



**Journal of Information Technology Management**

ISSN #1042-1319

*A Publication of the Association of Management*

## **IDENTIFICATION OF THE IMPACT OF QUALITY JOB ONLINE SERVICE INDICATORS ON USER SATISFACTION AND RANKING**

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### **ABSTRACT**

Research has shown that in the area of online services, quality can lead to increased customer satisfaction, and when discussing the quality of website services, there are components that include visual design, ease of use, and quality of information, reliability, Response time and interactivity. Therefore, the present article seeks to understand the impact of quality indicators of the services of online job sites on the satisfaction of users of these sites. The data were collected using a questionnaire consisting of 45 questions about the components of web site evaluation and asking for users who searched for jobs through job-seeking websites. Cluster sampling was used. Data were analyzed using correlation and regression methods in SPSS software. The results showed that the quality of services of job websites has a significant effect on user satisfaction. These components, respectively, include ease of use, reliability, information quality, interactivity, response time, and visual design on job-seeking websites. The results of this research can help web designers improve their service quality and user satisfaction, making the website more attractive to the user, and engaging better with users.

**Keywords:** online service quality, website, user Satisfaction, job search

### **INTRODUCTION**

In today's highly competitive and changing environment, service organizations must pay particular attention to improving the quality of services in order to maintain their position and gain competitive advantage. If customers be satisfied with the quality of service, the possibility of their reuse of services will increase [29]. This matter can lead to increase oral advertising, and in fact, with customer satisfaction, they become advertisers with no cost to the organization, and their commitment and loyalty will increase [9].

The results of research have shown that achievement of customer's satisfaction and their desire is the most important issue in gaining competitive advantage for service organizations. Also, the quality of service can increase the revenue and market share and profitability of service organizations.

Quality of service is influenced by marketing activities and is affected by various variables including human factors, physical appearances, types of service providers, etc. [8].

Therefore with consideration of opportunity that modern technology for service organizations provided, with knowing of needs and demands of customers, possi-

bility of quick answer with use of new technology can be provided [3].

On the other hand, e-commerce is a new concept in information technology literature that does not last for more than twenty years. Since nearly all transactions are e-mailed, the importance of e-commerce is growing more and more every day. To be E-commerce is a tool that supports the demands of companies, consumers and management to reduce the cost of providing services in order to improve the quality of goods and services and increase the speed of delivery of services. The high quality of online services is the key to the success of these service providers in a competitive environment [15]. Most experienced and successful online businesses realize that success or failure is not merely the presence of a company on the Web or a low price, but an important factor in the transfer of high-quality online services. Recent research suggests that low prices will no longer be important as an important factor in customer purchasing decisions. Therefore, we need to know how customers evaluate the quality of online services and use this assessment in line with the basis of service improvement [23]. Electronic delivery of services enables organizations to increase the speed, quality, accuracy, cost, and variety of services [26]. E-commerce can increase the productivity of firms and industry, increase consumer welfare, and facilitate trade-saving time in the service sector. It also increases the transparency of the market and reaches the full competition, Opens the door to new services, in a way that it has reduced unemployment, increased productivity growth, inflation, and reduced budget deficits in USA job desks [16].

Due to the development of online services and heavy costs for designing, deploying and using, it is necessary to assess the quality of services provided.

Various researches have been done on the quality of online services and its evaluation and its relationship with organizational variables such as workforce, organizational capabilities and employee competencies, business intelligence and organizational culture [25]. But there has not been much research in the area of service quality assessment at job desks. Public research shows that one of the reasons for the low level of referrals to websites is the inability of active websites to communicate effectively and easily with users [7].

The job market is one of the most important services in the country due to its widespread use in the community. Since online job placement through websites can be broadly dependent on information, Internet applications and the quality of website hosting services can have a huge impact on the industry and the choice of users and their use of relevant websites. Because of the extent and

multiplicity of the quality dimensions of online website services, it is vital to measure their quality from the perspective of users. Therefore, the present research seeks to answer this question. Which of the indicators for assessing the quality of online services on websites affects the satisfaction of clients of job placement websites and what rank are they in terms of impact?

## SUBJECT LITERATURE

### Quality of Service

Quality is a broad concept that different perspectives define in a variety of ways, but in a comprehensive, simple and concise definition, "services, activities, or sets of less or more intangible activities that are usually and not necessarily in Interactions between the customer and the service staff or physical resources, or goods or service systems, are provided as solutions to customer problems. Therefore, the quality of service is something that is delivered to the customer [20]. Of course, it's important to measure service quality very difficult. For this reason, extensive research has been done to determine how customers evaluate the quality of services. Various studies have been conducted to assess the quality of services in various dimensions. For example, the quality of service, including the quality of service delivery and the mental image of service providers and the quality of service, reliability, correct response, suitability, availability, security, supplier reputation, customer relationship and perception of the service features [22, 24, 27]. Similarly, there are various factors that affect the quality of online services that need to be identified so that jobseekers can provide better online job search services.

### Satisfaction of Website Users

In recent years, due to the growth of e-commerce, the success of organizations depends to a large extent on their compatibility with developments in their environments so that they can move on to these environmental changes. One of the most important of these developments is the ever-increasing use of e-business techniques and tools in business, service delivery and the concept of electronic services. The quality of electronic services refers to customer perceptions of the quality of services that meet their expectations in electronic trading or in some way in the use of other electronic services. For top-quality online service providers, it is essential to understand customer perceptions about the quality of services and how customers evaluate them in order to attract customers' satisfaction [19].

Online Job-seeking is one of the e-commerce applications in the job market, which has two main advantages. First, administrative and managerial costs are reduced by machining the work process, resulting in a kind of networking between corporate units and improved managerial information. Second, it reduces the payment to intermediaries, because the worker and the employer can directly access and pay less. These benefits have led to a growing use of online employment globally [1]. Given that services have particular characteristics, this leads to a variety of challenges in the service sector, in particular the quality of online services, which today has become one of the new and emerging issues in the study; in this regard, with Considering the intangibility of services, the development of the quality and quantity of online services as a competitive advantage, organizations must take into account such a competitive strategy to evaluate their performance in order to be on the path to development and excellence. In order to achieve this goal, it is enough to meet the expectations of users and customers about the quality of service, the answer given or overcome.

Web sites are the most important channel of global distribution of goods and services in online commerce, which has fundamentally changed markets and industrial structures, products and services, market segmentation, customer values and consumer behavior. Designing a website plays an important role in attracting and maintaining a customer. A high-quality web site not only affects customer purchasing decisions but also one of the most important reasons for consumers to determine whether online shopping is required?

The low quality of the web site results in customers coming to their competitors, rising costs, and lowering profits. In research on websites, it's generally taken into account how consumers think about the business they are looking for. The value of websites is to have awareness, motivational, and entertaining aspects. Therefore, customers find the website useful when it comes to providing the necessary information and satisfying customers. Visitors compare web browsing to their true experience. They should have full satisfaction with the website, otherwise they will not go back to it later [28].

The things that a designer website needs to consider is about what the users are paying attention to. These factors include:

1. **Understanding the product or service:** quality, variety and price
2. **Experience the purchase and use of services:** effort, compatibility, entertainment and vitality
3. **Customer service:** Accountability, Trustworthiness, Reliability, Tangibility, Empathy.

4. **Customer risk:** Economic, social, executive, personal and privacy risks.

These factors are a set of features that customers may find on a website. These collections help the web designer identify their strengths and weaknesses. In fact, websites are a process of service and value. These values can include the following [10]:

1. **Information:** The website is considered to be an announcement of an organization and it is important for the visitor to provide useful information to her and inform her audience.
2. **Customer Service:** This means that the content of the website and its accessibility will create aesthetic and entertaining visitor.
3. **Responsiveness:** On websites, this factor is measured by the length of time it takes to respond to customer requests. Any delay in responding to a customer is a disadvantage of a website. This factor is measured in three ways: the waiting time for loading, the search time, the speed of the update.
4. **Trusting:** From the customer's point of view, this depends on a number of things including credibility, security, legitimacy, assurance, and so on.

### Quality Assessment Services for Web Services

The website is an environment that is used to communicate with the customer and facilitate business interactions. Users who do not gain a positive experience in interacting with the company's website may believe that going to stores or communicating really is much better than using websites. The poor design of the website will lead to a loss of 50 percent of sales and a 40 percent reduction in the time it takes to replicate the site's visit, which will cause negative experiences for users. Studies show that websites have to offer new and high-quality services to stay in the competition, to attract new users and retain old members. The quality of the services of these websites determines whether or not people will come to them [5].

In terms of the quality of website services and its quality assessment, users have come up with a variety of indicators, briefly summarized by some of the most comprehensive ones. These indicators include:

1. **Content:** The main content of the website is the information contained in the company, the product / service, and the way the user communicates with the company. Content should be compatible with the service or product that the

organization created for that purpose, to enable users to be attracted [7].

2. **Credit:** Credit is the reputation of designers and website owners, and identifies the site outside of cyberspace [17].
3. **Organizing:** The compatibility and the appropriate combination between the various pages of the website [11]
4. **Design and graphics:** Using proper coloring and realistic and well-formed images on the website [12].
5. **Customization:** The purpose is to make the information transparent and understandable and update the information in a timely manner [4].
6. **Availability of the system:** the permanent availability of the website and not blocking pages during a transaction [13].
7. **Site view:** It is intended to create suitable images using colors and graphics that can draw the attention of the user and guide him quickly to the target [31].
8. **Security:** security, privacy, identification of users to use site information, encryption of site data, secure transactions, use of secure methods for transferring information, use of security certifications, security policies [17].
9. **Site Scrolling:** The most important aspect of the site refers to the process of moving between different web pages [2].
10. **Reliability:** The reliability and certainty of the estimated time of delivery or delivery of goods, the integration of internal systems with the website, informing users about their orders, order status, various payment options, description of payment terms, policy Sales, Service Level Statement, Quality of Site Addresses [17]).
11. **Technical Variables:** The technical aspects affect all of the customer's factors on a website. These factors include the speed of access to the database, software, system design and site security [7].
12. **Social factors:** This factor dimension implies the need to consider social factors on the website, such as face-to-face interactions, and the use of communication tools that provide this on the website [11].

### Dimension of Quality of Online Website Services

Several studies have been conducted in this regard that various scales and indicators have been deduced

for measuring the quality of online services. In this research, the combination of several dimensions of different models has been used according to the research literature and expert opinion. Below is a brief overview of each of these dimensions.

1. **Designing a visual display:** Designing a Web site professionally reflects a good image of the company and its goals. For proper visualization, proper colors, images and text should be used that would make the user happy and prevent the pages from being cluttered [31].
2. **Ease of use:** Ease of use is the degree to which the user expects to achieve his goal without any effort. The ease of use in the online environment is also interpreted as functionality. The two general aspects of the structure are ease of use. First, web pages are sometimes read and understood easily, and moreover, it's easy to navigate between pages and generally the process of doing things from the web. Ease of use of the website affects customer satisfaction [32].
3. **Quality of Information:** Online Services is more than just an order, answering e-queries. In fact, online services make customers experience differently from the interactive flow of information. How information is perceived and exploited, and what information they need or what information they expect to receive, have an important role in the quality of the process information, Online Services. The online services process is based on the information that is obtained through information technology and the quality of information is critical to determining customer needs [6]. In this research, the quality of information consists of two factors being complete and up-to-date.
4. **Trust:** Online Services is the same as service under the web or network, which is delivered through the Internet to customers. In online services, customers connect with service providers through technology, like their websites. In these cases, customers need to fully trust the IT [32].
5. **Response time:** Response time is the time to receive a response after a request or interaction with a web site. The appropriate response time requires having the capacity of hardware and communications to meet the peak demand and avoid placing large images on the pages. This dimension in Iran is very important for users due to bandwidth constraints [18]. In this research, response time is the speed of loading pages and

quick response to requests from users when interacting with the Web and the Web.

6. **Interactivity:** online services, information services, or with their own choices, so that the initial value exchanged between the two parties (the buyer and the seller) is information. For them, the Internet is the network that provides the exchange of information. Interacting with its information services in the environment, the needs and requirements of customers in one direction and information based on the needs of customers on the other side. That is why the Internet is used to compensate for the information needs. The use of such techniques on the one hand facilitates business and reduces costs and, on the other hand, increases the number of Customers and their level of satisfaction has increased [21]. But all this is possible if online service providers can meet customer expectations regarding the quality of online services and have a satisfactory level of quality to guarantee.

Considering the importance and effectiveness of visual design, ease of use, information quality, reliability, response time and interactivity in attracting website audi-

ence satisfaction in studies in this field, the present six factors above, according to literature Research and research background and researcher's guess are mentioned in the assumptions that will be tested:

**The main hypothesis:** The quality of online services affects the satisfaction of users of job placement websites.

**Hypotheses:**

1. Visual designing affects un affects the satisfaction of the users of the employment websites.
2. The ability to trust affects the satisfaction of the users of the employment websites.
3. Response time affects the satisfaction of users of job placement websites.
4. Interactivity affects the satisfaction of users of job-seeking websites. The variables listed in the above hypotheses are presented in the form of a conceptual framework of the research, as shown in Figure1. This conceptual model is based on the online service quality model of [15, 20, 21, 24]. According to the conceptual model, the relationships between variables are assumed in the research hypotheses.

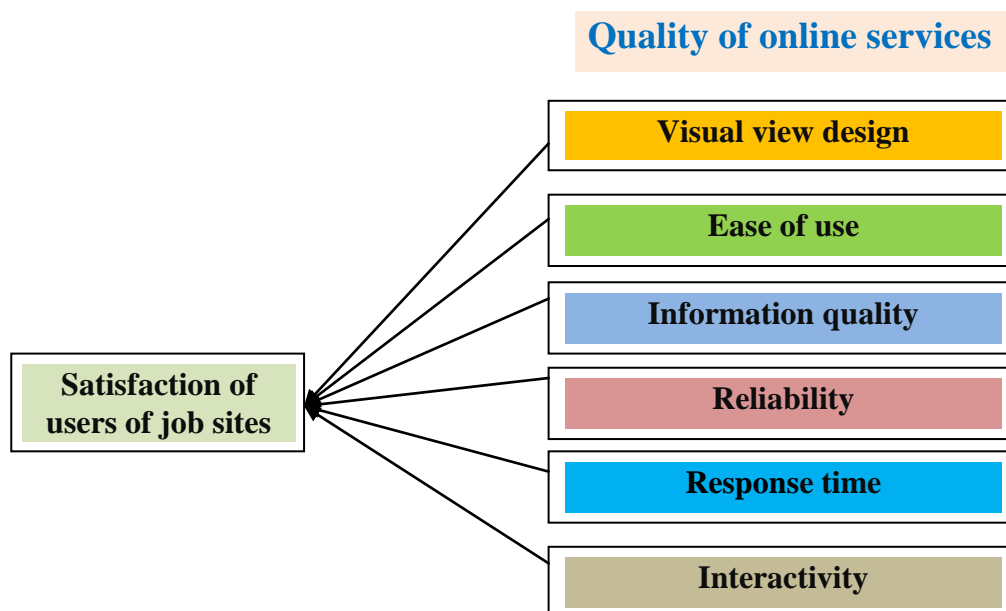


Figure 1: Conceptual model of research [15, 20, 21, 24]

## RESEARCH METHODOLOGY

With regard to the research goal and the subject matter of the statistical society, this study includes all knowledge and experience of job seekers who have come to the online recruitment websites. The sample size was 175 people according to Cochran's formula. Multistage cluster sampling method in different regions of Arak city, The research tool was a researcher-made questionnaire and asked respondents to evaluate the quality of online services provided at job desks (visual design, ease of use, quality of information, reliability, reaction time, interactivity). The questions and response of the questionnaire in a five-point Likert `s scale was totally disagreeing as the worst negative answer to fully agree as the best answer. After designing a questionnaire and before the final distribution of online, a questionnaire was distributed among 15 people and the changes were included.

Cronbach's alpha method was used to measure the reliability of the questionnaire, which is 0.791 and indicates the reliability of the questionnaire. In order to ensure the validity of the questionnaire, content validity and opinions of experts and experts in the field of research

were assisted and the reliability of the data collection tool was ensured. Analysis of hypotheses was done using SPSS software, regression and Friedman tests. The Kolmogorov-Smirnov test was used to test the normal or abnormal distribution of data and select the tests before choosing the tests.

## RESEARCH FINDINGS

At first, Kolmogorov-Smirnov test was used to ensure the normal distribution of the dependent variable, that's mean satisfaction of users, with the significance level of this test equal to 0.624, indicating the normal distribution of the dependent variable of the research.

To test the hypotheses, regression test was used to determine which of the components affected user satisfaction. Regarding the results of Table 1 and regression values and Watson's camera (142/2), which is close to 2, and a good value, we can ensure the validity of the regression model and the data. Also, since the VIF value for model variables is less than 10 and the value of tolerance in Table 1 is less than 1, it can be ensured that there are not several interlinks between independent variables.

Table 1: Regression Coefficients between Independent Variables and User Satisfaction

Variable	Coefficient	Standard deviation	Standard coefficients	Significance level	Test statistic	Tolerance	VIF
Fixed the model	2.88	1.006	-	0.007	2.863	-	-
Visual view design	0.161	0.188	0.216	0.000	3.774	0.596	1.677
Ease of use	1.448	0.420	0.636	0.001	3.446	0.683	1.465
Information quality	0.987	0.280	0.375	0.000	3.518	0.286	3.494
Reliability	0.780	0.214	0.412	0.000	3.642	3.396	2.528
Response time	0.365	0.120	0.231	0.005	3.041	0.348	2.874
Interactivity	0.296	0.090	0.267	0.004	3.280	0.242	4.135

On the other hand, according to the F test statistic 26.48 and the significance level of 0.000, which is less than 0.05, it can be said that there is a correlation between the components related to the quality of online services and user satisfaction, and therefore, at least between one Independent and variable variables (dependent) have a meaningful regression relationship. The results indicate

that all independent variables have been able to explain the dependent variable. Also, the value of R (coefficient of determination) is 0.89 and this finding means that the variables entered into the equation have been able to explain 0.89 of the variance of changes in user satisfaction, each of which has a direct impact on user satisfaction.

Based on the results of Table 1 and at the significance level of 001% (99% confidence level), we can say that components of "visual design, ease of use, information quality, reliability, response time, interactivity" each one on satisfaction the users of the employment websites are affected. All the hypotheses were confirmed with regard to the significance level of their test, which was less than 0.05.

It can also be said that the ease of use component has the highest standard coefficient (0.636). Therefore, ease of use has the most effect on user satisfaction, and then the components of reliability, information quality, interactivity, response time and visual representation Satisfaction of users is affected.

On the other hand, considering the effect of independent variables on users' satisfaction with regard to test results, all components have a direct effect on the dependent variable because their coefficients are positive and indicate their direct impact on user satisfaction. Therefore, it can be said that the main hypothesis of the research is confirmed and the quality of online services for job-seeking websites affects user's satisfaction.

## DISCUSSION AND CONCLUSION

The conceptual model of this study showed that the validity of the regression model and the data is high and there is a significant relationship between the components of the model. The results of this study showed that all components of the quality of online services of websites have a significant and direct effect on user satisfaction. This means that as each of the above components increases, user satisfaction will increase. The importance of this research is that no research has already been conducted on job search websites in the country so the results of this research can be very helpful for managers of job-seeking sites.

The most effective component of user satisfaction in this research was the ease of use. That is, if the user can easily reach the desired goal with the least amount of time, his satisfaction will be satisfied. In this regard, it is suggested that web designers and specialists (UI) pay more attention to factors that can increase the ease of use of the website, for example, information on how to use website services and how to handle processes in graphical form or film. So that the user can easily sign up and sign up for job placement websites. It also provides easy transfer from one page to another on the website and provides guidance on how to get from one page to another.

Also, the results of this study showed that reliability as a component of the quality of online services of

websites is effective on user satisfaction and is consistent with the findings of the research of [23]. To increase the trust of users, solutions such as security software such as firewalls or proxies are used to prevent hackers from attacking (increasing the trust of users in terms of personal and economic information), introducing valid centers and agencies, and how to contact them to do business, increase policy Security (the confidentiality procedure for maintaining user information and specifications) is suggested.

Another finding of research suggests that the quality of information available on websites can affect user satisfaction. That is, if the information is comprehensive and up-to-date and covers the needs of users, their satisfaction will be provided. This result is in line with the results of the [6] research and confirms it. In this regard, it is suggested that website designers pay more attention to the information provided on the website, due to factors such as the absence of a website when used, the availability of updated information.

Another finding of this study confirmed the impact of interactivity on the satisfaction of website users that it confirmed the relevance and compatibility of [17] studies. In order to promote interactivity, the uses of two-way and interactive media such as chat and ... are recommended to establish contact with website representatives.

The other results of this research are the impact of the response time on the satisfaction of users of job placement websites. This result is similar to and confirmed by [18, 19] studies. Regarding the response time, more attention should be paid to setting the website pages so that users can reach their goals in the shortest time or to communicate with website authorities to solve their problem.

Considering that the visual design of a website affects user satisfaction. This means that the physical appearance of the website, colors and images can be effective in attracting users' attention to websites or preventing them from entering a website. [31] research is consistent with the results of this research. It seems that web designers need to help the website's attractiveness through the use of features such as banner ads, attention to text and style of writing sentences. Also, the use of color schemes appropriate to the principles and rules of color psychology, the use of 3D and animated clips, on the website can also be effective in visually appealing users.

Considering the similarity of the findings of this research with previous research and analysis of the relationship between the components of the quality of online services of websites and the satisfaction of users, it can be said that the quality of online services of websites affects users' satisfaction and makes them more workable Wants to be with the website. This means that this research has

fully met its goals. It is suggested that researchers in future research will compare several job search websites in terms of the components studied in this study and evaluate the components and results of this research on different websites.

One of the limitations of this research is that the findings of this research are related to job-seeking websites in Iran, and given that in Iran, the use of these websites is not as advanced as the developed countries, the number of respondents to the questions of this research, with the world Non-virtual, researchers have different results, and the results of this study cannot be compared to other countries that have wider use of online business. On the other hand, given that the tool was the only questionnaire, and this tool was not well-functioning due to the limitations of the questionnaire, other tools may have different results from the results of this study.

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