"The effect of educational website design elements on students trust and satisfaction towards the use of websites: a case study of Al-Zaytoonah University website"

Prepared By

Yousef Khaled Alqudah

Supervisor

Dr. Ahmed Alsswey

Al Zaytoonah University 2023

Abstract

This study aimed at identifying the impact of the design elements of university websites in Jordan: A study case of Alzaytoonah university. The researcher used the descriptive analytic methodology. The population of the study consisted of (12000) students. The researcher developed a questionnaire consisted of (31) items and (10) domains. The statement of the problem attempted to answer the following main question which says: "What is the impact of the design elements of university websites on student's trust and satisfaction toward the usability of the website. 10 questions where generated from the main question which the study attempted to answer. The researcher distributed the questionnaire link to al Zaytonah university students. The sample of the study consisted of (409) students who responded to the questionnaire. The findings of the study revealed a high degree of impact of all the 10 domains of the study. The study was concluded with some

recommendations. A recommendation stated that a comparative study should be conducted between a public university and al Zaytonah university.