



## Table of Contents

STATEMENT .....	iii
PREFACE .....	iv
LIST OF FIGURES.....	ix
LIST OF TABLES .....	x
ABSTRACT.....	xii
INTISARI .....	xiii
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background.....	1
1.1.1 Formulation of the Problem.....	1
1.1.2 Research Questions .....	4
1.1.3 Authenticity of the Research.....	4
1.1.4 Expected Benefits.....	5
1.1.5 Research Limitation .....	5
1.2 Research Objectives .....	6
1.3 Report Structure.....	6
CHAPTER II.....	8
LITERATURE REVIEW .....	8
2.1 Feature of E-commerce User Interface on Web Sites.....	8
2.2 Standardized User Interface .....	15
2.3 Navigation .....	16
2.4 Common E-commerce Functions .....	21



2.5	Web Design Practices across Countries.....	23
2.6	Theoretical Background.....	24
CHAPTER III.....		27
RESEARCH METHODS.....		27
3.1	Research Material.....	27
3.1.1	Sample and Population.....	27
3.1.2	Data and Source of Data.....	27
3.2	Research Instrument.....	28
3.3	Research Procedure.....	28
3.4	Attributes of Hierarchical Navigation.....	29
3.5	Attributes of Common E-commerce Functions.....	30
3.6	Hypothesis Testing.....	31
CHAPTER IV.....		32
4.1	Research Finding Analysis.....	32
4.1.1	Global navigation.....	32
4.1.2	Local navigation.....	34
4.1.2.1	Use of Down to Child Links.....	34
4.1.2.2	Use of Across to Sibling Links.....	37
4.1.2.3	Use of Up to Parent Links.....	38
4.1.2.4	Local Link Style and Rollover Behavior.....	39
4.1.3	Breadcrumb Navigation.....	41
4.1.4	Return to Home Function.....	42
4.1.5	View Cart Function.....	43



4.1.6.	Manage Account Function .....	43
4.1.7.	Get Help Function .....	44
4.1.8.	Search Function .....	45
4.1.9.	Catalogue Function .....	46
4.1.10.	Personalization Function .....	46
4.1.11.	Web Site Design across Countries .....	47
CHAPTER V .....		50
5.1	Conclusions.....	50
5.2	Suggestions.....	51
REFERENCES.....		52
APPENDIX A:.....		56
The Average Number Pages to Reach the Target .....		56
APPENDIX B:.....		60
The Actual Count for Each Category and Its Attributes of Four Countries .....		60
APPENDIX C:.....		69
Chi-Square		69
APPENDIX D:.....		81
Marascuilo Procedure.....		81



## LIST OF FIGURES

Figure 2.1. Hierarchical Navigation Model .....	17
Figure 2.2. Example of Global Navigation .....	18
Figure 2.3. Types of Local Websites Navigation .....	19
Figure 2.4. The US and German IKEA Sites .....	26
Figure 3.1. Location of Global and Local Navigation .....	30
Figure 4.1. Global Navigation Bar at <a href="http://greatpricefurniture.com">greatpricefurniture.com</a> .....	32
Figure 4.2. Global Navigation Tabs at <a href="http://denis-furniture.com">denis-furniture.com</a> .....	33
Figure 4.3. Navigation Centric Product Category at <a href="http://bofahome.com">bofahome.com</a> .....	36
Figure 4.4. Promotion Centric Product at <a href="http://wikhahn.fr">wikhahn.fr</a> .....	36
Figure 4.5. Product List Page at <a href="http://greatpricefurniture.com">greatpricefurniture.com</a> .....	37
Figure 4.6. Across to Sibling Links at <a href="http://yatefurniture.com">yatefurniture.com</a> .....	38
Figure 4.7. Up to Parent Links at <a href="http://zhonghuarui.com">zhonghuarui.com</a> .....	39
Figure 4.8. Groups of Links with Visited and Unvisited Links .....	41
Figure 4.9. Get Help Function at <a href="http://leatherfurniture-usa.com">leatherfurniture-usa.com</a> .....	45



## LIST OF TABLES

Table 2.1. Turban's Determinants of an Effective Website.....	8-9
Table 2.2. Website Category and Its Components .....	11-12
Table 2.3. Characteristics of Websites .....	13
Table 2.4. Category of Web Features .....	14-15
Table 2.5. Types of Local Navigation .....	18-19
Table 2.6. Website Navigation Style.....	20
Table 2.7. Common Location of E-commerce Functions.....	21
Table 3.2. Navigational Characteristics and Its Attributes .....	29
Table 4.1 Global Navigation to the First Level – Grouping Style and Location .....	32
Table 4.2. Global Links to the First Level – Link Style and Rollover Behavior .....	34
Table 4.3. Frequency of Local Navigation Types.....	34
Table 4.4. Down to Child Links – Grouping Styles and Location.....	35
Table 4.5. Across to sibling Links – Grouping Style and Location .....	37
Table 4.6. Up to Parent Links – Grouping Style and Location .....	38
Table 4.7. Local Links – Link Style and Rollover Behavior .....	39
Table 4.8. HTML Link Color.....	40
Table 4.9. Presentation of Breadcrumbs Navigation.....	41
Table 4.10. Label for an Explicit Link to Home .....	42
Table 4.11. Presentation of Return to Home Function .....	42



Table 4.12. Icons Representing the View Cart Function.....	43
Table 4.13. Icons Representing the Manage Account Function .....	44
Table 4.14. Icons Representing the Get Help Function.....	45
Table 4.15. Presentation of Search Function .....	46
Table 4.16. Presentation of Catalogue Function .....	46
Table 4.17. Presentation of Personalization Function .....	47
Table 4.18. Chi-square Results .....	48