# MOBILE IMPLEMENTATION USING RESTFUL API ON E-COMMERCE WEBSITE
## (Case Study: ProVapeStore, Godean, Sleman, DI Yogyakarta)

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## ABSTRACT

*ProVapeStore, a specialized store in the sale of vape products, has been a key player in the industry for several years. Faced with the rapid growth of the digital era, the challenges include improving marketing and expanding sales reach on mobile platforms. As a potential solution, this research explores the implementation of mobile features using restful API on ProVapeStore's e-commerce website to enhance user experience, boost sales, and strengthen their presence in the market. With this concrete case study, the research focuses on how such implementation can have a positive impact on user experience, sales growth, and the overall success of ProVapeStore business. Within the global e-commerce context, this study makes a significant contribution to understanding how mobile web implementation can be a key factor in improving e-commerce performance, offering valuable insights to other online store owners facing similar challenges in the ever-evolving digital era.*

*Keywords: Website, E-commerce, RESTful API, Sales, Mobile*