A STUDY AND IMPLEMENTATION OF DECISION SUPPORT SYSTEM (DSS) ON AUTOMOBILE PARTS AND ACCESSORIES WITH THE INTEGRATION OF E-COMMERCE FOR GS AUTO SPORT & TYRE SERVICE CENTRE SDN. BHD.

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ABSTRACT

Decision support system (DSS) with the integration of E-commerce is a system that supports online purchasing and provides recommendation or solution for auto problems. This system also is integrated with extra features that most of the similar web sites for not provide with. The main extra feature is allowing users to write and post their opinion based on the product. Based on the posted information, every user is authorized to view on. Therefore, this system is having the combination of product review and selling that provide necessary information for potential customers. A DSS feature is included to assist customer in pinpointing automobile problems. As a result, products and solutions will be made available after user has selected their automobile symptoms.

Members of this system will have certain benefits such as permit to view on installation guide and discounts. From then, these customers will have a higher change in retaining as loyal customers.

For the administrative site, this system allows them to insert, delete or update data such as products and DSS information. By providing this function, this web system acquires the flexibility in handling system information. The unique part of this system is the DSS management. This feature allows system administrator to create dynamic tree(s) to store DSS information. Aside that, tree(s) can be removed as information was inserted wrongly. Therefore it minimizes the fear of entering wrong data. Mail box features that receive messages or requests are stored in system database. Mails are categorized into read and unread. Therefore, administrator will be able to determine the mail status immediately and readily to be replied.

Basically, this system is build with the combination of tools such as Macromedia DreamWeaver and Flash. Scripting languages that used in this system are JavaScript, VBscript and Active Server Pages (ASP). The usage of Macromedia Flash is to develop banners such as advertisement and logo. Aside that, the multimedia automobile parts installation guides that provided by this system are also built by using Flash