

UNIVERSITITEKNOLOGI MARA

**WEBSITE QUALITY EVALUATION: A CASE OF
MALAYSIAN ACADEMIC WEBSITES**

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ABSTRACT

A website is an information portal that can make people easily go through their daily activities like communicate with friends, searching for news just by using the websites. There is a lack of research about the website quality which focuses on the quality of the website. This research conducted for some purposes that are to achieve some objectives. Firstly, evaluates the quality of Malaysian academic websites. Second, identify the level of importance of the website quality and the last one was provides some recommendation for improving the quality of websites. In this research, the total of respondents is 50 respondents. They were students from UiTM Shah Alam. The questionnaires design by using multiple choice question and likert scale. This research aims at evaluating the Malaysian academic websites, there are three dimensions focused in this research which is usability, information quality and service interaction. From the evaluation made towards each of university's website, the website of University Malaya (UM) has the highest usability, information quality and service interaction. This research is particularly concerned with the importance level of the website quality. Results that were obtained from the research showed that information quality was the most important quality in a website. It is important for the website to provide accurate and believable information for the users. Based on the results and analysis obtained, we would recommend that Malaysian academic websites need to be improved especially on the usability of the website. When implement a website, the appearance are quite important in order to make the website become an attractive website, where the sense of competency need to be conveyed to make the website become competitive and improve its quality. Some potential analysis of this research is for understanding the website quality, as well as for the evaluation of university's website, is mentioned.

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