



UNIVERSITI PUTRA MALAYSIA

***RELATIONSHIP BETWEEN WEBSITE QUALITY AND USER
WILLINGNESS TO DONATE TO NON-PROFIT ORGANIZATIONS***

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By

MUHAMAD SHAMSUL BIN IBRAHIM

**Thesis submitted to the School of Graduate Studies, Universiti Putra Malaysia
in Fulfillment of the Requirements for the Degree of Doctor Philosophy**

December 2017

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DEDICATION



Al Hamdu Lillah

This thesis was humbly dedicated to my beloved parent and siblings' also dearest friend. Without their support and sacrifices, I will be lost.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Doctor of Philosophy

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December 2017

Chairman : Professor Md Salleh Hassan, PhD
Faculty : Modern Languages and Communication

The advancement of communication technology has brought new horizon of business approach in this digital era. A non-profit organization needs a better understanding to manipulate website online factors to meet website user preference and to influence their decision making. This study uses website quality and Technology Acceptance Model (TAM) to identify the relationship of online factors for a website with website user willingness to donate.

The aim of this study is to identify the online factors preferred by the NPO website user. This study use frequency as first statistical analysis to measure the presence of the website quality features in the NPO website that involved in this study. The study also using SEM as it second statistical analysis to explore the relationship between the variables. In addition, this study also tested the significance of satisfaction of using NPO website as a mediator between the website online factors with user willingness to donate.

The study uses a mixed method namely a survey and quantitative content analysis as a research design. The survey was the main method and conducted online for users from the ten non-profit organisation that involved in this research. The study adopted a convenience sampling technique. The selected respondent must have an experience browsing the NPO website. Therefore, 269 responses were successfully collected. While the quantitative content analysis was a supplement method and used to measure the presence of the website quality features on the similar NPO participated in this study.

For the information quality features, a descriptive analysis showed all the NPO in this study has included the NPO general information, also parallel with a website user level of importance. While for the system quality features, the finding revealed that every NPO website participated in this study have included a menu option on their website for better navigation to the next website page. The finding also is equivalent to the respondent level of importance. Whereas, for the service quality, 90% of the NPO have included telephone and fax number on the website to establish two-way communication with website users. The finding corresponds to the website user level of importance.

For the variables relationship, the finding indicated only service quality was found related to user satisfaction of using the NPO website. In addition, the satisfaction of using the NPO website also significantly related to the website user willingness to donate. Hence, the satisfaction of using NPO website showed an indirect relationship between service quality and user willingness to donate. While trust and system quality showed a direct relationship to user willingness to donate.

This study concluded that website users are willing to donate if they feel satisfied with the NPO website service. The website users also are willing to donate if the NPO website can be trusted and the website system quality met their expectation. Therefore, service, system and trust quality are important to be considered if the NPO to develop a website.

Key word: Website quality, TAM, Trust, Satisfaction of using NPO website

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**HUBUNGAN ANTARA KUALITI LAMAN SESAWANG DAN
KESUDIAN PENGGUNA MENDERMA KE BADAN BUKAN BERASASKAN
KEUNTUNGAN**

Oleh

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Kemajuan teknologi komunikasi telah membawa dimensi baru kepada perniagaan di era digital ini. Badan bukan berasaskan keuntungan (NPO) perlu lebih memahami untuk memanipulasi faktor – faktor atas talian bagi laman sesawang untuk mencapai jangkaan pengguna dan mempengaruhi pengguna dalam membuat keputusan untuk menderma.

Tujuan kajian ini adalah untuk mengenalpasti faktor-faktor atas talian yang disukai oleh pengguna laman sesawang NPO. Kajian ini menggunakan frekuensi sebagai analisis statistik yang pertama untuk mengukur kehadiran ciri –ciri yang sedia ada wujud di laman sesawang NPO. Kajian ini juga menggunakan Model Persamaan Struktur (SEM) sebagai analisis statistik kedua untuk melihat hubungan yang wujud di antara pembolehubah di dalam model kajian ini. Selain itu, kajian ini juga menguji kepentingan hubungan pembolehubah kepuasan pengguna melayari laman sesawang sebagai perantara di antara faktor – faktor atas talian laman sesawang dan kesudian pengguna untuk menderma.

Kajian ini menggunakan kaji selidik serta analisis kandungan kuantitatif sebagai kaedah kajian. Kaji selidik merupakan kaedah utama dan dilakukan di atas talian kepada pengguna laman sesawang NPO yang terlibat di dalam kajian ini. Kajian ini menggunakan teknik persampelan mudah. Responden dipilih berdasarkan pengalaman mereka yang telah melayari laman sesawang NPO. Dengan itu, seramai 269 respon telah berjaya dikumpulkan. Analisis kandungan kuantitatif pula adalah kaedah tambahan untuk mengukur kehadiran elemen – elemen kualiti laman sesawang NPO yang terlibat di dalam kajian ini.

Untuk ciri –ciri kualiti maklumat, analisis diskriptif menunjukkan, semua laman sesawang NPO dalam kajian ini mempunyai maklumat am berkaitan organisasi yang juga selari dengan tahap pentingnya kepada pengguna. Manakala, ciri –ciri bagi kualiti sistem laman sesawang, keputusan kajian menunjukkan kesemua laman sesawang NPO mempunyai pilihan menu untuk memudahkan navigasi laman sesawang. Keputusan kajian ini juga selari dengan tahap pentingnya kepada pengguna. Selain itu, kualiti perkhidmatan laman sesawang menunjukkan 90% daripada laman sesawang NPO dalam kajian ini mempunyai nombor telefon dan faksimili tertera di laman sesawang masing – masing. Keputusan kajian ini juga selari dengan tahap pentingnya kepada pengguna.

Untuk hubungan antara pembolehubah, dapatan kajian menunjukkan hanya kualiti perkhidmatan laman sesawang mempunyai hubungan dengan kepuasan pengguna menggunakan laman sesawang. Selain itu, kepuasan pengguna menggunakan laman sesawang juga menunjukkan hubungan yang signifikan dengan kesudian pengguna untuk menderma. Maka, kepuasan menggunakan laman sesawang menunjukkan hubungan tidak langsung antara kualiti perkhidmatan dan kesudian pengguna untuk menderma. Manakala, percaya dan kualiti sistem laman sesawang menunjukkan hubungan secara langsung dengan kesudian pengguna untuk menderma.

Kajian ini merumuskan pengguna laman sesawang sudi untuk menderma jika mereka berpuashati dengan kualiti perkhidmatan yang diberikan oleh laman sesawang NPO. Pengguna juga bersedia menderma jika laman sesawang NPO boleh dipercayai dan kualiti sistem laman sesawang mencapai jangkaan pengguna. Dengan itu, kualiti perkhidmatan, kualiti sistem dan percaya adalah faktor penting untuk dipertimbangkan apabila NPO membina laman sesawang.

Kata kunci: Kualiti Laman Sesawang, TAM, Percaya, Kepuasan melayari laman sesawang.

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This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

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LIST OF ABBREVIATIONS

NPO	Non-Profit Organisation
Info Q	Information Quality
Sys Q	System Quality
Svc Q	Service Quality
PU	Perceived Usefulness
PEOU	Perceived Ease of Use
IV	Independent Variable
DV	Dependent Variable

CHAPTER 1

INTRODUCTION

1.1 Overview

This thesis was organized into five chapters. Chapter 1 began with the study introduction on how the research was initiated. While Chapter 2 describing all the variables involved in this research namely, the website information, system, and service quality also the website perceived usefulness, perceived ease of use and trust towards user willingness to donate with the presence of satisfaction of using NPO website as a mediator. Whereas, Chapter 3 will explain the adopted methods and procedures used to develop the research instrument, to collect and analyse the data. All the results were elaborated in Chapter 4 with the statistical analyses. Chapter 5 is the final chapter which includes the discussion of the research summary, contributions, limitations, implications and recommendations for future research.

Chapter 1 is organized into 8 sections which include the background of the study (section 1.2), the problem statement (section 1.3), the research questions (section 1.4), and the research objectives (section 1.5). The following section is comprising a discussion of the significance of study (section 1.6) and the scope of the study (section 1.7). While the definition of the study key terms is given in section 1.8.

1.2 Background of the study

1.2.1 The importance of caring society.

What is caring society? Why is a caring society important? What constitutes a caring society? Those questions lingered around, and further research leads to a probable logical answer that is the love. Love is a precious nature in man involving of logic and rational mental activities. Love is pivotal to develop a caring society. Love can nurture through three basic factors, namely, the love, sympathy and being rational. Sympathy can be expressed through assisting others who are in need either monetary or non-monetary donation. Whilst being rational is nurturing the logic and mature thinking while making a decision. Glenn (2000) refers caring as to meet the other person needs by another person which is involved in the face to face interaction among the caretaker and the cared for and where the need is cannot possibly be met by the person in need herself. A practical definition of caring society is a society where people go the extra mile to help people willingly, but not out of obligation or because to fulfil someone demand (Admin, 2010). Muhamad, Mohamed, Haron, Rahman and Aisyah (2004) concluded that a caring society is a society which possesses a perfect level of maturity and highly appreciated the essence to live together, willingness to help and to collaborate to develop a peaceful society. Thus, as what has been discussed above,

caring society is likely can be developed through nourishing the concern, tolerance, and spirit to help the society.

According to the Al Quran, caring society relates to the relation of man to Allah, The Creator, the relation of man to man and the relation of human being to the world. For the relation of man to Allah, Allah says in the Quran: "Disgrace will be branded on them wherever they are found except when they get refuge under the favour of Allah or the patronage of other people; they have incurred the wrath of Allah" (Al-Emran:112). Whereas, to show that man to man also related, Allah also mention that: "The believers are brothers to one another, therefore, make reconciliation your brothers and fear Allah, so that you may be shown mercy" (Al-Hujurat:10). Henceforth, a relation of man to the world was clearly mentioned in the hadith as narrated by Abu Hurairah that Prophet Muhammad (PBUH) said: There was a branch of a tree that annoyed the people. A man removed it, so he was admitted to Paradise." (Ibnu Majah, n.d)

A caring society would able to integrate unity of thoughts and souls in the individual. A person must extend the brotherhood spirit amongst others to create a caring society. In the opinion of Muhamad, Mohamed, Haron, Rahman and Aisyah (2004), brotherhood is essential to create unity. Muhamad, Mohamed, Haron, Rahman and Aisyah (2004) said that willingness to help is one of the elements to develop a caring society. The brotherhood spirit could foster the feeling of care and willingness to help each other. Thus, caring society will produce nicer, kinder, egalitarian and just society members (Glenn, 2000). Therefore, caring society is likely a society that successfully produced society members who are highly concerned, high tolerance, always ready to volunteer and to share similar value and objective to create a harmony society. Due to that, the spirit to help each other is important in developing a caring society.

Every person is responsible for helping those in needs. For example, the rich to assist the poor, the wealthy to help the needy and the young to help the weak. It is important to value the spirit to help each other. This intent could be utilised at different level such as to help own self, the family, the society, and others. Due to that, the individual is encouraged to donate, to give sadaqah (voluntary offering) and to waqf (an endowment made by a Muslim to a religious, educational, or charitable cause) as one of the methods to help others. This is in line with Allah words in Quran that: "Worship none but Allah; treat with kindness your parents and kindred, and orphans, and those in need; speak fair to the people; be steadfast in prayer; and practice regular charity" (Al-Baqarah:83).

The development of caring society is important to the development of Malaysia. Tun Mahathir Mohamad, the Former Malaysia Prime Minister, has announced in 1991 that one of the nine challenges to achieve vision 2020 is to develop a caring society. A new Malaysia social system that will put the interest of society forward compared to the own need. The society shall become one, which the people's welfare will revolve not at the state and individual level, but around the strong and resilient family system.

Due to that, many programs have been done by the government with the collaboration of statutory bodies and non-profit organisations. Every bit of information must vividly explain and be able to capture the society's attention. Several platforms have been used to promote awareness programs and community activities emphasising every Malaysian as a unit and promoting etiquette through mass media. The on-going efforts of the government to ensure the success of developing caring society can be seen via several of government contributions and the establishment of non-profit organisations (NPO) and welfare societies such as National Cancer Council (MAKNA), Malaysian Association for the Blind (MAB), *Pertubuhan Orang Cacat* and others to care for the unfortunate Malaysian. Besides that, numerous public halls called *Dewan Masyarakat Penyayang* (Caring Society Hall), or complexes called *Kompleks Masyarakat Penyayang* have been designed and built to foster unity and caring spirit in the society (Nain, 2011). In addition, various social activities such as cooperation or commonly known as *gotong-royong* and a social visit to the underprivileged people have been executed. Besides, many religious programs and activities being brought out to empower the caring spirit in the society (Mohamed, 2012). Likewise, numerous festivals and celebrations have been organised to encourage the society to celebrate the festival together to promote unity.

Since the establishment of the NPO and welfare societies is part of the government effort to develop the caring society, hence it is the responsibility of the NPO's or the welfare society's to convey the idea of a caring community to friends in Malaysia. In the opinion of Kilby (2006), NPO plays a significant role to strengthen the civil society because of their close relationship to the communities. As an independent organisation, not related to any political party or any other union, the NPO is the most influential organisation because of their neutral position. Kilby (2006) also mentions that donor-NPO relation is a partnership based on equality where it was built on the common goals. Hence, the NPO is accountable to keep a healthy relationship with donors' especially to spend the donation effectively for the common purposes. Due to that, the public is likely easy to accept the NPO vision and mission.

The NPO can help in setting up the caring society through cultivating the zeal to donate or to sadaqah or to waqf through an effective website. Donations will create a positive impact on the development of a caring society. According to Basil, Ridgway, and Basil (2008) that charitable donations are a form of prosocial or helping behaviour.

It creates a sense of brotherhood in which the spirit of brotherhood can be created with the help and assistance in various forms (Mohd Zakaria, Abd. Samad, & Shafii, 2012). Allah says in the Quran: "The parable of those who spend their wealth in the way of Allah is that of a grain that sprouts into seven ears, each bearing one hundred grains. Allah gives manifold increase to whom He wishes. Allah has boundless knowledge" (Al-Baqarah:261). Anik, Akin, Norton and Dunn (2009) said individuals who gave money to benefit the others were found happier compared to those who spend the money for themselves only. As mentioned by Paradi (2014), to reach happiness, we must start offering happiness. So, those who feel happy is more probable to offer assistance.

Grant and Dutton (2012) have mentioned that receiving benefits can promote prosocial behaviour through reciprocity and positive effect although it often relationship-specific oriented, short-lived and complicated by ambivalent reactions. But, to encourage of prosocial behaviour attitude development, the spirit of giving has to be more powerful than to receive. This is in line with the famous expression that is sharing is caring. The history has proven that willing to share is important to produce great society. For example, since the era of Prophet Muhammad (PBUH) who has produced great leaders after him such as Abu Bakar As-Siddiq, Umar Al-Khatab, Usman bin Affan and Ali bin Abu Talib. The technique also has been applied by great Ulama such as Iman Syafie, Imam Maliki, Imam Hambali and Imam Hanafi who have shared their knowledge and taught others to pursue their legacy of knowledge and piety. So, to produce a caring society, the society itself must be willing to give, to share and to love. Malaysian can be taught to be more interested with the zeal to share or to donate as Amy Carmichael, a famed hero of humanity says, 'You can give without loving, but you cannot love without giving.'

1.2.2 Reasons for people donating to Non-Profit Organisation (NPO)

The research of why people donate to NPO clearly is related to the user decision making process. There are many findings associated with the offline factors that influence users' decision. With the advancement of today's technologies, the factors that influence user decision-making process also have changed through time. Many businesses have shifted or at least making progress towards better technology used to cater the demand and to expand the market horizon. A variety of studies has been conducted in different industries with one goal that is to understand customer decision making factors. The transition is developing from offline to online. Thus, the NPO is also affected by this transition and investigating the factors that influence people to donate to NPO is important.

The reviews of the donor decision to donate were influenced by several factors. In the opinion of Mejova, Weber, and Garimella, Dougal (2014), people willing to donate when they are aware of the important issues, recognise the opportunity to do charity and influenced by the external factor such as friends. Alias and Ismail (2013) found that donors prefer to contribute to the organisations they trust and confident. According Shier and Handy (2012), gender, organisation perception and influence from others are the factors would influence people to donate. Smith and Schwarz (2012) reported that donors who know a lot about the NPO and its cause are more likely to donate. Snipes and Oswald (2010) stated the reasons for a donor to donate are when they are aware of the selected NPO existence and clear with the service offered by the NPO. While Gordon, Knock, and Neely (2009) found that a well-known NPO would receive higher contributions compare to the less popular NPO. Lee and Chang (2007) finding indicated there are differences on donation behaviour in Western and Asia culture where in western culture, the donor decision to donate were influenced by an individual awareness of the NPO existence. But, in Taiwan, the individual awareness does not play significant influence towards the donor donation behaviour. Whilst Glynn, Schreiber, Murphy, Kessler, Higgins, Wright, Mathew, Tu,

King and Smith (2005) mentioned that the reasons for people to donate are because they feel responsible for helping others and they were asked to donate. Bennett (2003) reported that the personal values, organisational values and brand image of the charity amongst the factors that would influence individual inclination to donate. In the vast majority of cases, donor decision to donate was influenced by the NPO reputation which will create brand familiarity and awareness of the NPO existence and the ability of the NPO to share important information such as global and local issues that demand attention from the society instantly.

The reviews of the NPO website functions indicated that the website is capable of influencing user decision to donate. It is reported that the website is capable of enhancing, to shape and maintain the NPO identity and reputation (Madichie & Hinson, 2013; Sriramesh, Rivera-Sanchez, and Soriano, 2012; Pinho and Macedo, 2006), to promote fundraising and increase awareness and volunteer activities (Shier, and Handy, 2012; Reddick & Ponomariov, 2012; Diaz, Blasquez and Molina, and Martin-Consuegra, 2013; Yeon, Choi, Kioussis, 2005; Kang & Norton, 2004), to provide information (Uzunoglu & Misci Kip, 2013; Sommerfeldt, Kent, and Taylor, 2012; Zainudin, Ahmad, and Nee, 2010), to provide response (Sharma and Lijuan, 2015), to continue educating the multi-level society beyond geographical boundaries and as a tool to interact with multiple publics (Sharma and Lijuan, 2015; Ingenhoof, Koelling, 2010; Kang & Norton, 2004) and also to generate income (Zainudin, Ahmad, and Nee, 2010). According to Shier and Handy (2012), the offline factors which influence the user to donate cannot be applied to online donation. But, the previous reviews of the NPO website function showed that the NPO website is capable of meeting the factors to influence user decision to donate as discussed earlier. Chapter 2 will explain further the reasons for the website as a potential medium to solicit a donation.

Therefore, by understanding the website function and relation to the factors that are important to the user to donate, it would enhance the chance of NPO to receive a donation when the user browses the NPO website.

1.3 Problem statement

Malaysia Registration of Society (ROS) reported that there are 8,304 organisations that have been registered in 2013 from several sectors ("Statistik pendaftaran pertubuhan," 2014). ROS also stated that there is an increase in numbers of society which have registered for the following year until October 2014. The growing number has caused competition among the NPOs to get a monetary and non-monetary contribution. Similar to the for-profit organisation, NPO also required financial assistance to maintain their operation. Due to that, it is important for the NPO to identify the possible strategies to understand the factors that could contribute to the user willingness to donate to the NPO. Mejova, Weber and Garimella, and Dougal (2014) suggested that NPO should identify new strategies to find new potential donors. In addition, Goatman and Lewis (2007) stated that the development of the new technology would impact the way the NPO to communicate and to operate. Shier and

Handy (2012) proposed the future study should investigate reasons why people donate to one charity over another. They found that trust, reputation, and transparency are the aspects would influence the success of the online platform. Bennet (2009) suggested the future research should examine the impact of web page design towards donor impulsive giving decision. Hence, this research feels that more structured study of the NPO website features in Malaysia is required to categorise relevant NPO website attributes as an integrated communication package through a unified framework to cope with the website technology development and advancement.

The review of the NPO website studies reported many website issues related to the website features despite the low adoption rate of a website among the NPOs (McMahon, Seaman and Lemley, 2015). McMahon, Seaman, and Lemley (2015) said, the NPO likely to develop a website does not serve their particular purpose. According to Chang, Chen, Hsu and Kuo (2012), if the website user expectation on website quality decreasing, it will give an effect on the website perceived ease of use and usefulness and the website user's behavioural intention. For instance, NPO website was poorly designed (Abdullah, Husin, Hasan, Husain, Yahya, 2010) and was created purposely for a selected audience that is important to the organisation only. Whilst, Ingenhoff, and Koelling (2010) noticed that the German NPO website had been designed appropriately compared to the Swiss NPO website. A website must be designed suitably to avoid inconvenience experience to website user to obtain relevant information (Abdullah, Husin, Hasan, Husain & Yahya, 2010). According to Wong and Jusoff (2011), charity portals in Malaysia often lack information that could capture on donor attention. Goatman and Lewis (2007) reported that many NPO websites still at the introductory level where technical features such as the transaction and interaction still not being the top priority. In addition, the NPO also slow to cope with the new technology trend unlike the profit-making company (Pinho and Macedo, 2006). This is because according to Goatman and Lewis (2007) that the NPO see little need to embrace the new technology. Thus, the NPO is lagging behind in adapting to the new technology (Diaz, Blasquez, and Molina, Martin-Consuegra, 2013, Stone & Wilbanks, 2012).

Finally, due to the ineffective website, the NPO website in China received low visitors and failed to get media coverage to highlight the important issue (Yang & Taylor, 2010). In short, NPO website is having many unresolved issues in information, technical and servicing aspects. These problems caused the NPO website to be inefficient and substantially affected the NPO in various aspects such as the opportunity to receive donations and to get coverage for their efforts in combating important humanity issues. According to Zainudin, Ahmad and Nee (2010), the website design should be according to the users need as a guideline. Thus, the study believes that the website issues can be resolved by implementing better website design that suits the website user's preferences.

Among other things, the review on e-commerce website displays similarities of website issues for e-commerce and the NPO. According to Chen, Lin, and Chen (2012), difficulty on website navigation is one of the e-commerce website problems.

Whereas, Tan and Wei (2006) found that outdated information is one of the factors that cause dissatisfaction to the user. Non-friendly website content, inconsistent format, difficulties to interact and inefficient search capabilities are among the issues in the e-commerce website (Lee and Kozar, 2012). To sum up, the e-commerce and NPO website is sharing common problem related to website design. Thus, the researcher reckoned there is a common ground between both types of websites although it is in different sectors. Therefore, this research would like to investigate the possibilities to adapt the e-commerce website features to study the NPO website characteristic although Goatman and Lewis (2007) has mentioned that due to the NPO website still at the introductory level, may be the criteria to assess the commercial website cannot be directly used to assess the NPO website. However, this research agreeable with Pinho and Macedo (2006) that the line separating for-profit and non-profit organisation are getting hazy. The clear mission of the for-profit organisation is money oriented. Yet, due to funding scarcity, a non-profit organisation is also becoming more financial oriented to remain relevant. Thus, an effective website that met user preference is important due to NPO is operating base on the public generosity.

By the same token, at present, the reviews on e-commerce websites involved a variety of model in the information system (IS) to understand user perceptions of the quality website for different industry including the non-profit sector. For example, Yu and Zhao (2014) applied Delone and McLean Model to study the agriculture website. In addition, Chen, Rungruengsamrit and Chen (2013) also applied the similar model in their study but for the website that sells flowers. While Lee and Wu (2011) have included different IS dimension such as service quality, trust, PU and satisfaction to study the airline website. The summary of the IS for the selected industry can be viewed in table 2.1. Due to that, the study feels it is important to select one model that suitable for the NPO website in Malaysia. The NPO website developer would have difficulty in selecting the most suitable IS that best to justify the NPO website performance. Hence, this study believes this research also should investigate and identify the best IS that is applicable to the NPO website effectiveness.

Most of the previous research on the NPO website have focused on basic content management (Diaz, Blasquez and Molina, Martin-Consuegra, 2013; Kang & Norton, 2004; Ingenhoff & Koellin, 2009; Yang & Taylor, 2010; Sommerfeldt, Kent, & Taylor, 2012; Uzunoglu & Misci Kip, 2013; Sriramesh, Rivera-Sanchez, & Soriano, 2012; Greenberg, MacAulay, 2009, Ingenhoof & Koelling, 2010) instead of users' preference and factors that could influence users decision making process. Kang and Norton (2004) said that 'for the NPO to remain marketable to the public, they need to offer the same services available at profit organisations websites. Website marketing must be different from the traditional marketing where they try to get attention, but website marketing and communication must always give attention (McGovern, 2010). In addition, many profit making website also emphasizes on the relationship of using user satisfaction with user intention and action. For example Belanche, Casalo, and Guinali (2012) research on online ticket selling, Agrebi and Jallais (2015) study on mobile shopping, and Mohammadi (2015) study on e-learning success. Due to that, it is important to constitute good web page design for the NPO based on the commercial

website design (Diaz, Blasquez and Molina, Martin-Consuegra, 2013). With that, the NPO website study probably can utilise the similar principles in commercial website design. Therefore, this study believes there is a need to investigate the relationship of NPO website user satisfaction with user intention due to satisfactions is an important factor to influence user decision making process in profit making website (Green and Pearson, 2011). This is also inline with Delone and McLean (2003) statement that an intention can also be reflected in an attitude. Thus, this study is eager to investigate the probability of relationship to exist between the website quality, perceived usefulness, perceived ease of use and trust in the NPOs' website with user satisfaction of using NPO website and user willingness to donate.

In comparison with the attention given to the role of the internet in a variety of business, relatively little academic research has been conducted to study the user's online behaviour towards the NPO website. Thus far, to the very best of the researcher's knowledge, there has not been previous in depth study on the NPO website characteristic according to the user preference in Malaysia. The existing study of the NPO in Malaysia was related to the significance of disclosing selected information that's important to institutional donors to know (Zainon, Atan, Wah, and Nam, 2011). Besides that, another study was on the communication effort between the donor and the environmental NPO through selected website dimensions (Abdullah, Husin, Hasan, Husain, & Yahya, 2010). By addressing each issue, this study would help the NPO to establish better communication and to get attention from the existing and the potential stakeholders.

Another reason which has stimulated the recent study is the probability to establish a relationship of user satisfaction using the NPO website with user willingness to donate. There are findings where there is evidence indicated this relationship. As mentioned in the earlier chapter, user willingness denotes as an intention and also can be considered as an attitude. The previous finding indicated a significant relationship between the user satisfaction and user intention in many studies for-profit organization as suggested by the previous scholars such as Belanche, Casino', and Guinali'u (2012), Lau, Kwek, and Tan (2011), and Green and Pearson (2011). The IS model such as the Delone and McLean suggested that user satisfaction indicated a significant relationship with user intention. While the Technology Acceptance Model recommended a significant relationship between user satisfaction and user action. Therefore, the integration between the Delone and McLean Model with the Technology Acceptance Model in this research has raised an argument the probability to establish a relationship between the user satisfactions of using the NPO website with user willingness to donate in non-profit organisation context.

1.4 Research Question

The previous discussion has shown that NPO website is important communication medium for the NPO to communicate with their stakeholders at present and would remain important in the foreseeable future. Yet, to create a successful NPO website is not easy. In contrast with the for-profit organization, NPO website is a medium for the

NPO to sell their ideas. It is important for the NPO to ensure their ideas are widely shared among the society members because the NPO survival is depending on its ability to attract large donation from the society members. As mentioned earlier, the NPO website is one of the alternative media for the NPO to communicate. Thus, this research would help to answer the following research question related to the influence factors in user decision-making process.

RQ1: What are the website features present in NPO website at Malaysia?

RQ2: What is website user opinion of the present website features?

RQ3: What is the relation between website quality, website usefulness, ease of use and trust with the user satisfaction of using NPO website?

RQ4: What is the relation of website user's satisfaction of using NPO website with donor willingness to donate?

RQ5: Does satisfaction of using NPO website mediate the relationship between website quality, PU, PEOU, and trust with user willingness to donate?

1.5 Research Objective

The research focus is limited to the interaction between the NPO with the website users using the website as a communication medium. This means this research will study website user opinions on selected NPO websites. The reason to narrow the research scope is that the website user may consider website quality, perceived usefulness, perceived ease of use, trust, and satisfaction of using NPO website in their decision making and it would affect their intention. Besides, the focus helps to manage the limited time and resource better.

Henceforth, the purpose of this study is to identify donors' favourable website features which it related to the user willingness to donate. By reviewing the theories and findings of previous studies in relevant areas, this research strives to obtain a better understanding of this phenomenon. Thus, the research is conducted to:

RO1: To identify the website quality features present in NPO website in Malaysia

RO2: To identify website user opinion of the present website features in NPO website in Malaysia

RO3: To determine the relationships between website quality (information, system, and service) and website usefulness, ease of use and trust with website user satisfaction of using NPO website.

RO4: To determine the relationships between user satisfaction of using NPO website and website user's willingness to donate.

RO5: To identify whether satisfaction of using NPO website mediate the relationship of website quality, PU, PEOU, and trust on user willingness to donate

1.6 Significant of Study

The aim of the NPO to create a website is to attract visitor to visit their website which will increase the NPO opportunity to share their mission and vision and to attract monetary and non-monetary contribution. This study anticipated several of significance findings.

This study is important to seek new knowledge in website quality function for the different type of industry. This is supported by the previous scholars who study on the user opinion towards the website characteristics in NPO service. For example, Kuan, Bock, and Vathanophas (2008) recommended extending the website quality research to a different range of products and services. Fan and Tsai (2010) proposed to use the similar research framework on difference website. Lee and Kozar (2012) also recommended the similar idea to replicate their study to broader e-business domain. While Xu, Benbasat, and Centefelli (2013) suggested generalising on the research finding, website research could apply their study on a real website. In the opinion of Akrimi and Khemakhem (2014), replicating studies in other contexts is essential to conclude whether the research may contribute differently due to product or website category. Chang, Chen, Hsu, and Kuo (2012) suggested that company can gain a better understanding of how to improve the company website quality to satisfy the customer by understanding website user responses. Sharma and Lijuan (2015) said that website with specific features is created to attract users with a different purpose such as to exchange value and to deliver a positive experience. Thus, the finding will be able to identify the user preferred website characteristic for the NPO in Malaysia and to help developing website quality guidelines for the NPO.

The study will benefit the NPO once the website full potential as a communication tool has been explored optimally. The finding will be a useful guide to the NPO in Malaysia to develop a new or to improve their existing website. The guidelines will benefit both experienced and inexperienced NPO website developer in evaluating and to improve the website performance. Meanwhile, the NPO will financially benefited once the NPO is able to optimise the website function. In the opinion of Pinho and Macedo (2006), the NPO must be able to manage their resources and capabilities more efficient and effective to cope with the competitive environment. Zhu, Lin, and Hsu (2012) claimed that managers need to understand the growing needs to use the internet and consumer characteristics to encourage repeat visit to the selected sites. Besides, this research would provide additional knowledge to the NPO website study. The idea is to adopt e-commerce website features to the NPO website that would give value added to the NPO website literature in Malaysia. Delone and McLean (2003) stated that information system (IS) is important to the e-commerce success. Hence, it could be a useful guideline to the NPO to create a successful website.

The study also would help the user to manage their time efficiently by reducing the time to surf the NPO website. It is part of the NPO role to fulfill their moral obligation when the NPO show concern towards user time to spend surfing their website. Finally, this research offers an alternative approach to the NPO to educate our society to be

more generous and caring. Therefore the study will help to answer the research questions.

1.7 Scope of the Study

The scope of this study is the non-profit organisation website features that could affect website user perceive of the NPO website and affect their intention. Therefore, this research investigated the relationship of the NPO website quality (information, system, and service quality), NPO website user perceives of the website usefulness, easiness, and trustworthiness which would affect website user satisfaction of using NPO website and decision. For example, a user will be satisfied with a website with accurate information. Thus, user satisfaction of using NPO website would reflect in their decision. While there could be many website qualities and online factors that probably would affect user satisfaction of using NPO website, thus this study is interested in focusing on the website quality features and online factors as suggested in the Delone and McLean Model and Technology Acceptance Model.

This study involved of NPO website users whose sample was exclusively drawn from the NPO volunteers' database and the qualified respondent was selected from those who have surfed the NPO website. This research was conducted on most popular NPO which located in Klang Valley as suggested by the Putra Brand Award 2010. The study believes the findings can be generalized in Malaysia context as it involved the donors from the most popular NPO.

1.8 Definition of Terms

For the purpose of getting a better understanding of this research, it is important to establish a similar concept for the specific terms that were used in this research. Thus, the following key terms were identified.

- i. **Information Quality** – In the Delone and McLean Model, information quality refers to the success of website information to convey the intended meaning. For example, the product content. Thus, this study considers information quality as benefiting website content.
- ii. **System Quality** – According to Delone and McLean (2003), system quality is the website desired characteristic which reflects its functionality. For example, website navigation and the page layout. Therefore, this research perceives system quality as the website ability to navigate effectively and reliable.
- iii. **Service Quality** – Service quality refers to the overall support offered by the website (Yu and Zhao, 2014). It distinct an organisation service from another. For example, the present of feedback and frequently asks question (FAQ) option on the website. Thus, service quality reflects the ability of the website to interact and meet user service expectation.

- iv. **Perceived Usefulness** – Perceived usefulness refers to the presence of technology will facilitate the transaction (Green and Pearson, 2011). Therefore, this research suggests that a useful website is an efficient website that able to simplify the process to transact.
- v. **Perceived Ease of use** – Perceived ease of use reflects the ability of a website to provide easy to understand and facilitate user to use the website easily (Green and Pearson, 2011). With that, this study proposes that easy of use refers to a website that is met a user expectation to surf the website easily.
- vi. **Trust** – Trust refers to individual belief in something that believable (Rusman, Van Bruggen, Koper, 2007) and can instil confidence to the user (Sharma and Baoku, 2013). Therefore, this research considers trust as the user could believe and feel confident with the website.
- vii. **Satisfaction** – Satisfaction can be defined as how satisfied a customer with the products and services (Nawi, Al Mamun, and Raston, 2015). Satisfaction also refers to users feeling, attitude and expectation towards good service (Sharma and Lijuan, 2015). In addition, satisfaction refers to when users found the system or features as pleasant and easy to use (Green and Pearson, 2011). Also, according to O'Cass and Carlson (2010) customer satisfaction refers to the whole evaluation of the website use. Thus, this research considers user will be satisfied using the website if the NPO website met their expectation.
- viii. **User Willingness to Donate** – According to Dictionary (2007) willingness is synonymous with inclination. Inclination refers to a person free choice to act in a particular way. While Chrisman and Patel (2012) said that willingness denotes as intention and commitment. In addition, Delone and McLean (2003) mentioned that intention could also be considered as an attitude such as intention to use. Hence, this research considers user willingness to donate is reflected in user decision. Thus, user willingness to donate is similar to the other intention such as to use the website (Belanche, Casalo, Guinaliu, 2012), purchase intention (Lau, Kwek, Tan, 2011) and repurchase intention (Zhou, Lu, and Wang, 2009) as a result from the user satisfaction.

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