

DETERMINATION OF USERS SATISFACTION LEVEL REGARDING THE QUALITY OF E-SERVICES PROVIDED BY “BOGDAN-VODĂ” UNIVERSITY

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ABSTRACT: The results of researches present in the specialized literature emphasize that the evaluation of both e-services and traditional services is based on the customers' individual experiences.

This paper presents a study conducted for evaluating the e-services provided by „Bogdan Vodă” University from an attitudinal perspective, based on 5 indicators of the services quality dimensions (tangibles, reliability, responsiveness, assurance and empathy).

The study was performed to establish the quality of the e-services provided by the university and whether these services influence the university image. Two basic, but well structured questionnaires were used in conducting this study: the first reflects the subjects' expectations and the second conveys their perceptions. Assuming that the most motivated evaluators of the quality of the e-services provided by the university are its own students, it has been chosen a sample of 70 „Bogdan Vodă” University juniors.

The indicators interpretation is made according to their values: 0 meaning the satisfactory level of the e-services and dimensions quality, the positive values indicating a higher than expected service quality while the negative values translate into lower than expected service quality.

Key words: quality, e-services, expectations, perceptions, users, dimensions, indicators.

JEL codes: L15, L86, M15