

Measuring the Impact of Website Design on Student Trust: An Empirical Study on Software Applications

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Abstract. The main justification given for the dislike of online dealing is the lack of trust in online transactions. Therefore, online trust is growing in importance. In the Arab world, universities have tried to improve their performance through the implementation of upgradeable technologies. Current research examines the impact of website design on attracting students as well as the influence of website design on students' trust in their target university towards new technology. Herein, the data collection method is divided into two parts: the primary data collection method and the secondary data collection method. In the primary data collection method, the researcher collected the data mostly based on the area-based study, while the researcher collected the secondary quantitative data from the online annual report of the university and conducted an analysis to understand the present condition. The current findings reveal that the impact of website design on attracting students is still under-researched. Also, the proper website design has helped the university improve service quality. The findings also demonstrate that preliminary interactions with prospective students may act as a springboard for starting and upholding a long-term partnership between students and an educational services site.

Keywords: Empirical study; Website design; Software; Python; Impact.

1. Introduction

Information technology has given new opportunities to the universities in Jordan to develop student capabilities and organizational reputation. In the marketplace, the education sector had tried to develop their service through the implementation of python to develop the web design. In this regard, website design plays the most effective role in serving high-quality services to students. Private universities in Jordan have adopted website design in their educational process to maintain market share [1]. In the present era, technology-based studies have helped to provide high-quality services at low prices. In private universities, the education sector of Jordan has tried to mitigate the goals through adopting modern technologies. The university has increased student interest through the implementation of information technologies and expanded its services in a wide range.

In recent times, the educational sector has increased service efficiency through the implementation of information technology. Moreover, private universities have influenced students and attracted them through improving their reputation in the marketplace. The BAU has adopted a website design study to increase student trust and introduce students to a new area of study.

In the educational sector, technological implementation has helped to make a better reputational impact on the marketplace. In recent times, the private universities in Jordan have implemented better quality information technology to attract students. In the educational sector, student trust is one of the important aspects that helped to develop organizational growth in the marketplace. In website design, some factors mainly affect the students' trust in the university [2-3]. The private universities in Arabia have played the most significant role in increasing the trust of the students [4]. Among these universities of Abar, BAU is one of the most important universities that has implemented upgradeable technologies to expand their market area. At present, technology has influenced students positively [5-6]. In this regard, website design is the most important aspect that helps to attract students effectively. For example, the target of study by Hadi & Ahmed [5] shown in Figure 1.

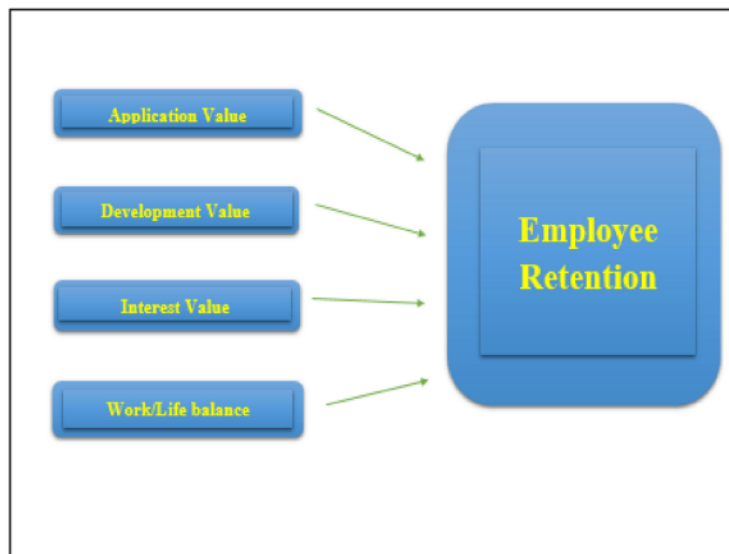


Fig.1: Dimensions of Employer Branding and Employee Retention by Hadi & Ahmed [5]

At present, market competition is higher than in the past. In this regard, private universities have taken the initiative to implement upgradable technologies to design their websites effectively to attract students. In Jordan, only 5% of 987 universities have developed their websites to improve service quality and increase market share [7]. In this regard, the University of Jordan has ranked first for designing its website properly. In the educational system, the discrepancy in websites has affected students negatively. In the educational system, to develop a website, universities have faced technical issues in designing their websites properly [8]. In this regard, poor website design has deactivated the students' desire to join the university. In the educational system, the student gets information about the

university from the university website. In this respect, if the university is not able to provide proper information on the website, then the student has lost interest in getting admission to that university.

In the educational sector, the website is the element that connects students with organizations. In the words of Jaishankar and Kumar [9], the universities have represented their information, products, and services through the website. This website has helped the educational organization to achieve its goals and expand its services in the long term. Website design is the strategic framework to attract students and develop organizational success. University websites have aided in the representation of information about the organization [10]. At present, the visitors have been evaluating the organizational performance through the website design. In this regard, universities need to organize their official websites to attract visitors and readers.

The website of the university has allowed the students to give their feedback about the organization. In this regard, the website of universities has maintained a scene of transparency to fulfil the people's needs. People have checked the feedback and selected the organization to join. For this reason, the university website design is the most effective aspect that can develop their performance in the marketplace. The website design has increased organizational efficiency and attracted the students significantly. In the educational sector, the website has helped to maintain the reliability of the organization. People's expectations of the organization's service quality have risen; because of the website, design. Information accuracy is another of the most important aspects of website design.

In the educational sector, accurate information about universities has helped to increase the student rate. People can get accurate information about the university from the website. Moreover, correctness is the most important part of a website. People can get current information about the university through the official website [11]. The website design has helped to attract students through the proper design of the website. These aspects have increased the number of students at the Beirut Arab University. In the last year, the total number of students at this university was **7587** [7]. Effective design of this university's website can help to increase the student rate from the past years.

Until now, research on online trust and attracting customers has been limited to the business sector and, in particular, the effectiveness of e-marketing. Currently, there has been a large trend towards using technology as one of the tools or as one of the factors that contributes to improving the performance of universities through website design to improve their service quality and attract students. Therefore, the current study belongs to a series of studies that employ the use of technology as one of the alternatives or as one of the factors that contribute to improving the performance of these universities to attract students.

This research study has analyzed the topic through the previous research paper. This research study has described the impact of website design on BAU through selecting the proper research methodology.

This research study has fulfilled the objectives through empirical study.

- To discuss the influence of website design on students' trust in Beirut Arab University.
- To analyze the impact of website design on BAU students' attitudes towards new technology.
- To evaluate the effect of website design in BAU to improve their service quality to attract students.
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2. Literature Review

In the marketplace, every organization has designed a website to develop their performance quality and expand their better-quality services [12]. In this regard, the education sector is one of the most important sectors in the marketplace that has designed the website to attract the attention of students. Website design has helped. It is the easiest way to increase the trust of the student. At present, technological implementation has helped the organization to improve service quality [13-14]. The website design has

assisted the organization in providing accurate and up-to-date information about any area of study revolving around and post-graduation to develop trust in the university [15]. The BAU is one of the most important universities that has created an effective website design to increase the student rate (Figure 2).

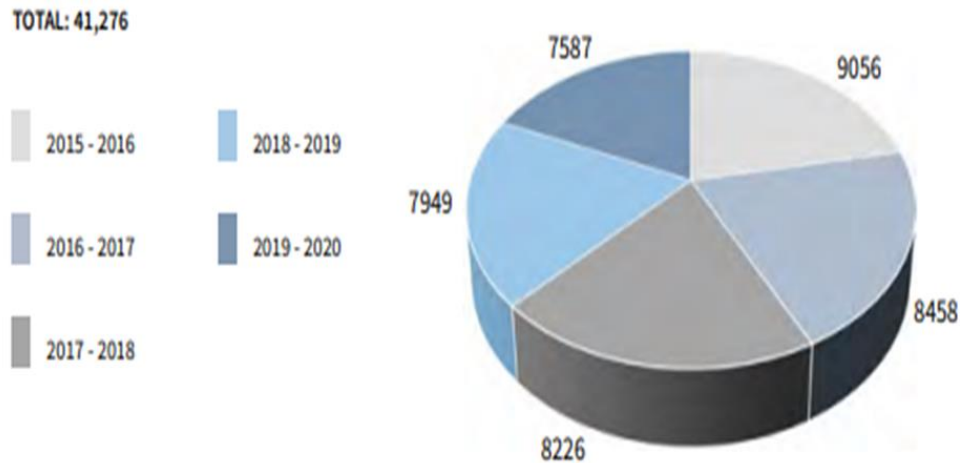


Fig. 2: Total number of students at BAU [7]

Beirut University must improve its service quality by implementing upgradeable technologies. Through proper website design, this university will increase the student rate according to the year [15]. In the year 2018-2019, the student rate of this organization was 7949 [7]. Moreover, in the school year 2019-2020, the student rate has decreased from the last year (2019) [16]. In the year 2020, the total number of students was 7587 [7]. In this regard, this university needs to improve their website design in order to attract students and increase their student enrollment.

3. Research Methodology

In a research study, the methodology is the most important aspect that helps increase the efficiency of the study. In the words of Al Sultan et al. [17], in the methodological part, the researcher has selected the proper way to complete the study. In this regard, data collection methods and data analysis are the most important aspects that help increase the relevance of the study. Herein, the data collection method is divided into two parts: the primary data collection method and the secondary data collection method. In the primary data collection method, the researcher collects the data mostly based on the particular area-based study. In the secondary method, on the other hand, the researcher got the information from online articles, journals, books, and reliable websites [2].

The researcher collected the data from previous online sources that were published five years ago. As mentioned before, this research study has adopted the secondary data collection method to significantly complete the study. The secondary data collection method has two parts: one is quantitative, and the other is qualitative [18]. Since this study conducted a specific case study, the researcher chose the data collection method to obtain reliable results from the annual report of the selected university. Therefore, the researcher has collected the secondary quantitative data from the online annual report of the university and conducted an analysis to understand the present condition.

In the research study, the research approach is the other most important aspect that helps to get realistic results from the study. The research approach has helped to make proper plans and procedures to collect the data, analyze it, and interpret the analysis. This research study has selected the deductive research approach to analyze the data. In the research study, the inductive research approach used

qualitative data, and the deductive approach used quantitative data to analyze and find the actual result of this study [19]. In this research study, the research philosophy is the other most effective aspect that helps complete the study successfully. To obtain authentic results, this research study used the positivism philosophy. The positivism philosophy has helped collect the data from large sample sizes and provided a strong structure to complete the study systematically. This research philosophy uses both quantitative and qualitative data.

4. Results and discussion

In the educational sector, website design plays the most effective role in developing their performance and expanding their services. Arabian universities have adopted website designs to attract students to their universities. The BAU has faced technical issues in improving its service quality and expanding services in the marketplace. In this research study, the researcher has conducted an empirical study from the annual report of this university that has been further compared in respect of data obtained from the annual report. Quantitative data is numerical data based on secondary sources.

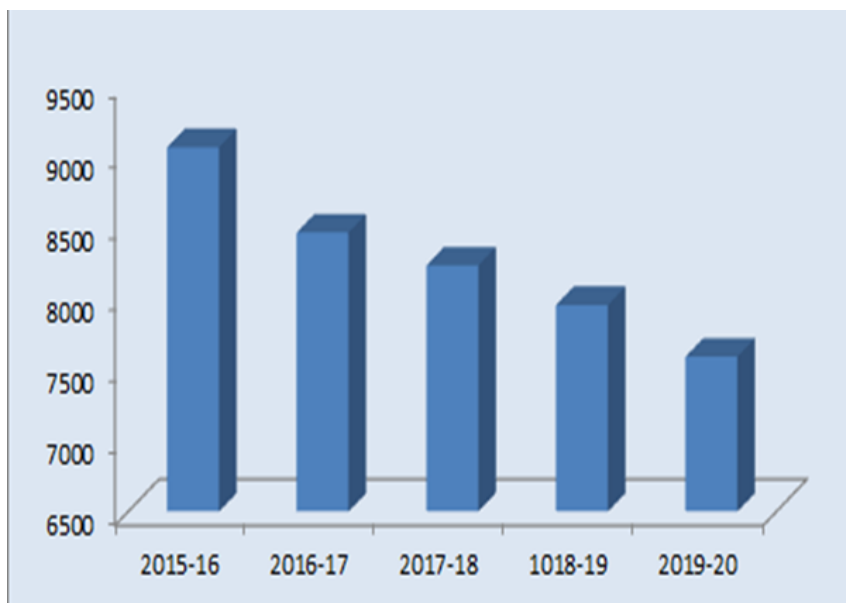


Fig. 3: Number of students in undergraduate

In the educational sector, the number of students has helped to increase the revenue of the selected organization. In this regard, the educational sector has tried to increase its student rate. The BAU has faced issues in increasing their student rate due to poor website design. In the years 2015-2016, the student rate of this educational organization was 9056 as shown in Figure 4. Moreover, in the year 2016–17, the number of undergraduate students was 8458. In 2017-18, the number of students was 8226; in 2018-19, the student rate was 7949. In the 2019-20 school years, the number of students was 7587. As per the data, it has been clear that the number of students has decreased from 2019 to 2020. At present, technology implementation has helped the organization improve its performance quality. Website design is one of the most effective aspects that can help to develop organizational performance to enhance their services in the marketplace. In this respect, the poor website design has demotivated the student to take admission in the undergraduate department at this university. This university needs to improve its website design to attract and motivate students and establish trust in this university.

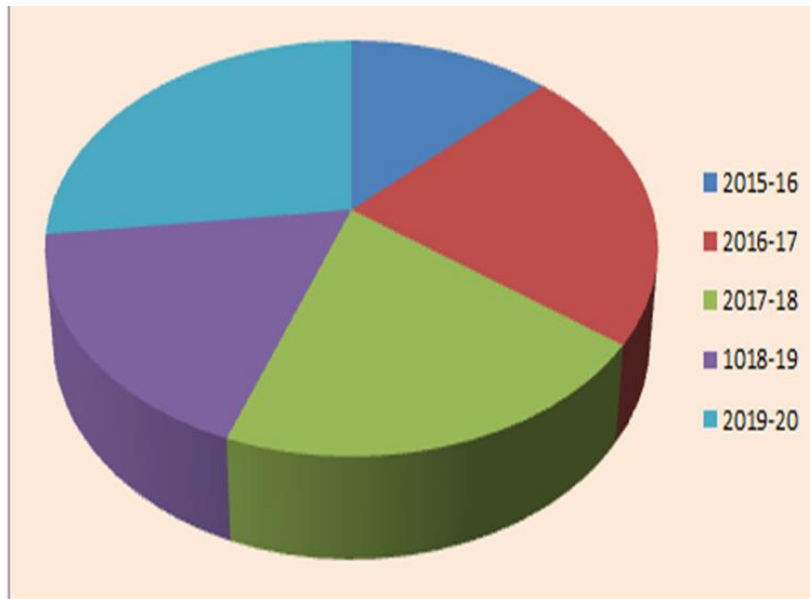


Fig. 4: Number of students in Master's degree

In the higher education system, technological implementation is one of the most effective aspects that help to expand the service of this university. From the above Figure (4), one can understand the number of students in the last five years. In the year 2015-16, the number of students with a master's degree from this university was 87. Moreover, in the year 2016-17, the total number of students was 154, and in the year 2017-18, the number of students was 139. On the other hand, the total number of students this year was 120, and in the year 2019–20 the total number of students was 184. As per the data, it is represented that in the year 2015-16 the total number of students at this university was too low, but according to the year this student rate was increased. In the year 2020, the student rate was increased to its maximum. This figure represents that this university has increased its student rate through the university website design. In an educational organization, if the student rate has increased, that reflects the growth of the organization. In this regard, technological implementation has increased the total number of students in the university.

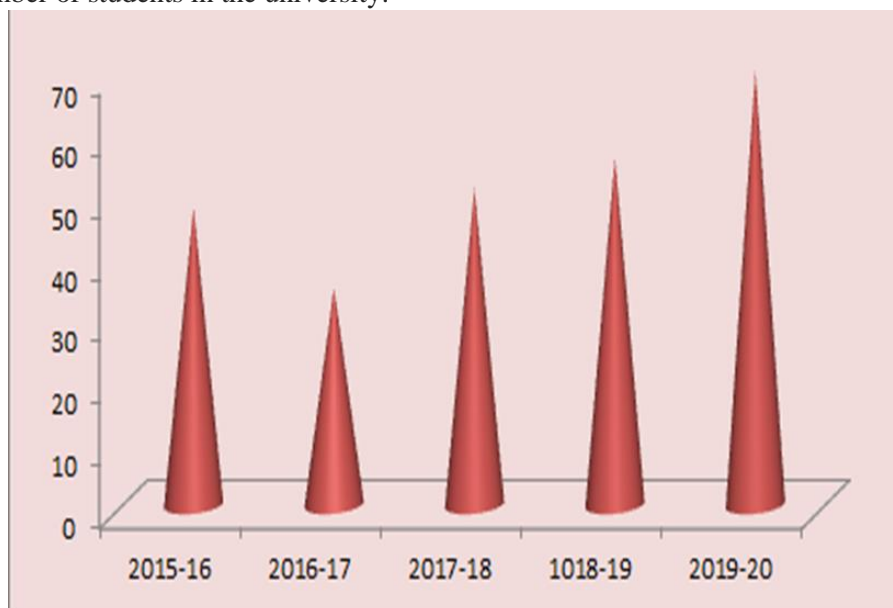


Fig. 5: Number of students in PhD degree

The application of technology has had a big impact. The total number of Ph.D. students enrolled at this university over the previous five years has been evaluated in the Figure 5. There were 48 students

enrolled in Ph.D. programs overall in the academic year 2015–16. Additionally, there were 51 students enrolled in Ph.D. programs overall in 2017–18 compared to 35 in 2016–17. In other words, there were 56 PHD students overall in 2018–19, and there will be 70 Ph.D students overall in 2020. This university's data allow us to draw the conclusion that there are now much more students pursuing Ph.Ds. Because of effective website design, this university now has more students overall. The university's website was designed properly, which contributed to a rise in enrollment overall and increased revenue for the institution of higher learning. Through the use of upgradeable technologies and a wide spectrum of service expansion, the BAU has raised the overall number of PhD students.

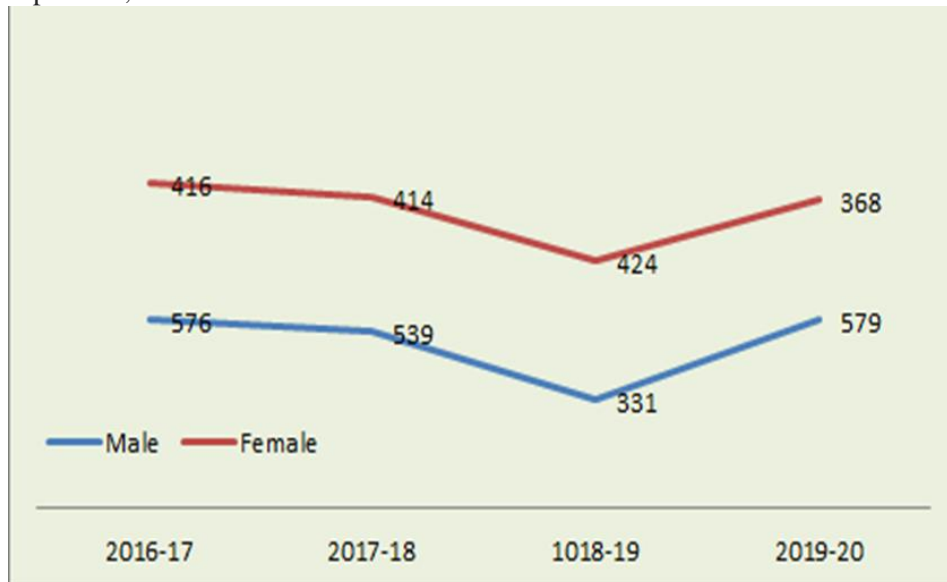


Fig. 6: Number of students based on the gender

In educational organizations, the male-female student ratio has helped to develop the organizational reputation in the marketplace as shown in Figure 6. In the year 2016-17, the male students' rate was 576 and the female students' rate was 416. In that year, more male students were enrolled than female students. Moreover, in the 2017-2018 school years, the male student rate was 539 and the total number of female students was 414. The male and female student rates both declined from last year, but the male student rate was higher than the female student. In the year 2018–19, the total number of male students was 331 and the female student rate was 424. This year, the male student rate outnumbered the female student rate. In other words, the female rate was higher than before the year but the male student rate was lower than in the past year. In the 2019-20 school years, the total number of male students was 579 and the female student rate was 368. As per the data, in this year, the male student was higher than the female student. This year, the number of male students increased over the previous year, while the number of female students decreased. At this university, the number of males was increased to its maximum in the year 2020. That represented that the total number of students has increased because of technological implementation.

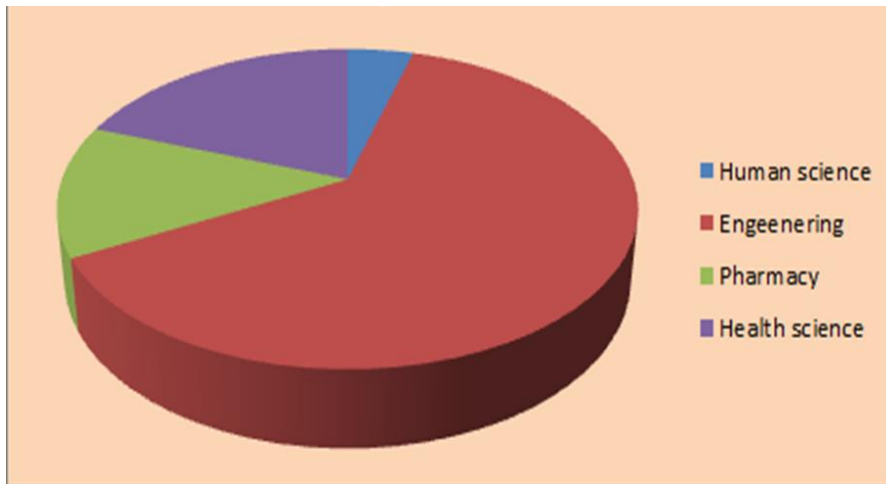


Fig.7: Number of enrolling students in different departments

In the educational sector, different departments can increase the total number of students based on the university's technological performance. At BAU, the students have taken admission in different departments in 2020. This year, the total number of enrolled students in the Human Science department was 167. In the year 2020, the total number of students in the engineering department was 2402 and in the pharmacy department it was 511. Moreover, in the year 2020, the total number of students in the Health Science department was 740. As per the data, it can be concluded that the maximum number of students enrolled in the engineering department in 2020 was higher than the minimum number of students enrolled in the human sciences department. In this regard, the university needs to develop the website design in the Human Science department to attract more students. Figure 7 shows the number of enrolling students in different departments.

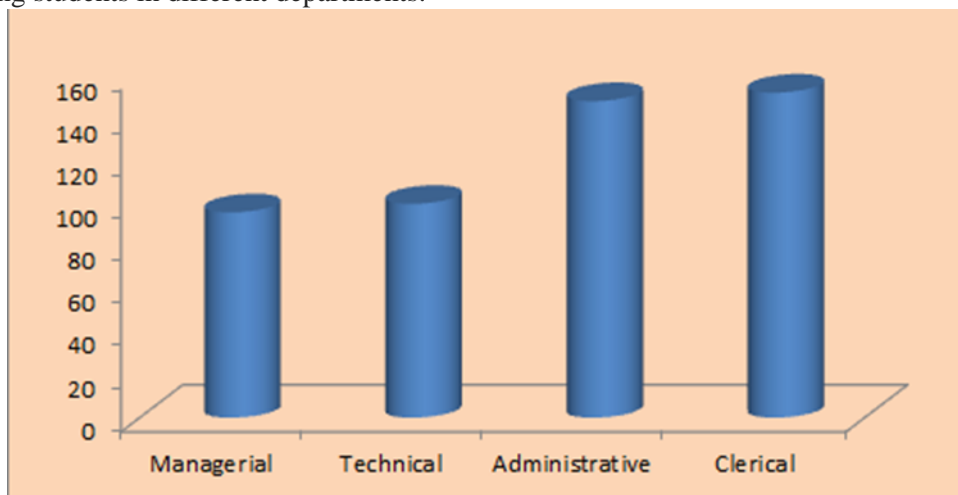


Fig. 8: Non- academic staff

At Beirut Arab University, the total number of non-academic staff has helped to get more revenue to develop the website design of this university as shown in Figure 8. In the year 2018, the total number of managerial staff was 96, technical non-academic staff was 100, the administrative staff was 148, and clerical staff was 152. For this year, the maximum number of non-academic staff was in the clerical department and the minimum number of non-academic staff was in the managerial department. This university got more revenue from the clerical department to improve the website design. Moreover, this university needs to develop its website design to enroll more non-academic staff in the managerial department. The findings of this study showed that both the informational and the design dimensions are crucial factors for website design effectiveness. As suggested in previous studies, universities must make the information easily available through internal search engines, general menus, and site maps.

Information must be accurate, informative, up-to-date, and relevant to the students' requirements. A well-designed site is an important tool for universities that are aiming to use the Internet in their marketing activities. Creating a website that is well-organized and easy to navigate allows for a smooth flow of movement around the site, which is a crucial element for effectively attracting students to their universities.

5. Conclusion

After all these discussions, it can be concluded that in the educational sector, technological implementation has improved the performance of the organization. An essential component of successfully luring students to universities is having a website that is organized and simple to navigate. Besides, for institutions looking to use the Internet in their marketing efforts, a well-designed website is a crucial resource. Beirut University plays the most effective role in developing the website design to attract students to the marketplace. In past decades, this university has faced some difficulties in increasing the student rate based on the current findings. In this regard, this university needs to improve the design of their website to attract students successfully. The results of this study demonstrated the importance of both the informational and the design dimensions for the success of website design. Universities must make the content easily accessible using internal search engines, general menus, and site maps, as advised by earlier studies. Information must be true, instructive, current, and pertinent to the needs of the students. Finally, it is possible to adopt the study as an important reference at other universities to improve student attraction.

On the other hand, this study's results should be further validated using different types of samples in further research, as the small samples considered in the current study had the most limitations. Additionally, this study's results relate to a specific university and cannot be generalized to other universities.

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