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Abstract

In this thesis, the meaning of website quality and the parameters that affect on it were surveyed entirely. The most important factors of website quality that may cause a website to be more useful and also to become more successful were found.

In this research first of all, in literature review that is in chapter two, the meaning of market, electronic market, Business to customer (B2C) form of the electronic commerce and also more recently specific website issues are going to be mentioned. At the half-end of chapter two, website quality as one of the most important and effective factors of website specific issued was illustrated completely.

In the chapter three the research methodology of this thesis was designed that is how to rank all the affected parameters on website quality by help of technique for order preference by similarity to ideal solution (TOPSIS) and then to compare all the result of it by fuzzy TOPSIS with using fuzzy trapezoid numbers. Then it will shows how to interview with expert just in order to make the pairwise matrix so that it will give all the ranking factors weight through using analytical hieratical process (AHP), using fuzzy trapezoid numbers too. Finally, eight of the most important factors of website quality was ranked through the fuzzy TOPSIS and then were weighted through the AHP fuzzy.

In chapter four, data gathering and analyzing the data that included the description of TOPSIS, fuzzy TOPSIS, and fuzzy AHP methods with trapezoid numbers and also the calculation tables was demonstrated completely. At the end in the chapter five, there is a conclusion part of thesis and the references in follows.

Keywords: Website quality, information quality, system quality, service quality, vendor specific quality
Acknowledgment

I am extremely grateful to God for without His mercy and comfort this thesis would not have been accomplished.

I would like to record my special gratitude to Dr. Montazer and Dr. Limayem, my supervisors whilst I was undertaking my research, where through their constant support, guidance and understanding of my writings until the completion of this thesis will not be forgotten.

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Many thanks also go to my parents and to my relative for their patience and support over the years. They have had to endure what at times appeared to be the never ending saga of the development of the thesis.

My final and most heartfelt thanks go to my loyal and wonderful husband Dr. M. R. Mahmoody.

He has been behind the research thought out the whole period and has given selflessly of his time and energy to encourage, to give constructive criticism and to help out with theoretical queries. It is truly our research.
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## Appendix

### 4.1. Questionnaire

According to the affective factors on website quality, it is requested to fill this table and specify the importance of each factor as below:

1= not important      2=low important    3=average      4=important    5=very important

<table>
<thead>
<tr>
<th>No.</th>
<th>Parameters</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Coherence (Refers to the degree to which the environmental landscape hangs together, easy to understand &amp; clear)</td>
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<td>2</td>
<td>Complexity (Richness of the elements in a setting)</td>
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<td>3</td>
<td>Legibility (Distinctiveness, by possessing a memorable component, a landmark, a scene facilitates finding one’s way)</td>
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<td>4</td>
<td>Mystery (Enhances one’s desire to explore a space by conveying the feeling that much more can be found if one keeps on going)</td>
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<td>5</td>
<td>Relevance (Relevant depth and scope, and completeness of the information)</td>
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<td>6</td>
<td>Usefulness (Website has lots of benefits for users)</td>
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<td>7</td>
<td>Specialization (Adjusted Related information)</td>
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<td>8</td>
<td>Website navigation (Website’s capability to provide alternative interaction and navigating techniques)</td>
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<td>9</td>
<td>Personalization (Making personal files for customers)</td>
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<td>10</td>
<td>Currency (The state of being in common or general use)</td>
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<td>11</td>
<td>Security (Quality or state of being secure)</td>
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<td>12</td>
<td>Classification of needs (Basic, performance or excitement needs)</td>
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<td>13</td>
<td>Technical efficiency (Do the right things)</td>
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<td>14</td>
<td>Web design (Architecture of the website)</td>
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<td>15</td>
<td>Reliability (Ability to perform the promised service dependably and accurately)</td>
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<td>16</td>
<td>Responsiveness (To be able to response to customer needs)</td>
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<td>17</td>
<td>Trust (Customer should have confidence to the website)</td>
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<td>No.</td>
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<td>18</td>
<td>Customer expectations and Satisfaction (What customers really want)</td>
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<td>19</td>
<td>Awareness (Existence of a critical mass who knows and experiences the website)</td>
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<td>20</td>
<td>Reputation (Overall quality as seen or judged by online consumers)</td>
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<td>21</td>
<td>Price saving (Lower the cost of online purchasing)</td>
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<tr>
<td>22</td>
<td>Comparative Performance (Pay attention to performance of competitors)</td>
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<td>23</td>
<td>In your opinion, is there any import factor which affect on website quality? Please write them.</td>
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چکیده پایان نامه

شناختی عوامل موثر بر کیفیت ویگاه‌های تجاری ویگاه به مشتری در ایران با استفاده از نظریه فازی

(مورد کاوی: کتابفروشی‌های الکترونیکی)

این پژوهش به جویی شناخت و بررسی ویگاه‌های الکترونیکی و عوامل تأثیرگذار بر کیفیت آنها و چگونگی اثر گذاری بیشتر و مطمئن‌تر یک ویگاه الکترونیکی می‌باشد.

نخست و در بخش اول مفاهیم بازار، بازار الکترونیکی، مدل بیشتر در تجارت الکترونیک و همچنین آخرين عوامل داشته و باگاه‌ها در این به نام شناخت و بررسی قرار گرفته است. پس از آن در دوبلین بخش کیفیت ویگاه به عنوان یکی از مهم‌ترین شاخص‌های عملکردی به طور جامع تشریح شده است. در فصل سوم روش و مدل‌سازی تحقیق معرفی گردیده است که طی آن چگونگی درجه بندی عوامل تأثیرگذار بر کیفیت ویگاه‌ها با استفاده از روش‌های تحلیلی Fuzzy TOPSIS و TOPSIS و Fuzzy AHP و AHP و وزن هر مشخصه با کمک روش‌های تجزیه و تحلیل داده های جمع آوری شده دارد که طی آن هشت فاکتور از مهم‌ترین فاکتورهای تأثیرگذار بر کیفیت ویگاه‌های با کمک روش‌های مشخص شده تحلیلی، رتبه بنی‌شده و وزن هر کدام مقرر گردیده است.

در پایان و در فصل چهارم، نتایج استخراج شده از پژوهش به همراه پیشنهادات برای مطالعات آینده مشخص شده است.

کلیدواژه‌ها: کیفیت ویگاه، کیفیت اطلاعات، کیفیت سیستم، کیفیت سرویس، کیفیت رقبا در بازار

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