

UNIVERSITI TEKNOLOGI MARA

**A GAMIFIED CUSTOMIZABLE
CHARITY DONATION E-
MARKETPLACE FOR ISLAMIC
RELIEF MALAYSIA**

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ABSTRACT

The growing adoption of digital platforms has transformed how donations are made, yet many existing systems remain rigid, lacking engagement, transparency, and customization. To address this, the Gamified Customizable Charity Donation E-Marketplace was developed for Islamic Relief Malaysia Organization, aiming to merge e-commerce with charitable giving in a more interactive, user-friendly manner. This system allows users to contribute through three flexible donation options: RM2 per product, full item donation, or a custom amount. To boost engagement, gamification features such as loyalty points, voucher redemption, and donor leaderboards were implemented. The primary issue addressed by this project is the inefficiency and low retention rates commonly seen in traditional donation platforms. The methodology applied involved system development followed by structured usability evaluation through System Usability Scale (SUS) questionnaires and scenario-based user testing with 30 participants. The evaluation focused on three core usability attributes: satisfaction, effectiveness, and efficiency. Average Likert-scale scores obtained were 3.45 for satisfaction, 3.42 for effectiveness, and 3.39 for efficiency. These values were then standardized using the SUS formula, resulting in an overall usability score of 68.4 percent. This score falls within the moderate to good usability benchmark, indicating that users generally found the system easy to use, engaging, and aligned with their donation needs. Minor concerns such as reward redemption clarity and responsiveness were noted and present opportunities for future improvement. Overall, the system demonstrates strong potential to increase donor participation and retention by integrating gamification and customization into the charitable process. The successful implementation validates the feasibility and significance of using gamified e-marketplaces to modernize and optimize donation experiences in Malaysia's non-profit sector.

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