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Impact of Website Quality on Trust: An empirical assessment in Higher Education Sector

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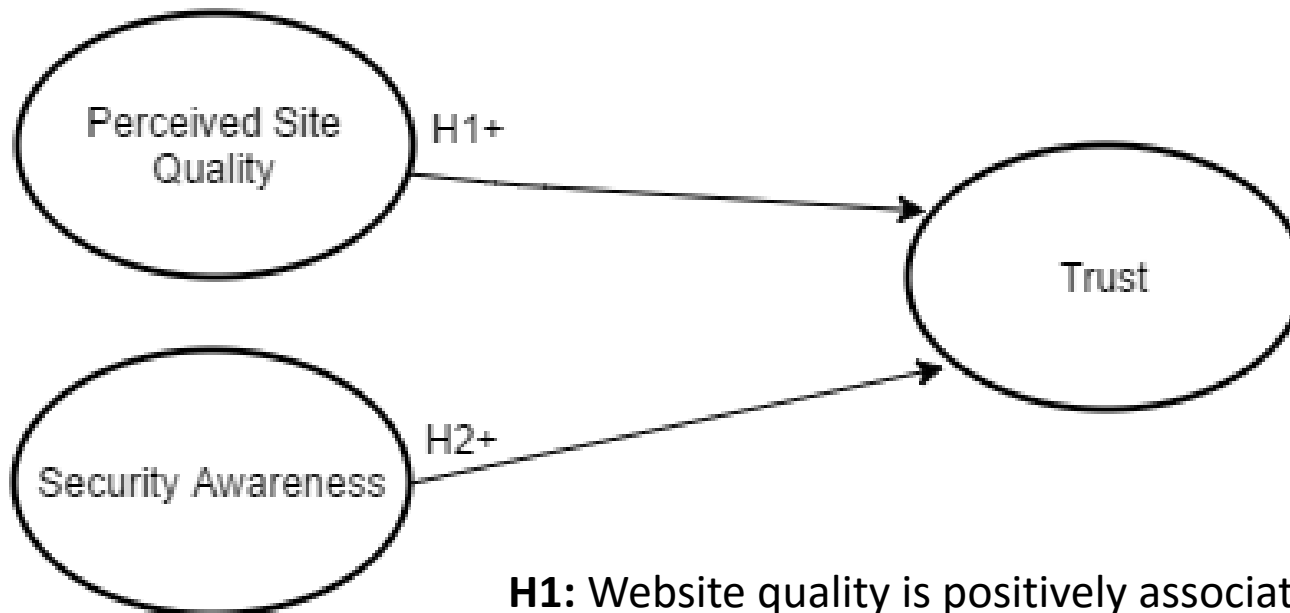
- Conclusion /introduction
- Problem statement
- Trust, website quality and perceived risk
- Research model & method
- Data analysis & discussion
- Abstract

- “Trust those people who can know the reason behind these three things: pain behind your smile, love behind your anger and the reason behind your silence” (IBN ABI TALIB (AS), 2017)
- Understanding reasons that drive trust is crucial in customer care. Purchase intention can be influenced by many factors as well as customer emotions and perceived risk & site quality.

Buyers within the Gulf region distrust online services and encounter fear of fraud during online usage. Fraud is not the only reason. Ambiguity of how online transactions are carried out behind the scene also contributes to skepticism of websites as well as assurance of online company providing such services or products, etc. (Alrawi & Sabry, 2009).

Trust, website quality and perceived risk

Whenever customers **feel** that they are satisfied with online services, they could end getting loyal to that vendor. Customer satisfaction of a product or a service may result in a positive word of mouth that could promote an online boutique and increase customers' intention to purchase. **Satisfaction** and **loyalty** could **bridge trust** between online clients and sellers, which might result in loyal attachment during crucial times (Nadeem, et al., 2015). In the context of e-commerce, the majority of information security analytics have declared their concerns about online client's administration of the available data.



H1: Website quality is positively associated with consumers' Trust.

H2: Security awareness is positively associated with consumers' Trust.



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Carrying data

		Trust	PSQ	SA
Trust	Pearson Correlation	1	.562**	.351**
	Sig. (2-tailed)		.000	.000
	N	281	281	281
PSQ	Pearson Correlation	.562**	1	.399**
	Sig. (2-tailed)	.000		.000
	N	281	281	281
SA	Pearson Correlation	.351**	.399**	1
	Sig. (2-tailed)	.000	.000	
	N	281	281	281

Right now items are being sold, houses are getting bought and thoughts are filling cyber space. Trust is no longer face-to-face or telephone based thing. It could positively influence an online transaction. Increasing use of the internet, especially in e-commerce demands understanding factors that might influence trust in online business. This paper confirms the association between (perceived site quality & security awareness) and trust amongst students in the kingdom of Bahrain. Correlations tests expressed trust having a positive association with website quality and security awareness. At least gaining students trust might raise their perception about quality of a website. Security awareness is also linked with online trust

Thank you