Abstract

Since late 1990s, many organizations started utilizing the internet great potential to attract customers into their sites. However, the problem that still faces organizations is what are the most appropriate tactics and methods to encourage customers visit their online websites. For online shoppers or customers, everything could be done by just one mouse click, so this remarks the importance of usability, so organizations must have a usable website in order to keep customers loyal and to let them return to website and purchase more and more.

This research aims to fill the current existing gap between customers' satisfaction about introducing usable e-commerce website and the easiness of using those websites which will lead to customer's satisfaction. The methodology that the researcher will use and apply in this thesis is the system dynamics methodology (system thinking) that reveals how the usability of factors and sub factors interacts with each other to gain the customers' satisfaction about the internet websites.

Two case studies have been chosen to test the proposed model, each case study consists of two scenarios, the first scenario is when there is negligence in usability factors, and the second scenario is that when enhancement occurs in usability factors. The result shows that when there is a great usability of the websites, there will be a great customers' satisfaction and hence this maximize the profit and business continuity.