

A STUDY OF SERVICE QUALITY AND USER SATISFACTION ON THE GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM

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ABSTRACT

THE PURPOSE OF THIS STUDY IS TO INVESTIGATE QUALITY OF SERVICE AND USER SATISFACTION OF THE GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM. USERS OF THIS SYSTEM INCLUDE GOVERNMENT AGENCIES AND PRIVATE ENTERPRISE. ONE OF THE GOALS OF THIS SYSTEM IS TO INFLUENCE THE STAKEHOLDER TO TAKE ACTION FOR SPEEDING UP THE DEVELOPMENT OF ELECTRONIC COMMERCE NATIONWIDE. OUR RESEARCH HAS TAILORED PARASURAMAN, ZEITHAML & BERRY'S (1988) QUALITY OF SERVICE MODEL FOR ITS USE IN THE SYSTEM. SIX QUALITY OF SERVICE CONSTRUCTS WERE DERIVED, I.E., SECURITY AND RELIABILITY, LEGALITY AND EMPATHY, CONVENIENCE AND STABILITY, INTERFACE DESIGN, FAIRNESS OF SERVICE, AND PRIVACY AND JUSTICE. STATISTICAL ANALYSES HAVE REVEALED A SIGNIFICANT DIFFERENCE BETWEEN EXPECTATION AND USERS' PERCEPTION ABOUT THE SYSTEMS' QUALITY OF SERVICE. USERS ARE NOT SATISFIED WITH THE SYSTEM AS EXPECTED. WE RECOMMEND THAT THE SYSTEM BE IMPROVED. A POSITIVE CORRELATION BETWEEN USERS PERCEPTION OF SYSTEMS' QUALITY OF SERVICE AND THE OVERALL SATISFACTION OF THE SYSTEM. THEREFORE, WE ALSO GIVE OUR SUGGESTIONS ABOUT HOW TO IMPROVE THE SYSTEM ACCORDING TO THE SIX DIMENSIONS OF THE QUALITY OF SERVICE.

Keywords : THE GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM, QUALITY OF SERVICE, USER SATISFACTION.

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