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Research paper

The Effect of Usability Test for Designing M-Commerce on Customers Trust

Azham Bin Hussain[1], Alaa Thamer Mahmood[1], Raed Kamil Naser[1] and Zarul Fitri Zaaba[2]

[1] *Human-centered Computing Research Lab, School of Computing, Universiti Utara Malaysia, Kedah, Malaysia.*
[2]*School of Computer Sciences, 11800 Universiti Sains Malaysia, Penang, Malaysia*
[*]*Corresponding Author E-mail: Emailazham.h@uum.edu.my*

Abstract

Usability design of any mobile application varies from one user experience to another. This depends on the highlights and attributes of structured process for any predetermined errand, for example, client trust. Existing literary works have uncovered that there is perceptible absence of concentrate on the impact of versatile or m-trade structure ease of use on clients' trust to play out specific exercises, for example, supportability, validity, content applicable and coherence. In this investigation, a nearby finished survey was disseminated among 20 m-trade clients. These clients were requested to play out some errand in order to gain some important data about client trust in m-trade. Result appeared in poll uncovered that lion's share of the members demonstrate solid enthusiasm for m-trade and have concurred that the plan convenience in driving their trust of the application is vital. The referenced ease of use components positively affected clients" trust with the exception of supportability. Our discoveries give a few bits of knowledge to the m-business planners and engineers and expand the present comprehension about the capability of structure ease of use in driving clients' future use conduct.

Keywords— *usability design, mobile commerce, trust, design patterns, usage behavior*

1. Introduction

Portable application convenience has gotten more consideration of late because of the diligent development in the utilization of web in our regular daily existence. Versatile Apps have additionally given an achievable medium to purchasers and merchants to influence control, to oversee and review accessible items on the web. All things considered, m-trade applications have dependably been seen to give an adaptable medium which clients' can get to wanted data from a cell phone [1]. Then again, m-business is manufactured broadly to consolidate different highlights for engaging clients' use involvement while seeking on item in their versatile. In this investigation, we considered the utilization of M-business portable application as an application for moving and purchasing items. It furnish distinctive portable trade benefits alongside broad accumulations of items. Figure 1 exhibits the landing page of this application. Be that as it may, the specialist chose m-business specifically in light of the fact that it satisfy the accompanying conditions:

- Popularity and notoriety of dependable place for moving and purchasing items.
- Abundance of various accumulations beginning from home related items to employments.
- Cover all the Malaysian districts.
- Famous to the overall population including elderly and youth.

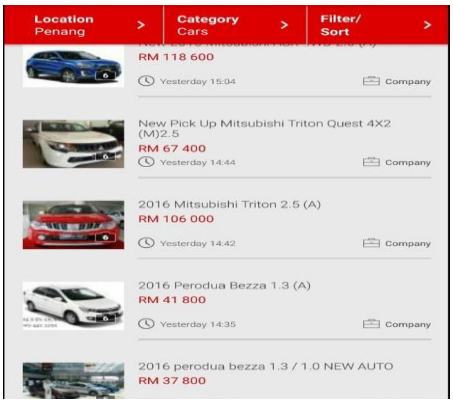

Figure 1: M-commerce home page

Figure1. Above shows the designed home page for M-commerce. It is a basic illustration of how Usability testing and design contributes in user experience and gratification concerning product trust. This will however, contribute the enhancement of transactions amongst online buyers and sellers.

Numerous specialists still view it as in its newborn child arrange [2-4]. In the mean time, various investigations have been directed to decide the impact of internet business ease of use on clients' impressions of associations [5-7]. Be that as it may, it very well may be summated that m-trade structure ease of use and its connection in driving clients' trust is yet to be researched. This is a solid

explanation behind many. the impacts of site convenience on association are of various components, for example, site mentalities or assessments [8] and fulfillment [9-11]. Subsequently, this examination went for exploring the impact of m-trade structure ease of use on clients' trust.

The rest of this paper is organized as pursues; segment 2 presents related works in M-commerce, section 3 gives detailed description of the methodology that is adopted for the proposed study. In section 4, moves on to describe in greater detail the experimental implementation and Result evaluation performance of the study and Section 5 concludes the paper with further discussion and future recommendations.

2. Related Works in M-Commerce

As indicated by Jakimoski [12], there is a restricted examinations in looking at the ease of use of versatile applications for performing business related exercises. For instance, Novak [13] tended to the ease of use issues when testing m-business as to certain UI that would recognize the potential convenience issues that may have been disregarded in the advancement cycle. Essentially, Maity and Dass [14] showed that clients' ease of use discernments are for the most part identified with their expanded eagerness to control the framework.

The utilization of m-trade is anticipated to rise in this way giving an adaptable stage to joining all the vital administrations in a few overlap [16]. As indicated by Seth, et al. [17], m-trade is widely accepting more consideration as it give the popular methods for business and business. All things considered, it tends to be said that m-trade is turning into a prevailing power for doing business to a great extent because of its administration, structure, and substance qualities which make it more possible than web based business. We emphatically trust that with the far reaching sending of remote innovations, the m-trade will supplant the worldview of electronic business. In view of this, few examinations pondered the job of best m-trade configuration to oblige a specific use conduct [18-20].

The most recent progression in versatile system and security settings have brought about gigantic relines on the offered administrations to play out certain employment [21]. This is accepted to be added to the abilities of cell phones, middleware advancement, benchmarks and system execution alongside acknowledgment related measurements. Past investigations demonstrated that m-trade utilization among individuals has been consumed to incorporate different age bunches in both creating and created nations [22-25]. In this way, this examination is being completed to decide the impact of m-trade plan ease of use on clients' trust.

3. Methodology

A poll utilizing close finished things was utilized in this examination in which the chose members were requested to take part in assessing M-trade versatile application by communicating their contemplations while executing set errands. The analyst guaranteed that all members play out the given errands so as to appropriately assess its functionalities.

Members

An aggregate of 20 postgraduate understudies from the school of Arts and Science were welcome to assess the chosen application. The members were solicited to play out an arrangement from errands displayed clarified in the accompanying area.

Strategy

The procedure for gathering the information depended on individual premise in which one member was asked at an opportunity to utilize the application. The ideal opportunity for utilizing an application and give the reaction to poll kept going roughly 10-15 minutes. A concise exhibition was given to every member for them to comprehend their job and the idea of the errand. In particular, we requested that every member expect the job of condo purchaser who need to locate a legitimate property inside the territory of intrigue. While playing out the assignment, members were likewise requested to expect that all properties must be inside their districts that they can offered similarly satisfactory pay and advantages. In the wake of instructions them about the seeking assignment, they were likewise solicited to play out a succession from exercises appeared Table 1. After finishing every one of the undertakings, members were requested to react to a nearby finished survey to evaluate their m-trade plan convenience and its impact on their trust. Members utilized a five-point Likert-type scale for all things.

Table 1: List of Tasks

No	Task	Description
1	Create an account and login	In this task, all users have to register and login to their account.
2	Add product to your favorite list	Users have to determine their product of interest and add it to the favorite list.
3	Inquiry about product	Users have to view the desired product and retrieve any available information to contact the advertiser.
4	Search and filter results	Users have to insert the desired terms or keywords in order to retrieve the results.

Data analysis

Elucidating measurement in SPSS was utilized to decide the assention among member about the m-business structure ease of use impact on their trust. The relapse examination was likewise used to figure out which plan ease of use component was for the most part influencing clients' trust. This incorporate recognizing the fundamental classes dependent on the relationship between the respondents.

4. Results

The examination of m-trade ease of use was accomplished by considering the principle ease of use factors recommended by Lee and Kozar [26] regarding Navigability, Supportability, Credibility, Readability, and Content significance. Be that as it may, the poll things for surveying clients' trust was adjusted from Corritore, et al. [27]. A five Likert scale was utilized to evaluate the things. Table 2 demonstrates the distinct measurement results dependent on the members' reaction to the nearby finished survey. From the table, it tends to be summated that every one of the things for each build are typically appropriated dependent on the skewness and kurtosis values. Most of the members saw the navigationally of the versatile application to give them different inquiry highlights, for example, web crawler, menu bar, return and-forward catch.

To get the objective data (mean=4.592 and Standard deviation (Std) =.952). Moreover, members concurred that the application keep them arranged as they shop (mean=4.124 and Std=.848) in which it very well may be contemplated to that greater part of them thought that it was anything but difficult to find what is required (mean=4.131 and Std=.860). Then again, the outcome likewise uncovered that the application give the required help in which members felt that they can get in the nick of time bolster whenever they require it (mean=4.103 and Std=.887). They additionally expressed that the application gave highlights to request to help whenever they require (mean=4.144 and Std=.897). Be that as it may, some didn't know about in the case of

getting support through a progression of alternatives is simple and advantageous for them (mean=3.634 and Std=.956). Then again, members found the application to give some noteworthiness angle like they felt safe in handling their exchanges. Such reactions can be contemplated to the dependability of the application (mean=3.993 and Std=.928). From the clarity point of view, every one of the members saw the wording all things considered and straightforward. All things considered, the application was seen to give a positive perusing background. In the interim, members saw the applicable of the substance to be inside the extent of the application (mean=4.531 and Std=.842) in which they found the application to give up and coming data about significant items (mean=3.913 and Std=.929).

Table 2: Descriptive statistic results of the study constructs

Navigability	**Mean**	**Standard Deviation**	**Standard. Error**	**Skewness**	**Kurtosis**
(1) The app provides multiple search features (e.g., search engine, menu bar, go-back-and-forward button, etc.) to obtain the target information.	4.592	.952	.079	-.709	.390
(2) The app page that I am looking for can be reached through multiple pathways.	3.779	.853	.070	-.781	.810
(3) There are multiple ways to access the app page that I am looking for and/or return to shopping menus.	3.758	.884	.073	-.912	.999
(4) It is very easy to locate what is needed in this app.	4.131	.860	.071	-1.253	2.353
(5) The app keeps the user oriented as they shop.	4.124	.848	.070	-1.139	1.809
Supportability					
(1) While visiting the app, I feel that I can get just-in-time support anytime I need it.	4.103	.887	.073	-1.353	2.621
(2) The app provides features to ask for help anytime I need.	4.144	.897	.074	-1.401	2.649
(3) Getting support through a series of options is easy and convenient.	3.634	.956	.079	-.947	.810
Credibility					
(1) I feel safe in my transactions with the app.	4.124	1.032	.085	-.733	-.123
(2) I trust the app to keep my personal information safe.	4.186	.982	.081	-1.100	1.062
(3) I assume the app administrators will not misuse my personal information.	3.703	1.028	.085	-.853	.351
(4) The app is stable to use.	3.993	.928	.077	-.667	-.044
(5) Services are routinely delivered as promised.	3.765	.957	.079	-.572	.082
(6) The app provides detailed information about security features.	3.627	.964	.080	-.510	-.123
Readability					
(1) The app's wording is clear and easy to understand.	4.889	.943	.078	-.380	-.831
(2) The app has enough white space (or margins) to make it readable.	3.600	.776	.064	.022	-.408
(3) Every page contains the appropriate amount of components to fit into a page.	4.217	.863	.071	-.009	-.451
(4) The app uses colors and structures that are easy on the eyes.	3.765	.823	.068	.204	-.586
Content relevance					
(1) The app contains in-depth information.	3.606	.952	.079	-.213	-.640
(2) The app provides up-to-date information.	3.913	.929	.077	-.124	.088
(3) The scope of information	4.531	.842	.069	-.205	.156

provided by the app is appropriate.					
(4) The information provided by the app is accurate.	3.882	.671	.055	.002	-.447
Trust					
(1) I expect this app will not take advantage of me	3.903	1.120	.093	-.769	-.337
(2) I believe this app is trustworthy.	4.144	1.046	.086	-.689	.000
(3) I believe this app will not act in a way that harms me.	3.744	1.046	.086	-.689	-.145
(4) I trust this app	4.765	1.067	.088	-.630	-.165

Table 3 demonstrates the relapse examination result for the impact of m-trade versatile application ease of use components regarding safety, supportability, coherence, validity, and substance significant on their trust to move and purchase items. With aggregate relationship coefficient of 0.508 (tolerably associated) and balanced R square esteem, it tends to be summated that clients discernment about the application ease of use plan components clarify a sum of 22% of the impact on their trust to utilize it.

Table 3: Coefficients measures for the effect of app usability design on customers' trust

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	RAdjusted R square
	B	Std. Error	Beta			
Navigability	.137	.061	.178	2.246	.026	
Supportability	.034	.056	.046	.606	.545	
Readability	.251	.046	.272	3.74	.000	
Creditability	.152	.053	.222	2.857	.005	
Content relevant	.255	.065	.297	3.931	.000	

a. Dependent Variable: Trust

5. Discussion and Future Works

This examination explored the impact of convenience structure components on clients' trust to utilize m-trade applications. An aggregate 20 clients were welcome to utilize the application through a progression of exercises to enable us to comprehend their use conduct through the immediate cooperation with the application plan components. Subsequent to utilizing the application, we welcomed them to react to a nearby finished poll to evaluate their safety, supportability, lucidness, respectability, and substance important alongside their trust. The unmistakable outcome demonstrated that lion's share of members were firmly concur that ease of use plan components in versatile trade application would drive their trust to utilize it. This was mostly clarified by the application ease of use attributes as far as traversability, coherence, respectability, and substance important. Be that as it may, supportability of versatile application had no impact on clients trust. These discoveries add a few bits of knowledge to the past works in which it bolster crafted by Lin, et al. [28] who found that versatile trade qualities can influence clients' trust and bolster future use conduct. Then, this examination likewise bolster Nilashi, et al. [29] who expressed the job of security, plan and substance in influencing client trust in portable business. [30][31] From these, it very well may be noticed that this work give some data about the capability [32][33] of portable ease of use configuration in dismissing clients' conduct to trust and utilize the application administrations. In spite of this, there are a few restrictions that can be handled in future investigations [34], for instance, this examination was constrained to 20 clients just with restricted exercises. What's more, this examination was constrained to the utilization of survey as a strategy for gathering the members react. In this manner, future examinations can be directed to incorporate bigger example estimate and extra exercises [35], for example, giving clients assignments to look for and recognize certain item. Additionally, future works can utilize meet and other perception strategy to decide the suitability of an application [36] in trade setting.

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