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**QUALITY EVALUATION MODEL OF YEMENI UNIVERSITIES
WEBSITES FROM STUDENTS PERSPECTIVES**

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**Thesis Submitted in Partial Fulfillment of
the Requirements for the Degree of
Master of Science in Information Technology
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Abstrak

Laman web Institut Pendidikan Tinggi (IPT) adalah salah satu platform untuk mempromosi program akademik serta aktiviti berkaitan penyelidikan, penerbitan, perundingan dan lain-lain yang dapat menyumbang kepada pencapaian universiti ke arah meningkatkan posisi dalam senarai kedudukan universiti di dalam atau luar negara. Laman web ini juga penting untuk meraih kepercayaan pemegang kepentingan terhadap program pendidikan yang ditawarkan oleh pihak universiti berkenaan. Selain daripada berupaya untuk menyediakan maklumat yang diperlukan kepada bakal pelajar secara efisien, laman web tersebut harus juga memastikan maklumat mudah dicapai. Tugas untuk menghasilkan laman web ini bukanlah sesuatu yang mudah di mana terdapat beberapa laman web IPT yang tidak dapat dicapai disebabkan oleh reka bentuk yang kurang baik. Oleh itu, terdapat keperluan untuk mereka bentuk laman web IPT yang berkualiti tinggi berdasarkan kepada salah satu daripada piawaian kualiti iaitu ISO 9126-1. Kajian ini bertujuan untuk menilai kualiti laman web IPT bagi memenuhi keperluan bakal pelajar. Penilaian ini bertumpu kepada persektif pelajar terhadap laman web IPT yang terlibat dalam pemerhatian. Kaji selidik telah dijalankan yang melibatkan lima laman web universiti terkemuka di Yaman. Kajian ini mengguna pakai piawaian kualiti perisian ISO 9126-1 sebagai teori asas kajian. Selain itu beberapa faktor lain yang berkaitan dengan kandungan dan keperluan laman web IPT juga diambilkira di dalam penilaian ini. Model penilaian laman web yang terdiri daripada enam faktor kualiti: kebolehgunaan, kandungan, penampilan laman web, kecekapan, fungsi dan kualiti servis telah dihasilkan. Berdasarkan model ini, soal selidik secara atas talian telah dibangunkan bagi tujuan pengumpulan data. Responden kajian ini terdiri daripada 125 graduan sarjana muda dan pascasiswazah. Soal selidik sah yang dikembalikan telah dianalisa menggunakan perisian SPSS, teknik PLS-SEM dan kaedah analisis WEBUSE. Walaupun, keputusan pengujian hipotesis menunjukkan kesemua hipotesis diterima, terdapat dua faktor kualiti yang tiada kesan signifikan ke atas kualiti laman web IPT iaitu kandungan dan kecekapan. Selain itu, dapatan kajian menunjukkan keseluruhan tahap kualiti laman web IPT adalah baik. Namun begitu, terdapat beberapa kelemahan aspek tertentu fungsi carian, reka bentuk, kandungan, dan prestasi. Kajian ini juga menyediakan beberapa cadangan bagi meningkatkan kualiti laman web universiti yang dikaji.

Kata kunci : Kualiti Laman Web, ISO 9126-1 Kualiti Standard Perisian, Penilaian Laman Web, Laman Web Institut Pendidikan Tinggi

Abstract

Higher Education Institute (HEI) website is one of the platforms to promote academic programs as well as research, publication, and consultation activities; and so forth, that may contribute to the university achievements towards advancing its position in the local and international university ranking list. The website is also important in gaining the trust of stakeholders of the educational programs offered by the respective universities. Besides being able to efficiently provide required information to potential students, the HEI website should also ensure that the information can be accessed easily. The creation of such website is certainly not an easy task whereby some of the existing websites are not accessible due to its poor design. Thus, there is a need to design a high quality HEI website based on one of the quality standards such as the ISO 9126-1. This study aims to evaluate the quality of HEI websites in meeting the requirements of potential students. The evaluation focuses on the students' perspectives of the observed HEI websites. A survey was conducted involving five established Yemeni universities websites. This study adopted the ISO 9126-1 software quality standard as the based theory. In addition, a few other related factors to content and requirements of HEI website were also taken into consideration. A HEI website evaluation model was constructed comprises of six quality factors: usability, content, web appearance, efficiency, functionality, and service quality. Based on the model, an online questionnaire was constructed for collecting data. The respondents of this study were 125 undergraduate and postgraduate students. The valid returned questionnaires were then analyzed using the SPSS software, PLS-SEM technique and WEBUSE analysis method. Even though, the hypothesis testing results showed that all hypotheses are acceptable, there were two quality factors that did not have significant effect on the HEI website quality: content and efficiency. In addition, the results revealed that the overall quality level of the HEI websites is good. However, some weaknesses in certain aspects were found, such as the searching function, design, content, and performance. This study also provides some suggestions for enhancing the website quality of the observed university websites.

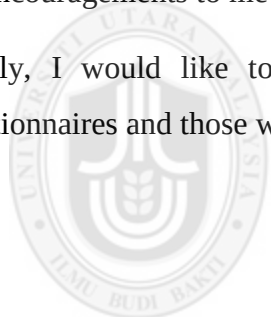
Keywords: Website Quality, ISO 9126-1 Software Quality Standard, Website Evaluation, Higher Education Institute Website

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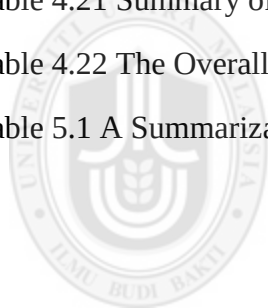


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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Nowadays, every individual utilizes the internet to join with others or offer data about them. That is the reason why websites are imperative perspectives that should be addressed and legitimately developed. They serve as means by which individuals have a better view of the data they need to send and receive. The reasons for which organizations create websites are: delivering content to the target users, marketing, services or products transactions, or promoting services and products (Djajadikerta & Trireksani, 2006). Thus, the gateway for information, products, and services in organizations is websites. As a result, it is important for organizations to have websites that live up to the expectations of the target users so as to achieve the intended goals (Iwaarden, Wiele, Ball, & Millen, 2004). Despite the fact that many websites lack the quality of satisfying their user's needs, the reliance on using websites for different purposes such as finding information, shopping online, communicating with people or performing other different tasks has augmented (Mebrate, 2010). Moreover, existing websites in different domains have become application oriented and not just the only document oriented anymore. Consequently, they are now complex systems (Luis Olsina, Lafuente, & Rossi, 2001). Afterward, there are increasing concerns and challenges about website design, implementation and evaluation techniques, (Mustafa & Al-Zoua'bi, 2008; Olsina*, Godoy, Lafuente, & Rossi, 1999) while the quality of the website is determined by how well the design meets the satisfaction of users and how

The contents of
the thesis is for
internal user
only

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