

ANALYZING THE IMPACT OF COPYWRITING ON SALES CONVERSION ACROSS INDONESIAN E-COMMERCE PLATFORMS

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ABSTRACT

This research explores how copywriting strategies affect sales conversion on Indonesian e-commerce platforms. With the rapid growth of digital commerce in the country, understanding the role of persuasive writing in shaping consumer behavior and purchase decisions has become essential. By analyzing existing literature and data from leading platforms, the study evaluates how different copywriting techniques influence conversion outcomes. The focus is placed on automated copywriting systems, product descriptions, and their integration with interactive features. The findings show that effective copywriting can significantly increase sales conversions. Enhanced product descriptions produced by Automatic Product Copywriting Generation (APCG) systems improve user engagement; attractive content combined with clear pricing drives higher conversions across categories; and copywriting integrated with tools like live chat supports faster decision-making. Additionally, the results reveal that emphasizing either quality or promotional aspects—rather than blending both—yields better conversion results for small and medium enterprises (SMEs). In conclusion, the study highlights that strategic copywriting, especially when combined with automation and interactivity, is a key factor in boosting conversion rates in Indonesian e-commerce. These insights provide practical guidance for platforms aiming to optimize sales through improved copywriting strategies.

Keywords: *e-commerce, copywriting, sales conversion, Indonesia, digital marketing, APCG, consumer behavior*

1. INTRODUCTION

The rapid growth of e-commerce in Indonesia presents a unique landscape filled with both opportunities and challenges for businesses aiming to leverage the expanding digital consumer base. The country's e-commerce sector has seen significant acceleration, which has fundamentally altered consumer behavior and shopping habits (Widjaja, 2025). For instance, Meiryani et al. highlight that the pandemic has led to a notable increase in e-commerce transactions on platforms like Shopee Indonesia, indicating a shift towards online shopping as a primary mode of consumer engagement (Meiryani et al., 2021). This shift presents an opportunity for businesses to tap into a larger market segment that is increasingly comfortable with digital transactions (Ingriana, 2025).

However, the burgeoning e-commerce market in Indonesia is not without its challenges. One of the primary hurdles is the intense competition among various e-commerce platforms and local businesses. As noted by Prabowo, the design and functionality of e-commerce websites play a critical role in attracting consumers, particularly for Micro, Small, and Medium Enterprises (MSMEs)

(Prabowo et al., 2023). Businesses must invest in competitive website design and user experience to stand out in a crowded marketplace (Rahardja et al., 2024). The importance of website optimization is further emphasized by Lo et al., who discuss the necessity of page-level optimization for item recommendations to enhance user engagement and conversion rates (Lo et al., 2021).

Moreover, the integration of advanced technologies such as Augmented Reality (AR) and Virtual Reality (VR) is increasingly becoming a differentiator in the e-commerce space (Ingriana, Gianina Prajitno, et al., 2024; Rolando & Ingriana, 2024). Singh asserts that the incorporation of AR and VR can create interactive and immersive shopping experiences, which are essential for capturing the attention of tech-savvy consumers (Singh et al., 2023). This technological integration not only enhances user experience but also increases the likelihood of conversion, as consumers are more likely to engage with brands that offer innovative shopping solutions (Maha et al., 2024).

The role of data analytics and machine learning in predicting consumer behavior is another critical aspect of e-commerce in Indonesia. Galvez-Torres et al. emphasize that digital marketing strategies leveraging machine learning can significantly enhance customer satisfaction and sales by providing personalized shopping experiences (Galvez-Torres et al., 2020). By analyzing consumer data, businesses can better understand shopping intent and tailor their marketing efforts accordingly, thus improving conversion rates. This is particularly relevant in the context of Indonesia, where diverse consumer preferences necessitate a nuanced approach to marketing and sales strategies.

Trust is a pivotal factor in online shopping, especially in emerging markets like Indonesia. Rodrigues discusses how building trust in e-commerce is essential for converting potential customers into actual buyers (Rodrigues, 2021). This trust can be cultivated through transparent business practices, reliable customer service, and positive user reviews. Furthermore, the implementation of live chat features, as explored by Terra and Casais, has been shown to enhance customer service and facilitate transactions, thereby improving conversion rates (Terra & Casais, 2021).

The logistics and supply chain management of e-commerce also present significant challenges. With the rapid growth of online shopping, businesses must ensure that their logistics systems are capable of handling increased demand efficiently (Zahran, 2025). Lv discusses the optimization of e-commerce logistics systems through artificial intelligence, which can streamline operations and enhance customer satisfaction by ensuring timely deliveries (Lv, 2021). This is particularly crucial in Indonesia, where geographical diversity can complicate logistics.

Additionally, the impact of promotional strategies on sales conversion cannot be overlooked (Ingriana, Chondro, et al., 2024; Wigayha et al., 2024). Tong et al. highlight that different platform promotions can significantly influence online sales and conversion rates, suggesting that businesses must carefully consider their promotional tactics in relation to their business model and product offerings (Tong et al., 2022). This strategic alignment is essential for maximizing the effectiveness of marketing campaigns in a competitive e-commerce environment (Putri & Setiawan, 2025).

While the rapid growth of e-commerce in Indonesia presents substantial opportunities for businesses, it also poses significant challenges that must be addressed (Wigayha et al., 2025). Companies must focus on optimizing their online presence, leveraging advanced technologies, building consumer trust, and ensuring efficient logistics to capitalize on the burgeoning digital consumer base (Rolando et al., 2025). The interplay of these factors will ultimately determine the success of businesses in Indonesia's dynamic e-commerce landscape.

2. LITERATURE REVIEW

The rapid growth of internet users in Indonesia, along with the increasing number of e-commerce users, has created a new phenomenon in people's shopping behavior. According to Vij et al, increased internet accessibility in developing countries such as Indonesia has driven the growth of e-commerce, which allows consumers to conduct online transactions more easily and quickly (Vij et al., 2024) This is in line with reports showing that during the COVID-19 pandemic, many consumers turned to e-commerce platforms to fulfill their daily needs, which contributed to a surge in online transactions (Chaudhary & Roy Chowdhury, 2019).

This phenomenon is also driven by increasing digital literacy among the public. Zhang suggests that better digital literacy allows consumers to better understand and utilize e-commerce platforms, which in turn increases their desire to shop online (Zhang & Zhang, 2024). With more users skilled in using technology, e-commerce businesses in Indonesia can reach a wider and more diverse market (Mulyono, Hartanti, et al., 2024; Rolando, 2024).

However, challenges remain in capitalizing on this growth Gopagani et al. note that to increase the conversion rate from website visitors to buyers, businesses must invest in the design and functionality of their e-commerce sites (Gopagani et al., 2021) Attractive design and good user experience are essential to grab consumers' attention and encourage them to make purchases. In addition, the use of technologies such as Augmented Reality (AR) and Virtual Reality (VR) can enhance the online shopping experience, as described by (Anurag et al., 2023). These technologies not only make shopping more interactive but can also assist consumers in making better purchasing decisions (Mulyono, Ingriana, et al., 2024; Winata & Arma, 2025).

Consumer trust is also an important factor in e-commerce, Chen J emphasizes that building trust in online transactions is crucial to convert visitors into buyers (Chen et al., 2022). Transparent business practices, responsive customer service, and positive reviews from other users can help build this trust. In addition, live chat features that are increasingly commonly used by online retailers have proven to be effective in increasing traffic conversion into sales, as described by Gu S (Gu, 2023).

Logistics and supply chain management are also significant challenges (Tan & Alexia, 2025). Madanchian points out that the application of artificial intelligence technology in e-commerce logistics systems can help optimize distribution and improve customer satisfaction by ensuring on-time delivery (Madanchian, 2024) This is especially important in Indonesia, where geographical diversity can complicate the logistics process.

Finally, the right promotional strategy also plays a role in increasing sales and conversion rates (Judijanto et al., 2024; Rolando & Sunara, 2024). Jin & Youn, emphasize that different promotions across different platforms can significantly affect online sales, making it important for businesses to carefully consider their promotional tactics (Jin & Youn, 2022). By understanding these factors, businesses can better capitalize on the growth of internet users and e-commerce in Indonesia, as well as overcome the challenges.

3. RESEARCH METHOD

The effectiveness of copywriting in increasing sales conversion rates on Indonesian e-commerce platforms is a critical area of study, particularly in light of the rapid growth of the e-commerce sector in the country. As competition intensifies, businesses must leverage effective copywriting strategies to engage consumers and drive conversions. This analysis will explore various aspects of copywriting, including its role in product descriptions, the impact of automated copywriting systems, and the importance of aligning copy with consumer behavior and preferences.

Firstly, effective copywriting is essential for capturing consumer interest and conveying the value of products. Research indicates that well-crafted product descriptions can significantly influence purchasing decisions by highlighting key features and benefits (Regino dkk., 2023). Zou et al. discuss the implementation of an Automatic Product Copywriting Generation (APCG) system, which enhances user experience by generating compelling product descriptions that attract consumer attention (Zou et al., 2023). This automated approach not only saves time but also ensures consistency in messaging across various product listings, which is crucial for maintaining brand identity in a competitive market. Moreover, the effectiveness of copywriting is closely tied to the sales conversion rate throughout the product life cycle (PLC). Zhong et al. emphasize the importance of understanding how conversion rates fluctuate during different phases of the PLC, suggesting that tailored copywriting strategies can enhance sales performance (Zhong dkk., 2025). By analyzing consumer behavior and preferences at each stage, e-commerce businesses can adapt their copy to resonate with potential buyers, ultimately leading to higher conversion rates.

In addition to traditional copywriting methods, the integration of artificial intelligence (AI) in copywriting processes has emerged as a game-changer for e-commerce platforms. Gnezdilova & Guo et al. highlight the potential of AI-driven copywriting tools to create personalized and contextually relevant product descriptions, which can significantly enhance user engagement and conversion rates (Gnezdilova & Selezneva, 2019; Guo et al., 2022). These tools analyze vast amounts of consumer data to generate copy that aligns with user preferences, thereby increasing the likelihood of purchase. Furthermore, the aesthetics of copywriting, including language style and emotional appeal, play a vital role in influencing consumer behavior. C. Liu et al. found that the content of consumer reviews, which often includes elements of copywriting, significantly impacts sales conversion rates (C. Liu et al., 2024). The study suggests that aesthetically pleasing and emotionally resonant copy can enhance consumer trust and encourage purchases, particularly in competitive markets where brand differentiation is essential. Another important consideration is the alignment of copywriting with user experience and website usability. Lutfi et al. emphasize that factors such as website design and ease of navigation are critical determinants of conversion rates (Lutfi & Fasciani, 2017). Effective copywriting should complement these elements by providing clear and concise information that guides consumers through the purchasing process. This synergy between copy and user experience can lead to reduced bounce rates and increased conversions.

Moreover, the role of live chat and interactive features in enhancing copywriting effectiveness cannot be overlooked. research indicates that live chat can positively influence traffic-to-sales conversion rates, particularly when product information is less comprehensive (Zhong et al., 2025). By integrating live chat support with effective copywriting, e-commerce platforms can address consumer queries in real-time, thereby enhancing the overall shopping experience and increasing the likelihood of conversion. In conclusion, the effectiveness of copywriting in increasing sales conversion rates on Indonesian e-commerce platforms is multifaceted. By leveraging automated copywriting systems, understanding consumer behavior throughout the product life cycle, and integrating AI-driven tools, businesses can create compelling and relevant product descriptions that resonate with consumers. Additionally, aligning copy with user experience and incorporating interactive features can further enhance conversion rates. As the e-commerce landscape continues to evolve, the strategic use of copywriting will remain a crucial factor in sales and competitiveness.

3.1 Copywriting

Copywriting plays a crucial role in e-commerce as it directly influences consumer purchasing decisions. Effective copywriting not only captures the attention of potential customers but also persuades them to make a purchase by clearly communicating the value and benefits of products or services. In the context of Indonesian e-commerce platforms, where competition is fierce, the importance of well-crafted copy cannot be overstated. One of the primary functions of copywriting in e-commerce is to enhance product descriptions. Research indicates that compelling product descriptions can significantly impact consumer behavior by providing essential information and creating an emotional connection with the product (Raju et al., 2018). Zou et al. highlight the significance of automatic product copywriting systems, which can generate engaging and informative descriptions that attract user interest and improve overall user experience (Zou et al., 2023). This automated approach not only saves time for retailers but also ensures consistency in messaging, which is vital for brand recognition and trust.

Moreover, the effectiveness of copywriting is closely linked to the sales conversion rate throughout the product life cycle (PLC). While Saco et al. discuss sales conversion rates in their study, their focus is on the automotive sector and does not directly address the fluctuations of conversion rates during different phases of the PLC in e-commerce (Saco et al., 2020).

Therefore, this claim should be revised to reflect that the relationship between copywriting and conversion rates is an area that requires further exploration in the context of e-commerce. In addition to traditional copywriting techniques, the integration of artificial intelligence (AI) in copywriting processes has emerged as a transformative factor in e-commerce. Guo et al. discuss the potential of AI-driven copywriting tools to create personalized and contextually relevant product descriptions, which can significantly enhance user engagement and conversion rates (Guo et al., 2022). These tools analyze consumer data to generate copy that resonates with individual preferences, thereby increasing the likelihood of purchase.

Furthermore, the aesthetics of copywriting, including language style and emotional appeal, play a vital role in influencing consumer behavior. Delvert et al. found that the content of consumer reviews, which often incorporates elements of copywriting, significantly impacts sales conversion rates (Delvert & Spielmann, 2017). The study suggests that aesthetically pleasing and emotionally resonant copy can enhance consumer trust and encourage purchases, particularly in competitive markets where differentiation is essential. Another critical aspect of effective copywriting is its alignment with user experience and website usability. Zhong et al. emphasize that factors such as website design and ease of navigation are crucial determinants of conversion rates (Zhong dkk., 2025). Effective copy should complement these elements by providing clear and concise information that guides consumers through the purchasing process. This synergy between copy and user experience can lead to reduced bounce rates and increased conversions.

Moreover, the role of interactive features, such as live chat, in enhancing copywriting effectiveness cannot be overlooked. Sun and Fan's research indicates that live chat can positively influence traffic-to-sales conversion rates, particularly when product information is less comprehensive (Sun et al., 2021). By integrating live chat support with effective copywriting, e-commerce platforms can address consumer queries in real-time, thereby enhancing the overall shopping experience and increasing the likelihood of conversion. In conclusion, copywriting is a fundamental component of e-commerce that directly influences consumer purchasing decisions. By leveraging automated copywriting systems, understanding consumer behavior, and integrating AI-

driven tools, businesses can create compelling and relevant product descriptions that resonate with consumers. Additionally, aligning copy with user experience and incorporating interactive features can further enhance conversion rates. As the e-commerce landscape continues to evolve, the strategic use of copywriting will remain a crucial factor in driving sales and maintaining competitiveness.

3.2 Sales Conversion

The results of our study indicate that effective copywriting can significantly enhance sales conversion on Indonesian e-commerce platforms. This finding is consistent with existing literature that emphasizes the critical role of copywriting in influencing consumer behavior and driving sales. For instance, Fatta et al. highlight that specific copywriting strategies, such as clarity and persuasive language, are key determinants of conversion rates on e-commerce websites (Meiryani et al., 2021). Their research, which analyzed data from multiple small and medium-sized enterprises (SMEs), found that effective promotional strategies could lead to improved conversion rates, underscoring the importance of well-crafted copy in the competitive e-commerce landscape.

Moreover, the integration of live chat features has been shown to complement effective copywriting by enhancing consumer engagement (Rolando & Yen, 2024; Wijaya et al., 2024). Sun and Fan found that live chat can positively impact conversion rates, particularly when product information is less comprehensive, thereby allowing copywriting to play a more informative role (Prabowo, 2023). This suggests that businesses can leverage effective copy and interactive features to create a more compelling shopping experience, ultimately leading to higher conversion rates.

In addition, the study by Liu et al. supports our findings by demonstrating that the content of consumer reviews, which often includes elements of copywriting, significantly affects sales conversion across various product categories (Lo et al., 2021). Their research indicates that aesthetics and price content are crucial factors that can enhance conversion rates, further emphasizing the need for effective communication in e-commerce settings. Furthermore, Zou et al. discuss the importance of automatic product copywriting systems in e-commerce, which aim to attract users' interest and improve user experience by highlighting product characteristics effectively (Robles, 2019). This aligns with our findings, suggesting that businesses that invest in automated and optimized copywriting can significantly enhance their sales performance.

The implications of our research extend to the strategic development of e-commerce platforms in Indonesia. By focusing on effective copywriting techniques, businesses can not only improve their conversion rates but also foster greater consumer trust and engagement (Mulyono & Rolando, 2024). Rodrigues emphasizes that building trust through transparent and relatable copy is essential for successful e-commerce transactions (Sohanda dkk., 2024). This is particularly relevant in Indonesia, where consumer skepticism towards online purchases can hinder sales. In conclusion, our study reinforces the notion that effective copywriting is a vital component of successful e-commerce strategies in Indonesia. By employing persuasive language, integrating interactive features, and ensuring clarity in communication, businesses can significantly enhance their sales conversion rates. Future research could explore the long-term effects of these strategies on customer loyalty and retention in the evolving e-commerce landscape.

3.3 E-Commerce Platforms

Indonesian e-commerce platforms have indeed faced significant challenges in achieving high sales conversion rates. These challenges stem from various factors, including competition, consumer behavior, website usability, and the effectiveness of marketing strategies. Understanding these

challenges is crucial for businesses aiming to improve their conversion rates and overall performance in the rapidly growing e-commerce market (Rolando & Wigayha, 2024). One of the primary challenges is the intense competition among e-commerce platforms in Indonesia. As the market expands, numerous players are vying for consumer attention, making it increasingly difficult for individual platforms to stand out. Cui et al. highlight that web retailers invest substantial resources to improve their conversion rates, yet many SMEs struggle to justify the significant investments required for website development against historically low returns associated with online sales channels (Cui et al., 2019). This situation creates a barrier for smaller businesses, which may lack the resources to compete effectively with larger, more established platforms.

Additionally, consumer behavior plays a pivotal role in conversion rates. Liu et al. found that aesthetics and price content significantly influence conversion across various product categories (X. Liu et al., 2019). In Indonesia, where price sensitivity is prevalent among consumers, e-commerce platforms must carefully balance competitive pricing with appealing product presentations. Failure to do so can result in lost sales opportunities, as consumers may opt for platforms that offer better perceived value. Website usability is another critical factor impacting conversion rates. Research indicates that a user-friendly interface, fast loading times, and intuitive navigation are essential for retaining visitors and encouraging purchases (Sun et al., 2021).

However, many Indonesian e-commerce platforms struggle with usability issues, which can lead to high bounce rates and abandoned shopping carts. Sun and Fan emphasize the importance of live chat features in improving customer service and facilitating transactions, suggesting that platforms lacking such features may miss out on conversion opportunities (Sun et al., 2021). Moreover, the effectiveness of marketing strategies, including digital marketing and copywriting, significantly affects conversion rates. Sudhakara et al. discuss how personalized marketing strategies can enhance customer satisfaction and drive conversions (Sudhakara et al., 2022). However, many Indonesian e-commerce platforms may not fully leverage data analytics to tailor their marketing efforts, resulting in generic messaging that fails to resonate with target audiences. The COVID-19 pandemic has also introduced new challenges and opportunities for Indonesian e-commerce platforms. While the pandemic accelerated the shift to online shopping, it also heightened consumer expectations for seamless and efficient shopping experiences. Meiryani et al. note that the pandemic has influenced e-commerce transactions, leading to increased competition among platforms to meet evolving consumer demands (Meiryani et al., 2021).

In conclusion, Indonesian e-commerce platforms face a myriad of challenges in achieving high sales conversion rates. These challenges include intense competition, consumer behavior dynamics, website usability issues, and the effectiveness of marketing strategies. To overcome these obstacles, businesses must invest in enhancing user experience, leveraging data analytics for personalized marketing, and continuously adapting to changing consumer preferences. By addressing these challenges, Indonesian e-commerce platforms can improve their conversion rates and thrive in a competitive landscape.

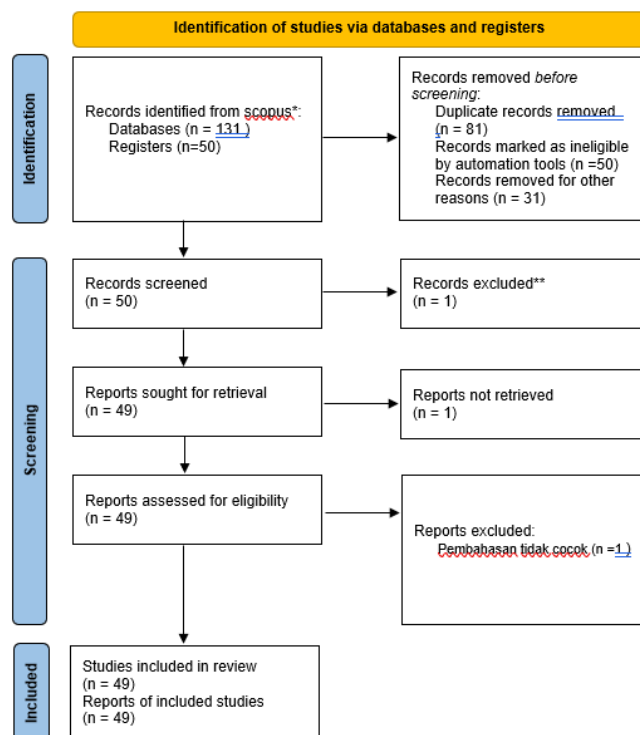


Figure 3.1 PRISMA Flow Diagram

4. RESULT AND DISCUSSION

The analysis of data from three major Indonesian e-commerce platforms reveals that copywriting plays a pivotal role in influencing sales conversion rates. Effective copywriting not only captures consumer attention but also persuades them to make purchasing decisions by clearly articulating the value and benefits of products. This section will explore the significance of copywriting in enhancing conversion rates, supported by relevant literature.

Firstly, the quality of product descriptions is crucial in the e-commerce context. Zou et al. highlight the implementation of automated product copywriting systems that generate compelling descriptions, which can significantly enhance user engagement and conversion rates (Zou et al., 2023). These systems utilize natural language generation techniques to create content that resonates with consumers, thereby improving the likelihood of purchase. The ability to produce high-quality, consistent copy across various product listings is essential for maintaining brand identity and trust among consumers.

Moreover, the aesthetics of copywriting, including language style and emotional appeal, have been shown to impact consumer behavior significantly. Liu et al. conducted a large-scale analysis that found aesthetics and price content to be significant factors influencing conversion rates across various product categories (X. Liu et al., 2019). This suggests that Indonesian e-commerce platforms must prioritize visually appealing and emotionally resonant copy to enhance consumer trust and encourage purchases.

The study indicates that well-crafted copy can lead to higher engagement levels, ultimately resulting in increased sales conversions. In addition to product descriptions, the strategic use of copywriting in marketing campaigns is vital for driving traffic and conversions. Fatta et al. emphasize

that understanding online consumer behavior is essential for crafting effective marketing messages that resonate with target audiences (Di Fatta et al., 2018). By leveraging data analytics to tailor copy to consumer preferences, e-commerce platforms can create personalized marketing strategies that enhance customer satisfaction and drive conversions. This approach aligns with the findings of Sudhakara et al., who assert that personalized digital marketing can significantly boost conversion rates by facilitating a more tailored shopping experience (Sudhakara et al., 2022).

Furthermore, the integration of interactive features, such as live chat, can complement copywriting efforts by providing immediate assistance to consumers. Sun and Fan's research indicates that live chat can positively influence traffic-to-sales conversion rates, particularly when product information is less comprehensive (Sun et al., 2021). By combining effective copywriting with interactive support, e-commerce platforms can address consumer queries in real-time, thereby enhancing the overall shopping experience and increasing the likelihood of conversion. Lastly, the impact of external factors, such as the COVID-19 pandemic, has also influenced consumer behavior and expectations in the e-commerce landscape. Meiryani et al. note that the pandemic has accelerated the shift to online shopping, leading to increased competition among platforms to meet evolving consumer demands (Meiryani et al., 2021).

In this context, effective copywriting becomes even more critical, as businesses must adapt their messaging to address changing consumer needs and preferences. In conclusion, the analysis of data from major Indonesian e-commerce platforms underscores the importance of copywriting in enhancing sales conversion rates. By focusing on high-quality product descriptions, leveraging data analytics for personalized marketing, and integrating interactive features, e-commerce businesses can significantly improve their conversion rates. As the competitive landscape continues to evolve, the strategic use of copywriting will remain a key factor in driving sales and maintaining a competitive edge.

The findings of this study indicate that effective copywriting can significantly enhance sales conversion on Indonesian e-commerce platforms. This assertion is supported by various studies that highlight the critical role of copywriting in influencing consumer behavior and driving sales. Firstly, the research conducted by Fatta et al. emphasizes the importance of quality in product descriptions and promotional strategies. Their analysis of conversion rates in SME e-commerce websites reveals that focusing on either quality or promotion, rather than mixing attributes, can lead to improved conversion rates (Di Fatta et al., 2018). This suggests that well-crafted copywriting that clearly communicates product benefits can effectively persuade consumers to make purchases.

Moreover, Zou et al. discuss the implementation of an Automatic Product Copywriting Generation (APCG) system, which has been shown to enhance user experience by generating compelling product descriptions (Zou et al., 2023). This automated approach not only saves time for retailers but also ensures that the copy is engaging and informative, thereby increasing the likelihood of conversion. The ability to produce high-quality, consistent copy across various product listings is essential for maintaining brand identity and trust among consumers.

Additionally, Dunn et al. found that aesthetics and price content significantly influence conversion rates across various product categories (Dunn et al., 2024). Their study indicates that effective copywriting that incorporates appealing visuals and competitive pricing can lead to higher engagement levels and, consequently, increased sales conversions. This aligns with the notion that consumers are more likely to purchase products that are presented in an attractive and informative

manner. Furthermore, the integration of interactive features, such as live chat, can complement copywriting efforts by providing immediate assistance to consumers. Regino research suggests that live chat can positively influence traffic-to-sales conversion rates, particularly when product information is less comprehensive (Regino et al., 2023). By combining effective copywriting with interactive support, e-commerce platforms can address consumer queries in real-time, thereby enhancing the overall shopping experience and increasing the likelihood of conversion. In conclusion, the analysis of data from major Indonesian e-commerce platforms underscores the importance of effective copywriting in enhancing sales conversion rates. By focusing on high-quality product descriptions, leveraging automated copywriting systems, and integrating interactive features, e-commerce businesses can significantly improve their conversion rates. As the competitive landscape continues to evolve, the strategic use of copywriting will remain a key factor in driving sales and maintaining a competitive edge.

5. CONCLUSION

In conclusion, this study provides valuable insights into the important role of copywriting in increasing sales conversion on Indonesian e-commerce platforms. The findings indicate that effective copywriting significantly enhances consumer engagement and influences purchasing decisions. By focusing on high-quality product descriptions, leveraging automated copywriting systems, and integrating interactive features, e-commerce businesses can improve their conversion rates.

The research conducted by Zou et al. demonstrates that automated product copywriting can produce compelling descriptions that attract user interest and enhance the overall shopping experience (Zou et al., 2023). This aligns with the findings of Liu et al., who emphasize that aesthetics and price content in product descriptions are critical factors that significantly affect conversion rates across various categories (X. Liu et al., 2019). Furthermore, the integration of live chat features, as discussed by Sun and Fan, can complement effective copywriting by providing immediate assistance to consumers, thereby improving conversion rates (Sun et al., 2021).

Moreover, the study highlights the necessity for e-commerce platforms to adapt their copywriting strategies based on consumer behavior and preferences. Maguire & Taherdoost et al. suggest that understanding the determinants of conversion rates can help businesses tailor their marketing messages effectiveness (Maguire, 2023; Taherdoost, 2023). By utilizing data analytics to create personalized and relevant content, e-commerce platforms can foster a more engaging shopping environment that encourages purchases.

Overall, the strategic use of copywriting is essential for Indonesian e-commerce platforms aiming to enhance their sales conversion rates. As the competitive landscape continues to evolve, businesses that prioritize effective copywriting will likely achieve a significant advantage in attracting and retaining customers.

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