ABSTRACT

E-COMMERCE DEVELOPMENT
ON TOKO MIX

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Toko Mix is a company that moves in men and women's apparels selling. At this moment, the running selling system is still executed conventionally and the customers are forced to come directly to the shop if they want to buy the commodities. The problem happened is that the Toko Mix's customers nowadays are only the ones who live around Bandung, so the shop faced a difficulty in getting the customers from out of Bandung.

E-commerce development is executed in order to overcome the problems faced by the shop. The used data flow method is the structured method, where the business process uses flowmap to describe the data model using Entity Relationship Diagram (ERD) and to describe the functional model using Data Flow Diagram (DFD). The transaction payment process that occurred can be done by transfer from one bank account to another account or paypal. The objectives to be reached from E-commerce system development is to make the customers easier in transacting.

Based on the result of the examination that consists of alpha and beta examination, it can be concluded that the developed E-commerce website can make the customers easier in doing the transaction between the seller and the customers.

Keywords : E-commerce, conventional, paypal, customers, website.