1. Introduction: The term “service quality” has increased in marketing practices and has become a very important concept, especially in terms of services that governments provide. E-Government service quality is referred to by some researchers as the users’ overall assessment of quality in the virtual context and serves as one of the key factors in determining the success or failure of e-Government. It has an impact both on the nation’s government and its citizens. From the author’s point of view, the quality of any service should be considered through various approaches and aspects, ranging from the supply-side to the demand-side. Therefore, to clearly define the quality of service in this research, we analyzed it from both the customer and organizational perspectives to identify a model for the evaluation of service quality in order to improve service quality to citizens.

2. Purpose: The main purpose of this research study is to identify the demand-side and supply-side perspectives and to understand which factors affect e-Government service quality. Based on these approaches, this research also introduces a framework model for evaluating e-Government service quality.

3. Design/methodology/approach: This research study is based on both the supplier and customer’s perspectives. The main methodology is a combination of qualitative and quantitative approaches: data has been collected by a questionnaire survey in Vietnam and Japan, as well as interviews with experts in Vietnam. E-Government development in Vietnam and Japan are also selected as case studies for the purposes of this research.

4. Objectives: The main objective of this research is to identify the demand-side, supply-side perspective and evaluate the quality of service under many approaches, ranging from the customer perspective (citizen perspective) to the perceived organizational impact (internal processes of the organization). As a result of this research, we would like to introduce a new method for the evaluation of service quality, particularly for service in the public sector (e-Government service quality).

5. Practical implications: This thesis may contribute to governmental agencies; government policy makers in both local and higher levels of government could benefit from a new method for improving e-Government service quality, and consequently develop and deliver it better in the future. This research also provides a comprehensive overview of e-Government development for governmental officers in developing countries, further improving the usability and contributions of e-Government in our current digital era.

6. Framework Model:
To evaluate e-Government service quality, this thesis is based on the influence of three main constructs (Information Quality, Service Quality and Quality Organization), with eight latent variables (Content, Trust & Security, Perceived ease of use, Perceived Usefulness, Promotion, Policy, Leadership, and CIO). Hypothesis: Perceived service quality, perceived information quality and perceived organization quality (perceived organizational impact) positively influence perceived e-Government service quality.

7. Research Proposal: This research is based on the study and evaluation of basic concepts from previous research about methods of assessing the quality of e-Government services. From the results of those past studies, combined with practical research, this thesis has discovered various weaknesses and unsolved problems in studies of e-Service quality. This research proposed the impact of organizational factors on the quality of service (from the service provider perspective) and called these impacts “Perceived Organizational Impacts - POI”.

8. Results: Hypothesis testing: The impact of service quality: Perceived service quality positively influences perceived e-Government service quality. The impact of information quality: Perceived information quality positively influences perceived e-Government service quality. This study proposes perceived information quality as a factor of perceived ease of use (PEOU), perceived content, and perceived trust and security, all of which will directly affect the intention to use the service. Therefore, perceived information quality positively influences perceived e-Government service quality. The impact of organization quality: Perceived organization quality positively influences perceived e-Government service quality. The impact of organization is considered one of the essential elements of system quality. In the context of service quality, the term organization is used to represent the management and support of the organization. It includes all internal processes required to deliver e-Service to citizens. Based on the results of analysis, the hypothesis is significantly supported.

Together with the conceptual model and hypothesis, this research introduces a general model for the evaluation of e-Government service quality named the e-GSQUAL-POI model. Based on this model and hypothesis, the quality of e-Government service will be analyzed and evaluated under the impact of information quality, service quality, and organization quality.

Findings: Based on the results of research, this research found a new approach on assessment e-Government service quality from citizen perspective and supplier perspective by evaluating information quality, service quality, and organization quality, in which proposed POI (perceived organizational quality) on assessing organization quality (back office).

The fitness of model: The approach of this research is based on two perspectives, the first of which is the customer's perspective (demand side) of service quality. The second perspective is the provider's perspective (supply side) of service quality. This perspective is proposed by this research in order to gain an overview when assessing the e-Government services quality. The results of the analysis showed that evaluating e-Government services quality through two perspectives and the general approach of the research are accurate and consistent with the theoretical background, perfectly fits with the model and current reality in Vietnam.

References