UTILIZING PAYMENT GATEWAY AS DIGITAL PAYMENT METHOD ON A WEB-BASED E-COMMERCE APPLICATION
(Case Study: AFQOZ Collection)

KUSNO RIYADI

Department of Informatics, Faculty of Science & Technology
University of Technology Yogyakarta
North Ringroad St., Jombor Sleman Yogyakarta
E-mail: kusno.ryd@icloud.com

ABSTRACT

This study aims to bring together sellers and buyers of fashion products, especially clothes, jackets, and other accessories, at the AFQOZ Collection store. The current business process at the AFQOZ Collection is still using the offline sales system, where buying and selling transactions are made by coming directly to the store. Marketing activities require media to support the high information needs of consumers. With the existence of e-commerce applications, the sales process has undergone many changes and increased opportunities for sales transactions. If previously in the sales process, the buyer and seller had to meet physically, there is no need to do this again. The results of the author's observations indicate that by identifying marketing needs, e-commerce systems can provide product menu features that display information to meet customer needs. This research produces a website-based system to make it easier for consumers to access various platforms, to carry out transaction processes. Application Implementation in making this system uses the Programming Hypertext Preprocessor (PHP) and HyperText Markup Language (HTML) programming languages and uses the MySQL database.

Keywords: Sales, e-commerce, fashion, AFQOZ Collection.