

The Effect of Quality of Electronic Services with Moderator of Leadership Style on the Satisfaction Clienteles of Guilan Provincial Tax Administrations

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Abstract Satisfaction of the organization will affect their future responses to the organization, including readiness and willingness to re-use, the desire to recommend the organization to others, as well as build a reputation and image of the organization in public opinion on the basis of all government agencies, service-oriented satisfaction of one's client It is one of the main pillars of any organization. This study attempts to investigate whether the quality of electronic services has a significant effect on customer satisfaction through moderator role of leadership style? will pay. This research is based on the type of applied target. Data gathering was a field method. A questionnaire tool was used to collect information. The statistical population of this research is Guilan province tax departments. Due to the small size of the statistical society, the questionnaire was distributed to all departments and a census sampling was used. In this way, 5 employees and 5 questionnaires were distributed in each department. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Structural equations were used to analyze the data using SPSS and PLS software. The results show that both of the hypotheses presented in this study were confirmed by both hypotheses and the effect of the quality of electronic services on customer satisfaction through the role of moderator of leadership style toward the effect of quality of service on customer satisfaction was higher.

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