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Elements that Impact Customer Satisfaction of A Website's Quality

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Abstract: The most experienced and successful E-commerce companies are beginning to realize that key determinants of success or failure are not merely a web presence or low price but delivering on high quality website. To attain the desired quality of websites software, it is necessary to produce a framework and model that enables evaluation of a website's quality. This paper defines and categorizes the quality factors for measuring an E-commerce website. The software is an essential part of the E-commerce website. The ISO 9126-1 standard for software engineering product quality state that the main purpose of software quality evaluation is to supply referential quantitative results for software products that are reliable, understandable and acceptable (Teo, T.S.H., and Y.D. Yeong 2003). This paper reports the results of a study conducted in south India in an attempt to understand factors that affect users' perception of the quality of e-commerce websites. Survey questionnaires with 24 factors were used to collect users' perception of quality factors in eight categories. Twenty five participants answered the survey during November and December 2010.

Key words:

INTRODUCTION

The quality of website is a property difficult to define and capture in an operational way, yet everybody feels it when it is missing. In fact, for a website there can be as many views of its quality as there are usages. Quality may depend on task-related factors affecting end users such as presentation quality and appeal, content and function adequacy, and navigability (Huang *et al.*, 2006). It may also depend on performance-related factors that affect the efficiency of end users and the economics of the website within the company running it. These factors include response time, transaction throughput, reliability and robustness. It may depend on development-related factors that affect developers and maintainers of a website.

India is one of the countries with high Internet penetration rate. With this high Internet usage, it will be useful to study what India users perceive as important in the quality factors of e-commerce web sites.

There are two general categories of e-commerce: Business-To-Consumer (B2C) and Business-To-Business (B2B). B2B e-commerce involves online trading between business entities and trades in high volumes (Business-to-business electronic commerce) (Liu, *C et al.*, 2000).

The objectives of the study are to identify the key quality factors of B2C e-commerce web sites as perceived by online customers, considering the customers need not inspect good before the purchasing.

Objective of the Study:

The purpose of this study is to investigate this important issue from:

- To provide a framework to establish quality factors in website design.
- To evaluate the adequacy of factors that affect to websites quality.
- The opinions of E-commerce users are aggregated and analyzed in an attempt to identify those factors where most consensuses exist.
- To study the level of customer satisfaction of E-commerce provided by the factor that affect of a websites quality.

Scope of Study:

The study was conducted with feedback of key factor on website's quality from Indian's higher education. The study includes the need and importance of website quality factor and analyze of customer feedback about E-commerce through website quality.

Methodology:

A survey was conducted to develop empirical evidence on the important web site quality factors. The questionnaire consisted of twenty four quality factor statements under eight categories: Attractiveness (attractiveness of the web site design), Content Adequacy (content relevant to the purpose of the web site), Readability (content is readable), Reliability (customer service is reliable), Efficiency (web site is responsive), Navigation (ease to navigate around the web site), User Friendliness (web site is easy to use), and Security

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(online transaction is secured) (Kuo, H.M *et al.*, 2004). A ten-point scale was used to measure the degree of importance from the 'Perfect effect to website quality' (10) to 'Completely unacceptable to website quality' (1).

The survey comprised of demographic profile: age, gender, education level and other reasons for shopping online.

The study theme will be based on secondary information source and collected from reference book, journals and thesis. The data obtained will be analyzed by using SPSS, EXCEL, and the relevant statistical software of analysis like the mean value, the standard deviation, the t-test, ANOVA, correlation, and factor analysis arrive at meaningful conclusions.

Hypotheses for the Study:

H1: There is a significant relationship between using customer satisfaction and website quality factor of attractiveness.

H2: There is a significant relationship between using customer satisfaction and website quality factor of reliability.

H3: There is a significant relationship between using customer satisfaction and website quality factor of efficiency.

H4: There is a significant relationship between using customer satisfaction and website quality factor of security.

Finding and Analysis:

In order to find the relationship among the quality factor categories, correlation analysis has been done. It is found that there exists a strong and positive correlation between 8 categories [$r > 0.3$, $n = 25$, $p < 0.01$] except for Attractiveness category which is evident from Table 1.0. However, from Respondents' point of view, Attractiveness is considered to be a separate entity and its impact on the security of website is of no value.

Table 1:

| Correlations | | | | | | | | | |
|--|---------------------|-------|--------|--------|--------|--------|--------|--------|--------|
| | | A_Cat | C_Cat | R_Cat | L_Cat | E_Cat | N_Cat | U_Cat | S_Cat |
| A_Cat | Pearson Correlation | 1 | .375 | .365 | .381 | .309 | .150 | .228 | .305 |
| | Sig. (2-tailed) | | .065 | .073 | .060 | .132 | .473 | .273 | .138 |
| | N | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| C_Cat | Pearson Correlation | .375 | 1 | .414* | .130 | .627** | .561** | .612** | .696** |
| | Sig. (2-tailed) | .065 | | .040 | .535 | .001 | .004 | .001 | .000 |
| | N | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| R_Cat | Pearson Correlation | .365 | .414* | 1 | .125 | .665** | .452* | .621** | .636** |
| | Sig. (2-tailed) | .073 | .040 | | .550 | .000 | .023 | .001 | .001 |
| | N | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| L_Cat | Pearson Correlation | .381 | .130 | .125 | 1 | .448* | .508** | .208 | .116 |
| | Sig. (2-tailed) | .060 | .535 | .550 | | .025 | .010 | .319 | .579 |
| | N | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| E_Cat | Pearson Correlation | .309 | .627** | .665** | .448* | 1 | .667** | .655** | .848** |
| | Sig. (2-tailed) | .132 | .001 | .000 | .025 | | .000 | .000 | .000 |
| | N | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| N_Cat | Pearson Correlation | .150 | .561** | .452* | .508** | .667** | 1 | .707** | .621** |
| | Sig. (2-tailed) | .473 | .004 | .023 | .010 | .000 | | .000 | .001 |
| | N | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| U_Cat | Pearson Correlation | .228 | .612** | .621** | .208 | .655** | .707** | 1 | .697** |
| | Sig. (2-tailed) | .273 | .001 | .001 | .319 | .000 | .000 | | .000 |
| | N | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| S_Cat | Pearson Correlation | .305 | .696** | .636** | .116 | .848** | .621** | .697** | 1 |
| | Sig. (2-tailed) | .138 | .000 | .001 | .579 | .000 | .001 | .000 | |
| | N | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | |

Conclusion:

The new digital world and higher expectations of users have made web designing more demanding and studios. Therefore, to meet these expectations, an e-commerce website has to look upon many aspects to satisfy customers. Hence, this research intends to understand the customers' preferences on commercial websites and how firms can increase their profitability through online business.

The findings of this research has lead us to understand that a good e-commerce website from the perspective of customers should have high Security in terms of protecting the online transactions and customers' privacy, high Content Adequacy such as accurate product descriptions and company profile, and high usability related to the purchasing process such as easy to follow the ordering and payment process, short time spent in purchasing, and so on.

To the respondents, attractiveness is not considered to be important as long as security of website plays a vital role. They prefer a security with the use of Secured Socket Layer (SSL) and other external validations such as Verisign to highly attractive website. Besides, companies would have to pay more attention on their shopping functionalities (usability), reliability and efficiency to make themselves trusted and useful. Hence, our first hypothesis is rejected while there is a positive and significant relationship among the remaining seven hypotheses.

In fact, there are many elements impacting customers' satisfaction and we try to place trust and reliability among top factors affecting the quality of website, not merely the attractiveness. The next step in this regard would be judging web site efficiency to users.

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