UNIVERSITI TEKNOLOGI MARA

THE DEVELOPMENT OF AN ONLINE PRE-LOVED CLOTHING MARKETPLACE IN KUALA NERUS USING SERVICE CONVENIENCE THEORY

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ABSTRACT

With more people wanting to buy and sell sustainable fashion online, digital platforms are becoming more commonplace. However, local pre-loved clothing stores in Kuala Nerus still use manual business operations like manual inventory management, handwritten customer records, and conventional marketing techniques, which diminish efficiency and narrow down customer accessibility. Thus, an Online Pre-loved Clothing Marketplace in Kuala Nerus is proposed. The aim of the study was to find out the current business process and existing problems faced by pre-loved clothing stores, design and develop a prototype of a Web-based marketplace and test the functionality and usability of the proposed system. The adapted Waterfall Model for the implementation of the project was planning, requirement analysis, design, implementation, testing, and documentation phases. Interviews, observations and literature reviews were used for data collection to find out the requirements of the system. The developed marketplace featured separate modules for buyers, sellers, and administrators, containing user registration, product listing management, shopping cart, wishlist, messaging, order management, product search and filtering, customer reviews and administrative management. Testing the functionality and evaluating the usability of the system were also carried out and the SUS scores was 87.50 obtained during the evaluation showed that the developed system was able to meet the functional requirements and was able to create a convenient platform by using the Service Convenience Theory that will make the users easier to access, discover the products, make the purchasing decision, manage the transaction, and communicate after the transaction. The developed system also supports sustainable consumption by promoting the re-use of pre-loved clothes which supports the principles of a circular economy. Securing online payment systems, real-time courier tracking, AI product suggestions, and mobile app development are areas for future improvements to the marketplace to further enrich the overall user experience.