ABSTRACT

APPLICATION OF WEB-BASED COMPUTER SALES NEEDS AT COMPUTER BANTENBIZ

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Along with advances in information technology and telecommunications and computer technology development leads to changes in the culture of everyday society, and created an integration between computer and telephone systems or Computer Telephony Integration (CTI), which embodies a new form of Internet media.

Explosion of Internet usage and technology World Wide Web (WWW or often also called Web only) led to the emergence of technology-based Ecommerce Internet technology. Where e-commerce is the buying and / or sell electronically, and this activity is done on the Internet, but it also can be advertising, sales and service is the best use of a web shop 24 hours for its customers.

E-commerce application that is made is expected to be a wider media campaign, helping to increase sales and reduce operating costs for customers in the shop and also to simplify the process of booking and payment of a product because it is done on-line using paypal or bank transfer.

Keywords : e-commerce, sales