UNIVERSITI TEKNOLOGI MARA

STUDENT ESSENTIALS PRIVATE E-MARKETPLACE (EDUMART) FOR KOPERASI SK LADANG USING CONSUMER DECISION-MAKING THEORY

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ABSTRACT

EduMart is a web-based student essentials private e-marketplace developed for Koperasi SK Ladang to improve the process of purchasing school-related items and managing cooperative operations. The existing process of buying school essentials from the cooperative may cause congestion during recess, limited product visibility, manual ordering, and difficulty for parents, teachers, and cooperative staff to monitor purchases and pickup status efficiently. Therefore, this project aims to identify the current business process and problems, design and develop a student essentials e-marketplace using Consumer Decision-Making Theory (CDMT), and evaluate the functionality and usability of the developed system. The project was developed using the Adapted Waterfall Model, which includes planning, analysis, design, implementation, testing, and documentation phases. EduMart was developed using PHP, MySQL, HTML, CSS, JavaScript, and Laragon as the local development environment. The system provides role-based functions for parents, teachers, cooperative staff, and managers. Main features include product catalogue, search and filter, product details, bundles, cart, checkout, dummy bank payment, order history, pickup code, pickup tracking, notifications, donation and sponsorship features, teacher free-material allocation, product and bundle management, pickup management, and analytics. The Consumer Decision-Making Theory was applied through five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. The system was evaluated through functional testing, user evaluation, and expert evaluation. The user evaluation using the System Usability Scale (SUS) achieved a score of 80.88 out of 100, indicating that users perceived EduMart as usable and easy to understand. Expert evaluation also produced positive feedback, with 96.67% positive responses across usefulness, satisfaction, functionality, interface design, navigation, and CDMT implementation. Overall, EduMart provides a more organised and convenient platform for school cooperative purchasing, pickup management, and student essentials distribution. Future enhancements may include a mobile application, push notifications, QR pickup verification, improved product descriptions, and better recommendation features.