Customers empowering effect on the success of e-government (case study 10 Gilan police offices)

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The present study aim is to investigate the effect of empowering customers on the success of E-government. The research samples are customers of Guilan 10 Police offices. By using Morgan Table, the volume of sample was determined to be 384. Available non random sampling method was used in the study. Sampling method was done by the researcher that distributed 384 questionnaires among customers of Guilan 10 Police offices. This research in terms of goal is practical and in terms of data collection is descriptive and correlational. Field data collection method and standard questionnaire that was inspired HASSIUM and Raymond (2015) were used to collect information and for analyzing the data Structural equation modeling was used. The validity of the research was evaluated by a group of scholars and experts using content validity. The reliability of research was approved by using Cronbach's alpha. After descriptive review of variables to examine the hypothesis, functional structure analysis method and path analysis method were used. The coefficients for variables were reviewed by AMOS 18 software and an operational model of research was presented. The results indicated that personalization on Trust and Confidence of customers is effective, personalization on customers empowerment is effective, trust and confidence is effective on customers empowerment and customers empowerment is effective on E-government success.

Keywords : E-government success, personalization on customers empowerment, Trust and Confidence