ABSTRACT

E-COMMERCE APPLICATIONS DEVELOPMENT ON VAN'S COMPUTER 354

by

HERNAWA JAKA PRASETYA
10107411

Van's Computer 354 was a computer shop that operated in Jaya Plaza Kosambi which wished to expand its marketing area in order to reach more customers and increase sales income. Van's had troubles in dealing with customers from out of town due to long distances, it made customers having a hard time seeing the examples of products sold, finding out the latest prices along with its specifications, purchasing, payment, and delivery. Transaction security became a problem when making large cash purchases. In addition, manual preparation of reports and calculation of transaction, increased the risk of errors that led to unaccurate sales transaction data.

E-commerce application was built, aimed at four levels of users, they are administrators, operators, members, and visitors. Payment could be made through bank transfer and online using Payment Gateway facilities such as Paypal, while the choice of delivery services could be occupied by Tiki and JNE which already support tracking. To protect the security of online transactions, this website was built using SSL (Secure Socket Layer), member activities confirmation by email, and using captcha code.

This application could provide convenience to consumers in obtaining the latest price information and complete product specifications, ease of purchasing, payment, and delivery whenever and wherever consumer resides. In addition, it also facilitated the application stores in sales transaction data documenting.

Keywords: E-Commerce, online transaction, Paypal, SSL, Van's Computer 354