ABSTRACT

BUILDING APPLICATIONS E-COMMERCE TRACKBALL ON CLOTHING SHOP

by

Septian Viryatma Nugraha
10108172

Searchwear Trackball is a company engaged in the clothing industry. In the business process Trackball Searchwear Shop is still using conventional methods. Trackball Searchwear Shop promotional media is still very limited Trackball Searchwear is only through word of mouth and it is less effective and efficient.

E-commerce applications into one solution to overcome the obstacles encountered Trackball Searchwear Shop. E-commerce application development refers to the manual system is running. The application is to solve problems in data processing and selling products as well as facilitate in making the report, both reports and product sales reports. This application can also facilitate the transaction, which is usually the customer make transactions in the conventional by coming directly to the store but with this application, customers can conduct transactions anywhere and anytime. The payment can be done offline, namely the transfer of cash or online with paypal. This application uses secure socket layer (SSL) to provide security in data exchange. The application also provides smart recommendation system using item-based collaborative filtering. Item-based collaborative filtering recommendation method that is based on the similarities between giving rating to a product with a product purchased. Products that have the highest value rating which is then used as a recommendation.

After going through the stages in accordance with the chosen development methods in the implementation of e-commerce system is operationally tested by the user and it can be concluded that the overall system is running as expected. With the building of e-commerce applications is expected to facilitate the consumer in the transaction, a promotional tool that can expand your marketing reach and increase sales as well as facilitate the processing of existing data.

Keyword: Clothing, Sales, Promotion, Applications, E-Commerce, Paypal, Secure Socket Layer (SSL), Smart Recommendation System, Item-Based Collaborative Filtering.