APPROVAL

I hereby declared that I have read this thesis and this research I sufficient in term of scope and quality. This project is submitted to Universiti Teknikal Malaysia Melaka (UTeM) as a requirement for completion and fulfilment of Bachelor Degree of Technopreneurship with Honours (BTEC).

Signature : _____

Name of Supervisors : Mr. Hasoloan Haery Ian Pieter

Date : _____

Signature : _____

Name of Panel : Prof. Madya. Datin. Dr. Norizah Mohamad

Date : _____

AESTHETIC CHARACTERISTICS OF WEBSITE DESIGN

RAFIDAH BINTI RAHMAT

This report submitted in fulfilment of the requirement for the Bachelor Degree of
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Faculty of Technology Management and Technopreneurship
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DECLARATION

I hereby, declared this report entitled "Aesthetic Characteristics of Website Design" is the results of my own research excepts as cited that be used in references.

Signature   : _____

Name   :   Rafidah Binti Rahmat_____

Date   : _____

DEDICATION

For by beloved parents who always supported and motivated me,

HJ.RAHMAT BIN BABA

AZMAH BINTI ABDUL

For my supporting supervisor,

MR. HASOLOAN HAERY IAN PIETER

For my families and friends that always cheered and motivated me when I down,
thank you for

love and care.

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ABSTRACT

The use of websites is increasingly widespread and this is also due to the improvement in internet networks. However, the rise of existing websites makes companies in the same industries need to compete aggressive to make sure their website can be sustain and be the first option by customer especially for website that focus on the business. This study is conducted to find out the factor, priorities and validate the customer preferences based on the characteristics of website appearances. To test whether the factor, priorities, demographic of respondent is correlation with the personality of respondents or not with use the Big Five and Eysenck test. This study used two method to collect the data which are through the distribution of questionnaire and also with gaze recorder software. This study will use eye recorder to trace the eye movements of respondent that be selected. The respondents that being chosen for using the eye recorder is same respondent that be included in this study which are one hundred and fifty (150) respondents. Actually with gaze recorder software, developer website can know what the actually customer focus when customer or users browsing the website and what the first things that captured customer focus and give intention. The result finding shown respondent agree if the homepage of website will influence the intention to continues the browsing the website. However, in the situation where encourages the customer is not the web appearances but the deal or the promotion that be made by website. While, the priorities while using the website shown the information that be provided is more important that the design of website. For the gaze recorder tools, result shown the customer more focus in the middle areas than other area space.

Keywords : Aesthetic, Website, Personality, Gaze tracking, Gaze Recorder, Appearances, Customer satisfaction, Design.

ABSTRAK

Penggunaan laman web (website) semakin meluas dan ini juga kerana disebabkan oleh peningkatan yang berlaku dalam rangkaian Internet. Walau bagaimanapun, semakin banyak laman web yang sedia ada menjadikan syarikat dalam industri yang sama perlu bersaing secara agresif untuk memastikan laman web mereka boleh tetap terus bertahan dan supaya menjadi pilihan pertama oleh pelanggan terutamanya untuk laman web yang menjalankan perniagaan. Oleh yang demikian, kajian ini dijalankan untuk mengetahui faktor, keutamaan dan mengesahkan keutamaan pelanggan berdasarkan ciri penampilan laman web. Selain itu, untuk menguji sama ada faktor, keutamaan, demografi responden adalah korelasi dengan keperibadian responden atau tidak. Oleh itu, menggunakan Big Five dan Eysenck ujian untuk mengetahuinya. Kajian ini menggunakan dua (2) kaedah untuk mengumpul data yang iaitu melalui soal selidik dan juga dengan menggunakan perakam mata perisian). Kajian ini akan menggunakan perakam mata (gaze recorder) untuk mengesan pergerakan mata responden yang dipilih untuk menggunakan perakam mata perisian. Responden yang saya pilih untuk menggunakan perakam mata adalah responden yang sama yang termasuk dalam kajian ini iaitu daripada seratus lima puluh (150) responden asal saya. Sebenarnya dengan perisian perakam menatap, pemaju laman web boleh mengetahui apa yang sebenarnya yang difokuskan pelanggan apabila pelanggan atau pengguna melayari laman web mereka dan mengetahui perkara pertama yang akan diberi tumpuan oleh pelanggan dan paling lama responden tumpukan. Keputusan penemuan menunjukkan responden bersetuju jika muka depan laman web akan mempengaruhi niat mereka untuk terus melayari laman web tersebut. Walau bagaimanapun, dalam keadaan di mana menggalakkan pelanggan bukanlah penampilan laman web tetapi tawaran atau promosi yang dibuat oleh laman web tersebut manakala keutamaan semasa menggunakan laman web yang

menunjukkan bahawa maklumat yang disediakan adalah lebih penting daripada reka bentuk laman web tersebut. Untuk alat perakam menatap, keputusan menunjukkan pelanggan lebih fokus di kawasan tengah daripada ruang kawasan lain di dalam website.

Kata kunci : Estetik, Laman Web, Keperibadian, Penjejakan Gaze, Perakam Gaze, Penampilan, Kepuasan Pelanggan, Reka bentuk.

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CHAPTER 3   **RESEARCH METHODOLOGY**

LIST OF ABBREVIATIONS

AC	Arrangement of content
DE	Design
AC	Arrangement of Content
APP	Appearances
DE	Design
EA	Ease of access
EU	Ease of use
FS	Font style
IN	Information
LW	Layout of website
PIC	Picture
POP	Popularity
RU	Review from other users
ST	Save time
WS	Wider Selection
PSM1	Projek Sarjana Muda 1
PSM2	Projek Sarjana Muda 2
SE	Self-efficiency
SPSS	Statistical Package for Social Science

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CHAPTER 1

INTRODUCTION

This chapter discusses about the background of study and problems statement is as explanation on why the project carried out. The defined specific problem are clearly formulated for research objectives of this project where the main focus of this project is relating to customer preferences based on visual characteristics and verbal articulation.

1.1   Project Background

Today, website become important to everyone concerns related to convenient and easy to use based on the aspects of customer requirements. Website was had many functions not only for the place to make the business but also the place where everyone can share the knowledge.Here, customer satisfy when using the website is a key that very important because it will create the relationship and loyalty customer with company. Based on this reason, create website that meet the customer expectation is important. This is due to, specifically to website is as a platform of current businesses, the companies that sell the goods or service via internet that can

be accessed using internet devices such as smart phone, laptop and many more also should consider how attract and easy for customer to accessed their website. An instance, customer can purchasing any kind of product and services in 24 hours and wherever there are located by access to internet.

The facts, business through website are faster, easier and do not cost much like the traditional way. This situation we can see through when business through website can make advertising about the product easily and not costly like usually advertising that seller in physical store use. Then, Franco & B.S (2016) stated that the electronically transactions in these types of business provides vast competitive advantages than traditional ways. Virtual business can help the businesses in terms of communication or do business activity around world without any obstacles. This new business platform also will help to open more opportunities to businesses to expand their business easier. Additionally, buying goods and service through website allows users to make choices, research and comparisons on prices, quality and so on without waste too much the time and energy. There are several elements that very important that need to be considered when want to develop the website and need to stressed about many things which are navigation, graphic that want to use, emphasized the good organization and also the utility, purpose of website, the readability and also simplicity of website stated by Ranee et al., (2017).

There are many websites or dot com existed and popular that can be accessed by people around the world, such as Lazada, Shoppe, Zalora, Murah and many more. But this will be problem to the new businesses that want to run the business through the website. Maybe they did not know what actually the element, characteristics, features, attributes and factor that need to put in their website to satisfy the expectation of customer or users. The development of websites in this context, make the competitive in this industry increased because their known with the changes of industry will make them difficult to create websites based on the customer expectation and requirement. Other than that, the aesthetics factor will being the key element to the visual attractiveness of the product. According to Naukkarinen & Bragge (2016) stated actually the aesthetics element have related to do with art, beauty, and other aesthetic values. Damak (2017) stated that the aesthetics refers to

the judgement, emotions, and it linked to the beauty of the external physical appearance of the men, nature, environment, object and also influenced on interaction.

The aesthetic element are very important when want to create something especially for the website because it is virtual not the physical. There are many elements but what the element that will caught customer and users attention first and mostly that more concerned about. Then creating a good aesthetic in product actually will lead to better usability and enhance the user experience. Attractiveness elicit pleasant emotion in users and then will leads to satisfy the customer requirements. If the websites display a poorly designed product or display the poor visual maybe the users or customers will form negative perceptions of the entire of website and become discouraged in completing their activities or transactions payments. Mottus & Lamas (2015) stated that understanding aesthetic perceptions is important and crucial especially during the day when aesthetic will be judged.

Therefore, Peng et al., (2017) argued that every website should highlight the importance of aesthetic on product by providing users with detailed and same times providing the interactive methods for to evaluating a product to make the improvement for the product. Then, Hoe & Mansori (2018) argue to enhance customer satisfaction, every company or trader should look at various angles like serviceability and perceived quality because it has are big impact on customer satisfaction because it will actually can lead to customer loyalty. Then, Mugerauer (2012) said that aesthetic appeal is very important for the customers because the good product design it leads to creates good relationship with customer. It becomes a constant challenge for designers to seek, analysis and to understand the factors that will influence the customers especially on aesthetic perceptions of design attributes and features. In this study, Big Five and Eysenck approach will be used to help to find the answer for the objective and the aim of this study to know whether the people with the personality with some characteristics will more focus on which aesthetic element. As we know everyone in this world have been different personality and different characteristic and then every personality have their own taste, behavior, opinion, feeling and more.

1.2   Problem Statement

Nowadays, shopping through website is becoming increasingly popular today in the community. The facts, shopping through website is the new way to make purchases with through the internet medium. Peoples choose online business because of easy and convenient factors, especially for busy peoples who have not much time to shop in physical store. Other than that, website be an option because sometimes it will offer low prices when the promotion and deals days, gorgeous products and so much more same something like we can get at the physical store. There are many of website that existed nowadays, that can be used to satisfied customer need and wants but this fact also bring to the developer of websites needs to face the challenges of market competition.

All website online business will usually provide a basic amenity such as information on goods, access facilities, payment facilities and more. However, the developer need to create something that different with competitor in order to make sure their company can be sustained in the market, be the first option to use by the customer and can customer differentiate their website from the competitor website. Muncu & Kimzan (2015) underlined that the first interface customer with websites will give impact whether positive or negative because customer will make judgement, assessment and evaluation to the website.

In additional, the aesthetics of product become important in the eyes of customer, the selection of the products that capture to their attention is one of the important thing and this be a challenge to the company on how they will and can to attract their customer. Based on this problem, the developer need to create websites based on customer expectation. In this study, the project will focus on the aesthetic characteristics that will satisfy customer toward the websites and also will focus on the fashion or clothes categories of website. The approaches such as Big Five and Eysenck will be used to find whether the personality will be influence or play roles in the website design especially in aesthetic element. This project will to determine, identify the priorities or factor that can satisfy them when using their website that be provided to them. Then the statistical approach will be used to know whether there

are correlation each other or not especially in the aesthetic characteristics of website based on the personality of customer.

1.3   Research Objectives

The objective of this project are:

i.   To find out the factor that make customer satisfy when using the website.

i.   To determine the most important priorities while using the website.

ii.   To identify the aesthetic characteristics that be more prefer in designed the website based on the personality and cognitive test.

iii. To validate the customer preferences based on the website appearances or visual design using the Gaze recorder or gaze tracker software.

1.4   Scope of the Project

Scope of this research must have related with the title and the objective of the study. Is important to conduct this research if have a main scope. The main scope is researcher focus to Malacca state only for answer the questionnaire and in more specific is researcher will take the student from Universiti Teknikal Malaysia Melaka (UTeM) as researcher respondent. Then, the researcher will minimize the scope with choose student from Faculty of Technology Management and Technopreneurship (FPTT) only with the population approximately 2000 students in this faculty and the sample size that be taken are 150 will be selected to be my respondent. I choose this group as my respondent because we know student is one from parties that always

buy through the online because they have the limited time to shopping and make purchased through website as a convenient service that provider for them.

1.5   Framework Study

Figure 1.2 shows the framework of Four objectives for the project and also fourth phase which is of the data collection phase, analysis phase and also evaluation and validation of the result phase of this project.

1.6   Summary

This chapter is about the background and objective of the study. After that, defined the problem statement and scope of the study that have been stated in order to limit the study that want to be conduct. The following chapter will cover about the literature review and knowledge that needed in to conducting the study. This study is about the factor or characteristics of website appearances that will influence or capture the intention of customer when using the website especially in the website in fashion or clothes categories. The website that be selected for this study is Inhanna.com, Poplook.com and also Wanzar.com. So, this study will use gaze recorder software to know what actually the customer focus when looking at the website. This study also is been conducted to know the customer preferences based on the attributes or aesthetic characteristics that can be designed in website and to know what actually the factor that can satisfy need and wants when customer browser the website, to know priorities when customer browsing the website and characteristics of website based on the personality of customer and lastly to know the website appearances based on gaze recorder or gaze tracker system or software.