

SHOPLINK: BESTLINK COLLEGE OF THE PHILIPPINES ONLINE SHOPPING WEBSITE

ABSTRACT

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Shoplinc is an online shopping website developed exclusively for the students of Bestlink College of the Philippines. The concept of online shopping primarily focuses on addressing the needs and wants of customers through digital platforms. This study aimed to develop a dedicated online shopping platform that provides convenience and accessibility tailored specifically for BCP students. This study used a quantitative-descriptive research method with purposive sampling. A survey questionnaire served as the primary research instrument to measure the level of acceptability of the proposed system in terms of convenience, quality of service, security, website interface, and presentation. Data were analyzed using frequency and percentage, rating scale, weighted mean, and t-test to determine whether there were significant differences between the assessments of the two respondent groups. Findings revealed that the proposed Shoplink model was rated as "Highly Acceptable" across all measured criteria: convenience, quality of service, security, website interface, and presentation. The Information Technology specialists gave an overall weighted mean of 3.51 with a variance of 0.066, a t-computed value of 0.070, and a degree of freedom of 64, with a t-critical value of 1.998 at a 0.05 level of significance. Similarly, the accountants provided a weighted mean of 3.53 with a variance of 0.198 and a t-computed value of 0.079. The results indicated no significant difference between the two groups' assessments, thereby confirming the acceptability of the proposed system. The study recommends seeking assistance from experienced individuals or professionals to improve the system's success rate. Feedback from respondents emphasized the need for enhancements in display features and the implementation of a login password for improved security. These refinements aim to further optimize the website's usability and functionality for BCP students.

RECOMMENDED CITATION

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