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**DEVELOPMENT OF WEB-BASED CUSTOMERS SERVICE  
SYSTEM IN HYPERPANDA MALL IN SAUDI ARABIA**

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**Universiti Utara Malaysia  
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# **DEVELOPMENT OF WEB-BASED CUSTOMERS SERVICE SYSTEM IN HYPERPANDA MALL IN SAUDI ARABIA**

**A report submitted to Dean of the Awang Had Salleh Graduate School of Arts  
and Sciences in partial fulfillment of the requirements for the degree Master  
of Science (ICT) Universiti Utara Malaysia**

**By**

**Aljerais Turki Mansour**

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## **ABSTRACT**

The main objective in this study is to develop a web-based system for HyperPanda Mall in Riyadh – Saudi Arabia. HyperPanda Mall offer a huge variety of goods and it is not easy for customers to always find the best offer that fulfill their needs, otherwise, it would cost them long time to search and more efforts. Therefore, this study focused to serve the customers by providing a customer service web-based to guide customers for shopping and purchasing items before going to the stores places, and they have the ability to know the latest products and promotions of the companies and help them to find suitable sales stores and offering best choices available. The system can access the database designed for the mall since this system has search options to find what customers are looking for. Moreover, it helps the companies' vendors who are looking to promote their services and products for their customers and raise their profits locally and internationally, and reach out their customers as much as possible and deliver the best satisfaction of services to their customers wherever they are. A questionnaire based on the Technology Acceptance Model technique has been adopted to ensure of the prototype level in terms of usefulness, satisfaction and easiness of use.

*Dedication*

*This thesis is dedicated to  
my beloved parents, Wife and family  
Thanks for all the encouragement and support*

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1. INTRODUCTION**

Recently, within the last twenty years, Internet became undeniably a must and important technology to be exploited in any aspect in our life because it present full space of information about almost everything ranging from media, finance and business. In this view, the web-based systems represent the units of that space. Progressively, the web-based systems enhance nearly all the fields in our life and the researches still going on trying to develop more techniques and tools including both hardware and software.

In this study, we discussed how the web-based will advance the management processes, purchasing and customers' preferences in HyperPanda Mall. E-business is a prosperous field in Information Technology (IT) based on the web-based usually to facilitate and improve commercial transactions and provides the stakeholders the facility to share information, improve the quality of the service offered and provides the clients with the information about the enterprises, E-business as a term is the use of the internet and other networks and information technology to support E-commerce, enterprise communications collaboration, and web-enable business processes, both

The contents of  
the thesis is for  
internal user  
only

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