ABSTRACT

BUILDING E-COMMERCE ONLINE APPLICATIONS SALES OF ELECTRICAL GOODS BASED WEBSITE (CASE STUDY ON YR. ELEKTRO BANDUNG CEC STORE)

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E-Commerce is an activity that connects directly to marketing of commodity, service and other business activity through electronic media. This E-Commerce service is built to help YR. Elektro Store in processing products, customers, and orders data quickly.

This e-Commerce service is built with a research method with a case study research which the first data collecting technique that is being used is visual observation of the work process at the work at the work areas. Secondly is interview, a direct dialog with the responsible side in YR. Elektro Store. The last technique is using literature by searching for data or theory about the issue on books or on internet medias which provide many useful information to complete the information needs.

Implementation YR.Elektro web application of E-Commerce has been uploaded to the internet with the url address: www.yr-elektro.com serves accordingly as the localhost and also there are still many shortcomings and weaknesses in web applications YR.Elektro e-commerce that can be enhanced on research in the future.

The aim building this e-Commerce service is to help the products, customers, and orders data process at YR. Elektro Store. With this e-Commerce service there is a possibility of purchase-sale transaction with high speed compares to the speed of conventional transaction. With interactive and interesting marketing e-Commerce service, it is expected to boost the quality of each department or company , especially at YR. Elektro Store.

five keywords: E-Commerce, YR.Elektro, products, customers, and orders.