

UNIVERSITI TEKNOLOGI MARA

**E-COMMERCE SYSTEM FOR PERABOT NIK LAH
BASED ON THE CONSUMER DECISION-
MAKING THEORY**

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ABSTRACT

The Perabot Nik Lah E-Commerce System was developed to digitally transform the manual ordering and communication processes at Perabot Nik Lah, a traditional furniture store in Kota Bharu, Kelantan. This project addressed several operational inefficiencies, including fragmented communication across multiple channels, difficulty in verifying customer payments, and manual order processing that often led to data entry errors and delayed responses. To resolve these issues, a centralized web-based e-commerce system was designed and developed using the Evolutionary Prototyping Model, which emphasizes iterative improvement through planning, analysis, design, prototyping, implementation, testing, and evaluation phases. The system's design was guided by the Consumer Decision-Making Theory, covering the entire customer journey from need recognition to post-purchase behavior, enabling the system to better reflect real-life consumer purchasing processes. The system supports three main user categories: customers, assistant staff, and supervisors. Each user role has access to specific modules, including product browsing, order placement, stock management, and report generation. Supervisors are also equipped with administrative tools for user management and performance monitoring. The novelty of the system lies in its alignment with consumer decision-making stages and tailored user roles, making it suitable for a localized furniture retail context. To ensure usability and reliability, the system underwent expert reviews and user testing. Experts confirmed that the system met functional requirements and was easy to use. User feedback indicated a satisfaction rate of 89.1%, suggesting strong acceptance and system effectiveness. Additional recommendations included simplifying the layout and enhancing product information.

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