

Measuring the Role of Satisfaction in Website Usability Model

Nur Sukinah Aziz^{1,2}, Adzhar Kamaludin², Noor Suhana Sulaiman¹, Azliza Yacob¹

¹Faculty of Computer, Media and Technology Management, TATI University College, Kemaman, Terengganu, Malaysia

²Faculty of Computer Systems & Software Engineering, Universiti Malaysia Pahang, Kuantan, Pahang, Malaysia

Corresponding author Email: nursukinah@tatiuc.edu.my

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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.