

ABSTRACT

Design and Develop Counter Alif Cell Sales Website to Improve System Effectiveness and Efficiency.

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Counter Alif Cell is a digital media service provider offering a range of services such as mobile credit, data quotas, e-wallet solutions, electricity tokens, and game items. However, the operational system employed by Counter Alif Cell faces several challenges, leading to decreased operational effectiveness and efficiency. Services are delivered through online communication platforms like WhatsApp, yet the lack of structured communication poses difficulties in managing transactions. To address these issues, a web-based system is proposed. This system aims to enhance transaction management within Counter Alif Cell, improving both effectiveness and efficiency. The web-based platform automates transaction recording and reporting, thereby enhancing accuracy in transaction records and simplifying transaction management processes. Integration with the Midtrans payment gateway enables automated payment processing, reducing the potential for errors and benefiting Counter owners and customers alike. Furthermore, implementing this web-based solution accelerates transaction processes and eliminates the need for customers to visit the physical Counter location. Testing outcomes of the system exhibit positive results in blackbox testing, while whitebox testing confirms its validity. The System Usability Scale evaluation indicates high acceptability among users, achieving an average score of 84.2 out of 25 respondents. By adopting this website system, Counter Alif Cell anticipates improved service effectiveness and efficiency, reduced customer wait times, and streamlined transaction processes for both Counter owners and customers. This solution underscores the success of leveraging web-based systems to enhance transaction management, offering tangible benefits to all stakeholders involved.

Keyword : *Counter, Selling, Waterfall, Website*