

**PENERAPAN PAYMENT GATEWAY PADA E-COMMERCE TOKO TOPGEAR COFFEE & ROASTERY
(Studi Kasus : Topgear Coffee & Roastery Yogyakarta)**

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ABSTRACT

Topgear Coffe & Roastery is a shop engaged in the sale of coffee and manual brewing equipment. The Topgear Coffee & Roastery store still uses a conventional sales system, where buying and selling transactions are made by coming directly to the shop. The management of the Topgear Coffee & Roastery store has been using promotional media through Facebook and Instagram fanspages, besides that online orders are made by contacting directly via Whatsapp. The difficulty experienced when ordering online via Whatsapp is determining shipping costs so that consumers have to wait for a response from the Topgear Coffee & Roastery shop. Seeing these problems, the authors are interested in solving the problems that exist in this final project by creating an e-commerce application that can help the management of the Topgear Coffee & Roastery store. On this e-commerce website, this is a payment gateway using Midtrans simulation so that payments can be made automatically. The results of this application after going through the purchase transaction testing process can make it easier for buyers to order coffee and the desired manual brewing tool, as well as help the Topgear Coffee shop in marketing and providing information about products or items to be sold.

Keywords: E-commerce, Payment Gateway, Manual brewing, Coffee.