

# THE INFLUENCE OF WEBSITE INTERACTIVITY ON USER SATISFACTION

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## ABSTRACT

Interactivity is a very important characteristic of website design. The objective of this study is to examine the influence of different types of website interactivity on user satisfaction, trust and e-loyalty. The website interactivity considered in this study includes three different types: system to users, administrators to users, and user to user. An online questionnaire survey were used to collect data and 450 available responses were collected. Regression analysis results suggested that participants' satisfaction toward the website does not differ among three types of interactivity. However, significant relationships between user satisfaction, trust and e-loyalty were revealed.

## INTRODUCTION

According to Taiwan network information center (TWNIC)<sup>1</sup>, the number of Internet users in Taiwan are continuously growing (1.38 million in 2005, 1.62 million in 2010). With the proliferation of Internet, website interactivity become an important characteristic to differentiate the Internet and the traditional media (Coyle & Thorson, 2001; Hoffman & Novak, 1996). Thus, different websites provide different ways to interact with the user to create competitive advantage. However, it is not clear that whether different types of interactivity result in different level of user satisfaction, which might in turn influence trust and e-loyalty toward a website. Accordingly, the objective of current study is to suggest a website interactive classification framework and also examine the influence of website interactivity on user satisfaction. Thus, the following hypotheses were proposed:

H1: User satisfaction will be different across different types of website interactivity.

H2: Trust influenced by satisfaction. Higher satisfaction bring higher trust.

H3: E-loyalty influenced by satisfaction. Higher satisfaction bring higher e-loyalty.

H4: E-loyalty influenced by trust. Higher trust bring higher e-loyalty.

## METHOD AND RESULT

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<sup>1</sup> [www.twNIC.net.tw](http://www.twNIC.net.tw)

This study is going to find out the relation of interactivity and user satisfaction. There are three types of interactivity (Administrator-User, System-User, User-User). This study is going to find out how the different interactivity effects the user satisfaction, which in turn influences trust and e-loyalty. In addition, the influence of satisfaction on e-loyalty and trust was also investigated. Four hundred and fifty subjects were invited to participate the survey in which each subject was randomly assigned to one of the three website interactivity types. Thus, Each type of interaction include 150 samples.

The results of Analysis of variance (ANOVA) indicated that subjects in different interactivity group revealed no significant different satisfaction level. Regression analysis was further conducted to test the relationships between satisfaction, trust, and e-loyalty. The results indicated that the relationship between satisfaction and e-loyalty ( $\beta=0.551$ ), satisfaction and trust ( $\beta = 0.838$ ), and trust and e-loyalty ( $\beta =0.306$ ) are all significant. Thus, H2, H3, and H4 are supported.

## **CONCLUSION**

This research focus on content-based website with the focus specific on website providing investment and financial information. In this kind of website, it is possible that users only focus on the information, but not on the interactivity of website. For those investors, the only reason for them to surf on internet is to get the information about investment. First, they care if the information is enough or not, then they care if the information is correct or not. Second, they care if the information provided by website is easy to understand or not, and if the information is in time. However, other websites, such as social network website or virtual community, may reveal different results from current study.

Current study can contribute to the existing literature because there were very little research about interactivity on web2.0 generation. In this generation, interactivity is important. This study classify interactivity into three type of interactivity (System-User, Administrator-User, User-User), providing a way to classify interactivity in web2.0 generation.

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