



# Pharmacy store online website analysis using SimilarWeb

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## Abstract

Developments in the field of technology and accompanied by increasing internet users, especially in Indonesia, are increasingly spurring competition between businesses in cyberspace. The purpose of this research is to evaluate the performance of the website. The type of evaluation carried out is testing user interest using the SimilarWeb tool (<https://www.SimilarWeb.com/>). Researchers utilized the SimilarWeb platform by entering the website address of the online pharmacy category and conducting a categorical analysis of the website. The results of the analysis of several pharmaceutical websites (an online pharmacy) on similarweb.com can be categorized into several categories of analysis. Pharmaceutical websites analyzed using similarweb.com include K24klik, Kfostore, Vivahealth, Halodoc, Alodokter, Kalbestore, and Klik-apotek. The analysis conducted on several pharmaceutical websites includes Global Rank, Country Rank, Category Rank, Total Visits, Bounce Rate, Avg Visit Duration, similarly ranked sites, Top Countries, Gender Distribution, Age Distribution, Top Categories, Top Topics, Category Distribution, and Social Network Distribution.

## Keywords

Pharmacy store, Website, SimilarWeb

## Introduction

Similar Group is a company that launched a site tool to measure the popularity rating of a website, as a medium for measuring the level of popularity of a site on the internet, SimilarWeb is also a site that provides services to review the popularity rating of a site on the internet. The era of digitalization has had a tremendous and enormous impact on the development of information technology and communication technology. One of them is the development of information technology, and the use of Internet media by the wider community in this era. Currently, many internet service providers provide services for internet access at an affordable cost with adequate speed. Entrepreneurs have used the internet as a means to make it easier for people to buy their products, through the media of online shopping sites. Developments in the field of technology and

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accompanied by increasing internet users, especially in Indonesia, are increasingly spurring competition between businesses in cyberspace, namely using dissemination, purchasing, payment, marketing goods and services through electronic systems such as the internet, or other computer networks known as e-commerce. In addition, the development of information technology will result in a cultural shift. This fact is a challenge for companies, namely to develop customer expectations to use products and services and to establish close relationships between entrepreneurs and their customers. The quality of website services will affect the level of client satisfaction or satisfaction of users who are website visitors. User satisfaction is a situation where the needs, desires and expectations of consumers can be fulfilled through the products or services consumed. The higher and better the quality of the website, the greater the website user visits [1]. SimilarWeb.com is part of a company engaged in the advertising and information technology industry that serves digital market intelligence. The company was founded in January 2013, Market intelligence is relevant information for the company's market, collected and analyzed specifically to make accurate and confident decisions in determining strategies in various fields such as market opportunities, market penetration strategies, and market development.

The very rapid development of information technology has played an important role in driving the progress of the business world in processing better, more accurate and efficient data. Information technology has covered all fields such as education, health, economy, industry, government and others. One of the applications of information technology in the health sector has been using a health service information system to assist and facilitate the health sector and the community according to their individual needs. Currently, the pharmacy uses this information system.

A pharmacy is a store where medicines are sold and supplied in the form of syrup, tablets/capsules, ointments, injections and other types of medicines needed by the community. Pharmacy management is the responsibility of a professional pharmacist in the pharmaceutical field. In general, the obstacles that often occur in the pharmacy service system are still using drug sales transactions which are carried out manually, namely by recording them in a book and the problem of recording expired drug stocks by drug stock officers is still poorly controlled. In addition, pharmacists must check and calculate drugs manually that takes quite a long time [2].

## Methods

In this study, an assessment was carried out on category online pharmacy websites to determine the level of interest and usefulness of the website for the site's end users. It aims to evaluate the performance of the website.

The type of evaluation carried out is testing user interest using the SimilarWeb tool (<https://www.SimilarWeb.com/>). Researchers utilized the SimilarWeb platform by entering the website address of the online pharmacy category and conducting a categorical analysis of the website. SimilarWeb is a web-based platform that provides a

feature that is used to measure the popularity of a website and measure the level of popularity of a site on the internet both in terms of ranking and the number of visitors visiting the website. Also, SimilarWeb is used to analyze website data, including the total number of backlinks, estimated page views or page views which shows the total number of site page views, and average visit duration which shows the user's travel time which shows the percentage of time the user is on the page and close it quickly. In addition, SimilarWeb is also a platform that can be used to analyze and compare a website with several other website sites, one of which is a comparison based on traffic data.

## Result and Discussion

The data analysis results related to several pharmaceutical websites (an online pharmacy) on similarweb.com can be categorized into several categories of analysis. Pharmacy websites (an online pharmacies) that were analyzed using similar web included K24klik, Kfostore, Vivahealth, Halodoc, Alodokter, Kalbestore, and Klik- apotek. While the analysis carried out on the pharmaceutical website includes Global Rank, Country Rank, Category Rank, Total Visits, Bounce Rate, Avg Visit Duration, such as ranked sites, Top Countries, Gender Distribution, Age Distribution, Top Categories, Top Topics, Category Distribution, and Social Network Distribution.

A pharmacy website is an online service related to health and the internet. The internet facilitates work and enables breakthroughs in the world of health through e-health. E-health sites such as Alodokter and Halodoc are media for online health consultations for the community. The motives behind patients choosing to consult online and how people place their trust in face-to-face consultations.

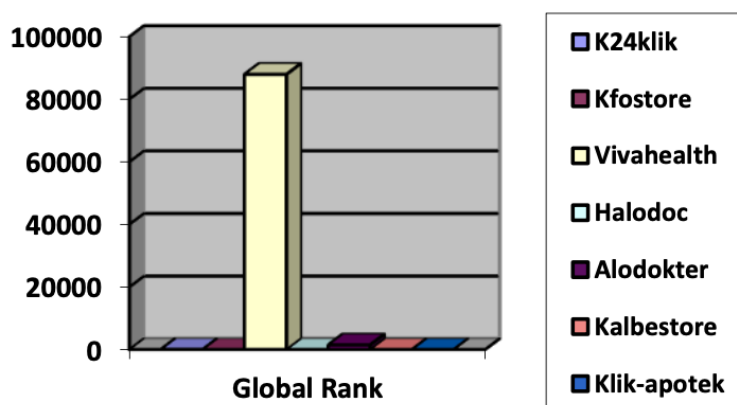


Figure 1. Global Rank of the seven online pharmacies

Figure 1 shows the first category "Global Rank" of the seven online pharmacies analyzed by K24klik occupies the first position in the global ranking with a total of 21.33 followed by Alodokter in the second position. Last is occupied by Klik-apotek with a total global ranking of 4.78362. This strategy according to theory was chosen because the company excels in terms of quality and technology. Where the company has operating hours that are different from pharmacies in general, namely operating 24 hours without knowing holidays. This is also supported by the enactment of fair (flat) prices for the morning,

afternoon, evening, night, and holidays. The technological advantage of the K24klik pharmacy is that there is an application that is used internally in its operational system, namely Ok-Soft. In addition, it also has an e-commerce-based application, namely K24klik which is used as an online sales medium [3].

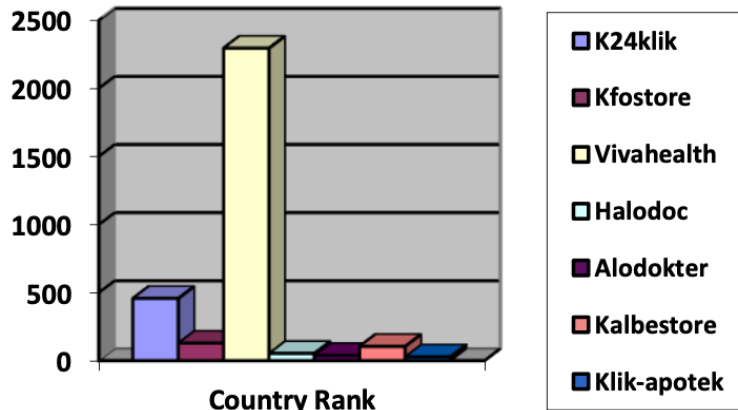


Figure 2. Country Rank of the seven online pharmacies

Figure 2 shows the second category “Country Rank” of the seven online pharmacies, it is known that Alodokter occupies the top position with 38, followed by Halodoc with 53. Meanwhile, Kalbestore occupies the lowest position of the seven online pharmacies in the “Country Rank” category with 104,910.

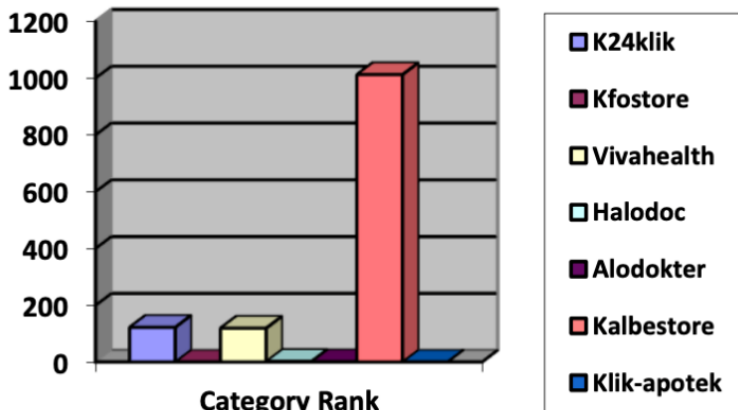


Figure 3. Category Rank of the seven online pharmacies

Figure 3 shows the third category is "Category Rank". Two online pharmacies do not have a category rank, including Kfostore and Klik-apotek. Thus, the lowest number of category ranks was obtained by Alodokter with a total of 1. Meanwhile, Kalbestore obtained the highest number of category ranks with 1,012. Pradika's research (2021) shows that it is significant for the community to use HealthReplies.com because of the trust factor in the HiDoctor application. Service features have no significant effect on trust in the Alodokter application. The perceived benefits have a significant positive effect on trust in the Alodokter application [4].

Figure 4 shows the fourth category "Total Visits" it is known that the top position with the highest number of visits was obtained by Alodokter with a total of 50.6 billion (50.6 million). Meanwhile, the lowest positions in this category are in two online pharmacies,

namely Kfostore and Klik-apotek, which both have less than 5,000. Considering Alodokter also recorded visits to the main information page on the platform reaching 2 million since the coronavirus outbreak. By looking at the various efforts made by health platforms to be able to win the competition, Halodoc needs to always add optimal service and provide trust to give satisfaction to its users. Based on information from other articles, it is stated that one way to satisfy electronic users is by implementing E-Service Quality [5] [6]. This is because E-Service Quality has a significant effect on E-Satisfaction which also affect E-Repurchase Intention [7].

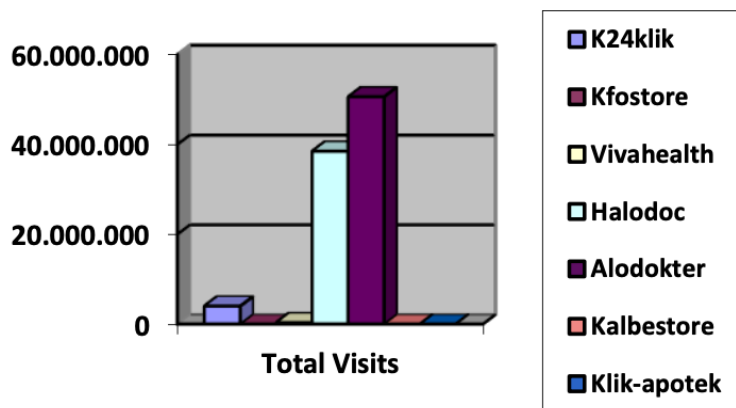


Figure 4. Total visits of the seven online pharmacies

Figure 5 shows the fifth category "Bounce Rate" it is known that there are two online pharmacies that do not have a bounce rate. However, based on the table, it is known that the highest number of bounce rates was obtained by K24klik with a total of 71.81%. While the least amount was obtained by Alodokter with a total of 0.7%. The sixth category related to "Avg Visit Duration" is known that Kfostore and Klik-apotek do not have Avg visit duration. However, of the five available online pharmacies, it is known that the longest Avg visit duration is at K24klik. While the fastest Avg visit duration was obtained by Halodoc.

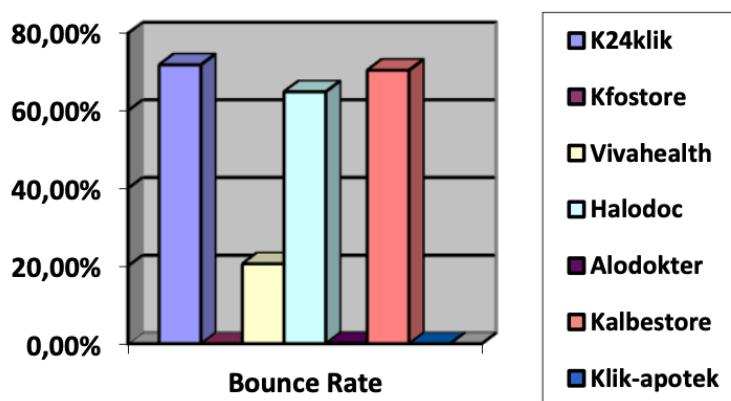


Figure 5. Total visits of the seven online pharmacies

In the category of similarly ranked sites, Halodoc and Alodokter have the same similarly ranked sites including Hellosehat.com, Sehatq.com and Klikdocter.com. Whereas in other studies it was stated that the website was chosen by the majority of respondents. In other studies, medical students used websites such as www.alodokter.com and

www.halodoc.com to meet their health information needs, arguing that the language used in the website it is easy to understand, often appears when searching for the first time using keywords, and the website is written by a doctor as evidenced by the presence of a photo and doctor's title on the website [8].

In the top countries category, there are two online pharmacies that do not have this category, namely Kfostore and Klik-apotek. There is only 1 Kalbestore, namely in Indonesia (100%). Vivahealth has the least number of top countries in Singapore (0.05%). Based on previous journal research, Kalbestore only exists in Indonesia because the program established by Kalbestore has not run smoothly [9].

The gender distribution for the majority of users is the female gender using K24klik (52.16%) and the male gender the most using Kalbestore (62.31%). Meanwhile, the gender distribution is the least used by women, namely Kalbestore (38.69%) and at least by men using K24klik. Based on search results, the majority of social media users are women. This result is supported by research which shows that in the gender sector most of the active users of social media are women, namely as many as 6 respondents (60%). The results of research by APJII and PusKaKom UI in the gender sector in 2014 stated that social media users in Indonesia are more dominated by women, namely 51% of users are recorded [10].

Age distribution, the majority of users are at most 25-34 years old. According to one journal article, instant applications have been liked by the world's population, including teenagers in Indonesia. Indonesia is included in the mobile internet users with the youngest age range in Southeast Asia with the highest percentage of 21% of mobile internet users in Indonesia in the age range 25-35 years (33%), age range 18-24 years (32%), age range under 18 years (21%), and the age range is more than 35 years (14%) [11].

Most social network distribution is accessed through WhatsApp as much as 100%. WhatsApp as a communication medium in conveying messages, the information conveyed is more effective and is a satisfaction in itself because using information technology (WA) messages are received more quickly to the target. The contents of the message are; environmental security, social bonds, education, welfare and work and entertainment [12].

Most of the top topics categories are online in Indonesia. The reason for the largest use of telemedicine in Indonesia is because in Indonesia the internet can facilitate work and enable new breakthroughs in the world of health through e-health. E-health sites such as Alodokter and Halodoc are media for online health consultations for the community. what are the motives behind patients choosing to consult online and how do people place their trust in face-to-face consultations [13].

## Conclusion

The results of the analysis of several pharmaceutical websites (an online pharmacy) on similarweb.com can be categorized into several categories of analysis. Pharmaceutical

websites analyzed using similarweb.com include K24klik, Kfostore, Vivahealth, Halodoc, Alodokter, Kalbestore, and Klik-apotek. The analysis conducted on several pharmaceutical websites includes Global Rank, Country Rank, Category Rank, Total Visits, Bounce Rate, Avg Visit Duration, such as ranked sites, Top Countries, Gender Distribution, Age Distribution, Top Categories, Top Topics, Category Distribution, and Social Network Distribution. A pharmacy website is an online service related to health and the internet. The internet facilitates work and enables breakthroughs in the world of health through e-health.

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