

## عنوان مقاله:

Electronic Services (IT) in the banking and financial institutions (Case Study of Melli bank branches in Mashhad (Province)

## محل انتشار:

اولین کنفرانس بین المللی ابزار و تکنیکهای مدیریت (سال: 1393)

تعداد صفحات اصل مقاله: 24

## نویسنده:

Mohammad Hadi Khorashadi Zadeh

## خلاصه مقاله:

This research investigates the methods for improving the quality of IT services (electronic services) in the Melli Banks branches in Mashhad province, where QFD and ANP models were operated. To this concern, three-dimensional, usability, service interaction and information quality to improve IT service quality were examined. The results of the analysis of the opinion of Melli Bank Customers indicate that three dimensions considered in this study to improve the quality of IT services are effective. The results suggest that there are differences between the effects of these three dimensions and two dimensions of information quality and usability are more important than the service interactions. Then, the strategies to improve IT services and the weights of fuzzy ANP technique, were evaluated based on the house technical quality is identified. Based on the results of the evaluation of recovery strategies, practical suggestions were offered.

## کلمات کلیدی:

Analytic Network Process, Quality Function Deployment, Quality, Service, Information Technology and Electronic Service

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/476757>

