

Universiti Teknologi MARA

Mubinstore Online Shop (MOS)

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STUDENT DECLARATION

I certify that this report and the project to which it refers is the product of my own work and that any idea or quotation from the work of other people, published or otherwise are fully acknowledge in accordance with the standard referring practices of the discipline.


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ABSTRACT

Nowadays, people prefer to purchase product through electronic commerce (EC), since they don't have to go to the physical store. E-commerce is used to make order transactions at anywhere using the internet technology. Mubinstore Online Shop (MOS) was developed to assist the current process to handle ordering process for customer. Currently, Mubinstore Shop run their business through Instagram account and using paper-based system to record order and data of customer which give difficulties for the staff to trace the previous data of customer's order. There are three objectives identified for the development of the project. Firstly, is to identify the current process used by Mubinstore Shop in handling order data from customer and problems with the current process. Secondly, is to develop an e-commerce website for Mubinstore Shop to manage customer orders. Lastly, is to evaluate the functionality and usability of the developed system to the target user. Mubinstore Online Shop (MOS) is developed based on the Waterfall Model which comprises of five phases which are planning, analysis, design, implementation and evaluation. Evaluation part has been conducted with thirty (30) respondents and three (3) experts. The evaluation conducted is based on six (6) construct which are interface, navigation, ease of learning and use, efficiency, usability, and satisfaction. Result shows that respondents agreed on navigation construct with the highest mean which is 4.50 (SD = 0.51). This indicates that the respondents agreed that the system works as they expected. It is hoped that this system will assist the customer to buy product in this shop via online channel and help staff to record and trace order of customers more quickly and gives advantage to the users.

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