

Research Article

# Building a Web-Based 'Puas' Shoe Store

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## Abstract:

The current period is known as the contemporary period, generation-Z continues to innovate to produce and also has a high consumerism culture with increasingly widespread contemporary trends. For this reason, one of the media that is able and able to answer the challenges of today's times is with technology that is increasingly dynamic, fast, and easy in the process of purchasing or online transactions. This paper is the result of research on how the sales system can be made in such a way and as best as possible using a very dynamic website-based system. by combining all resources ranging from system layout, design, and programming languages that make the Shoe sales website more dynamic when accessed through various platforms such as web-based or opened through mobile devices without changing the appearance, or making it still can be seen properly.

**Keywords:** Online shoes, online customer, website, flexible, web-based



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## 1. INTRODUCTION

The rise of online applications and some skyrocketed with very high level sales such as Shopee and Tokopedia applications, as well as other online applications that make it easy for customers to buy. Some of the advantages of making this web-based sales application have been explained previously in previous research such as in references [1-10].

The purpose and advantages or benefits of a website-based online store are as follows:

Some of the advantages or benefits of having a website-based online shoe store include:

1. **Broader Market Reach:** With an online store, you can reach customers from various locations without being limited by geographical distance.
2. **24-Hour Store:** Online stores can operate round-the-clock, allowing customers to make purchases at any time, increasing sales potential
3. **Increase Brand Reputation:** With an attractive online store, you can strengthen your brand image and increase customer trust in your products

4. Easy to Update Information: You can easily update product information, prices, and promotions on the online store, providing flexibility in content management
5. Collect Customer Data: With an online store, you can collect useful customer data for further analysis and marketing strategies

## 2. METHOD

The first step is to create a flowchart so that the web can be conditioned step-by-step from start to finish.

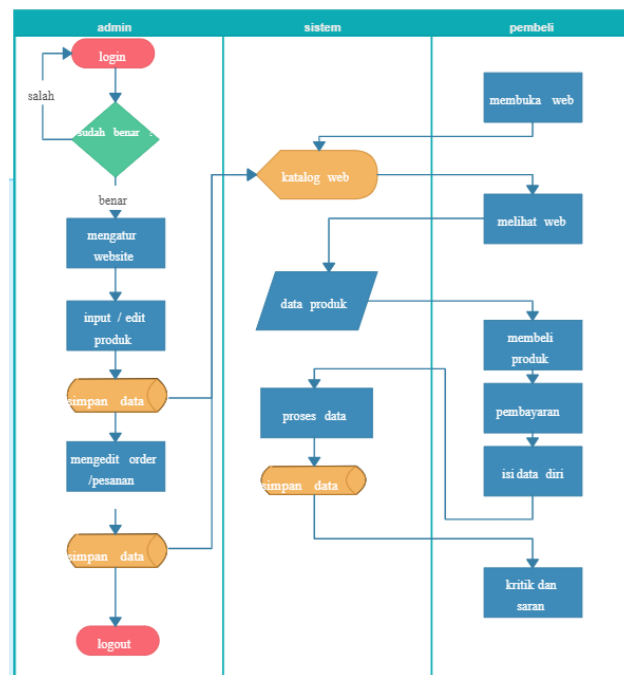


Fig.1 Sales WEB system flowchart

## 3. RESULT AND DISCUSSION

It discusses the layout, design, programming used such as XML, HTML, JASON and others. And how to create a dynamic website and proper interaction [11-18].



Fig.2. Logo of 'Puas' Shoe Shop

Next is how to add Shop images, is how to do management on the dashboard side, this dashboard consists of images, descriptions, and admin management, for admin management you can enter the CRUD or Create, Read, Update, and Delete category on the Web or application management system of the 'satisfied' Shoe Shop.

#### Gambar Toko



Format gambar .jpg, .jpeg, .png dan ukuran minimum 300×300 px (Untuk hasil yang optimal gunakan ukuran minimum 500×500 px)

Maksimum 10MB

#### Informasi Toko

Masukan nama toko\*

Fig.2 add shop images and information

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width,
initial-scale=1.0">
  <title>Contoh Menampilkan Gambar</title>
</head>
<body>

  <h1>Gambar Sepatu</h1>

  <!-- Ganti "sepatu.jpg" dengan URL gambar yang ingin
Anda tampilkan -->
  

</body>
```

```
</html>
```

----- Code to insert Shoe image in WEB -----

```

```

----- Code connects the Shoe image on the WEB -----

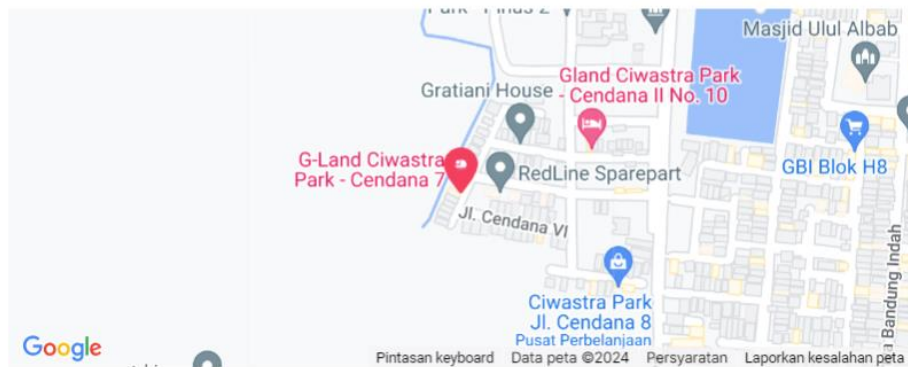


Fig 3. Inserting Maps Facility in the Application

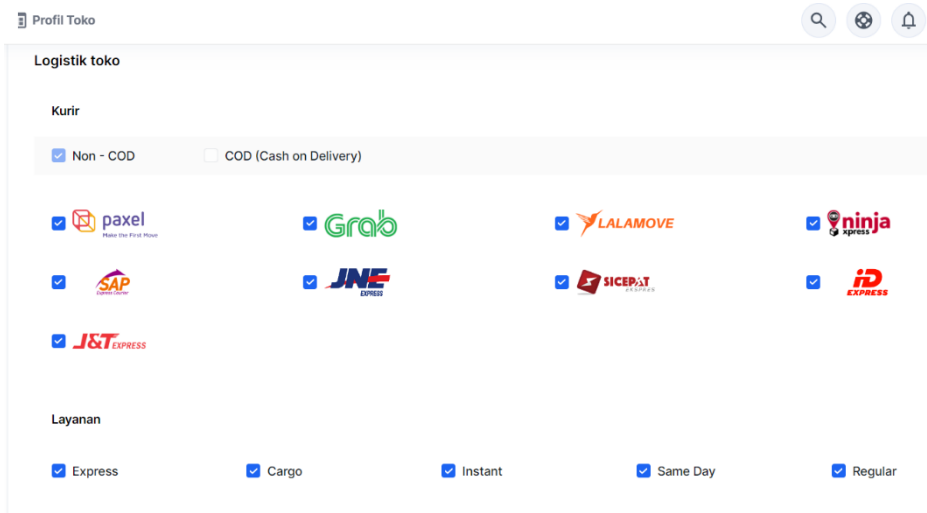


Fig 4. Entering Store logistics

```
<!DOCTYPE html>
<html lang="en">
<head>
```

```
<meta charset="UTF-8">

<meta name="viewport" content="width=device-width,
initial-scale=1.0">

<title>Menampilkan Peta</title>

<!-- Ganti <YOUR_API_KEY> dengan kunci API Google Maps
Anda -->

<script
src="https://maps.googleapis.com/maps/api/js?key=<YOUR_API_
KEY>&callback=initMap"
async defer></script>

<script>

    function initMap() {

        // Koordinat latitude dan longitude
        var myLatLng = {lat: -6.2088, lng: 106.8456};

        // Membuat objek peta
        var map = new
google.maps.Map(document.getElementById('map'), {
            center: myLatLng,
            zoom: 12
        });

        // Menambahkan marker pada peta
        var marker = new google.maps.Marker({
            position: myLatLng,
            map: map,
            title: 'Lokasi Anda'
        });

    }

</script>

</head>

<body>
```

```
<h1>Peta Lokasi</h1>

<!-- Div untuk menampilkan peta -->
<div id="map" style="height: 400px;"></div>

</body>
</html>
```

----- Code insert Map -----

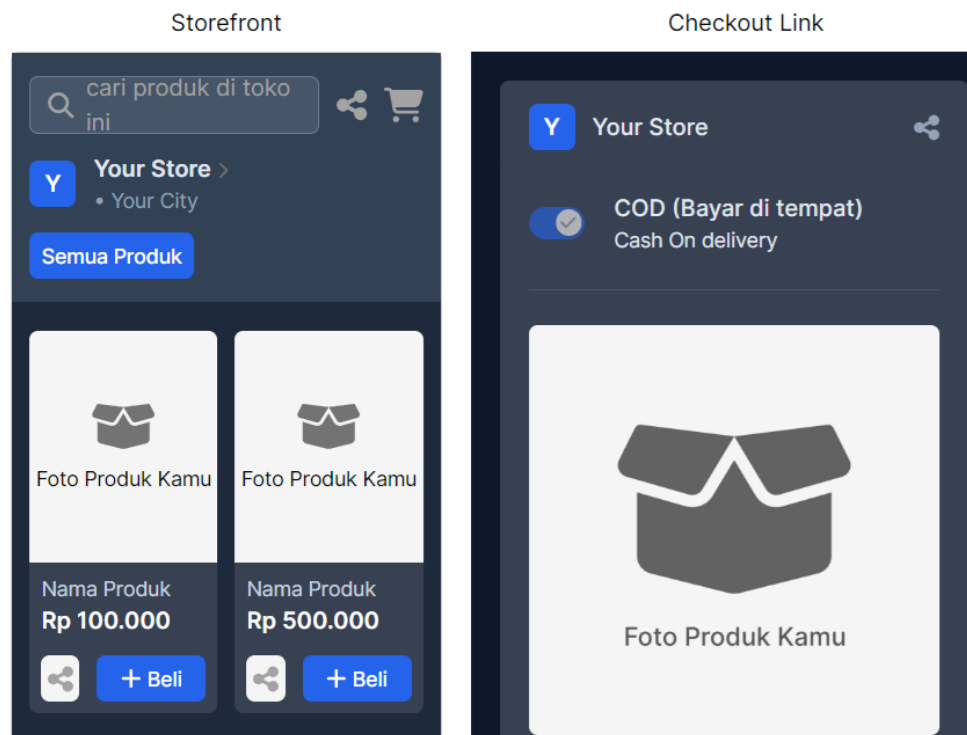


Fig 5. 'Puas' design layout of Shoe Shop

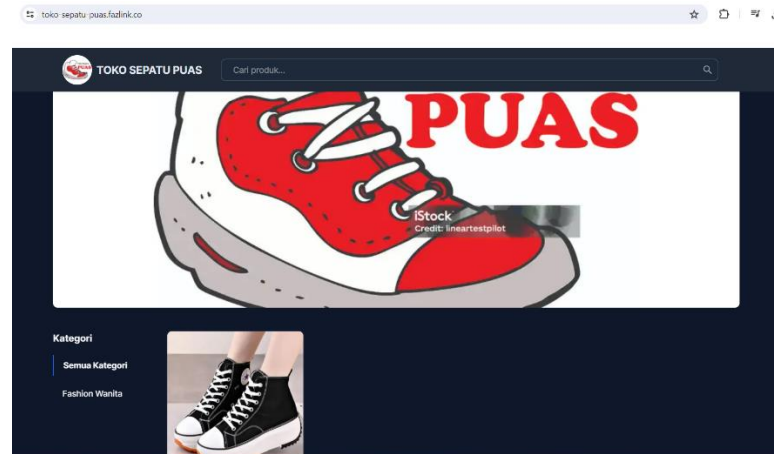


Fig 6. 'Puas' Shoe Shop design Dashboard



Fig 7. 'Puas' Shoe Shop Admin Menu

#### 4. CONCLUSION

WEB-based Shoe sales applications will be able to boost profits with the ease of the application being able to be more flexible in selling in this case Shoes, The other benefits are Wider Market Reach, Stores Can Sell 24 Hours, Increase Brand Reputation, Easily Update Information, Collect Customer Data. As a suggestion, an attractive design is needed to make more guests present on our website.

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#### AUTHOR CONTRIBUTIONS

All Author is responsible for building Conceptualization, Methodology, analysis, investigation, data curation, writing—original draft preparation, writing—review and editing, visualization, supervision of project administration, funding acquisition, and have read and agreed to the published version of the manuscript.

## CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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