

THE CROSS-BORDER E-COMMERCE DEVELOPMENT IN ASEAN AND CHINA

THESIS

Submitted in partial fulfillment of the requirements for Degree of *Sarjana Manajemen (S1)*
in International Business Management Program of Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta



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2022

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Be accepted in partial fulfillment of the requirements for the Degree of *Sarjana Manajemen*
(SI) in International Business Management Program, Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta

July 1st, 2022

Advisor

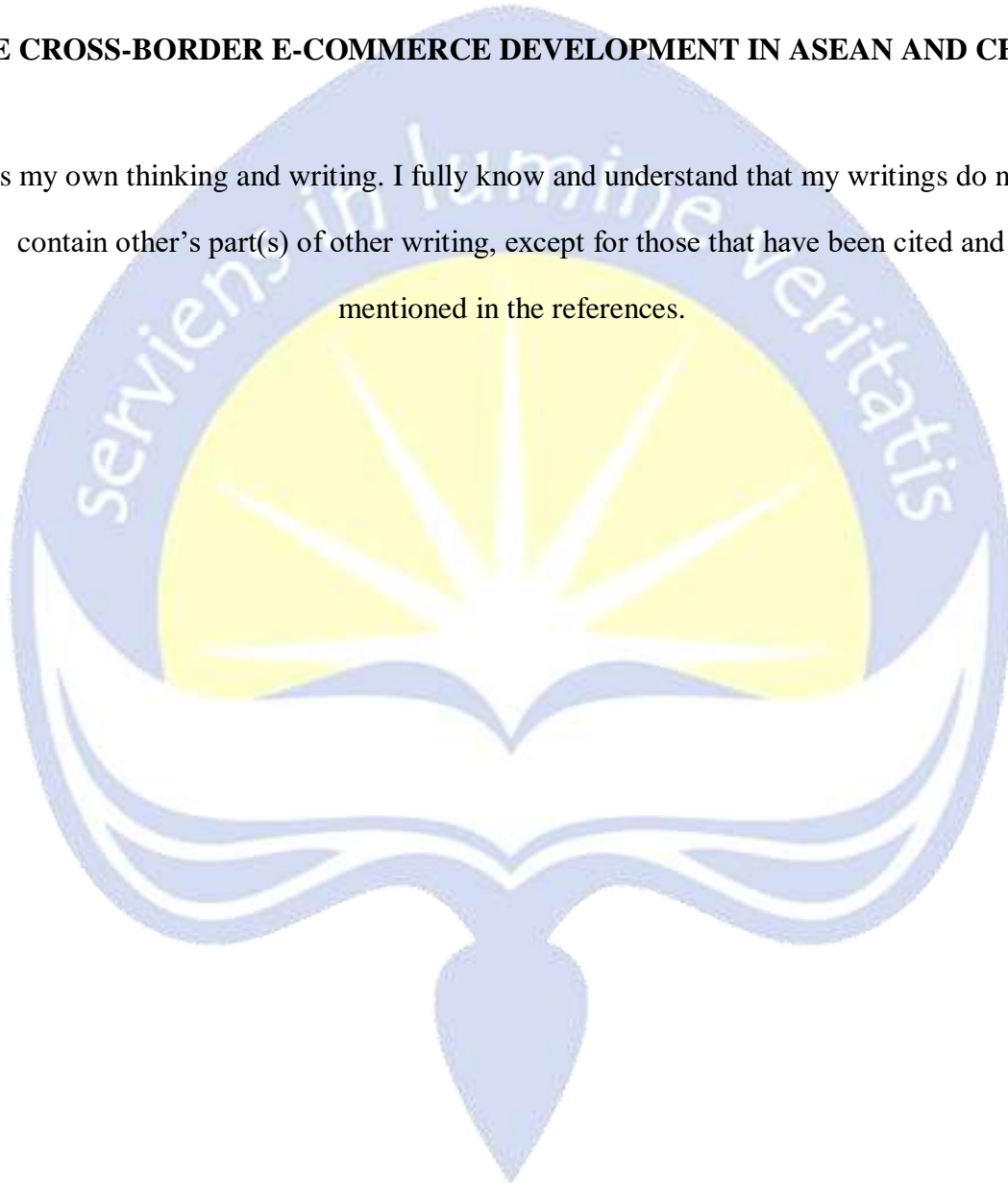
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Is my own thinking and writing. I fully know and understand that my writings do not contain other's part(s) of other writing, except for those that have been cited and mentioned in the references.



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ACKNOWLEDGEMENTS

Praise and Thanks to Almighty God for His blessing so I can complete this research. The completion of this thesis also could not have been possible without help and support from my family, lecturers, and friends. Therefore, I would like to thank those who took their time and thoughts to help, support, and motivate me during my study in Universitas Atma Jaya Yogyakarta and Nanjing Xiaozhuang University and during the writing process of my thesis.

1. I would like to thank my family especially my parents, brother, and sisters who give endless love, prayer, and support through every process I have to face.
2. I would like to thank my advisor, Ms. Liu Yazhen, who has guided me since the research process started. Her advice and feedback assisted me through all the stages of the writing process.
3. I would like to thank Ma'am Nadia Nila Sari, SE., MBA. as the Coordinator of International Class Faculty of Business and Economics Universitas Atma Jaya Yogyakarta who has helped and guided me in joining the double degree program in Nanjing Xiaozhuang University.
4. I would like to thank Mrs. Sophie as Indonesian student counselor of Nanjing Xiaozhuang University who has helped me during the double degree program.
5. I would like to thank all of the lecturers of Universitas Atma Jaya Yogyakarta and Nanjing Xiaozhuang University who has shared the knowledge that's useful for the writing of this research and for the future.
6. I would like to thank Mbak Hehen who has helped me in administration matters during 4 years of my study.
7. I would like to express my gratitude to all my friends, especially those who joined HaoPeng, MacDong, Niubi Ren, and Durian Runtuh group for all the support, encouragement, advice, insights, and motivations given during my study and writing process.
8. Lastly, I would like to thank and dedicate this thesis to my beloved grandma who always supports me in every step of my life.

Sincerely,
Vicencia Vania Wibowo



Letter of Statement
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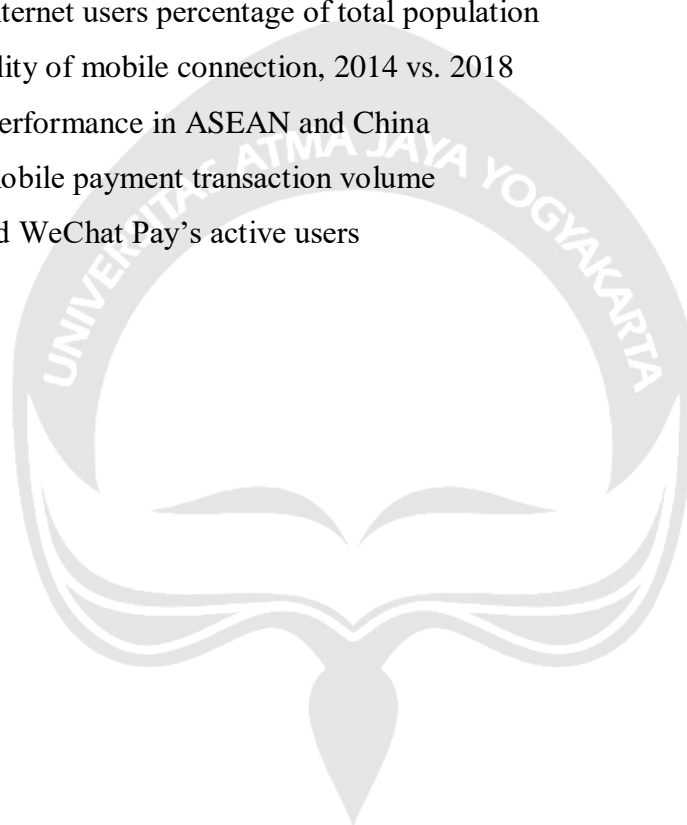
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ABSTRACT

This study is completed to discover the current condition of cross-border e-commerce in ASEAN and China, following with the supporting factors and obstacles of cross-border e-commerce development. The study concluded that the condition of China and ASEAN's e-commerce is in the developing stages, indicated by the gross merchandise value and many businesses started to launch e-commerce and join the competition with their own comparative advantages. Among e-commerce in ASEAN, the most outstanding e-commerce are Shopee, Lazada, and Tokopedia while in China are Tmall Global, Kaola, and JD Global. These e-commerce sites, except Tokopedia, offer an online place for both foreign and local traders to do transactions crossing the border. The cross-border e-commerce development is supported by the internet access, network coverage, logistics and infrastructure, and electronic money. Besides, as the government started to pay more attention to cross-border e-commerce, the agreements are made to enhance the development and cooperation with intra-ASEAN parties called ASEAN E-Commerce Agreement. This agreement facilitates the intra-ASEAN trader with lower shipping cost, shorter delivery time, and reliability of supply chains. Thus, it will increase the interest of ASEAN citizens in buying goods from their neighboring country through e-commerce and the micro, small, and medium enterprises as ASEAN's main economic players can easily expand their markets. The benefit also will be gained by ASEAN MSMEs by the practice of Regional Comprehensive Economic Partnership Agreement between ASEAN and Australia, China, Japan, New Zealand and Republic of Korea. The MSMEs will be supported by the developed countries to enter cross-border e-commerce and its competition. In return, the developed countries can enter the ASEAN's market which has potential to grow bigger in the future. The obstacles during cross-border e-commerce development are extra cost and taxes, currency, uneven development of logistics and infrastructure, language barriers, and halal certification.

Keywords: cross-border e-commerce, China, ASEAN