DESIGN AND BUILD OF WEB-BASED ELECTRONIC STORE SALES SYSTEM USING MIDTRANS PAYMENT GATEWAY

(Case study: Ria Elektronik Store, Binangun District, Cilacap Regency)

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ABSTRACT

Ria Elektronik store is a shop that sells electronic equipment and household needs. This store sells goods through direct interaction with customers. In this shop, data collection, purchase notes to suppliers, stock of goods, and payments are still done manually by inputting data through Excel, books and manually writing in payment notes. This Web-based sales system with the Midtrans Payment Gateway can be used to support the in-store sales system to increase sales turnover at this store affected by the pandemic and to improve customer service and inventory data collection. By using a Web-based Sales System using this Midtrans Payment Gateway. able to facilitate online payments that are commonly used in e-commerce. Data collection was carried out through interviews with agency owners, observation and direct data collection at the location. To facilitate the in-store sales system, this research is able to build a Web-based sales system using the Midtrans Payment Gateway to increase sales targets and goods collection effectively and efficiently to meet the needs of customers affected by the pandemic and is expected to maximize the Ria Elektronik store sales system and The profit obtained by the store can be achieved to the maximum.

Keywords: Sales System, Payment Gateway, Web.