QUALITY DIMENSIONS OF WEBSITE DEVELOPMENT IN KINESIOLOGY FACULTIES

Author:
Mahdi Bigdely

email:
mahdibigdely@gmail.com

Co-authors:
co-authors: Mahdi Bigdely (Allameh Tabatabaie University)
Batul ArabNarmi (Tehran University).
Author: Habib Honari (Allameh Tabatabaie University)

University:
Allameh Tabatabaie University

Abstract

Introduction

The Internet is growing rapidly and its speed is faster than ever. The number of Internet users has grown significantly over the last few years. The significance of such a huge number is the dramatic increase in the speed and frequency with which Internet data are exchanged.

As the number of internet users has grown, e-commerce has become one of the major profit generating avenues for sports organizations; understanding more about consumer characteristics might be the first critical step in developing an effective marketing strategy to capitalize on internet traffic in order to maximize the profit generation potential for sports organizations (Zhang et al, 2010).

The quality of the website in kinesiology faculties will help sport marketers to provide rich services and information for stakeholders, including students, professional teams, people in the vicinity of the faculty and other potential customers and consumer to sell services to them.

Literature Review

The websites are being used by organizations to achieve their goals and may have different roles such as a marketing or public relation (promotion) tool (Seo et al, 2008) Universities and faculties, as the leading scientific organizations have been at the forefront of online service provision. On-line access to transactions such as enrolment, course delivery, course support, and library lending are rapidly becoming standards within the sector. Many universities now offer web portals, which provide an integrated front end to information and applications for various stakeholder groups. Ensuring that these services meet quality requirements is essential to ensuring business operations and stakeholder satisfaction (Mary Tate et al, 2007).
It is an issue of survival, providing new channels of income and communication, branding their faculty and helping the faculty to achieve his goals. The researchers in this paper have tried to develop an evaluation tool of kinesiology faculties websites quality to identify its quality dimensions; based on general and proprietary website evaluation items.

Theoretical Framework

TAM (Davis, Bagozzi, & Warshaw, 1989), adapted from the theory of reasoned action, appears to be the most widely accepted theory among information systems researchers. TAM originally suggested that two beliefs " perceived usefulness and perceived ease of use " are instrumental in explaining the variance in users intentions.

Methodology

Researchers of this survey developed a valid and reliable questionnaire by studying literature review; it took 6 menthes to develop the questionnaire. Twelve IT professors of Tehran University examined, commented and finally confirmed the content validity of the questionnaire. The questionnaire consisted of 30 questions, and it had two dimensions of perception and expectation which were scored by scale. Perceived and expected status of websites were chosen by Tehran s P.E students using a five-point Likert scale, where 1 = Totally Disagree and 5 = Totally Agree .

Cronbach's alpha coefficient was examined to provide evidence of the internal consistency of the instrument. The alpha score computed using Split two was ±=.87.

Out of 250 distributed questionnaires, 203 were returned. Collected data were analyzed using SPSS 17. Kolmogorov Smirnov test (K S test), was employed to test the normality of the distribution and to select whether to use parametric or nonparametric tests for data analysis. Analyzing outputs showed that the factors significance is less than 0.05, so the nonparametric tests were selected for further analysis.

Results and discussion

Four dimensions of web site quality in kinesiology faculties were identified using exploratory factor analysis as: Objectively, correctness, Privacy, Accuracy of information and Authority.

The findings of this research will result in a tool for sport marketers and managers in kinesiology faculties to evaluate the quality of their website and guide them through improving its quality in all services the website provides, so that future students and stakeholders would benefit from a rich source of information and also a full information and communication tool to retrieve requested services immediately.

Identified dimensions in this survey will lead not only the directors of kinesiology faculties, but also the sport marketers and other sport managers to identifying any shortfalls (the what) in their website, and guide them to root causes (the why) to implement appropriate corrective actions (the how). So they can have a better service for the students and customers and also better return of investment on their web sites, at the end resulting satisfied users..

References:

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. Management Science, 35, 982-1002.

Mary Tate1, Joerg Evermann1, Beverley Hope2, Stuart Barnes3,Perceived Service Quality in a University Web Portal: Revising the E-Qual Instrument, Proceedings of the 40th Hawaii International Conference on System Sciences – 2007

Seo, W.J., Green, B.C., (2008): Development of the Motivation Scale for Sport Online Consumption, Journal of Sport Management, 2008, 22, 82-109

Zhu Zhang, Doyeon Won, (2010). Buyer or browser? An analysis of sports fan behavior online, International Journal of Sports Marketing & Sponsorship I JANUARY 2010