

Evaluation of The Best E-commerce Websites in Malaysia Using Fuzzy AHP

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ABSTRACT

E-commerce, often known as electronic commerce, is a method of doing business that involves purchasing and selling products and services via a digital network like the internet. The Fuzzy AHP method was used in this study to select the best e-commerce websites in Malaysia. The research aim is to determine the criteria when choosing e-commerce websites, identify sub-criteria that impact e-commerce website rankings and investigate the best rank of e-commerce in Malaysia. In this study, two decision-makers examine three criteria and eight sub-criteria to determine the best e-commerce websites in Malaysia. There are three websites to choose from Shopee, Lazada, and PGMall. The criteria are system quality, information quality, and service quality. At the same time, the sub-criteria are access speed, visual appearance, response time, reliable information, update information, accurate information, tracking order status, and payment alternatives. The data is gathered by distributing a questionnaire to experts in the field, and it is calculated using a formula and Microsoft Excel. Shopee is the best e-commerce website in Malaysia, according to the results, with a normalised score of 0.4488. Lazada comes in second with a normalised 0.4360, and PGMall with a normalised 0.1153. As a result, Shopee outperforms the other two online transaction platforms, Lazada and PGMall.

Keywords: E-commerce, Fuzzy AHP, Criteria, Sub-criteria, Decision makers, Best e-commerce websites