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Relationship Between Sports' Club Website Quality and Users' Satisfaction

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ABSTRACT

Today, with the growth of internet usage, sports users can easily interact with other fans or sports organisations. As a result, the website's quality has improved over time. However, there was a dearth evidence demonstrating the website quality related to users' satisfaction. Therefore, the study aimed to identify the most preferred factor of the quality of websites among the website users, identify the most preferred factor of user satisfaction towards the quality of websites, and investigate the relationship between the sports club website's quality and users' satisfaction. Two hundred forty-eight respondents (78.2% were male) from Melaka United Soccer Association fans were involved. The results showed a complementary relationship (C.R.) was the most preferred factor for quality websites and trust was the primary factor of users' satisfaction. Furthermore, there was a relationship between the usefulness of information to users' satisfaction (inertia, trust and satisfaction), ease of use to trust and satisfaction, and a relationship between entertainment and inertia. The results from the research will become a guide to the website administrator to improve the quality, which will increase user satisfaction.

Contribution/Originality: This study is one of very few studies which have investigated on the relationship between website quality and users' satisfaction in the context of sports. It will assist the sports industry in improving the website's quality in accordance with the new era of digital empowerment.

1. Introduction

Nowadays, we live in an age of cutting-edge technology, which has resulted in a shift in consumer lifestyles. As a result, the internet has evolved into one of the primary sources of various knowledge in the modern era. The knowledge is disseminated through the

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website. The website is where the users provide a high level of performance and usability from the collection of interconnected interfaces and all quality functions that work together. Therefore, the role of a website has evolved into an integral aspect of a business, and it can give organisations competitive advantages by allowing them to provide services to users or consumers online (Napitupulu, 2017).

The business provider focuses on the impact given by the internet because the usage by the users will make the business grow and reach the markets. Therefore, a website is a vital aspect of online business, making ongoing innovation and optimisation necessary (Shia et al., 2016). Official page rankings are the first measure of a website's quality. If a rating is low, the proprietors should focus their efforts on analysing the site's quality and, following examination, making modifications to the website's weak aspects (Vida & Jonas, 2011). Alshibly and Chiong (2015) suggested that the online channel ranking for the company must improve by enhancing the quality of the website. As a result, it can compete and beat the industry benchmarks.

A deeper understanding of the parameters of website quality is required, such as the usefulness, ease of use, entertainment, and complementary relationship. Some studies reported that the consumer would be more confident of performing the transaction when there is a high level of website quality, which presents the familiar layout to the consumer (Loiacono et al., 2007; Wells et al., 2011). A similar study by Featherman and Hajli (2016) also reported that consumers would concern about the risk received from the website by looking at the quality of the website itself. However, some findings reported that buyers refer to peripheral rather than core technical skills when making a quality judgment about a website. Individual heuristics and biases influence consumer perceptions of website quality. They considered that the overall website quality referred to the shopping channel's attributes and the information shared on the website (Longstreet et al., 2021).

Numerous benefits and advantages of websites to non-profit organisations and universities imply that consistently enhancing website quality should be a priority. Improvements can be made in advance by assessing a website's performance or quality (Napitupulu, 2017). As a result, more research in identifying consumer consent on the website's quality should be further studied.

When building websites, the organisation or companies should focus more on the user because they are the primary source of revenue (Lee & Koubek, 2010). The users can easily access available information via the internet and are no longer constrained by time or geography (Giao et al., 2020). For example, as internet usage increases, sports users can easily access information about their favourite teams, such as game schedules and scores, purchase sports merchandise and tickets, watch a live game, and interact with other fans and sports organisations.

The rapid rise of online services emphasises the importance of placing a priority on user satisfaction when creating websites (Dianat et al., 2019). A few studies by Abelse et al., (1998), Cyr and Bonanni (2005), Helander and Khalid (2000), Lee and Koubek (2010), Tandon et al. (2016), Zviran et al. (2006) stated a similar thought, suggesting considering user preference while designing the website. The preferences that should be considered based on the users' perception are brand, design, aesthetics, usability, satisfaction, performance, information quality and online purchasing.

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Chu and Zhang (2016) demonstrated that one of the most important aspects affecting user satisfaction is their attitude about the website. They reported that the ease, usefulness, and effortlessness with which users interact with web pages could contribute to their satisfaction with online services. Satisfaction is an individual's pleasant or unpleasant emotions, which compare between their perception of a desirable product and the expected values. In addition, customer satisfaction is derived from customer feedback, which is critical for management in determining which components should be prioritised (Pratiwi & Irawan, 2021). If customers are displeased with the website's design and information overload, they will depart (Ajay Kaushik & Potti Srinivasa, 2017).

2. Literature Review

2.1. Website quality

Good experience in a website setting is vital in meeting the needs of sports fan behaviour. In other words, if the website gives a poor sports website experience, it will negatively shape the perception of sports fans and make it difficult for them to use the website (Jae-Pil et al., 2017). The term "website quality" refers to a level of service that prioritises the requirements and desires of consumers throughout the service process, during which the user creates their perspective and perception of the supplied service (Ahmed & Mahmoud, 2014). Huang et al. (2015) stated that websites that have good quality are measured by several factors: efficiency, system availability, website performance, customer support and service, content, information, interface and interaction.

While Hasanov and Khalid (2015) identify various website quality characteristics, including privacy and security, entertainment, informational, ease, and service quality. Simultaneously, the website's design is a critical factor in determining the website's characteristics. A study by Sharma and Lijuan (2015) utilised six measurements to investigate consumer fulfilment utilising e-services, such as website design, quality of service, ease, processes management, information quality, customer service and support. Furthermore, Kuo et al. (2009) built up an e-service quality model (E-SQ) comprising seven unique measurements: convenience, security, visual computerisation, data accessibility, dependability, compensation, and contact.

The researcher evaluated the websites by using the Technology Acceptance Model (T.A.M.) and Theory of Reasoned Action. It comprises four (4) components: ease of use, usefulness, complimentary and entertainment. These four (4) components consist of eleven (11) items: informational, visual appeal, response time, tailored information, intuitive operations, trust, innovativeness, ease of understanding, consistent image, emotional appeal, and relative advantage. Technology Acceptance Model related to the Theory of Reasoned Action (T.R.A.) initially refers to the user's acceptance of information in the technology systems. These include the perceived usefulness and ease of use (Hur et al., 2012). T.A.M. is beneficial in the offline context by some researchers, but it has also been found to be beneficial in the online situation by others. It is the favourable effects of usefulness and usability on using technology (Young et al., 2012). Other studies also state that T.A.M. constructs, perceived enjoyment and trustworthiness, reported an essential antecedent of online consumption behaviour (Bart et al., 2005). The current study uses the expanded of the T.R.A. and T.A.M.,

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examining the relationships between website quality and user satisfaction, focusing on 4 components: usefulness, ease of use, entertainment, and complementary relationship.

2.2. Website quality and users' satisfaction

Service quality is inextricably linked to client pleasure (Pool et al., 2016). The accessibility to the website can lead to user satisfaction which many studies believe satisfaction is a prerequisite to website quality (Kim et al., 2002). Quality and satisfaction with a website are two distinct concepts. Positive attitudes toward the website and its content contribute to a rise in online satisfaction. Giao et al. (2020) also reported that website quality significantly relates to e-satisfaction. It is indicated that the satisfied users will have positive feedback towards the website quality. Some studies reported that emotional appeal affects the users when using the website, where they may evaluate the feeling when using the interacting website (Longstreet et al., 2021).

The website quality is critical from a user-centred design perspective. Increased understanding in this area may result in more specific guidelines and recommendations for website design, resulting in increased user satisfaction (Dianat et al., 2019). When a website is easily accessible, the user will be happy and enjoy using it. Many businesses strive to achieve and provide high service quality and user satisfaction. However, recent research indicates that these two concepts are quite distinct. User satisfaction compares the expected outcome with the experience encountered on the quality. While perceived service quality is the judgement on the excellence of the product or services. Perceived value is the overall judgement of the users on what they received and gave from the products (Robbin, 2014).

A study by Shin and Kim (2008) found a service quality related to satisfaction. Furthermore, Lai et al. (2009) also reported that website service quality relates to users' satisfaction. User satisfaction affects various behavioural outcomes, including visits to the website, hours spent on the website, and the views (Hur et al., 2011). In addition, the quality of accessing the website is based on the duration spent and struggle of users during website searching (Robbin, 2014). For instance, a good website will provide simple and clear instructions to help the user navigate the site. Additionally, it can be considered user-friendly and contribute to users' satisfaction.

Eleanor et al. (2007) reported a significant relationship between usefulness, entertainment and users' satisfaction. Another study indicates a low relationship between trust and users' satisfaction. It is supported by Rafiq et al. (2013) and Giao et al. (2020), who proposed quality websites related to trust. The website involves web purchases, which consumers feel unsecured when using websites where trust is an issue. It is supported by Tirtayani and Sukaatmadja (2018), which suggested that users trust an online website link the quality of a website.

Furthermore, Sharma and Lijuan (2015) reported that the user's experience and long-term engagement with service providers are affected by the website's visual appeal. The more visually appealing websites, the more satisfied the user is. Therefore, sports clubs' websites should be designed to be attractive in order to satisfy their supporters and clients. As a results, the more attractive a website is, the more customers it attracts (Pool et al., 2016).

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Napitupulu (2017) study reported that website usefulness relates to users' satisfaction. The study focuses on the university level, which students as its users. University websites are required for students to assist in the teaching and learning process, beginning with academic registration and continuing through course enrollment and e-learning activities. Thus, the users are satisfied with the university's website because it seems useful or valuable to users, particularly in assisting students' academic pursuits.

An understanding of unusable websites such as the service quality may prove important for the negative business image. Customers who have received superior service will return to the e-commerce website, enhancing the financial performance of these businesses (Fang & Holsapple, 2007; Kim & Lee, 2002). Numerous consumers stated that they could not appreciate a website's technological advancements (Longstreet et al., 2021). The quality of a website increases from time to time, but a lack of information influences the user's satisfaction. There are several issues on websites that some organisations or companies face. For example, according to Fulham Football Club's (Fulham F.C.) official website, the club website encountered loading issues during the Middlesbrough match, including access to the live overseas stream and Gentleman Jim's audio commentary. On their official website, the club's administrator apologised to affected fans. However, fans expressed disappointment with the website's functionality, resulting in dissatisfaction.

In Malaysia, Johor Darul Takzim (JDT) Football Club Official Website is the best website compared to other football club websites, which won as the Best Website and the Best Social Page at the 2016 National Football Awards. Both awards were given for the first time, and it was an honour for the JDTs, to win both awards. The result proved that a good quality website would lead to user satisfaction.

Based on the information provided, the researcher sought to ascertain the following objectives focuses among sports users: to identify the most preferred factor affecting the website's quality among website users; to identify the preferred factor affecting user satisfaction with the website's quality and to investigate the relationship between the website's quality and users' satisfaction.

3. Methodology

This section discusses the technique used to accomplish the research goals. It described the research concept, the target sample for data collection, the items utilised to gather data, and the data collection procedure.

3.1. Research design

The study employs a quantitative research design with a correlational focus, as the study's purpose is to determine a relationship between two quantifiable variables. Therefore, it determines the degree to which two variables are quantitatively connected.

3.2. Sampling and sample size

The data were collected using probability sampling, a random sample technique. The study's target population was Melaka United supporters. Melaka United Soccer Association (MUSA) had 723 members registered on its official Facebook page. According to Krejcie and Morgan (1970), a sample size estimate was 248 from the total

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population from the sample size table. Twenty per cent (Enders, 2003) of the sample was added to avoid unreturned or incomplete questionnaires, bringing the total sample size to 298. However, the actual number of samples analysed was 248 after data cleaning.

3.3. Instrumentations

The data collection instrument was a questionnaire that was divided into three sections. Section A consisted of the participants' demographic characteristics. It included the age, gender, level of education, and frequency of website access. Section B is devoted entirely to website quality. The WebQual was used to measure the website quality. The factors of quality websites were adopted and adapted from Devaraj et al. *(*2002*)*, Kim et al. (2002), Koufaris (2002), McKinney et al. (2002), Palmer (2002). There are 11 factors with three items for each. All factors show the Cronbach's alpha of more than 0.7 which is reliable [Tailored Information (0.78), Information fit to task (0.85), Response time(0.80), Trust(0.93), Ease of understanding(0.81), Visual Appeal(0.91), Intuitive operation(0.83), Relative advantage(0.80) Emotional appeal(0.81), Innovativeness(0.87), Consistent image(0.83)]. The scale used to measure the items was 5 Likert-scale; 1 strongly disagree till 5 strongly agree.

For section C, the questionnaire for user satisfaction were adopted and adapted from Anderson and Srinivasan (2003). There are three factors for user satisfaction, and Cronbach's alpha shows>0.80. The factors were Trust (2 items, Cronbach's alpha = 0.83), Inertia (2 items, Cronbach's alpha = 0.95) and Satisfaction (5 items, Cronbach's alpha = 0.89). The scale used to measure the items was 5 Likert-scale; 1 strongly disagree till 5 strongly agree.

3.4. Data analyses

All statistical analyses were conducted using I.B.M. Statistical Package for Social Science (SPSS) version 25.0. The most preferred factor of the quality website and the primary user satisfaction factor was measured using descriptive statistics that reported the mean and standard deviation (S.D.). While to determine the quality of the Melaka United Soccer Association website associated with user satisfaction, multiple linear regression was performed. The significant independent variables were chosen using the stepwise method. A few models develop from the analysis process. The final model was chosen, showing the significant result for the variables towards the dependent variable. The crude and adjusted regression coefficients, the R and adjusted R values representing the model's coefficient of determination and corresponding p-values were reported in the table. The significant value was stated with a p-value of less than 0.05.

4. Result

4.1. Demographic profiles

The respondents consisted of 248 MUSA fans with 49.60 % (n=123) were aged "more than" 30 years of age, 78.23 % (n=194) were male, 54.44 % (n=135) had the highest education at S.P.M. level, and 43.95 % (n=109) with access to the website 1-5 times weekly. The detailed information is presenting in Table 1.

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Table 1: Demographic profile of respondents

Variables	Frequency(n)	Percent (%)
Age in years		
18-21	30	12.10
22-25	61	24.60
26-29	34	13.71
30 – above	123	49.60
Gender		
Male	194	78.23
Female	54	21.77
Highest Level of Education		
SPM	135	54.44
Diploma	49	19.76
Bachelor Degree	55	22.18
Master	9	3.63
Frequency of accessing MUSA website		
1-5 times	109	43.95
6-10times	101	40.73
More than 11 times	38	15.32

4.2. The most preferred factor of quality website among website users.

Table 2 shows the descriptive statistics for factors of quality website among website users. The most preferred factor of quality website was complimentary relationship (M = 3.84, SD = 0.93). It was followed by Ease of Use (M=3.83, SD=0.94), entertainment (M=3.81, SD=0.93), and Usefulness (M=3.67, SD=0.84). Among the subfactors reported, Informational usefulness was the preferred subfactor (M=3.92, SD=1.02), followed by ease of understanding (M=3.85, SD=0.95) and Relative Advantage (M=3.85, SD=0.95).

Table 2: Descriptive Statistics for the factor of the quality website

	M	SD	Rank
USEFULNESS	3.67	0.84	4
Informational	3.92	1.02	1
Tailored Information	3.83	0.96	2
Trust	3.81	0.96	3
Response Time	3.15	0.93	4
EASE OF USE	3.83	0.94	2
Ease of Understanding	3.85	0.95	1
Intuitive Operations	3.82	0.96	2
ENTERTAINMENT	3.81	0.93	3
Emotional Appeal	3.83	0.94	3
Innovativeness	3.82	0.95	2
Visual Appeal	3.83	1.12	1
COMPLIMENTARY RELATIONSHIP	3.84	0.93	1
Relative Advantage	3.85	0.95	1
Consistent Image	3.83	0.92	2

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4.3. The major factor of user satisfaction among website users

Table 3 shows the descriptive statistics of user satisfaction factors. The result of the study indicates that trust was the major factor for user satisfaction (M = 3.86, SD = 0.97) followed by inertia factor which is (M = 3.78, SD = 0.98) while the lowest mean which is (M = 3.29, SD = 0.73) for factor satisfaction.
The subfactors of the dimensions reported that the users were preferred more on the informational factors (M=3.92, SD=1.02), followed by ease of understanding (M=3.85, SD=0.95), relative advantage (M=3.85, SD=0.95), tailored information (M=3.83, SD=0.96), emotional appeal (M=3.83, SD=0.94), visual appeal (M=3.83, SD=1.12), consistent image (M=3.83, SD=0.92), intuitive operation (M=3.82, SD=0.96), innovativeness (M=3.82, SD=0.95), trust (M=3.81, SD=0.96) and response time (M=3.15, SD=0.93).

Table 3: Descriptive Statistics of user satisfaction factors

	M	SD	Rank
Inertia	3.78	.98	2
Trust	3.86	.97	1
Satisfaction	3.29	.73	3

4.4. The relationship between Melaka United Soccer Association website quality and user satisfaction.

Table 4 below shows the associated factors of user satisfaction (inertia, trust and satisfaction). The result indicated a significant relationship between entertainment, usefulness and inertia, ($F(1, 245) = 6.90$, $p=0.009$, $R^2=.60$). The subfactors of the dimension indicated that entertainment ($t=5.10$, $p<0.001$) and usefulness ($t=2.63$, $p=0.009$) were significant predictors in the model.

The multiple linear regression results for website quality sub-factors indicated a significant collective effect between informational, tailored information, visual appeal, ease of understanding, and inertia ($F(1, 243) = 4.55$, $p=0.034$, $R^2=.66$). The subfactors of the dimension indicated that informational ($t=6.00$, $p<0.001$), tailored information ($t=2.13$, $p=.034$), visual appeal ($t=3.52$, $p=0.001$), and ease of understanding ($t=-3.34$, $p=0.001$) were significant predictors in the model.

The results reported a significant relationship between ease of use, usefulness and trust ($F(1, 245) = 22.74$, $p<0.01$, $R^2=.83$). The individual predictors were examined further and indicated that ease of use ($t=7.31$, $p<0.001$) and usefulness ($t=4.77$, $p<0.01$) were significant predictors in the model.

The multiple linear regression results for website quality sub-factors indicated a significant collective effect between informational, tailored information, ease of understanding and trust ($F(1, 244) = 8.41$, $p=0.004$, $R^2=.88$). The individual predictors were examined further and indicated that informational ($t=8.32$, $p<0.001$), tailored information ($t=3.50$, $p=.001$), and ease of understanding ($t=-2.90$, $p=0.004$) were significant predictors in the model.

Furthermore, the results reported a significant relationship between ease of use, usefulness, and satisfaction ($F(1, 245) = 4.43$, $p=0.036$, $R^2=.64$). The subfactors of the

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dimension indicated that ease of use (t=-2.11, p=0.036) and usefulness (t=9.29, p<0.01) were significant predictors in the model.

Results of the multiple linear regression for sub-factors of website quality indicated that there was a significant collective effect between informational, response time and satisfaction (F(1, 245) = 49.69, p<0.001, R^2=.65). In addition, the subfactors of the dimension indicated that informational (t=14.87, p<0.001) and response time (t=7.05, p<0.01) were significant predictors in the model.

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Table 4: The associated factors of user satisfaction

	Inertia				Trust				Satisfaction			
	Unadjusted[a]		Adjusted[b]		Unadjusted[a]		Adjusted[b]		Unadjusted[a]		Adjusted[b]	
	B coeff. (95% CI)	*p*	B coeff. (95% CI)	*p*	B coeff. (95% CI)	*p*	B coeff. (95% CI)	*p*	B coeff. (95% CI)	*p*	B coeff. (95% CI)	*p*
USEFULNESS	0.87 (0.77, 0.96)	**0.001**	0.31 (0.21, 0.90)	**0.009**	1.03(0.96,1.09)	**<0.001**	0.57(0.42, 0.73)	**<0.001**	0.68(0.62,0.74)	**<0.001**	0.86(0.68,1.04)	**<0.001**
Informational	0.79 (0.72, 0.87)	<0.001	0.65(0.44,0.87)	**<0.001**	0.92(0.87,0.97)	**<0.001**	0.54(0.41,0.67)	**<0.001**	0.56(0.50,0.61)	**<0.001**	0.46(0.40,0.52)	**<0.001**
Tailored Information	0.78(0.69,0.85)	**<0.001**	0.24(0.02,0.46)	**0.034**	0.91(0.85,0.96)	**<0.001**	0.23(0.10,0.36)	**0.001**	0.53(0.47,0.60)	**<0.001**	0.08(-0.12,0.26)	0.390
Trust	0.71(0.62,0.80)	**<0.001**	-0.13(-0.33,0.14)	0.239	0.85(0.79,0.92)	**<0.001**	-0.07(-0.24,0.04)	0.279	0.53(0.46,0.59)	**<0.001**	0.08(-0.7,0.27)	0.277
Response Time	0.36(0.23,0.48)	**<0.001**	-0.04(-0.12,0.06)	0.360	0.44(0.32.0.55)	**<0.001**	-0.04(-0.09,0.02)	0.128	0.45(0.37,0.53)	**<0.001**	0.23(0.16,0.29)	**<0.001**
EASE OF USE	0.76 (0.67, 0.85)	**<0.001**	-0.14 (-0.44, 0.16)	0.329	0.92(0.87,0.98)	**<0.001**	0.42(0.24,0.60)	**<0.001**	0.54(0.48,0.61)	**<0.001**	-0.17(-0.34,-0.01)	**0.036**
Ease of Understanding	0.74(0.65,0.83)	**<0.001**	-0.40(-0.64,-0.17)	**0.001**	0.92(0.86,0.97)	**<0.001**	0.19(0.06,0.32)	**0.004**	0.54(0.48,0.61)	**<0.001**	-0.01(-0.28,0.17)	0.901
Intuitive Operations	0.73(0.65,0.82)	**<0.001**	-0.07(-0.36,0.27)	0.645	0.88(0.82,0.94)	**<0.001**	0.10(-0.03,0.33)	0.200	0.51(0.45,0.58)	**<0.001**	-0.01(-0.27,0.18)	0.874
ENTERTAINMENT	0.80 (0.72, 0.89)	**<0.001**	0.55 (0.34, 0.76)	**<0.001**	0.90(0.84,0.97)	**<0.001**	-0.08(-0.32,0.17)	0.463	0.54(0.48,0.61)	**<0.001**	-0.03(-0.24,0.28)	0.813
Emotional Appeal	0.78(0.69,0.86)	**<0.001**	-0.02(-0.28,0.37)	0.869	0.88(0.81,0.95)	**<0.001**	-0.07(-0.33,0.05)	0.257	0.52(0.45,0.59)	**<0.001**	-0.12(-0.41,0.05)	0.170
Innovativeness	0.87(0.81,0.94)	**<0.001**	0.08(-0.15,0.15)	0.531	0.87(0.81,0.94)	**<0.001**	0.01(-0.09,0.26)	0.804	0.53(0.46,0.59)	**<0.001**	0.03(-0.3,0.40)	0.750
Visual Appeal	0.77(0.69,0.86)	**<0.001**	0.33(0.15,0.52)	**0.001**	0.86(0.79,0.93)	**<0.001**	-0.06(-0.23,0.11)	0.640	0.52(0.45,0.58)	**<0.001**	-0.2(-0.21,0.21)	0.853
COMPLIMENTARY RELATIONSHIP	0.79(0.70,0.88)	**<0.001**	-0.08 (-0.40, 0.69)	0.605	0.92(0.86,0.98)	**<0.001**	0.21(-0.04,0.46)	0.093	0.55(0.48,0.62)	**<0.001**	-0.06(-0.24,0.14)	0.625
Relative Advantage	0.75(0.66,0.83)	**<0.001**	-0.13(-0.40,0.15)	0.231	0.88(0.82,0.94)	**<0.001**	0.13(-0.04,0.29)	0.591	0.53(0.47,0.60)	**<0.001**	0.01(-0.13,0.27)	0.943
Consistent Image	0.78(0.69,0.87)	**<0.001**	-0.07(-0.40,0.29)	0.605	0.90(0.83,0.97)	**<0.001**	-0.07(-0.27,0.13)	0.331	0.54(0.47,0.61)	**<0.001**	-0.11(-0.40,0.09)	0.210
Adjusted R^2			0.60				0.82				0.64	

[a] Crude regression coefficient by simple linear regression, [b] Adjusted regression coefficient by multiple linear regression The models reasonably fitted well. Model assumptions were met. There were no interaction and multicollinearity problems Significant p-values (<0.05) in bold;

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5. Discussion

The current study reported that usefulness has a strong relationship with user satisfaction (inertia, trust and satisfaction). It showed that the more useful information shared on the website, the more satisfied the user is. A few studies reported a similar finding where the usefulness factor strongly related to satisfaction and was the preferred factor for the quality of the website (Ajay Kaushik & Potti Srinivasa, 2017; Janda et al., 2002). Chen and Cheng (2009), Wu and Hsu (2015) also reported that the usefulness factor is positively related to satisfaction and was the major factor for quality in the website.

Another study by Napitupulu (2017) reported that user satisfaction has a significant relationship and benefits usability and service interaction. He suggested that the quality of information should be improved to increase user satisfaction. Inadequate usability of websites results in a negative corporate image. User satisfaction is directly related to the service quality of websites (Sharma & Lijuan, 2015).

Furthermore, the usefulness subfactors reported that informational had a significant relationship with user satisfaction (inertia, trust and satisfaction). It consistent with the study by Wu and Wang (2006) which reported informational content as associated with increased user satisfaction. It is because the purpose of the website is to disseminate information. Hence, the results proved that the most useful information shown on the website would make respondents more satisfied. However, Napitupulu (2017) reported in contrast which showed that users' satisfaction is not related to the quality of information. This study is concentrated on students who access the website. The inference is that the website's information quality does not fulfil users' expectations, yet students still use it because the university website is required. Sanjaya (2012) agreed, reporting that the information quality component is not significant in determining website users' pleasure due to obligatory reasoning.

The current study reported ease of use related to the trust and satisfaction of the respondents. The results were supported by Ronggang et al. (2018), who found that ease of use was the preferred factor of quality websites. Additionally, Aljukhadar and Senecal (2015) found that the organisation should consider the ease of using the website to survive in the digital era. According to Sharma and Lijuan (2015), the ease-of-use of the interface is a significant element in determining whether consumers go to the enquiry stage. Therefore, a well-designed website must be eased, comprehended, and navigate (Aziz & Kamaludin, 2014). The result specifies the ease of understanding the website related to the trust of user satisfaction. It proves that the users will trust the website when it is easy to understand. Furthermore, it is consistent with the finding reported where the relevance of ease of use varies according to the duration of the transaction, the product kind, and whether or not security concern information is displayed (Shen & Chiou, 2010). In contrast, Li et al. (2017) found that ease of use is not related to trust.

The current study reported that the research indicated a relationship between entertainment and the inertia of user satisfaction. When respondents consider utilising the website, they are unlikely to switch to another. A study conducted by Wang and Gajendra (2015) also found that entertainment factors in service quality influenced customer satisfaction significantly, and entertainment was the most preferred factor for

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website quality. According to Sun (2016), the manager employed client entertainment as a strategy to increase sales and facilitate commercials.

The entertainment subfactors reported that visual appeal has a significant relationship with inertia. It is supported by Jiang et al. (2016), who asserted that users' aesthetic perceptions, particularly during the initial engagement with a website, substantially impact the website's quality. The study by Zeng et al. (2009) reported that the major implication for creative online design is based on the website design's aesthetic appeal, novelty, interactivity, significance, and simplicity. In addition, the positive user experience is related to a good visually appealing website (Zeng et al., 2012).

The current study shows that the usefulness of information, ease of use, and entertainment were associated with user satisfaction, precisely inertia, trust, and satisfaction. It is aligned with a study by Eleanor et al. (2007), which reported users' satisfaction strongly related to usefulness and entertainment. The result was aligning because the instrument and factors that have been measured are similar.

The current study reported that trust is not a significant factor related to the users' satisfaction. However, Chu and Zhang (2016) reported a contrast finding that users' satisfaction increased based on trust. Giao et al. (2020) also reported that trust is related to users' satisfaction. The different outcome was reported because the current study's scope focuses on the general application of websites among users, while the previous study focuses on online purchasing. Therefore, people will make a transaction when they believe the owner would earn nothing more by cheating, and it is easy to use and user friendly (Giao et al., 2020).

6. Conclusion

The research study perceived a relationship between website quality and user satisfaction. In conclusion, this study's findings suggested that the component of complimentary relationships was the most desired characteristic of high-quality websites that satisfied visitors. The outcome for the factor user satisfaction indicates that trust is essential. This study proves that useful information positively correlated with user satisfaction (inertia, trust and satisfaction). Furthermore, ease of use of the website is related to the trust and satisfaction of the respondents. Lastly, the entertainment parts of the website are associated with user satisfaction.

The subfactors of usefulness reported that informational has a strong significant relationship with user satisfaction (inertia, trust, satisfaction). Likewise, tailored information has a significant relationship with trust and inertia. Additionally, the subfactor of entertainment showed visual appeal related to inertia. Finally, the subfactor of ease of use relates to inertia for ease of understanding.

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Conflict of Interests

The authors declare no conflict of interest in this study.

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