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Review and Evaluate the Citizens' Satisfaction with the Quality of E-Service in Raja Passenger Trains Company

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Abstract
In this research, by using E-Quall formula, citizens' satisfaction with the quality of e-service in Raja Passenger Trains Company will be examined. In this study, the main question is issued, whether the citizens who have used of the e-service Raja Passenger Trains Company, are satisfied of this service or not? And it offers assumptions basis on the usability of e-services, Quality information website, interaction of Web services of Raja Passenger Trains Co is satisfactory or not? It has tried to identify and prioritize the factors affecting upon citizens' satisfaction. This study was conducted in two general stages of the tool. In the first stage, by reviewing the documents and records of Raja Company, and in the second stage by distributing the questioner among users and consumers, it specified the important and priority of affecting factors upon citizens' satisfaction of the quality of e-service Raja Passenger Train Company through paired T-test analysis and comparison of averages. The results showed that 69% of users of usability and 85% of users of data quality and 92% of users of interact with website e-service of Raja Passenger Trains Co. were satisfied. Therefore, some proposals were presented to improve the assumptions indicators.
Keywords: e-government, customer, customer satisfaction, Internet, service quality measurement.

I. Introduction

Title of the research is reviewing and evaluating the citizens' satisfaction with the quality of e-service in Raja Passenger Trains Company [1-9]. Much of the country's economy and service to public is governmental and has a long bureaucratic meandering. Therefore, it does not pay much attention to the quality of provided services to citizens. We can claim to have e-government when we truly offer services in the field of e-government that is high quality.

UN e-government development stages is classified in five stages that e-government in the Raja Passenger Trains Company is in its fourth stage namely the stage of the transaction. So we can conclude that the e- government is real in this organization and has the proper functioning.

In our country some organizations claim to deploy e-government in their organizations that cause this study. While we examine these claims accurately, we see that there is essentially no e-government. Or e-government has been implemented not only improve their services and consent of the citizens but also a problem is increased to the other problems. Advances in computer science and information technology and communication, enables the organizations in order to achieve sustainable competitive advantage, they implement the result of innovation and new business guidance [9-13].

In this direction, the basic actions have been made to develop e-commerce, which could be named such as Iran e-commerce site and e-commerce law and contracts related to e-commerce like the leading center of e-commerce.

The main objective of this study is to measure citizen's satisfaction from e-services in Raja passenger Trains Company.

To achieve to this aim, measure its users' satisfaction of usability, measure the users' satisfaction of data quality, measure the users' satisfaction of services interactions and measure the effect of demographic variables take importance such as level of citizens' satisfaction of e-service Raja Company.

According to the formula, statistically significant, the number of sample size has estimated 384 people [14-21].

This is a non-experimental descriptive research method and it's a field, survey kind. Sampling for this study is purposive sampling of judgmental type.

II. Research hypothesis are

1- Ability to use electronic services Raja Passenger Trains Company from the users' point of view is satisfactory.
2- Web sited information quality of Raja Passenger Trains Company is satisfactory from the user's point of view.

3- Web site service interactive of Raja Passenger Trains Company is satisfactory from the users' perspective.

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III. Methods of data analysis:

Research hypothesis were tested paired T-test statistical ways and means comparison by spss software.

In addition, the Cronbach's alpha value of the study is equal to important dimension of 872%, and 896% for performance dimension.

Study variables are determined according to the descriptive statistics results, 37/5% of respondents are male and 64/5% of respondents are male.

50/7% of respondents are 20-30 years old, 47/80 percent are 50 to 60 years old and 1/5 percent is over 60 aged.

40/6% of respondents have a diploma, 33/2 of respondents have a bachelor's degree and one percent has doctoral degree.

IV. The results of the hypothesis

Hypothesis were tested, and although all three hypothesis were confirmed, but the level of the citizens' satisfaction of each indicator was different. That's why indicators of each hypothesis were tested in order to rank, and then improvement and advancement and upgrade them.

The first hypothesis indicators test (usability)
1- Easy to learn, work with the site.
2- Establishing clear communication with site
3- Ease of circulation on the web
4- Ease of applying Web
5- Appearance attractive of website
6- Being standard website design type
7- Required competencies to accomplish the task
8- User's perception after using of website

This dimension of the electronic service has 8 indicators. According to the acquired results of the first hypothesis index test, Citizens have evaluated the third, fifth, and eighth index in the low level, and have evaluated the first, sixth and seventh indexes in the high level [21-23].

To improve indexes followings are suggested:
1- Advertising and public education for people familiarity about this service.
2- Re-engineering of the appearance and its pages beautification.
3- Re-engineering of website services based on citizens' views.
4- Re-engineering technology of web site to reduce the volume of its pages and easy circulation on the web site.

The second hypothesis indicators test (quality of information)
1- Being exact website information
2- Reliability of reliance website information
3- Time and timeliness of the website information
4- The website information is related to its tasks
5- Being easy to understand website information
6- The amount of detail and description of website information
7- Proper formatting of the website information

This dimension of the electronic service has 7 indicators. According to the acquired results of the second hypothesis index test, Citizens have evaluated the ninth, tenth and fifteenth index in the low level, which need to improve, and have evaluated the twelfth, thirteenth and fourteenth indexes in the high level.

To improve indexes followings are suggested:
1- Applying the proper content of website to management the knowledge and information
2- Careful planning and time management to prevent of probability errors and reduce the reliability of reliance and timeliness website information
3- To compile apostleship and mission and... and hierarchical set of related programs and to electronic services ,to determine the exact website duties

The third hypothesis indices test (service interaction)
1- Website public image among citizens
2- Security of transactions implementation through website
3- Security of personal information on the website
4- Ability personalization in web
5- A relationship that the website establish with the audience
6- The Role of E-Services in relation to the Users with Raja
7- Honesty and accountability of Raja authorities in keep on electronic services

Regard to acquired results of the third hypothesis indices test , citizens have evaluated the nineteenth, twenty first and twenty second indicators in low levels which need improvement. And they have evaluated the seventeenth, eighteenth and twenty indicators in high level.

To improve the indicators followings are suggested:
1- Resolve the technical faults of the website while connection to the bank to pay money
2- Increased responsiveness to extradition and return tickets and handling and restitution money
3- And facilitate the enrollment and reduction in the requested information when enrolling

4- Reduce time of enrolling from 24 hours to online that cause less waste of users' time

5- Sufficient advertisings of electronic services that the Raja Company offers.

The recommendations result from citizens comments:

1- Frequent errors in this area, the website user is forced to investigate it by calling the 139 , Through 139 another numbers and guidance will be made available to users that is very time consuming and destroys the joy of service It has been suggested to analyze the system software.

2- The system orders the user with a warning to return to the before stage and repeat the previous step again, and many users were unhappy with the increase in holidays. It has suggested solving this problem by reforming the system and facilitating its steps.

3- Especially, during the high traffic when it is hard to open the web site and it can be difficult to open its pages. It is suggested to be the system online and to be updated and just name and number of trains respectively to be announced which have seat.

4- Planning of seasonal trains and between the ways isn't exact and agency names are not updated. It has suggested being more careful in updating the site.

5- Right now 25% of the tickets are sold on holidays and during non-holiday restriction of the sale tickets is removed. Many of citizens tended to sold 50% to 100% of the tickets via the internet, many of users tended to forecast a system that eliminates going to the office and sales agencies to get a printed ticket and they receive ticket print through their own printer and some tended that it didn't need tickets and just tickets numbers are sufficient.

6- The website definitive is high that nobody is responsive, and access to it, especially during high traffic is impossible. Raja Company can increase the site supporting servers if there is no ticket during the crowded days, users notice the topic very soon.

7- Ticket refund process will be difficult and it takes a lot of time of citizens that cause the users' dissatisfaction. System errors about paying and receiving and tickets refunding was high and confused users and make their dissatisfaction.

8- Time of opening online ticket sales during the holidays will announce exactly that all tickets may be sold within 5 minutes. So everyone can have access to it.

9- There isn't any between way tickets as Tehran to Semnan, Semnan to Shahrod, Shahrod to Neishabor , Neishabor to Mashhad, Mashhad to Torbat heidarie، Please amended.

10- To provide better services, take pattern from foreign companies. Processes of buying online tickets are high, please be easier.

11- Also be considered quality in the context of non-electronic, such improper behavior of agents at the time of giving the e- print of train ticket, and also improve the police officers' behavior during inspecting the passengers travel equipments and behavior of chief train and personnel with passengers and how to services welfare and safety in the train.

12- When referring to the questionnaire many travelers were not aware of e-services and e-ticket. Raja companies can give a lot of information to the public by advertising the people and print brochures and leaflets and increase people tendency to use of these services. But in most cases, informing is poor.

13- Increasing the capacity of rail fleet transport and naturally by increasing the Internet tickets quota can see the quality of electronic and non-electronic services.

Recommendations for future research

1- The present study is major factors design in the development of electronic. Therefore, researchers can consider and evaluate each of measure as a research project. It's certain that dimensions and technical barriers are better analyzed by engineering students and the humanities and management dimension are better analyzed by students of social sciences.

2- Study the relationship between the development of e-government and social justice development in the country.

3- Study the relationship between e-government development and public satisfaction (Customer Clientele Honoring plan).

4- Study the relationship between e-government developments and reduce the official corruption.

5- Study the relationship between e-government development and promotion of nation security.

6- Study the relationship among electronic substructure and quality of electronic services.

Study the effect of electronic government on citizens' participation.

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