

The Investigation and Measurement of Zahedan Islamic Azad University Electronic Services Quality

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Abstract – The costumers of different organizations are increasingly showing sensitivity to the quality of the received services. This issue is very significant for Azad University, because the students by paying their tuition fees to the university, expect high quality educational facilities and services. The medium of the electronic service providing for the university is the website, which all the services have to be done through it. By considering the importance of the aforementioned issue, the present research has been carried out to investigate and measure the electronic service quality in Zahedan Islamic Azad University. The research is an applied and descriptive one. The statistical population is all the students who use the electronic services of the university and 385 persons were chosen randomly to be investigated. The data collecting tool is the questionnaire, and for the analysis of the data t-test and Freidman’s Test have been applied. The results revealed that the electronic services of the university in the aspects of efficiency, accordance, information quality, the visual quality of the website, trustworthiness, security and personal privacy, have had agreeable qualities but the tangible factors, responsiveness, contact and variability of the electronic services quality, have had less agreeable qualities. Moreover, the ranking of the variables showed that the accordance, security. Personal privacy and the efficiency have had more average than the other variables, and the tangible factors, responsiveness, contact and variability of the electronic services quality, have had less average in respect to the other variables.

Keywords – Service Quality, Electronic Services, Islamic Azad University.

I. INTRODUCTION

In the recent years, more attentions have been paid to the customers’ needs about the levels of service quality, since by the increase in the knowledge of the customers about the potential services of the organizations and the relevant standardization, their expectation from the services have been increased accordingly. Therefore, the customers of the organizations and institutes, increasingly show more sensitivity to the received services. On the other hand, these years the ICT has had a great impact on social, economic, and cultural aspects, in such a way that today by using computer, social networks and the fast increasing global networks, a revolution has happened in the commercial and service providing fields. Therefore, having electronic service system and keeping it up to date are really significant for the organizations. In this approach of electronic service providing, all the processes and operations have been done electronically [1]. The service quality is defined as a universal attitude or judgment about the superiority of a service, which is the

result of the comparison between the customer’s expectation and the perception of him from the real function of the services. Most of the carried out researches have been shown the significance of these two concepts, and paying attention to service quality, customers’ satisfaction and value have been emphasized [2]. Mvlz in 1998 stated that internet bank users in Denmark are more satisfied and loyal from the bank that they use its internet bank in comparison to the others that they do not use its internet bank. Bytnr, also in 2002 stated that tranquility and accessibility to the services, make the customers to be more satisfied from the modern technologies (electronic service providing) [3]. In this field and the same as most of the service providers, the university system in the recent decades has moved toward the investment on the modern technologies to provide the customers with services, to control the costs, absorb new customers, and fulfill the customers’ expectations and set its policies for the efficient application of these technologies (Internet registration, various electronic bank services, etc.) [4].

The medium for the electronic service providing is he organization website which all the services should be done through it. Therefore, measuring the organization’s quality, includes not only the physical and organization’s building but also the virtual atmosphere. Consequently, by this great change in the service providing approach, the measurement method has been changed too and it needs new indexes to measure and evaluate these services. The investigation and measurement of Zahedan Islamic Azad University beside showing the status of this organization in service providing, reveals the shortages and weak points, to be able to wipe them on in the next step. Therefore, the present research tries to answer this pivotal question : how is the electronic service providing quality in Zahedan Islamic Azad University ?

II. ELECTRONIC SERVICES

Rust & Kan (2002) have defined electronic services as providing services on electronic networks such as the internet, which embraces the provided services by the service organizations and manufacturers. Boyer et al (2002) states that electronic services are providing the unique opportunities for businesses to present new models for designing service strategies and development of new services. Firstly, all the service providers, whether the traditional companies, or the other internet players, at the moment have numerous providing channel. Secondly, most of the new services could be presented more economically in respect of more extended geography and more various goods [5].

III. SERVICE QUALITY

During the past decades, the quality of the services has absorbed many researchers and industrialists and this is because of the effect of it on the business function, customer satisfaction, loyalty and benefit making. Santos (2003) stated that the quality of the services is usually perceived in such a way that how much received services level is according to the customer's expectations. For example, Gronroos believes that the perceived services quality is the output of evaluation process, where the customer compare its expectations with the perceived quality of the services. Moreover, Parasuraman et al (1988) stated the quality of the services as "the overall evaluation from the exclusive services of the company which is the result of comparing the company's function with general expectations of the customers, in this respect that how should the company act in the relevant industry." Various tools have been designed for the measurement of the service qualities, but the most famous one is SERVQUAL which is designed by ¹ SERVQUAL Parajouramen et al (1988). Here, the quality of the services is the gap between the expectations and perceptions of the customers, and consists of five aspects: trustworthiness, responsiveness, insuring, sympathy and tangibility [6] [7].

The quality in the field of the goods has a long background but in the service field, has not a long history. Services have special characteristics which distinguishes them from the goods. These characteristics, in Rshly's (2002) idea, Hyzr & Vrndr (1999) are : Intangibility, perishability, high mental obsession of the customer, simultaneous production, consumption and homogeneity. The quality of the services are approximately the result of the customers comparison between their expectations, and their perceptions from the service function, as Lehtinen (1982), has a tri-dimensional idea about the quality which are : Interaction, Physical and Incorporate characteristics. Ldn et al stated the quality from the combination of customers 'perception in the two fields of "quality of process" and "quality of result". These observations is not very different from the conceptualization of Gronroos (1984) which emphasized the two aspects of quality of services, which are the "technical " aspect of the quality which the customers received and the "operational " quality of the service provided, which are accentuated in its model. The characteristics of the services which are named as 4I are as following:

- 1) *Intangibility*: The services are intangible, it means it is not possible to be bought before hand, touch them or sense them. The function of service marketing is to make the services touchable or show the benefit for the user, for example :bank should advertise the tranquility and security of the people in providing the necessary sums of money, in different regions of the country.
- 2) *Inconsistency*: The quality of the services are usually different and inconsistent .Service is connected to the service provider.
- 3) *Integrity*: The third factor of difference between the services and the goods, which is also related to the second

factor (inconsistency), is the integrity of the services. In most cases the consumers can not and do not want to separate the "service" from its provider and situation and its reception conditions.

4) *Inventory*: Restoring the services is different from the goods. In service, the cost of restoring is equal to the cost of the person who provides the service, in addition to the necessary tool for providing the service. If a physician ready to visit a potential sick person, but nobody has set an appointment, the fixed cost related to the unemployment situation of the physician, consist of a high storing [2].

In this respect, Wallery et al know the aspects of services in five factors : 1. the tangible aspects of the services, 2. trustability of the services, 3. responsiveness, 4. meritability, 5. sympathizing with the customer. Len Barry, has mentions ten aspect for the quality of the services: 1. trustability, 2. Having responsibility, 3. qualification, 4. availability, 5. to be humble, 6. Communication with the customer, 7. credibility, 8. security, 9. empathy with the customer, 10. Tangibility. One of the choices of the governments for upgrading the quality of the services and making aching in them, is benefiting from IT, communication, and electronic government. The medium and channel for providing service is the web site of the organization [8].

IV. THE QUALITY OF ELECTRONIC SERVICES

The worldwide web has changed the expectations of the customers about speed, accuracy, price and services. The geographical distance has lost its meaning, and accessibility of the services, speed and ease of service distribution made a competitive advantage for the organizations. The same as the traditional markets, the existence of the companies on the web and their survival on the web, to a great extent related to the perception and evaluation of the customers from the electronic services. The organizations for providing better qualities by being present in the web, should perceive the how is the customers perceptions and evaluations about the online service [5].

The first official definition from the quality of the services based on the web was introduced by Zithamen et al (2000), which defines it as the quality of the electronic services as the extent that a website, ease the efficient purchase and delivery of the goods and services. It makes the online companies more efficient and absorbing and help them to get access to the higher levels of customers' satisfaction. The recent researches about the quality of the services could be classified in three classes: the first class is the researches which investigate the technical quality of the website, such as the research of Barnes & Vyjn (2001) or the research of Louakono et al (2002) which extended the WEBQUAL tool. The second class of the researches are those researches which are investigated the impact of the effective dimensions on the customers' satisfaction, such as Seyer et al (2005) and the third class of the researches are those which focused on the quality of the website service quality, such as SITEQUAL by Yu & Dnsv

(2001), etailQ by Vlfynbrgr & Jelly (2003), E-S-Qual by Parsns et al (2005), etransQual by Bouer et al (2006),[5].

V. THE QUALITY MEASUREMENT MODELS

1) The electronic government satisfaction index

The electronic government satisfaction index is a seasonal report which is prepared by the Michigan University with the cooperation of “The American Society for Quality”, “Force Result” and “CFI” group. The electronic government satisfaction index is a set of well-designed and appropriate questions for research which applies a causal statistical model for the prediction of customer’s behavior (like the possibility of the customer return to the website). The statistical sample of the electronic government satisfaction index is chosen randomly. Each governmental website is ranked by the visitors in different aspects of satisfaction. The satisfaction indexes in the electronic government satisfaction index are: function, surfing on the website, website function, visiting and sensing - searching each website has a score between 0 to 100 [8].

2) E-Servqual Model

Zthamel has defined the quality of the electronic services as a field which eases the purchase, sales and efficient and effective delivery of services and goods. Zthamel, Parasoraman and Malhvtra have made a tool for the measurement of electronic services quality. This process consists of E-Servqual, seven aspects of efficiency, order procurement, dependability, saving personal secrets, responsiveness, compensation and communication, which have made a main scale and a service retrieving scale. The four dimensions of efficiency, credibility, execution and personal privacy, compose the main scales of E-Servqual. The main scale is for a time that the website users face a problem, the other three dimensions (responsiveness, compensation and communication) make a retrieval scale for E-Servqual. The retrieval scale is for a time that the users have a problem in using the website [8].

3) Davidson & Cooper’s Model

Davidson & Cooper (2005) have simplified E-Servqual in figure 1. Based on this model, the electronic service quality gap exists when, there is: 1.manager knows what the customer needs, and there is not an information gap here, 2.the website designer executes what the manager knows, and here there is not a design gap, and the customer receives what he needs, and there is not any execution gap here [8].

4) WebQual

WebQual is a measure for the quality of website with 12 dimensions. Lvyakvnnv et al (2000) have made WebQual. They were trying to apply “Rational Action Theory”, and therefore applied IT in “Technology Adoption Model”. The 12 dimensions which are specified by Lvyakvnnv et al (2000) are: 1.the accordance of information with the duty, 2.interactionality, 3.trust, 4.responsiveness, 5.Design, 6.direct perceptibility, 7.visual absorption, 8.to be innovative, 9.sensational absorption,

10.intergrated communication, 11.work processes, 12.continuous submission [8].

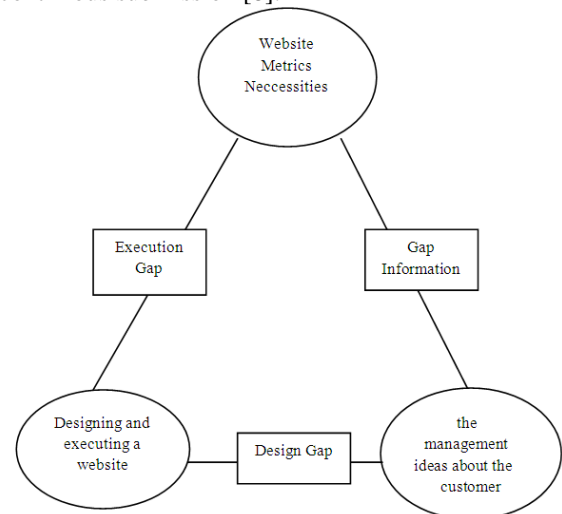


Fig.1. The simplified model of electronic service quality[8]

5) SiteQual

Webb and Webb (2001), have made a conceptual model about the effective factors on the customers’ perception from the “B2C” websites. The principal hypothesis of this model, has been made by two structures about quality, the first one focuses on information (access quality, content quality, representativeness quality and inherent quality) and the other one focuses on processes (credibility, responsiveness, sympathy and the tangibles) to determine quality [8].

6) The Asymmetrical Effect of Function Model

Cheung & Matthew (2005) have done an empirical study about “the asymmetrical effect of website performance on the satisfaction from the web “The study declares that negative performance, has a more impact on the overall satisfaction of the customer in comparison to the positive one [8].

7) E-Qual Model

E-Qual is based on the user’s perception about the quality, which is measured by its significance. In E-Qual, there are five effective factors (applicability, design, information, trust and sympathy) which are merged in the three factors of “applicability, information quality and services interaction”. Applicability consists of “applicability and design”, information quality consists of “information” and services interaction consists of “trust and sympathy “.the E-Qual approach for the evaluation of the website quality has been made by Barons and Vijen (2000) and has been tested in many different fields such as prompt book shops, auction websites, knowledge sharing, and e-government [8].

VII. METHODOLOGY

Concerning the purpose, this search is an applied research, on the other hand, considering the method of data collection, it is a descriptive research. The statistical

population in this research is the students of Azad University, which is determined by the following formula :

$$n = \frac{z_{\alpha/2}^2 P(1-P)}{\epsilon^2}$$

The sample was 384 persons and the sampling from the students has been done randomly.

VII. RESEARCH RESULTS

Table 1: descriptive information, related to the demographical findings of the sample members

Frequency	Frequency	Percentage
Education		
Associate	37	9.6
Bachelor	309	80.3
Master	25	6.5
Ph.D And Above	14	3.6
Gender		
Male	210	54.5
Female	175	46
Age		
Below 20 Years	51	13.3
20-25 Years	285	74.1
26-30 Years	41	10.6
31-40 Years	7	1.8
41-50 Years	1	0.3
Familiarity Degree		
Very Much	57	14.8
Much	94	24.4
Average	43.1	166
Low	43	11.2
Very Low	25	6.5
Using Degree		
Very Much	54	14
Much	84	21.8
Average	44.4	171
Low	11.7	45
Very Low	8.1	31

As it is shown in figure 1, in the sample, most of the people have bachelor, and they are in the age range of 20-25, the familiarity degree with the electronic services is average and its use is average too.

The data collection in this research is, questionnaire and therefore, a researcher-made questionnaire has been used:

The electronic service quality measurement questionnaire This questionnaire has been questioned 11 dimensions of electronic service quality. The number of questions are 43 and Likert Scale has been used to measure the variables of the conceptual model.

Table 2: Number of variables and the result of credibility test of the variables

Variable	No. of Variables	Credibility Result
Efficiency	6	0.63
Accordance	3	0.35
Information Quality	3	0.50

Tangible Factors	3	0.53
Visual Quality of The Website	6	0.70
Trustworthiness	5	0.56
Security	5	0.56
Personal Privacy	3	0.53
Responsive	3	0.63
Communication	3	0.59
Service Variety	3	0.65
Total	43	0.88

The credibility coefficient in the recent research is 0.81 which is more than 0.6 and it is acceptable.

For collecting data, 390 questionnaires were distributed among the student of the university.384 questionnaires were returned and have been analyzed statistically by One Sample T-Test and the ranking Freidman's Test by SPSS. To investigate the validity of the measurement tool, external validity and content validity have been applied. At least, each questionnaire should have external validity, and by considering the comments of the professors, the content validity is verified too [9].Therefore the considered questionnaire for the research, based on the technical comments of the research group, has had validity. It is noteworthy that the span of research, was from, September 2012 to June 2014.

VIII. LITERATURE REVIEW

The results of Zahdi and Biniiaz (2011) study about the electronic service quality measurement in the Islamic Republic of Iran Railway,showed that the satisfaction of the users from the applicability, and then information quality and at last from the services interaction is a great deal, and in fact the users have a less satisfaction from the services interaction in comparison to the other two dimensions [10]. The study of Beykzadeh et al (2011), showed that there is a significant meaning between the electronic service quality and its dimensions, with the electronic satisfaction of the university students. Moreover, in investigating the priority of service quality dimensions, from the students' point of view, the dependability dimension has had the most priority and the dimensions of efficiency, personal secret keeping, responsiveness, order procurement, compensation and communication are place in the next order, respectively. The results, also revealed that the average of electronic service quality and the electronic satisfaction of the students is lower than the average[8]. Mohammad pourzarandi and Najafi (2011), showed in their research that the electronic bank customers have satisfaction, and also the bank customers were satisfied from the ATMs. Additionally, the customers had satisfaction from POS and Internet banking. The carried out tests about the quality of the electronic banking services quality, revealed that the quality of customers' knowledge and POS service system integrity dimensions, because of ease of access, are verified too and the trustworthiness quality to POS dimension neither verified nor rejected (the responses of

the respondents were equal) [2]. Hosseini et al (2010) in their study got to this point that by increase in the credit of Tejarat Bank, bank responsiveness, sympathy between the bank tellers and the bank customers, and bank service quality, the satisfaction of the customers were increased. Santouridis and Trivellas (2010), in a research entitled the understanding of service quality effect and the customers' satisfaction on customers' loyalty in cell phone industry in Greece, found that the customer services, price structure and accounting and management systems, are the elements of service quality, which have positive and meaningful impact on customers' satisfaction. In the aforementioned research also, the intermediary role of customers' satisfaction on service quality and its relation to customer loyalty is verified too [11] [6]. Sivadas & Baker-Prewitt (2000) found that the service quality has an impact on the attitude and satisfaction from the chain stores, also satisfaction had an effect on the relationship between re-buy and suggestions, but has not a direct effect on the loyalty of the customers to the store. The expansion of the relative utility and absorbing the customers who suggest the services and goods, are keys to loyalty to the store. The results of four steps of Oliver loyalty (cognitive, emotional, intention and dynamic) have been approved [12].

Kassim & Abdullah (2010) in a study entitled: the effect of the perceived quality dimensions on customer satisfaction, trust and loyalty in the adjustment of e-commerce and intercultural analysis on the customer's satisfaction, found a meaningful effect on the customers' trust. The customer's satisfaction and trust had a meaningful effect on loyalty by word-of-mouth marketing, although word-of-mouth marketing is for re-buying propensity. It is interesting that trust do not make a change in the second. Except the effect of satisfaction on trust, there have not been any meaningful difference between the effects of perceived service qualities on satisfaction, satisfaction on loyalty, and trust on loyalty among the Qatari and Malaysian customers, moreover the results shown that the relationships in all over the model have not been maintained for two cultural groups, since the respondents have similar cultural backgrounds [13]. Bai et al (2008) shown that the website quality has a direct and positive effect on the customer's satisfaction, and the customer's satisfaction has a direct and positive effect on the propensity to purchase. Although the website quality has an effect on the propensity to purchase, the customer's satisfaction meaningfully moderates this effect [14]. Kumar et al (2009) found that there is a meaningful difference between the expectation of the respondents and their perceptions. Among the four dimensions which are tested, tangibility had the least gap and availability had the most gap. The application of the dominance analysis showed that merit and availability could contribute to the decrease in the SERVQUAL gap, up to 76 percent. Banking sector needs more merit by responsiveness and fulfillment of customer's trust, and providing easier bank facilities [15]. Caruana (2002) stated that customer's satisfaction has a moderate role on the effect of service

quality on loyalty to service providing [16]. Yoon (2010) showed that design, speed, security, information content and customer supporting services have a meaningful effect on the customer's satisfaction, in the groups with high or low experiences, but the ease of application, has not a meaningful effect on the customer's satisfaction in both of the groups. Also, the results mention the effect of experience levels of the customers, which shows that the effect of security, design, speed and information content on the customer's satisfaction on the groups which have higher experiences is more meaningful, while the effect of customer supporting services on the customer's satisfaction in the less experienced groups were more meaningful [17]. Alisi and Almahmoud (2009) has shown that the principal predicting attitudes of customer's satisfaction for the bank services in Kuwait has been: service speed, cooperation, bank tellers contribution and the existence of self-banking. In overall, 81 percent of the nongovernmental bank customers in Kuwait had been satisfied or completely satisfied from their bank [18]. Bloemer et al (1998) stated that there is a meaningful relationship among the vision, service quality and loyalty. Also, there is a positive and direct relationship between bank vision and loyalty to bank. The perceived quality and satisfaction have positive effect on loyalty. Vision has not meaningful effect on loyalty. Vision by satisfaction and perceived service quality, has an indirect effect on the loyalty of customer to bank. Also, the bank vision has a positive impact on the perceived service quality, in other words, vision has not a direct effect on the loyalty. Vision has positive but indirect effect by the service quality on loyalty. Quality has a positive but indirect effect by satisfaction on loyalty. Satisfaction has positive and direct effect on loyalty [19].

a. The Electronic Service Quality

-efficiency : Parasuraman et al (2005) ease and speed of availability, and use of the website.

-Information Quality: being appropriate, accurate and to have complete information, and also to be up to date, simplicity of content and context of the present information on the website page.

-Trustworthiness: Sohn and Tadisina (2008), have defined trustworthiness as the capability to participate in the accomplishment of the services correctly, trustworthiness and system failure.

-Security: Cox and Dale (2001) have defined security as safety and technical maintaining of network against hackers and swindlers. Also, Santos (2003) has defined security as "lack of danger, risk or hesitation (including financial nonsecurity) along the service process."

-Personal Privacy: Zthamet et al (2002) defined personal privacy as to be sure that the purchase data of the user will not be shared.

-Communication: the availability of help and cooperation by telephone or online representative.

-Responsiveness: Parasuraman et al (2005) has defined responsiveness as following up the problems through the website, in a timely way.

-*Website design:* Li and Suomi (2008) believe in order to absorb more customers to online purchase, the website design show had the following characteristics :loading speed, easy use of online transactions, organized appearance, user’s relationship, standard web surfing, and absorbing website.

-*Service varieties:* Jun and Cai (2001) believe that one of the progress issues for electronic service providing is the emphasis on extended marketing. Internet is not enough to gather the customers but the goods which are presented to the customers are accomplishing it [20].

-*Accordance:* the accordane between the shown service on the website and the service which the customers have seen or received and promised to the customers.

-*Tangible factors :* the set of the issues and factors which are relevant to physical environment, equipment, facilities and relevant electronic systems.

Based on the conceptual framework of the research, the hypothesis and their results and analysis are presented in the following:

b. Hypothesis Results:

-H1: the dimensions of Zahedan Islamic Azad University electronic services have agreeable quality.

-H2: the priorities of the influential factors on the dimensions of Zahedan Islamic Azad University electronic services are not equal.

c. Minor Hypothesis

- The efficiency of Zahedan Islamic Azad University electronic services have agreeable quality.
- The accordane of Zahedan Islamic Azad University electronic services have agreeable quality.
- The quality of Zahedan Islamic Azad University electronic services information has agreeable quality.
- The tangible factors of Zahedan Islamic Azad University electronic services have agreeable quality.
- Visual quality of Zahedan Islamic Azad University electronic services have agreeable quality.
- Trustworthiness of the tangible factors of Zahedan Islamic Azad University electronic services have agreeable quality.
- The electronic security of Zahedan Islamic Azad University electronic services have agreeable quality.
- Personal privacy of the tangible factors of Zahedan Islamic Azad University electronic services have agreeable quality.

- Electronic services responsiveness in Zahedan Islamic Azad University electronic services has agreeable quality.

- The electronic services communication in Zahedan Islamic Azad University electronic services have agreeable quality.

- The service variety in Zahedan Islamic Azad University electronic services has agreeable quality.

To answer the first hypothesis and the minor hypotheses, the 43 questions of the questionnaire are analyzed.

Some of the statistical indexes, related to Zahedan Islamic Azad University electronic services have been shown in table 3.

Table 3: Some of the indexes of descriptive statistics of respondents in relation to electronic services.

Dimensions	No.	Average	Standard Deviation	Average Index Error
Electronic Services	385	0793.2	0.049872	0.02542
Efficiency	385	1173.7	0.069931	0.03564
Accordane	385	3153.8	0.076220	0.03885
Information Quality	385	0923.2	0.089074	0.04540
Tangible Factors	385	8262.0	0.089074	0.04540
Visual Quality Of Website	385	0743.9	0.73198	0.03731
Trustworthiness	385	0643.0	0.70771	0.03619
Security	385	3013.3	0.71019	0.03619
Personal Privacy	385	2973.2	0.78585	0.04005
Responsiveness	385	9372.7	0.96176	0.04902
Communication	385	9162.2	0.89855	0.04579
Service Variety	385	9272.9	0.92187	0.04698

As it is shown in table 3,the average of the electronic services dimensions of Zahedan Islamic Azad University electronic services, except in four cases (tangible factors, responsiveness, communication and electronic services variety)is more than the average of comparison about the questions (3).

Table 4: One sample t-test for the comparison of average about the efficiency of electronic services

factors	Test Value = 3					
	T	Df	Meaningful Level	The Difference Of Averages	Confidence Distance 95, For The Differences	
					Upper Limit	Lower Limit
Trustworthiness of the e-services	77.51	384	0.077	0.06403	-0.0069	0.1349
e-service security	32.48	384	0.000	0.30130	0.2301	0.3725
e-service personal privacy	42.07	384	0.000	0.29719	0.2184	0.3759
e-service responsiveness	-27.21	384	0.204	-0.06234	-0.1587	0.0340
e-service communication	-82.91	384	0.068	-0.08377	-0.1738	0.0063
e-service variety	-53.41	384	0.126	-0.07208	-0.1645	0.0203
e-service	11.53	384	0.002	0.07918	0.0292	0.1292

In order to investigate the issue if the difference among the averages are statistically meaningful or not, so One Sample T-Test has been used for the comparison of the averages, the results are shown in table 4.

As it is shown in table 4, there is a meaningful relationship between the average of sample scores in the questions about electronic services and statistics test (3), (attention should be paid to the significance level, $df=384$ and t) and the average of the yielded score from the responses of the students is meaningfully more than the average of question scores (except in the factors : tangible factors, responsiveness, communication and e-service variety). Therefore, the respondents are evaluated the electronic service quality of Zahedan Islamic Azad University as having agreeable quality (except in the factors :tangible factors, responsiveness, communication and e-service variety, which the quality of Zahedan Islamic Azad University was lower than the agreeable level).

- Also the investigation of the second main hypothesis, which is about the effective factors on the quality dimensions of electronic service quality in Zahedan Islamic Azad University are not equal, Freidman's Test was applied. The results are shown in tables 5 and 6.

Table 5: Friedman's Test ranking results for the e-service dimensions

Variables	Ranking Averages
Accordance	7.16
Security	6.94
Personal Privacy	6.80
Efficiency	6.24
Information Quality	6.04
Visual Quality	6
Trustworthiness	5.72
Responsiveness	5.52
Service Variety	5.44
Communication	5.33
Tangible Factors	4.81

Table 6: Freidman's Test meaningfulness results

No.	385
Que-square	195.454
df	10
Significance level	0.000

As it could be seen the significance level is lower than 5 percent, so the priority of influential factors on the quality of electronic service quality for Zahedan Islamic Azad University is not the same.

IX. CONCLUSION AND SUGGESTIONS

The present study was investigated and measured the quality of the electronic services in Zahedan Islamic Azad University, The dimensions of electronic service quality for Zahedan Islamic Azad University, in eleven dimensions, including efficiency, accordance, information quality, tangible factors, visual quality of the website,

trustworthiness, security, personal privacy, responsiveness, communication and service variety were investigated and analyzed. The results revealed that the quality of the electron services which are provided by Zahedan Islamic Azad University overall agreeable and the students who are participated in this research verified the agreeability of the electronic service quality. In other words, there is a meaningful difference between the sample scores average in the questions about electronic services and the statistics test (3),it means the average of the questionnaire scores, and moreover the average score based on the responses of the students are meaningfully more than the average scores of the questions(except in the factors : tangible factors, responsiveness, communication and e-service variety). Therefore, the respondents are evaluated the electronic service quality of Zahedan Islamic Azad University as having agreeable quality (except in the factors :tangible factors, responsiveness, communication and e-service variety, which the quality of Zahedan Islamic Azad University was lower than the agreeable level).The results of the Friedman's Test revealed that accordance, security, personal privacy and efficiency have higher average, respectively, in comparison to other variables, and the tangible factors, communication, service variety and responsiveness have the least average respectively in comparison to other variables. The results of this research are verifying Zahedi and Biniyaz (2011), Beykzade et al (2011), Hosseini et al (2010), Santouridis, Trivellas (2010)Sivadas and Baker-Prewitt (2000), Kassim and Abdullah (2010), Bai, Law, Wen (2008) and Yon (2010).

The results of the present research revealed that most of the provided electronic services by Zahedan Islamic Azad University by the respondents are agreeable and more than the average but it does not mean to be faultless, and it does not show that the quality of the provided services do not need to be upgraded. Because from the respondents' point of view the tangible factors, communication, service variety and responsiveness have had a lower than average quality. Therefore, the quality of electronic services in the organization needs to be improved especially in the fields which have not appropriate quality such as :tangible factors, communication, service variety, and responsiveness.

Since the admission of the students in this university is always increasing, and on the other hand the revenues that this university could gain by the satisfaction of the students, could increase the financial resources of this organization and reinforce it , therefore the upgrading of the electronic services is completely to the point and could absorb the satisfaction of the students and increase tot the number of this university students by word of mouth. On the other hand, since most of the students of this university are youngsters who are studying at the bachelor level, and could be familiar with IT and communication technologies, and the master and doctoral students of this university need the electronic services for accomplishing their researches, the upgrading of such services are accentuated.

Therefore the managers of the university by considering the financial and psychological issues could improve the electronic services of Zahedan Islamic Azad University up to good and very good levels, it means the upper average levels and involve the relevant units.

The future researchers who are eager to investigate in this field could investigate the other dimensions of quality such as availability, the content of the website, the electronic service providing format, the degree of being up to date, etc. also the impact of electron service qualities on the satisfaction and loyalty o the users and the other groups such as the professors, employees of the university even the other organizations in the governmental and private sectors and different users in different age groups, or the impact of gender on the attitude to use electronic services and then measure the satisfaction of them.

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