UNIVERSITI TEKNOLOGI MARA

ELECTRONIC STOREFRONT FOR JR SPORTS USING CONSUMER DECISION-MAKING MODEL (CDMM)

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JULY 2026

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ACKNOWLEDGEMENT

To begin with, I would like to thank Allah SWT most sincerely, as He gave me the strength, patience, and guidance during the process of completing the project. His blessings would not have helped this last year project to be completed successfully.

My project supervisor, I would like to express my deepest gratitude to you as we were guided, provided with constructive feedback and useful suggestions all the time working on this project. The motivation and scholarly guidance provided by the supervisor has played a significant role in enhancing the quality of this project and establishing that the goals of the project are attained successfully.

The owner and staff of JR Sports are also given special thanks because they have been cooperative and shared the information pertaining to the current business processes. They were critical in helping in the realization of actual operational issues and also in the development of a system that is necessary to meet the actual business requirements.

I would also wish to say thank you to my lecturers, friends, and course mates who supported, gave ideas and motivation during the project period. Their support enabled me to conquer the challenges that I met when developing a system and writing documentation.

Lastly, I would like to say my sincere gratitude to my family who supported, being patient and understanding all through my studies. Their moral encouragement has played a significant role in ensuring that this project is done successfully.

ABSTRACT

The Electronic Storefront for JR Sports using the Consumer Decision-Making Model (CDMM) was developed to improve the manual retail process used by JR Sports. Previously, customers needed to visit the physical store or contact staff through WhatsApp to ask about product availability, price, size, and order confirmation. This manual process caused slow responses, limited product visibility, and difficulty in managing order and stock records. Therefore, this project aimed to identify the system requirements, design and develop an electronic storefront based on CDMM, and evaluate the functionality and usability of the system. The Adapted Waterfall Model was used as the development methodology, which included planning, analysis, design, implementation, testing, and documentation. The system involved three main users, which were customer, staff, and manager. Customers could register, log in, browse products, compare products, add items to cart, make payment, track orders, and submit reviews. Staff could manage products, orders, vouchers, customers, and reviews, while the manager could monitor sales, orders, products, reports, and staff accounts. The system was evaluated through system testing, expert evaluation, and user evaluation. The system testing showed that the main functions for customer, staff, and manager worked successfully. Expert evaluation by three experts showed that the system was useful, easy to navigate, and suitable for an online sports retail platform, although several improvements were suggested. User evaluation involving 31 respondents showed positive results, with all mean scores above 4.00 for perceived usefulness, satisfaction, functionality, interface, navigation, and CDMM implementation. Overall, the system provides a practical digital solution for JR Sports by improving product access, reducing manual communication, and supporting customer decision-making. Future work may include real payment gateway integration, instalment payment, intelligent product recommendation, real courier tracking, and live server deployment.