

## **INTISARI**

Penelitian ini bertujuan menerapkan Payment Gateway dan Chatbot AI pada sistem informasi penjualan berbasis website Sander'Store sebagai sarana untuk meningkatkan fungsionalitas transaksi penjualan agar terciptanya efisiensi, kelancaran operasional perusahaan, dan kemampuan dalam memberikan saran seputar dunia fashion. Metodologi penelitian meliputi identifikasi masalah, pengumpulan data, implementasi metode pengembangan SCRUM, pengujian, dan kesimpulan. Selain itu, metodologi pengembangan mengadopsi metode Scrum sebagai kerangka kerja untuk mengelola proses pengembangan sistem informasi secara iteratif. Hasil penelitian menunjukkan bahwa integrasi Payment Gateway dan Chatbot AI dalam sistem informasi penjualan Sander'Store telah berhasil diimplementasikan. Pengujian blackbox menunjukkan hasil yang positif, di mana fitur-fitur baru tersebut berfungsi dengan baik. Fitur ini memberikan kemudahan bagi pengguna untuk melakukan transaksi pembayaran dan dapat membantu customer mendapatkan tips dan saran mengenai dunia fashion.

Kata Kunci: Sistem Informasi Penjualan, Payment Gateway, Chatbot AI, Transaksi

## **ABSTRACT**

*This research aims to apply Payment Gateway and Chatbot AI to the Sander'Store website-based sales information system as a means to improve the functionality of sales transactions to create efficiency, smooth company operations, and the ability to provide advice about the world of fashion. The research methodology includes problem identification, data collection, implementation of the SCRUM development method, testing, and conclusions. In addition, the development methodology adopts the Scrum method as a framework for managing the information system development process iteratively. The research results show that the integration of Payment Gateway and Chatbot AI in the Sander'Store sales information system has been successfully implemented. Black box testing shows positive results, where the new features function well. This feature makes it easy for users to carry out payment transactions and can help customers get tips and advice about the world of fashion.*

*Keywords: Sales Information System, Payment Gateway, Chatbot AI, Transaction*

