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WEBSITE QUALITY: ITS IMPACT ON THE USERS

Norhidayah Ali

norhidayah@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Azni Syafena Andin Salamat

azni_syafena@uitm.edu.my

Faculty of Administrative Science and Policy Studies,
Universiti Teknologi MARA Cawangan Kedah

Nor Zaini Zainal Abidin

zaini637@uitm.edu.my

Faculty of Administrative Science and Policy Studies,
Universiti Teknologi MARA Cawangan Kedah

INTRODUCTION

The pandemic has swayed individuals to shift from traditional platforms towards online platforms in performing their daily routines such as working, teaching, learning, information searching, purchasing and others. When going online, most users are certainly looking for better website quality. This is due to websites being a company's front door to their business. Thus, the quality of the company's entrance is essential because it can either attract or retract users as well as buyers. Furthermore, it is remarked that website quality is a vital indicator in impacting users' behaviors; be it their intention, satisfaction or loyalty. Website quality contains indicators such as website design quality, system quality, and information quality. Website design comprises site navigation, appearance, and competency (Shchiglik & Barnes, 2004). System quality is the overall performance of the website. In comparison, information quality includes "accurate, timely and reliable information" (Shchiglik & Barnes, 2004).

Online business is a commercial transaction that comprises sharing information across the internet. It emphasizes on information and communication technology to allow the social and business activities among individuals, groups, and other businesses, using a collection of web pages known as the company's website. Online businesses should constantly improve their website quality, especially in gaining positive behavior towards their products and services, and in turn, generate a better brand image and returns. One of the online companies with a high-quality website is Amazon.com, Inc. (Brush, 2018). Design-wise, it leverages on eye-catching colors and visuals to create an engaging and seamless user experience. The simplicity of its interaction, and one-click purchase and shopping by voice on Alexa define the high quality of its website system. Quality information is provided by its products' detail pages and built-in search interface, with filters, category navigations and recommendations, which seamlessly adapt to users' contextual choices.

The disadvantage of not having a website of good quality is that customers will readily abandon their search if they encounter difficulties browsing or navigating a particular website. Churning from the current website to another company's website is just a click away. One way to prevent users from churning is by enhancing the website quality. Therefore, this paper aims to provide an insight into website quality towards users, especially on behaviors such as purchase intention, satisfaction, and loyalty. Practically, online businesses can benefit from these insights to further improve and enhance their website quality to generate more visitations, interactions, and purchases.

WEBSITE DESIGN QUALITY

A website's design quality is a quality assessed in terms of the navigational system and the website's appearance (Wilson et al., 2019). In the e-commerce market, the quality of an organization's website design plays a critical part in determining its success. This is critical because an internet site is a communication platform between the buyer and the seller. Compared to traditional businesses, where an organization can directly meet and communicate with a potential buyer through face-to-face interaction, organizations conducting their business within the online environment may not have an opportunity to meet their customers physically. The communication between these two parties will be maximized via the existence of a website. As a seller, they can interact with a buyer indirectly via a website, in which the seller posts information about the products or services they would like to put on sale. At the same time, the buyer views the website, browses and looks at the information posted by the seller and makes a decision on whether to proceed with the next transaction. Therefore, in a situation the customer is required to get further clarification of a product's description, they can do so over email, online chat and phone calls. A website's design quality develops a significant aspect in developing a good relationship and communication between buyer and seller. It is important to ensure that the buyer feels convenient to contact and is satisfied with the website design quality. Excimirey et al. (2013) mentioned that website design quality could be measured with six variables: information accuracy, clarity, completeness, ease of use, navigational quality, and color combinations. All these aspects are important in determining customers level of satisfaction and significantly influencing their behavioral intentions on the web.

SYSTEM QUALITY

System quality is paramount to convert the website server to attract customers where the system is manifested in a website system's overall performance. System quality can be viewed in two aspects: website design and interactivity (Hsiu, 2007). Website design can determine the extent of customers' perception of the online retailer while shopping online. Features in website design such as website usability, reliability, ease of use, access of convenience, visual appeal, fast check out, and layout consistency are some examples of website design (Hsiu, 2007; Huei et al., 2008). In addition, system quality can be viewed in terms of interactivity (Hsiu, 2007). Interactivity includes feedback mechanisms and multiple-choice purchasing decisions. Palmer (2002) stressed that user manipulation and utilization of the information provided through a website are significantly influenced by levels of interactivity. A website system's overall performance can be assessed by customer perceived degrees of user-friendliness in dealing with an online retailer. The features of the website interface should be attractive to become a medium for interaction between an online customer and retailers.

INFORMATION QUALITY

The quality of information can be valuable information to customers. Information quality provided by the website refers to a degree of overall information, measured by accuracy, informativeness, timeliness and relevance of information (Lin, 2013). Previous studies have shown that online customers are quite skeptical about providing their personal information to online retailers (Ajay & Potti, 2017; Lin, 2013). In this sense, information security on financial and personal data has become the most concern by the online customer. As Hsiu (2007) stated, information quality can be measured by two factors: informativeness and security. Ajay and Potti (2017) iterated informativeness as information relevance and completeness of the information. Initially, a customer visits the website as an information seeker and then tries to find the relevant product to be purchased. Thus, the quality of the information gained becomes the most important determining factor of a customer's buying behavior. This, in turn, affects customer satisfaction.

Evidence found from the study by Ajay and Potty (2017) is in line with previous literature where information provided by an online store has a significant effect on customer purchasing behavior.

CONCLUSION

These days, the website is not only a platform containing information regarding companies. Instead, today's website provides loads of valuable usage and dealings to attract users in performing online transactions. Using these three quality dimensions on website quality will create better website quality, leading to remarkable experiences from users and companies' perspectives. As discussed, the three quality dimensions have significant effects on users' behaviors that may influence their purchase intention, satisfaction and loyalty. Thus, online businesses should look into the website quality that may lead to enhancing the company performance.

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