

# **Factors Impact on the Performance of Department-Level Websites in Rajarata University of Sri Lanka**

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## **Abstract**

The websites are amazing. They make the World Wide Web accessible to everyone. People can do many things through websites. There are websites that give superb services people might like more, such as faster, free, secure, and different by design, better interface, etc. Therefore, people need to take time experimenting with websites services to find the things they like best if still using the device's default websites. In the case of expanding the website horizons with the view of picking up the right website services to use, people consider a number of vital factors. This study aims to investigate the factors that impact the performance of department websites by keeping straight attention on university undergraduates because usage of the website has deeply penetrated the academicians. A sample of one hundred and fifty undergraduates who are currently studying at the Rajarata University of Sri Lanka was selected through a stratified sampling technique and research data were collected through a structured questionnaire for the study purpose. Descriptive statistics, correlation analysis and multiple regression analysis were used to analyze the collected data. As per the study findings, attractiveness (visual appealing), navigation, learnability, controllability, security, and page loading time are the factors that need to look at when determining the performance of Department level websites. Only three factors attractiveness, navigation and controllability were positively impacted on the Performance websites maintained by departments in the university. Other factors such as learnability, security and page loading time were statistically insignificant on the accepted level. These findings bring some important facts to the university about the performance of websites. Therefore, it recommends to non-popular website developers consider the highlighted factors in order to develop productive websites.

*Keywords:* Attractiveness, controllability, learnability, performance of websites, navigation