ABSTRACT

APPLICATION OF E-COMMERCE SALES ACTIVITIES IN THE COMPUTER (CASE STUDY ON MS COMPUTER SUBANG)

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MS Computer Shop is a shop that specializes in computer sales. E-commerce application development refers to the manual system that is running on MS Computer Store. The system is running here is a sales system that requires the buyer comes directly to the Store.

Based on the needs of the sales are made online using e-commerce.In the process of development of e-commerce sites are using a waterfall development techniques. While the method of data flow systems using structured methods, in which its tolls are the DFD (Data Flow Diagram) to depict functional model and ERD (Entity Relationship Diagram) to illustrate data model. Process payment transactions can be done through transfers between bank accounts and PayPal. The objectives of the development of e-commerce system is easier for buyers to make purchases without having to come directly to the MS Computer.

After going through the stages of development in accordance with the method chosen is in the implementation of e-commerce system has the follow-up testing of the system consisting of alpha testing where this test using black box testing method that focuses on the functional requirements of software and beta testing is field testing by giving the questionnaire to employees in MS Computer Shop as the admin and the public as a web user that contains questions referring to the ultimate goal of customer easier to get information about the products they want and can make transactions from anywhere online, and can accelerate the performance of parties in the Store manage product data and sales reports. After alpha and beta testing, can be deduced that the functional e-commerce system is already able to produce the expected output and is user friendly so that a medium that can expand the sales transaction.

Keywords: sales, e-commerce, waterfall, online, DFD, ERD, computer