

**WEB-BASED CLOTHING E-COMMERCE INFORMATION SYSTEM
WITH PAYMENT GATEWAY**

(Case Study: My LOVA Store Yogyakarta)

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ABSTRACT

My LOVA store is one of the women's clothing stores in Yogyakarta. Currently, My LOVA runs its business by displaying products sold in stores so that customers come directly to the store to make purchases. There are difficulties when recording sales transactions and calculating product stock which are still manually recorded. In addition, the payment process only uses cash payments at the cashier when making transactions. So the owner of the My LOVA Store said that there was a need for an e-commerce system that could make the online transaction process at My LOVA more effective and efficient and make it easier to record transactions and product stock. Therefore, a website-based e-commerce system was created so that it could make it easier for owners to make sales and record transactions online and also make it easier for customers to make online purchases, as well as a more effective payment process with interbank transfer payment methods or payment gateways.

Keywords: E-commerce, Clothing, Payment Gateway