UNIVERSITI TEKNOLOGI MARA

ORDERING SYSTEM FOR INA PARTY SHOP USING ENGEL-KOLLAT-BLACKWELL (EKB) MODEL

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AUGUST 2025

ACKNOWLEDGEMENT

Alhamdulillah, praises and thanks to Allah, for granting me the strength, knowledge, and perseverance needed to complete this research within the given timeframe. Firstly, my deepest gratitude goes to my supervisor, Nor Azila Binti Awang Abu Bakar, for her invaluable guidance, encouragement, and support throughout the entire process. Her insights and feedback were instrumental in shaping this project and helped me to grow both academically and personally.

I would also like to express my heartfelt appreciation to my lecturer for CSP600 Project Formulation, Nor Hasnul Azirah Binti Abdul Hamid, for her valuable advice and support in building a strong foundation for this project. Her teaching and guidance have greatly contributed to my understanding of research formulation and project development, and I am grateful for her dedication.

Special appreciation goes to my beloved mother, Radhiah Binti Kamaruzaman, for her endless support, love, and prayers. Their encouragement and belief in my abilities have been a constant source of motivation, inspiring me to overcome challenges and stay focused.

Lastly, I would like to extend my gratitude to my dearest classmates and friends. Their companionship, willingness to share ideas, and support throughout this journey have been invaluable. The discussions, feedback, and motivation from each of them have made this journey not only successful but also memorable.

Thank you all for your continuous support, encouragement, and belief in me. May this project be a stepping stone for future accomplishments.

ABSTRACT

Ina Party Shop is a retail and event supplies business in Johor Bahru selling items such as balloons, bouquets, hampers, and decorations. The shop faced significant inefficiencies with its manual WhatsApp-based ordering process, leading to delays, limited accessibility, and frequent errors that affected customer satisfaction and operations. This project aimed to identify these issues, design and develop an improved ordering system based on the Engel-Kollat-Blackwell (EKB) Model, and evaluate its usability and functionality. The system was developed using the System Development Life Cycle (SDLC) with an adapted Waterfall Model, covering planning, analysis, design, implementation, testing, and documentation. Key tools included data flow diagrams, ERDs, user interface wireframes, and expert and user evaluations. The final system allows customers to browse products, place online orders, make secure payments, and track orders in real time, while staff and managers can manage inventory, handle orders, and generate reports. User evaluation showed the highest mean score of 4.55 (SD = 0.57) for the system interface, and valuable expert feedback emphasized opportunities to enhance the backend workflow, improve delivery time and date control, streamline order cancellation and refund processes, strengthen reporting capabilities, clarify order handling procedures, and optimize staff-customer notifications. The EKB Model supported all five stages of consumer decision-making, from need recognition to post-purchase feedback. Overall, the system improves order efficiency, customer experience, and management insight for Ina Party Shop. Future enhancements may include delivery scheduling, refund and cancellation features, and expanded marketing functionalities to reach a wider customer base.

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