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Presenting a Typology of Users Satisfaction Model from Electronic Government

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Abstract

Increasing population growth on the one hand and the inability of traditional methods to meet the needs of citizens, on the other hand, has led the government to new methods of electronic technology to meet the needs of their citizens. One of the best and most effective ways is to build e-government. So far, many countries have used e-government services. Some have been succeeded and others failed. But what has not actually attracted the attention of many governments especially in Iran, is user satisfaction with e-government. It is a crucial factor that plays a fundamental role in the success of the governments. In this article, the concepts of e-government and user satisfaction are studied and models of user satisfaction are reviewed. Then theories of the researchers in previous research will be studied and factors of satisfaction in Iran will be reviewed. The methods of collecting data in this article is using of library and internet resources and a combination of opinions of different researchers. The identified factors include loyalty, expectations, perceived quality, reliability, ease of use and security. At the end of training courses, electronic services as an important factor in satisfaction are recommended to the authorities.

Keywords: Typology, Users Satisfaction, Electronic Government .

Introduction:

At the beginning of the third millennium, the presence of electronic and Internet cities and presenting service via information technology has made possible improving service quality and presenting wide opportunities for participation in the processes and affairs of the countries. In this regard, Information and Communication Technology (ICT) is as the main axis of change and development and shows the scientific ability of the countries in the production, distribution and use of knowledge (Karbasi). Because the condition of different countries is somewhat different from each other and they pursue a special purpose on the implementation of e-government, we can not prescribe a single for all of them. Therefore, the development process of e-government should be based on analysis or understanding of environmental conditions. In other words, the process of e-government has a strategic nature. Implementation of e-government requires awareness of the capabilities and capacities of the countries that are going to make it and it should be done with a correct analysis of the feasibility (Moghaddasi). Although we do not expect to completely replace e-government by traditional methods, but now e-government has become a powerful tool that is embedded in culture and agenda of public sector. E-government services will affect many stakeholders, including citizens, civil servants, information technology developers, and policy makers. Each of the stakeholders has interests and different objectives that may affect the success of e-government services. Accordingly, their satisfaction, plays an important role in the success of e-government. Although several models have been presented to assess the success of e-government services by assessing the level of user satisfaction, but they failed in providing a comprehensive (Osman et al,2014). The general approach in e-government is paying more attention to citizens. From the standpoint of citizens, perhaps the most important issue is to release from the corset of traditional administrative bureaucracy and save time. More participation of people and their satisfaction is the most important advantage of e-government for authorities (Roudi). Increasing population growth in cities, urbanization problems in terms of social, economic and cultural issues and failure in carrying out daily administrative and social activities of citizens, have been caused to stop wasting time and resources and provide efficient services for citizens and many other issues in order to take into consideration using information technology as an efficient and effective tool in line with proper urban management (Karbasi). Transforming traditional public service to e-government services has many benefits, such as providing affordable services, services integration, reducing administrative costs, a single unified view of citizens in all government services and adapting quickly to meet the needs of citizens. On the other hand, government faced transactional challenges in the establishment of e-government services and the challenges in reducing the rate of deployment of transactional e-government services are reflected around the world. About 98% of the world's countries have developed governmental websites with less than a third of transactional services provided, such as sending online forms (Venkatesh et al. 2011).
So far, there has been a lot of research on e-government in Iran but there are few studies that consider the role of user satisfaction of e-government. Since the bulk of any governments is formed from people (e-government users) and the main purpose of the new services is their satisfaction, this research explores the variety of models of user satisfaction with e-government. This research tries to answer the question that the research that has been done in this area, what factors can lead to user satisfaction in Iran? At the end, some suggestions are presented for e-government user satisfaction in Iran proposals to improve it.

Theoretical basis of research:

Typology

Typology is a classification according to public type, especially in archeology, psychology or social sciences (oxford dic).

Users Satisfaction

According to the surveys conducted, the concepts related to customer satisfaction and measurement were expressed for the first time in 1977 by "Oliver". He offered customer satisfaction as pleasant or enjoyable experiences of past purchases of the product or service (joudzadeh et al.). Customer satisfaction is one way to satisfy loyal customer and it is only a link away from global electronic commerce (Mich et al, 2003). Customer satisfaction is customer perception of the extent to which requirements have been met (Zahedi & Biniaz).

Electronic Government

E-government refers to the use of information technology (such as wide networks, Internet, and mobile computations) by governmental organizations that have the ability to transform relations with citizens, businesses, and other governmental services. The technologies can contain a variety of purposes: to provide better governmental services to citizens, improve interactions with business and industry, empower citizens through access to information, or more efficient governmental management. The resulting benefits can lead to less corruption, increased transparency, greater convenience, revenue growth or cost reduction (World Bank, 2011). E-government is using ICT to support the governmental performance and establishment of the infrastructure needed, providing a variety of electronic services, increasing citizen participation and providing governmental information and services tailored to the needs of citizens, business, employees and the other governmental parts (Ministry of Communications and Information Technology).

Customer Satisfaction Indicators

The first national customer satisfaction index was introduced in Sweden in 1989. Then the Americans and Europeans developed their own customer satisfaction index. Following the public acceptance and understanding the significance of the indicators in Europe and America, many other nations have attempted to quantify this index nationally. Some of these countries include Switzerland, Norway, Malaysia, China, South Africa and Turkey (Panahi Boroujerdi).

Table 1 - Customer satisfaction indices in various countries

Year	Index
1989	Customer Satisfaction Index in Sweden (SCSB)
1994	Customer Satisfaction Index in America(ACSI)
1997	Customer Satisfaction Index in Switzerland (SWICS)
1999	Customer Satisfaction Index in Europe (ECSI)
2000	Customer Satisfaction Index in Malaysia(MCSI)
2001	Customer Satisfaction Index in South Africa (SASI)

Some indexes of customer satisfaction, kamalian et al. (1388)

Swedish Customer Satisfaction Index (SCSB)

Swedish Customer Satisfaction Index was designed in 1989 by Prof. Fornell based on a structured model using customer surveys. The study of research activities in Sweden led to Fornell model known as the best way to provide a standard indicator at the national level. The key details and features of this model

are its comprehensiveness, the possibility to use for assessing quality on a wide scale and the ability to associate the quality with customer behavior. After Sweden, the model was highly regarded in the United States. Then the European researchers followed and used this model. Now they are different in satisfaction indices (Maleki & Darabi).

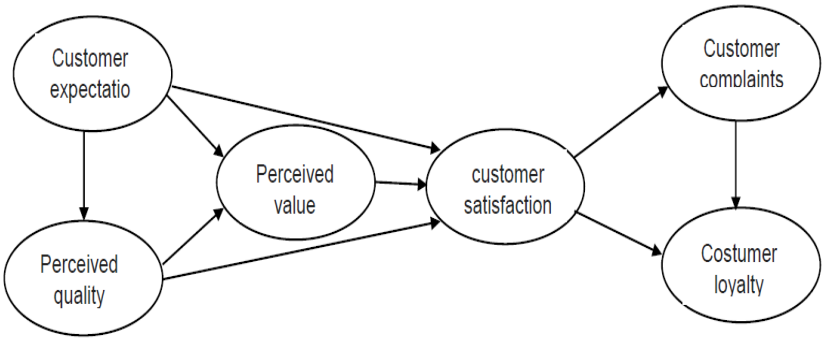


Figure 1 - Model of customer satisfaction Swedish Rezai (1383)

Fornell's study on industry in Sweden showed that the relationship between satisfaction and loyalty is positive. He also suggested that customer satisfaction is more important in some industries than others.

American Customer Satisfaction Index (ACSI)

American Customer Satisfaction Index is a national measure for customer satisfaction with the quality of goods and services supplied in the United States of America. The index was developed in 1994 and is used both as a process and as a standard benchmarking criterion, for mills and industries and economic different sectors, both public and private(Kavousi & Saghaei).

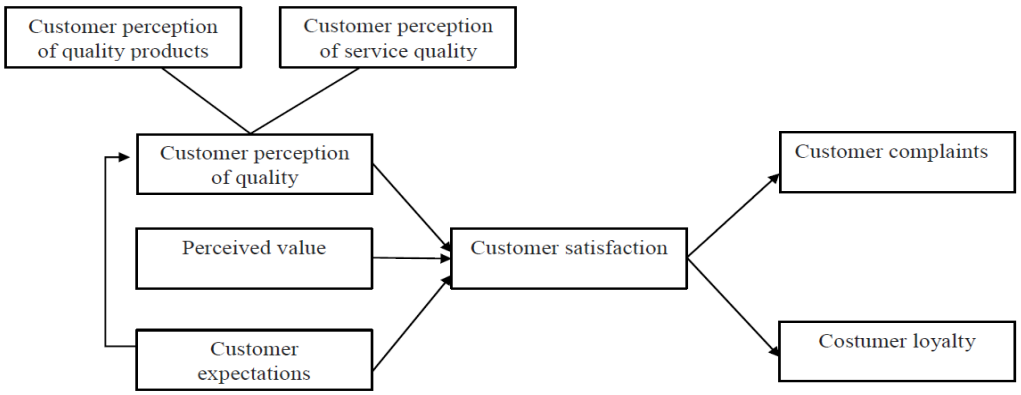


Figure 2 - National customer satisfaction index model developed in America; (Kavousi & Saghaei)

Customer Satisfaction Index in Switzerland (SWICS)

Creating a national indicator for customer satisfaction in Switzerland began in 1996 during a research project at the Faculty of Marketing and Business Affairs of the University of Basel. The most important reforms in this model are the introduction of a new hidden variable called "dialogue with the customer and developing a model in the calculation method of customer loyalty variable (Maleki & Darabi).

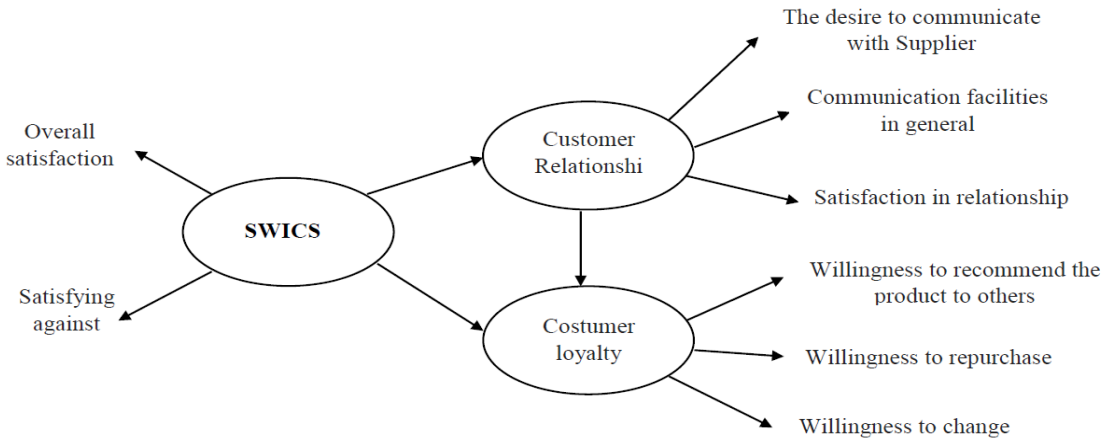


Figure 3 - Model of Customer Satisfaction Index in Switzerland, Maleki & Darabi (1387)

European Customer Satisfaction Index (ECSI)

European customer satisfaction index is adapted of Swedish customer satisfaction index and consistent with American customer satisfaction index. In this model 7 are connected internally latent variable were introduced. This model is based on the theories and known methods of customer behavior and can be used in various industries (Taghavi fard et al.).

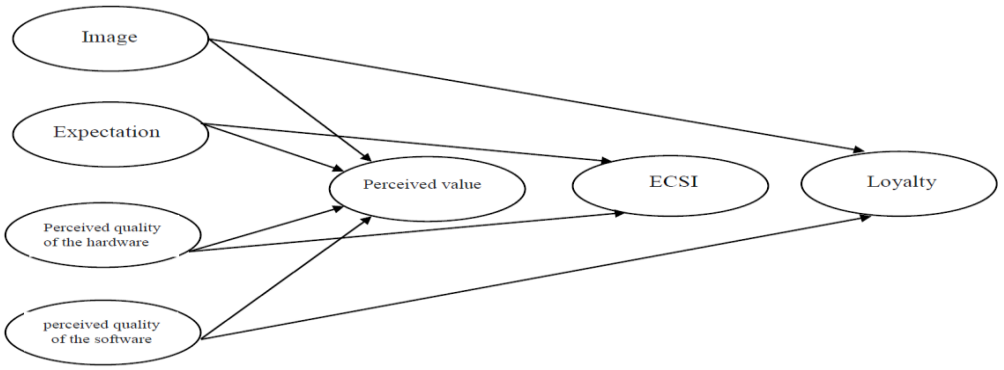


Figure 4 - model of customer satisfaction in Europe; Kavosi and saghaee (1384)

Malaysian Customer Satisfaction Index (MCSI)

The Malaysian Customer Satisfaction Index is an economic indicator that represents the evaluation of customers of the quality of the service provided by organizations and governmental institutions in Malaysia. It was founded in 2000. This indicator by providing relevant information about customers, have paved the way for strategic decisions of the organization of the country. This index, along with other economic indicators such as the consumer price index and the GDP indicator, is known as one of the important measures to evaluate organizations in the country (Maleki & Darabi).

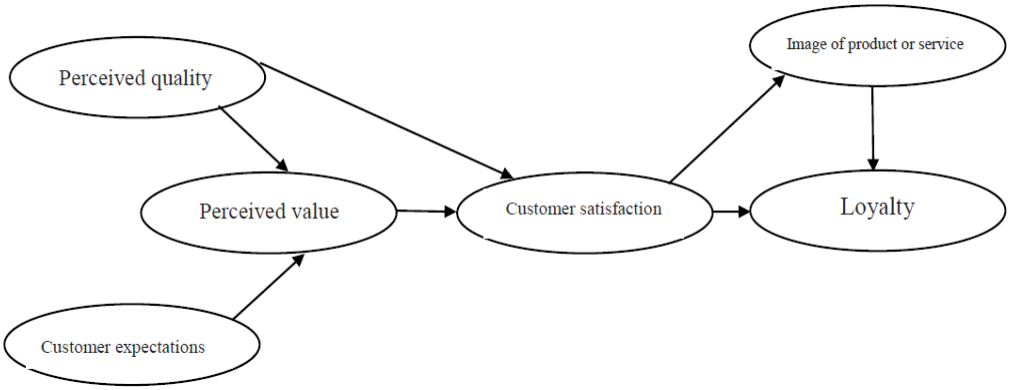


Figure 5 - Customer Satisfaction Index in Malaysia,Maleki and Darabi (1387)

South African Customer Satisfaction Index (SASI)

South African Customer Satisfaction Index uses customer as an input of multi-equation econometric model developed by the American Customer Satisfaction Index at the Business University of Michigan (SASI Website).

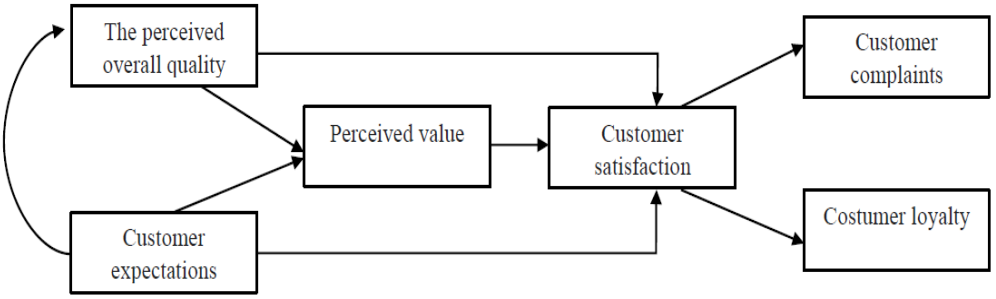


Figure 6 - Customer Satisfaction Index in South Africa, www.sacsi.co.za/sacsimethodology

Comparison of Customer Satisfaction Index in Different Countries

By studying customer satisfaction indicators in different countries, the similarities between them are found that are briefly mentioned.

Table 2 - Comparison customer satisfaction index in different countries

Model / Case Study	SASI (2001)	MCSI (2000)	ECSI (1999)	SWICS (1997)	ACSI (1994)	SCSB (1989)
Perceived value	✓	✓	✓			
Perceived quality	✓	✓	✓		✓	
Customer satisfaction	✓	✓		✓	✓	✓
Image		✓	✓			
Communication				✓		
Received quality						✓
Customer complaints	✓				✓	✓
Costumer loyalty	✓	✓	✓	✓	✓	✓
Received Value					✓	✓
Customer expectations	✓	✓	✓		✓	✓

Among the models studied, customer loyalty is an important factor in user satisfaction, because all indicators are pointing to it. Customer expectations and perceived quality are the dimensional factors affecting user satisfaction.

Conceptual Model of the Research

The result of the research conducted by Osman et al (2014) on user satisfaction with e-government leads to providing a model with 4 the satisfaction dimensions. Cost, opportunity, profit and risk are the proposed aspects.

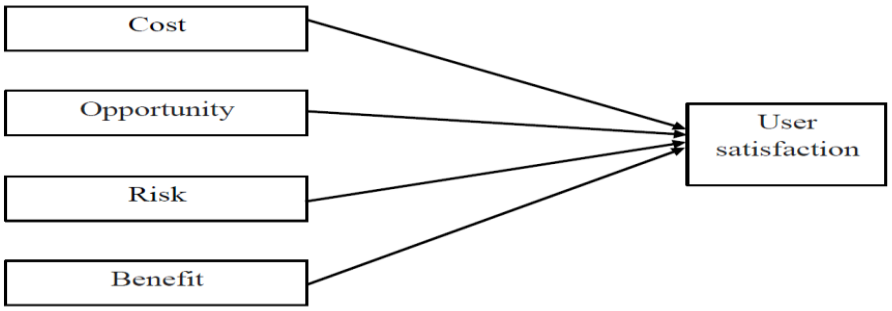


Figure 7 - user satisfaction of e-government model, (Osman et al, 2014)

Research Background

As mentioned earlier, much research have not been conducted on user satisfaction with e-government in Iran, but some articles are mentioned following that note somewhat satisfaction that can be useful in this regard.

In the article done by Gholipour and Pirannejad (2007), titled "promotion of public trust and e-democracy: the role of e-government" is written: Because trust is the foundation of democratic governments, this article seeks to express e-government effects on basic institutions and its impact on the trust in government and democracy in the society. The findings indicate a causal relationship between e-government, public trust and e-democracy.

Elahi et al. (2009), in the article titled "the factors affecting the adoption of e-government in Iran from the viewpoint of experts" reviewed the proposed components in the field of e-government adoption according to experts and based on the Technology Acceptance Model of Davis and expressed the components affecting e-government in Iran. The proposed components in the area of e-government adoption are divided into and assessed three individual, organizational and social components. The results have shown that the availability of infrastructure and availability of services is the most important factors affecting e-government in Iran.

Lagzian et al (2011), in the article titled "the impact of factors affecting the adoption of e-government services by users using the pattern UTAUT", aims to determine the factors affecting the adoption of e-government services among users. In addition, to determine the impact of the variables of expected yield, effort expectancy, peer influence and facilitating conditions were considered on behavioral intention to use e-government services. The results of the analysis of the data showed that the variable of performance expectancy had a significant effect on behavioral intention of users. This means that if users feel that the use of electronic government services improves their performance and creates interests, they have more motivation and intention to use these services.

Sarlak et al conducted an article entitled "the study of the factors affecting adoption of e-government by the clients referred to the Department of Justice of Tehran province based on DTPB". Based on the

findings of the research, the trust was one of the important factors in determining the attitude of the clients to e-government services and next variables, respectively, were: perceived ease, the perceived risk, adaptability, innovation and perceived usefulness. All variables except the variable of perceived risk, had a direct relationship with the adoption of services of judiciary service management system by clients. Clients approach to e-government services will have the greatest impact on the purpose of the service.

The article written by Mohammadi et al (2012) entitled "Evaluation of the factors affecting electronic loyalty in the e-mail service provider organizations using AHP technique" identifies the factors influencing customer loyalty in the e-services. The results show that the quality of service offered to customers of electronic services is the most important factor in creating an electronic loyalty.

Haghighinasab et al (2015), in the article entitled "identification of the factors affecting the adoption of e-government services from the perspective of citizens (Case Study: electronic service offices in Tehran)", identified the factors affecting the adoption of e-government services from the perspective of citizens in electronic service offices in Tehran. In this research the model tests the pattern of relationships between the independent variables (perceived usefulness, perceived ease of use of service quality, computer self-efficacy and access) intermediate variables (attitudes, subjective norms and perceived behavioral control) and the dependent variable (intended use). The results showed that the generality of the model is verified. Perceived behavioral control, attitude and subjective norms has a positive effect towards e-government services on intention to use it. Also computer self-efficacy show a significant relationship with perceived behavioral control. The main result of this research suggested to e-government policy makers to allow to use e-government comprehensive system (One stop portal) with a direct access to the citizens through the expansion of ADSL services.

Kim et al (2005), in his article titled "smart measure and improvement model of the level of customer satisfaction in e-government" proposed G-CSI model that is based on user satisfaction with e-government. This model is the customer satisfaction index in America and Korea. Customer Satisfaction Index is in perceived quality and waiting for the user.

Mayndz (2006), in an article entitled "Measuring customer satisfaction; an overview of the approaches" presented and launched a report by ((IDEA)) and ((LGA)) and an overview of the various methods of customer satisfaction measurement. For example, plans in Canada (common gauges in Canada; CMT), America (American Customer Satisfaction Index; ACSI) and Europe (European index of customer satisfaction; ECSI). He also outlined three measures of customer satisfaction in terms of capacity (public sector covered), depth (considered in the survey) and coverage (scale search). This may at first seem strange, but it seems that all three studies have a similar level of depth while they are different in scope and coverage.

Horen and Abichandeni (2006), in an article titled "Evaluation of user satisfaction with e-government initiative" express that the aim of this research is to help increase the service that increase simultaneously citizens satisfaction with e-government. They offered EGOVSAT model that includes performance dimensions (utility, customization, efficiency, reliability and flexibility) and emotional dimensions.

Henrickson et al. (2007), in an article entitled "Instruments for measuring e-government web sites", described a tool for assessing the quality of government websites. This tool has been developed by testing in different levels of Australia's public sector websites. Because the evaluation criteria of international sources are developed and generally are not geographically dependent, they think that maybe this tool is used to test governmental websites used in other countries. They suggest the features such as universal access and availability of information on the governmental websites of e-government.

Magitz et al (2008), in an article titled "SALT (adaptive quality monitor), a consistent conceptual framework to monitor citizen satisfaction with e-government services", presented Model S.E.L.T. that includes portals usable, forms of interaction, support and security mechanisms. The results confirm that the proposed framework provides added value for citizens and public administration.

Rachana Kitnay (2008) in his research entitled "assessment of the value of e-government services using quality risk model of e-government services", suggested Model E- GOVSQUAL that includes the risk of service quality (services design, website design, supporting IT and user support) and perceived risk includes: (performance risk, privacy risk, social risk, time risk and financial risk).

Batini et al (2009), in an article titled "Quality of government (GovQual): quality-oriented methodology of e-government project planning" presented a multidisciplinary approach to plan e-government project planning. A set of expertise required to design e-government systems, including social, legal, economic, organizational and technological perspective. Addressing properly the full range of impacts requires a unique viewpoint. Their long-term goal is to use an integrated approach to investigate a number of issues that currently have created challenges in many e-government projects. This article specifically focuses on the social and technological dimensions of e-government. This method has four steps: (1) reconstruction of the state, (2) quality assessment, (3) a definition of new quality goals and (4) initial operational planning. The case study shows the claim of the feasibility and effectiveness of this method.

Vadjam and Vali (2009), in an article titled "user-centric e-government in practice: a comprehensive model for measuring user satisfaction" stated: user needs, in the center of development and presentation of electronic public services is intended. User satisfaction may indeed decisive influence on the adoption and use of e-government services in a large scale. Based on the results, these factors include: cost, awareness, infrastructure, security/privacy, access, content, customer friendliness, technical aspects and usability. With this satisfaction factors, suppliers of e-government will have a clear view of the adoption of internet services by users.

Magitz et al (2010), in an article entitled "Adaptive electronic questionnaire for measuring the observed quality of user portal" describes a system of adaptive electronic questionnaire that can be used to measure user feedback on the quality of portal and e-services. The proposed system applies three matching axes: Based on the real-time feedback from users via surveys, based on the problems facing the user and based on metadata of pages visited by the user. The system is based on a model to measure the comparative quality (MAQM), which includes ontology, such as concepts about portals-based quality and e-services, questions and questionnaires, portal attributes (types of Egpage), user behavior and the results that the user is facing. Difficult to evaluate the usefulness of the system in e-government portal indicate added value of our attitude. The user experience in connection with the improved quality evaluation process and provider of portal better feedback is in terms of quantity and quality.

Alanizy et al (2010), in an article titled "various aspects of the proposed structure for measuring the quality of e-government services" expressed that the purpose of this study is to propose a various aspects of a structure for measuring the quality of e-government services. Dimensions of the structure presented in this paper, based on SERVQUAL scale specified in the literature have been revised. Seven proposed dimensions for measuring the quality of e-government services: website design, reliability, responsiveness, security/privacy, personalization, information, and ease of use. The contribution of this paper is to create awareness among managers of e-government e-services, and also help them to improve the performance and effectiveness of electronic services.

In the paper of Kayseri and Pesseh (2011), titled "Challenges of e-government evaluation: qualitative approach of aligned services of South Africa, Batho Pele" said that an increase in confidence in the information and communication technology is one of the challenges facing public sector managers that is how the success or effectiveness of their investment is assessed. This paper develops electronic service quality in the field of e-government. The study shows that there are six dimensions of quality of service applicable to the evaluation of e-government, which include: website design, navigation, communication, aesthetics of the site, information quality, and security.

Lee et al. (2011), in an article titled "willing to adoption of e-government services by business users: the role of online service quality and trust in technology" have expressed that willingness to adopt e-government depends on the perceived quality of e-government services through traditional and service

channels (online services channels), and the level of trust in businesses in internet technology. The results showed that tend to adopt e-government increases, when business users percept the highest quality of service in online service channels. However, confidence in the Internet technology itself has no significant impact on the willingness to adopt.

Lin et al (2011), in an article titled "Investigation of e-government citizen adoption in Gambia: the credit for technology adoption model in the success of information systems " stated: This research is a successful model of e-government system to help people in Gambia with the operations more efficient and more economical of e-government. The results indicate that the core structure of ETA structure have strong effects on the user's intention to e-government products.

Xiao and Huang (2011), in their article titled "Anatomy of the use of education e-government: a perspective of the developed technology acceptance model" states that: education for economic prosperity and social cohesion is very important. . This research confirms that the Technology Acceptance Model (TAM) can predict the use of e-government training. The method of TEM tests, perceived ease of use and perceived usefulness and their records are affected by the plan and the use of a system. The study identifies the records that adopt individual differences and therefore the explanatory power of the structured model is increased.

Papadomanolaki and Mentos (2012), in their article titled "the quality of e-government (e-GovQual): a multi-part scale for assessing the quality of e-government services", states that: an important tool in the development of government services through the Internet is developing websites that offers better service to the needs of citizens. In this paper, a quality model of e-government services is conceptualized and then a multi-part scale for measuring the quality of e-services of public websites where citizens are looking for both information or the services, is developed, refined, credited, approved and tested. They provided a structural equation model in 2009 in which the quality of services was measured, including 25 high quality variables, classified under four quality factors: reliability, efficiency, public support and confidence.

Osman et al (2014) in their article titled "Cobra framework for evaluating e-government services: citizen-centric vision," stated: Although there are several models to assess the success of e-government services by assessing the satisfaction level of users, but they failed for providing a comprehensive model. The framework consists of four main structures: costs, benefits, risks and opportunities (COBRA) and it is similar to the framework of known qualitative analysis ((SWOT)). The results confirm that the Cobra framework is a useful approach for assessing the success of e-government services from the perspective of citizens.

Study	Models and related variables
Gholipour and Piannejad	There is a Causal relationship among e-government public trust and e-democracy.
Elahi et al	Availability of infrastructures and services are the most efficient factors on eGovernment acceptance in Iran.
Lagzian et al.	The variable of expected performance, has a meaningful effect on users behavioral attitude.
Sarlak et al.	The determinant important factors on customers attitude for e-government services, included: trust, percieved ease, perceived risk, compatibility, innovation and perceived efficiency. all of them

	have a positive relation to judicial case management system by clients except percieved risk.
Mohammadi et al.	The quality of offered services to customers. who received e- services, is the most important factors on e -loyalty.
Haghighinasab et al.	cognitive behavioral control, attitude and subjective norms to e-government services for using it by citizens have a positive effects. Computer self-efficacy also show a significant relationship with perceived behavioral control.
Kim et al.	g-CSI model is based on customer satisfaction index of e-government model. It is an integrated model of customer satisfaction index in Korea and American customer satisfaction index. It is based on perceived quality (information, process, customer service, budget execution, and management innovation) and user expectation to contribute to user satisfaction as a moderator for subsequent user complaints and trust and re-use.
Minds	ACSI: American customer satisfaction index
Horan and Abhichandani	EGOVSAT model consists of: utility; efficiency, customisation, reliability (whether the website functions appropriately in terms of technology as well as accuracy of the content) and flexibility.
Henriksson et al.	The instrument questions in the e-government website (eGwet) are grouped into six categories to evaluate the quality of government websites: security/privacy; usability; content; services; citizen participation; and features (the presence of commercial advertising, external links and advanced search capabilities)
Magoutas and Mentzas	SALT model includes the following factors: Portal's usability, Forms interaction, Support mechanisms and Security
Rotchanakitumnuai	E-GOVSQUAL-RISK model includes service quality (service design; website design; technology support; and user support) perceived risk (performance risk; privacy risk; social risk; time risk and financial risk)
Batini et al.	GovQual considers a wide set of quality dimensions: efficiency; effectiveness; accessibility; and accountability

Verdegem and Verleye	E-government acceptance model; Communication about services; currency of information; security; help or guidance; personal contact and centralisation/ integration. The indicators are clustered into three groups: 1) access to service; 2) use of service; and 3) impact of service.
Magoutas et al.	Model for Adaptive Quality Measurement (MAQM): The model includes 6 quality factors and 33 quality dimensions.
Alanezi et al.	Modified version of SERVQUAL that includes seven dimensions and 26 items. The seven dimensions in this scale are: website design, reliability, responsiveness, security/privacy, personalisation, information and ease of use.
Kaisara and Pather	The e-service quality (eSQ) model includes factors (Information quality, security/trust, communication, site aesthetics, design, access)
Lee et al.	The model includes: tangible factors (i.e. equipment); reliability; responsiveness; assurance; empathy; promptness of service and overall satisfaction with the filing process to measure the offline service quality. They include 6 control variables.
Lin et al.	TAM
Shyu and Huang	Perceived enjoyment; Perceived e-government learning value; Perceived usefulness; Perceived ease of use; Attitude; Behavioural intention; and Actual usage
Papadomichelak and Mentzas	e-GovQual model includes 25 quality variables (55 questions) classified under4 quality factors: reliability, efficiency, citizen support and trust.
Osman et al.	COBRA framework consisting of four main constructs: cost; benefit; risk and opportunity by analogy to the well-known SWOT qualitative analysis framework. The results confirm that COBRA framework is a useful approach for evaluating the success of e-government services from citizens' perspective and it can be generalised to other perspectives and measurement contexts.

Research methodology

The methods of collecting data in this article is using of library and internet resources and a combination of opinions of different researchers.

Conclusion

Nowadays, with the advent of new information technologies and expansion of governments activities to respond faster and better to citizens, need to e-government services is necessary. So far, many countries have used this kind of service. What is important to the success of e-government is user satisfaction with these services. According to research presented in this article in terms of user satisfaction with e-government, there are things that most researchers (even with different literature) have mentioned it. The notes that in all societies regardless of culture, customs and industrial progress of countries on e-government user satisfaction are the same. These factors include: loyalty, expectations, perceived quality, reliability, ease of use, and security. So the government can provide reliable and affordable electronic services that were previously costly and risky in traditional methods ensure their users about in governmental organizations on that e-government.

Practical suggestions

What has not been considered in these articles, is e-literacy of users about e-government services. As long as the users knowledge of this type of service is small, in practice the efficiency of this type of service is low and consequently user satisfaction is also reduced. In this case it is recommended that organizations and governmental organizations incorporate this type of service in their educational programs by holding in-service applied courses for their employees. The programs such as promotions and increase of salaries, incentive schemes for increasing staff motivation to participate in these courses.

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