

# **The Impact of Greater Amman Municipality E-services on Citizens' Satisfaction**

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## **Abstract**

This thesis aimed to identify the most impactful dimension on e-services provided by Greater Amman Municipality, which was examined by the citizens who used these services. Most importantly, this study seeks to know which of these dimensions has the greatest impact on citizens' satisfaction of GAM e-services.

In addition, the researcher used the moderator variables such as (Age, Gender, Income level, and Education) in order to find out its impact on the GAM e-services and citizens' satisfaction. Specifically, the study found and assessed the quality of e-services and its dimensions that are (tangibility, reliability, responsiveness, assurance and empathy), awareness of e-services as independent variables that affect citizens' satisfaction as a dependent variable in GAM, and the impact of demographic variables as a moderator variable on the original relationship between the independent and dependent variable. Under the above framework, this study formulated thirteen hypotheses and two main variables (quality of e-services and awareness of e-services). Data were collected from 400 respondents who use e-services in Amman, the capital city of Jordan. Moreover, the study questionnaire was uploaded online using Google forms. Depending on multiple and simple linear regression, hierarchical regression and analysis of variance (ANOVA), the empirical analysis indicated that there is a significant impact of Greater Amman Municipality e-services on citizens' satisfaction and the active users of Greater Amman Municipality website. Furthermore, awareness of e-services was the most impactful dimension on citizens' satisfaction based on the statistical analysis then comes the empathy factor and lastly, the (responsiveness, tangibility, reliability, assurance) factors respectively.

***Keyword: GAM, Quality of e-service, SERVQUAL, Awareness of e-service, Citizens' satisfaction, Jordan.***