

ABSTRACT

Berbagi.link is a platform for managing digital links and online stores. Its earlier system, built with Laravel and Blade in a Multi Page Application (MPA) approach, suffered from poor performance, outdated interface, and high server load due to full-page reloads. To address this, the Online Store module was redeveloped using the Single Page Application (SPA) approach with React.js, enabling faster, modular, and more responsive user interactions. The development applied the agile methodology using the scrum framework, particularly in the Marketing module, allowing iterative and user-focused improvements. Evaluation was carried out through User Acceptance Testing (UAT) with four users and performance testing using Lighthouse. Results showed that all UAT test cases passed successfully, and Lighthouse testing indicated significant performance gains: Reseller page (+127%), transaction page (+187%), and analytics page (+246%). These outcomes confirm that SPA and scrum effectively enhance both user experience and system performance.

Keywords: *React.js, SPA, Laravel, Scrum, UAT, Lighthouse, Online Store.*