Measuring the Role of Satisfaction in Website Usability Model

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Usability is about making website as user-friendly as possible. There are many elements for website usability such as learnability, navigation, interface, efficiency and much more. Most of the previous researches list the elements of website usability and the model for website usability in hierarchical models. Therefore, it makes the model of website usability become complex because it consists many elements. This paper explores existing studies on website usability model to identify the elements for website usability model from previous studies. In the study, the website usability construct are analysed as second order construct. Many studies have proposed website usability models that include the satisfaction. Thus, this study also validates the website usability model and analysis the mediating roles of satisfaction in the relationship between website usability and intention to use. The study identified effectiveness, efficiency, learnability, navigation, content, interface design and accessibility as elements in the web site usability. About 654 data from respondents are analysed using PLS-SEM approach. The results show the proposed model that includes website usability model as second order are significant to satisfaction and intention to use. The results also show the satisfaction as mediator also significant in this study.

Keywords: Website usability, satisfaction, second order, mediator, PLS-SEM.

1. INTRODUCTION

Websites are important nowadays in the globalized competition. Nowadays, websites are widely used worldwide as medium communication for information or services. Most of the information required by the user is available and accessible via the website. Many organizations using website to share information and also as a medium of communication because it not only cost effective but also save time. Good sites must have a user friendly design and be accessible by the people who are using it. Usability is one the elements to measure either the website usable or not. Lack of usability element degrade user satisfaction and resulting in complaints, site abandonment, loss of current or future business, bad press, bad decisions, lost time and poor productivity. User will have stronger intentions to use and revisit the website if they found the website is easy to use and reduce their cognitive load beside it more useful that give the information what they want. Usability is defined as the “the extent to which a product can be used by specified users to achieve specified goals with effectiveness, satisfaction and efficiency in a specified context of use” based on ISO 9241-11 in HCI field. In ISO 9241-11 definition, effectiveness, efficiency and satisfaction are the measurement of usability. It emphasizes on the perspective of human computer interaction (HCI) for software product standard. This definition can be divided into 3