

A WEB-BASED SALES APPLICATION USING A PAYMENT GATEWAY

(Case Study: Saira iStore Yogyakarta)

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ABSTRACT

Nowadays, business owners realize that the importance of having e-commerce for their business. Saira iStore is one of the businesses engaged in selling communication devices or mobile phones. To reaching more customers and expand the marketing area and as promotion, it is necessary to have media that can optimally support promotional activities, sales transactions, and information. One of the media that becomes the center of attention by the public today is to use online website media. E-Commerce is one of the business transactions of goods and services carried out electronically using the internet network. The store realizes that the role of website media can increase sales turnover and as a medium for marketing their products to reach a broader market and minimize operational costs such as advertising costs and Gray's physical rental costs. The payment process is made easier and faster, using Midtrans as a payment gateway and integrated with Rajaongkir, ensuring security in the payment transaction process. The application of this system aims to promote media with online website media. In this case, e-commerce strives to increase sales transactions and the media to convey information to customers and the general public in obtaining information about products marketed by Saira iStore.

Keywords: Saira iStore, e-commerce, online media website, payment gateway, rajaongkir