**UNIVERSITI TEKNOLOGI MARA**

# THE DEVELOPMENT OF UiTMART: A MULTI-VENDOR ONLINE ORDERING PLATFORM FOR UiTMCTKKT USING THEORY OF PLANNED BEHAVIOUR

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# ABSTRACT

The e-commerce business is growing over time, and it influences the service delivery as it is highly demanded globally, and this enables to carry out efficient transacting online and also an enhanced customer experience. Due to the campus cafe's limited menu, students at UiTM Terengganu Cawangan Kuala Terengganu Campus (UiTMCTKKT) often order food from nearby vendors. Currently, students must rely on instant messaging applications such as WhatsApp to order food, which in most cases, causes misunderstanding, lack of order tracking and lack of data management. In order to counter these issues, this project developed the UiTMart, a multi-vendor online ordering system. To strengthen the requirements of the system, the theory of planned behavior (TPB) was implemented to gather user requirements. TPB guides the development by focusing on the attitude, subjective norms, and perceived behavioral control, which could affect the behavioral intention of users. Requirements were collected through surveys and interviews involving students, vendors, and Jawantankuasa Pelajar Kolej UiTMCTKKT. The results were then analyzed to test the given hypotheses. Based on Pearson's correlation analysis, hypothesis 3 for perceived behavioral control and behavioral intention got the highest correlation. Requirements checklists were used to verify the requirements based on hypothesis 3 with the users. An adapted waterfall model was applied, which covers the phases of requirement gathering and analysis, system design, implementation, and testing. System evaluation included functionality testing, 37 user evaluations, and 3 expert evaluations. Usability testing using the System Usability Scale (SUS) recorded a score of 84.53, indicating excellent usability and high user acceptance. The experts gave positive feedback, confirming that the system meets usability, performance, security, and design standards. In conclusion, UiTMart successfully improves the efficiency of campus food ordering services, and future enhancements such as advanced analytics like artificial intelligence (AI), system scalability, and expansion to other UiTM campuses are recommended.