

2018

# Εvaluating citizens actual performance and expectations and assessing e-Service Quality Gap in Public Sector related to e-Government Services

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**ICME 2018**

**INTERNATIONAL CONFERENCE ON MARKETING AND  
ENTREPRENEUSHIP, NEAPOLIS UNIVERSITY  
PAFOS**

**7 - 8 December 2018**

**CONFERENCE PROCEEDINGS**



# **Evaluating citizens' actual perceptions and expectations and assessing e-Service Quality Gap in Public Sector related to e-Government Services**

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## **Abstract**

**Purpose** - The main purpose of this article is to explore the inter-relationships of major constructs related to citizens' satisfaction regarding e-Service Quality in Public Sector.

The plan of the document is to evaluate the e-Service Quality in Public Sector of Greece. The paper examines the relationship or the Gap between the perceived and expected levels of e-Service Quality in public sector with respect to its dimensions, namely Tangibility related to Web site design, Reliability, Responsiveness, Security and Confidentiality and Personal Handling or Personalization and Privacy.

**Design/ Methodology/ Approach**- The study intends to disclose the sources supporting the satisfaction of citizens as well as those holding back it. The instrument employed to assess citizens' satisfaction regarding e-Service Quality in Public sector related to e-Government Services, is the SEVQUAL.

**Findings**- The research findings draw our attention to the significant effects of Web site design/Tangibility, Reliability, Responsiveness, Security/Confidentiality, and Personalization/Privacy on service quality related to Public Sector related to e-Government Services. Adding, it places of interest citizens' negative attitudes and obstacles or positive behaviors toward e-Government Services.

**Research limitations/ implications**- The study was refereeing to Greek public sector citizens' satisfaction related to e-Government Services. Future research could supply new empirical results in relation to the current new high tech area.

**Originality/ value**- The document adds a total new situation' presentation, e-Service Quality Gap in public sector related to e-Government Services.

**Key words:** e-Service Quality, Gap Analysis, Public Sector, e-Government Services.

# AGENDA

1<sup>st</sup> International Conference on Marketing and Entrepreneurship – ICME 2018

7, 8 December 2018. Neapolis University, Pafos

Coordinator: Dr. Andreas Masouras

Meeting called by ICME 2018  
Attendees: open  
Please read: Instructions  
Rooms: Seminar room & G5

## Friday, 7<sup>th</sup> December 2018

10.30 – 11.00 Keynote speakers Seminar Room  
**Prof. Pantelis Sklias** | Rector, Neapolis University

**Prof. Constantinos Athanasopoulos**, Neapolis University | Η Προώθηση Δημοσιότητας των Στελεχών Επιχειρήσεων: Ουτοπία ή αναγκαιότητα;

**Prof. Angelos Tsaklagkanos**, Neapolis University | Η Τεχνολογική Διάσταση της Καινοτομίας

11.00 – 12.00 Session 1 Seminar Room  
**Mr. Kokou George**, Industry Liaison Office, Cyprus University of Technology | Innovation as a

powerful tool for Problem Solving: The key role of Universities

**Mr. Harry Ph. Sophocleous**, Strategico Consulting Group | Voting Consuming Behaviour, Political communication campaigns and Ideological Clarity - a parallel review of academic/empirical evidence

**Prof. Anastasia Reppa**, Neapolis University | Επιχειρηματική Εκπαίδευση στα Σχολεία

**Prof. Polimenis Vassilis**, Aristotle University of Thessaloniki / Neapolis University | StartUps financing

**12.00 – 12.30 Coffee break**

12.30 – 13.15

Session 2

Seminar Room

**Dr. Sotiroula Liasidou**, Cyprus University of Technology | Promoting the European member states online: A critical discourse analysis (CDA) of the official tourism websites

**Prof. Sofia Anastasiadou**, University of Western Macedonia & **Ms. Zafeiria E. Papadaki**, International Hellenic University | Consumers' perceptions toward E-Service Quality, Perceived Value, Purchase and Loyalty Intentions

**Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou,**  
University of Western Macedonia | Contemporary  
advanced statistical methods for the science of  
marketing: Implicative Statistical Analysis vs  
Principal Components Analysis

**Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou,**  
University of Western Macedonia | Contemporary  
advanced statistical methods for the science of  
marketing: Principal Components Analysis vs  
Analysee Factorielle des Correspondances

**13.15 – 14.15 Lunch**

14.15 – 15.15

**Session 3**

**Seminar Room**

**Dr. Artemis Savvidou,** Neapolis University |  
Παγκοσμιοποίηση και Ανταγωνισμός. Ρυθμίσεις  
υπερεθνικού και εθνικού επιπέδου και ιδίως  
ποινικής υφής

**Mr. Anastasiadis Lazaros,** University of Crete &  
**Mr. Christoforidis Christos,** Neapolis University |  
Evaluating citizens' actual perceptions and  
expectations and assessing e-Service Quality Gap  
in Public Sector related to e-Government Services

**Dr. Giossi Styliani,** University of Macedonia, **Prof.**  
**Sofia Anastasiadou,** University of Western  
Macedonia, **Mr. Gamanis Achilleas and Mr.**  
**Gamanis G. George** | Tracing the concept of

entrepreneurship and the role of an entrepreneur:  
A critical review

**Dr. Christos Papademetriou & Ms. Charalampous  
Constantia**, Neapolis University |  
Entrepreneurship and Innovation in Education:  
The model of the Inclusive Leader

**Saturday, 8<sup>th</sup> December 2018**

Session 4

**11.00 – 12.00, Room: G5**

**Mr. Ioannis Komodromos**, Neapolis University | New Generation of Consumers in the Tourism  
Industry: secondary research

**Mr. Petros Philippou**, Brand Strategist | Marketing Redefined

Workshop / Discussion / Συζήτηση.