



UNIVERSITI TEKNOLOGI MARA (UiTM)

FORMATION OF E-TRUST THROUGH SOCIAL
DIMENSION EVALUATION ON SECURITY AND
PRIVACY MECHANISM OF E-BANKING USER
INTERFACE

SITI NORHAFIZA BINTI MOHARAM

MASTER OF SCIENCE IN INFORMATION TECHNOLOGY
FACULTY OF MATHEMATICAL AND COMPUTER SCIENCES

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ABSTRACT

This project discusses about the user evaluation of the MAYBANK and CEVIB e-banking website which are local bank in Malaysia to form e-trust through social dimension evaluation on security and privacy mechanism of e-banking user interfaces. The purpose of conducting the user evaluation is to identify problems that should be addressed and examine the e-banking user interface through soft trust which involve social dimension in security and privacy mechanism. This e-banking website needs to be tested its user interface usability through social dimension evaluation on security and privacy mechanism. The lack of soft trust of non-functional requirement in e-banking user interface need to be identified to cater the design requirement. To point out the usability problem, the usability of this e-banking website has been tested using think aloud protocol. An experiment has been conducted and tested on the seven potential e-banking users, which the results were analyzed using quantitative data analysis. This project is intended to identify the usability level of the system and improve the website design in order to make this website is usable and the usability problem is resolved. The usability is tested based on its features, the user interface and also the performance and effectiveness. Through this project, many usability problems have been pointed out and the recommended solutions have been suggested at the end of this project. The usability problems and the recommendations have been analyzed based on its interface design review.

Keywords: Social dimension elements, user evaluation, think aloud protocol, e-banking, e-trust

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