Factors that Influence Website Performance: An Empirical Analysis

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Abstract

Rapid advancements in digital technology have had a significant influence on businesses’ websites. Companies and organizations that have well-designed websites are attracting customers, generating revenues, and increasing market share. Nevertheless, many companies and organizations that are investing billions of US dollars on websites and page development are not attracting customers or generating revenues, incomes, and profits as expected. Also, to the best of our knowledge, there have been no published studies that have investigated the influence of page view, unique page view, average time on page, entrances, and percent exit on bounce rate. To address these limitations and to improve on prior studies, we conducted our own research and developed a research model as shown in Figure 1 and Table 1. The results from research have practical and research implications.

Figure 2: Analysis with path coefficient and R-square

This study has implications for strategies that web-based information services firms can employ. Based on the findings from this study, organizations that are using Google Analytics should implement the online strategies that produce the best return visits and session length. For example, new firms such as UpCouncil (sometimes called “Uber for Attorneys”) and Realty Shack can maximize the value for its current and potential customers by focusing on their targeted needs and minimizing the bounce rate. Companies that are using Adwords should implement strategies to learn if the Adwords improve the quality of paid/search traffic compared to the unpaid traffic.