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Designing an E-Commerce Platform for Sibgah Boutique

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Abstract

The rapid advancement of information technology has accelerated digital transformation across various business sectors, including Micro, Small, and Medium Enterprises (MSMEs). Despite the widespread adoption of digital marketplaces, many MSMEs continue to face challenges related to high transaction fees, limited ownership of customer data, and dependence on third-party platforms, which may reduce long-term business profitability and sustainability. Therefore, developing an independent e-commerce platform has become a strategic alternative to strengthen business competitiveness and improve operational efficiency. This study aims to design, develop, and evaluate a website-based e-commerce platform for Sibgah Boutique using the Rapid Application Development (RAD) approach as a digital transformation strategy. The research employed a Research and Development (R&D) methodology consisting of planning, design, development, implementation, and evaluation stages. Data were collected through observation, interviews, documentation, and usability testing using the USE Questionnaire involving boutique owners, employees, and customers. Furthermore, the economic feasibility of the developed system was assessed through Cost–Benefit Analysis (CBA). The findings indicate that the developed platform successfully facilitates product management, inventory monitoring, and online transaction processing while reducing dependence on third-party marketplaces. The usability evaluation demonstrates that the system falls within the "Very Useful" category, indicating a high level of user acceptance and satisfaction. Moreover, the CBA results reveal that the projected economic benefits exceed the development costs, confirming the financial feasibility of the platform. The integration of usability evaluation and economic analysis provides a comprehensive assessment of the system's effectiveness in supporting MSME digital transformation. These findings reinforce the importance of independent e-commerce platforms in enhancing operational performance, increasing customer engagement, improving business profitability, and promoting sustainable digital business development.

Keywords: Digital transformation, e-commerce, MSMEs, Rapid Application Development, usability evaluation, Cost–Benefit Analysis.

1. Introduction

Digital transformation has become a primary agenda in strengthening the competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. The rapid development of information technology forces business actors to adapt to digital systems to survive in market competition. Digital transformation has become essential for MSMEs. Independent e-commerce platforms provide greater control over data, lower transaction costs, and stronger competitiveness. OECD (2023) and UNCTAD (2024) emphasize that digital adoption strengthens resilience and sustainable business growth. One key strategy adopted by MSMEs is the utilization of e-commerce platforms to expand market reach beyond geographical boundaries (Laudon & Traver, 2020). Shifting consumer behavior toward online shopping demands that business owners provide practical and integrated transaction facilities. Therefore, digitalization is no longer merely an alternative but an urgent necessity for maintaining MSME sustainability and growth.

However, despite its benefits, implementing e-commerce systems in MSMEs often encounters operational and structural challenges. Many MSMEs still rely heavily on third-party marketplaces as their primary sales channels. This dependence creates financial burdens due to increasingly high administrative fee deductions, which directly reduce profit margins. Additionally, business owners face limited control over customer databases and unilateral platform policies.

This phenomenon is directly experienced by Sibgah Boutique, an MSME in Makassar City operating in the Muslim fashion sector. Based on initial observations, Sibgah Boutique still promotes through social media and relies on the Shopee marketplace for transactions. Shopee charges a service fee of up to 12% per transaction, significantly burdensome to profit margins. Furthermore, inventory and sales recording are still done manually, frequently

causing discrepancies in daily operational data. These inefficiencies drive the need for an independent, website-based e-commerce platform to reduce third-party dependence.

Various previous studies have extensively discussed the design of e-commerce systems to support MSME digitalization. Most prior research focuses on the technical aspects of information system development, such as platform selection, system architecture, and development methodologies. Studies commonly apply methods like RAD, Agile, or Waterfall in building e-commerce systems for small businesses. However, evaluations in prior research generally focus only on technical performance without economic feasibility assessment, lack comprehensive direct assessments from diverse end-users, and do not integrate usability testing with cost-benefit analysis.

This literature gap highlights the need for research that combines technical development with economic and usability evaluation. Current e-commerce development for MSMEs emphasizes fast development methodologies like RAD (Pressman, 2012), platform integration such as WordPress plus WooCommerce, and basic usability testing. However, existing research has limitations: prior studies rarely assess cost-benefit feasibility, end-user assessments are often superficial or absent, and technical, usability, and economic analyses are not combined.

This research innovatively integrates technical development using the RAD method, usability testing using the USE Questionnaire (Lund, 2001), and economic feasibility analysis through Cost-Benefit Analysis. This holistic approach addresses the identified gaps and provides a more comprehensive evaluation of e-commerce implementation for MSMEs.

This research aims to design, implement, and evaluate the feasibility of an independent e-commerce platform at Sibgah Boutique MSME. The research question is: how can an independent e-commerce platform be designed, implemented, and evaluated for technical usability and economic feasibility at Sibgah Boutique MSME? The study aims to design and implement an independent e-commerce platform using WordPress with WooCommerce, evaluate usability using the USE Questionnaire instrument, assess economic feasibility through Cost-Benefit Analysis, and reduce dependence on third-party marketplaces while improving profit margins.

Theoretically, the results of this research are expected to enrich literature related to the application of the RAD method and cost-benefit analysis in small-scale e-commerce design. Practically, this research provides a direct contribution in the form of a ready-to-use digital sales system to help Sibgah Boutique improve its operational efficiency. The implementation of this independent website is ultimately projected to minimize third-party administrative expenses while sustainably increasing business profit margins. The research was conducted comprehensively from May to July 2024.

2. Research Methods

The study applied Research and Development with the Rapid Application Development model. Data were collected through observation, interviews, documentation, questionnaires, and analyzed using usability testing and Cost–Benefit Analysis. This study utilizes a development research design, commonly known in academic circles as Research and Development (R&D). The R&D approach is specifically aimed at creating and testing the feasibility of an information technology product in the form of an e-commerce website (Saidah, 2022). In the development process, this research adopts the Rapid Application Development (RAD) model as the primary framework for constructing the digital system. The RAD model was selected because it offers a very short software development life cycle and focuses on a component-based construction approach (Pressman, 2014). Utilizing this framework is highly relevant to the needs of Micro, Small, and Medium Enterprises (MSMEs) that require rapid technological adaptation and implementation.

The initial stage in this RAD development model begins with the requirements planning phase. During this planning stage, the researcher identified all system problems and functional requirements through direct interaction and discussion with the management of Sibgah Boutique. The next crucial step is the design workshop phase, where the researcher designed the system architecture, user interface, and database using the WordPress platform. Once all designs were approved by the business owner, the process continued to the implementation stage, which included system configuration and the installation of supporting plugins like WooCommerce. The final stage in this development cycle involves comprehensive system testing to ensure that all transaction features run smoothly without technical obstacles.

The data collection process in this research was conducted systematically through observation, in-depth interviews, documentation studies, and the distribution of structured questionnaires. These questionnaires were distributed to a research sample of thirty-seven respondents, consisting of the owner, employees, and loyal customers of the

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boutique. To measure interface quality and end-user acceptance, the instrument used was the USE Questionnaire, which has been tested for validity and reliability (Lund, 2001). This questionnaire instrument is specifically designed to measure four main dimensions: usefulness, ease of use, ease of learning, and user satisfaction. All statement items in this questionnaire were measured using a Likert scale to obtain accurate quantitative data regarding the research subjects' perceptions.

The quantitative data collected from the questionnaire results were then analyzed using percentage descriptive techniques to determine the usability level of the e-commerce system. The results of these percentage calculations were further classified into several feasibility categories to objectively conclude whether the system interface met user expectations. In addition to evaluating the technical aspects of human-computer interaction, this research also applies the Cost and Benefit Analysis (CBA) method to assess economic feasibility (Boardman et al., 2018). This financial analysis was conducted by comparing the total website design costs against the projected financial benefits in the form of future administrative cost savings. Through the integration of usability testing and cost-benefit analysis, the feasibility of the e-commerce platform can be evaluated holistically in terms of both technological functionality and business profitability.

3. Results and Discussions

A. Results

The Sibgah Boutique e-commerce website was developed using the WordPress platform with the WooCommerce plugin as a transaction management and product catalog system. This system was specifically designed to support product management, real-time inventory tracking, and integrated ordering processes. The main menu of the website consists of several essential pages, including Home, Products, About Us, Cart, Checkout, and Contact. This digital system was developed comprehensively based on the specific operational requirements identified for the boutique.

Before conducting the usability testing, the USE Questionnaire instrument was first tested for its validity and reliability to ensure the feasibility of the measurement tool used.

Tabel 1. Validity Test Results

No	r-value	Remarks	No Soal	r-value	Remarks
1	0.514	Valid	16	0.498	Valid
2	0.511	Valid	17	0.627	Valid
3	0.589	Valid	18	0.600	Valid
4	0.591	Valid	19	0.643	Valid
5	0.503	Valid	20	0.457	Valid
6	0.570	Valid	21	0.523	Valid
7	0.671	Valid	22	0.647	Valid
8	0.574	Valid	23	0.684	Valid
9	0.570	Valid	24	0.620	Valid
10	0.549	Valid	25	0.714	Valid
11	0.677	Valid	26	0.438	Valid
12	0.494	Valid	27	0.618	Valid
13	0.628	Valid	28	0.555	Valid
14	0.664	Valid	29	0.626	Valid
15	0.665	Valid	30	0.574	Valid

Based on the validity test results using the Pearson Product Moment correlation, all statement items have a calculated r-value greater than the r-table value at a significance level of 0.05. This indicates that all statement

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items within the USE Questionnaire instrument are declared valid and feasible to use for measuring system usability.

Tabel 2. Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.934	30

The results of the reliability test indicate that the Cronbach's Alpha value is above 0.70, therefore the instrument is declared reliable. This value demonstrates that the instrument possesses good internal consistency in measuring user perceptions of the developed system.

Tabel 3. Usability Assessment Results

No	Usability Aspect	Respondent Score	Maximum Score	%
1	Usefulness	1296	1480	87.57%
2	Ease of Use	1798	2035	88.35%
3	Ease of Learning	649	740	87.70%
4	Satisfaction	1131	1295	87.34%
		4874	5550	87.82%

Source : Olah data (2025)

Based on the data processing results from 37 respondents consisting of the owner, employees, and customers, an average usability score of 87.82% was obtained. This value falls into the "Very Useful" category, indicating that the system is easy to use, easy to learn, and provides a positive experience for users. The high score in the usefulness aspect indicates that the website is capable of assisting the transaction process and product management effectively. These results demonstrate that a user-needs-based development approach through the RAD model can significantly increase the level of system acceptance.

Tabel 4. Budget Plan for Sibgah Boutique E-Commerce Website Development

Component	Volume	Unit	Unit Price	Total
A. services and development				
Domain + Hosting	1	Year	Rp 1.180.000	Rp 1.180.000
Website Development	15	Days	Rp 150.000	Rp 2.250.000
UI/UX Design (Canva Pro)	1	Month	Rp 150.000	Rp 150.000
System Maintenance & Update	3	Month	Rp 300.000	Rp 900.000
Sub Total A				**Rp 4.480.000**
B. Branding and Operations				
Promotional Content / Web Banner Design	1	Month	Rp 400.000	Rp 400.000
Product Photography	1	Month	Rp 1.000.000	Rp 1.000.000

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Website Management Training (Admin Training)	1	Package	Rp 300.000	Rp 300.000
Sub Total B				Rp 1.700.000
Grand Total				**Rp 6.180.000**

Source: Olah Data (2025)

Tabel 5. Identification of Sibgah Boutique E-Commerce Website Benefits

No	Benefit Aspect	Estimated Benefit (1 Year)
1	Savings on third-party marketplace administrative fees	Rp 7,200.000
2	Efficiency in digital promotion costs (Instagram, WhatsApp, and other independent channels)	Rp 4.000.000
3	Automated product management and transaction recording	Rp 3.000.000
4	Potential revenue increase through Sibgah Boutique e-commerce website	Rp 6.000.000
	Total Benefit	Rp 20.200.000

Source: Olah Data (2025)

The analysis results demonstrate that the total estimated benefit of IDR 20,200,000 is significantly greater than the total development cost of IDR 6,180,000. This positive financial difference clearly indicates that the developed system is economically feasible to implement. Furthermore, the substantial reduction in marketplace administrative fees serves as the primary factor driving this financial increase. Thus, the development of an independent e-commerce website provides a profound economic impact for Sibgah Boutique's daily operations. Ultimately, this strategic technological adoption effectively supports the long-term independence and sustainability of the business.

Tabel 6. Revenue Projection

	Revenue Source	Description	Total
Service & Maintenance Fee	Website Development Services	System development & UI/UX	Rp 2,400.000
	System Maintenance & Update	3 Month	Rp 900.000
	Branding & Operations	Content, product photos, admin training	Rp 1.700.000
Revenue Sharing	Online Transaction Profit Sharing	2% of average turnover IDR 6,000,000/month	Rp 1,440.000
Total Projected Annual Revenue			Rp 6,440.000

Source: Diolah Penulis (2025)

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Based on the Revenue Projection Table, the business model implemented through the Service & Maintenance and Revenue Sharing schemes generates a total projected annual revenue of IDR 6,440,000. This projection clearly illustrates that the e-commerce website operates as much more than a simple transaction medium for the boutique. Instead, the system is viewed as a strategic digital asset with the potential to provide sustainable economic value over time. Consequently, the designed business model is evaluated as a feasible framework that can deliver consistent and meaningful financial benefits. Such long-term financial prospects are vital for supporting the effective management and continuous growth of the entire digital infrastructure.

B. Discussions

The development results of the Sibgah Boutique e-commerce website demonstrate that the Rapid Application Development (RAD) approach is highly effective in producing a system that meets MSME operational needs. The direct involvement of the business owner during the planning and design stages allowed the system to be developed adaptively based on real-world requirements. Implementing WordPress and WooCommerce provides significant flexibility in managing product catalogs, processing transactions, and handling real-time inventory management. This technological integration perfectly aligns with the digital transformation concept, which emphasizes improving operational efficiency and creating added value for the organization (Vial, 2019). Shifting from a marketplace-based sales system to an independent website signifies a strategic business transition toward data control, making this development crucial for supporting overall MSME competitiveness.

From the usability perspective, the average score of 87.82%, which falls into the "Very Useful" category, demonstrates an exceptionally high level of user acceptance. The high scores in both the usefulness and ease of use aspects indicate that the system efficiently assists the transaction process while remaining highly comprehensible for users. These findings reinforce the existing theory that the perceived ease of use directly influences overall user satisfaction and the continuous utilization of digital systems (Turban et al., 2018). Furthermore, involving the owner, employees, and customers in the evaluation provides a comprehensive user experience overview, offering a distinct advantage over previous studies that merely conducted functional testing. Ultimately, with such a high usability level, the newly developed e-commerce website possesses a strong potential to significantly boost customer loyalty and service professionalism for the boutique.

From an economic standpoint, the integration of the Service & Maintenance and Revenue Sharing business models introduces a dimension of financial sustainability to the developed system. The projected annual revenue of IDR 6,440,000 indicates that the website serves not only as a transaction medium but also as a digital service-based income source. Additionally, the Cost and Benefit Analysis (CBA) results, which reveal that the benefits outweigh the development costs, confirm that the system investment is highly economically viable. The substantial reduction in marketplace administrative fees and the subsequent increase in profit margins are the primary factors driving this financial value creation, reinforcing the argument that structured digital transformation delivers both operational and economic impacts. Therefore, this research contributes significantly not only to the technical aspects of system development but also to the strategic design of applicable digital business models for MSMEs.

The implementation of the website-based e-commerce platform demonstrates that digital transformation provides both operational and strategic benefits for Sibgah Boutique. The developed system successfully integrates product catalog management, inventory monitoring, customer ordering, and transaction recording into a single platform. Compared with the previous manual recording system and dependence on third-party marketplaces, the website enables more efficient business processes while providing full control over customer data and sales information.

The usability evaluation results indicate that users perceive the developed system positively across all measured dimensions, including usefulness, ease of use, ease of learning, and satisfaction. The average usability score of 87.82% reflects that the system is capable of supporting users with different levels of technological experience. The high score on the usefulness dimension suggests that the website effectively assists business operations by simplifying product management and reducing errors in transaction recording. Likewise, the ease-of-learning dimension indicates that new users can quickly understand the system without extensive training.

From an operational perspective, the implementation of an independent e-commerce platform reduces the administrative burden associated with marketplace services. The availability of real-time stock information also minimizes discrepancies between recorded inventory and actual product availability. These improvements contribute to faster order fulfillment and better customer service quality. Such findings are consistent with previous studies reporting that digital transformation improves organizational efficiency and enhances business performance through better information management (Verhoef et al., 2021).

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The Cost–Benefit Analysis further confirms the feasibility of implementing the developed platform. The projected financial benefits exceed the total investment required for website development and maintenance, indicating a positive return on investment. Reduced marketplace commissions, lower promotional costs through owned digital channels, and improved operational efficiency collectively contribute to increased profitability. In addition, the availability of an independent website creates opportunities for long-term business growth because customer databases and marketing strategies can be managed directly by the business owner without depending on external platforms.

The findings also highlight the importance of integrating technical evaluation with economic assessment. Many previous studies primarily focused on software functionality or user satisfaction without considering the financial impact of digital system implementation. By combining usability testing and Cost–Benefit Analysis, this research provides a more comprehensive evaluation framework for assessing digital transformation initiatives within MSMEs. Such an integrated approach enables business owners to make informed investment decisions while ensuring that technological innovation produces measurable economic value.

Furthermore, the developed platform supports the sustainability of MSMEs by strengthening digital capabilities and increasing business resilience in an increasingly competitive market. The website not only functions as an online sales channel but also serves as a strategic business asset that facilitates customer relationship management, branding, and digital marketing activities. As consumer purchasing behavior continues shifting toward online transactions, the availability of an independent e-commerce platform becomes an important competitive advantage for MSMEs seeking sustainable growth (OECD, 2023; UNCTAD, 2024).

Overall, the research findings demonstrate that the combination of the Rapid Application Development method, usability evaluation, and economic feasibility analysis successfully produces an e-commerce platform that meets both technical and business requirements. The system provides practical benefits for daily operations while offering long-term strategic value through increased efficiency, customer satisfaction, profitability, and digital business independence. Therefore, the proposed platform can serve as a practical reference for other MSMEs intending to implement digital transformation using a similar approach.

4. Conclusion

This study successfully designed, developed, and evaluated an independent website-based e-commerce platform for Sibgah Boutique using the Rapid Application Development (RAD) model as a digital transformation strategy for Micro, Small, and Medium Enterprises (MSMEs). The implementation of the system demonstrates that an independent e-commerce platform is capable of addressing operational challenges associated with manual business processes and dependence on third-party marketplaces. Through the integration of product management, inventory control, customer ordering, and transaction recording, the developed platform significantly improves business efficiency while providing greater control over business data and digital assets. The usability evaluation results indicate that the developed system achieved an average score of 87.82%, which falls within the "Very Useful" category. This finding confirms that the website is easy to learn, easy to use, and able to provide a positive user experience for boutique owners, employees, and customers. In addition, the Cost–Benefit Analysis (CBA) demonstrates that the estimated financial benefits substantially exceed the total development and operational costs, indicating that the proposed system is economically feasible and capable of generating long-term business value. The combination of technical usability evaluation and economic feasibility assessment provides a more comprehensive understanding of the effectiveness of digital transformation initiatives for MSMEs. Furthermore, this research contributes both theoretically and practically by integrating the Rapid Application Development approach, usability evaluation through the USE Questionnaire, and Cost–Benefit Analysis into a single evaluation framework. This integrated approach offers a comprehensive reference for future digital business development projects, particularly for MSMEs seeking sustainable digital transformation. The findings also highlight that independent e-commerce platforms can strengthen business competitiveness, improve customer engagement, increase profitability, and reduce reliance on external marketplace platforms. For future research, additional features such as integrated online payment gateways, shipment tracking systems, customer relationship management (CRM), business intelligence dashboards, and stronger cybersecurity mechanisms can be incorporated to further improve system performance. Future studies are also encouraged to investigate the long-term impact of independent e-commerce implementation on customer loyalty, business growth, sales performance, and organizational sustainability by involving larger samples and different MSME sectors. Such investigations will provide broader empirical evidence regarding the effectiveness of digital transformation strategies in supporting sustainable economic development.

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