

## IMPLEMENTATION OF E-COMMERCE USING PAYMENT GATEWAY TO BOOST

### BROWNIES SALE

#### ABSTRACT

E-commerce is a technology in which there are all transaction activities in the form of sales, purchases, marketing of products (goods and services) by utilizing telecommunications networks. Yuli Homemade is one of the home industries engaged in the sale of bread and pastries located in South Cilacap. In terms of sales, Yuli Homemade wants to improve the quality of service by expanding its sales range.

However, the problem faced by Yuli Homemade's business is that the product sales reach is not maximized so that it hampers business development, and the current sales system is less effective because customers have to come to the place of business to choose the products they want to buy so that the transaction process is not based online. The purpose of this research is to create an E-commerce system that can help business owners and customers. For business owners, this system helps improve the quality of products and services by expanding the range of sales, and for customers this system can help to see the products to be ordered through the website. Based on the existing problems, the researcher provides a solution in the form of an E-commerce implementation system using a payment gateway as a method to solve this problem. The result of this research is a web-based system using a payment gateway with PHP, HTML, CSS, Javascript, and MySQL programming languages, which are used to make it easier for Yuli Homemade to make the product sales process more efficient because customers can order online and save time.

Keywords: E-commerce, Telecommunication, Payment Gateway