

Quality webpages

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According to Poddar, Donthu and Wei (2008), the quality of a website is defined as the overall perceived quality from the viewpoint of consumers. The main source of information about products and services needs to be, precisely, the website, which will allow users to quickly find the information through search engines on it. Search engines are a very desirable "tool" for all the parties; both the buyers and sellers. They allow us to quickly find information without searching the entire site, and therefore must be well designed to be effective. Keywords: quality, web, website, web design, informations.

The quality of the website

When designing a website, we must pay attention to designing visually appealing and interesting pages. It is imperative to increase customer satisfaction by meeting the exact quality of graphic design and visual appearance. Although it does not seem so important things like colour, text, entertainment and other forms of multimedia play an important role, and have a growing influence on the end user, and companies need to invest, groom and pay more attention to these features of the website. (Mithas, et al., 2007).

To attract the end-user a site should be fun, informative, challenging and unique. It must be clearly formulated and simple to avoid wasting time and customer or user dissatisfaction. Web pages must constantly be updated with the latest information, because customers want to see changes in the website. These products/services that are available should be placed on key words or pictures. Advanced websites support programs to help resellers learn what types of customers are interested in specific types of products / services and which can attract and retain them. A large number of companies that

do business over the Internet use icons on their web for showing a page where customers can see the products they offer. Icons are usually small images of products, displayed on the website hyperlinks, that link to other sites of the company. The icons are accompanied by a short description of the products including the brand price, and they are used to attract customers to the website virtual store. The pictures are an important element of effective web design, and their popularity reflects it. The success indicator is reflected in the fact that they require far less effort than reading a text, and are therefore more attractive to the user.

Once the root website contains interesting elements, they cause consumer satisfaction or arouse their curiosity, and so it becomes more detailed than by providing more information about the product. Furthermore, although the icons are small, they are easily noticeable by users. This is their compact nature, which provides a simple homepage with a clear design. This factor is particularly valuable because it helps to make the first impression of web visitors more favorable, thereby encouraging them to investigate the site further. However, one should take into account that a lot of pictures on the page can significantly slow down its loading speed, and thus discourage users from using this website. The schedule icon also affects the efficiency of navigation display in a quality website. (Lam, et al., 2007)

A very important factor for the end user is the quality of information on the website. For consumers, the information quality is seen in accurate, relevant, complete information on the characteristics and prices of products or services. The accurate and comprehensive information offer the possibility of comparison with competing products or services. If it turns out that the information on the offered product/ service are of high quality, they impact customer

satisfaction, who in turn, purchase products or further research the sites.

According Ltifi Gharbi (2012), the quality of the information is reflected in three aspects:

- Semantics (user-friendliness of a website)
- Syntax (logical sequence scale information)
- Graphics (pleasant reading experience due to the graphical interface).

The safety of the user, during the use of the website, is also important: users need to share personal information with an organization they are not familiar with. Studies have shown that at least 50% of Internet users are concerned about their safety on the Internet: the abuse of credit cards you purchase with, sharing personal information, and web owners cookies follow the customer's online activity. The same survey shows that two-thirds of active users of the site leave it because it solicits personal information, while one in five users give false information to access the site. (Iwaardeen, et al., 2004)

According to Iwaarden Wiele in (2004), less than 10% of users leave the page if the page load time is under 7 seconds. However, when the page load time increased to over 8 seconds, 30% of respondents had to leave it and when the delay exceeded the load time of 12 seconds, 70% of respondents left the website. Users expect the website to load faster because all websites technologically advanced. So, it is very important that companies have a web page that is faster, but on the other hand, visually appealing.

As the number and size of the animation, images and sounds make the website more attractive, the time it takes to load a web page is likely to increase. Therefore, it can be assessed as negative by the user. The quality of services websites provide relates to the level of customer satisfaction, in regard to the services received, after they visited a certain website. Since Internet shopping does not include physical contact, the quality of services a website provides is very important for companies. The Quality of Service websites provide includes on-line or off-line elements. On-line elements include the simple way of getting feedback on product orders in case of complaints. Off-line elements include a fast delivery of products or services enabling the return of the goods with a refund if customers are not satisfied with them. The quality of service implies a willingness to respond rapidly to

customer needs, including changes in the order, cancellation of the purchase, return of goods or money.

Off-line elements are a fundamental feature of the success the quality of services accomplished, since they impact the customer's perception of the value of all purchases. Their satisfaction results in an intention to repeat the purchase, or just visit the website. E.g. the fast delivery of products or ease of product returns in the event of dissatisfaction greatly impact the formation of the customer's positive experience, creating confidence and trust, which ultimately leads to more frequent visits to the website and customer retention. (Kim, Galliers Shin, 2010)

The perceived quality of websites

The perceived website quality can be defined as the consumer's opinion about the work and the appearance of a specific company's website in comparison with the websites of other companies. There is a positive connection between the quality web sites and consumer confidence. The positive initial impressions on the website have a great impact on customer confidence, as well as to the salesperson or the company.

A quality website serves as a signal to customers to increase confidence in it, and range according to the confidence intervals towards the dealer. Therefore, if the consumer's initial experience with our website is negative (e.g. Due to incorrect or defective display data), the first impression reinforced the negative ones and caused an overall negative conclusion about the website.

Similarly, if the consumer has an initial positive experience, based on professional, neat quality sites, it is likely that they will have a positive impact on the perception of the quality of website. (Lowry, et al., 2007)

According to a study conducted by Chen, Hsu Lin (2010) the effects that different levels of website quality have on the consumer's intention to purchase on-line, suggest that website quality affects the perception of the product quality which will be discussed in the chapters below.

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Kvalitetne web stranice

SAŽETAK

Prema Poddar, Donthu i Wei (2008), kvaliteta web stranica se definira kao ukupna percipirana kvaliteta s gledišta potrošača. Glavni izvor informacija o proizvodima i uslugama treba da bude upravo web stranica, koja će omogućiti korisnicima brz pronalazak informacija putem pretraživača na web stranici. Pretraživači su veoma poželjan „alat“ obadvijema stranama, kako kupcu tako i prodavaču. Pretraživači omogućuju brz pronalazak informacija bez pretraživanja cijele stranice, te stoga pretraživači moraju biti dobro osmišljeni da bi bili učinkoviti.

Ključne riječi: kvalitet, web, web stranica, web dizajn, informacije.