UNIVERSITI TEKNOLOGI MARA

AN INVESTIGATION ON EDUCATIONAL WEBSITE ELEMENTS TOWARDS USER SATISFACTION FROM THE PERSPECTIVE OF IIC STUDENTS

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ABSTRACT

A study of an educational website between IIC, KUIS and USM from the perspective of IIC students will look at the user satisfaction for each of the websites. The research objectives are to determine the relationship between the website elements and user satisfaction, to compare the level of user interaction satisfaction between the websites and to capture the emotions involved in the comparative study of the three websites. The feedbacks from IIC website users' shows the website have bad design, the color was dull, the layout was simple, unfriendly and their feelings involved were bored, unhappy and confused. The methodologies used in this study were QUIS tool, Shneiderman model of Eight Golden Rules and Desmet model of PrEmo tool. QUIS tool used to evaluate the user satisfaction, while Eight Golden Rules for user interface guideline and PrEmo tool for emotion evaluation experiment with the respondents. The user satisfaction has been evaluated by referring to website elements such as screen, website capabilities, multimedia and emotion. The findings showed that the website element that has strong relationship with user satisfaction was emotion. While the highest level of user satisfaction comes from USM website. The implication of the study was USM website can be a benchmark in proposing a new design for IIC website future work. As for the limitation, the challenge comes from the size of population which it only covers a sample of population from IIC. It is better to get a sample of population from USM and KUIS as well.

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TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	xii
CHAPTER ONE :INTRODUCTION	1
1.1 RESEARCH BACKGROUND	1
1.1.1 Background of the Company - International Islamic College (IIC)	1
1.1.2 Background of IIC Website - www.iic.edu.my	2
1.1.3 Background of Project	3
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH OBJECTIVE	6
1.4 RESEARCH QUESTIONS	6
1.5 SIGNIFICANCE OF RESEARCH	6
1.6 SCOPE AND LIMITATION OF RESEARCH	7
1.7 RESEARCH DESIGN	8
1.8 REPORT OUTLINE	9
CHAPTER 2 :LITERATURE REVIEW	10
2.1 INTRODUCTION	10
2.2 COMPARATIVE STUDY	11
2.3 EDUCATIONAL WEBSITE	12
2.4 USABILITY	14
2.4 Usability Guideline	16
2.5 USER SATISFACTION	17

2.5.1 QUIS – Questionnaire for User Interaction Satisfaction 20
2.6 WHAT IS EMOTION? 21
2.7 PrEmo – AN EMOTIONS MEASURING TOOL 21
2.7.1 A Standard for an Arrangement Environment for Multimedia Objects 24
2.7.2 Estimating the Emotional Impact of Websites 24
2.7.3 The Comparison of an Emotion Tools 26
2.8 USER INTERFACE DESIGN 28
2.8.1 User Interface Design – The Golden Rules 29
2.9 CONCLUSION 30

CHAPTER 3: RESEARCH METHODOLOGY 31
3.1 INTRODUCTION 31
3.2 RESEARCH APPROACH AND METHODOLOGY 31
3.3 RESEARCH METHODOLOGY PHASE 32
3.3.1 Planning Phase 33
3.3.2 Knowledge Acquisition Phase 38
3.3.3 Data Gathering Phase 40
3.3.4 Analysis Phase 44
3.3.5 Documentation Phase 45
3.4 SAMPLING DESIGN 46
3.4 Quantitative Approach 46
3.5 RESEARCH INSTRUMENT 47
3.5.1 QUIS & 8 Golden Rules 47
3.5.2 PrEmo Tool – Emotion Evaluation Tool 47
3.6 RESEARCH PLAN 48
3.7 CONCLUSION 48

CHAPTER 4 : DATA ANALYSIS AND RESULTS 49
4 INTRODUCTION 49
4.2 RESPONSE RATE 49