

Electronic Transaction: Real Demand or Creative Modern Metropolitan Life Style? The Case Study in Bandung Metropolitan Area, Indonesia

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ABSTRACT

In line with its function as a media for modern interaction and communication without having face-to-face contact, Internet is very important in the context of a network society (Castells, 2000). This emerging paradigm triggers the possibility of new types of movement processes of people, goods and services from one place to another without doing physical movement. Theoretically, given the ability of electronic transaction in reducing distance and time with efficient cost, it can be used as an alternative way to accomplish traffic problems in terms of transportation demand within metropolitan areas, where transportation problem is one of the major issues in Indonesia. However, in reality, the emergence of electronic transaction, which supports the shift of travel behavior to the commercial center, is not that simple.

This paper tries to identify the possibility of electronic transaction behavior in replacing the physical activity of Metropolitan Bandung residents. In this case, the paper will focus on usage of Internet in certain types of activities in the Indonesian context that is possible to be replaced by the Internet such as shopping for computer equipment, discussion or meeting, and bill payment. It is assumed that Internet usages will be higher if the transportation system gets worse.

Finally, Internet service is not the only tool that can influence the successfulness of replacing physical movement. It is behavior of the shopper and the availability of supported services such as good delivery service system, and the type of socio-economic condition of the electronic transaction customers. Furthermore, advance technology for electronic transaction has to be considered in the planning making process, particularly related to the strengthening of urban structure within a metropolitan area in reducing traffic.

Keywords: *ICT, electronic transaction, metropolitan area, transportation, customer behavior, urban development policy*