



فصلنامه مطالعات مدیریت شهری
سال چهارم / شماره دهم / تابستان ۱۳۹۱

عوامل موثر بر اثربخشی دفاتر خدمات الکترونیک شهر در رضایتمندی شهروندان (مطالعه موردی: منطقه یک شهرداری تهران)

| : | : |

rezai50@yahoo.com

علی نوری کرمانی

علی اکبر رضائی

مهین باوش

(mahinbaooshi@yahoo.com)

چکیده

مقدمه و هدف پژوهش:

روش پژوهش:

یافته‌ها:

واژگان کلیدی:

مقدمه

Archive of SID

بیان مسئله

مطالعات مدیریت شهری

سال چهارم

شماره دهم

تابستان ۱۳۹۱

(P,F,Druker)

فایده و هدف پژوهش

(:)

(Webstern

(Reeder) .1994, 109)

(Reeder 1991, 347)

()

()

()

(Jensen 2001, 1)

()

مبانی نظری

)

(

()

الف) چارچوبها و دیدگاههای کلی در رابطه با رضایت مشتری

()

Cramak

(2007, 42).

»

«

(Reyal & knax 2001, 27).

« »

(((:

(Smith 1995

(

,163)

()

« »

(Office of :

Comptroller..., 2002: 3-4)

5W-1H

5W-

() 1H

5W-1H

ب) چارچوب‌ها و دیدگاه‌های کلی در رابطه با خدمات

()

(Gronroos 2000, 46)

()

« »

(Simonz 2001, 45)

« »

servqual

() () ()
 () ()
 () () ()
 () () ()

TQM

| | |
|--|---|
| | Rouezemak & Kedak 1996 |
| | Sherman 1989 |
| | Rubinson 1994 |
| | Erich 1998 |
| | Ahiro 1996 |
| | Stanton 1987 Katler 1991 |
| | Kameko 1988 Jesson 1998 |
| | Murray & Alkinson 1998 |
| | Swwiss.J.e Adapting TQM to Government 1992 |
| | Mdsen 1995 Norgard |

| موضوع | رضایت مندی | کیفیت خدمات | صاحب نظران اصلی |
|-------|------------|-------------|-----------------|
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |
| | () | () | () |

Source: Bronwayn, Higgs; Micheal, Jap polonsky; Mary Hollicks- Measuring expectations: forecast vs. ideal expectation. Does it really matter? Journal of retailing and consumer services, 2005, 12: 46-64

(Fosser) (ج) چارچوبها و دیدگاههای کلی در رابطه با ارباب رجوع یا مراجعین .2001

(Dinah Nameraffco)

پیشینه پژوهش :

() .

() :

فرضیات پژوهش

فرضیه ۱:

فرضیه ۲:

فرضیه ۳:

فرضیه ۴:

فرضیه ۵:

فرضیه ۶:

فرضیه ۷:

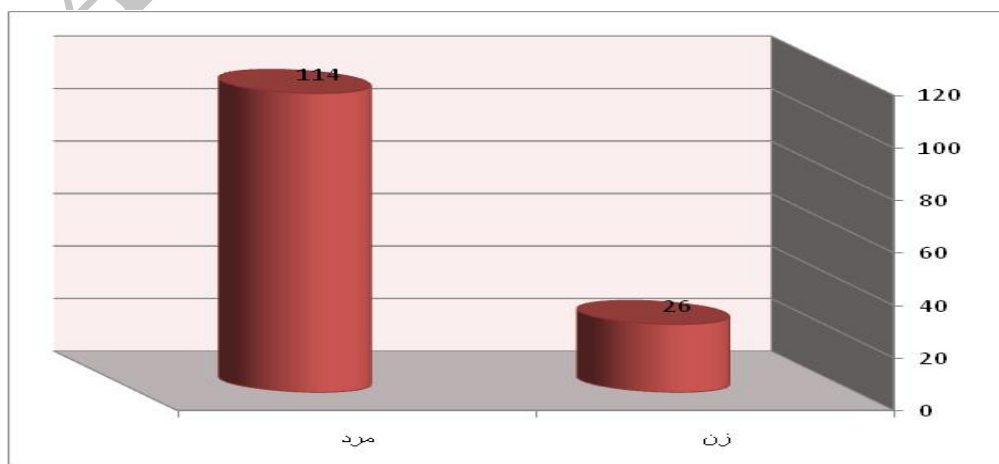
روش پژوهش

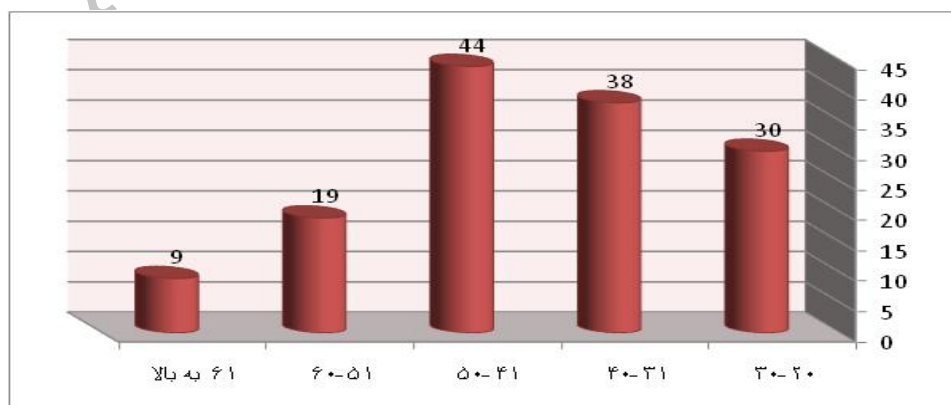
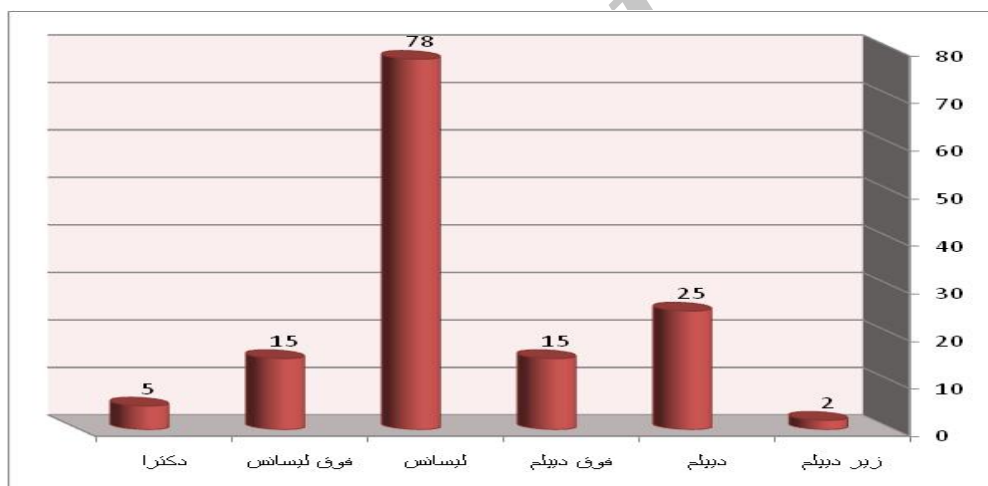
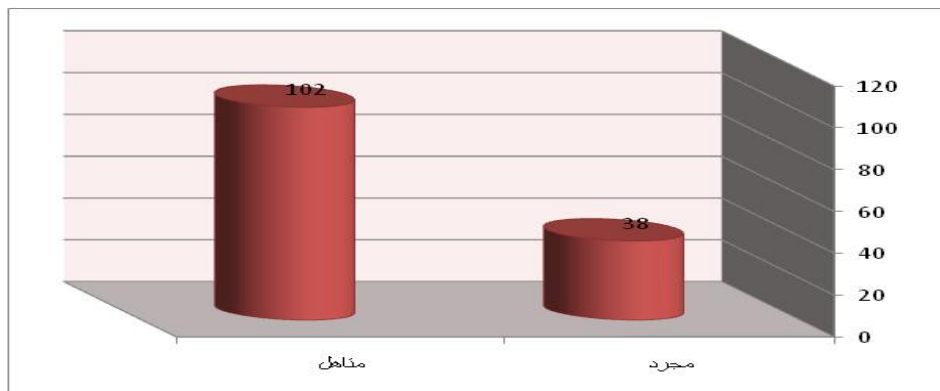
الف) جامعه آماری و حجم نمونه

()

ب) ابزار گردآوری داده‌ها

یافته‌های پژوهش





| | | kaifiat | rezaiat | vezdgi | dastresi | amalkard.m | amalkard.k | zaheri | dastresimodiran |
|----------------|---------|---------|---------|--------|----------|------------|------------|--------|-----------------|
| N | Valid | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | Missing | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Mean | | 3.06 | 2.14 | 2.69 | 2.32 | 2.79 | 3.2214 | 2.0643 | 2.79 |
| Std. Deviation | | 1.091 | .773 | .996 | .939 | 1.143 | 1.08002 | .81542 | 1.147 |

() %

بحث و نتیجه گیری

Archive of SID

| فرضیات | متغیر مستقل | متغیر وابسته | میزان خطا | ضریب همبستگی | نتیجه آزمون |
|-------------|-------------|--------------|-----------|--------------|-------------|
| فرضیه اول | | | / | / | |
| فرضیه دوم | | | / | / | |
| فرضیه سوم | | | / | / | |
| فرضیه چهارم | | | / | / | |
| فرضیه پنجم | | | / | / | |
| فرضیه ششم | | | / | / | |
| فرضیه هفتم | | | / | / | |

(

...

(

(

(

(

(

پیشنهاداتی برای محققان آتی

(

...

(

(

(

(

(

منابع و مأخذ

(

(

(

/

پیشنهاداتی برای شهرداری تهران

(

(

(

(

(

(

مطالعات مدیریت شهری

سال چهارم

شماره دهم

تابستان ۱۳۹۱

- ((
- 22) Bitran, G, and Lojo, (1993). H. "A framework for analyzing service operation. European management journal. ((
- 23) Barri. G. Date, A. R. Martinnezlor, F. Dewhar t, 1999, TQM in public organization. Examination of the issue.p ((
- 24) Bronwayn, Higgs; Micheal, jap polonsky; Mary Hollicks, 2005, Measuring expectations: forecast vs. ideal expectation. Does it really matter? Journal of retailing and consumer services. ((
- 25) Christopher H. levelck "classifying services to gain strategic marketing insights" journal of marketing, vol.47, summer 1983, p.1 ((
- 26) Fecikova, Kosica, 2004, an Index method for measurement of customer satisfaction, the TQM Management. Volume 16. No.1. ((
- 27) Fitzsimons James A, Monaj, / Fitzsimons, 2001, service Management: Operation strategy and information technology. ((
- 28) Ferlie, ewan, & Laurence Lynn Jrochirstopher Pollitt, 2005, The Oxford Hand book of Public Management, Published in the united states by oxford university press, first published. ((
- 29) Fossler, Ye fin & Brettner, Donald, 2002, management for Quality in High technology Enterprises, John Willy. ((
- 30) Garvin, David, OECD, 1992, regulatory management reform and reform management, occasional papers, Harvard University. ((
- 31) Gronroos. C, service management and marketing: a customer relationship approval, second edition, 2000, john ewily England. ((
- 32) JAMES L. Heshett. Thomas ojames o, Gary w, leveman, ww. Earl sasser, jr and Leonard A. schlesinger, Harward business review, march-april, 1994, exhibit. ((
- 33) Jensen, poul Buch, 2001, Customer Satisfaction Analysis, U.S.A. ((
- 34) kotler Philip and Gary Armestrang (2000). Strategic management, Prentice Hall. P. ((
- 35) Kanji, G and E sa moura. P. (2002), "Kanji, s business scorecard, total Quality Management, Vol. 13, No.1. ((
- 36) Murratu & Atkinson, 1998, Joseph juran, chapter7, total quality management, service quality sector, quality handbook, juran. ((

- industry in china ", Managing service quality.
- 53) Zeithamel, Valarie and Mary Jo Bitner, 2002, service marketing, Mc Graw Hill, second published.
- 54) Zeithamel, Service quality model zeithamel, 1999.
- 37) Office of the Comptroller General Evaluation & Branch, 2002, Draft Measuring Client Satisfaction, Canada.
- 38) Parasuraman A. Zeitham L V. 1991. Understanding customer Expectations of service, *slom management Review*, Vol. 32. No 3.
- 39) parasurama.A, 2000, Total quality management.
- 40) parasurama.A.Z.eithamed.v.a & Berry, 1985, "Conceptual model of quality and its implications for future research". *Journal of marketing*, No 49.
- 41) parasuraman and et al., (1998). "A conceptual model of service quality and The implication for further Research " *Journal of marketing*, vol. 49, Autumn.
- 42) Prereatt William D. In addition, E. Jerome Mc Carthy, 2003, *Essential of marketing: A Globalmanageial approach*. New York: me Graw Hill.
- 43) Robinson, Stewart, (1999). " Measuring service quality: current thinking and future requirements ", *Marketing Intelligence & planning*.
- 44) Roberts, K, Varki, S and Brodie, R (2003) «Measuring quality of relationships in consumer services: an empirical study», *European Journal of Marketing*, Vol. 37.
- 45) Shahin Arash, 2004, *ServQual and Model of service quality Gap: A framework for D*.
- 46) Smith, D. D. and R. Brown, 1995, *ocean Disposal of Barge Delivered Liquid and solid wastes from U.S coastal cities*, U.S. Environmental protection Agency, publication SW-193, Washigton, D. C.
- 47) Senge, Peter, 1998, Joseph juran, chapter 7, total quality management, service quality sector, quality handbook, juran.
- 48) Treasury Board of Canada a Secretariat, 2001, *Quality Services Guide – Measuring Client Satisfaction*, Canada.
- 49) Villaobos, " Application for the customer satisfaction measurement" Thomas wettstein faculty of Economic and sciences of the University of Fribourg, 2000.
- 50) Mike D, Mick W, John FD, Adrienne CC. (2002). *Measuring service quality in local government: the SERVQUAL approach*. *International Journal of Public Sector*
- 51) Noriaki, K. 1999. *Guide to tom in service industries*, ted, Tokyo, Apo.
- 52) Yonggui wang et al. (2003). "The antecedents of service quality and product quality and their influences on bank reputation: evidence from The banking