

Abstract

Digital transformation encourages small and medium enterprises (SMEs) to adopt information technology in their business operations. However, many business owners, including school uniform stores, still rely on manual systems that are prone to recording errors and data loss. This study aims to design a web-based school uniform sales information system using the Website Design Method (WSDM) at Toko RR in Tangerang City. The system is designed to manage customer data, products, transactions, and sales reports automatically and in real-time. The design process follows the WSDM stages: mission statement, audience modeling, conceptual design, implementation design, and implementation. The implementation results show improvements in operational efficiency, data accuracy, and service quality. The system is also projected to reduce transaction losses from 40% to 1.25% and increase profits by up to 60%. Therefore, this information system offers a strategic solution to support digitalization among SMEs in the educational retail sector.

Keywords: Information system, online sales, school uniform, website, WSDM