

**UNIVERSITI TEKNOLOGI MARA**

**RELATIONSHIPS AMONG  
CORPORATE WEBSITE QUALITY,  
USER SATISFACTION AND  
BEHAVIOURAL LOYALTY**

**SANDRA RANGAI BALANG**

Thesis submitted in fulfillment  
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 was carried out in accordance with the regulations of Univeristi 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 qualification.

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

Name of Student : Sandra Rangai Balang  
Student I.D. No. : 2008268494  
Programme : Master of Science (Business Management)  
Faculty : Business Management  
Thesis Title : Relationships Among Corporate Website Quality, User Satisfaction and Behavioural Loyalty.  
Signature of Student :  .....  
Date : September 2013

## ABSTRACT

This study aimed to examine how corporate website quality would affect the users' satisfaction and behavioral loyalty. Besides that, the role of frequency of website visit was also investigated to understand its influences on the relationships of corporate website quality, users' satisfaction and their behavioral loyalty. The research was based on survey data. The instrument adapted the website quality dimensions as proposed by Aladwani and Palvia (2002) and 7-point Likert scale was used. The duly designed questionnaire was validated by experts and pre-tested. The survey yielded 1200 usable questionnaires from various places in Malaysia using quota sampling. The corporate websites evaluated were selected randomly from the public-listed companies in Malaysia. Exploratory factor analysis was used to assess the measures and results indicated that the measurement was reliable and valid. Further statistical analyses included relevant descriptive analyses, independent sample T-test, ANOVA, and multiple regression analyses. The results indicated that there were positive relationships among corporate website quality, user satisfaction and behavioral loyalty. It was found that the relationships between corporate website quality, user satisfaction and behavioral loyalty were weaker with the existence of frequency of website visit as a moderator.

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