Abstract

E-commerce, especially the marketplace in Indonesia is developing very rapidly. This development is in line with people's lifestyles, especially college's student who are accustomed to shopping online. Not all the needs of college's student and the academic community can be accommodated by these marketplaces. Marketplaces have become too general and large to meet the needs of those who are segmented and local. This research aims to design and develop a marketplace called campus stalls. The subjects in this study were students of Universitas Ahmad Dahlan, Yogyakarta. This research method consists of five stages. these steps are data collection, analysis, design, implementation and evaluation. This research has been successfully carried out by creating a web based marketplace application to meet the needs of college's student called campus stalls. The usability test score was 4.62 from a scale of 5. The results of this test indicate that the campus marketplace web stalls are appropriate and meet user needs.

Index Terms

Computer Science Data Mining
Keywords

marketplace; web application; ecommerce; campus stalls; marketplace for student college;