

ABSTRACT

CASANILLO, K.B., Service Quality of the Websites of the City Government Units of Cavite towards E-Business. Master in Business Administration, De La Salle University-Dasmariñas, Cavite, April 2015. Adviser: Aldrin P. Antivola, Ed.D.

High service quality is considered very important because it gives customer satisfaction, customer loyalty and profitability. Service quality and customer satisfaction are very important concepts that service providers must know how to measure from the consumer's perspective in order to better understand their needs and satisfy them. Measuring the degree of quality of service will help an organization or institution make improvement in their respective businesses.

This study focused on the evaluation of the service quality of the websites of the city government units of Cavite from the expectations and perceptions of the respondents from the business community of the cities of Cavite, namely, Bacoor, Cavite, Dasmariñas, Imus, Tagaytay, and Trece Martires. The framework used was based on adapting and revising SERVQUAL, E-S-QUAL, EGOVQUAL, ISO/IEC9126, D&M Model. Six service quality dimensions of government websites was defined in terms of Efficiency, Reliability, Responsiveness, Contact, Trust and Information Quality.

Descriptive research was employed to describe the following: (a) personal profile of the business community respondents in terms of age, gender, civil status, educational attainment, type of industry, occupation, and years of service; (b) website usage profile of the business community respondents in terms of method of access to

website, frequency of website visit, and time allocated for internet surfing; (c) expectation, perception, and service quality gaps based on the six quality dimensions of efficiency, reliability, responsiveness, contact, trust and information quality. This study also used comparative research to compare the significant difference in the service quality of the websites of the city government units of Cavite based on the aforementioned service quality dimensions when grouped according to the respondent's profile.

The data collected from the questionnaires was computed using Statistical Analysis for Social Sciences (SPSS) software for Windows and Microsoft Excel. Statistical reports on mean, frequency, percent distribution, standard deviation, Mann-Whitney U Test and Kruskal-Wallis Test were generated using these applications for the researcher to analyze and summarize.

Significant service quality gaps were identified based on the six service quality dimensions of efficiency, reliability, responsiveness, contact, trust and information quality that need to be addressed by the city government units of Cavite to improve the service quality of their websites.

The results of this study could provide useful information for the city government units of Cavite that could serve as basis for action in improving service quality of their websites towards e-governance and e-business environment that would be beneficial to the business community, the residents, stakeholders, and all users browsing these government websites for their own specific purposes.