

ABSTRACT

DESIGN OF SALES WEBSITE AT KENZ CAKE STORE

Oleh

Daffa Sultansyah

19102055

The development of a website-based sales system is considered an important strategic step in optimizing business processes in the modern era. By utilizing digital technology and widespread internet access. This system allows customers to browse the product catalog, select the desired items, and make payments quickly and practically through a digital platform. However, in developing this system, there are a number of challenges that need to be overcome. One of them is how to optimize the overall business process to be more efficient and responsive to market changes. It is important to pay attention to the customer experience by simplifying the transaction flow, so that customers can get products without excessive barriers. Product marketing strategy is also an important focus. In the midst of increasing competition, creative approaches are needed to effectively promote products to customers. A comprehensive solution to address these challenges will have a positive impact on business growth and sustainability in the long run. Kenz Cake Store focuses on selling patisserie products. In the development of the system, the Agile method is used, with development stages including planning, designing, developing, testing, reviewing, and the final stage. The purpose of this research is to provide a reliable and secure transaction platform for customers, given the complexity of the digital environment and the competition that must be faced. The results of this research include the implementation of the Midtrans payment gateway as a payment medium, as well as various features on the sales system such as the front page, login, registration, product list, category, shopping cart, and checkout process. Through Blackbox testing, this sales system is proven to function as expected with 100% test results and in the user acceptance test resulted in 87% of testing on the user side, and 89.33% from the admin side.

Keywords: website, online store, e-commerce, internet, agile method