

***IMPLEMENTATION OF DRUG SALES E-COMMERCE USING PAYMENT GATEWAY
PAYMENT METHOD***

(Case Study: Independent Pharmacy Sleman Yogyakarta)

ABSTRACT

Apotek Mandiri is one of the regional companies engaged in the sale of drugs in Sleman Regency, Yogyakarta. Sales transaction activities carried out by pharmacies still use manual nature, namely, for example, customers must come to the pharmacy first to buy drugs. Hence, the process is very ineffective. Therefore, independent pharmacies really need an e-commerce sales system. This company prioritizes innovation in the field of information technology to face globalization and modern business competition in the industrial era 4.0. Business activities through internet technology, commonly referred to as e-commerce, are a place for activities in the form of transactions (buying and selling) electronically or online. E-commerce is a way of shopping that is done online or direct selling that utilizes internet facilities, which can be found on a website that provides get and deliver services. This system aims to expand the range of product sales to be more leverage. Design of e-commerce-based drug sales using the payment gateway method. The test results show that this application can provide convenience to pharmacy owners in managing the sale of drug products online. Customers are also given the convenience of ordering products. Customers can access the pharmacy's website address, which can be accessed via desktop devices or mobile devices connected to the internet.

Keywords: Pharmacy, Medicine, E-commerce and Payment Gateway