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Website Quality Evaluation: Tools, Methods, Applications, and Impacts

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Abstract

The explosion of internet use today has led to a massive number of websites. Corporate websites are increasingly ubiquitous in today's economic landscape and are essential for success in the marketplace. Thereby, evaluating website quality is a crucial step for any organization in building a successful website. Also, website quality evaluation is a multicriteria assessment problem, which may not be as easy as it seems. Website quality evaluations deal with multiple criteria that are often subjective and difficult to define, and components that may involve both quantitative and qualitative factors. Therefore, this paper provides some studies that demonstrate the importance of website quality. Then, some of the traditional and MCDM methods to evaluate the quality of websites in different aspects, such as e-banking, hotel, e-commerce, and educational, are provided. Traditional website quality evaluation methods include E-QUAL, E-S-QUAL, WebQual, SITEQUAL, eTail, SERVQUAL, and others. Multi-Criteria Decision Making (MCDM) is a formal and structured decision-making approach for dealing with complex issues. Whereas, MCDM methods that are used in assessing the website quality are AHP (Analytical Hierarchal Processing), TOPSIS (Technique for Order Preference by Similarity to Ideal Solution), VIKOR (VIšekriterijumsko-KOmpromisno-Rangiranje), PROMETHEE (Preference Ranking Organization Method for Enrichment Evaluations), ELECTRIC (ELimination and Choice Expressing REality), etc. Finally, the paper showed the impact of website quality on customer satisfaction, purchase intention, loyalty, etc.

Keywords: Quality, Website Quality Evaluation, MCDM, Website Quality Evaluation Impact.

1 | Introduction

The rapid growth and popularity of the internet have led to the creation of numerous websites for businesses, banking, healthcare, educational institutions, governments, and other sectors, as websites are the most effective way to engage with end-users and communicate with them [1, 2]. As a result, there are currently millions of websites on the internet. The performance and design of websites today differ from those in the past [3-6]. However, only a tiny fraction of websites meet the user's needs, while others fail to deliver quality. Websites that do not satisfy and meet the needs of their users will lose users and traffic. As a result, creating high-quality websites is a must for modern users. Also, end-user computing satisfaction generated by computer- and networking-based impersonal interactions is one of the most important drivers of evaluating website quality [7, 8]. Since a website's quality is a key predictor of its anticipated success, evaluating it is a crucial task during its entire life cycle. Thus, judging the quality of a website is a multi-criteria evaluation

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problem that must take into account aspects related to not just product and customer service quality, but also IS quality [9]. Operationally, website quality assessments must deal with various aspects that are frequently subjective and difficult to define and may include both quantitative and qualitative components [10-12]. Given these difficulties, fuzzy logic-based approaches may be highly beneficial in carrying out challenging assessment procedures. The website quality evaluation was carried out by traditional methods that are based on theoretical theories such as E-S-QUAL [11, 12], PESQ [13] eQual [14], P-SERVQUAL 4.0 [15] , Web Portal Site Quality [16], SiteQual[17], and Website Evaluation Questionnaire[18].

Also, MCDM methods were used in evaluating the website quality. Multi-criteria decision-making is the process of organizing and resolving decisions and planning problems, including multiple criteria [19]. MCDM approaches have been used in a variety of situations to determine the optimal solution. Multi-Criteria Decision Making (MCDM) is a dynamic framework in modern decision science that offers systematic approaches for managing complex decision-making scenarios with many, frequently opposing criteria [20]. The growing complexity of decision-making challenges in sectors such as supply chain [21-23], environmental management [24], supplier selection [25-30], information technology [31, 32], medical/healthcare [29] ,and banking [33-35] necessitates the development of robust approaches for systematically evaluating and prioritizing numerous considerations. MCDM approaches are essential for assisting decision-makers with complicated decision issues that involve several conflicting objectives and criteria. This paper provides some of the MCDM methods for evaluating website quality. The Analytic Hierarchy Process (AHP)[36], VIšekriterijumsko-KOmpromisno-Rangiranje (VIKOR)[20, 37], and Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) [38, 39] are some of the most often used methods.

In this paper, we investigated the impact of website quality on customer satisfaction, trust, security, purchase intention, loyalty, etc [40]. Some studies examined the effect of website quality on consumer satisfaction and purchase intentions among online shoppers [41, 42]. Other studies discussed the role of validity and reliability in e-commerce websites. [43] outlined that the website quality affects customer satisfaction and eWOM through online purchase intention. The studies use different methods, such as questionnaires, PLS-SEM, and surveys, in different categories for analysis purposes. The methods are based on theoretical theories such as the D&M IS Success Model, the Service Quality Model, the Theory of Planned Behavior (TPB), E-S-QUAL, and other MCDM methods. The studies use verification tools such as chi-square, Pearson's correlation, Cronbach's alpha, and statistical hypothesis testing to validate the results.

2 | Quality

ISO-8402 defines quality "as the collection of attributes possessed by an object or entity that enables it to meet both explicit and implicit needs". This definition is also reflected in ISO-9000, which describes quality as "the extent to which the inherent characteristics of a product or service meet specified requirements". (ISO, 2015), However, when it comes to guiding the design of user interfaces for the World Wide Web, it does not offer a precise definition of quality (ISO, 2008).

2.1 | Website Quality

[44] identified nine characteristics that influence e-satisfaction: website quality, goods availability, price, delivery speed, merchandise return policy, merchandise condition, email order confirmation, customer service, and promotional activities. Website quality, in particular, has been widely recognized as a crucial factor in driving e-business success.

Assessing website quality is a complex evaluation problem that involves multiple criteria and is not always straightforward. Various disciplines have different interpretations of what constitutes website quality. However, common themes in these definitions include the usability of the interface, the informational value of the content, and the design of the site.

Almost 20 years ago, Aladwani and Palvia cautioned that "the concept of web quality was not clearly defined" [45] . Despite many studies on the topic since then, Semerádová and Weinlich [46] note that a consistent

definition of website quality has yet to be established. [47] acknowledge that while website quality is easily recognizable, it is challenging to define and evaluate, as it is a multidimensional and abstract concept [47]. According to the authors, website quality evaluation involves quantifying entities and attributes, with an attribute denoting a measurable aspect of an entity. Quality is thus an abstract relationship between attributes of entities and measurement goals. [48] suggests that website quality can be measured from two perspectives: that of programmers and that of end-users. The former [47] directs their attention towards evaluating the level of maintainability, security, and functionality, whereas the latter [48] places more emphasis on assessing usability, efficiency, and credibility.

Likewise, Rocha [49] categorizes website quality into three dimensions: content, service, and technical quality. Whilst [50, 51] view website quality in terms of dimensions and identify four essential criteria: content, design, organization, and user-friendliness, as shown in Figure 1.

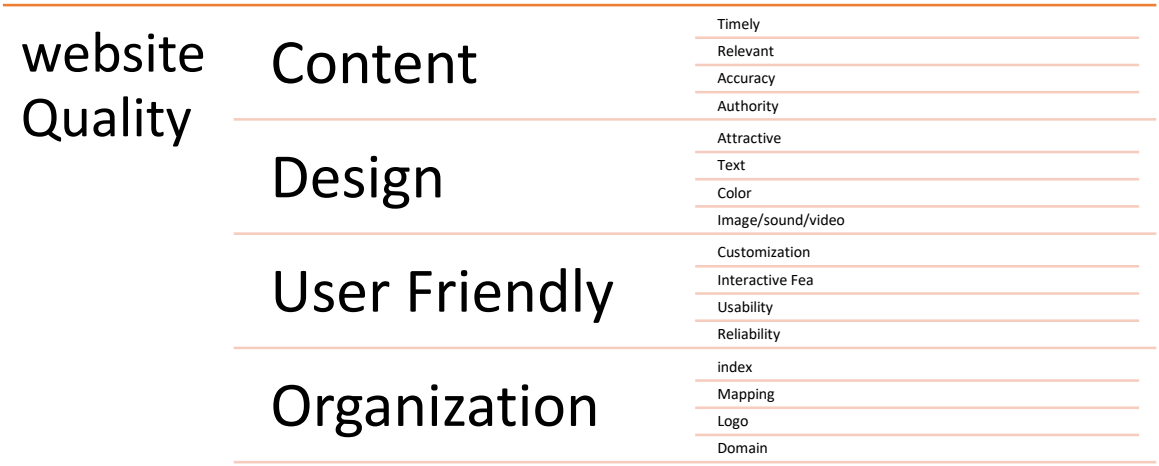

Figure 1. Website Quality as 4-dimensions criteria, besides some indicators in each criterion.

2.2 | The Importance of Website Quality

In the age of information technology and with the rapid growth of the internet, the spectacular growth trend in e-business that has been experienced so far is expected to continue [52-54]. Companies seeking to achieve significant benefits through e-business need to create an effective and usable web presence to ensure successful interaction and communication with their employees, partners, and customers [55-57].

This rapid growth of online shoppers, along with the emergence of constantly new e-commerce websites, raises issues regarding customer satisfaction, a vital concern for repurchase intention, word of mouth, and website revisits [42]. Companies selling their products and services online need to diversify from the competition by enhancing the e-shoppers' experience. Electronic service quality has proven to be a crucial factor affecting customers' satisfaction and trust [58].

It is generally recognized that service quality is determined by the difference between the expected service level (which expectation is derived from information obtained before the service experience) and the actual, perceived service level; this concept, then, should also be afforded due consideration in B2C e-commerce website evaluation [59].

Numerous factors make evaluating the quality of a website important. The rise of e-commerce, for instance, has made a company's success increasingly reliant on the quality of its website, regardless of whether its purpose is to present content or facilitate commerce [60-67]. With competitors only a click away, enticing and retaining users has become critical for all websites, regardless of their mission or objectives. Therefore, a website is deemed "high-quality" if it fulfills the requirements of both its owner and users.

Also, the quality of a website makes it profitable, user-friendly, and accessible, and it also offers useful and reliable information, providing good design and visual appearance to meet the users' needs and expectations

[4]. This can be done by defining the measurable website criteria. Website quality is dependent on the quality of the software. Website quality (or quality of websites) could be measured from two perspectives: programmers and end-users. The aspects of website quality from programmers focus on the degree of maintainability, security, functionality, etc. Whilst the end-users are paying more attention to usability, efficiency, credibility, etc. [68, 69]. A website quality model shows an approach to the definition and measurement of website quality. It describes the trade-off between the user's needs to be well-established and flexible functions to permit the web application to have diverse content.

There are many benefits and advantages of the quality of websites. Effective communication with customers, suppliers, and staff can be achieved through a high-quality website. Also, a quality website can expand the business's reach, can give a competitive edge over others in the industry, and can increase the potential for leads and sales on a global scale [70]. Besides, improved customer service is a benefit of having a quality website. In addition, marketing costs can be reduced with a quality website. Furthermore, e-business processes integrated with a quality website can lead to significant inventory management savings [71, 72].

Drawing on these definitions, and given that no unified formal definition has yet to be formulated, the authors proposed that website quality can be considered the ability of a website to meet the expectations of its users and owners, as determined by a set of measurable attributes. Large-scale, content-intensive sites require specific tools and indicators for evaluating their quality. Website quality: In an analysis of scientific production [73], they did not speak about meeting needs, but rather expectations, on the understanding that, while a website may provide a given service, it might also cause frustration among its users and fail to meet the objectives of the site managers. Nor do the authors limit this definition to those who solely browse the site, but they also include other interested parties, given that a site's owners and managers also use it and have their expectations about what it can offer. Moreover, the term "**attributes**" is stressed instead of "**dimensions**" or "**criteria**" because the concept of attribute implies an intrinsic condition or quality of the site, even though their identification and selection may be made based on the interests of the researchers undertaking a particular evaluation [74]. Here, website quality was referred to in its broadest sense in this study, that is, as the discipline that is concerned with evaluating the quality of the strategic, functional, and technical features of websites, as well as their specific content [75, 76].

3|Website Quality Evaluation Tools/Methods:

There are many tools to evaluate the website quality based on the conceptual model [77], survey-based methods [78, 79], multiple criteria decision making (MCDM) [20, 26, 72, 80, 81], benchmarking methods[82, 83], computational methods [84], experimental analysis [85-87], theoretical framework [50, 51], comprehensive framework [88], measurable framework[89], and Quality Model (such as ISO Quality Model)[90, 91]. A **quality model** (QM) is a "defined set of characteristics and of relationships between them, which provides a framework for specifying quality requirements and evaluating quality." [92].

3.1|Website Quality Evaluation Traditional Methods:

The evolution of the World Wide Web and the transition of traditional business to online environments have led to the development of new instruments, capable of measuring electronic service quality. Table 1 shows some examples of website quality evaluation using traditional tools.

Table 1. List of Website Quality Evaluation Traditional Tools or Methods.

Evaluation Method	References	Application
WebQual	[93, 94]	high-school
SITEQUAL	[17]	music e-commerce websites
WebQual 4.0	[95]	university's website
WebQual$_{TM}$	[96]	general websites
WEQ	[18]	e-government
eTailQ	[12, 97, 98]	retail industry, ecommerce

e-SERVQUAL	[99-101]	shopee marketplace, online shopping
E-S-QUAL	[11, 12]	retail industry
e-TransQual	[102]	e-commerce
PeSQ	[63, 103]	shopping
The hierarchical model	[104]	e-services
IRSQ	[105]	retail services
Conceptual framework	[106, 107]	mobile learning
HWebSQ	[108]	4-star hotel
WQM	[109, 110]	information services, news website
eQual	[14]	university websites, e-government, e-commerce, , WAP websites

3.2|Website Quality Evaluation MCDM Methods:

MCDM approaches provide a structured approach to decision-making, assisting in the identification of viable solutions that take into account all important factors. These approaches are especially valuable in website quality because they can consider various criteria and trade-offs. MCDM strategies can be broadly classified into several methodologies, each with its approach to constructing decision problems and determining solutions. MCDM methods play a crucial role in assisting decision-makers in complex decision problems that involve multiple conflicting objectives and criteria. The quality of websites has been the subject of much research in a variety of contexts, including e-learning [37], online libraries, airlines [111, 112],online shopping [64, 113], e-businesses [114], hospitals [115]**,** e-banking [115]**,** visitor information [41], and hotels [108, 116-119] . The Analytic Hierarchy Process (AHP), VIKOR, COPRAS, and TOPSIS are some of the most often used methods to evaluate website quality. These methods are used individually or in combination with other MCDM methods to add strength to the methodology. Website quality evaluation based on MCDM methods presented in Table 2.

Table 2. List of Website Quality Evaluation MCDM Methods.

Evaluation Method	References	Application
AHP	[36, 114]	e-business
FAHP	[120]	e-commerce
TOPSIS	[20, 39, 121]	retail sector
Fuzzy TOPSIS	[122]	shopping websites
AHP-TOPSIS	[123]	e-commerce
Fuzzy Hierarchical TOPSIS	[124]	b2c e-commerce
Fuzzy AHP-hierarchical Fuzzy TOPSIS	[125]	e-commerce
VIKOR	[20, 37]	e-commerce
Fuzzy VIKOR	[126]	e-commerce
Fuzzy AHP-Fuzzy VIKOR	[127]	e-commerce
Interval Type-2 Fuzzy Logic	[128]	e-commerce websites
Fuzzy AHP-ELECTRE	[129]	e-banking
MARCOS	[29, 130]	airport service quality
DEMATEL-ANP-VIKOR	[72]	e-store
MULTIMOORA	[131, 132]	e-commerce
PROMETHEE and AHP	[115]	hospital websites
Fuzzy DEMATEL-GCFI	[133]	hospital

4 | Impact of Website Quality Evaluation

Some studies investigated the impact of website quality on customer satisfaction, trust, security, purchase intention, loyalty, etc. [41][66] This paper investigated the effect of website quality on client satisfaction and purchase intentions based on empirical evidence from the Chinese e-commerce market. [42] The study investigated three dimensions—website design, fulfillment, and security/privacy—that impact the overall e-service quality of 355 Indonesian online shoppers. In the meantime, customer service is not significantly impacted by overall e-service quality. Also, overall e-service quality was significantly related to customer behavior. Also, the high service quality has a beneficial impact on consumer satisfaction [134]. Éthier, et al. [135] This study demonstrated that website quality positively affects the cognitive judgment of situational state during web shopping by examining six emotions. The impact of service quality and customer satisfaction through word-of-mouth, site revisits, and purchase intentions was examined in this study [136] . The purpose of this study is to explore the interplay between electronic service quality, user experience (UX), and overall customer satisfaction. Additionally, it aims to assess the suitability of E-S-QUAL and UX metrics within the cultural context of Greece. Data were collected from 310 Internet users based on their last online purchase from an e-retail website. To evaluate the conceptual model, the authors used partial least squares structural equation modeling (PLS-SEM). The findings of this study validate the scales' reliability and validity in the realm of electronic commerce (e-commerce) in Greece. The findings also emphasize the favorable association between e-service quality and UX with overall satisfaction, while indicating that e-service quality plays a partial mediating role in the relationship between UX and customer satisfaction. [137].The results carried on 240 online interviews and 1,052 online shoppers in Greece. The result showed that e-service quality positively affects e-satisfaction. The e-service quality impacts positively on the customer behavior as follows: Site revisit = 0.75, Word-of-mouth 0.57, Repeat purchase= 0.52. [43] This study examined 789 responses from Chinese online shoppers in four cities. The results outlined that website quality (WQ) influences customer satisfaction (CS) and eWOM, which ultimately impacts online purchase intention (OPI). [138] This study was done by 73,228 students through online language platforms. The results showed that repeated reviews—reviews posted by the same customer—can reduce the effectiveness of subsequent reviews by limiting the diversity of information available. Also, this study [139] showed that review adoption, product attitudes, and purchase intentions can be impacted by high-quality reviews. A large number of poor-quality customer reviews could cause information overload and increase the cognitive effort of customers [140] . The result of this study [65] showed that the e-service quality variable had a positive effect on customer satisfaction and customer loyalty. The results showed that 71.3% of the respondents shopped more than twice. According to [141] the authors showed that the criteria such as information quality, website design, and transaction and payment capability had a positive effect on customer satisfaction. Whereas delivery service, security, and privacy have no effects on consumer satisfaction.[62] This study shows that high website quality positively influences customer trust, satisfaction, and loyalty to the company. It also builds customer confidence in the company. Website quality plays an important role in attracting new customers and retaining the existing ones. [142] This study investigated whether e-service quality had a positive effect on 358 online customers in the US through four criteria: website design, fulfillment, customer service, and security/privacy. The results showed that the impact on the customer is customer satisfaction: Overall quality $\beta = 0.95$, $p < 0.05$; repurchase intention: overall quality $\beta = 0.80$, $p < 0.05$; and word-of-mouth: overall quality $\beta = 0.79$, $p < 0.05$. Éthier, et al. [135] This study demonstrated that website quality positively affects the cognitive appraisal of situational state, and the more positive the evaluation of the online shopping experience, the higher the intensity of the emotions of liking, joy, and pride. However, the more negative the evaluation, the higher the intensity of dislike and frustration. It also confirmed that six emotions (liking, joy, pride, dislike, frustration, and fear) were experienced by consumers during web shopping.

[143] indicate that higher profitability was achieved by the high website quality. In the environment of e-commerce, the authors proposed a model of the satisfaction process about which dimensions of online retailer constructs are significant predictors of online shopper satisfaction [144]. This study is to identify factors that

may influence Chinese customers' online shopping satisfaction through 1,001 online customers. The results show that information quality, website design, merchandise attributes, transaction capability, security/privacy, payment, delivery, and customer service are substantially predictive of online shopping customer satisfaction; however, response time has no significant effect. [4] The authors applied their work to 400 customers of Korean e-commerce shopping malls. The results demonstrated that information trust, information accuracy, and website design all positively impacted customer satisfaction, which led to customer shopping loyalty. Also, according to the relationship marketing theory, any good website quality has a positive impact on customers' loyalty to the company [62, 144] [141]. The trust of the customers in the company was impacted by the goodness of website quality [60, 141, 145] [146]. [141] The authors studied online shopping in Malaysia using security and privacy, website design, delivery service, transaction and payment capability, and information quality as criteria. The authors used Cronbach's Alpha—a metric used to measure the internal consistency of tests and measures—and the results are as follows: Security and privacy: 0.879, website design: 0.878, delivery service: 0.901, transaction and payment capability: 0.865, and information quality: 0.875. The reliability values for all criteria were greater than 0.7, showing good internal consistency. The results showed that the hypotheses testing is (security and privacy): $\beta = 0.064$, (website design): $\beta = 0.425$, (delivery service): $\beta = 0.011$, (transaction/payment capability): $\beta = 0.233$, and (information quality): $\beta = 0.193$, where $p < 0.05$ (supported) and $p > 0.05$ (not supported). Thereby, information quality, website design, and transaction/payment capability had a positive effect on customer satisfaction.[146] This paper investigated that the website quality consists of three criteria—information, system, and service quality—which affect perceived playfulness and perceived flow. The results showed that the service quality had the most positive influence on customer satisfaction and was stronger than the other two criteria. The authors used 534 online travelers who visited travel websites in Taiwan as a case study. The chi-square is 829.09, GFI is 0.89, CFI is 0.96, AGFI is 0.87, and RMSEA is 0.060, and all these results indicate a good fit model for the website quality. [136] This study investigates the influence of service quality and satisfaction on three consumers' behavioral intentions, namely word-of-mouth, site revisit, and purchase intentions in the context of internet shopping. The results were based on 240 online interviews and 1,052 online shoppers in Greece. The result showed that e-service quality positively affects e-satisfaction (0.69). E-service quality has both direct (0.70) and indirect (through e-satisfaction, 0.69) effects on behavioral intentions. The e-service quality impacts positively on the customer behavior as follows: Site revisit = 0.75, word-of-mouth 0.57, repeat purchase = 0.52. Table 3 investigated some studies that focus on the impact of website quality evaluation in different fields.

Table 3. Impact of Website Quality Evaluation in Different Fields.

References	Category	Method	Respondents	Key Dimensions	Theoretical Basis	Study Aimes/Impact	Verifications	Limitations
[147]	Chinese e-commerce (fresh agricultural products)	1. Structural Equation Modeling (SEM) 2. Survey (Likert 5-point scale) 3. Mediation analysis (Baron & Kenny)	321 online shoppers (75.7% aged 20-30; 72.9% female) across multiple Chinese provinces	1. System accessibility 2. Information diversity 3. Service quickness 4. Utilitarian value 5. Hedonic value	1. D&M IS Success Model 2. Service Quality Model	Examine how website service quality dimensions affect purchase intention through perceived value (utilitarian/hedonic)	1. System accessibility → utilitarian value (β=0.352*) 2. Information diversity → hedonic value (β=0.218*) 3. Service quickness → hedonic value (β=0.373*) 4. Hedonic value had stronger impact on purchase intention (β=0.679***) than utilitarian value (β=0.157*)	1. Limited to B2C (excluded C2C) 2. No website-type differentiation (platform/vertical/local) 3. Cross-sectional design
[41]	Chinese e-commerce market	Empirical survey	Chinese online shoppers	General website quality	N/A	Impact on satisfaction & purchase intentions	Positive correlation	China-specific
[148]	Home delivery services in Bangladesh's e-commerce sector during COVID-19	PLS-SEM (SmartPLS) with structured questionnaires	259 online purchasers in Dhaka who used home delivery ≥2 times/year	1. Service quality (delivery personnel) 2. Perceived value 3. Trust (mediator)	Extended SERVQUAL + Expectation Disconfirmation Theory (EDT)	Examine impacts of: 1. Service quality → satisfaction 2. Perceived value → satisfaction 3. Trust's mediating role	1. Service quality (β=0.372) & perceived value (β=0.421) → satisfaction 2. Trust partially mediates both relationships (β=0.288*-0.305) 3. Direct trust→satisfaction (β=0.305)	1. Cross-sectional design 2. Limited to Dhaka 3. Small sample (N=259) 4. Judgmental sampling
[42]	Indonesian e-commerce	Survey	355 Indonesian shoppers	Design, fulfillment, security/privacy	E-SERVQUAL	E-service quality impact	Design & fulfillment significant; customer service insignificant	Limited to Indonesia
[135]	Online shopping experience	Emotional appraisal study	Online shoppers	Cognitive/emotional UX	Cognitive appraisal theory	Website quality → emotions	Positive UX → joy/pride; negative → frustration	Emotional focus only
[136]	Greek e-commerce	PLS-SEM	1,052 Greek shoppers	E-service quality	EDT	Service quality → behavioral intentions	Direct (β=0.70) & indirect (β=0.69) effects	Behavioral focus

[137]	Greek e-commerce	PLS-SEM	310 Greek users	E-S-QUAL & UX metrics	EDT	E-service quality & UX → satisfaction	Partial mediation by e-service quality	Small sample
[43]	Chinese e-commerce	Survey	789 Chinese shoppers	Website quality	N/A	WQ → satisfaction → eWOM → purchase intent	Significant path coefficients	Limited to China
[138]	Online reviews	Big data analysis	73,228 students	Review quality	N/A	Review repetition effects	Reduced review effectiveness	Student sample
[139]	Online reviews	Experimental	Review readers	Review quality	N/A	Review quality impact	High-quality reviews → better attitudes/intentions	Lab setting
[65]	Indonesian e-commerce	Survey	Indonesian shoppers	E-service quality	N/A	E-service quality → satisfaction & loyalty	71.3% repeat shoppers	Limited generalizability
[141]	Malaysian e-commerce	Survey (α>0.7)	Malaysian shoppers	Info quality, design, payment	Relationship marketing	Drivers of satisfaction	Design (β=0.425) most significant	Security insignificant
[62]	General e-commerce	Survey	Online shoppers	Website quality	Relationship marketing	WQ → trust, satisfaction, loyalty	Positive all paths	Broad focus
[142]	US e-commerce	PLS-SEM	358 US shoppers	Design, fulfillment, service, security	E-S-QUAL	E-service quality outcomes	Satisfaction (β=0.95) strongest	US-centric
[144]	Chinese e-commerce	Survey	1,001 Chinese shoppers	Multiple dimensions	EDT	Satisfaction predictors	All significant except response time	China-specific
[4]	Korean e-commerce	Survey	400 Korean shoppers	Info trust, accuracy, design	N/A	Satisfaction → loyalty	Positive impacts	Limited sample
[146]	Online travel	SEM	534 Taiwanese users	Info, system, service quality	Flow theory	Website quality effects	Service quality strongest (GFI=0.89)	Travel industry only

5 | Conclusions

This study provides a comprehensive review of the quality, website quality, and the importance of website quality. Also, showed the impact of website quality evaluation through investigating some studies. The study revealed that high-service-quality websites had a positive impact on customer satisfaction. The other studies showed that website service quality affects purchase intention through perceived value. Whereas, the high-quality reviews can improve attitudes and intentions and retain customers. Also, some studies in e-commerce showed the effect of website quality on trust, satisfaction, and loyalty. The studies showed some limitations, such as a small sample size for the experiments. Also, the respondents of some studies are limited, and the experiments focus on a specific area and not on generality. The evaluation of website quality can be assessed through traditional methods such as E-QUAL, E-S-QUAL, SERVQUAL, and MCDM methods such as

AHP, TOPSIS, and VIKOR. In the future, we will discuss the hybrid MCDM methods that are used to assess the website quality.

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Conflicts of Interest

The authors declare that there is no conflict of interest in the research.

Ethical Approval

This article does not contain any studies with human participants or animals performed by any of the authors

Data Availability

There is no data used in this study.

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