

Impact of Website Quality on Trust: An empirical assessment in Higher Education Sector (02-03) August 2017

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Abstract

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. Keywords— trust, perceived site quality, security awareness