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

Malaysia Institute of Transport

October 2014
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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ABSTRACT

The internet has become 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.
ACKNOWLEDGEMENT

Bismillahirrahmannirrahim........My gratefulness goes to Allah (SWT) His Most Almighty and Most Merciful for HIS blessing to complete this dissertation. This thesis would be just impossible without the blessings from Allah (SWT) The Almighty and valid support and guidance from many personalities who believe in me and my undertakings. Most importantly, I am thankful to my principal supervisor, academic mentor, and greatest supporter; Dr. Harlina Suzana Binti Jaafar for entrusting me with enough rope to cognitively discover a measure of myself and her role in strengthening and enlightening my spiritual self in the midst of constant tribulations in the search of excellence. How could I ever have done this without you? Send my regard to your husband, Dr Nasruddin Bin Faisol for his guidance and support in the early phase of thesis writing up in order to become an outstanding researcher. To my co-supervisor, Associated Professor Dr. Syed Jamal Abdul Nasir Syed Mohamad, a special thanks to you for your advice and guidance in completing this research.

Truthfully, I am really indebted to my family for their everlasting inspiration and giving me all the opportunities in the world to explore my potentials and pursue my dreams. I owe my deepest gratitude to my beloved “abah” and “ummi” for being such a good inspiration. Their sincere flow of love has accompanied me all the way in my long struggle and has pulled me through many hurdles. Hence, this thesis is dedicated to them.

To my beloved friends, lots of memories were made in the process of completing the research and it is hope that our friendship will last forever. I also would like to offer my thanks to all members and staffs of the Malaysia Institute of Transport (MITRANS) for their kindness, warmth and helping hand in helping me during this whole process. Not to be forgotten, to The Malaysia Research Centre for Logistics and Supply Chain (MaRCeLS) and Malaysia Logistics Council (MLC), I owe a special obligation to all the facilities extended to me especially the financial support as the final cycle of my study, paving way for the accomplishment of this thesis.
# TABLE OF CONTENTS

## AUTHOR'S DECLARATION

Page ii

## ABSTRACT

Page iii

## ACKNOWLEDGEMENT

Page iv

## LISTS OF TABLES

Page x

## LIST OF FIGURES

Page xii

## LIST OF ABBREVIATIONS

Page xiii

## LIST OF SYMBOLS

Page xiv

### CHAPTER ONE: INTRODUCTION

1.1 Website Satisfaction 1

1.2 Background of Study 2

1.2.1 Rapid Growth of Transportation and Logistics Industry 2

1.2.2 Importance of Website 3

1.3 An Overview of Centre of Excellence (CoE) 4

1.4 Research Problems 6

1.5 Research Objective 9

1.6 Scope of Study 9

1.7 Limitations of Study 10

1.7.1 Availability of Getting the Data 10

1.7.2 Constructing the Questionnaires 10

1.7.3 Times Constrains 10

1.8 Significance of Study 11

1.8.1 Industry 11

1.8.2 University 11

1.9 Organization of Thesis 12