

## عنوان مقاله:

EXPERIMENTAL STUDY AND RANK THE KEY FACTORS AFFECTING CUSTOMER SATISFACTION ON  
( ELECTRONIC PAYMENT SYSTEMS (CASE STUDY : MELLI BANK IN IRAN

## محل انتشار:

پنجمین کنفرانس بین المللی تجارت الکترونیک در کشورهای در حال توسعه (سال: 1389)

تعداد صفحات اصل مقاله: 12

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## خلاصه مقاله:

**Purpose** – Many e-commerce transactions via e-payment systems is carried out. The aim of this study is that the theory of structures, an empirical analysis about the importance and ranking key factors that may be on customer satisfaction in electronic payment systems affect the Iranian banks, to provide it. **Design/methodology/approach** – This research study mainly uses the deductive approach to consider secondary sources and primary data, where hypotheses have been developed in order to demonstrate the findings. 10 specific topics of the factors in e-payment systems, customer satisfaction and affect are more key, were selected and reviewed. To achieve this goal, Out of 754 questionnaires for statistical analyses was provided to respondents. A total of 548 questionnaires were coded and analyzed using LISREL 8.53 to analyze the hypotheses. **Findings** – The research proved that the perceived importance of the key factors was correlated through security, trust, perceived advantage, processing speed, perceived risk, usability, focusing on customer needs, responding to objections and privacy. **Originality/value** – Important research results to help banks and other institutions providing e-payment systems in identifying key factors and their ranking for customer satisfaction and use it to better design of e-payment systems will. **Paper type** – Research paper

## کلمات کلیدی:

E-Payment Systems, Electronic commerce, Trust, Risk, Customer satisfaction

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/146831>

