

Evaluating the Quality of Private University Websites in Malaysia

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Abstract : This paper focuses on evaluating what are quality components of university websites in Malaysia especially the private universities. It is believed that with websites that prioritize quality, the websites will serve its intended users satisfactory. From the compiled analysis of other studies, quality components were identified and tested among 30 randomly selected respondents. Four Malaysia private university websites were compared and the highlights were better understanding of what users want for a quality university website.

Keywords : website evaluation, criteria, quality, usability, user experience, university website

Conference Title : ICHCI 2016 : International Conference on Human Computer Interaction

Conference Location : Penang, Malaysia

Conference Dates : December 01-02, 2016