

**EVALUATION OF USABILITY OF C2C WEB SITE:
A CASE STUDY OF eBAY.COM**

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**UNIVERSITI UTARA MALAYSIA
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**EVALUATION OF USABILITY OF C2C WEB SITE:
A CASE STUDY OF eBAY.COM**

A dissertation submitted in partial fulfillment of the requirement for the award of
the degree of Master of Science (Information Technology) in the
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ABSTRAK

Disebabkan kepesatan perubahan dan persaingan yang sengit bagi pasaran dunia pada masa kini, orang ramai berusaha gigih mengendalikan perniagaan secara moden dan maju bagi mengekalkan kelebihan persaingan yang kompetitif dan mendapatkan keuntungan. Laman web adalah satu cara yang digemari bagi mengendalikan perniagaan untuk mendapatkan apa juga barangan melalui Internet.

Ramai orang telah menerima inisiatif laman web untuk menjual barangan mereka bagi memperolehi pengurangan kos dan menjimatkan masa pemasaran. Bagaimanapun, terdapat banyak laman web pelanggan kepada pelanggan (C2C) yang boleh didapati, namun masih tiada laman web yang selaras yang menjadi amalan di kalangan mereka bagi memastikan ianya direkabentuk berorientasikan pengguna.

Oleh itu, objektif kajian ini adalah untuk menilai kebolehgunaan laman web C2C untuk mengetahui sama ada ianya memenuhi kehendak pengguna atau sebaliknya. Kajian ini juga mengupas kandungan e-dagang, model kebolehgunaan dan bagaimana untuk membuat penilaian terhadap kebolehgunaan laman web tersebut dan eBay.com adalah kajian kesnya.

ABSTRACT

Due to the rapid change and high competitive of the world market today, people are imperatively to conduct business in the modern and easy way in order to remain competitive and profitable. Web site is popular way of conducting business regarding to get any things via the Internet.

Most people are adopted portal initiative to sell their things in order to gain lower cost, and reduce time to market. However, there are many C2C (customer-to-customer) web site available but there have no standardize C2C web site to be a practice among them in order to ensure it is a user-centered design.

The objective of this paper to evaluate the usability of C2C web site to know whether it is meets customer's requirements as well. This paper presents the review of the literatures regarding to the e-commerce, usability model and how to evaluate the usability of the web site, as well as the usability of eBay.com web site.

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DEDICATION

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LIST OF ABBREVIATIONS

C2C	Customer-to-Customer
SPSS	Statistical Package for Social Science
UUM	Northern University of Malaysia

CHAPTER 1

INTRODUCTION

1.1 Introduction

A way of conducting business online is referred to 'Electronic Commerce' (e-commerce), which is significantly involved with the Internet technology. E-commerce is more inductive to any field of business.

E-commerce provides important benefits to the firms such as increased sales, marketing cost reduction, improved customer services (Turban et al., 2000; Chaffey, 2002; Schneider, 2002; Greenstein & vasarhelyi, 2002; Palmer & Lindermann, 2003).

E-commerce is often focusing on the commercial transaction between an organization and customers (Chaffey, 2003).

The retail model of e-commerce is the simplest: put up a secure order form, collect orders and credit card numbers and ship the material. While this is convenient and saves all participants time and paper work, e-commerce can be much more.

The big savings for small businesses are in relationships with suppliers and wholesale customers. There is already have an on-going and contractual relationship based on good faith so that payment and credit card verification is not a key factor. Instead, the

The contents of
the thesis is for
internal user
only

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