
Implementation of E-Commerce Website to Increase Online Sales of Case Study of Baby Wise BSD Tangerang

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Abstract

Today the world of business is growing rapidly so as to stimulate the number of the establishment of companies in various fields. Computers play an important role in every activity in an organization or company. With the computer all the data processing or other important documents can be arranged systematically so that the process of storing and searching data can be more easily and efficiently. Currently there are many companies use the system sales manually, using brochures or print media to find consumers are considered less effective and requires a lot of funds. With the current technological developments, in this study want to try to lift Baby Wise Shop by creating online marketing in the form of website. By using the facilities of computer technology and internet, trying to make sales facilities that can save time then the sales can run well Design sales program created using Dreamweaver CS5, and the database used using Mysql so that the database is stored neatly. The development of this website is expected to be easier for consumers to obtain information about what is offered from Baby Wise Shop. In addition, this online sales website responsive web-based, so that customers can easily buy the latest products, anytime, anywhere want to buy the goods.

Keywords: Sales, Information, Customer, Online

1. Introduction

With the development of modern information technology today, computers can become a part that provides many benefits for information and information. Computers and the internet are now an important aspect in supporting the company's achievements and can affect in various fields. Therefore, the web becomes a dynamic, interesting, effective and efficient information delivery media.

This study reviews the sales system in a company engaged in the field of baby equipment. a system becomes important because the information system provides information needed by the organization. Sales at customers are the main thing and a goal that must be achieved in order to get the ease of obtaining information needed by customers. However, currently the sales system that runs at the Baby Wise Shop is considered not optimal because product sales to customers are still manual [1-2], ie consumers come directly to the store to ask for the desired product details. The system used caused consumer dissatisfaction with service and resulted in an indication of a decrease in sales turnover. Therefore there is a need to study the condition of this company to develop a sales information system against the target market. By presenting a dynamic web-based information system media, it is hoped that it can convey information easily, quickly, precisely and accurately and satisfying to consumers and can expand the sales area. We are required to always innovate in the face of progress that is increasingly rapid at this time [3].

2. Research Method

In this study using several methods to get the data needed, the method used is as follows:

2.1. Method of collecting data

Observation Method (Observation Research) A direct review by the author to the Baby Wise Shop for obtain the data needed by systematic observation and recording useful for management systems [4], towards the object under study. Use it to speed up and simplify development using the Interview Method (Research Interview) [5][10]. To collect the data needed for research, the author conducted an oral interview with the owner and administrative staff at the company. Library Research Methods, In addition to direct observation of the location of the object under study and interviews with shop administration staff and owners, another method used is to study books or related sources so that the data needed in this study can be collected.

2.2. Development Method

The development methods used include SWOT Analysis is a strategic planning method used to evaluate strengths (weaknesses), weaknesses, opportunities, and threats in a project or a business speculation. These four factors form the acronym SWOT (Strengths, Weaknesses, Opportunities, and Threats).

3. Results and Analysis

3.1. System Needs Analysis

After performing the system analysis phase, we found several weaknesses in the system that were running. So at this design stage we will create a web-based sales information system which is a proposal that is expected to improve weaknesses in the current system. The current system procedures are as follows:

- a. Customer see the product displayed on the gondola.
- b. If the customer is interested in trying the right room
- c. After that, I made a note
- d. Customers carry notes and products to the cashier
- e. Product entry cashier on the register machine
- f. Then make a payment
- g. After that the customer takes home the product and payment receipt

3.2. System Design

The current system at the Baby Wise Shop is shown in the activity diagram below.

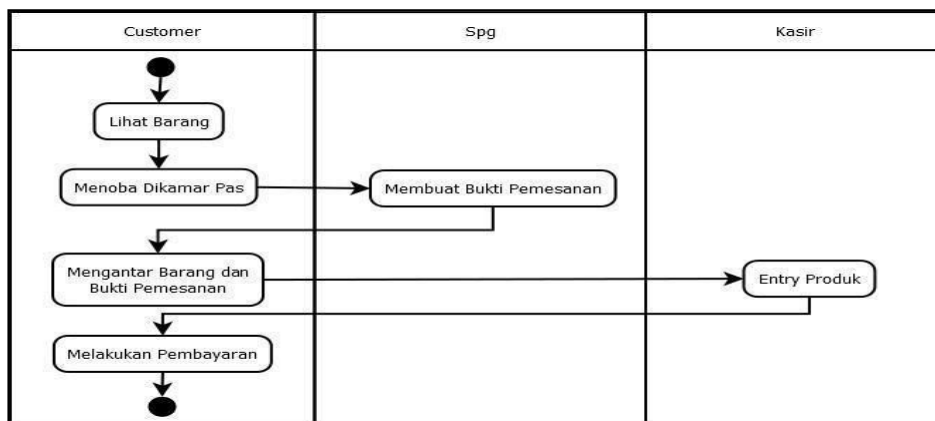


Figure 1. Display Activity Diagram System that is running

3.3. Functional Needs (Specifications)

Functional needs are the need for facilities needed and what activities are carried out by the system in general. Viewed from the user side of the system, this need is divided into 2, namely:

1. User: Customer (User)

Below are the functional requirements for user pages:

Table 1. Customer needs (user)

No.	Function Code	Function Name	Description
1	SIPO-P-001	Login	The function that the user (customer) uses to enter into an online sales system.
2	SIPO-P-002	Options menu	Function that is a facility for users (customers) to select the functions to be seen and run.
3	SIPO-P-003	Complaint	Function that is a facility for users (customers) to fill out a complaint if for example there is an item has not been sent even though it has been transferred via bank or has not been paid.

Table 2. Admin needs

No.	Function Code	Function Name	Description
1	SIPO-A-001	Login	The function that the admin uses to enter in system
2	SIPO-A-002	Management of sales data	The function that the admin uses to get manage sales data, ie admin can interact with the system (entry edit, delete, and add)
3	SIPO-A-003	Options menu	Function that is a facility for admin to select the function to be executed

3.4. Non Functional Needs

Non-functional requirements for this system are as follows:

Tabel 3. Non functional needs

No.	Function Code	Function Name	Description
1	SIPO-001	Availability	The system can be accessed by both customers, admin or techniques anytime, anywhere, with connection conditions to the server
2	SIPO-002	Reliability	The system works full 24 hours online and can be update at any time
3	SIPO-A-003	Portability	The system can run on the Windows platform MySQL server
4	SIPO-004	Security	System security can be maintained

3.5. Performance Needs

This system can execute several user commands and respond quickly and well [7], [11]. Every user who wants to order from several online stores must order from each store separately and must contact the shop owner directly where the information is very important because of promotional media or just product catalog information [8], [12]. Communication between customers and Baby Wise Shop can be done directly, so the response from Baby Wise Shop can be done quickly.

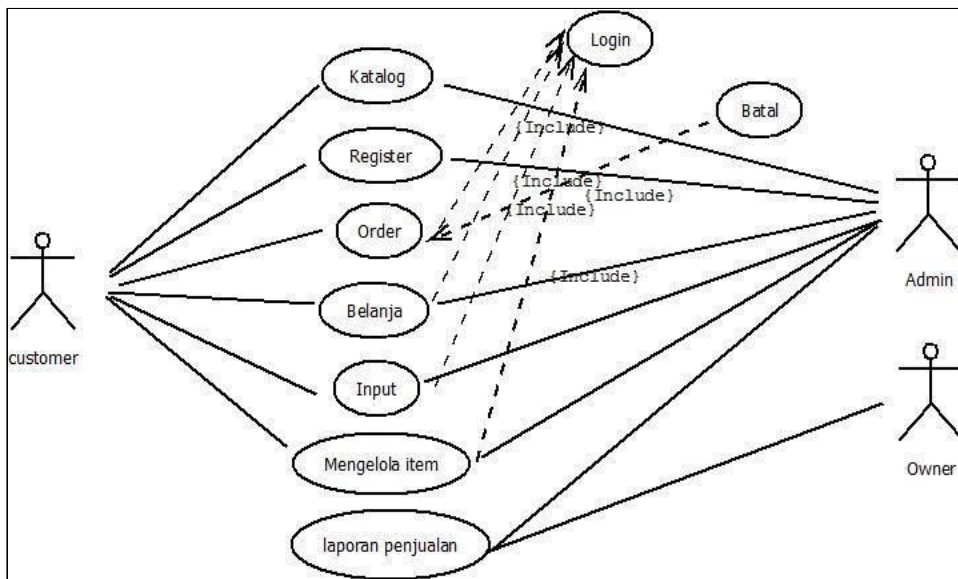


Figure 2. Display Use Case

3.6. System planning

Each program or application design requires the application program to operate effectively and efficiently. in designing this information system [9], [13], the author uses the Unified Modeling Language (UML) tool.

3.7. Use a case diagram

In Use Case The diagram shown in Figure 3 can be explained by the role of a customer, admin and owner. This is clear actors' access to rights.

3.8 Design Results

The results of designing an online sales information system are quite good. Of course, with the development of information technology progress that is very rapid from year to year [10], [14]. This is seen from functional requirements, non-functional requirements, and performance requirements [15-16]. As seen in the picture below.

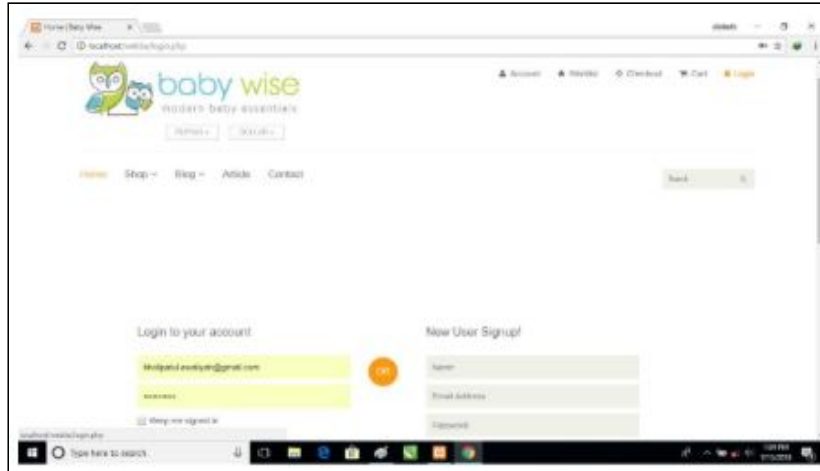


Figure 3. Display Home



Figure 4. Display Catalog

4. Conclusion

After doing research on the clothes sales information system at the Baby Wise Shop, an application was produced which was a form of information system improvement that had been carried out manually to become computer-based. This application is made in accordance with the wisdom and requests from the Baby Wise Shop to handle the clothes sales information system that it applies. After the research, it can be concluded:

1. Web-based clothing sales information system (in the form of applications) can support work efficiency and effectiveness, because it can minimize the chance of processing data errors that are needed and simplify reporting.
2. Web-based data processing can facilitate data access and data search so that it can help speed up decision making for leaders.
3. Web-based information systems can improve accuracy and accuracy of calculations using certain calculation formulas.
4. With the web-based clothing sales information system in the form of this application, it can expedite the sales administration process at any time if needed.

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