

**RELATIONSHIPS AMONG CORPORATE WEBSITE QUALITY,
VISITOR SATISFACTION AND VISITOR LOYALTY**

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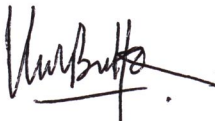
Dear YBhg Professor,

FINAL RESEARCH REPORT ON “RELATIONSHIPS AMONG CORPORATE WEBSITE QUALITY, VISITOR SATISFACTION AND VISITOR LOYALTY”

With reference to the above, enclosed are three copies of the Final Research Report entitled “RELATIONSHIPS AMONG CORPORATE WEBSITE QUALITY, VISITOR SATISFACTION AND VISITOR LOYALTY” by a group of researchers in Universiti Teknologi MARA Sarawak, Kota Samarahan Campus from Faculty of Business Management. This is an Excellence Fund Project.

Thank you.

Yours sincerely,



Dr. Voon Boo Ho
Leader
Research Project

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ABSTRACT

This study aimed to examine how corporate website quality will affect the visitor satisfaction and loyalty. Besides, the role of frequency of visit was also investigated to understand its influences on the relationships between the three variables. The key website quality attributes that significantly distinguished the satisfied and non-satisfied website visitors were also identified. The research was based on survey data. The instrument adapted dimensions mainly proposed by Aladwani and Palvia (2002) and 7-point Likert scale was used. The questionnaire was validated by experts and pre-tested in a pilot survey. The actual survey was conducted by trained enumerators, where 1200 usable questionnaires were gathered from 400 respondents (400 x 3) from various places in Malaysia using quota sampling. The websites evaluated were selected using purposive sampling from companies listed on the Bursa 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, multiple regression and logistic regression analyses. The results indicated that there were positive relationships among website quality, visitor satisfaction and visitor loyalty. It was found that the relationship between website quality and visitor loyalty was higher with the existence of visitor satisfaction. The logistic regression analysis suggested that some of the website quality items significantly distinguished the satisfied and non-satisfied website visitors. The findings signified that customization, easy access, minimum pages, sufficient information, providing frequently asked question (FAQ), website attractiveness, proper multimedia and creativity were the critical determinants of satisfaction.

CHAPTER 1

INTRODUCTION

1.0 Background of the Study

A corporate website plays an essential part as a company's public face to the world (Gregg and Walczak, 2010), as the Internet is increasingly important as an information source. Websites play an important role as interfaces between the user and a corporation, due to increasing numbers of consumers and business people turning to the Internet. The Internet acts as a communication channel that enables users and business people to communicate with a wide variety of audiences (Sherrell and Chen, 2001; Alam *et al.*, 2005). The Internet is a communication tool to distribute information to anonymous recipients, their customers and potential customers who actively search for information. Other than that, corporations can perform interactive business transactions using the Internet. This allows organizations to reduce costs, increase efficiency and build profitable customer relationships (Lee and Kozar, 2006; Hallowell, 1996; Alam *et al.*, 2005).

Companies in Malaysia are basically at the early stage of e-commerce adoption. Based on a study of Malaysian electronic manufacturing companies, Alam *et al.* (2005) found that seeking information was the second most popular activity (97.9 per cent) after e-mail (99.5 per cent) from 194 companies surveyed. Another study by Khairul and Ahmad (2005), it was shown that out of 562 Malaysian public listed companies in 2004, 62% (351) were found to have operational websites in which 96% of them were solely