

عنوان مقاله:

IMPROVEMENT OF ELECTRONIC SERVICE QUALITY IN BANKS WEBSITES WITH USING KANO MODEL (CASE STUDY OF TEJARAT BANK WEBSITE)

محل انتشار:

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خلاصه مقاله:

Present research investigates the electronic service quality of the Tejarat bank website in Iran, utilizing the E-SERVQUAL, E-RecSQ and Kano model. Research population is all customers of this website, out of which 306 were sampled, using the convenience sampling method. The results of the information collection and analysis regarding seven dimensions of electronic service quality in E-SERVQUAL and E-RecSQ scales show that in all of the seven dimensions, the perceived quality is always less than the expected quality. The most important of these dimensions has been found to be fulfillment, after which the system availability, efficiency, privacy, compensation, contact and responsiveness are the next. After the gap analysis, E-SERVQUAL and E-RecSQ attributes were entered into Kano model and attractive attributes were chosen.

کلمات کلیدی:

Electronic Service Quality, E-SERVQUAL, E-RecSQ, Kano model, Customers, Tejarat bank website

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