

**UNIVERSITI TEKNOLOGI MARA**

**AN EVALUATION OF TRANSPORT AND  
LOGISTICS RESEARCH CENTRE OF  
EXCELLENCE WEBSITE FROM USER'S  
PERSPECTIVE**

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Thesis submitted in fulfilment  
of the requirements for the degree of  
**Master of Science**

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## **AUTHOR'S DECLARATION**

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non- academic institution for any degree or qualifications.

I, hereby acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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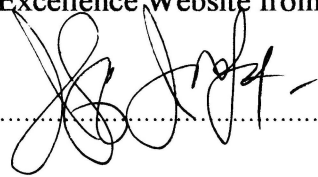
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## ABSTRACT

The internet has become in a place for the exchange and publication of data and nowadays whereby the web portals serve as an important means to access information. However, only a few of the websites reach the standard in satisfying their users' requirements and needs. Poor and unorganized information on the website can deteriorate the potential to find updated information that can lead to unsuccessful data obtained. Website evaluation is a very important tool because it can play a key role in identifying areas that require corrective action and improvement. The key objective of this study is to identify the factors influencing user satisfaction with the transport and logistics research centre of excellence's website. The specific objectives are to examine the relationship between the information quality, system quality and perceived usability towards website user satisfaction. A conceptual framework was developed based on the extent literature and this empirical research explored the relationship of website user satisfaction. The three proposed main variables being studied included some dimensions that were grounded in theory such as information quality, system quality, and perceived usability. Using structured questionnaire derived from the literature, data was collected from 201 respondents using stratified random sampling. Data were analyzed using Analysis of Moments Structure version 18.0, and Structured Equation Modelling. The results of the SEM indicated that all variables were positively related to website user satisfaction explaining a total of 57% variance that suggested that the model had a relatively good predictive power on website user satisfaction among the users. This study adds a body of knowledge towards evaluating a transport and logistics research centre of excellence's website in Malaysia. The key benefits for practitioners and academia were finally discussed under the theoretical and practical implications, while necessary suggestions on the new areas of research is to include some possible intervening and mediating variables like website preference and website loyalty.

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