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Developing and validating an instrument for measuring user-perceived web quality

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Abstract

Many of the instruments to measure information and system quality were developed in the context of mainframe and PC-based technologies of yesteryears. With the proliferation of the Internet and World Wide Web applications, users are increasingly interfacing and interacting with web-based applications. It is, therefore, important to develop new instruments and scales, which are directly targeted to these new interfaces and applications. In this article, we report on the development of an instrument that captures key characteristics of web site quality from the user's perspective. The 25-item instrument measures four dimensions of web quality: specific content, content quality, appearance and technical adequacy. While improvements are possible, the instrument exhibits excellent psychometric properties. The instrument would be useful to organizations and web designers as it provides an aggregate measure of web quality, and to researchers in related web research.



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Keywords

Internet; Electronic commerce; Web site quality; Instrument development; Web measures; Web design

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Adel M. Aladwani is an Associate Professor of Information Systems at Kuwait University. He received his doctoral degree from Southern Illinois University at Carbondale in 1996. His publications have appeared or are forthcoming in several journals such as The DATABASE for Advances in Information Systems, Information and Management, International Journal of Information Management, Journal of End-User Computing, Business Process Management Journal, Journal of Global Information Technology Management, Journal of Global Information Management, and some other international journals and conferences. He is presently serving as a member of the editorial review board or a referee for a number of Information Systems journals. Adel is a winner of the Best Young Researcher Award from Kuwait University. His current research interests focus on the management of Internet technologies, the performance of information technology projects, and individual, organizational, and societal impacts of information technology.

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