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The Conversion Rate Optimization by The Adoption of Web Experience Factors at Par and Zheen Private Hospitals – Erbil

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Abstract

The website of any organization represents the main interface that shows the customers the main information about the organization's work activities which can attract the customers to use organization's product or service specially in healthcare organizations. In this paper we reviewed the opinions of 118 website users of two main two main private hospitals Par and Zheen in Erbil/Iraq about the availability of the main factors of web experience, the main purpose was to study the studying the effect of these factors on optimizing the rate of converting website users into customers of both of the hospitals, in order to solve the research problem which was neglecting the importance of these factors and its effect on improving the conversion rate of users of our hospital's websites. In our research we used descriptive and correlational research designs as we described the results and also test the relationships between the study's variables. The study finds that the factors have a moral impact on the level of conversion rate optimization, and the sequence of importance of these factors are as follows:1- Website interactive, then Aesthetic of the website, finally the Marketing mix.

Keywords: Conversion rate optimization, website quality, website aesthetics, website usability, web analytics

1. INTRODUCTION

With the continuous technological progress and the shift of the world to the adoption of technology as a basis for managing institutions, the reliance on corporate websites in communicating with customers has become a must, especially after the covid-19 crisis and the application of social distancing conditions to reduce the risk of the spread of the virus in health care institutions where the risk of infection increase.

The importance of websites has increased as they are the window through which the hospital's customers are informed of what this health institution offers to its customers. Hence the importance of converting any surfer passing through the hospital's website to a customer or benefiting of these hospital's services.

professional websites should provide a few factors which makes the surfer spend more time on the website and consequently turning this surfer to a customer of the hospital, So, every process of converting any user into a customer helps in increasing the conversion rate optimization (CRO) level. every CRO includes the use of all the contents of the website as elements that push the customer to make a decision of benefiting from the services of the website and thus become a permanent customer of the hospital.

Given the lack of research on this subject in Iraq, it was necessary to choose the research variables, especially after the covid-19 crisis, and focusing on increasing the conversion rate of website's users to customers is among the topics that have been emerging within the healthcare institutions operating in Iraq, as the

covid-19 crisis has forced a lot of sectors to increase the reliance on websites as a means of attracting customers, and due to the scarcity of research that dealt with this issue in Iraq and the lack of attention in websites in different business sectors (healthcare institutions) in particular, the researcher conducted an empirical survey on the users of the websites for two important private hospitals in Erbil/Iraq (Par and Zheen) and used statistical analysis which determines the practical factors that contributed to the occurrence of the research problem.

The deficient efforts of hospital's management in Iraq contributed in neglecting the websites in general and turn them to a secondary means of communicating with customers, in addition to the scarceness of information in the distributed questionnaires, which shows that there is a relationship between increasing the conversion rate of site users to customers and paying more attention to web experience factors, which include (website usefulness, website responsiveness, trust, website aesthetics and marketing mix).

This research attempted to shed the light on the effect of the factors of web experience (independent variables) on increasing the conversion rate of website surfers into customers, and arranging these factors within models according to the levels of importance and the strength of impacts of these factors in addition to studying the possibility of a having strong correlation between the study variables.

2. Literature review

2.1 web analytics

web analytics association defined web analytics as measuring and combining and preparing internet data reports in order to understand using the web and enhance it. (Beri and Parminder, 2013: 35) web analytics measurements can be clarified by the following figure:

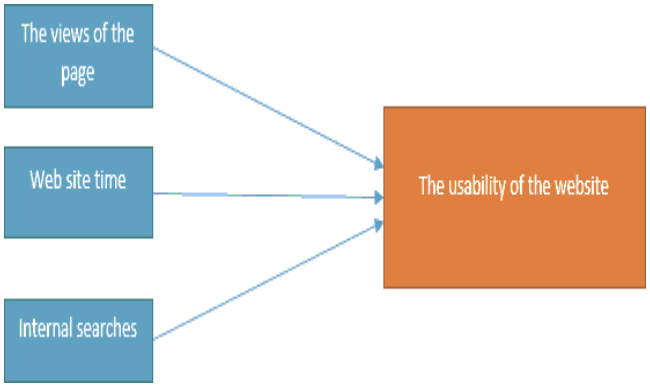

Figure .1: *Web analytics metrics effecting website usability*

Source (Beri, B., Parminder (2013). Web Analytics: Increasing Website' s Usability and Conversion Rate, 72(6), 35–38.)

The first component of the figure are the Page views: the page is viewed only when a user loads the page. While The time on the website: shows how much time the user spent on the website. The searching tool in the web site: uses specific keywords or terms in order to help the user to get what he need on the website, however there are other measurement such as new visitors represents the number of new visitors in specific period of time, while returned visitors are the most precious kind of visitors because they can help the website to achieve its goals and make the visitors come back which is the most important goal of the website, the website uses these measurements to calculate the conversion rate as shown in the following figure: (Beri, B., Parminder 2013, 36).

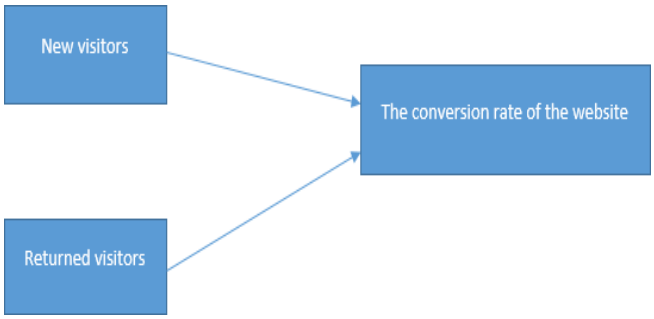

Figure .2: *Web analytics metrics effecting website conversion rate*

Source (Beri, B., Parminder (2013). Web Analytics: Increasing Website' s Usability and Conversion Rate, 72(6), 35–38.)

Conversion means making the recommended action on the web interface such as making a purchase process, or registering to gain a shopping list, the conversion rottenly are measured by the number of clicks, in addition other measurements such as the time spent on the website the revenues and the average of the revenue of using the website. (Miikkulainen et.al, 2017:1). And the obstacles of using this process can be clarified by the following: (Miikkulainen et.al, 2017:2).

-the tools are helping the experts to assure their ideas not to assist them to make new achievement and give more thoughts to develop the web site.

- every step of this process needs a statistical analysis, so the experts cannot expert more than few designs for the web site.

2.2 Conversion rate optimization concept

Conversion rate optimization is considered as an art and science through convincing the visitors of the site to make steps that are beneficial to you, through making a buying process or making a donation, or committing some of the positive future procedures. (Dermatas, 2017:6) defined CRO as a controlled process that is used to improve the function of a certain website in order to gain higher percentages of visitors who make an appropriate action.

CRO uses a wide range of techniques, such as writing a convincing advertisement or designing websites that are based on credibility. And transforming the users of the site into buyers through planning and designing, and enhancing your conversed optimized website to make it more effective by comparing it with a developed successful web site. (king, 2008: 111).

The CRO nowadays is enormously developed because of the massive number of tools to increase the conversion rate, such as, Visual Website Optimizer tool, Mixpanel tool, and Adobe Target tool, these tools helps to in simplify the designing process of the website, find the users easily, and register the results. (Miikkulainen,2017:2).

CRO helps to maximize the revenues sales and the amount of profits, in addition to increasing the advertised page views, make strong connection with customers, while website conversion can be clarified as the increasing numbers of visitors who become an actual customer. (Soonsawad, 2013:42)

2.3 CRO Techniques

Conversion rate optimization can use several techniques to transform the user of the web site in to real customers, these techniques can be clarified by the following: (Dewi et.al,2018: 6)

• high quality of web site content includes the following:

- Video explaining: show the skills of the personal by video.

- Up to date website content: which the published content explains the main functions of the personal, and up to date.

- Total content: that explains all the important aspects of the web site.

- Convincing content: that uses all the important information s to persuade the customer to turn from a normal viewer in to an active customer of the website

- Interchange information with users: use tools to convince the customers to give their basic information, as an alternative to giving them information from the website.

- Use attractive headlines: to attract the visitors and persuade them to the benefits of the product or the services introduced by the website.

• Credibility includes using certification to prove the honesty of the website, which includes the following:

- Using persuaders, which include interchange of information with the users, and communicating with them.

- Using attractive website to persuade the users of the credibility of the web site.

• Web site quality consists the following:

- Using short URL's.

- Using well organized content make it easier to find information.

- Running visitor's interviews in the website and analyzing the actions of the users.

- Using simplified design, and catching titles to attract the using and persuade them to use the website longer time.

2.4 Conversion rate optimization (CRO) Metrics & Indicators

There are several metrics that are used to measure the usability of the website, as clarified in the following: (Dermatas, 2017:9)

- Bounce Rate: it is defined as the percentage of the viewers who leave the website without making any step toward the website owners, such as buying, registering, etc.

- Leaving the shopping cart without purchasing: this happens in the commercial websites, the user in this case leaves the shopping cart without buying the product.

- Exit rate: is the average percentage for using a certain page as a means to leave the website.

- Average spent time on a page and session duration: it clarifies the average spent time between the first click and the last click before leaving the website, while the average spent time on a page represents the time spent on certain page in comparison with other pages in the website.

2.5 Classification of website conversion procedures (Soonsawad, 2013:42)

- Micro actions or micro procedures: includes visiting a webpage and view an actual number of pages, and clicking on a button or a link.

- Macro actions or macro procedures: includes buying a product or calling to have an appointment, or subscribe in trial copy of the product, or paying a subscription fee, or downloading a song or an e- book.

2.6 Conversion rate of a web site

There is a strong connection between conversion rate and the web site effectiveness because higher straight effectiveness of the web site relates to high conversion rates in the web site, by removing the unnecessary graphics. (McDowell, 2016: 2)

The click through rate (CTR) calculates the number of times that an advertisement is viewed and clicked on, which can be calculated by the following equation: (Kuneinen, 2014: 3)

CTR = clicks / impressions

Many companies use the click through rate as procedure, but the website should use more developed to measure this process, and the conversion rate refers to calculating the average number of clicks that has been converted to a desired action. It can be calculated this by the following equation: (Kuneinen, 2014: 4)

CR = conversions / clicks

Also, the conversion rate is the interaction between the website and the buying choices of the customers, which is the percentage of the number of users who buy a product from the total unique visitors who access the website. (McDowell et.al, 2016:2), also The conversion rate can be defined as the percentage number of visitors who make a buying process within a website from the total number of visitors. (Fatta et.al, 2017:161).

The main challenges that face the website here are firstly, how to make it easier for customers to reach the website? secondly and most importantly, how encourage the potential users to turn for normal visitors to actual customers? (Fink and Graf, 2018: 71). (Gudigantala et.al, 2016: 81) suggested that there are analytical models that show the way to transform an online customer into an actual buyer, this model represents three dynamical ways to make an affection on conversion rate, firstly, the effect of previous visitors, the influence of time, and the influence of previous purchases. As shown in figure (3):

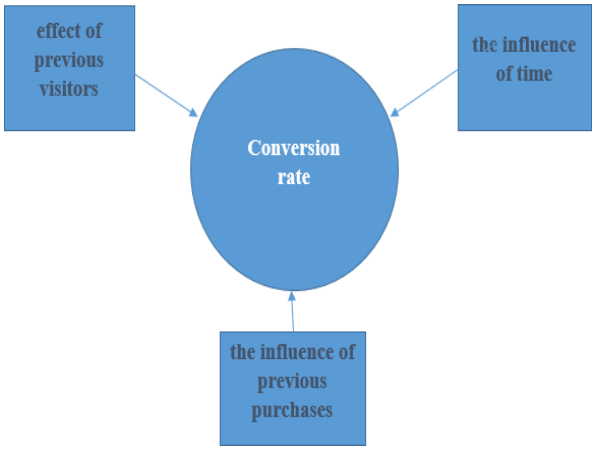

Figure .3: *The dynamical ways to affect conversion rate (Source: prepared by the researcher.)*

2.7 The web experience factors:

(Constantinides, et.al, 2010, 192) (Lorenzo et.al,2009 :1) suggested that Web experience can be defined as understanding the customer to the organization's work via internet as a result of exposure to a set of virtual marketing tools, under marketer's full control, which possibly effects the customer's behavior in the internet. these factors contain as researching, communication, and processes with the internet companies, and the main factors (usability, interactivity, trust, aesthetic and marketing mix).

The web experience is a vital concept not only for websites or for products marketing on internet; but also as an essential factor for the customers, it consists of five basic factors of the web experience 1) usability 2) interactivity

3) trust 4) the marketing mix 5) aesthetic of the website which can be clarified by the following: (Soonsawad, 2013:43)

-Web usability: the capability of a person to use the web, in order to identify the recommended place of the information, and knowing what is the next step after, and doing that with the minimum level of strain, web usability is beneficial to facilitate the user's interaction with the website, without formal training. WU is considered an important concept in facilitating the surfing and searching function, it contains components such as, web suitability and convenience, surfing the web, the construction of the information, searching tools, approachability of the site, fastness of the site, and requesting and remittance processes. (Soonsawad, 2013:43) (Liyanage and Vidanage, 2016:257) suggested that there are two kinds of usability evaluation heuristic and cognitive.

- Responsivity of the web: it can be defined as the quality and quantity of interactivity between two parties, an application of higher levels of interactivity make your website unique in online shopping, it provides a lot of personal services to the client and communicating with the users, the interactivity of the web includes providing customer services and interacting with the employees of the website and communicating with the online customers who have intention to share their experiences, the structure of the web is considered as an important factor here, since most of the reasons of failed websites are relating to interactivity. (Soonsawad, 2013:43)

- Trust: consists of the security of the process, the illegal use of customer's data, unreliability and warranty. (Soonsawad, 2013:43)

- Aesthetics value of the web site: it gives the customer positive and strong motivations to surf ,discover and interact with the website, the aesthetics of the web site contain the quality of viewing, the attractive designing, elegance and the general look. The main element for succeeding in a web site is the main interface, while the inferior and bad designing of the website affect the first impression of the users in the website. (Jiang et.al, 2016,235) focused on the effect of visual complexity of web pages and the aesthetics of the environment as a two main specified characteristics that influence the aesthetics of the website, in addition to the complexity of the contents (enormity, and varieties), the arrangement here is also an effective factor. (Soonsawad, 2013:43)

- The marketing mix: The 4P's is considered as the basic to all of the marketing activities, it includes the price, the place, the

product, and promotion, which are used to build any tools that are needed by any marketing manager. (Salman et.al, 2017:50). there are a lot of models that are used to help the marketers in traditional retailing such as the 4P's product, price, place, promotion, and the 3C'S customer, competitors, corporation and the 5v's Value, Viability, Variety, Volume and Virtue, these models are not working for the online businesses, there for the businesses need to understand the complete environment in order to understand how to employ these models in online business's work. (Soonsawad, 2013:43).

3. Methodology

The study relied on the descriptive approach in describing the research population and sample, in addition to studying and analyzing the impact and importance of the research variables, thus reaching to useful conclusions and recommendations for the surveyed hospitals.

The researcher used several methods to collect data including using high standard scientific journals for fulfilling the theoretical aspects of the research, in addition establishing a questionnaire form to determine the best model among the available models within the results,

The questionnaire included five independent variables (website usability, web responsiveness, trust, web aesthetics, marketing mix) and one dependent variable conversion rate optimization and five scale Likert (strongly disagree, strongly agree) were used. The questionnaire forms were distributed on a sample of website users for two main private hospitals in Erbil / Iraq as a field of study (Par and Zheen). The most important reasons for choosing these hospitals is having experienced staff in the medical & managerial fields especially with regard to customer service in addition to the continuation of the work in these hospitals during the Covid-19 crisis Despite all the difficulties that faced the healthcare institutions at the beginning of the crisis, the research sample included users of the two hospitals' websites to ensure the accuracy of the answers provided by them. The researcher distributed 120 questionnaire forms in Zhen and Par Hospitals, only 118 forms have been returned with complete information. In order to reach the results of the effect and the relationship between the five independent variables and set an order for the importance of these factors (web usability, web aesthetics, Trust, responsiveness, marketing mix) and the dependent variable (conversion rate optimization), frequencies and percentages were used, in addition to the using reliability test-retest for the answers, and conducting a stepwise regression test to determine which factors are more important and arrange them as models. We can identify the outline of the research through the following figure:

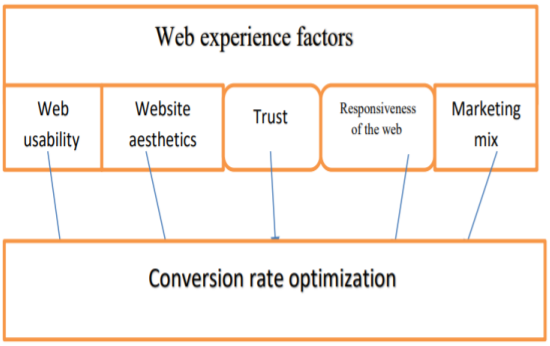

Figure .4: *factors of web experience. (Source: prepared by the researcher.)*

The researcher formulated the research hypotheses based on the outline as followed:

The null hypothesis test of the research states the following:

There is no significant effect of web experience factors on improving the conversion rate of website users into customers, at a significant level ($\alpha = 0.05$). this hypothesis was divided in to the following hypothesis:

1- There is no significant effect of usability of the web site on improving the conversion rate of website users into customers, at a significant level ($\alpha = 0.05$).

2- There is no significant effect of website responsiveness on improving the conversion rate of website, at a significant level ($\alpha = 0.05$).

3- There is no significant effect of trust on improving the conversion rate of website users into customers, at a significant level (α = 0.05).

4- There is no significant effect of the website aesthetic on improving the rate of converting website users into customers, at a significant level (α = 0.05).

5- There is no significant effect of the marketing mix on improving the rate of converting site users into customers, at a significant level (α = 0.05).

4. Findings and research analysis

4.1 demographical & personal information

Table (1) *Gender statistical percentage of the sample*

		Gender	
		No.	%
Valid	Male	23	19.5%
	Female	95	80.5%
	Total	118	100.0%

Table (1) indicates the research sample Gender statistics. The percentage of females were 80.5%, while the percentage of males were 19.5%.

Table (2) *The percentages of ages of the research sample*

		Age	
		No.	%
Valid	Less than 21 years	2	1.7%
	21-30 years	43	36.4%
	31-40 years	54	45.8%
	41-50 years	12	10.2%
	Greater than 50 years	7	5.9%
	Total	118	100.0%

Table (2) indicates The research sample were distributed ages of the sample between greater than 50 years of age to less than 21 years, and the largest percentage was in the age group 31-40 years, as it was 45.8% of the research sample.

Table (3) *the percentages of websites users*

		Hospital name	
		No.	%
Valid	ZHEEN	50	42.4%
	PAR	68	57.6%
	Total	118	100.0%

The research sample was distributed among two main hospitals, Zheen and Par hospitals, the percentage of users of Zheen hospital's website were about 42.4%, while the percentage of users of Par Hospital's website was 57.6% of the total number of the research sample.

Table (4): *the educational level of the sample*

		Education level	
		No.	%
Valid	Intermediate	1	0.8%
	Secondary	6	5.1%
	Bachelor	63	53.4%
	Postgraduate	46	39.0%
	Others	2	1.7%
	Total	118	100.0%

The highest percentage of the study sample of the Educational level were among holders of a bachelor's degree 53.4%, while the lowest percentage of those with an intermediate degree were 0.8%.

Table (5) *the time of using internet*

		The duration of using internet	
		No.	%
Valid	Less than three years	7	5.9%
	More than three years	111	94.1%
	Total	118	100.0%

The research sample was divided in terms of the number of years of Internet use into two parts, the first was 5.9%, which is for users of less than three years, while the percentage of users for more than three years was 94.1%, which is the largest percentage.

Table (6): the marital status

		Marital status	
		No.	%
Valid	Unmarried	39	33.1%
	Married	73	61.9%
	Divorced	3	2.5%
	Widow	3	2.5%
	Total	118	100.0%

With regard to marital status, the highest percentage of the users of the website were married, as their percentage was 61.9%, while the percentage of unmarried users was 33.1%.

4.2 Reliability test

The reliability test includes testing the possibility of gaining the same results in case of retesting it for a second time on the same group in the same circumstances at a later time.

Table (7) *reliability test*

Variables		Reliability Statistics	
Dependent variable	Y1-Y18	Cronbach's Alpha	0.85
		N of Items	17
First independent variables	X11-X15	Cronbach's Alpha	0.39
		N of Items	5
Second independent variables	X21-X27	Cronbach's Alpha	0.89
		N of Items	7
Third independent variable (trust)	X31-X36	Cronbach's Alpha	0.78
		N of Items	6
Forth independent variable	X41-X45	Cronbach's Alpha	0.62
		N of Items	5
Fifth independent variable(marketing mix)	X51-X57	Cronbach's Alpha	0.88
		N of Items	7

The reliability test result of the dependable variable (conversion rate optimization) was about 85%, which is considered very high percentage because its greater than 60%, and this indicates great stability in the answers of the questions of this variable.

The value of the alpha Cronbach's coefficient for the first independent variable (The usability of the website) was 39%, which is a small percentage because it is less than 60%.

The test of reliability of the second independent variable (web responsiveness) reached 89%, which is a very high percentage because it is greater than 60%, which indicates great stability in the answers of the questions of this variable.

The value of the Cronbach's alpha coefficient for the third independent variable (trust) was 78%, which is greater than 60%, which indicates the stability of the answers for this variable.

The value of the Alpha Cronbach coefficient for the fourth variable (web Aesthetic) was 62%, which is the least constant value after the first variable, so the test is repeated after deleting one of the variables to improve stability, and the results of repeating were as follows:

Table (8): *test – retest reliability*

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X41	13.4576	5.960	.455	.530
X42	13.3390	5.679	.513	.497

X43	14.1356	7.434	.091	.712
X44	13.2458	5.965	.511	.505
X45	13.4831	6.354	.381	.568

It is noted that if variable X43 were deleted form the fourth axis, the stability rate will improve and its value will become 71%, which means that removing this variable will make the model more acceptable.

While the dependence on the fifth independent variable is very large, as the value of the alpha Cronbach coefficient was 88%, which indicates a high stability of the research sample answers with respect to the last variable.

4.3 Regression analysis:

Multiple regression was performed on the research variables as shown in the table (9).

Table (9) *first multiple regression model*

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.836[a]	.699	.686	.30411
a. Predictors: (Constant), X5, X1, X4, X2, X3				
b. Dependent Variable: Y				

It is evident through the first multiple regression model that the value of Adjusted R square is 68%, which is a large percentage, and this indicates that 68% of the variance in the adopted variable is caused by the five independent variables.

Table (10): *ANOVA (analysis of variance)*

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	24.101	5	4.820	52.120	.000[b]
Residual	10.358	112	.092		
Total	34.459	117			
a. Dependent Variable: Y					
b. Predictors: (Constant), X5, X1, X4, X2, X3					

It is evident from the analysis of variance in table (10) that there is a significant effect of at least one of the independent variables on the dependent variable Y (conversion rate optimization), because the probability value is 0.000 and it is less than 0.05. in order to show that the variables had a significant effect of zero, we will create the following regression analysis table:

Table (11): *Multiple regression analysis*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.054	.215		4.908	.000		
X1	-.027-	.060	-.026-	-.450-	.653	.815	1.227
X2	.315	.059	.445	5.370	**.000**	.391	2.558
X3	.120	.070	.153	1.720	.088	.339	2.951
X4	.176	.056	.221	3.117	**.002**	.535	1.868

X5	.111	.062	.157	1.797	.075	.350	2.860

In table (11), multiple regression is preformed, which discusses the variables in general, the value of sig. For all the variables of the independent variables are greater than 0.05, except for the variables X4 and X2, as they are the only variables that positively and significantly affect the dependent variable because of their probability values which are less than 0.05, so for the purpose of stability on the optimal mathematical which can clarify the relationship between the independent variables and the dependent variable so the stepwise regression method will be used to reach this goal and the results of this analysis are as in table (12) :

Table (12): *Stepwise regression analysis*

Model Summary[d]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776[a]	.602	.599	.34364
2	.821[b]	.675	.669	.31226
3	.832[c]	.691	.683	.30539
a. Predictors: (Constant), X2				
b. Predictors: (Constant), X2, X4				
c. Predictors: (Constant), X2, X4, X5				
d. Dependent Variable: Y				

It is noticed from the first result of the stepwise regression analysis that three basic models can be obtained, namely:

- The first model: includes the second independent variable (web responsiveness) only.

-The second model: includes the web responsiveness and web aesthetic.

- The third model: includes the web responsiveness, web aesthetic and marketing mix.

Depending on the results in (12) table, we note that the highest value of the corrected determination coefficient is for the third model, as it reached 68%. For the purpose of indicating the significance of the three models, we used the analysis of variance table which is calculated as follows:

Table (13): *Analysis of variance (ANOVA) for the three models*

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.761	1	20.761	175.806	.000[b]
	Residual	13.698	116	.118		
	Total	34.459	117			
2	Regression	23.246	2	11.623	119.199	.000[c]
	Residual	11.214	115	.098		
	Total	34.459	117			
3	Regression	23.828	3	7.943	85.163	.000[d]
	Residual	10.632	114	.093		
	Total	34.459	117			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2						
c. Predictors: (Constant), X2, X4						

d. Predictors: (Constant), X2, X4, X5

Table (13) shows the analysis of variance table for the three models and the sig value is less than 0.05 and thus all models are significant, and for the purpose of stability and gaining an ideal model for this study, regression coefficients will be calculated for each of the independent variables in the three models as follows:

Table (14) *regression coefficients for the independent variables*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.606	.136		11.810	.000		
	X2	.549	.041	.776	13.259	.000	1.000	1.000
2	(Constant)	1.091	.160		6.809	.000		
	X2	.433	.044	.612	9.820	.000	.728	1.373
	X4	.251	.050	.315	5.048	.000	.728	1.373
3	(Constant)	1.039	.158		6.574	.000		
	X2	.342	.057	.483	6.028	.000	.422	2.368
	X4	.213	.051	.267	4.187	.000	.664	1.506
	X5	.145	.058	.206	2.497	.014	.399	2.507

Table (14) indicates the independent variables included in each model have Sig values less than 0.05, and this indicates the significance of these variables in each model.

Going back to the results of the corrected determination coefficient, shows that the third model is the best among the three models for two reasons.

1) because of the significant value of all the variables included in the model,

2) having the highest value of a corrected determination coefficient among the rest of the models.

After settling on the third model, we can determine which of the three independent variables the most influencing, by observing the value of the standard error for each variable, it is evident that the fourth variable had the lowest value of the standard error (Std. Error = 0.051) so it comes In the first place in impact strength, followed by the second variable, and then the fifth variable with the highest standard error value (Std. Error = 0.058).

It's important to describe the relationship between each independent variable with the dependent variable as followed:

-The relationship between the second independent variable (responsiveness of the web) and the dependent variable (conversion rate optimization) is a direct relationship, as by increasing one unit of the second variable, the dependent variable will increase by (.3420).

-The relationship between the fourth independent variable (web aesthetic) dependent variable is also a direct relationship, as by increasing one unit of the fourth variable, the dependent variable will increase by (.2130).

-The relationship between the fifth independent variable (marketing mix) and the dependent variable is a direct relationship, as by increasing one unit of the fifth variable, the dependent variable will increase by (.1450).

5. Conclusions

After studying the effect of a group of Web experience factors on improving conversion rate of website users into customers, it is concluded that the most important factors with a moral impact and according to the sequence of importance are as follows:

1- Website responsiveness. 2- Aesthetic of the website. 3- Marketing mix.

The percentage of its impact on improving the rate of converting website users into customers was approximately (83%), which is a high percentage and indicates the quality of the model assumed by the researcher.

6. Suggestions:

1- many studies can be prepared on the same topic with the introduction of a larger number of factors to demonstrate their importance.

2- Similar studies can be conducted on other sectors such as education, aviation, hotels, ... etc.

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