

# Website Satisfaction Survey

Website Satisfaction Survey Results Dataset

Data source:

<https://www.kaggle.com/datasets/hayriyigit/website-satisfaction-survey?resource=download>

## About Dataset

Conducted after using an e-commerce website. Assessed web design features (typography, color, content quality, interactivity, and navigation) and satisfaction, trust, and loyalty.

### Questions (10-point Likert scale):

Overall Satisfaction item:

q20: My current experience with this website is satisfactory.

### Typography

q1: It is easy to read the text on this website with the used font type and size.

q2: The font color is appealing on this website.

q3: The text alignment and spacing on this website make the text easy to read.

### Color

q4: The color scheme of this website is appealing.

q5: The use of color or graphics enhances navigation.

### Content/information quality

q6: The information content helps in buying decisions by comparing the information about products or services.

q7: The information content provided by this website meets my needs.

q8: Contents and information support for reading and learning about buying process.

### Interactivity

q9: This website provides adequate feedback to assess my progression when I perform a task.

q10: This website offers customization.

q11: This website offers versatility of ordering process.

q12: This website provides content tailored to the individual.

q13: In this website everything is consistent.

## **Navigation**

**q14:** Navigation aids serve as a logical road map for buying.

**q15:** Obviousness of buying button and links in this website.

**q16:** It is easy to personalize or to narrow buying process.

**q17:** It is easy to learn to use the website.

**q18:** This website supports reversibility of action.

## **Satisfaction**

**q19:** Overall I am satisfied with the interface of this website.

**q20:** My current experience with this website is satisfactory.

**q21:** Overall. I am satisfied with the amount of time it took to complete the tasks for buying products.

**q22:** Overall. I am satisfied with accuracy for this website related to the buying process.

## **Trust**

**q23:** I trust the information presented on this website.

**q24:** This website is credible for me.

## **Loyalty**

**q25:** I would visit this website again.

**q26:** I would recommend this website to my friend.