

Study the Role of Tehran Municipality Electronic Services in Citizens' Satisfaction

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The main aim of this research is to study the role of Tehran Municipality electronic services in citizens' satisfaction. The methodology of this research is survey. It should be mentioned that documentary technique is also used for collecting data. But, in fact, data collection tool in this study, is a questionnaire made by the researcher. The population of this study is all 4000 people who use Tehran Municipality electronic services in April of this year. The sampling method of the research based on the Cochran formula is about 386. In order to ensure the reliability, five hundreds questionnaires were distributed which only 439 questionnaires were acceptable and used in the research. Internal and external validity of the study have been studied and approved by social communication experts and professors. In this study, Cronbach's Alpha coefficient is used to assess the validity of the questionnaire, which is equivalent to 0.89. The results indicated that there is a significant relationship between the Tehran Municipality electronic service and citizens' satisfaction. There is a significant relationship between the security and confidentiality of information of Tehran Municipality electronic service and citizens' satisfaction. There is a significant relationship between the fair information distribution of Tehran Municipality electronic service and citizens' satisfaction. There is a significant relationship between the variety of Tehran Municipality electronic service of and citizens' satisfaction.

Keywords: Municipality, electronic services, citizen satisfaction

Introduction

In today's world, the Internet, has revolutionized the way you live, learn, work and spend your leisure time and, has brought a lot of opportunities and threats. The growing development of the IT industry especially communication has played not only the most important role in urban life, but also it has also affected other aspects of the human life. Meanwhile, a lot of social benefits have been gained, and the solution too many problems has flourished in the face of opportunities. A new chapter has been launched in organizations' activities, with the advent of the World Wide Web (internet). The expansion of the Internet penetration rate in various layers of the society has allowed the expansion of services. Creating this possibility in the virtual arena has transformed the business processes of the organizations and brought about a revolution in this field. Increasing the speed and precision of service provision, reducing corruption and increasing transparency, increasing general satisfaction, increasing productivity and efficiency and ... are just some of the consequences of this transformation. Given these advantages, organizations are moving toward virtualization in the third millennium. (Najafi, 2012: 43)

Whatever the technology of the day brings to new horizons, a new transformation is created in the process of the formation of traditional organizations and institutions in different fields. Electronic organizations are one of the recent phenomena of local and international digital terrain

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that has created e-government. The governments intending to connect with audiences in non-public formats, justifying the convenience and expediting communication and service (Jalali, 2003: 64)

Urban management, as one of the organizations, that deals with the most risky social services and services, has suffered from many ups and downs and serious challenges. Strongly welcomes, the use of tools that can provide more opportunities for facilitating and enhancing activities. This is why most large and small organizations and firms have turned to the IT world. It should be mentioned that the field of competition and their evaluation and growth index have been drawn to this field. (Report of the festival of portals and sub portals of Tehran city, social deputy)

Regarding theories used in this research, it should be said that Uses and gratifications theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. Uses and gratifications theory is an audience-centered approach to understanding mass communication. Diverging from other media effect theories that question "what does media do to people?" Uses and gratifications theory focuses on "what do people do with media?" (Madizadeh, 2009: 193)

This communication theory is positivistic in its approach, based in the socio-psychological communication tradition, and focuses on communication at the mass media scale. The driving question of uses and gratifications theory is: *Why* do people use media and what do they use them for? uses and gratifications theory discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions/companionship, diversion, or escape. It assumes that audience members are not passive consumers of media. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives.

Unlike other theoretical perspectives, uses and gratifications theory holds that audiences are responsible for choosing media to meet their desires and needs to achieve gratification. This theory would then imply that the media compete against other information sources for viewers' gratification. Uses and gratifications theory has a heuristic value today because it gives communication scholars a "perspective through which a number of ideas and theories about media choice, consumption, and even impact can be viewed"

"Mark Levy" and "Sven Windahl" provide a good description of what it means to be an "active consumer" of media: "As commonly understood by gratifications researchers, the term "audience activity" postulates a voluntaristic and selective orientation by audiences toward the communication process. In brief, it suggests that media use is motivated by needs and goals that are defined by audience members themselves, and that active participation in the communication process may facilitate, limit, or otherwise influence the gratifications and effects associated with exposure. Current thinking also suggests that audience activity is best conceptualized as a variable construct, with audiences exhibiting varying *kinds* and *degrees* of activity."

It should be said that unlike other theories concerning media consumption, Uses and gratifications theory gives the consumer power to discern what media they consume, with the assumption that the consumer has a clear intent and use.

This contradicts previous theories such as mass society theory, that states that people are helpless victims of mass media produced by large companies; and individual differences perspective, which states that intelligence and self-esteem largely drive an individual's media choice.

Given these differing theories, Uses and gratifications theory is unique in its assumptions:

- The audience is active and its media use is goal oriented
- The initiative in linking need gratification to a specific medium choice rests with the audience member

- The media compete with other resources for need satisfaction
- People have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use.
- Value judgments of media content can only be assessed by the audience.(McQuail, Windahl, 1993: 290)

About the Heuristic approach of Uses and gratifications theory, it should be said that Katz, Blumler, and Gurevitch synthesized that UGT's approach was focused on "the social and psychological origins of needs, which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure (or engagement in other activities), resulting in need gratifications and other consequences, perhaps mostly unintended ones."

According to Katz, Blumler and Gurevitch's research there were five components comprising the Uses and Gratifications Approach. The components are:

1. The audience is conceived as active.
2. In the mass communication process, much initiative in linking gratification and media choice lies with the audience member.
3. The media compete with other sources of satisfaction.
4. Methodologically speaking, many of the goals of mass media use can be derived from data supplied by individual audience members themselves.

Value judgments about the cultural significance of mass communication should be suspended while audience orientations are explored on their own terms.

The other theory used in this research is social learning. Social learning theory is a theory of learning and social behavior which proposes that new behaviors can be acquired by observing and imitating others. It states that learning is a cognitive process that takes place in a social context and can occur purely through observation or direct instruction, even in the absence of motor reproduction or direct reinforcement. In addition to the observation of behavior, learning also occurs through the observation of rewards and punishments, a process known as vicarious reinforcement. When a particular behavior is rewarded regularly, it will most likely persist; conversely, if a particular behavior is constantly punished, it will most likely desist. The theory expands on traditional behavioral theories, in which behavior is governed solely by reinforcements, by placing emphasis on the important roles of various internal processes in the learning individual.

In the 1940s, B.F. Skinner delivered a series of lectures on verbal behavior, putting forth a more empirical approach to the subject than existed in psychology at the time. In them, he proposed the use of stimulus-response theories to describe language use and development, and that all verbal behavior was underpinned by operant conditioning. He did however mention that some forms of speech derived from words and sounds that had previously been heard (echoic response), and that reinforcement from parents allowed these 'echoic responses' to be pared down to that of understandable speech. While he denied that there was any "instinct or faculty of imitation", Skinner's behaviorist theories formed a basis for redevelopment into social learning theory. In summary, it should be said that social learning theory integrated behavioral and cognitive theories of learning in order to provide a comprehensive model that could account for the wide range of learning experiences that occur in the real world. As initially outlined by Bandura and Walters in 1963 and further detailed in 1977, key tenets of social learning theory are as follows:

1. Learning is not purely behavioral; rather, it is a *cognitive* process that takes place in a social context.

2. Learning can occur by observing a behavior *and* by observing the consequences of the behavior (vicarious reinforcement).
3. Learning involves observation, extraction of information from those observations, and making decisions about the performance of the behavior (observational learning or modeling). Thus, learning can occur without an observable change in behavior.
4. Reinforcement plays a role in learning but is not entirely responsible for learning.
5. The learner is not a passive recipient of information. Cognition, environment, and behavior all mutually influence each other (reciprocal determinism).(Dehghan, 2003: 256)

Methodology

The survey method, also called the field method, and it is used to collect the various types of information about a place or community or a specific period of social life in which the questionnaire and the interview. It can be said that survey is a method for obtaining information about the views, beliefs, opinions, behaviors or group profiles of members of a statistical society through research. Or it also can be said that the survey is a collection of standardized methods that are used to collect information about individuals, families, or larger collections, and collecting information by questioning people who are regularly selected and grouped into sample groups. (Shahmohammadi 2015, 31) The methodology of this research is survey. It should be mentioned that documentary technique is also used for collecting data. But, in fact, data collection tool in this study, is a questionnaire made by the researcher. The population of this study is all 4000 people who use Tehran Municipality electronic services in April of this year. The sampling method of the research based on the Cochran formula is about 386. In order to ensure the reliability, five hundreds questionnaires were distributed which only 439 questionnaires were acceptable and used in the research. Internal and external validity of the study have been studied and approved by social communication experts and professors. In this study, Cronbach's Alpha coefficient is used to assess the validity of the questionnaire, which is equivalent to 0.89.

Results and Discussions

According to the data of the frequency distribution table and the percentage of respondents, it can be said that of 439 respondents, 160 persons equal to 36.6% are women and 279 men equal to 63.6% are men. The frequency distribution table and percentage of respondents' age indicated that 33 people, equivalent to 7.5% of respondents placed in the age group of 20 to 25 years old, 93 equal to 21.2% in the age group of 25-30, 100 equal to 22.8% in the age group of 30-35 years old, 69% means 15.7% in the age group of 35-40 years, 50 respondents in the age group of 40-45, 44 in the equivalent 0.10% in the age group of 45-50 years old, 29 persons, 6.6% in the age group of 50-55 years, and 21 in the age group of more than fifty years old, equal to 4.8%. According to the data of the frequency distribution table and the percentage of respondents' education level, it can be said that of 439 respondents, 28 were equivalent to 4.6% had a diploma, 45% equivalent to 10.3% had an apprenticeship degree, 188 equal to 42.8% had a bachelor's degree, 169 people equal to 538% had a master's degree, and 9% had a doctorate degree of 1.2%. From the table of information on the frequency distribution and percentage of respondents' jobs, it can be said that of 439 respondents, 298 people equivalent to 67.9% had government jobs, 101 people equivalent to 23.0% free, 20 people equivalent to 4.6% has chosen the Housekeeper option and 20 people, equivalent to 4.6 said that they are unemployed. About the hypothesis tests are as follow:

The first hypothesis of this study suggests that there is a significant relationship between the Tehran Municipality electronic service and citizens' satisfaction.

		citizens' satisfaction	electronic service
citizens' satisfaction	Pearson	1	0.532
	Sig		000
	frequency	435	435
electronic service	Pearson	0.532	1
	Sig	000	
	frequency	435	435

According to above data, it should be said that there is a significant relationship between the Tehran Municipality electronic service and citizens' satisfaction. Thus, the result showed that the null hypothesis disapproved and the statistical hypothesis approved

The second hypothesis of this research suggests that there is a significant relationship between the security and confidentiality of information of Tehran Municipality electronic service and citizens' satisfaction

		citizens' satisfaction	confidentiality of information
citizens' satisfaction	Pearson	1	0.438
	Sig		000
	frequency	439	439
confidentiality of information	Pearson	0.438	1
	Sig	000	
	frequency	439	439

According to above data, it should be said that there is a significant relationship between the security and confidentiality of information of Tehran Municipality electronic service and citizens' satisfaction. Thus, the result showed that the null hypothesis disapproved and the statistical hypothesis approved.

The third hypothesis of this study suggests that there is a significant relationship between the fair information distribution of Tehran Municipality electronic service and citizens' satisfaction.

		citizens' satisfaction	fair information distribution
citizens' satisfaction	Pearson	1	0.515
	Sig		000
	frequency	435	433
fair information	Pearson	0.515	1

distribution	Sig	000	
	frequency	433	436

According to above data, it should be said that there is a significant relationship between the fair information distribution of Tehran Municipality electronic service and citizens' satisfaction. Thus, the result showed that the null hypothesis disapproved and the statistical hypothesis approved

The fourth hypothesis of this study suggests that there is a significant relationship between the variety of Tehran Municipality electronic service of and citizens' satisfaction.

		citizens' satisfaction	variety of electronic service
citizens' satisfaction	Pearson	1	0.507
	sig		000
	frequency	435	435
variety of electronic service	Pearson	0.507	1
	sig	000	
	frequency	435	435

According to above data, it should be said that there is a significant relationship between the variety of Tehran Municipality electronic service of and citizens' satisfaction. Thus, the result showed that the null hypothesis disapproved and the statistical hypothesis approved

Conclusion

The first hypothesis of this study suggests that there is a significant relationship between the Tehran Municipality electronic service and citizens' satisfaction, It can be said that the results obtained from this hypothesis are related to the theories of communicative action, social constructivism, and use and satisfaction, also, the results of the research are aligned with Ali Asghar Khorrami Sharif, Ali Asghar Golchin Arani and Amir Hossein Raissi.

The second hypothesis of this research suggests that there is a significant relationship between the security and confidentiality of information of Tehran Municipality electronic service and citizens' satisfaction, It can be said that the results obtained from this hypothesis with the theories of use and gratification, cognitive and behavioral theory, also, the results of the research are coordinated by Marzieh Firoozafar, Amir Hossein Raisi and Vahideh Mozaffari.

The third hypothesis of this study suggests that there is a significant relationship between the fair information distribution of Tehran Municipality electronic service and citizens' satisfaction, It can be said that the results obtained from this hypothesis with the theory of use and gratification, social constructivism, also, the results of the research are aligned with Ali Asghar Golchin Arani, Akram Najafi and Ali Asghar Khorrami Sharif.

The fourth hypothesis of this study suggests that there is a significant relationship between the variety of Tehran Municipality electronic service of and citizens' satisfaction, It can be said that the results obtained from this hypothesis are based on the theory of social learning, use and

gratification, social constructivism, also, the results of the research are aligned with Ali Asghar Golchin Arani, Ali Asghar Khorramisharif and Farajollah Rahimi.

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