

# **evaluating electronic service quality using multi criteria decision making techniques**

olga Zadmehr\*,

**It and its significant capability at creating positive changes besides possibility of increasing efficiency and effectiveness at industries and business institutes causes increasing attention to this technology and presenting applications and more views of it. One of these areas that have more importance for human is the industry of health care and services of health. Reducing cost of health care services and presenting quality health services has changed to a global priority. Due to using e-services is felt more than other time of using electronic services at health care in this research we are going to answer this question that how we can choose the most appropriate hospital by technique of multidimensional decision-making regarding presenting services. In this research methodology of service quality(Seroquel) and criteria related to electronic service quality will be used that has ۶ main criteria of tangible factors, accountability, reliance, information quality, guarantee and empathy and ۱۹ sub criteria related to them. This research uses multi criteria decision-making technique (MCDM) that consist the combining process of analyzing network (ANP) for obtaining weight of criteria and (TOPSIS) Fuzzy for ranking dimensions of electronic Seroquel in hospitals. Based on the result in research ۳ hospitals of Golsar, Arya and Ghaem has achieved first to third ranks and criteria and sub criteria of the research that have been identified have devoted a rank to themselves. Among criteria, information quality acquired first rank and guarantee located at the second location and the power of accountability has obtained the last rank among ۶ ranks. Among sub criteria accuracy of information and customer reliance acquired first and second ranks and sub criteria of client-orientation acquired last rank**

**Keywords : electronic service quality, MCDM**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)