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Making a Website-Based Sales Information System Application at Pepro Cloth Business

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ABSTRACT

This study presents the development of a web-based sales information system application for Pepro Cloth. The goal is to create an efficient and easy-to-use system to improve sales processes and customer satisfaction. This application includes features for product catalog management, order processing, customer management, and sales reports. The methodology used is an agile software development approach using web technologies such as HTML, CSS, and JavaScript for the frontend, as well as PHP and MySQL for the backend. The app is responsive and accessible from multiple devices, providing a seamless user experience. Through usability testing and gathering feedback from potential users, the system met the requirements and expectations of Pepro Cloth management and customers. The results showed an increase in the efficiency of the sales process, handling manual errors, and increasing customer satisfaction. This app provides Pepro Cloth with a solid foundation to organize sales operations, manage inventory effectively and provide a seamless shopping experience for customers. Future research may explore additional system development and integration to extend the capabilities of this application. In conclusion, this web-based sales information system application provides significant benefits for Pepro Cloth in increasing sales performance and strengthening customer relationships.

INTRODUCTION

The rapid development of technology has had a lot of influence in various aspects of human life. With the use of technology, humans can get work done more easily (Siregar, 2015). Included in the business world. Today, companies are increasingly realizing the importance of the existence of efficient information systems in supporting their operations, including in the sales process. Information systems can help business processes with the aim of increasing efficiency, innovation, and greater customer service (Management Information Systems (Global Electronic Business &; Collaboration), 2018) . and increase customer satisfaction.

Sales is one of the important activities that can maintain business continuity. Therefore, every company engaged in production will definitely continue to strive to increase sales of their products (Akbar, 2020) . Increasing sales can be achieved by focusing on customers, using effective marketing strategies, and improving the quality of products or services. Of course, it is important to utilize technology, monitor and analyze sales data, and innovate products or services to better meet customer needs and desires (OpenAI, 2023) .

An information system is a system within an organization that meets the day-to-day needs of processing transactions, supports the operation, management and strategic activities of the organization, as well as providing the necessary reports to certain external parties (Tirta, 2007) . A website is a location on the Internet that provides information about the personal profile of the website owner. Website is a page that contains web pages on the Internet that are used as a medium of delivering information, communication or transactions(Mashud & Wisda, 2019).

Pepro Cloth, a company engaged in the clothing industry, realized the need for a sales information system that could strengthen their operations and provide a satisfying shopping experience for customers. With a number

of efforts from the business activity sector that was originally based in the real world (real) is now creeping into the times to cyberspace(Gultom, 2015) . In this context, the development of web-based sales information system applications is one of the interesting solutions.

In this research, we aimed to develop a web-based sales information system application for Pepro Cloth. This application will make it easy for managers to manage product catalogs, process orders, manage customer information, and report sales data. The development of these applications will follow an agile software development approach, which allows for a flexible and adaptive development process.

METHOD

The following figure 1 is an explanation of the research steps:

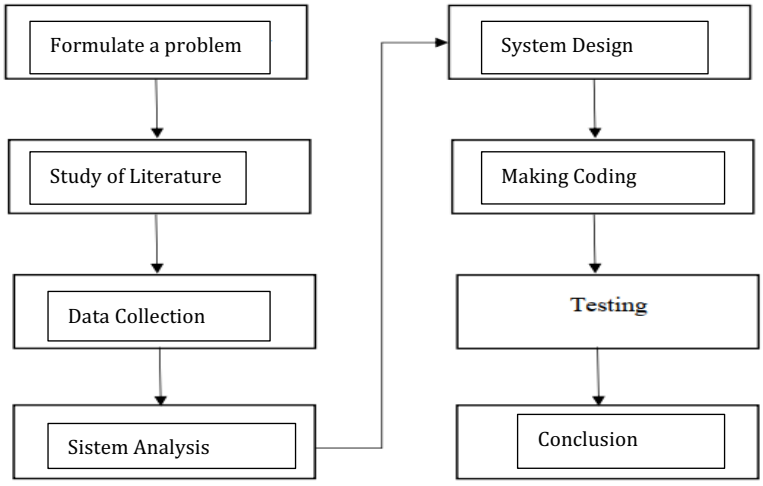


Figure 1. Research Steps

The following is an explanation of the research steps above:

a. Problem Formulation

At this stage, identification of any problems that need to be answered or sought for problem solving. The problem statement is an elaboration of problem identification and problem limitation.

b. Literature Study

At this stage, a search for theoretical foundations obtained from various books and journals is carried out to complete the treasury of concepts and theories, so that they have a good theoretical foundation.

c. Data Collection

At this stage, the process of collecting data with direct observation methods to the field is carried out, this aims to observe and analyze what kind of system is run by Pepro Cloth so that researchers get the information needed.

d. System Analysis

At this stage, observations are made and conclude the concept of a system based on physical and conceptual information systems.

e. Designing New Systems

At this stage, the process of designing and determining how to process information systems from the results of system analysis so that it can help and meet user needs.

f. Creating Coding

At this stage, the coding process or application creation is carried out. The creation of this stage is broken down into modules that will later be combined in the next stage. In addition, this stage is also carried out to find out whether it has fulfilled the expected function or not.

g. Testing

At this stage, the process of analyzing each activity is used to be able to evaluate or see the capabilities of the program and determine whether the program has met the needs and expected results.

h. Conclusion

At this stage, conclusions are made which are compiled based on the results of research by observation, so that it becomes a research report that can provide a complete picture of the system being built.

RESULTS AND DISCUSSION

A. System Requirements Analysis

1. Running System Flow

The flow that is running is very simple, consumers just come directly to the store without any system and are done manually. The following running system flow is shown in Figure 2.

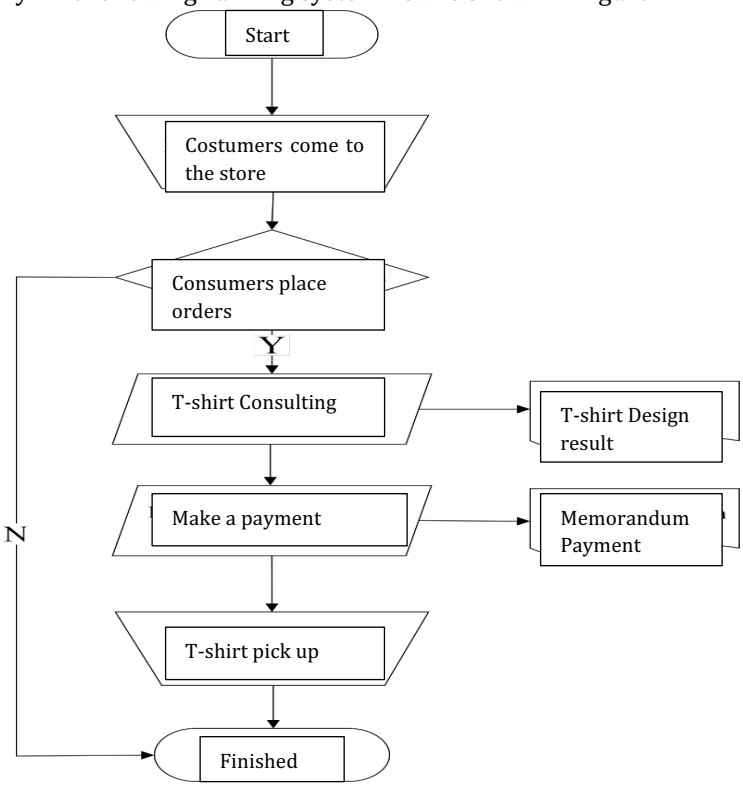


Figure 2. Running System Flow

2. Proposed System Flow

After seeing what is lacking, the appropriate system flow on the problem. The proposed flow system is as follows in Figure 3.

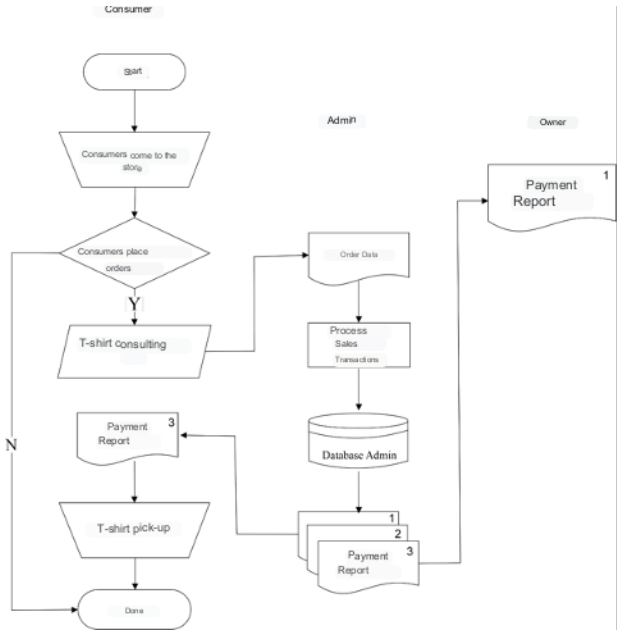


Figure 3. Proposed flow

B. System Design

In designing the sales system, Pepro Cloth uses the SSADM (Structural System Analysis and Design Method) method. SSADM is a system or waterfall approach method for information system analysis and design. The waterfall model is a classic life cycle that provides a systematic and sequential approach to software development, starting with the specifications of software user needs, then continuing through the stages of requirements analysis, system design, implementation, system testing, maintenance (Roger S. Pressman, 2012) . An overview of the waterfall model is in Figure 4.

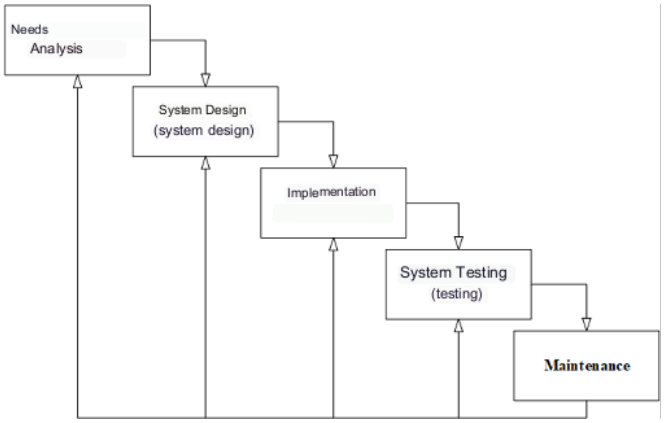


Figure 4. Waterfal Model

1. Data Flow Diagram (DFD)
   DFD is a diagram that illustrates the data flow of a process often called an information system. Data flow diagrams also provide information about the inputs and outputs of each entity and the process itself(Media, 2023) .
   a. DFD Level 0
      DFD level 0 of CV Sales Information System. Permana Project is a general system design. DFD level 0 image in Figure 5.

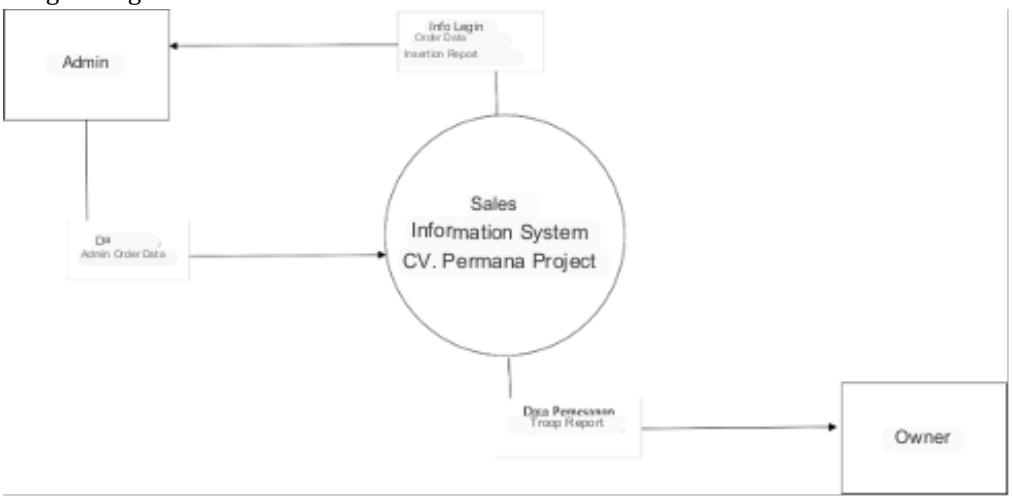


Figure 5. DFD Level 0

   b. DFD Level 1
      Data Flow Diagram (DFD) level 1 Sales Information System on CV. Permana Project proposed as follows:

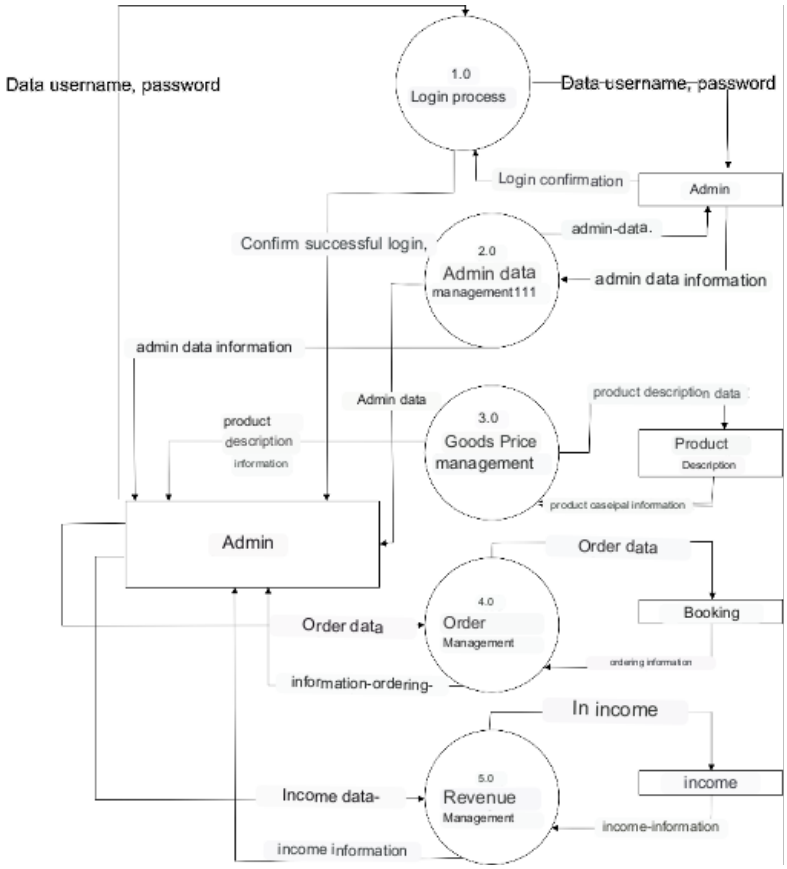
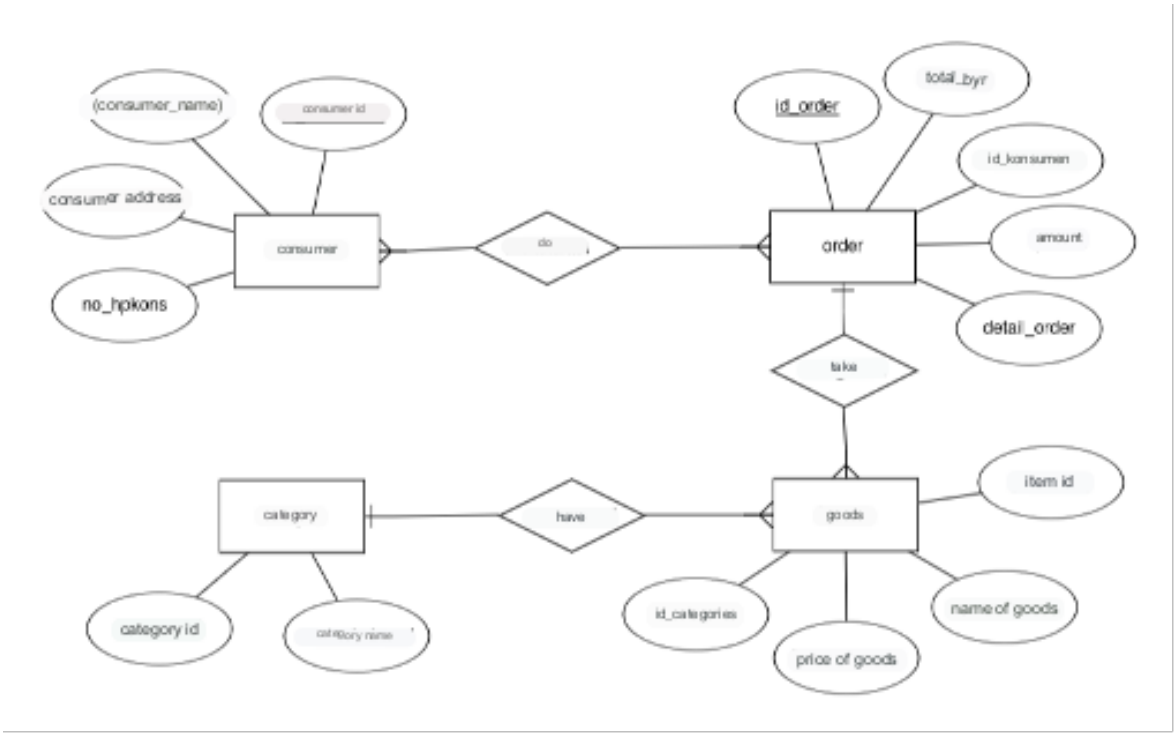


Figure 6. DFD Level 1

c. Entity Relationship Diagram (ERD)

ERD is modeling data or systems in a database, The function of ERD is to model the structure and relationships between relatively complex data. The existence of an Entity Relationship Diagram system is very important for companies in managing the data they have(DomaiNesia, 2023) . The web-based database design on Pepro Cloth is made in the form of an Entity Relationship Diagram (ERD). The following is a schema of relationships between tables in the database on Pepro Cloth.



Gambar 7. Entity Relationship Diagram (ERD)

C. Web View

The following is from the sales information system website application on Pepro Cloth. The booking list page is shown in figure 8 as follows:

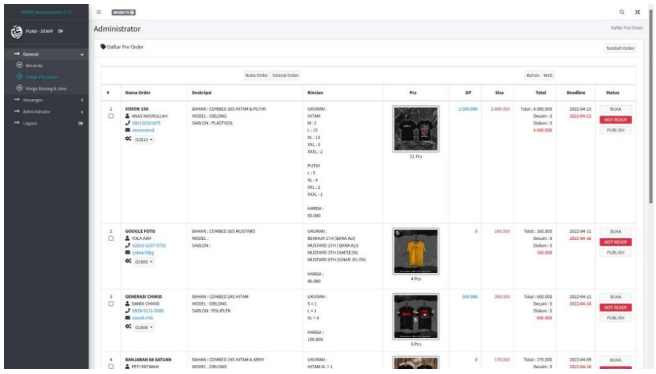


Figure 8. Booking List Page

On the add order page there are what forms will be ordered and what specifications will be ordered. There are also what materials will be ordered, using any screen printing, sizes to be made, total to be made, price details, total prices. The following is the add order page in figure 9:

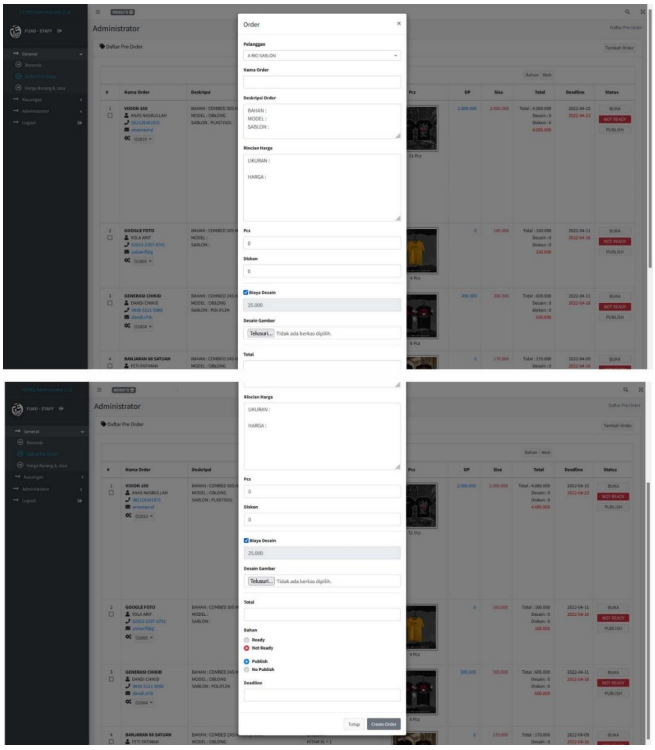


Figure 9. Add Order Page

Furthermore, the item list page displays what items are sold, can see the stock of these items and display the price of these items. The following is the appearance of the Item List Page in Figure 10:

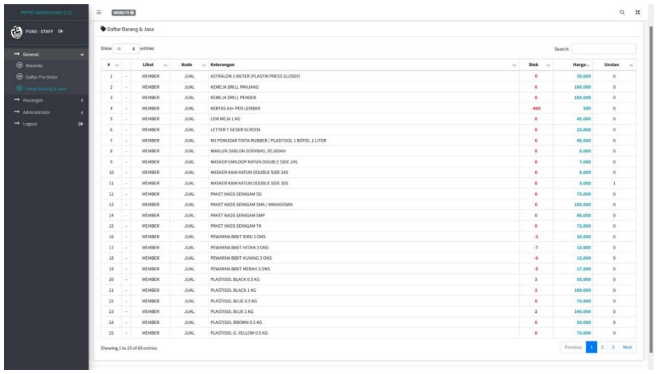


Figure 10. Item List Page

The income list page displays the income of selling goods, DP (down payment) and the total of the income. The income list is divided into 2 parts, namely order entry and service goods entry. It is shown in figure 11.

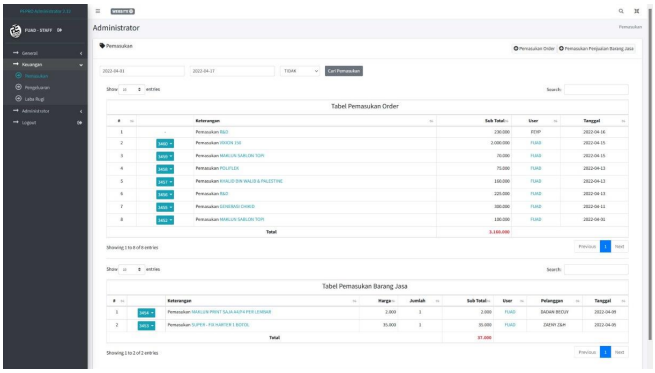


Figure 11. Income List Page

The add order entry page displays a list of orders and how much they are earned.

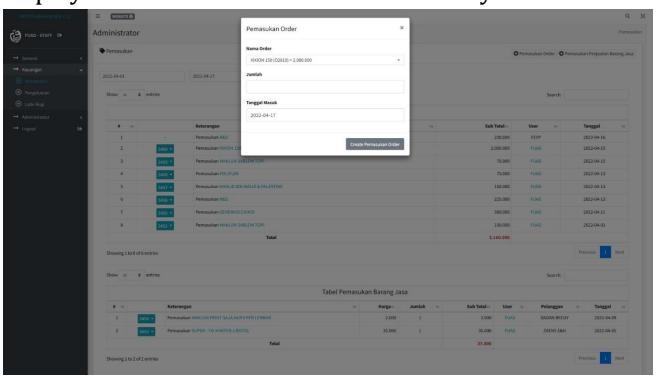


Figure 12. Add Order Entry Page

Finally, the add service income page displays a list of purchased service goods and displays the price of these goods. It is shown in figure 13.

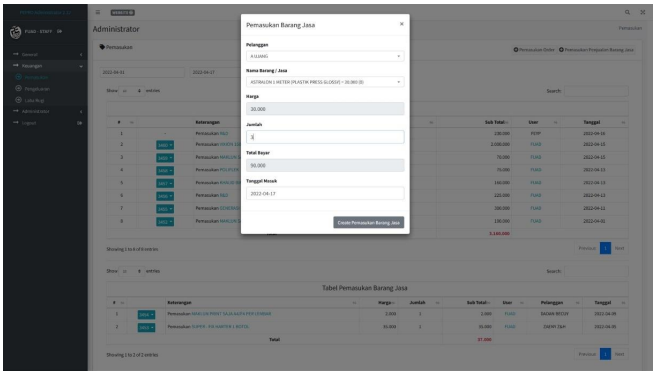


Figure 13. Add Goods Income Page

CONCLUSION

Based on the results of the analysis and design that the author did, it can be concluded that this sales information system is designed on the basis of a website using PHP programming language and database processing using MySQL. This sales information system has been effective in managing data well and making it effective in order to streamline performance at Pepro Cloth.

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