

USABILITY CHARACTERISTIC & SATISFACTION OF UITM KEDAH WEBSITE



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2. Letter of Offer (Research Grant)

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Ruj. Kami : 600-UITMKDH (PJI.5/4/1/9/12)
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Tuan

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Dengan segala hormatnya perkara di atas adalah dirujuk.

Sukacita dimaklumkan bahawa pihak Universiti telah meluluskan cadangan penyelidikan tuan untuk membiayai projek penyelidikan di bawah Dana Kecemerlangan UiTM.

Bagi pihak Universiti kami mengucapkan tahniah kepada tuan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

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Sekian, Terima kasih.

"Transformasi Berkualiti Ke Arah Kecemerlangan"

Yang benar

PROF. MADYA DR. HAIDAR DZIYAUDDIN
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5. Report

5.1 Proposed Executive Summary

Today almost all public and private organizations have embraced the World Wide Web. According to Turban et al. (2004), the exponential growth in the number of websites among the organization is due to the application of the internet as a business channel. For these organizations, the website has become an important channel as an advertising platform, sales and service support and also serves as the platform for exchanging information via the intranet and extranet. Although websites provide benefits as mentioned above, the websites need to be usable in order to achieve a high user satisfaction. The problem faced by users has long attracted previous researchers for example Pollock and Hockley (1997) found that very few users were impressed with the quality of information the Internet contained. Against this background many studies have been conducted to investigate the usability of websites. In particular, studies on the usability of universities' websites have received much attention among researchers. Nonetheless, studies on the same topic in the context of Malaysian universities are still very scarce. To this effect, this study attempts to address this gap by investigating the usability of the UiTM Kedah website. The conduct of the study is driven by the following objectives which are to measure the level of satisfaction and level of usability assessment of the UiTM Kedah website as well as to identify any relationship between usability and satisfaction.

5.2 Enhanced Executive Summary

Today almost all public and private organizations have embraced the World Wide Web. For these organizations, the website becomes an important channel for the advertising platform, sales and service support and also serves as the platform for exchanging information via the intranet and extranet. Although the websites provide several benefits to the organization, website needs to be usable in order to fulfil the user satisfaction. Besides that, there are growing concerns on how the websites are being developed and the degree of quality delivered. Supposedly, the website should reflect the need of the user, but sadly it has always been driven by technology and business objectives or organizational structure rather than by users' need. Therefore, this study is conducted to examine the level of usability and satisfaction and investigate the relationship between website usability and satisfaction of the UiTM Kedah website. Basically, usability is how easy the website is for every person to use, and it incorporates design layout patterns that may be learned by users who may then explore the site and gain value from its content. Meanwhile, website satisfaction is the user's cognitive judgement that occurs after visit to the website.

Keywords: *Website usability, website satisfaction, Human Computer Interaction (HCI), UiTM Kedah, User Studies*