Build an Online Shop Website Using Html Programming Language

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Abstract. The purpose of this research is to help distributors of products that do not have sufficient funds to rent stores and market their products by using and providing the Online Shop website. The method used in this research are Observation by performing a review directly to the place that conducts the process of building an online store website, Interview with the business owner, and Study of literature by finding the books that deal with the issues discussed in this study. The result of this research shows that by making an online shop website, potential buyers can see any products that have been updated and available at any time through the Website and also can order and buy any product without having to come to the store directly.

1. Introduction
The development of technology in the present, especially in the field of technology and information is growing very rapidly. In this very advanced era, very often we hear about internet technology which is a recent development of a highly advanced information technology. The development of Internet technology in this highly developed era is more dominant in the direction of user-friendly, the ease of consumers in understanding and also using the function of the internet. The use of the Internet as a medium in terms of spending has empowered buyers with lots of benefits and also its own advantages. With the increasing popularity of online shopping and being the most populated country in the world, China is one of the largest online markets now and is likely to become the largest market in the future. In the academic literature, website quality has generally been recognized as a critical step to drive business online. [1] According to Khalifa and Liu, in this study, we further develop the information systems in the context of online shopping, using a contingency theory that accounts for the roles of online shopping and online shopping experience. [2] and to provide a lifestyle perspective of who is using the Internet to shop, who does not shop, and why. [3] in another explanation in one of the researchers namely Heijden et al. This paper explores factors that influence consumer's intentions to purchase online at an electronic commerce website. Specifically, we investigate online purchase intention using two different perspectives: a technology-oriented perspective and a trust-oriented perspective. We summaries and review the antecedents of online purchase intention that have been developed within these two perspectives. An empirical study in which the contributions of both perspectives are investigated is reported. We study the perceptions of 228 potential online shoppers regarding trust and technology and their attitudes and intentions to online shop at particular websites. In terms of relative contributions, we find that the trust-antecedent 'perceived risk' and the technology-antecedent 'perceived ease-of-use' directly influenced the attitude towards purchasing online. [4]
Perceptions about an online store, developed after a brief study of the website, can significantly influence somebody's attitude towards purchasing at that store. This is an online store image. [5] Retail brand trust, off-line patronage, clothing involvement and two factors of website quality (usability and information quality, visual appeal and image) were found to determine to influence online apparel shopping intention. Off-line patronage was the strongest predictor of online shopping intention. Implications for multi-channel apparel retailers were discussed based on these findings. [6] Stimulus-Organism-Response model to include both external (i.e. reputation) and internal source of information (i.e. website quality) as stimuli which affect consumers' response systems. [7] Trust has been empirically established as one of the key attributes in business to customer (B2C) e-commerce. The effect of measures to build and maintain trust in B2C Online Shopping is subject to customer-centric behavior factors, which cannot be controlled by the business firm. The present study conducted in the Indian context explores the role of consumer self-efficacy and social presence website in customer's adoption of B2C online shopping mediated by trust, perceived usefulness, and perceived risk. The most significant outcome of the study is that the consumer self-efficacy and the website of social-presence affect trust, perceived usefulness and perceived risk in online customers, and in turn positively influence the customer's intention to purchase products online. [8] But the website must be integration from different sites [9], cause it convenient for the customer.

By building an Online Store Website Using HyperText Markup Language Programming is expected to create a method and device for the operation of an online shop with a possibility for a customized price generation. [10] The classical plain-text representation of source code is convenient for programmers but requires parsing to uncover the deep structure of the program. [11] The purpose of this research is to help distributors of products that do not have sufficient funds to rent stores and market their products by using and providing the Online Shop website. The method used in this research are Observation by performing a review directly to the place that conducts the process of building an online store website, Interview with the business owner, and Study of literature by finding the books that deal with the issues discussed in this study.

2. Method
The concept of standard methods that have been very often used by developer’s web makers, namely by using the method "Waterfall". Which originated and started from; Planning (Planning), Design (Designing), Code (Coding), Testing System (Testing) and Development (Maintenance). (See Figure 1).

![Figure 1. Waterfall model.](image)

In the process of building an online store website using HyperText Markup Language, the programming language has to go through various stages, namely the stages of data collection, problem analysis, database design and the last is the implementation of the online store website itself. Techniques of data collection used i.e.; through Interviews, Observations and Library Studies.
3. Results and discussion
In a system, it certainly has a process. The process of working here in terms of the stage of the system process itself. First, we open the product category, then select what products will be purchased, then put in the cart (shopping cart). In addition, if we are still going to buy other products we can continue shopping, but if it is done, then we do a checkout. What distinguishes the shopping process in the supermarket or the mini market that there is no request to write the identity of the buyer. In the online store website there is definitely an order form, because if it does not fill the order form, the seller cannot send the goods to customers who have bought the item. After the filled form is submitted, the process in the system is completed, and the consumer waits for the goods to come directly to the home or address.

3.1. Flowchart creation
Flowchart System User Pages Online Shop Website (Figure 2).

![Flowchart System User Pages Online Shop Website](image-url)

**Figure 2.** Flowchart of user page system.

The Flowchart of Processing Products System start of the buyer chooses the category of products to buy and then select the products that exist in that category, when finished shopping, can directly enter the shopping cart, but if you are going to shop again, then you can go back to choose the product to buy, if it is really finished, can directly checkout (Figure 3).
This Flowchart of Admin page System starts from entering username and password by admin, if username and password are correct, it will go to administrator data, but if failed admin must check login and reenter username and valid passwords, if already successfully logged in, admin can make system settings, input, edit, and also can do the deletion of data related to the website, and the data that appear is the data that has been changed by the admin, if already admin can do logout of the system (Figure 4).
Figure 4. Flowchart of admin page online store system. Website Display Design detail product to be ordered (Figure 5).

| Header |
|--------|
| Menu   |
| Product| Product detail |
|        | Messages       |
|        | Cancel         |
|        | Related product|

Figure 5. Website display design of product order details.

3.2. Creation of context diagram
The context diagram (top level) is part of the data flow diagram that serves to map the environmental model that is presented with a single circle representing the entire system (Figure 6).
3.3. DFD creation

DFD is a logical data model or commonly called a process that is made to describe where the origin of the data in use and to where the destination data that will come out of the system, where the data is stored, any process that can produce the data and also the interaction between the stored data and the process to be imposed on the data (Figure 7).

![Figure 7. DFD level 0.](image-url)

The buyer chooses the goods to be purchased then the buyer will decide to choose what items will be purchased, then the buyer will get the purchased goods. In the next DFD the purchase flow is illustrated with DFD Level 1 (Figure 8).
3.4. Administration preview design

Administration Preview Design has a header in the top position, and the footer in the bottom position is useful to limit the look of the website. Left sidebar containing the menu options related to the administration and content section that is used to display the display of content in the select (Figure 9).

The user preview design has a header at the top position, and the footer in the bottom position is useful to limit the look of the website, Main menu, breadcrumb, left sidebar, right sidebar and the middle in use to fill the content of products that will on sale (Figure 10).
The user end view design has a header at the top, and the footer at the bottom position is useful to limit the look of the website, main menu, breadcrumb, left sidebar, right sidebar and middle in use to fill the content of the products to be sell (Figure 11).

4. Conclusion
After observing and understanding about how to build an Online Store Website using HyperText Markup Language programming language to promote and sell every product that is sold, it can be concluded that the online store creation page is divided into two, namely Administrator Page and Public Page. The website is created using My Structured Query Language or MySQL database and HyperText Markup Language programming language and then added some modules to make the display more interesting, such as Google Maps Module, Yahoo Messenger Module, and Two Language Module, so that consumers can see every product - products that have been updated and available at any time through the Website Shop Online. With the Website Shop Online buyers can see and can also order any product and buy any product without having to come to the store directly.

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