



Article

Website Design as an Online Trading Medium at the "Coffee On The Way" Shop

Herland Ibrahim¹, Pahrezi Azhar Qur'ani², and Arida Murti Martikasari³

^{1,2,3} Study Program of E – Commerce Logistics, University of Logistics and Internatiol Business, Bandung, West Java, Indonesia

DOI: 10.31004/jestm.v5i2.297

E-mail: ^a herland.ibrahim@gmail.com (Corresponding author), ^b pahreziashar238@gmail.com, ^c arida@ulbi.ac.id

ARTICLE INFORMATION

Volume 5 Issue 2
Received: 14 September 2025
Accepted: 28 September 2025
Publish *Online*: 30 September 2025
Online: at <https://JESTM.org/>

Keywords

DFD
E – Commerce Website
Coffee on the Way
Flow Maps
Coffee or Non – Coffee

ABSTRACT

An implementation of the e-commerce website at the Coffee on the Way store described in this report was identified with the aim of knowing that by designing and implementing a website for the trade, it can build digitalization of online trade so that it will be described in detail how the e-commerce website design process for the Coffee on the Way store. The media that will be used to analyze how the system works is with flow maps and information tables. Therefore, the design to build the website uses DFD level 0-1 and PDM and CDM for database design and menu structure to identify the system navigation menu. Based on the findings of the implementation that has been carried out, there are several external software used such as XAMPP, bootstrap, leaflet and so on. The results of the implementation on the website are that the website system can display designs and features that have been previously designed in a concrete manner. Therefore, the contribution of the website is successfully displaying the planned features and designs and enabling the online transaction in the website.

1. Introduction

Entrepreneurship is one of the dominated job or trading activity existed in Indonesia. It's because Indonesia is the country that has lots of the varied selling products and also the income from the entrepreneurship activities in each territory of Indonesia. Therefore, the implementation of entrepreneurships and the production of the agricultural in Indonesia like the coffee seeds that grows up in this country becomes a highly potential for implementing a business of a coffee shop. There are varied businesses shops that sells the coffee drinks to the customers of the business, such as coffee stores, café, street drinks sellers, *et cetera*. A culture of drinking a cup of coffee has been a part of the Indonesia civilians that is often used to support their daily routines. For instance, going to a work, studying, or taking a break from a hard work that has been done by them previously. Coffee has also been a friend of Indonesia's civilian for gaining an extra mood for doing their routines such as, coffee is drunk by the employees and the college students to aid them in finishing their projects or tasks.

As the time has passed, coffee business in Indonesia is keep developing as the customer needs of coffee is stable and even increasing. Besides of its own benefits, the culture and the way how the customers of the coffee in Indonesia enjoying their cups of coffee have also merged tightly with the Indonesia's civilians. Coffee is not only consumed by the customers for accompanying them in doing their works, but it has also been a part of the civilian's lifestyle. Based on the Kompas article published by (Pricilia, *et al.*, 2024), the roles of the coffee for the Indonesia customers are for gaining a mood booster and aiding them to develop the productivity of the young generation of Indonesia for finishing their assignments at night, it is also consumed by the millennials in the morning before they start their daily activities. A highly caffeine contains in the coffee drinks is certified as the reason of why the coffee drinks could affects the people's addiction to the coffee so that this routine is keep developing as the time passed in Indonesia. Those are the reasons and argumentations why the businesses of the coffee shops aim to the high demands.

One of the coffee shops that has been built in Indonesia is known as the Coffee on the Way which is classified as the micro a micro small and medium enterprises selling a milk coffee to the public. Currently, Coffee on the Way store has done the process of the promotion and the selling process by implementing a social media platform like WhatsApp. Even though the social media is

quite effective for doing the promotion of the coffee drinks, but has a limitation in reaching the customer on a wider way. It is because the social media platforms only reach the customers who have been followed the owner of the Coffee on the Way Instagram account. As the result, the promotion activity could not be done as maximize as possible.

As outlined on the previous statement, there are several e – commerce implementations that have been done and experimented by the others author. For example, the experiment analyzed and published by one of the authors (Triyono *et al.*, 2020) titled as “Implementation of A Content Management System (Cms) Based E-Commerce Website for Sales Services at Msfashioners.” The aim of the implementation is to provide the website counting and implementing the selling report of the company so that the website could automatically recap all of the selling information by the company named as MsFashioners. It's not only that, but the website will also reduce the usage of the hardcopy of the documentations printed on the paper so by the implementation of the e – commerce website could efficiently and effectively reduce the hardcopy of the document's archives.

There's also a similar experiment done by another author to aid the company's business and written by (Basri *et al.*, 2024) which has a similar analyze titled as “Web-Based E-Commerce Design to Expand the Grocery Store Market in Tangerang Regency.” Based on the previous title of the website implementation done by the author, the aim of the experiment is to design and arrange an e – commerce website for the grocery stores located at Tangerang. So, the novelty of the experiment is to design an e – commerce website so that it could aid the grocery stores in gaining more income in their businesses and also the e – commerce web will attract more customers in a wider range.

Additionally, another experiment about the implementation of the e – commerce website for the micro businesses is also stated in the following report analyzed by (Yunita *et al.*, 2021) titled as “The Implementation of E – Commerce for a Raja Profitembilahan store.” On the previous title the aim of the implementation of the e – commerce system is to aid the store in promoting their goods and selling the interior to the customers. Therefore, the author implements an e – commerce system as a promotion platform for Raja Profitembilahan selling the interiors made form any kind of woods.

As outlined on the previous research done by those authors, there are some gap researches identified from the previous research. They are there hasn't been a concrete prototype of the e –

commerce website implemented by them, so on the previous researches, the authors only arranging the e – commerce website without inputting the amount of the customers purchasing through the website. It's not only that, the previous research only focusses on the design of the website and the platform of the promotion for the store without implementing the communication platform for the customers when they would like to ask about the product directly at the website. Another gap of the research is the website don't describe the product elaborately in the system as information of the product is considered as one of the most important elements of a promotion strategy to attract the customer's willingness in buying the products.

Based on the statement that has been informed previously, for increasing the range of the promotion and the potential of the amount of the Coffee on the Way's customers, it needs a more flexible and effective trading media. One of the following social media that has a high potential in increasing the amount of the Coffee on the Way customer is a website platform. Website has one of the advantages on the promotion as it could be accessed by the public as flexible as possible. Based on the article written by (Bivisyani, 2025), website has been a wide media of the promotion as it is not always correlated to the followers of the social media only, but it also reaches the audiences who search for the content of the coffee through the internet sold by the owner or the sellers of the products. Based on the previous statement, there are several aims of the design implementation of the Coffee on the Way E – Commerce Website, which are describing the processes of the e – commerce website design and giving an illustration of the DFD diagrams used to design the website.

Therefore, this research report will describe the way how the e – commerce website is designed and implemented as the promotion media for the business of Coffee on the Way store. Case study will be analyzed by using the design of the system method and the implementation of the e – commerce website for aiding and supporting the online entrepreneurship of the coffee store. This implementation will be described as a system design and the concept of the e – commerce website flow used by the coffee store. Therefore, the output of the research report is a prototype of the e – commerce website of the Coffee on the Way store used as the online trading facility depicting the various of the milk coffee sold by the store. Additionally, to increase the amount of the store's income, the author implements an e – commerce website design to identify if the website could be certified as the main aspects of the online business

in Coffee on the Way store. Therefore, the author will be doing an experiments and the system implementation of the store titled as “Website Design as an Online Trading Medium at the "Coffee On The Way" Shop.”

2. Literature Review

2.1 Website and Its Function in the Business

Website is certified as one of the digital platforms which is used as the facility of the information flow and the communication process between the owner of the business and their customers (Bivisyani, 2025). In the outline of the modern business, website has the important roles as a promotion platform, transaction and the online customer service. E – commerce website's usage is not only for increasing the range of the market, but it also increases the efficiency of the information delivery of the product and the business service.

2.2 Structure and The Elements of the Website Development

Website's development is always correlated with the usage of Hypertext Markup Language (HTML) as the main programming language to build the structure of the web page (Adani, 2021). The visual design of the website is strengthened with the implementation of the Cascading Style Sheets (CSS) that could separate some of the website elements such as, the content and the design (Biznetgio, 2022; Muhardian, 2022). Beside of that, the interactivity of the website is added by implementing one of the programming languages known as Javascript (JS) which supports the development of the dynamic's user interface of the website (Huda, 2025).

2.3 Technology of the Web Backed – end

As outlined on the previous statement, there is also the usage of the programming language for the implementation of the back – end web system identified as the PHP (Hypertext Pre – Processor) has been one of the most popular programming languages because of its ability in connecting the website with the database and also it supports the process of the business logic (Jagoan Hosting, 2022). On the other hand, MySQL is implemented as the database management system for saving, arranging, and depicting the data inputted by the users in a real – time. The design of the database needs a systemics approach so that it could place the needs of the business to the database storage efficiently (Sugiarti, 2024).

2.4 System Analyze and Data Modelling

Before the implementation, the process of the system analyze needs to be done as it aids the understanding the user's needs and the process of the business running currently. Analyze method is used to identify the problems, objective, and the scope of the system (Faradilla, 2024). Data modelling is described through the implementation of data flow diagram (DFD) showing the flow of the data existed in the system started from the input, process until the output (Adani, 2021; GeeksforGeeks, 2025).

2.5 E – Commerce in the Coffee Industry

E – commerce is one of the digital marketplaces indicating the online transaction on the business. Based on the statement of the article published by Hakim (2024), website has the function as the facility connecting the digital documents that could cause the user to move to another web page by using a hyperlink. Therefore, the implementation of a website in a coffee business is suitable for increasing the competence of the coffee business in the digital era.

3. Research Methodology

Based on the result of the analysis and primer observation that has been described and stated on the previous statement. There are some research methodologies that will be implemented to observe this phenomenon of the case study. These are the specific research methodology to identify the result of the case study in this research.

3.1 Research Location

This following research and observation was done at Sariasih street number. 54, Sarijadi, Kecamatan Sukasari, Bandung City, West Java.

3.2 Analysis Method

As outlined on the previous statement, the implementation of the e – commerce website for supporting the business process of Coffee on the Way store is considered as the important aspects. Therefore, there will be an analyze method illustrated with the research design to identify and observe the process of developing an e – commerce website for the Coffee on the Way store. These is the following design of the research.

Based on the previous statement that has been informed elaborately, in the process of the design and implementation of the Coffee on the Way e – commerce website will be designed with Data Flow Diagram (DFD) at the level scale of 0 – 2. The implementation of the e – commerce website

of the Coffee on the Way store will also use several external applications provided by the online media. For instance, XAMPP, Visual Studio Code (VSC) which has a function for a script writer platform, bootstrap and ChatGPT. An e – commerce website of Coffee on the Way store is also published through an online media so that the customers could access and do the purchasing process of the coffee or non – coffee drinks on the Coffee on the Way stores at the online platform. Therefore, this website will also be hosted globally by implementing one of the hosting platforms which as known as domosquare provided by the publisher or the hostinger. There are also several interactive features that will be designed and used on the website to support the process of online trading and purchasing on the coffee shop named as Coffee on the Way.

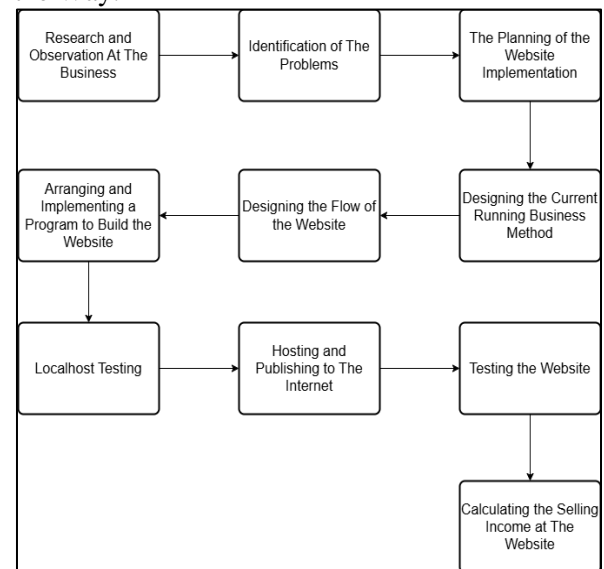


Fig 1. Research Design of The Implementation of The E – Commerce Website

The features that will be designed and implemented in the system consist of the ICDT method which is also known as information, communication, distribution and transaction. Coffee on the Way e – commerce system that will be designed and implemented for the entrepreneurs of the coffee shop uses some well – known programming languages. For instance,

1. HTML used as the initial framework for the information and some of the website's features.
2. CSS as a programming language used to depict a better design that looks good.
3. PHP as the programming language used to connect between the database saving the data of the coffee or non – coffee drinks

and also the data of the customers accessing the website. PHP is also used to show and save several information inputted by the customer or the administration staff of the Coffee on the Way store.

4. Javascript is one of the programming languages used for performing the interactive features that will be depicted to the customers when they access it such as, hover animation for the button, navigation, *et cetera*.
5. MySQL is a programming language used as a script that manipulates the data of the customers or the products. For Instance, INSERT INTO, DELETE, *et cetera*. MySQL is also used as a script of database management system.

On the process of the implementation and design of the e – commerce website for the Coffee on the Way store as the media of an online entrepreneurship which will be done by the staff of the Coffee on the Way store, after the website has been hosted on the hostinger platform and published globally, there is a process named as the observation and implementation of the selling activity that will be done on the e – commerce website as an indicator of the sustainability of the e – commerce website of the Coffee on the Way store if the web could run well and could be identified as the e – commerce platform for the store or not. Therefore, there will be an observation for the previous case study by implementing the process of the website prototype examining to the Coffee on the Way’s customers. Based on the previous statement that has been described elaborately, the customers that will be identify as the sample of the prototype examining activity is the civilians who live at Bandung. The sampling method that will be used in the research report is the random sampling method or by identifying or choosing which customers are identified as the sample of the examiner on the online purchasing through the website that has been built previously. After that, the administration staff of the store will calculate and informed the data of the purchasing income and each product that has been purchased by the customers in the e – commerce website by depicting them in a table. The process of the evaluation of the website flow will be done by distributing the website hosted online to 3 – 5 Coffee on the Way to evaluate whether the purchasing and the transaction method could be done on the system or not.

4. Results and Discussion

Based on the results of analysis and primary research observations implemented in the design and development of the Coffee on the Way e-commerce website, several aspects can be described and elaborated upon. These include the illustration of the Level 1 Data Flow Diagram (DFD), which serves as a visual representation of how the system of the Coffee on the Way e-commerce website operates, the outcomes of the implementation using various programming languages as previously outlined, as well as the results of the sample e-commerce website developed for Coffee on the Way, among others. Therefore, there are several concrete findings from the analysis and observations conducted throughout the earlier stages of the process. The following are the results of the analysis, design, and implementation of the Coffee on the Way e-commerce website carried out online.

4.1 Example of the Result of The Website Design Using Level 1 DFD

An Explanation of the data flow based on the previous result of the primer analysis, one of the DFD use to depict the flow of the website data is level 1 DFD. Based on the article stated by (greeksforgreeks, 2025), level 1 DFD is defined as the form of the diagram explaining more detail about flow structure of how the flow of the website will be if it is accessed by the customers. Therefore, the developer team could identify how the website of the Coffee on the Way store runs. This following picture are the illustration of the flow of Coffee on the Way website by using level 1 DFD.

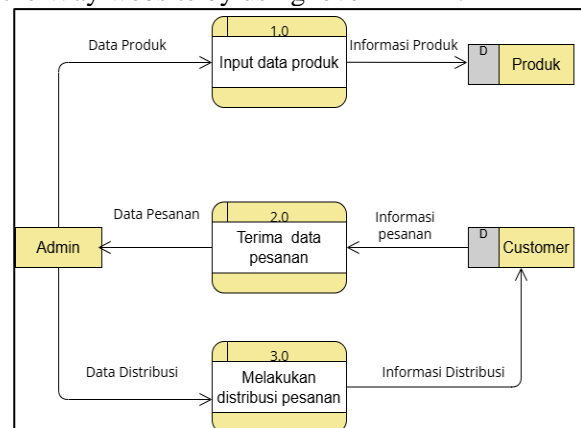


Fig. 2. Administration Process in Level 1 Data Flow Diagram

Based on the primer result of the analysis process that has been implemented previously about the flow on how the e – commerce website of the Coffee on the Way that will be designed and

structured well. There will be an interaction process happened in the system between the administration staff of the store with the others entity of the diagram that will be designed to aid the entrepreneurship process of the Coffee on the Way store through an online platform. The situation is happened because of the publication and renewable of the information describing about the coffee or non – coffee drinks available in the store in the store for the customers. Based on the previous argumentations, the situation needs an attention and interaction done by one of the administration staff of the store who interacts with the system directly, so that the information provided in the published e – commerce website of the store is identified correctly with the stock of the product provided in the Coffee on the Way store. Therefore, the administration staff needs to analyze and interact with the website so that the data could be recapitulated properly based on the following amount of the products existed in the store.

Based on the previous statement informed elaborately by using the level 1 DFD, the explanation and illustration of the e – commerce website Coffee on the Way’s flow that will be designed and implemented to aid the entrepreneurship of the Coffee on the Way store that sells the coffee or non – coffee drinks to their customers, it needs to analyze and identify the steps of the flow of the Coffee on the Way e – commerce website that needs to be processed so that the description of the drinks and the amount of its quantity could be depicted systematically on the website. Based on the previous statement, it needs to implement the interaction between the admin and the Coffee on the Way e-commerce system in accordance with the Level 1 Data Flow Diagram (DFD), as illustrated previously in Figure 3.4. The process described in the DFD begins when the admin inputs product data into the system. This allows the website to display a wide range of information about both coffee and non-coffee beverages offered by Coffee on the Way. The information entered by the admin includes the product name, product quantity, product description, available stock at the Coffee on the Way store, and an accompanying image representing the beverage. Once submitted, this product data is stored in the e-commerce database, which is represented as a storage entity within the DFD structure of the website.

Additionally, the Coffee on the Way e-commerce system also manages the process of collecting and transmitting order details submitted by customers. This enables the admin to access and

review customer orders along with personal data provided during the ordering process. The admin then communicates these order details to the store’s team, ensuring that both coffee and non-coffee products requested by customers are properly prepared. Within the DFD, this activity is identified as the “receive order data” process, where order details are relayed to the admin, who then manages and distributes them to the end customers.

After gaining the order details, the administration and the store staff at the Coffee on the Way proceed to process and prepare the customers’ purchases. Subsequently, one of the store’s delivery associates distributes the completed orders directly to the customers, following the information recorded in the system. At the same time, the admin confirms to the customers that their orders have been dispatched, utilizing social media channels—specifically WhatsApp—to provide real-time updates and ensure effective communication and interaction.

In analyzing the flow of the operations within the Coffee on the Way e-commerce website, there are others Level 1 Data Flow Diagram (DFD) is presented on the following statement, in detail, the interaction between customers and the system. This DFD provides a descriptive illustration of how the consumers are attracted with the Coffee on the Way e-commerce platform. The following illustration depicts the Level 1 DFD, which outlines the interaction between customers and the system within the Coffee on the Way online store.

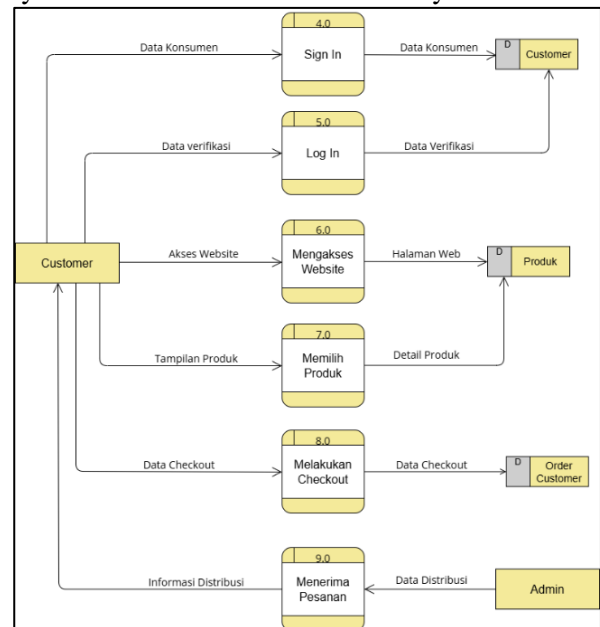


Fig. 2. Level 1 Data Flow Diagram About Customer’s Process

In the illustration of the operational flow of the Coffee on the Way e-commerce system, there is a sequence that describes and elaborates the steps involved in the interaction between users (customers) and the online store. The first stage for customers who wish to access the website is entering their personal information, such as full name, address, phone number, and other details. This step functions as a registration process. Referring to the previously presented illustration, this registration is referred to as the sign-in process, during which the data entered on the sign-in page is stored in the database, identified as `cotw_prod`.

After completing registration, customers are instructed to proceed with the login process before being directed to the main page of the Coffee on the Way e-commerce website. At this stage, customers must enter their full name and password, matching the data provided during registration. The purpose of this process is to validate whether the individual attempting to access the system is the same user who registered earlier. If the entered credentials do not match the stored data, the system will notify the user that the name or password is incorrect. Conversely, if the data is validated successfully, the customer is redirected to the main homepage of the Coffee on the Way website, where a variety of products are displayed, each with corresponding names and prices.

Once successfully logged in and redirected to the main page, customers can begin exploring the Coffee on the Way e-commerce platform. They are able to navigate through the pages and features, familiarize themselves with the system, and analyze which coffee or non-coffee products they wish to purchase. Following this exploration, the next step is the product selection process, where customers choose desired items and add them to the cart page. The cart displays detailed information about the selected products and orders. If customers decide to proceed with their purchase, they can continue to the checkout process directly from the cart page.

On the checkout session, customers are asked to provide additional details—such as delivery information—so that their order data can be transmitted to the Coffee on the Way admin. Once the order has been submitted, the store processes the items and arranges for delivery to the specified location provided during checkout. Finally, the ordered beverages are delivered offline to the customer's address, completing the transaction.

4.2 Result of the E – Commerce Website Implementation

Based on the results of system design analysis and the implementation of program structures previously carried out, the Coffee on the Way e-commerce website has been developed as a concrete and practical online trading platform using internet technology. As described in earlier stages and implemented through the use of Visual Studio Code (VSC), several outcomes of the implementation can be observed and elaborated upon. This section provides an analytical and descriptive discussion of the implementation results of the Coffee on the Way e-commerce website, illustrating the operational flow of the system as previously presented through diagrams, as well as demonstrating how the system functions when its underlying program structures are executed. The ultimate objective is to build a fully functional e-commerce platform that supports the trading activities of the Coffee on the Way beverage store by applying internet technologies in a concrete manner.

From the analysis and implementation of the program code developed using VSC—written in HTML, CSS, PHP, JavaScript, and MySQL—two primary interfaces were identified within the Coffee on the Way e-commerce system. The first is the consumer interface, which serves as the medium through which customers interact with the system. It displays the full range of products offered online by the store and allows consumers to browse, analyze, and select items. Customers can also carry out transactions based on product prices, benefiting from the convenience and user-friendly features provided by the platform. These features are designed to enhance the shopping experience, ensuring that consumers find it easy and efficient to purchase coffee and non-coffee beverages online from Coffee on the Way.

The second interface is the admin interface, which functions as a management panel where administrators can analyze and monitor customer orders submitted automatically through the system. Beyond processing orders, the admin interface also provides statistical insights such as the total number of registered users, the number of orders, and gross sales figures, offering a quantitative overview of store performance. Navigation features within the admin panel direct administrators to review key metrics, including total registrations, total orders, and overall revenue generated from consumer purchases. In addition, the admin interface allows for detailed monitoring of customer orders and includes functionality for

deleting fulfilled or delivered orders. This ensures storage efficiency by preventing outdated or completed order data from cluttering the system. As a result, the risk of logistical issues—such as confusion caused by excessive or outdated order data—is minimized, improving the overall efficiency of order fulfillment and customer service. Based on the concrete and descriptive analysis outlined above, the following sections will present practical examples of the implementation and design outcomes of the Coffee on the Way e-commerce website.

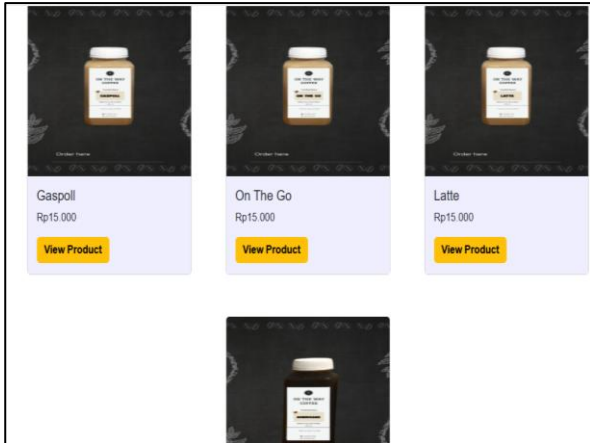


Fig. 3. Main Page (Index) of the Coffee On the Way Website

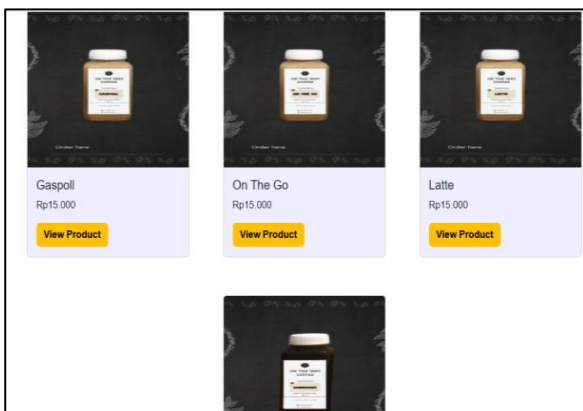


Fig. 4. Page of The Product Detail in the Coffee On The Way Website

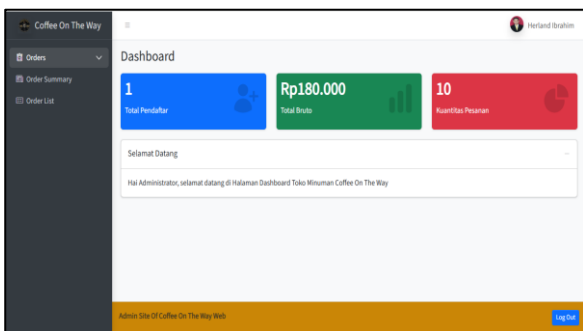


Fig. 5. The Administration Staff Page of Order Summary

4.3 Implementation of the Online Entrepreneurship Result

Based on the implementation and design outcomes elaborated in the previous discussion, several variables and phenomena have been identified as a result of the digitalization of trading activities that were concretely implemented in the case study of Coffee on the Way. The traditional offline trading method of this beverage store was substituted and transformed into an online trading method using a website as the primary medium. From this transition, several findings have emerged regarding the implementation of online trading through the Coffee on the Way e-commerce system. One of the most significant components identified is the revenue or income generated from online sales carried out by consumers who purchased products through the hosted and publicly accessible website.

In order to analyze the total amount of income generated through the Coffee on the Way e-commerce platform, which was previously designed and developed through structured programming processes, the data related to orders and income recorded by the system must be examined statistically. To achieve this, the income data collected through the system has been organized and presented in the form of an income table, enabling a clearer understanding of financial outcomes.

Therefore, the following section presents the results of primary research analysis, which are based on the income data identified and systematically sorted within the admin page of the Coffee on the Way e-commerce website that has been designed, implemented, and deployed as an online trading medium.

Table 1. Online Entrepreneurship’s Income

Tanggal Pesanan	Nama Konsumen	Nama Produk	Kuantitas	Total Pembayaran
26 Juni 2025	raihana	America no	1	17000
26 Juni 2025	Fabian Etantyo	Guzz	1	20000
26 Juni 2025	Cucu Jamilah	Gaspoll	1	20000
26 Juni 2025	Wanda Marwa	Gococo	1	20000
26 Juni 2025	Anazwa			
	Herland Ibrahim	America no	1	17000
Total			5	94000

Based on the results of primary research analysis and observation conducted through the Coffee on the Way e-commerce website—an online platform for trading coffee and non-coffee beverages that has been concretely published on the internet—it was possible to identify both the quantity and the total payment associated with each consumer order. When analyzing the order data and income generated through the online trading system, one particular beverage type that dominated sales was Americano.

As outlined in the previous discussion, this finding is attributed to the fact that the total quantity purchased for Americano amounted to two units, while the other beverage types ordered by customers through the e-commerce website recorded only one unit each. From the statistical data previously presented in the income table, the cumulative quantity and corresponding payment values from all recorded consumer transactions can be formulated. As outlined on the previous statement, this is the table of the amount of each product sold at the e – commerce website.

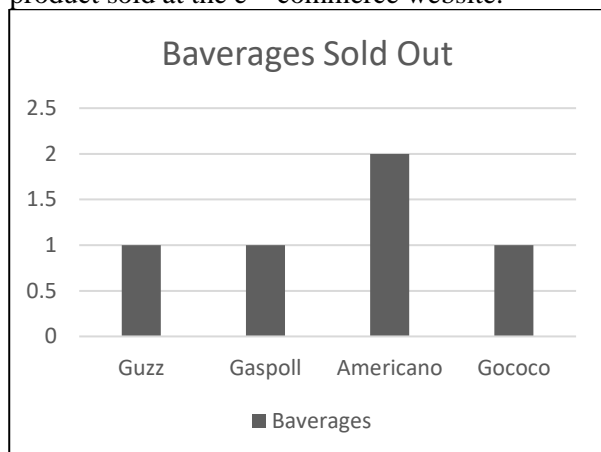


Fig 5. Chart of the Amount of the Sold Beverages

As outlined on the previous statement that has been informed elaborately, the website of the Coffee on the Way has aided the owner of the store in encouraging the businesses process. It's because the website has managed to informed the short description each product sold on the store and also it could be the encourage aspect of the online businesses. Therefore, these are the after result of the implementation of the e – commerce website at Coffee on the Way store.

Table 2. Comparison of the Before and After the Implementation of The Website

Category	Before The Implementation of The System	After The Implementation of the System
Selling Income for 1 Week (Rp)	72000	94000
Total of The Customers In 1 Week	3	5
Flexibility	The Customers needs to come to the store to buy the Coffee	It could be done everywhere without leaving their house or places
Accessibility	The access of the promotion is limited	It could access in a wider range and in a higher amount of the audiences.
Product Information	Lacks of the information as it has a limited access to the promotion activity such as, needs to print out the pamphlet of flyers	The information is described elaborately at the website and anyone could analyze it through the internet.
Transaction Method	The customers need to come to the store to do the transaction	The transaction could be done online by using a transfer method anywhere and anytime
Social Media Platforms	Each social media platforms such as, Instagram, WhatsApp etc are separated from each other, so the customer needs to access the social media or communication platform one by one	The system has provided all of the Coffee on the Way owner's social medias in one system or as known as the integrated social media system at the website, therefore, the customers only access the website as it has contained an integrated social media of the owners

Based on the implementation analysis result of the Coffee on the Way website that has been published and hosted through the internet. There are several impacts of the Coffee on the Way store after it uses the website to aid the business process of the store. These are the impact of the implementation of the website for the Coffee on the Way store.

1. The range of the Coffee on the Way store has increased significantly and it could be visited by the public.
2. An E – Commerce website of the Coffee on the way store has implemented a communication system by using one of the famous social media which is known as WhatsApp, so that it gives the impacts for the store to interact and communicate with the customers rapidly so that the communication system has been more effective.
3. The implementation of the e – commerce website for the store has impacted to the amount of the customers who analyses the product. Based on the previous statement, by using the website for the promotion system, the customers who haven't followed the Instagram of the coffee's owner could visit and buy the product also through the e – commerce website of the Coffee on the Way store.
4. E – commerce website of the Coffee on the Way store provides a simple design and short information about the products sold in the store so that it could help the customers in identifying which drinks product should they purchase in the store by imagining the tastes and the looks of the products sold at the website.
5. Contributing in implementing an online transaction in the website that is efficient which could be done anywhere and anytime in the system.

Accordingly, the total quantity of products identified in the statistical data reached five beverages, with an overall payment amounting to Rp94,000 through the Coffee on the Way e-commerce website. This highlights the measurable outcomes of consumer purchasing behavior and provides a concrete basis for evaluating the store's online sales performance. Based on the previous argumentation before, the website implemented on the Coffee on the Way store has some significant effect. These are the examining result of the website usage:

1. Task: Asking the customer of the store to purchase the product through the website built for the Coffee on the Way store.
2. Observation: The customers implement the online purchasing through the website, they identify that the features of the website are user friendly for the customers because the customers could finish the online purchasing process until the

products ordered by them informed through the Coffee on the Way admin's interface. It's not only that, but the customers who did the online purchasing did not complain about the technical problems existed in the website.

3. Results: The product ordered by the costumers could be informed through the interface of the Coffee on the Way administration staff so that it could be concluded that the website has run well.

5. Conclusion

Based on the results of the design process analysis, which correlate with the flow of how the Coffee on the Way e-commerce system operates when users engage with it to carry out trading and purchasing activities for coffee and non-coffee beverages, as well as the implementation outcomes of the program structures and interface designs developed during the system's construction, a series of tests, analyses, and observations have been conducted on the operational flow of the Coffee on the Way website. As stated in the earlier discussion, the features that were specifically designed to support the e-commerce system as an online trading medium for Coffee on the Way have been shown to function effectively and operate optimally, with performance validated through the activation of various modules and functionalities embedded within the website. Therefore, it can be concluded from the findings of the analysis and observations described previously that the Coffee on the Way e-commerce website successfully reflects the intended system design, both in terms of program structure and functional features, and is capable of supporting online trading activities in a concrete elaboration.

1. The design and implementation of the e – commerce website for the Coffee on the Way store is described and depicted by illustrating the flow map diagrams and DFD's. In addition, the implementation and the arrangement of the programing languages used to develop the system are PHP, HTML, CSS, MySQL and JavaScript by using the algorithm outlined on the previous statement.
2. E – commerce website that has been developed as an online entrepreneurship for the Coffee on the Way store could be classified as the supported factor for implementing the online selling of the coffee or non – coffee drinks sold by the store. It is because the system depicts the interactive

features and the each of the product's detail and it also consists an online payment.

References

- Adani Muhammad Robith. (2021). *Data Flow Diagram(DFD): Pengertian, Jenis, Fungsi & Contoh*. Diakses 14 Mei 2025. <https://www.sekawanmedia.co.id/blog/dfd-adalah/>
- Adani Muhammad Robith. (2021). *Mengulas Penggunaan HTML dan Cara Kerjanya pada Web Development*. Diakses 28 Mei 2025. <https://www.sekawanmedia.co.id/blog/pengertian-html/>
- Basri, A., Mahesa. (2024). Rancangan E-Commerce Berbasis Web untuk Memperluas Pasar Toko Kelontong Di Kabupaten Tangerang, 7(2), 272 – 273. <https://jurnal.kdi.or.id/index.php/bt/article/view/1742/972>
- Bivisyani. (2025). *Pentingnya Website untuk Perkembangan Bisnis Anda*. Diakses 20 Maret 2025. <https://www.jurnal.id/id/blog/2017-pentingnya-website-untuk-perkembangan-bisnis-anda/#:~:text=Media%20Promosi,informati%20dengan%20cepat%20dan%20tepat>
- Biznetgio. (2022). *Mengenal Apa Itu CSS*. Diakses 28 Mei 2025. <https://www.biznetgio.com/news/apa-itu-css>
- Danusantoso. (2023). *Memahami Berbagai Jenis Data Modeling yang Sesuai Kebutuhan Bisnis*. Diakses 29 Mei 2025. <https://kiriminaja.com/blog/jenis-data-modeling>
- Faradilla Rinda. (2024). *Analisis Sistem: Pengertian, Proses dan Tujuannya*. Diakses 12 Mei 2025. <https://www.idntimes.com/business/finance/apa-itu-analisis-sistem-00-xdyh4-gfdv27>
- Greeksforgeeks. (2025). *Levels in Data Flow Diagrams (DFD)*. Diakses 20 Mei 2025. <https://www.geeksforgeeks.org/levels-in-data-flow-diagrams-dfd/>
- Huda Nurul. (2024). *Apa Itu Navigasi Website: Fungsi, Jenis, & Cara Membuatnya!*. Diakses 3 Juni 2025. https://www.dewaweb.com/blog/mengenal-struktur-navigasi-web/#Apa_Itu_Navigasi_Web
- Huda Nurul. (2025). *Apa itu Javascript? Pengertian, Fungsi & Bedanya dengan Java*. Diakses 29 Mei 2025. https://www.dewaweb.com/blog/mengenal-javascript/#Apa_itu_Javascript
- Jagoan Hosting. (2022). *Pengertian PHP, Fungsi, Syntax & Kelebihannya*. Diakses 29 Mei 2025. <https://www.jagoanhosting.com/blog/pengertian-php/#h.bpj318hqsla0>
- Muhardian Ahmad. (2022). *Tutorial CSS: Sintaks Dasar CSS yang Harus Dipahami*. Diakses 29 Mei 2025. <https://www.petanikode.com/css-sintaks/>
- Nathania Elsiha. (2022). *MySQL adalah: Pengertian, komponen, 7 perintah dasar, kelebihan dan kekurangan*. Diakses 29 Mei 2025. https://www.ekrut.com/media/mysql-adalah#6_7_perintah_dasar_my_s_q_l
- Nescafe. (2025). *Mengapa Es Kopi Susu Menjadi Favorit Banyak Orang?*. Diakses 14 April 2025. <https://www.nescafe.com/id/id-id/budaya-kopi/gaya-hidup/es-kopi-susu>
- Pedriquez Daleska. (2025). *Context Diagram: Definition, Symbols, Examples & How to Create One*. Diakses 14 Mei 2025. <https://venngage.com/blog/context-diagram/>
- Pricilia Ester Claudia et al. (2024). *Alasan Mengapa Peluang Bisnis Kopi Sangat Menjanjikan*. Diakses 20 Maret 2025. <https://umkm.kompas.com/read/2024/04/10/091000683/alasan-mengapa-peluang-bisnis-kopi-sangat-menjanjikan>
- Sentosa Catur Alvindo. (2023). *Data Flow Diagram (DFD) : Definisi dan Simbol yang Digunakan*. Diakses 14 Mei 2025. <https://www.alvindocs.com/blog/data-flow-diagram#:~:text=Keuntungan%20Penggunaan%20Data%20Flow%20Diagram,-Berdasarkan%20penjelasan%20di&text=Berikut%20adalah%20beberapa%20keuntungan%20utama,dalam%20kolaborasi%20dan%20pemahaman%20tim>
- Sitanggang Debora Danisa Kurniasih Perdana. (2022). *Pengertian Analisis Adalah: Berikut Jenis dan Fungsinya*. Diakses 12 Mei 2025. <https://www.detik.com/bali/berita/d-6458995/pengertian-analisis-adalah-berikut-jenis-dan-fungsinya>
- Sugiarti Ucy. (2024). *Memahami Perancangan Database: Tahapan yang Perlu Diketahui*. Diakses 29 Mei 2025.

- <https://www.lawencon.com/mengenaliperancangan-database/>
- Suratna Agus. (2021). *Mengenal Definisi, Fungsi, dan Simbol dalam Flowmap*. Diakses 12 Mei 2025.
https://agussuratna.net/2021/03/mengenal-definisi-fungsi-dan-simbol-dalam-flow-map/#Jenis-jenis_Flowmap
- Ticong Liz. (2024). *Apa itu Model Data Fisik? Definisi dan Contoh*. Diakses 30 Mei 2025.
https://www-datamation-com.translate.goog/big-data/physical-data-models/?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=tc
- Triyono, G., Ujianti, A. (2020). Penerepan Website E-Commerce Berbasis Contentmanagement System (Cms) Untuk Pelayanan Penjualanpada Msfashioners. *Jurnal IDEALIS*, 3(1), 436 – 437.
<https://jom.fti.budiluhur.ac.id/IDEALIS/article/view/2082/1071>
- Yunita, F *et al.* (2021). Penerapan E-Commerce Pada Toko Raja Profil tembilahan, 2(1), 23 – 24.
<https://doi.org/10.32520/karyaabdi.v2i1.1536>