

## **ABSTRACT**

Transaction process is a point where producer and customer make a deal. Transaction process must be well managed in order to develop satisfaction between them. Unkl347's outlet at Jl. Trunojoyo No.4 Bandung which is one of product marketing location of this clothing's company need to improve their transaction process so more effective and efficient. During the transaction process, connection less between cashier and outlet's warehouse cause a long time transaction process, which is in some moment cause open-close system at the outlet's entrance implemented because quantity of customer in the cashier's queue and some who still coming to the outlet. This problem cause any customer who come lately must find another shopping's alternative.

Transaction process information system which is built in this research use RFID technology. Radio Frequency Identification (RFID) is an automatic identification method relying on storing and remotely retrieving data using devices called RFID tags. RFID reader which is placed at cashier read RFID tag carried by customer, then the information system will send ordered product information to outlet's warehouse. By connection between cashier and outlet's warehouse, transaction process can be faster.

This new system give some advantages compared to older system. Functionally, this system can simplify user outlet's cashier when they want to send a customer's ordered product to outlet's warehouse.

**Keywords:** Transaction Process, Radio Frequency Identification.