ABSTRACT

E-COMMERCE IN TOKO GAYAKU

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Gayaku Shop is a family-owned shop that specializes in sales of apparel products such as clothing, pants and accessories. There is a sales system in this store is a form of purchases made by visiting the store directly. The limitations experienced by Gayaku Shop is in terms of product management, as well as in making sales report which has not been well structured so that the information received is less good. Furthermore, the conditions have not yet possible to use the shop to resell the reason why it is necessary to build e-commerce services at Gayaku Shop.

The development of e-commerce in Gayaku Shop is an innovation to increase sales and ease of management in production, and sales reports, in such a way as to ensure benefits for stores and customers. With e-commerce services, customers can order products online.

E-commerce services isbuilt using the waterfall method which consists of several steps, namely: software engineering, systems analysis, system design, system implementation, system testing and system maintenance.

Based on the results of alpha and beta testing e-commerce services in Gayaku Shop, it can be concluded that e-commerce services can help in product management, manufacturing and sales reports can be an alternative media for sale Gayaku Shop.

Keywords: E-Commerce, sales, information technology sales