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Master of Science
In
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**THE ROLE OF TRUST, PRIVACY, SECURITY AND
WEBSITE USABILITY IN THE SUCCESS OF B2C
E-COMMERCE WEBSITES**

Name: Vo Hung Cuong

Student ID: 000795535

Supervisor: Dr Avgousta Kyriakidou-Zacharoudiou

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Abstract

This dissertation combined both usability testing and heuristic evaluation to study the trust and trustworthiness, perceived security and privacy, website usability at www.vatgia.com – the most successful e-commerce website in Vietnam. It was found out that the web usability heuristics of www.vatgia.com are highly rated, indicating that the website has high web usability. Specifically, the highly appraised features are customisable page display and the visual illustrations. However, the speed of the website response is a concern for the users. The website is highly trusted and the intention of continue to use www.vatgia.com is very high, with 85% of the respondents stating that they will continue to buy products from the website. The continuance intention has statistically significant positive relationship with the level of trust, website usability, service quality and perceived usefulness. The survey respondents and experts have concerns about the privacy and security of the website. However, privacy and security were not found to have significant impact on the continuance intention of the customers. An attempt to create an e-commerce website, it was found that the website development has met a majority of the heuristics such as ease of use and navigability. However, the website has not met some important functional requirements such as enabling customers to add many items to the cart or search for particular products. This seriously affects the made for the medium or interactivity heuristics.

Dedication

I dedicate this project to my wonderful parents. To my mum and dad, words cannot express how grateful I am for all you have done and still do in my life.

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