ABSTRACT

.

DEVELOPING E-COMMERCE WEBSITE FOR GENICK SHOP'S FASHION PRODUCT SELLING

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Genick Shop is an industry which runs women clothing product selling. The shopping procedure used in Genick Shop still requires the consumers to come directly to the shop. Meanwhile, the data transaction regristration is done manually so that there are still mistakes happened during report making process. Using e-commerce website will produce positive effects for both the company and the consumers. For the company, e-commerce will simplify the process of many kinds of data, transaction tabulation, report making, and promote the product much easier. For the consumers, it will save time and cost because they can make transaction anywhere and everywhere. Besides, it will be easier for the consumer to get product information.

Developing e-commerce website for Genick Shop is divided into two parts, for the administrator and the consumers. In administrator's website, there is a function to operate master data, manage transactions, make reports, backup, dan restore. In consumers' website, there is member registration facility which can do booking and payment through PayPal even transfer between banks, tracking product and product retur. For giving security assurance for both consumers and the industry owner, e-commerce website was completed with Security Socket Layer (SSL).

Based on alpha and beta testing result it can be concluded that the function of the system which can produce output is suitable as expected. Developing e-commerce website to sell fashion product in Genick Shop can make the consumers get easier to make transactions and it help the shop to spreading product information. can help in data processing and report making.

***Keyword** : e-commerce, retur, tracking, PayPal, SSL*