

Website Satisfaction Survey

Website Satisfaction Survey Results Dataset

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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):

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.

Implemented from:

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