

The Analysis of Mcdonaldization Principles Application in E-Commerce

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ABSTRACT

This study aims to determine the application of McDonaldization principles in the e-commerce system and the consequences of rationalizing these principles for society. The research method used in this study is a literature study conducted by collecting data and information from various existing sources. Sources of data used are books, scientific journals, and reports of previous research result appropriate to the topic discussed in this study, McDonaldization in the e-commerce system. The result of the analysis shows that there are McDonaldization patterns in the e-commerce system, which can be seen from efficiency, calculability, predictability, control, and rationality versus irrationality principles in e-commerce. McDonaldization principles application in the e-commerce system has negative impacts on society's life such as resulting in the emergence of dehumanization which leads to the lack of interaction in society and homogenization which leads to the dependence on technology as well as the loss of society's critical thinking power.

Keywords: *McDonaldization; McDonaldization principles; e-commerce.*

1. INTRODUCTION

In this modern era, where society is completely dependent on technology, quite large changes in socio-economic appear to have occurred among society. One of which is a change in shopping habits. The rapid growth of the internet has a significant influence on various aspects of life, including in the business world. The use of the internet is not only limited to the use of data search that can be accessed through internet media, but also the use of a facility to do trade transactions. The e-commerce industry in Indonesia is growing quite well. The fairly good growth of e-commerce in Indonesia is inseparable from the number of internet users in Indonesia that increases every year. The Ministry of Communication and Information Technology stated that Indonesia is in the 8th position in the world with the greatest number of internet users. In 2014, internet users in Indonesia reached 82 million people [II].

The shopping habits of society were previously done by going to shops, markets, or malls to buy needed goods. Then, with the presence of e-commerce technology

innovation, society is certainly facilitated by online shopping. Based on Nielsen's data in 2017, the survey output in 11 cities in Indonesia shows that 44% of mass media consumers use the internet. This percentage is quite high if compared to the percentage of mass media consumers who use print media and radio. At least 60% of productive age consumers seek further product fact information after seeing video advertisements on the internet and then continue to visit and buy products at e-commerce sites.

With the existence of e-commerce, society starts choosing to stay in front of a laptop or a gadget to shop virtually. The convenience of the e-commerce facility allows consumers to buy desired products, not limited by place and time. Moreover, consumers are facilitated by the use of credit cards or installment facilities to obtain desired products if they do not have enough money to buy the products. E-commerce can be quickly enjoyed by companies and consumers. Thus, all services wanted by consumers can be followed up as quickly as possible, so that companies will certainly be able to provide the best & fastest service for consumers [III].

The result of the Snapcart survey in January 2018 stated that 50% of 6,123 respondents were consumers of online shopping e-commerce sites. E-commerce consumers mostly buy household products, fashion products, and beauty products. Also, e-commerce consumers mostly pay for electricity and others when shopping online. The result of the Snapcart survey also shows that 70% of online shopping consumers in Indonesia choose the method payment by money transfer in making transactions and the rest choose the method payment by using credit cards.

Currently, the e-commerce system replaces markets or public markets as places for transactions. E-commerce becomes a new way of consumption that prioritizes practicality and efficiency by offering various kinds of convenience that lead to shopping rationality. This rationality is a process of standardizing the daily life pattern to become more efficient, like management in McDonald's fast-food restaurants.

The McDonaldization system causes consumers to have an instantaneous mindset, where efficiency reduces diversity and diminishes the meaning of social interaction. The longer it is felt, McDonaldization becomes a non-human system. This is because society prefers to stay in front of a laptop or a gadget for hours to choose products at e-commerce sites, check out the products, make payments, and then simply wait for the delivery of the ordered products without having to leave the house and queue. The concept of effortless shopping where consumers only need to click at e-commerce sites causes consumers to continue consuming offered products and eventually, this concept becomes a shopping trend for modern society [III].

Currently, there are many large e-commerce sites in Indonesia that highlight shopping rationality and cause consumers to be more interested in shopping with the e-commerce system than shopping with the public market system. Therefore, it is interesting to study how the rationalization of McDonaldization principles application in e-commerce as a new way of consumption is and what the consequences of this rationalization for society are.

2. STYLE PALETTE

2.1. Theory of McDonaldization

According to George Ritzer, McDonaldization is a process of change that occurs with the spread of McDonald's fast-food business practice in various parts of the world and hits society in the post-industrial era. The emergence of McDonald's fast-food restaurants reflects the birth of a paradigm called McDonaldization. McDonaldization is a process where many sectors in society's life around the world are dominated by the

principles of fast-food restaurants. Recently, the development of McDonaldization is not only limited to the instant food business, but many countries have also begun to develop McDonaldization into various businesses, such as snacks, body shops, and other businesses [X].

McDonaldization is a condition that shows the condition of society or culture under principles as applied in "McDonald's" fast-food restaurants. McDonaldization in the concept of the restaurant is a condition that shows how everything is done instantly. McDonaldization in the concept of society is a change of society's thought originally in the form of a traditional thought concept becomes a rational and modern thought concept that prioritizes time efficiency [VII].

2.2. Dimensions of McDonaldization

According to George Ritzer, the development of the McDonaldization process into many other business activities is a consequence of the inevitable effect of globalization that has thrived all over the world. The five dimensions are based on the McDonaldization process. A contemporary lifestyle is a dimension that indicates a person has been involved in the five dimensions of McDonaldization and becomes a standard as well as a general principle of the business system run by McDonald's restaurants. The way McDonald's fast-food restaurants work or it is called McDonaldization emphasizes efficiency, calculability or ease of calculations, predictability or ease of predictions, control through technology, and paradoxically irrational rationality. If these five dimensions of McDonaldization are applied, the management process of various other types of business, as well as the social activities and behavior of the post-industrial society will be affected [X].

There are five principles emphasized in McDonaldization:

2.2.1. Efficiency

Efficiency means choosing the optimal way to be used to achieve the ultimate goal. In other words, efficiency is the pursuit of the best way or method to achieve a goal [VIII]. The best way or method is sought to generate maximum profits. Production, consumption, and distribution must be arranged to achieve an efficient goal. Time is an element calculated because the faster the time, the greater the efficiency obtained [IX]. In fact, efficiency can be found widely in various matters, such as the activity of services where consumers are asked to do several things previously done by employees and simplification of products as well as processes [X].

2.2.2. *Calculability*

McDonald's restaurants emerge as a calculable and quantifiable standard in society. Calculations are made very precisely and focus on matters that can be calculated based on the time needed to complete a job. The main value measurement standard is in the matter of quantity, not quality [VI]. In the field of organization applied to daily practice, McDonaldization strives and is always required to make breakthroughs in completing and serving a maximum amount of products in a relatively short time.

2.2.3. *Predictability*

According to George Ritzer, McDonaldization in predictive power emphasizes rules, systematization, discipline, consistency, formalization, and routines so that it shows certainty [VIII]. The predictability principle emphasizes the way McDonaldization works that provides a certainty involving many aspects for employees, organizations, and consumers. The predictability principle for employees concerns the scope of work. Meanwhile, the predictability principle for organizations is related to the predictive power of products in several aspects, such as size, color, taste, and so on so that it is easy to standardize raw materials, technology applications, and packaging processes. McDonaldization offers predictability so that its products and services remain consistent continuously in all places [X].

2.2.4. *Control*

McDonaldization offers control through non-human substitution that emphasizes replacing humans with non-human technology on production processes, workers, and customers through the search for various ways to increase control. The scope of technology in the control principle is not only related to machines and equipment but also related to laws, regulations, materials, skills, knowledge, procedures, and techniques [X].

2.2.5. *Rationality Versus Irrationality*

The rationality versus irrationality principle relates to the negative influence of the McDonaldization practice. Within the scope of McDonaldization, the rationality principle that forms the basis for the operation of a modern organization is eventually often considered to create irrationality in various forms. Forms of irrationality include inefficiency, inability to calculate, inability to predict, and loss of control. Irrationality also leads to the denial of the humanitarian principle. Although McDonaldization shows the existence of the efficiency principle, in reality, the gain of efficiency is only felt by the creator of rationalization. In fact, everything built by rationalization creators is to create the illusion of pleasure for consumers by presenting various kinds of

facilities and entertainment to cover irrationality. Even in some cases, the implementation of McDonaldization creates dehumanization that is anti-human and destroyed humans. Many kinds of irrationality occur due to the presence of McDonaldization, including health and environmental threats, the negative influence of human relations and the homogenization process, dehumanization of employees and customers [X].

2.3. *E-Commerce*

E-commerce or commonly referred to as electronic commerce is a business activity using electronic technology that connects companies, consumers, and society using electronic transactions. Therefore, e-commerce means the sale, purchase, and marketing of goods or services using electronic systems, such as television, computers, and internet networks [I].

The development of e-commerce is increasing significantly. Examples of e-commerce are Shoppe, Lazada, BukaLapak, Tokopedia, and many others. The application of e-commerce plays an important role in the progress of companies' businesses. This is because the existence of e-commerce can increase sales of products so that it can increase the income and turnover of companies. In addition, e-commerce makes it easier for society to purchase goods or services without leaving the activities. This means that society can order products or items anywhere and anytime without thinking of closing store time because e-commerce provides 24 hours for shopping [IV].

2.4. *Result of Previous Research*

The result of previous research shows that the dimensions of McDonaldization have been applied to Lazada online malls. First, in the efficiency dimension, Lazada online mall offers one-stop shopping efficiency, which means that consumers can shop anytime and anywhere. Second, in the calculability dimension, Lazada online mall allows society to buy goods in large quantities with just one click that are included in virtual carts without maximum capacity. Third, in the predictability dimension, Lazada online mall prioritizes reasonable and affordable, which only by using a search engine, consumers can obtain certainty about the presence or absence of products. Fourth, in the control dimension, Lazada's online mall is controlled by a technology system to calculate the amount of consumer spending all integrated into technology. Lazada online mall as a new means of consumption resulted in dehumanization which leads to the minimization of human authenticity and homogenization which leads to technology dependence and eliminates critical thinking power [III].

4. METHOD OF THE STUDY

4.1. Type of Research

This research uses the research method in the form of a literature study. A literature study is a research conducted by collecting data and information from various available sources such as books, documents, magazines, historical stories, and so on. A literature study also studies the results of previous research with similar discussion topics that can be used as a theoretical basis for the problem studied [V].

4.2. Research Procedure

According to Kuhlthau (2002) the steps in literature research are as follows; 1) determining topic selection, 2) exploring information, 3) determining the research focus, 4) collecting data sources, 5) preparing data presentation, and 6) compiling reports.

4.3. Data Source

The data that becomes the research material is taken from books and journals that are under the topic discussed in the research, those are books and journals about McDonaldization.

4.4. Data Collection Technique

This study uses data collection techniques by documentation. It is a technique to find data in the form of books, notes, papers, journals, or articles, and so on.

4.5. Data Analysis Technique

This study uses the data analysis technique in the form of the content analysis method to obtain valid inferences. This analysis includes the process of selecting, comparing, combining, and also sorting out various existing meanings until the relevant result is found [XI].

5. RESULT AND DISCUSSION

From the result of the study on the theoretical concept, several themes related to the concept of McDonaldization principles in e-commerce systems were obtained. These themes include efficiency in e-commerce, calculability in e-commerce, predictions in e-commerce, control in e-commerce, and rationality versus irrationality in e-commerce.

The concept of McDonaldization was initiated by Max Weber's thoughts on formal rationality. According to Weber, bureaucracy is the peak of rationality defined into five elements, those are efficiency, predictability, calculability, control through non-human technology, and consequences in the form of rationality versus irrationality. However, Ritzer revealed that the concept of bureaucracy has been replaced by the concept of

McDonald's fast-food restaurants that describes the rationalization process as its basic component.

The concept was eventually imitated and almost dominated various industrial sectors around the world, including in consumption and shopping activities. Now, shopping activities are not only in the form of traditional markets or shops. The existence of technology makes it easier for society to shop through e-commerce from home.

In e-commerce, consumers are allowed to buy various types of products from various brands with just a click, both domestic and foreign products. Products will be delivered to consumers and the payment method can be cash on delivery, credit card, or bank transfer. Consumers can also view product choices in the form of electronic catalogs on a site that can be done anytime and anywhere. Thus, it can be concluded that the presence of e-commerce is used as a new way of consumption in society [III].

There are five elements or principles of McDonaldization applied in e-commerce, those are:

5.1. Efficiency in E-Commerce

Efficiency is the optimal choice in the use of equipment to achieve a certain goal. Fast food restaurants describe the aspect of efficiency by placing customers into unpaid labor. Customers are required to stand in a queue to order their food. Therefore, it is not waiters who come and serve, but customers replace the waiters' task to come and serve [III].

With the existence of e-commerce, companies get the easiness of payments. Based on the report from DailySocial, e-commerce reduces the cost of sales from companies by about 20 percent to 40 percent. This efficiency is based on the concept of using the least equipment and costs to get maximum profits. E-commerce allows companies to present many products at once on a digital catalog site.

According to Rocket Internet's annual report data, after conducting various kinds of operational efficiency, such as backend systems, marketing tools, and e-commerce, profits increased by 3 percent and costs decreased by 20 percent. E-commerce offers one-stop shopping efficiency that can transcend the boundaries of place and time. By shopping at e-commerce sites, consumers don't have to come to the store or get stuck in traffic while on the road. Moreover, consumers can buy products while doing other activities at home or at the office. Only through gadgets, consumers can buy desired products both domestic and foreign products. Ritzer revealed that this online shopping system is very efficient because it provides a mass number of items without standing in long queues at the checkout counter and consumers can save a lot of time [III].

5.2. Calculability in E-Commerce

E-commerce emphasizes something that can be counted, calculated, and quantified and places more emphasis on quantity than quality. The calculability is carried out concerning the process to the final result with the main goal of processing speed with the maximum result.

E-commerce makes it easy for people to buy goods in large quantities without directly coming to the store or through communication tools such as cell phones. How to shop using e-commerce by selecting items using one click. When in a store or public or offline shopping place someone will think about the limitations of carrying goods. However, this is not the case in e-commerce. All items that you want to buy can be put in a virtual basket that does not have a maximum capacity.

Virtual catalogs shown on online malls emphasize more on attractive designs, various discounts, brand highlights, elegant models, low-interest installments to promote products, making the products' quality difficult to be appraised. This is important because the number of potential customers who visit the online stores will be calculated by advertisers.

The concept of window shopping is defined by looking at products without making a purchase. This does not have any impact on shopping systems in conventional stores or malls. However, in online malls, this has a huge impact on the stores because online visitors also determine the trend of stores that invite advertisers. In addition, online catalogs that always show discounts on prices by crossing out the actual prices on all products and brand images will attract visitors to visit the store. E-commerce has its characteristics, one of which is the launch of shopping vouchers. The more products purchased by consumers, the more opportunities to get shopping vouchers from e-commerce that allows consumers to buy more products.

In the concept of e-commerce, consumers have no choice or subjective taste. Consumers can only buy products shown on virtual catalogs and cannot make certain requests. Like when consumers are in McDonald's fast-food restaurants, consumers can only choose foods that are listed on the menu. If consumers want to add food that is not on the menu, the request cannot be fulfilled. This condition also happens in e-commerce. If potential consumers want to buy products with different designs on online stores but the online stores do not provide these products, then the request cannot be fulfilled [III].

5.3. Predictability in E-Commerce

Predictability is matters that can be predicted. Rational society wants to ensure to get the same product or experience when interacting, especially during transactions. Predictability ensures that consumers feel

the same experience in every transaction on an e-commerce site [III]. Likewise with products, predictability ensures that consumers get the same good products, such as taste, content, quality, shape, quantity displayed or shown in the public market.

E-commerce online shopping sites show that online shopping has become very routine and predictable. The standardization made always leads to predictability, both in payment systems and services. Through the predictable services, consumers or customers will get certainty about the services and they don't have to worry if they shop through an online store for the first time. Predictability in e-commerce makes it easy for consumers to learn by themselves through e-commerce applications that have been provided uniformly for consumers [VII].

The mechanism of the e-commerce system prioritizes the character of being reasonable and affordable. Only with a gadget or a laptop, consumers can get certainty about product availability, without the need to go to the public market. Shopping activities at e-commerce sites can be done for 24 hours. The payment method has also been standardized, which means transactions are done based on electronic data processing and transmission. E-commerce sites, using a B2C (Business to Customer) system where customers are asked to make transactions on their site. The standardization created by e-commerce in Indonesia imitates e-commerce that has previously been successful in the United States. As Ritzer has said, new consumption platforms allow for the cloning of previously successful company systems. Starting from the same experience, the same payment method, the same website design, the same operational system, the same management as giant companies, and the same international label can strengthen predictability [III].

5.4. E-Commerce Offers Ease of Control

Another important principle in McDonaldization is control. Bagong (2013) in his book mentions that the principle of control is emphasized on replacing humans with non-human technology to increase control over workers, customers, and production processes. Technology is seen as a machine capable of performing statistical calculations with a more precise and definite result. Moreover, this principle is not only about machines, but also about knowledge, skills, rules, procedures, and techniques [X]. The existence of technology causes it to be easier to control than humans. So that later the technology will control humans to serve the system created

This control principle is also applied in e-commerce. Where all types of activities in e-commerce are controlled by a unified technology system, such as payment control in the form of technology [III]. Thus, the presence of technology can make the job done

faster. E-commerce does not require cashiers to calculate the consumers' total spending because everything has been integrated into a technology and the companies also follow the non-human system.

5.5. Rationality Versus Irrationality

The emergence of e-commerce has an impact or influence on society's life. E-commerce is an online shopping system that is used as a way for consumers to do consumption activities. The existence of e-commerce aims to direct society to be more efficient following its objectives. However, e-commerce also causes society or consumers to have other goals or means that better serve those who control the consumption facilities [III].

In the end, the implementation of McDonaldization in the e-commerce system will become irrational. This rational principle is considered to create irrationality in various forms. The main goal of McDonaldization is the formation of efficiency and those who enjoy the gain of efficiency are those who control consumption as the creator of rationalization. But what actually happened is to build an illusion of pleasure for e-commerce consumers by presenting various useful facilities, such as discounts, giveaways to cover up the irrationality.

According to Weber's idea, the concept of rationality then creates irrationality or can be called irrationality of rationality. In this case, efficiency, calculability (can be calculated), predictability, and control principles can only cover a small risk of inefficiency. For example, dependence on technology, lack of society social interaction, maximizing customer power into unpaid labor, and avoiding queues when shopping.

The existence of the e-commerce system results in dehumanization (leading to a lack of human authenticity or lack of interaction in society) which can lead to human destruction and homogenization (leading to dependence on technology and loss of critical thinking power). First, this dehumanization can happen to both workers and consumers. For workers, they do not need to use their skills and creativity because it has been facilitated by technology. This causes a lot of unemployment because everything has been made easier with technology. While for consumers, the existence of the e-commerce system will have an impact on human relations. This means minimizing or reducing social interaction in society's daily life. Second, further dehumanization will result in homogenization, where the existence of the e-commerce system creates the same shopping system because it is controlled by a rational environment so that this condition results in dependence on technology and the loss of society's critical thinking power.

Therefore, there is a negative influence from the McDonaldization concept, which is creating society's consumptive thoughts. The e-commerce system is a new way of consumption, where people can find products or

services easily, then as consumers, they will be controlled and exploited. Currently, society is a market share whose lifestyle has been modified because society is interested in facilities available in credit cards, discounted products, and installments. Thus, the fulfillment of desires becomes the priority in society [III].

6. CONCLUSION

From the result of the analysis, it can be concluded that the e-commerce system applies McDonaldization patterns. The McDonaldization patterns can be seen from the emphasis on several principles. First, the efficiency principle; e-commerce offers one-stop shopping efficiency without the limitation of place and time. By shopping at e-commerce sites, consumers don't have to come to the store or get stuck in traffic while on the road. Moreover, while doing other activities at home or at the office, consumers can obtain desired products. Second, the calculability principle; virtual catalogs shown on online malls emphasize more on attractive designs, various discounts, brand highlights, elegant models, low-interest installments to promote products, making the products' quality difficult to be appraised. This is important because the number of potential customers who visit the online stores will be calculated by advertisers. Third, the predictability principle; consumers or customers will get certainty about the services through the predictable services. In addition, the e-commerce system can be accessed for 24 hours so that when consumers want to shop or buy desired products, they can make purchases without having to leave their activities. Fourth, e-commerce offers control; e-commerce does not require cashiers to calculate the consumers' total spending because everything has been integrated into a technology and the companies also follow the non-human system.

McDonaldization principles application in e-commerce has negative impacts on society's life. The existence of the e-commerce system results in dehumanization which leads to the lack of authenticity of humanity or the lack of interaction in society and homogenization which leads to dependence on technology as well as the loss of society's critical thinking power.

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