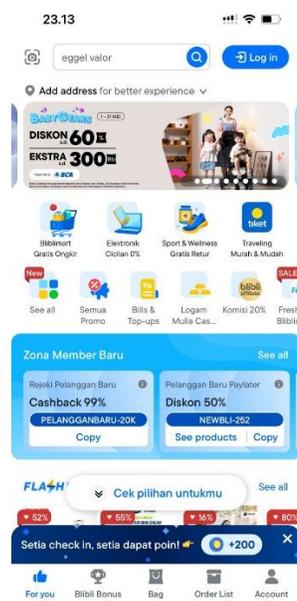


Figure 2.3 BliBli's Application Homepage  
Source: Blibli's Application

At its core, Blibli operates by hosting and selling a wide array of products and services directly through its digital platform. The company is committed to expanding its offerings to meet evolving consumer demands. As of 2024, Blibli provides access to more than 16.9 million Stock Keeping Units (SKUs), indicating the breadth of products available for purchase. These products are grouped into several major categories, including smartphones and gadgets, electronic equipment, fashion and beauty, sports equipment, hobbies and games, automotive products, daily necessities, and a range of digital products. These digital items include utility bill payments, mobile credit top-ups, online shopping credits, and game vouchers, making Blibli not only a marketplace for physical goods but also a digital service provider. In addition to offering an extensive catalog, Blibli emphasizes product authenticity and quality. The platform guarantees that all products sold are original and high-quality, which helps build consumer trust and differentiates it from competitors in Indonesia's crowded e-commerce landscape. Blibli also supports customer convenience and financial flexibility through various payment solutions, such as Buy Now, Pay Later (BNPL) and other secure digital payment methods. These features are designed to enhance the overall shopping experience and increase purchasing power among consumers.

To further ensure customer satisfaction, Blibli provides a best product return policy and 24/7 customer support. This service commitment is part of the company's broader strategy to build long-term customer loyalty by delivering reliable post-purchase support and a smooth shopping experience. Consumers

can access the Blibli platform through its official website ([www.blibli.com](http://www.blibli.com)) or via the Blibli mobile app, available for both iOS and Android devices.

## **2.6 Company's Journey**

Blibli's journey over the years highlights its adaptability and innovation. Starting as an online bookstore in 2010, it expanded into a full-scale e-commerce platform by 2013. Key milestones include the 2015 launch of Blibli Mitra, the 2016 introduction of BlibliPay, and a strategic merger with Tiket.com in 2021 to bolster its travel services. During the COVID-19 pandemic, Blibli scaled its grocery delivery operations, cementing its role as an essential service provider. By 2023, the platform achieved unicorn status (valued over \$1 billion) and shifted focus toward sustainability and hyperlocal campaigns, promoting regional artisans and eco-conscious practices.

A standout segment in Blibli's portfolio is its cosmetics and beauty vertical, which taps into Indonesia's booming beauty industry, projected to reach \$8.9 billion by 2025. The platform offers an extensive selection of products, ranging from global giants like L'Oréal and Maybelline to local halal beauty pioneers such as Wardah and Emina. Blibli caters to evolving consumer preferences by featuring clean beauty brands, virtual try-on tools powered by augmented reality, and influencer collaborations with popular beauty bloggers like Tasya Farasya. It also prioritizes transparency, providing detailed ingredient lists, halal certifications, and cruelty-free labels. To enhance accessibility, Blibli runs frequent promotions, subscription

boxes, and bundled deals, while its sustainability efforts include partnerships with eco-friendly brands and refillable packaging options.

Through strategic innovation, customer-centric values, and a commitment to empowering local businesses, Bilibli has solidified its position as a leader in Indonesia's digital economy. Its cosmetics segment, in particular, exemplifies its ability to blend global trends with local needs, ensuring it remains at the forefront of the country's e-commerce evolution.

## 2.5 Respondents Characteristics

### 2.5.1 Based on Age

**Table 2-1. Characteristic Respondets Based on Age**

No	Age	Frequency	Percentage
1	17-25	92	81.4%
2	26-35	17	15%
3	36-45	3	2.7%
4	>45	1	0.9%
Total		113	100%

Source: Processed Data,2025

. The age distribution further reveals that the majority of respondents fall within the 17-25 age group, accounting for **81.4%** of the sample, followed by those aged 26-35 at **15%**, while respondents aged 36 and above represent a very small fraction at 2.7%. Meanwhile for respondents aged above 45 also at small part at **0.9%** The dominance of young adults in this study could have implications on behavioral trends and preferences.

### 2.5.2 Based on Gender

**Table 2-2. Respondent Characteristic Based on Gender**

No	Gender	Frequency	Percentage
1	Female	83	73.5%
2	Male	30	26.5%
Total		113	100%

Source: Processed Data, 2025

The gender composition of the respondents indicates a significant disparity, with female respondents comprising **73.5%**, whereas male respondents make up only **26.5%**. This suggests that the sample is heavily skewed towards female participants, which may influence the overall findings of the study.

### 2.5.3 Based on Employment Data

**Table 2-3. Respondents Characteristics Based on Employment Data**

No	Employment Data	Frequency	Percentage
1	Students	80	70.8%
2	Government employee	3	2.7%
	Employee		7.1%
4	Entrepreneur	16	14.2%
5	Others	4	5.3%
Total		113	100%

Source: Processed Data,2025

Employment data shows that students make up the largest portion of respondents at **70.8%**, followed by entrepreneurs at **14.2%**. Private sector employees account for **7.1%**, while government employees, housewives, unemployed individuals, and retirees collectively represent a minor share. The high representation of students suggests that the study findings are more relevant to an academic or young professional demographic, potentially influencing their purchasing behavior.

### 2.5.5 Based on Purchasing Frequency

**Table 2-4. Respondents Characteristics Based on Purchasing Frequency**

<b>No</b>	<b>Purchasing Frequency</b>	<b>Frequency</b>	<b>Percentage</b>
<b>1</b>	2 times	63	55.8%
<b>2</b>	3-4 times	42	37.2%
<b>3</b>	>5	8	7.1%
Total		113	100%

Source: Processed Data,2025

The purchasing frequency data reveals that 55.8% of respondents make purchases twice, while 37.2% buy products three to four times, and only 7.1% make purchases more than five times. This suggests that most respondents engage in moderate purchasing behavior rather than frequent or habitual buying, implying that their spending patterns may be more influenced by necessity rather than impulse buying.