2020

Country Reputation and Corporate Reputation in e-Government Context: A Mixed Method Study of UAE

Fatima Al Ali
University of Wollongong

Country Reputation and Corporate Reputation in e-Government Context: A Mixed Method Study of UAE

This thesis is presented as part of the requirements for the degree Doctor of Philosophy

By

Name: Fatima Al Ali (3253387)

Faculty of Business and Management

University of Wollongong in Dubai

Supervisors:

Principal Supervisor:

Prof. Vijay Pereira

Co-Supervisor:

Prof. Melodena Stephens Balakrishnan

Publications

Al Ali, F., Stephens, M. and Pereira, V., 2020. The Effect of Perceptions of Government Service and Reputation on Nation Happiness. Dubai: UAE Public Policy Forum. Available at: <https://www.uaepublicpolicyforum.ae/wp-content/uploads/2020/02/Perceptions_of_government.pdf> [Accessed 18 February 2020].

Declaration

I hereby declare that this thesis entitled “Country Reputation and Corporate Reputation in e-Government Context: A Mixed Method Study of UAE” submitted in partial fulfilment of the requirements for the degree of Doctorate of Philosophy is my own work unless otherwise acknowledged. No material of this thesis has previously been submitted for another degree or qualification at any other university or academic institution.

بسم الله الرحمن الرحيم

Abstract

The academic study of country reputation is still relatively limited and new. This doctoral research investigates the impact of country reputation and corporate reputation in the e-government context in the United Arab Emirates (UAE). The transformational approach adopted by the UAE government and their leadership specifies the future directions through their vision and strategic objectives to assure the country's competitiveness among other countries around the world. The ultimate vision and goal of the country is to leverage the well-being and happiness of its citizens through government services in different government fields including e-government services. Thus, this research investigates the effect of country and corporate reputation on customer loyalty, customer happiness and overall happiness thorough the quality of the e-government services provided.

A mixed method approach was used in this research starting with an exploratory study using qualitative methodology (Phase 1) by conducting interviews and a focus group. This was followed by a quantitative study (Phase 2) using structural equation modeling for the data collected through questionnaires. In phase 1 of the research design, the sample consisted of twelve decision makers in government organizations (including ministries and managers). In addition, seven customers who used e-government services were asked about their perceptions about country and corporate reputation and customers' outcomes.

Phase 1 results reveal how customers and decision makers in government organizations define country and corporate reputation by identifying their dimensions. Besides, the results show the related customer outcomes such as e-service quality, customer loyalty and happiness, and overall happiness. Furthermore, additional information emerged from this phase by supporting the applicability of signaling theory in showing the connection between the country and its organization and e-government customers. Thus, a conceptual framework was developed that shows the impact of country reputation on customer loyalty and happiness by providing high quality e-government service mediated by corporate reputation.

Phase 2 of the research design included 437 customers who used e-government services in UAE. The participants were asked about their perceptions pertaining to country and corporate reputation, e-service quality, e-loyalty, customer happiness and overall happiness.

By analyzing the data collected in phase 2, the findings indicate that corporate reputation moderate the relationship between country reputation and e-service quality. Besides, the results show the direct impact of country reputation on corporate reputation, the impact of e-service quality on e-loyalty and customer happiness and the direct impact of customer happiness on overall happiness. However, the results show that there was no direct effect of country reputation on e-service quality and e-loyalty on customer happiness. Thus, the findings extend signaling theory by highlighting the role of country and its government by signaling clear signals to its customers to maintain their happiness and loyalty. This contributes to the literature at a national and corporate level.

The current research extends the literature on country reputation as it can be considered as one of the limited studies examining the direct and indirect effect of country reputation on customers' outcomes (e-loyalty, customer happiness and overall happiness) in the e-government context. The findings confirm that a country's reputation, including its leadership directions, provision of e-government services and focus on innovation, send to the citizens messages about its reputation that uplift their expectation to be provided with high quality e-government services through their government organizations. This, in turn, affects their loyalty to keep using these services and contributes to their happiness. This study responds to the call for further research about the direct and indirect influence of country reputation from its internal perceptions to influence the outside perceptions.

Finally, this research will help other researchers to continue investigating the role of country reputation in government and the services contexts in the UAE and other countries. Moreover, this study will help managers to align the strategic visions and objectives with the country's vision through their main role in providing services for the community that will strengthen the positive perception of its citizens and customers toward these organizations and the country.

Keywords: Country Reputation, Corporate Reputation, E-government, E-quality, E-loyalty, Customer Happiness, Overall Happiness.

Acknowledgements

In the name of Allah, the most gracious and the most merciful…

All gratitude goes to Almighty Allah for his blessings that helped me throughout out my life and to accomplish this journey.

I owe my sincere thankfulness to many people for their various support with this thesis. First, I would like to thank my parents for their continuous and unconditioned support in all my life. I am truly grateful to all of them for their support, love, patience and the power provided through their prayers that sustained me thus far.

I would like to express sincere thanks to my supervisor Professor Melodena Stephens Balakrishnan for her support, invaluable guidance, encouragement and positivity throughout all stages of this research. I thank her for standing by me even when she was away. Many thanks to Professor Vijay Pereira for his advice, support and valuable insight during his supervision.

I also appreciate all the participants who generously agreed to participate in interviews, focus group and surveys that helped provide data for this research. I extend my thanks to those who helped me reach those participants and to those experts who offered their time and expertise and helped by reviewing and translating the research instruments and transcripts.

Finally, my sincerest gratitude goes to my friends and colleagues who have helped me in so many ways in this journey.

Dedication

I dedicate this thesis to my beloved father, Mohamed Al Ali, who passed away before having a chance to live this moment with me and left a deep void in my life. I humbly offer this thesis in honour to his blessed soul. I also dedicate this thesis to my beloved mother, Aisha Abdulla, who is always proud of me and provided unconditional love, support and motivation during my years of education.

Contents

Lists of Tables

List of Figures

List of Abbreviations

ACSI	American Customer Satisfaction Index
AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
CBR	Customer-Based Reputation
CCO	Country of Origin
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMT	Canadian Common Measurement Tool
CPV	Customer Perceived Value
CRI	Fombrun-RI Country Reputation Index
CRS	Corporate Social Responsibility
DESA	Department of Economic and Social Affairs
e-Government	Electronic Government
E-services	Electronic Services
ECSI	European Customer Satisfaction Index
ECT	Expectation-Confirmation Theory
EDGI	E-Government Development Index
EFA	Exploratory Factor Analysis
G2B	Government to Business
G2C	Government to Citizen
G2G	Government to Government
GDP	Gross Domestic Product
H	Hypothesis
HCI	Human Capital Index
ICT	Information and Communication Technology
IFI	Incremental Fit Index
ISS	Information System Success
KMO	Kaiser-Meyer-Olkin
NBI	Anholt’s Nation Brand Index
NFI	Normed Fit Index
NNFI	Non-Normed Fit Index

OECD	Organization for Economic Co-Operation and Development
OSI	the Online Services Index
R&D	Research and Development
RDS	Respondent-Driven Sampling
RMR	Root Mean Square Residual
RMSEA	Root Mean Square Error of Approximation
RQ	Reputation Quotient
SCSB	Swedish Customer Satisfaction Barometer
SDGs	Sustainable Development Goals
SEM	Structural Equation Modelling
SPSS	Statistical Package for the Social Sciences
TAM	Technology Acceptance Model
TII	Telecommunication Infrastructure Index
TLI	Tucker-Lewis Index
TPB	Theory of Planned Behavior
UAE	United Arab Emirates
UN	United Nations
UOW	University of Wollongong
VIF	Variance Inflation Factor
WOM	Word of Mouth

Chapter 1: Introduction

This section describes salient points about the importance of country reputation and corporate reputation in the context of e-government services in the public sector. First, it provides the background and the significance of this empirical research. Second, it discusses areas of potential improvement in this field of studies. Third, it presents the thesis objectives and research questions. Finally, it outlines the structure of this research.

1.1. Research Background and Rationale

1.1.1. The importance of country reputation

The concept of country reputation has gained a great deal of attention lately due to its important role in positioning the country globally among other countries and the outcomes produced from it, such as products and services (Zeng et al., 2011). In addition, gaining and maintaining strong reputation ensures raising the country's influence in international politics and its credibility (Yan, 2008). Due to globalization, countries tend to improve their financial markets and investment to compete between each other, which raises the importance of considering country reputation (Yousaf & Salem, 2016). Competition is triggered not only between organizations, but also between countries. Hence, nations try their best to communicate their good reputation internationally to assure winning in their competition with each other (Fan, 2010) as it's also reflected by the various competitive rankings of countries.

There are many indices concerned with the measurement of reputation of countries. There are different approaches to measurement such as Country RepTrak, Good Country Index, Country's international Reputation Index and Best Countries Ranking. For instance, according to Reputation Institute, reputation of countries is measured based on three main factors: advanced economy, appealing environment and effective government. According to its study published in 2019 about the country reputation ranks, Sweden is considered number one for its reputation for its healthcare system and gender equality. On the other hand, the report showed some decline in the ranks of some well-known countries such as US. The report stated that the reason the US dropped to 36 ranking is because of lack of trust of the internal and external stakeholders with the country. According to Valet (2019), having a good economy is not enough if the country is not concerned about the society's progress.

Another example of the reputable countries is in the U.S. News Ranks 2020 Best Countries report that measure the reputation of 73 countries in the world based on their contribution to the world's GDP (Knowledge@Wharton, 2020). According to this report, the best country in 2020 is Switzerland which is ranked highest for the banking industry, income equality, entrepreneurship and safety. Canada ranked number 2 based on several dimensions such as economic stability, income equality, family life and good job marketplace. It can be seen how the government of any country contributes to the country's reputation through its policies and directions. As stated by Reibstein, "I think government plays a huge role in it –what the government policies are, but also what it is that they invest in and make sure exists within their country. Neutrality of Switzerland - that's a government decision" (Knowledge@Wharton, 2020, para. 9). Accordingly, governments nowadays consider reputation to be a critical asset for long term success for their countries (Fehlmann, Grahlow & Passow, 2005; Jain & Winner, 2013).

It can be observed that as the competitiveness among countries increased internationally, government organizations started taking steps to raise the competitiveness of their countries' economies to improve their innovativeness and macroeconomic results. The main objective of these efforts is to attract new investments, skilled employees and residents, and to find new resources to finance the countries' projects and initiatives (Szwajca, 2017). In order to achieve these objectives, governments adopt numerous tools and methods. One of these tools is marketing and several aspects of a country such as local products, suitable investment setting, landscapes and natural resources and local hospitality are promoted (Supeková & Janáková, 2014, as cited in Szwajca, 2017, p. 100). Hence, in order for the governments to ensure their competitiveness, they focus on good reputation by promoting several key aspects of the country, including its services.

In this era, which is considered contemporary and is based on knowledge, information and economy, reputation is considered the most important element to ensure development and strategic advantage. The importance of reputation is rising gradually because of the continuous changes in the social, cultural, technological, and political fields (Szwajca, 2017). According to Passow et al. (2005), there are several reasons that justify the importance of managing country reputation. First, a country functions in a competitive environment. Second, a country depends on resources to operate. Third, a country needs vision and strategic objectives. Fourth, the function of a government can be compared with the general function of a company (Passow et al., 2005). Accordingly, a good reputation is essential for individuals, non-profit organizations, business organizations, and countries (Szwajca, 2017).

Passow et al. (2005) claim that country reputations are the collective images of a country over a long period of time. Country reputation is formed as a consequence of the continuous evaluation of the aspects and the activities of its representatives such as governments and public organizations and institutions (Szwajca, 2017). Thus, two types of stakeholders or entities evaluate the country reputation; external and internal stakeholders. External stakeholders include other government and public sector organizations, media, the public and the international community, while internal stakeholders include citizens, residents and other customers (Szwajca, 2017). Customers are considered as a key stakeholder who evaluate the country and its reputation through the quality of products and services provided and delivered (Caputa, 2015 cited in Szwajca, 2017, p. 106). These are considered the most straightforward factors related to any country. It is claimed that the services provided are the more powerful factor compared to other factors associated with a country, such as tourism or housing conditions, because they are available for everybody anywhere. Therefore, customers often take a decision based on their experience with the services provided that relate to the country, taking into consideration its image and reputation (Michaelis, Woisetschläger, Backhaus & Ahlert, 2008; Berens, Fombrun, Ponzi, Trad & Nielsen, 2011; Szwajca, 2017).

In the literature, reputation as a concept has been considered more as a corporate phenomenon than a country's phenomenon. From a corporate perspective, an organization's reputation is built around corporate images and actions (Fombrun & Shanley, 1990). Thus, organizations can build their reputation from practices that shape their identity and lead customers to perceive organizations as "credible, reliable, trustworthy and responsible" (Fombrun, 1996, p. 28; Passow, Fehlmann & Grahlow, 2005, p. 311). Likewise, the country which is considered, like any corporation or large entity, must manage its reputation to gain a competitive advantage, to maintain customers, and to invest more in building effective employees and partners (Alnemr, Koenig, Eymann & Meinel, 2010). Hence, today, governments are "increasingly becoming the brand managers of their country" (Christelis, 2006, p. 14).

Country reputation as a concept is usually used interchangeably with other concepts such as country image, country branding, national branding (Passow, Fehlmann, & Grahlow, 2005). Thus, in this study, country reputation, country image, national branding and other related concepts which are used interchangeably are studied.

1.1.2. Country reputation and corporate reputation

As it is important for countries to develop their reputation to gain competitive advantage in different fields, organizations are benefiting from country reputation by enhancing their internal organizational culture that, therefore, will result in providing better public services (Olins, 1999). Thus, governments play a proactive role in shaping a country's reputation that attract investments, encourages trading, increases tourism and gains political affect (Baker & Ballington, 2001; Van Ham, 2001; Fan, 2006; Anholt, 2007; Dinnie, 2008; Moilanen & Rainisto, 2008). Although tourism is considered the most popular field studied for enhancing country branding or reputation, there are several calls to consider other fields that can enhance country reputation taking into consideration corporate reputation (Lopez, Gotsi & Andriopoulos, 2011). As claimed by Olins (1999), corporate reputation and country reputation almost describe each other. Thus, in this study it is important to highlight the importance of country reputation and its relationship to corporate reputation. Especially as governments often offer services and products through their official representatives.

Corporate reputation is defined and measured by how its stakeholders perceive and evaluate the organization (Fombrun, 1996). It is created within the organization itself. Reputation needs a long period of time to be created (Dierickx & Cool, 1989; Roberts & Dowling, 2002) and gives the organization a unique reputation that makes it difficult for its competitors to imitate (Aaker, 1989; Grant, 1991). Accordingly, similar to country reputation, corporate reputation is also considered an important source of competitive advantage (Hall, 1993; Fombrun, 1996; Chang & Zhu, 2011).

Many studies of corporate reputation claim that a good reputation is associated with several outcomes such as high financial performance, better sales and market share, customer satisfaction, trust, word of mouth support, loyalty and perceived quality of products produced (Shapiro, 1982; Weigelt & Camerer, 1988; Yoon, Guffey & Kijewski, 1993; Lafferty & Goldsmith, 1999; Roberts & Dowling, 2002; Walsh & Beatty, 2007; Walsh & Bartikowski, 2013). It is very important for organizations to improve their reputation because it has an impact on stakeholders' perceptions, attitudes and behaviors (Frooman, 1999; Matarazzo, Lanzilli & Resciniti, 2018). Therefore, government organizations should understand the concept of reputation by considering their relationship with their stakeholders because they record the behavior of these organizations based on long term relationships and interactions between them.

There are three levels of government reputation: macro level, meso level and micro level. The first level is impacted by the social and political climate and the economy, while the second level concerns the trustworthiness and the performance of government organization. The third level is considered the product level; mainly the government services and the competency of servicing the public (Fombrun & van Riel, 2004; Luoma-aho, 2008). Thus, to maintain a good reputation, more investments are required, especially in public sector organizations as they provide intangible products, and services compared to the private sector organizations that provide tangible products (Fombrun, 1996). As the stakeholders examine the reputation of the organizations and decide which one is more reputable, they also make the same judgment about the country reputation and its value as do the customers, employees and investors (Kelley, Hemphill & Thams, 2019). Accordingly, as a stakeholder, customers make judgments about many features of a country based on its reputation including services provided by government organizations in country.

According to Kelley, Hemphill and Thams (2019), places such as countries are considered as entities and people draw images of them. Country reputation is formed through repeated personal interactions and experiences (Martin & Erdgu, 1993; Kunczik, 1997). As argued in previous research, organizations are considered to be ambassadors in influencing the reputation and the images of the country (Olins, 1999; van Ham, 2001; Anholt, 2003; Dinnie, 2008). It is therefore, important to highlight both country and corporate reputation in this research.

1.1.3. The role of government in services contexts

Governments are the largest service providers in the world (da Silva & Batista, 2007) and play an important role in providing essential services to enhance the citizens' quality of life. However, in most journal articles that report on e-government services, the customers are considered the users of the services and can be citizens or residents (Al-Khouri, 2012). Accordingly, in the context of this present paper, citizen refers to nationals and residents and, as with other articles, the customer (Al-Khouri, 2012; Shareef, Dwivedi, Kumar & Kumar, 2016; Kulkarni & Robles-Flores, 2019).

Every government emphasizes building relationships with its citizens through its activities. Citizens interact with different public departments and agencies, creating (or at least being in) a long-term relationship. Therefore, it is very important for any government to assess the satisfaction of its citizens by considering them as its customers (Kumbhar, 2012). This means that they should be identifying their needs and being willing to hear their voices (Tembo, 2012; Al-Khouri, 2012). The customers' opinion is very important for improving government responsiveness and knowing the customers' preferences allows the government to improve its capabilities to create more effective initiatives and programs (da Silva & Batista, 2007).

Citizens' behaviors are strongly impacted by their degree of satisfaction with the goods or services provided (Zeng, Hu, Chen & Yang, 2009). Dissatisfied customers may take several actions such as spreading negative word of mouth, raising complaints, and reducing their rate of purchase (Zeithaml et al., 1996; Mittal et al., 1998; Kim, Kim & Heo, 2019). Negative experiences affect customers' behaviors more than positive ones (Kim, Kim & Heo, 2019). Accordingly, governments shift their mindsets to focus on engaging citizens as an accelerator in improving the quality of their services which help them avoiding civil unrest as experienced in some of Arab countries during the Arab Spring (Al-Khouri, 2012).

Ultimately, dissatisfaction can negatively affect perceptions about the place. Citizens prefer to live in places where their preferences are met by the government. Sometimes, dissatisfaction with government activities may result in the citizen-customer leaving for more attractive places. If they remain, they stay unsatisfied, which also affects the reputation of the place (Nigro & Císaro, 2014). This may lead to a decreasing satisfaction, and also affect the level of trust in the government (Bouckaert & Van de Walle, 2003; Van de Walle, 2018). Increasing the quality of governance will increase a citizen's satisfaction and trust (Bouckaert & Van de Walle, 2003; Beeri, Uster & Vigoda-Gadot, 2019).

Hence, the relationship between customers and governments is considered important. To be citizen-centric service providers, governments should focus on providing high-quality, customer-focused, integrated services (Al-Khouri, 2012; Singh & Singh, 2018). Initiatives concerning "reinventing government" in the public sector have increased the priority of customer service and customer satisfaction to a new level (Osborne & Gaebler, 1992; Al-Khouri, 2012; Basyal & Seo, 2018). Managing the relationship between the government and its customers is complex (Al-Khouri, 2012). In the private sector, the customers and the types of services and products they use are clearly defined. Furthermore, a business's objective is to increase revenue by focusing on customers. On the other hand, this is not the case in the government sector as the purpose of a government is to ensure that its services can be consumed by "service users, members of the public or members of the local community" (Jung, 2010, p. 441) who can be nationals or foreigners. Accordingly, government organizations should provide services according to the nature of their consumers' roles and relationships (Al-Khouri, 2012; Tembo, 2012; Chiguvi, Madondo & Dube, 2019).

1.1.4. Growth of e-government services

The development of information and communication technology (ICT) in the past few years has influenced the way individuals, organizations and governments perform. Information and communication technology is considered a powerful tool that helps in motivating development, maintaining growth, encouraging innovation and improving competitiveness (Chau & Hu, 2001). Today, the Internet is becoming an important channel in societies for sharing and distributing information, products and services (Alawneh et al., 2013). Information and communication technology helps to accelerate the improvement and development of services provided for the citizens (Setyono, Handoko, Salam, Noersasangko & Waluyo, 2019). Thus, many governments nowadays respond to their customers' needs by providing services and important information through the Internet (Meiaad, Ahmad & Hussain, 2019); this is called e-government (ASPA, 2002; UN, 2002;). E-government utilizes ICT and other web-based technologies to improve efficiency in delivering and accessing government services for all kinds of stakeholders in government-to-citizen (G2C), government-to-government (G2G), and government-to-business (G2B) relations (Carter & Belanger, 2005; Sharma et al., 2014). E-governance is considered by many countries for improvement because it provides "freedom of expression and freedom of access" to all citizens (Majeed, Niazi & Sabahat, 2019, p. 112). Thus, the level of citizens' participation determines the extent of good governance (Majeed, Niazi & Sabahat, 2019). E-government combines several government departments to contribute to economic growth and to increase the direct and indirect interaction between the citizens and the government (Majeed, Niazi & Sabahat, 2019).

Several definitions of e-government have been adopted depending on the priorities of government strategies (Relyea, 2002; Evans & Yen, 2006; Heeks & Bailur, 2007; Yildiz, 2007). West (2000) defines e-government as delivering government information and services using the Internet and other digital tools and may include opportunities for e-political activism. The Organization for Economic Co-Operation and Development (OECD) (2003) defines e-government as "The use of information and communication technologies, and particularly the Internet, as a tool to achieve better government" (Cited in Verdegem & Verleye, 2009, p. 488). Schnoll (2007, p. 23) defines e-government as "the use of information and technology to support and improve public policies and government operations, engage citizens, and provide comprehensive and timely government services". The World Bank (2007) argues that it involves using the Internet and IT tools to apply transformation for citizens and using organizations in the government sector to improve delivery of services to citizens, empower them, and increase the efficiency of organizations in the government sector. Moon and Norris (2005, p. 43) describe e-government as a "means of delivering government information and services". In addition, e-government can be defined as using technology such as Internet applications to improve delivery of services and to provide access to government information for citizens, employees, business associates and government agencies. All definitions agree that e-government is using innovative Internet applications and technology to enhance delivery of government services and information to all stakeholders, which in turn will improve the efficiency of services (Fang, 2002; Carter & Belanger, 2005). For the objective of this present study, the Schnoll (2007) definition was adopted as this definition combines several aspects such as considering policies, operations and improving them by also considering the end-user needs and expectations of e-government services.

Many governments in the world have provided online services for several reasons. First, online services provide citizens with better and quicker accessibility to government information and services. Second, compared with traditional service delivery in the government sector, e-government reduces cost and enhances the services and provides citizens with the ability to utilize e-services in a personal and cost-effective way (Bekkers & Zouridis, 1999; Backus, 2001; Prins, 2001; DeBenedictis, Howell, Figueroa, & Boggs, 2002; Heeks, 2003; Bannister, 2005; Kachwamba & Sæbø, 2011). Third, activating e-government gives the public the chance to participate in the design and process of service delivery. E-government applications provide the opportunity to improve several aspects of public performance, such as public satisfaction, efficiency, and equity at the operational level.

The UAE is considered to be an example of a country involving and engaging the citizens in their government initiatives for government improvement. The UAE provides formal channels and processes for the public to be directly linked with the government and to participate as a main stakeholder in the design and provision of the government services. Public engagement electronically is considered an essential process in government development and efficiency in the country. Thus, UAE benefits from its ICT and utilizes it to engage the citizens and to encourage their participation in the country (Salem, 2014). A strong example of utilizing the technology to engage the public and to encourage participation in the development of government services was in 2013 when national brainstorming to develop the health and education sectors was initiated. Thus, the public participated through the electronic channels and provided innovative ideas that were a great help in improving the operations and services of these sectors.

Adopting e-government leads to cost saving, improved ease of use and usefulness of services, increased levels of customer service, and more efficient collection and distribution of information for decision making (Evans & Yen, 2006; Sharma et al., 2014). E-government benefits governments by reducing corruption and by improving their financial systems to make them more effective (Kachwamba & Sæbø, 2011). An example is the use of blockchain which is a new technology that can prevent corruption and fraud (U4, 2020). Using a website to provide services and information for customers, suppliers, potential and actual employees, investors and researchers, will help build a corporate reputation among them (Chun & Davies, 2001). More importantly, e-government encourages democracy and reduces the gap between the government and the citizens (Macintosh, Robson, Smith & Whyte, 2003).

Accordingly, in order for businesses and government to survive in these modern days of competition, frequent changes and innovations, they must adopt ITC to provide the best possible services for citizens and customers (Malhotra, 2001; Kayrouz & Atala, 2014; Boldyreva, Gorbunova, Grigoreva & Ovchinnikova, 2019). In a digital world, governments who partially adopt these changes and use old fashion ideologies, management systems and governance, expose themselves to missing the future promises (Kayrouz & Atala, 2014).

Previous research in e-government highlights the main elements that should be considered to improve the adoption of e-government in developing countries. They include the quality of the websites, trust, online service quality and self-efficiency (Majeed et al., 2019). Therefore, e-government provide an opportunity for governments to improve the quality of the services provided to the public, to shape a transparent image of the government, and to respond to the cautiously changing demands in an effective way (Setyono et al., 2019).

1.1.5. United Arab Emirates (UAE) Context

1.1.5.1. UAE vision and competitiveness

As argued by Anholt (2005), a strong country reputation is recognized when the country's government, actions, initiatives and investments are aligned with a clear vision. Moreover, country reputation depends on the country images created by the behavior of the leadership and people of that country in different fields and levels (Wang, 2006; Fullerton & Holtzhausen, 2012). The UAE government has been focusing on its reputation as expressed through the competitive rankings.

In 2010, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, launched a vision for the United Arab Emirates for 2021. The vision aims, after ten years from the launch, to make UAE one of the best countries in the world. Thus, the results of this vision will be announced and celebrated in the Golden Jubilee of the Union in 2021 (Vision2021, 2020). The vision consists of four main pillars as following:

- United in Prosperity
- United in Knowledge
- United in Destiny
- United in Responsibility

The main objective in the UAE national agenda is to focus on building a country that has a diversified economy and focus on tourism and commerce. This can be done through promoting an economy that is based on knowledge, emphasizing innovation and research and development, and reinforcing the governance of regulation and the value adding role of government sectors (FCSA, 2019).

The government of UAE established the ministry of happiness in 2016. The main objective of this ministry within the UAE vision is to be among the happiest countries in the world (Aljneibi, 2018). The vision focused on happiness and well-being of the society. One of the vision priorities is to make the UAE the happiest country in the world by focusing on factors and national elements that matter to the citizens, contribute to their happiness and make them proud to be UAE's citizens (Vision2021, 2019). To emphasize the country's direction toward ensuring the happiness of the society and citizens, the UAE government launched the National Strategy for Wellbeing 2031. Its objective is to support the 2021 vision to be a world leading country in quality of life by working towards several strategic objectives and initiatives that assure the well-being of the society (U.AE, 2020). The UAE government through this strategy will focus on well-being to maintain happiness which is considered the goal of the government functions and operations. Thus, ninety strategic initiatives have been adopted to be implemented by the government entities over ten years that aim to enhance the various government sectors that are directly associated with the life of citizens by focusing on areas of physical and mental health, education, life style, social relationships and government services efficiency (MOCAF, 2020).

The World Happiness Index ranks countries based on their well-being. The UAE is ranked first in well-being and happiness in the Arab region and ranked 21st globally (World Happiness Report, 2020). These results are the result of the policies, strategies and initiatives that the government worked on to promote happiness and well-being among citizens in the society. Moreover, UAE leaders focus on citizens' well-being and happiness by giving them priority in government functions to highlight their value and to cope with the challenges this goal faces (Aljneibi, 2018). Accordingly, the UAE leadership adopted the competitiveness approach to help the government sector improve the way they are working that will ensure sustainability in their growth and the well-being of the society. Therefore, the leadership used a competitive model and framework that highlights the necessary policies and strategic plans that help the country to achieve competitive advantages among other countries around the world. By collaborating with all stakeholders in implementing plans and policies helps to improve the country's ranking globally in competitiveness reports (FCSA, 2019).

United Arab Emirate leadership and government, is considered unique in the Arab world, especially when its leadership had a clear vision and clear strategic objectives to reach the country's vision (Al Dari, Jabeen & Papastathopoulos, 2018). It is also a unique country that focuses on leveraging the government organizations' performances to seek competitive advantages worldwide and to be number one in all governmental fields (such as health, safety and security, and education) and most importantly e-government or smart government infrastructure (Khan, 2014; FCSA, 2019). The UAE is considered one of the countries that consider international best practices and follows up on the performance of its government entities through strategic and operational plans in order to ensure the achievement of its vision, meet of its citizens' needs, improve performance, maintain sustainable development and achieve a global leading position. One priority that the country focuses on in its vision is to provide Seven Stars Services and to be the best among those countries in providing smart services by focusing on the quality of telecommunication infrastructure. This is measured by several key national indicators such as the Online Service Index and Network Readiness Index (TRA, 2018; World Government Summit, 2020). Accordingly, this present study is conducted considering UAE as a research context and its e-government services.

According to the UAE leadership’s ambitious vision, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai guided the government organizations to transfer their services to electronic services. This resulted in the rank of UAE in 2000 rising to be the first in the region and the seventh country in the world to implement e-government projects (TRA, 2018).

In 2013, His Highness launched a new initiative by directing all government (federal and local) entities to step forward by providing innovative government services through mobile or smart phones within 24 months using the resources in effective and efficient ways. The main objective of this initiative was to push the government organizations to provide innovative services to the customers that ensure their ability to access services using portable and smart devices twenty-four hours a day, seven days a week (Khaleej Times, 2013). This initiative was launched to ensure that customer needs and expectations are met and to develop government services to achieve the ultimate goal of the UAE vision 2021 which is ensure a high quality of life for UAE citizens. Thus, the leadership in UAE believes that services in this country should be provided based on international standards and to place the service centers in each customer’s phone to be available any time anywhere. As His Highness said, “A successful government reaches out to the citizens rather than wait for them to come to it” (Khaleej Times, 2013).

As a result of leadership commitment and their long-term vision, and based on the results published in the E-Government Development Index (EDGI) Survey 2018 released by the UN Department of Economic and Social Affairs (DESA), the United Arab Emirates had remarkable success and made significant progress. It is considered one of the leading countries in the most important indicators in this report globally (TRA, 2018).

First, the Online Services Index (OSI) ranked the UAE number six globally and first in the Gulf, Arab and West Asia region. The UAE is ranked similar to the top countries in the world, such as Sweden, while overcoming other countries such as Portugal, Russia, Germany, Canada and Estonia. This index includes four levels of service development. The first level consists of emerging information services that assure provision of government information online for customers. The second level includes providing online handouts about lows, policies, regulations and other downloads in order to enhance the information provided online. On the other hand, the third level consists of the direct online interaction between the customers and the government organizations. Finally, the fourth level cares about the level of connected services (TRA, 2018).

Moreover, the UAE is ranked second globally on the Telecommunication Infrastructure Index (TII) ahead of many other countries such as Denmark, the United States, Britain, South Korea, France and Canada. Progress has been made in these indicators and indices, which are the Online Services Index (OSI), the e-Participation Index, the Telecommunication Infrastructure Index (TII), and the Human Capital Index (HCI). The ranking of UAE in the e-Government Development Index has been improved from position 29 in 2016 to position 21 in 2018 and is ahead of so many countries, such as Canada, Italy and Ireland, considered pioneers in the field of e-transformation (TRA, 2018).

Thus, these high ranks indicate the extent to which the government of the UAE as a country is focused on improving the e-government services provided to enhance the quality of life of the customers.

As shown above, the reputation of the country and the quality of e-government services are key focus areas for the government of the UAE.

1.2. Research Gaps

Research on country reputation is still in development, especially when this concept is looked at from different contexts and different perspectives. The reputation studies have been targeting the reputation of corporations and organizations and few have focused on country reputation. This argument is supported by Dentchev and Heene (2004), Fombrun and Van Riel (2004), and Park and Berger (2004) who suggest that most of the reputation literature focuses on corporations.

Moreover, most of the country reputation studies, examine foreign public perceptions about the focal country from a country of origin perspective and framework and ask for perceptions about products (e.g. Yang, Shin, Lee & Wrigley, 2008; Kang & Yang, 2010; Godey et al., 2012; Rezvani et al., 2012; Jain & Winner, 2013; Holtzhausen & Fullerton, 2015; Fullerton & Kendrick, 2017). Most studies highlight the concept of country image and nation branding from a country of origin (COO) perspective and their association with different variables seeking customers' perspectives of product and services (Bruning, 1997; Chao et al., 2005), service quality (e.g. Pecotich et al., 1996; Ahmed et al., 2002) and other service related variables (e.g. Wetzels et al., 1996; Al-Sulaiti and Baker, 1997).

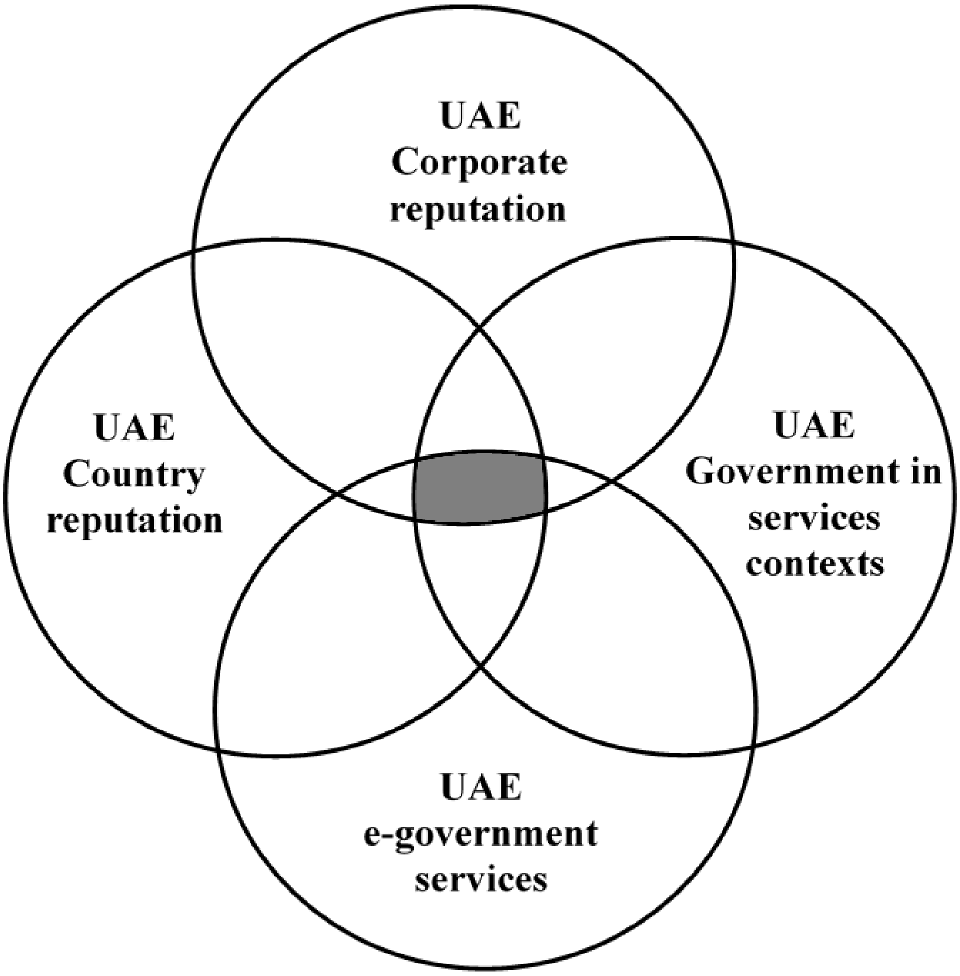
Thus, it is recommended that a country's reputation should also be studied from the perspective of internal viewers who will then deliver a needed perception for those outsiders (Yousaf & Li, 2015). Anholt (2006) suggests that the most powerful and influential tool to market a country comes from the citizens of the country itself. There are a limited number of studies investigating the effect of country reputation on customers' outcomes in the service context. This is consistent with observations of Cheng, Chen, Lai and Li (2014) and Herrero-Crespo, Gutiérrez and del Mar Garcia-Salmones (2016), who claim that there is a lack of studies highlighting the impact of country reputation (image) in the non-product and service context. Martinelli and De Canio (2019) also argue that COO studies are limited in the context of services compared to product context.

Although there are some studies highlighting the relationship between country reputation and corporate reputation, Newburry (2012) argues that the impact of country reputation on corporate reputation is not fully understood. According to Kang and Yang (2010), the impact of country reputation on customer's attitudes associated with corporate reputation needs clarification. In addition, there are limited number of studies that have examined this relationship in the context of government and e-government. This corresponds with Luoma-aho's (2008) argument that a limited number of studies cover government sector reputation and future studies are recommended to help provide more information about the reputation of governments. López-López et al. (2018) suggest that the research showing the relationship between reputation and e-government is limited. Besides, limited attention is given to reputation in the context of the public sector or e-government. So it seems that there is a dearth of academic studies at both the international and country level.

1.3. Research Positioning & Questions

Based on the above rationale and brief introduction of different topical areas, a model is developed (see Exhibit 1.1) that depicts the positioning of the research and thesis. As argued above, there is an intersection of country and corporate reputation, especially in a UAE context. There is a pivotal role government services play in UAE (as a country) and as a contributor to the economy. With the digitalization of government services, there is a significant role of e-governmental services and important customer level satisfaction outcomes.

Figure 1.1: Research positioning



Based on the above, the following research questions are framed which are aimed to be addressed:

Research Question: How is country reputation related to corporate reputation in the context of UAE e-government services?

Sub-Question 1: What are the dimensions of country reputation?

Sub-Question 2: What are the dimensions of corporate reputation [government entities]?

Sub-Question 3: What are the relevant outcomes of corporate reputation like e-loyalty and e-satisfaction?

1.4. Research Objective

This research develops and empirically tests a theoretical framework to understand the concept of country reputation and its relationship with corporate reputation in the context of the UAE e-government services from customers' perspectives. Therefore, the objectives are as following:

- To explore the perceptions and opinions of e-government leaders, managers and customers in the UAE to identify the main factors and dimensions that measure country reputation.
- To identify the main factors of e-government services that concern customers and determine their satisfaction.
- To develop a theoretical framework based on a review the literature and the results of an exploratory study.
- To examine and validate the developed framework based on e-government customers' perspectives and perceptions in the context of the UAE e-government services.
- To provide implications and directions for future research.

1.5. Research Contributions

1.5.1. Theoretical Contributions

The study is important because it contributes to the body of theoretical knowledge. First, it provides a body of knowledge about the role of country reputation in the e-government context; an area where a limited number of studies exist. Second, it expands on the existing theory on customer outcomes (e.g. e-satisfaction and e-loyalty) in the context of e-government services as there is lack of research showing these variables in e-government services. Third, this study provides a clear insight about country reputation in relation to e-government services. Most studies investigating country reputations are from different fields (for example corporate marketing and international business) and are not related to e-government purposes. Fourth, this study proposes and tests a new framework for country reputation that can be applied to citizens as customers. Most studies on country reputation have examined foreign customers' perceptions about the reputation of another country. Fifth, this study investigates the impact of country reputation on customer outcomes in the e-government context.

1.5.2. Practical Contributions

From a practical point of view, the study will be beneficial to strategy advisors of governments, policy makers, and marketing departments by highlighting the main aspects of e-government services that concern customers and how country reputation with respect to corporate reputation influence these aspects. Considering the growing importance of rankings of e-government services and the reputation of countries (for example UN e-government and Reputation Institute reports), this study will assist managers and leaders refocus efforts in improving the e-government services from customers' perspectives.

Not only is this research applicable at the country level, but it also helps managers in government organizations understand their roles with regard to e-government services they provide so that they will help raise their countries' reputations among their customers. They will also be aware of how to manage their relationships with their stakeholders so as to create a good reputation for their country. This will positively affect customers' intentions to invest more in a country with good reputation.

1.6. Structure of the Thesis

This thesis consists of nine chapters. It begins with Chapter 1 as an introduction. Chapter 2 concerns a literature review that highlights the literature related to the concepts in the first phase.

Chapter 3 presents the research methodology used as the first phase. In this phase a qualitative methodology has been used to analyze the data gathered from interviews and focus group.

In Chapter 4, the data analysis, findings and discussion are provided in details. Chapter 5 discusses the literature review in its second phase based on the results of the qualitative results and developed hypotheses and their justifications. Chapter 6 presents the theoretical framework developed in this study and its relation to signaling theory.

In Chapter 7, the quantitative methodology used as a second phase is discussed. Chapter 8 presents the quantitative analysis of the data collected from questionnaires and the main findings related to the proposed hypotheses. Chapter 9 summarizes the main findings, main contributions, limitations, future studies and the conclusion of this research.

1.7. Conclusion

This chapter has captured the importance of studying country reputation in an e-government services context. There are few studies investigating the correlation between country reputation and corporate reputation in the service context; especially in the e-government context. In addition, the studies of the impact of country reputation and corporate reputation on customer outcomes from customers' perspectives are limited.

Accordingly, further investigation is required to address the gaps and limitations of the literature on the e-government services context by determining the main factors that constitute both country and corporate reputation in an e-service context. Furthermore, this study examines the correlation between country and corporate reputation and their impact on customer outcomes.

In order to answer the research questions, a mixed method approach was adopted. Thus, an exploratory study was used in the first phase by conducting interviews with ministers and managers from government organizations in the UAE to collect information about their perception (as decision makers) about country and corporate reputation and their relationship to e-government services. Focus groups were also used to gather the same information from customers' as e-government services users. In the second phase, surveys were used to understand the correlation between the constructs developed from the first phase in relation to country and corporate reputation from customers' perspectives.

The following chapter will discuss the literature review related to country reputation, corporate reputation, e-loyalty and e-satisfaction.

Chapter 2: Literature Review

2.1. Introduction

This chapter presents the literature review of the main constructs in this research. It shows the significance of each construct, related definitions and previous studies conducted. This chapter is divided into two phases. The first phase highlights the main initial constructs before considering the qualitative methodology approach. This phase presents the literature review of country reputation, corporate reputation, and customer outcomes (e-satisfaction and e-loyalty).

2.2. Literature Review: Phase One

This phase reviews the literature associated with the main constructs in this research in both reputation and e-government disciplines to form an understanding of the two disciplines. This is in order to conduct the qualitative methodology through interviews of government representatives and customers to seek their perspectives which help in forming the final model of this research. This section highlights an overview of each construct, the main definitions, and the previous studies conducted of the following constructs: country reputation, corporate reputation, and customer outcomes including e-loyalty and e-satisfaction.

2.2.1. Country Reputation

When exploring the concept of reputation, most of the studies focus on corporate reputation rather than on country reputation (Passow, Fehlmann & Grahlow, 2005; Yang et al., 2008). Country reputation is defined as "perceptions of a country, shared by domestic and international publics, on the basis of personal experience and information received" (Kang & Yang, 2010, p. 53). Country reputation is described as public beliefs about the country's image and identity that predict its future performance (Mercer, 1996; Kang & Yang, 2010). The concept extends both to the domestic and international publics (Kang & Yang, 2010).

Country reputation is a main and valuable source of a country's competitive advantage (Passow et al., 2005; Jain & Winner, 2013). Willingness to travel, invest in or purchase any product or service from a country is affected by people's perception of the country (Gudjonsson, 2005; Anholt, 2006; Nuttavuthisit, 2007; Jain & Winner, 2013). Thus, people are concerned about their country's reputation with regard to other countries' reputations. Hence, governments should pay attention to measuring and managing their country's reputation (Passow et al., 2005; Yang, Shin, Lee & Wrigley, 2008).

People often relate the country with a collection of attributes that have an impact on the country's business, investments, and tourism, and its relationship with other nations diplomatically, culturally and economically (Anholt, 2006; Nuttavuthisit, 2006; Jain & Winner, 2013). People's evaluations and attitudes about a country are considered an outcome of their experience with the country's products and services (Yang et al., 2008). On the other hand, some people may judge the countries based on their level of economy, their culture and politics even with no direct interaction or previous experience between them (Kunczik, 1997). Therefore, people form the reputation of any country through direct and indirect sources including previous personal or others' experience and interactions and information gatherored from the media (Kang & Yang, 2010). Therefore, people's evaluations should not be restricted only to companies (Passow et al., 2005).

When looking at a corporate level, it is argued that a company's reputation develops from practices that shape its image and identity over time and that make the public "perceive the company as credible, reliable, trustworthy and responsible" (Fombrun, 1996, p. 28). Reputation is built over a long time as it depends on repeated interaction between stakeholders and the organization. This interaction could be personal or second-hand and is evaluated as negative or positive experiences (Bromley, 1993; Fombrun, 1996; Caruana, 1997; Grunig & Hung, 2002). Accordingly, to link both corporate and country reputation it is suggested that managing the reputation on a country level is an outcome of its companies' levels.

There are several reasons any country should consider management of its reputation (Passow et al., 2005, p. 312). First, countries should manage their reputation because of the competitive environment that they perform in. Second, a country with clear vision and strategic plan should manage its reputation. Third, the performance of any country is compared to the performance of its related organizations. Fourth, a country should appeal to the public. Moreover, according to Rosati and Faria (2019), focusing on managing and increasing a positive reputation among the public helps countries that focus on Sustainable Development Goals (SDGs) and drives sustainability reporting. Hence, it can be concluded that the topic of country reputation is important.

According to Anholt (2010, p. 20) "brand is a word that captures the idea of reputation observed, reputation valued and reputation managed, and we live in a world in which reputation counts for a great deal". For the UAE, vision and strategic planning is considered essential to assure UAE's reputation among its citizens and among other competitive countries. The UAE stated its 2021 vision launched in 2010 and formed UAE soft power council launched in 2017 to focus on the country's competitiveness and promote its reputation. According to Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister of the UAE, Minister of Presidential Affairs and Chairman of UAE Soft Power Council that aims to emphasize country reputation globally, "The responsibility of the UAE's reputation is also the responsibility of any person and group in the UAE. Our goal is to build a strong reputation for the nation, through which we can achieve our developmental, economic and cultural goals and ambitions" (*The National*, 27 September 2017). His Highness stated that because of UAE's ambitious leadership, strong infrastructure and economy are the main determinants that support building and strengthening UAE's reputation

2.2.1.1. Definitions of country reputation

Very few studies have attempted to define country reputation and most of them concentrated on using other terms such as nation branding or country image interchangeably with country reputation and have tried to show their interrelationship and other studies have not defined the construct (e.g. Yang, Shin, Lee & Wrigley, 2008; Fullerton & Holtzhausen, 2012; Holtzhausen & Fullerton, 2015; Fullerton & Kendrick, 2017; Yang & Wang, 2018). Table 2.1 shows the definitions of country reputation from the literature. It can be noticed that most of the definitions agree that country reputation is a collective image perceived by the stakeholders.

Table 2.1: Country reputation definitions

Authors	Country Reputation Measurement
Passow, Fehlmann, and Grahlow (2005, p. 311)	"As the aggregate of stakeholders' images of country over time"
Kang and Yang (2010, p.53)	"Perceptions of a country, shared by domestic and international publics, on the basis of personal experience and information received"
Jain and Winner (2013, p.111)	"A country's reputation is described by the collective beliefs of people about its image and

	identity, which represents or predicts its future behavior and performance”
Yousaf and Li (2015, p.400)	“Country reputation is an aggregate image of a country over a long period of time”
Dimitrova, Korschun and Yotov (2017, p.379)	“Country reputation as stakeholder perceptions of the relative standing of a country along dimensions that are relevant to the exchange context”
Kiambi and Shafer (2018, p.176)	“Reputation can be “of greater use than a significant increment of military or economic power”. Reputation, therefore, can be considered a form of what Nye (2004) refers to as “soft power”.

2.2.1.2. Previous studies of country reputation

This section provided an overview of the most cited studies highlighting the concept of country reputation. It also highlights the main antecedents and consequence related to country reputation and the main gaps noticed after analyzing them.

Country reputation was first introduced by Passow, Fehlmann, and Grahlow (2005) subsequent to the development of the nation brand construct. Their practical objective was to find a suitable scale to measure the reputation of Liechtenstein against its competitive countries and to come up with a strategic plan for the government to manage Liechtenstein’s reputation. Together with Charles Fombrun, they developed a new instrument to measure country reputation called the Fombrun-RI Country Reputation Index (CRI) by using the Harris-Fombrun Reputation Quotient (RQ), which has been used to measure corporate reputation, as a reference. The instrument consists of six dimensions which are emotional appeal, physical appeal, financial appeal, leadership appeal, cultural appeal, and social appeal. By targeting external respondents (respondents from Australia, France, Germany, Switzerland, UK and US) and internal respondents (Liechtenstein’s population), the scholars noticed several results. The main drivers for Liechtenstein’s overall reputation were its reputation as a beautiful place, it upholds international laws, and is well managed (Passow et al., 2005). It was noticed that there were differences in rating the country reputation items. For example, the ‘beautiful place’ item received the highest scores among external respondents while it was the third highest score among the internal respondents. On the other hand, both external and internal respondents gave high scores that describe the business position and financial framework of Liechtenstein. However, both parties rated leadership appeal with low scores; the internal rating was lower than the external rating. Moreover, the results show that the internal respondents cared about the industrial sector more than the external people do as they rated it three times higher than the external people. Accordingly, this study helps understand the main dimensions that measure country reputation and most country reputation studies have adopted this measure (Passow et al., 2005). Moreover, as noticed that the interests of internal citizens differ from the external ones which worth giving more attention in this research.

Yang, Shin, Lee and Wrigley (2008) conducted their study to measure the perception of Americans about South Korea. The aim of their study was to examine the impact of individual experience and awareness on country reputation. It also aimed to investigate if country reputation influences supportive intentions toward a certain country in terms of visits and purchase of products. Yang et al. (2008) used the same CRI instrument developed by Passow et al. (2005) with some modification by adding a new dimension called political appeal. They targeted American citizens from 33 different states through online. The results revealed that the American citizens have a positive perception of South Korea's reputation. Moreover, regarding the country reputation dimensions, the results show that the most favorable dimension perceived by American respondents is cultural appeal. However, the unfavorable dimension is leadership appeal, which matches the results of the Passow et al. (2005) study. The Yang et al. study also showed that more awareness about the country will lead to positive perception about its reputation. On the other hand, the result showed that individual experience does not have any effect on country reputation as hypothesized. But it showed an indirect impact of personal experience on country reputation through mediation of the effect of awareness of the same country. Another finding illustrates that country reputation has a strong impact on the intentions to visit and purchase products from South Korea. It can be noticed that a further investigation about the construct of country reputation revealed new dimension which is political appeal. This gives an opportunity to investigate the dimensions that most represent country reputation in the context of e-government services.

Kang and Yang (2010) also investigated the perceptions of the American public about South Korean reputation by comparing the effect of country reputation and corporate reputation on international customers' purchase intentions and their attitudes towards products. The investigators claim that there are a limited number of studies comparing the impact of both country and corporate reputation on customers' purchase intentions and attitude to products. Although they used the Fombrun-RI Country Reputation Index (CRI), they also used public images of a country as country reputation and as an extension to Bromley's (1993) study. Their findings demonstrated that corporate reputation strongly impacts Americans attitudes and intentions toward South Korean products. As well as country reputation of South Korea, the result showed a strong influence on attitudes towards products of South Korea and intentions to buy South Korean products. This is also supported by Yang et al. (2008). However, this affect became insignificant when corporate reputation was added to the model as an independent variable. This means that the consumers' attitudes and intentions toward South Korean products are influenced by the reputation of a company regardless of the country reputation as long as they know about the connection between the company and the country. Another interesting finding was that country reputation of South Korea has a positive impact on corporate reputation of South Korea. Although Kang and Yang (2010) study targeted foreign perception about the reputation of South Korea, the study helps in predicting the relationship between country and corporate reputation even if this relationship was in different context which this research is looking for and hypothesising. Moreover, this study showed the different roles that corporate reputation can play in any model (e.g. mediation).

Holtzhausen and Fullerton (2015) examined the short-term impact of the 2010 FIFA World Cup on South Africa's reputation from Americans' points of view and examined whether this impact is moderated by ethnocentrism and the demographic attributes. The authors used Yang et al.'s (2008) instrument to measure South Africa's reputation and added to it several items related to tourism and purchasing intentions. The total number of participants in this study was 820 Americans, 411 collected before the event (pre-World Cup) and 409 after the event (post-World Cup). To analyze the data, factor analysis was used to identify the related dimensions of country reputation. Three dimensions were extracted: leadership, which reflected the political status of the country, affection, which captured the emotional affection for the country, and culture, which reflected the culture and history of South Africa. The results showed that the culture dimension is the most positive factor of all the factors, while both leadership and affection evaluation were below average in determining likability of the country. The result shows that there was a change in in affection after the event. This means that the Americans' affection toward South Africa positively changed after the 2010 FIFA World Cup. Moreover, Americans' perceptions about the South Africa's leadership also positively changed after the event. No changes were observed on the culture dimension. According to the first moderator "Ethnocentrism" (which encompasses two dimensions: Americanism dimension and Purchasing dimension), the study showed that those with high Americanism embrace low positive attitudes for the country and no changes were seen before or after the event, while those with low Americanism showed positive attitudes towards all country reputation dimensions. On the purchasing dimension of ethnocentrism, those low in the purchasing dimension held a positive attitude toward the country pre and post the event. On the other hand, those high in the purchasing dimension showed a positive shift, especially in leadership and affection, after the event. According to demographic attributes, younger participants showed an improved attitude after the event in two reputation dimensions (leadership and affection) while older participants were not affected by the Cup. Besides, women's behaviors showed no changes while men showed positive behaviors in affection following the World Cup. Moreover, participants who had more knowledge had positive attitudes toward South Africa before and after the Cup. In addition, the study showed that the affection of African Americans and Hispanics increased toward the country while the white Americans and other groups did not show any changes. Also, Hispanics showed enhancement in their attitudes toward the country's culture. Moreover, no changes were found in terms of income. Furthermore, the study also indicates that some moderators affected the relationship between the 2010 FIFA World Cup and South Africa's reputation (Fullerton & Holtzhausen, 2012). First, the study showed that people who hold passport and those who like to travel had a positive attitude towards South Africa in all three reputation dimensions. A like to travel attitude did not change after one year from hosting the event. Second, the data showed that knowledge of South African attitudes did not moderate the impact of the World Cup on country reputation. Finally, both information processing and information seeking attitudes positively moderated the effect of the event on country reputation.

Another study investigating country reputation was undertaken by Jain and Winner (2013). The aim of their study was to evaluate the effect of information in the media on peoples' attitudes about a country and its performance. The authors claimed that a limited number of studies investigate country reputation and nation branding from a public relations perspective. The authors used a nation branding measurement to measure country reputation. They used six dimensions: tourism, products and services, governance, investment and immigration, culture and people (Anholt, 2006). They used the data from Anholt's Nation Brand Index (NBI) which were twenty thousand participants from twenty countries (Jain & Winner, 2013). The results showed that the amount of media in newspapers does not have any correlation with the perception of a country's reputation. Moreover, the findings illustrated the positive relationship between perceived country reputation and country economic performance as has been hypothesized. In particular, country reputation was found to have a moderate association with the number of travelers and a strong association with amount of foreign direct investment (FDI) received from the US. Furthermore, the study showed that the tone of media covering a country positively correlated with the perception about country reputation. Interestingly, it appeared that both country reputation dimensions (products/services, culture) are associated positively with substantive attributes in media coverage of a country. This means that decisions of people to purchase products or services, or their perceptions about certain country's culture are affected by the news media projection of the dimensions of a country. Thus, this study helped in considering other dimensions and measures that represent country reputation (e.g. services) with regards to the most famous six dimensions developed by Passow et al. (2005).

Fullerton and Kendrick (2017) conducted a study to examine the moderating effect of country reputation on tourism advertising for a country and the attitudes towards its government and citizens. The authors argue that most of the reputation studies considered country reputation as a dependent variable and few studies examined it as a moderator to measure the effectiveness of tourism advertising. The main objective of this study was to measure Australians' perceptions about the United States and if these perceptions moderate the effectiveness of United States tourism advertisement on people's interest to visit and their attitudes toward the United States government and its citizens. The authors used Fombrun-RI Country Reputation Index (CRI) developed by Passow et al. (2005) with some modifications from the Yang et al. (2008) study. Several results have been revealed. First, three factors were obtained: leadership, investment and culture. Second, the results showed somewhat positive attitudes toward US reputation. The highest score was for the "Culture" factor following by "Leadership". The lowest score was for the "Investment" factor. This result is partly supported by Passow et al. (2005) and Yang et al. (2008) who suggest that culture is always selected as the most appealing dimension of country reputation. The results also showed that there were no differences between genders or incomes in rating the favorable attitudes towards US culture and leadership, while older people less preferred those two dimensions than younger people. Moreover, the study showed that only United State "Leadership" moderates the effect of commercial advertisement on peoples' interest to visit the USA. Besides, "Leadership" also moderated the effect of commercial advertisements about the US on the attitudes towards the United State government while country reputation does not moderate the relationship between the advertisement and improving attitudes towards US people. Lastly, the authors claimed that “Culture” and “Leadership” were considered the most favorable dimensions. People who had visited the US before scored these dimensions higher than those who had not visited. This finding is supported by Anholt’s (2011) argument that visiting a place has an impact on country image. This study can contribute to this present research in several ways including determining the most represented dimensions, especially leadership, that measure country reputation and which are consistent with the above-mentioned studies. Moreover, it gives a clue about the targeted population that should be considered (visitors) besides the customers from the residents in the country.

Yang and Wang (2018) investigated how United States university students perceived the country reputation of China and its effect on their attitudes and intention to study in China. They hypothesized that country reputation affect the students’ intention to study in China and their attitudes. They also aimed to examine the impact of the exposure to media that cover China on the students’ perceptions of China’s reputation. They targeted undergraduate students in one of the United States’ universities. To measure country reputation, the authors adopted several measures including the Passow et al. (2005) Fombrun-RI Country Reputation Index (CRI), the Yang et al. (2008) measures and the Country RepTrak scale. Thus, the country reputation construct consisted of four dimensions: emotional bond, advanced economy, social-cultural environment, and effective government. The results revealed that country reputation directly affects students’ attitudes toward studying in China while there was no direct impact of country reputation on the students’ intention to study in China. Moreover, the findings showed that there was no impact of China’s media coverage on the perception of US students’ about China’s country reputation. This study provides an indication of the impact of country reputation on people’s attitudes to engaging with services provided by the country. This can help in predicting the same result in the context of e-government services from a public point of view.

In conclusion, it has been noticed that most of the previous studies were with respect to perceptions of the reputation of western countries. Besides, most of the reviewed studies were measuring the perception of people from other nations about reputation of countries they visited or heard about and did not focus on measuring the perception of citizens and how they see and perceive their own country's reputation. Yousaf and Li (2015), recommend the study of the reputation of a country from the perspectives of internal people as they consider this a critical factor that may influence the outsiders' perception.

Moreover, after reviewing the literature, most of studies concerning country reputation did not cover the role of country reputation from a service context. This is the view of several authors who argue that most of a country's reputation or image highlighted the role of country in the products context and further studies in the non-product field are required (Cheng, Chen, Lai & Li, 2014; Herrero-Crespo, Gutiérrez & del Mar Garcia-Salmones, 2016; Martinelli & De Canio, 2019).

2.2.2. Corporate Reputation

This section provides a historical overview of country reputation, the main definitions used in the literature, and gives some examples of previous studies conducted to see its antecedents and consequences.

Corporate reputation captures the attention of many scholars and researchers. Berens and van Riel (2004) argue that corporate reputation research began in the late 1950s. The scholars in this era discussed the associations that trigger a firm's reputation. They gave the example of the Martineau (1958) study that differentiated between functional and emotional elements of reputation to distinguish perceptions from the actual attributes of the companies. After that, the concept of corporate reputation is first introduced in economic and business fields by Bourdieu (1986) Bourdieu (1986, p. 21) associated reputation with social capital and said "aggregate of the actual or potential resources which are linked to possession of a durable network of more or less institutionalized relationships of mutual acquaintance and recognition". Moreover, since the 1980s, researchers and practitioners in the marketing field theorized and defined corporate reputation and tried to distinguish it from other associated variables such as image, brand, and identity (Kobrak, 2013).

Many researchers considered corporate reputation as an intangible asset that leads to competitive advantages. Managers also admitted that a good corporate reputation is considered a valued intangible asset for several reasons: it minimizes the uncertainties that the stakeholders feel about the performance of the organization in the future, it is a strong source of competitiveness (Song, Ruan & Park, 2019), it focuses on maintaining public trust and value creation, and it increases the capability to have high added value of provided products and services (Pires & Trez, 2018). It is claimed that corporate reputation may influence stakeholders' attitudes and behaviors toward organizations by increasing and enhancing their satisfaction, trust and commitment and they are more willing to pass their positive perception on to others by word of mouth (Sundaram et al., 1998; Keh & Xie, 2009). Consequently, corporate reputation positively influences stakeholders' decisions, including customers, and their attitudes about the organization and encourages them to make it their preferred organization (Song, Ruan and Park, 2019).

Hence, the number of studies of corporate reputation increased significantly. Barnett, Jermier and Lafferty (2006) noticed in their review that the average number of studies conducted about corporate reputation during the period 2001 to 2003 was double the number of studies conducted in 2000 and five times the average number of studies conducted in the period between 1990 and 2000 (Barnett et al., 2006; Ponzi et al., 2011; Bălan, 2015). Thus, different fields have become interested in studying corporate reputation from different perspectives. Disciplines interested in corporate reputation are sociology, economics, organizational behavior, business and marketing (Fombrun & Van Riel, 1997; Davies et al., 2003; Bălan, 2015).

2.2.2.1. Definitions of corporate reputation

Several definitions have been captured in the previous studies. It has been noticed that these definitions range between customers' or stakeholders' perceptions and judgments or organizational actions, performance or attitudes over time expectations or stakeholders' evaluation or judgment. It is somewhat consistent with Barnett et al. (2006) classifications of awareness, assessment and asset. Definitions talking about the stakeholders' perceptions are classified in an awareness segment, while their evaluations and judgments are classified within an assessment segment. Lastly, those which are talking about the attributes are classified as asset.

Moreover, most of the researchers have the same point of view by linking corporate reputation with a certain group such as stakeholders, customers or the public. According to Walker (2010), most corporate reputation definitions are about stakeholder perceptions. He states that all the reviewed CR definitions "refer to actual stakeholder perceptions" (p.367). Corporate reputation is recognized by what is positively or negatively known by internal or external stakeholders.

Table 2.2 shows examples of corporate reputations definitions used in the literature.

Table 2.2: Corporate reputation definitions

Author	Definition
Gray and Balmer (1998, p. 695– p. 697)	"A value judgment about a company's attributes and evolves over time as a result of consistent performance, reinforced by effective communication"
Bromley (2000, p. 241)	"the way key external stakeholders groups or other interested parties actually conceptualize that organization"
Davies et al. (2001, p. 113–114)	"a collective term referring to all stakeholders' view of corporate reputation, including identity and image".
Whetten and Mackey (2002, p. 394 and p. 401)	"a particular type of feedback, received by an organization from its stakeholders, concerning the credibility of the organization's identity claims".
Lewellyn (2002, p. 448)	"a message available to an organization from its stakeholders".
Barnett et al. (2006, p. 33–p. 34)	"the judgments made by observers about a firm".
Brown et al. (2006, p. 104)	"a perception of the organization actually held by external stakeholders".
Weigelt and Camerer, (1988, p. 443)	"A set of attributes ascribed to a firm, inferred from the firm's past actions".
Fombrun and Shanley (1990, p. 234)	"The outcome of a competitive process in which firms signal their key characteristics to constituents to maximize their social status".
Fombrun (1996, p. 72)	"A perceptual representation of a company's past actions and future prospects that describes the firm's overall appeal to all of its key constituents when compared with other leading rivals".
Fombrun and Van Riel (1997, p. 10)	"A corporate reputation is a collective representation of a firm's past actions and results that describes the firm's ability to deliver valued outcomes to multiple stakeholders. It gauges a firm's relative standing both internally with employees and

	externally with its stakeholders, in both its competitive and institutional environment”.
Cable and Graham (2000, p. 929)	“A public’s affective evaluation of a firms’ name relative to other firms”.
Deephouse (2000, p. 1093)	“The evaluation of a firm by its stakeholders in terms of their affect, esteem, and knowledge”
Bromley (2001, p. 316)	“a distribution of opinions (the overt expressions of a collective image) about a person or other entity, in a stakeholder or interest group”.
Mahon (2002, p. 417)	“a reckoning, an estimation, from the Latin reputatus – to reckon, to count over. The estimation in which a person, thing, or action is held by others ... whether favorable or unfavorable”
Rindova et al. (2005, p. 1033)	“Stakeholders’ perceptions about an organization’s ability to create value relative to competitors”.
Rhee and Haunschild (2006, p. 102)	“The consumer’s subjective evaluation of the perceived quality of the producer”.
Carter (2006, p. 1145)	“A set of key characteristics attributed to a firm by various stakeholders”.
Arikan, Kantur, Maden and Telci (2016, p. 130)	“the collective and cumulative representation of a firm’s actions that signals the firm’s ability to generate valuable outcomes to multiple stakeholders”
Barnett et al. (2006, p.34)	“Observer’s collective judgments of a corporation based on assessments of the financial, social, and environmental impacts attributed to the corporate over time”.
Roberts and Dowling (2002, p. 1078)	“a perceptual representation of a company’s past actions and future prospects that describe the firm’s overall appeal to all its key constituents when compared to other leading rivals”.
Ali, Lynch, Melewar and Jin (2015, p. 1106)	“the perceptual evaluation of stakeholders about an organization”.
Fombrun, Gardberg and Sever (2000, p. 243)	“a collective assessment of a company’s ability to provide valued outcomes to a representative group of stakeholders”.

Walsh, Mitchell, Jackson and Beatty (2009, p. 8)	“the customer’s overall evaluation of a firm based on his or her reactions to the firm’s goods, services, communication activities, interactions with the firm and/ or its representatives or constituencies (such as employees, management, or other customers) and/or known corporate activities”.
Agarwal, Osiyevskyy and Feldman (2015, p. 487)	“a generalized favorability that stakeholders and observers hold toward the company”.
Wepener and Boshoff (2015, p. 165)	“the overall evaluation/judgment (beliefs and attitudes) by a customer of a large organization in the service industry”.
Weiss et al. (1999, p. 75)	“a global perception of the extent to which an organisation is held in high esteem or regard”.
Graca and Arnaldo (2016, p. 19)	“a functional phenomenon resulting from the creation of a variety of valuable attributes that differentiate companies, through formal and informal lines of corporate communication”.
Argenti and Druckenmiller (2004, p. 369)	“collective representation of multiple constituencies’ images of a company, built up over time and based on a company’s identity programs, its performance and how constituencies have perceived its behavior”.
Da Camara (2006, p. 13)	“is best understood as being founded in perceptions and experiences of an organisation and denotes a judgment on the part of all stakeholders over time ... a holistic concept that encapsulates people’s judgment of an organisation’s actions and performance”.
Ou and Abratt (2006, p. 245)	“as relatively stable, long-term, collective judgements by outsiders of an organization’s actions and achievements. It implies a lasting, cumulative assessment rendered over a long time period”.
Terblanche (2013, p. 657)	customer-based reputation (CBCR) as “the customer’s overall evaluation of a firm based on his or her reactions to the firm’s goods, services, communication activities, interactions with the firm and/or its representatives or constituencies (such as

	employees, management, or other customers) and/or known corporate activities”
Herbig and Milewicvz (1993, p. 18)	“Reputation is an aggregate composite of all previous transactions over the life of the entity, a historical notion, and requires consistency of an entity’s actions over a prolonged time”.
Schultz, Mouritsen and Gabrielsen (2001, p. 24)	“Reputation combines everything that is knowable about a firm. As an empirical representation, it is a judgement of the firm made by a set of audiences on the basis of perceptions and assessments”.
Rose and Thomsen (2004, p. 202)	“corporate reputation is identical to all stakeholders’ perception of a given firm, i.e. based on what they think they know about the firm, so a corporation’s reputation may simply reflect people’s perceptions”.
Pires and Trez (2018, p. 48)	“corporate reputation can be defined as the collective perception of the organization’s past actions and expectations regarding its future actions, in view of its efficiency in relation to the main competitors”.
Pérez-Cornejo, de Quevedo-Puente, and Delgado-García (2019, p. 506)	“as the general level of favourability across stakeholders”.
Pérez-Cornejo, de Quevedo-Puente and Delgado-García (2020, p. 1252)	“as the expectations of the different stakeholders about the company's capacities to satisfy their interests”.
Özkan, Süer, Keser and Kocakoç (2020, p. 390)	“to value judgments held by the public about a company’s qualities, shaped up over long periods, such as its consistency, trustworthiness and reliability”.

Based on an analysis of the definitions in the literature, this present research adopted the collective perception definitions of corporate reputation that is aligned with the objective of this research. Therefore, the definition of corporate reputation can be formed as the customers’ perceptions about government organization performance.

2.2.2.2. Previous studies in corporate reputation

In this section, prior studies examining the role of corporate reputation are presented. Besides, this section highlights some of the studies that formed an understanding about the constructs and how this present research benefited. The following studies have been chosen because they formed an understanding about the role that corporate reputation plays as an independent variable, dependent variable or mediator in relation to various customer outcomes.

Žabkar and Arslanagić-Kalajdžić (2013) examined the impact of corporate reputation and information sharing on how customers perceive value. They argue that customers face many problems in assessing the quality of the services in the pre-purchase and purchase phases of the service delivery process in service organizations. They claim that the reasons are the lack of tangibility nature of the services and lack of knowledge sharing which make them examine to what extent do corporate reputation and information sharing help customers in their evaluations. The authors claim that there are few studies that investigate the relationship between corporate reputation and customer perceived value. Corporate reputation was measured using three items only. The data were collected through e-mails and online surveys from organizational customers who were finance and accounting managers in entities registered with the Foreign Trade Chamber of Bosnia and Herzegovina. They were asked about their perceptions of the banks they deal with. The results show that corporate reputation positively influences customer perceived value (CPV). This means that reputation of the banks has an influence on the perceptions of organizational customer about the value of bank services. The authors argue that customers in the pre-purchase phase do not have enough information about companies and they must then rely on reputation. Therefore, reputation will serve them by reducing fears and by decreasing the risk of undesired consequences. On the other hand, in long term business, a good reputation will maintain relationships and will strengthen the trust between company and customers. Nevertheless, there was an indirect influence of information sharing and perceived value through corporate reputation as a mediator. Accordingly, this study helped in understanding the influence of corporate reputation on the perceptions of customers and their use of the services provided. Moreover, this study helped in understanding corporate reputation in different roles, especially as a mediator between two constructs.

Using signaling theory, Arikan, Kantur, Maden and Telci (2016) investigated corporate reputation as a mediator on the correlation between corporate social responsibility (CRS) and several stakeholder outcomes such as customer outcome, employee outcome and investor outcome. After selecting the most admired organizations in Turkey (six service organizations and three manufacturing organizations) based on a local business magazine, several stakeholders were engaged to complete a questionnaire. Corporate reputation was measured using the Reputation Quotient developed by Fombrun et al. (2000). As hypothesized, the findings showed that corporate reputation has an influence on customer outcomes including customer satisfaction, customer loyalty, customer switching cost and customer commitment. In addition, corporate reputation has a positive influence on investor loyalty but no influence was observed on investor satisfaction. According to the mediating role of corporate reputation, the study suggests that corporate reputation mediates the relationship between corporate social responsibility and all customer outcomes. This means that customer perceptions about the social responsibility activities held by organizations are impacting their attitudes and reactions through the corporate reputational status. The study also reveals that corporate reputation partially mediates the effect of CSR on turnover intentions. Similar to the Žabkar and Arslanagić-Kalajdžić (2013) study, the findings provide additional information about the mediation role of corporate reputation. Moreover, it helped in understanding the effect of corporate reputation on customer outcomes including satisfaction and loyalty.

Srivoravilai, Melewar, Liu and Yannopoulou (2011) examined the impact of institutional elements such as impression management and organizational legitimacy on corporate reputation and investigated whether corporate reputation can affect customer support. The authors conducted the study in Thai private hospitals to examine the applicability of the theory in different contexts. To measure corporate reputation, the authors used the reputation quotient scale developed by Fombrun et al. (2000). They targeted managers and customers in five hospitals. The results reveal that there is a positive impact of organizational legitimacy, including sociopolitical legitimacy and pragmatic legitimacy, on corporate reputation. The research also shows that there is a positive relationship between corporate reputation and customer support. The authors argue that customers may support an organization in several ways such as by word of mouth, paying premium prices and repeating purchases. In addition, the authors hypothesized the mediating effect of corporate reputation on the relationship between organizational legitimacy and customer support which is supported. In conclusion, this study showed the role of corporate reputation and its impact on customer outcomes and the mediation impact on other correlations between the variables. In addition, this study helped explain the scale used to measure corporate reputation.

Walsh, Mitchell, Jackson and Beatty (2009) investigated the antecedents and consequences of corporate reputation on a single group of stakeholders (consumers) using signaling theory. They applied a customer-based corporate reputation measurement in Europe using Walsh and Beatty (2007) measures that consisted of five dimensions. The researchers claim that most of the prior studies of corporate reputation used multiple stakeholder groups' perceptions and a limited number of studies were concerned about the perception of single groups (like customers) and did not study their behavior. They also claim that most of previous studies were concerned about the antecedents of corporate reputation but there was a lack of empirical studies focused on consequences of corporate reputation. The researchers also argue that most of previous studies focused on manufacturing firms and few focused on services companies. Therefore, the study focused on customer perceptions of energy supply organizations in Germany. The findings revealed that customer satisfaction and trust have an influence on corporate reputation. The researchers claim that reputation can be considered an effective and reliable indicator of customer satisfaction for services organizations. On the other hand, the study also showed that corporate reputation significantly impacts both customer loyalty and word of mouth support as hypothesized. This finding is consistent with signaling theory predictions that customer-based reputation has an impact on customer loyalty and word of mouth. In summary, this study helped identify several dimensions of corporate reputation to be considered, especially related to government organizations (e.g. products and services quality). Besides, it showed some of the consequences, such as loyalty, that follow when reputation is managed. Moreover, this study validated the importance of focusing on customers as targeted population of this present research.

Graca and Arnaldo (2016) conducted a study to examine the role of corporate reputation on the attitudes and behaviors of cooperants and organizational performance elements. The aim of this study was to give a holistic view of the antecedents and consequences of corporate reputation from investors' perspectives. Five dimensions of corporate reputation were used including good employer, product and service quality and customer orientation. The findings revealed that culture has an influence on some corporate reputation dimensions: customer orientation, good employer and environmental responsibility. In addition, the finding shows that communication has a positive impact on corporate reputation. The researchers claimed that communication is an important factor that can be used to build a strong bond with the stakeholders in order to shape an organization's reputation. However, satisfaction with management has a positive influence only with one dimension of corporate reputation - reliable and financially strong company. The researchers suggest that organizations should pay attention to issues that may result in good insights of financial controls. Furthermore, the results show that image positively influences all the dimensions of corporate reputation. All dimensions of corporate reputation except good employer positively impact performance. Two dimensions, good employer and environmental responsibility, impacted trust. Besides, the dimension customer orientation has a positive influence on behavioral loyalty while the reliable and financially strong company dimension impacts both behavior and affective loyalty. Moreover, three dimensions have a positive impact on image: good employer, reliable and financially strong company and product and service quality. In addition, two dimensions of corporate reputation, customer orientation and reliable and financially strong company, positively impact investor satisfaction.

Another study investigated the effect of corporate reputation on customer outcomes, including intentions and satisfaction, was conducted by Wu, Cheng and Ai (2018). They examined the relationship between corporate reputation and experiential quality, experiential satisfaction, behavioral intentions, trust and experiential value by targeting the perception of cruise tourists in Hong Kong. The results show that corporate reputation has a positive impact on customers' behaviors. However, corporate reputation did not show any effect on experiential quality, experiential satisfaction or trust which contradicts with other studies reported in the literature.

Sadeghi, Ghujali and Bastam (2019) also investigated the impact of corporate reputation on customer behavior and outcomes. The main purpose of their study was to evaluate the influence of corporate reputation on customer loyalty, satisfaction and trust in e-commerceby targeting online customers of the Digikala online shopping store in Iran. Corporate reputation was measured using three items. The results show that corporate reputation positively impacts e-satisfaction and e-trust. They argue that customers are welling to purchase from reputable organizations rather than from organizations with poor reputation and that customers feel more satisfied with the reputable organizations. Moreover, if online organizations worked on their reputation, this will enhance customer confidence about the organizations. However, the impact of corporate reputation on e-loyalty was rejected. They explained this result by stating that the reputation for the given company is not yet known.

According to the reviewed studies listed above, corporate reputation has a direct and indirect effect on its antecedents and consequences. Most of the studies showed the mediation role played by corporate reputation, especially in correlation with customer behaviors. This means that corporate reputation is a main factor that customers rely on to evaluate the performance of organizations. Besides, in the service context, as services are intangible products, customers need to assess the quality and performance of the services. With lack of information about the services, customerswill rely on the reputation of the organization to evaluate the quality of the services provided.

Most studies agree that corporate reputation is considered a multidimensional construct, although some of previous studies defined the constructs with only three items. Thus, an in-depth investigation is needed to determine the main factors that define corporate reputation in the context of e-services as a limited number of studies examined the construct in the e-service context and e-government context from a customer's perspective. This provides room for this research to predict the dimensions of corporate reputation from customer perspectives of e-government services as few studies have investigated the construct in this context.

Most of the previous studies were consistent in considering corporate reputation as an essential predictor for customer behavior. They argue that customers value a good reputation and this, more than other construct, positively affects their behavior toward organizations and their intentions as it is built on long term perceptions.

2.2.3. Customer Outcomes

This section highlights both e-satisfaction and e-loyalty as customer outcomes and behaviors. According to the literature, corporate reputation is considered an important factor for any organization to help in reducing the cost of operations and to positively affect customer behaviors and attitudes such as satisfaction and loyalty. Moreover, according to the literature, customer satisfaction is one of the main indicators of customer loyalty (Ali, Alvi & Ali, 2012) as satisfied customers are more motivated to be loyal customers and to repeat purchase behavior, use services and recommend businesses to others. This is strengthened by the corporate reputation as a good reputation of any organization and satisfaction with products and services provided will motivate customers to be loyal. Accordingly, this present study emphasizes corporate reputation and related customer outcomes and behaviors. The focus is on e-satisfaction and e-loyalty as initial behaviors that will help investigation of other behaviors that can be associated with country and corporate reputation in the e-government context in the exploratory study.

2.2.3.1. E-service Loyalty

In traditional marketing, building and sustaining consumer loyalty is considered a main aspect of marketing theory and practice (Valvi & Fragkos, 2012). The concept of e-loyalty has been investigated in the literature. It is still considered an inquiry topic for managers and academics (Ulbrich, Christensen & Stankus, 2010). The development and penetration of the Internet in the marketing and e-commerce contexts, along with customers' increasing willingness to purchase online, has encouraged several outcomes. First, it has increased the number of organizations doing online business. This will help them to find and maintain new and existing customers for long-lasting profitability (Ulbrich, Christensen, & Stankus, 2010; Valvi & Fragkos, 2012). Second, it has facilitated the development of different e-loyalty models in research (Valvi & Fragkos, 2012).

Many studies have highlighted the most effective ways to maintain customer loyalty. First is to please customers (Oliver, 1999; Chang, Wang & Yang; 2009), and the second is to deliver value through providing excellent quality of services and products (Kanji, 1998; Parasuraman & Grewal, 2000; Chang, 2006; Chang, Wang & Yang, 2009). Researchers have identified several items to measure customer loyalty: recommending to other customers (Dabholkar et al., 2000; Ganesh et al., 2000; Caruana, 2002; Reichheld, 2003; Collier & Bienstock, 2006; Ganguli & Roy, 2011; Nasution, Fauzi & Rini, 2019), considering the service provider as their first choice (Zeithaml et al., 1996; Caruana, 2002; Ganguli & Roy, 2011) and repeating business with the same provider (Zeithaml et al., 1996; Ganesh et al., 2000; Johnson et al., 2001; Van Riel et al., 2001; Caruana, 2002; Olorunniwo & Hsu, 2006; Ganguli & Roy, 2011).

The concept of loyalty falls into three categories: behavioral, attitudinal and integrated approaches (Oh, 1998; Chang et al., 2009). The behavior approach looks at the number of repeated purchases and measures customer loyalty by the rate of purchasing, regularity of purchasing and potential to purchase. The attitudinal approach examines customer loyalty in terms of "psychological involvement" and good feelings toward a certain service or product. Finally, the integrated approach integrates both previous approaches (behavior and attitude) and creates its own loyalty concept (Chang et al., 2009). On the other hand, Oliver (1997, 1999) claims that to achieve loyalty there are four stages to go through: cognitive, affective, intention and action. In the cognitive stage, the customer makes repeated purchases, which leads to cognitive loyalty and affective loyalty is developed. In the affective stage, the customer reaches the stage of liking and enjoying the product or service, which generates a positive and maintained behavior. Repeating the purchase and having a positive experience gives the customer the intention for future exchanges and maintains the relationship based on evaluation of the experience. According to Oliver (1997, 1999), the most intense stage in loyalty is called action loyalty. It comes from the actions taken by the customers to overcome any obstacles they may face and may influence their purchasing decisions about the brand the customer is loyal to (Chang et al., 2009; Valvi & Fragkos, 2012).

In a government context, many studies emphasized the importance of examining government websites related sittings (Grimsley & Meehan, 2007). According to Sugandini, Feriyanto, Yuliansyah, Sukwadi, & Muafi (2018) wesites are considered very important element for organizations to maintain their customers.

The literature suggests the concept of loyalty is more associated with the business and private sectors. Thus, there are differences between e-government and e-business in relation to loyalty (Davison, Wagner & Ma, 2005). In the e-business context, maintaining customer loyalty is associated with using customer relation management (CRM) that motivates the customers to buy products or services. Therefore, as long as the customers need to buy products or services, they eventually will return. On the other hand, in e-government the story is different as the government services are a monopoly (the customer has no choice). However, we still think that customers have a choice on the mode. Loyalty in an e-government context means that customers return to use e-government services instead of using other channels providing the same services (such as service centers, mail or phone).

It can be said that the concept of loyalty is also applicable to government services, especially e-government services. Thus, the monopoly concept should not be concernedas the customers have many options to choose different channels to get their needed services. This is confirmed by Davison et al. (2005) who claim that some government services are similar to the services provided by the private sector (e.g. post office). They can, therefore, compete with each other in the same market and so the concept of monopoly is not always applicable to government services.

2.2.3.1.1. Definitions of e-service loyalty

There are several definitions of customer loyalty in previous studies. For instance, Caruana & Ewing (2010, p. 1103) adopted Oliver's (1996) definition and defines loyalty as "a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior". Chang et al. (2009, p. 428) defines loyalty as "the proportion of times a purchaser chooses the same product or service in a specific category compared to the total number of purchases made by the purchaser in that category, under the condition that other acceptable products or services are conveniently available in that category" Moreover, e-loyalty is defined as a preferred attitude that a customer exerts toward an e-business that makes the customer repeat the purchasing behavior (Anderson & Srinivasan, 2003). Another definition suggests that customer loyalty is repeating the buying frequency of the same brand (Eid, 2011). Chang and his colleague (2009) also define loyalty as a commitment to buying services and products in a repeated manner and spreading positive comments by word of mouth. Jin, Park and Kim (2008, p. 327) investigated loyalty as a dependent variable and adopted Keller's (1993) definition of "the repeated purchase behavior presented over a period of time driven by a favorable attitude toward the subject". As seen, all authors agree on one common definition of customer loyalty by considering it to involve repeated purchases from the same organization.

Table 2.3: E-loyalty definitions

Author	Definition
Oliver (1996, p. 392) Caruana and Ewing (2010, p. 1103)	"a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior".
Neal (1999, p. 21) Chang et al. (2009, p. 428)	"the proportion of times a purchaser chooses the same product or service in a specific category compared to the total number of purchases made by the purchaser in that category, under the condition that other acceptable products or services are conveniently available in that category".

Anderson and Srinivasan (2003) Valvi and Fragkos (2012)	a preferred attitude that a customer exerts toward an e-business that makes him repeat his purchasing behavior
Jin, Yong Park and Kim (2008, p. 327)	“the repeated purchase behavior presented over a period of time driven by a favorable attitude toward the subject”.
Perera, Nayak and Long (2019, p. 86)	“as the consumers’ favorable attitude towards an electronic business resulting in buying behavior”.
Rashwan, Mansi and Hassan (2019, p. 107)	“as intention of customer to reuse the banking services provided by the bank's website in the future”.

This present study adopts Anderson and Srinivasan’s (2003) definition with some modification suiting the objective and context of this research, which is a preferred attitude that a customer exerts toward an e-government service that makes the customer repeat his/ her purchasing behavior. Therefore, organizations should be concerned and more interested in maintain long-lasting relationships with their customers instead of collecting occasional interactions (Valvi & Fragkos, 2012).

2.2.3.1.2. Previous studies of e-service loyalty

Early studies on loyalty paid attention to brand loyalty and focused on behavioral elements (e.g., Cunningham, 1956; Tucker, 1964; Jacoby, 1971). Day (1969) investigated the role of loyalty as a positive attitude affecting the purchasing decision. However, Jacoby and Chestnut (1978) studied brand loyalty from a behavioral and attitudinal perspective. Many researchers highlighted loyalty only from the purchasing intention angle because of measurement issues. These researchers include Taylor and Baker (1994), Andreassen and Lindestad (1998) and Homburg and Giering (2001). They avoided using behavioral and attitudinal attributes, assuming that purchase intentions reflect actual behaviors (Caruana & Ewing, 2010). Some studies have measured several approaches to loyalty. For example, Macintosh and Lockshin (1997) investigated loyalty from an attitudinal, behavioral and intentional perspective.

Recently, the identification of factors that impact e-loyalty has received much academic attention (Caruana & Ewing, 2010). Cristobal, Flavia´n and Guinalı´u (2007) investigated the influence of perceived service quality on customer satisfaction and website loyalty. Their study revealed that customer satisfaction influences website loyalty and plays a mediating role in perceived service quality and loyalty. In another study, Chang, Wang and Yang (2009) targeted online shoppers to examine the relationship between e-service quality, customer satisfaction, customer loyalty and perceived value. The study showed a positive association between customer satisfaction and customer loyalty, and a mediating influence of perceived value on the relationship between satisfaction and loyalty. Anderson and Srinivasan (2003) studied the relationship between customer satisfaction and e-loyalty and found that this relationship is emphasized by perceived value and customer trust in the e-commerce context.

Another study showed the direct positive relationship between customer satisfaction and loyalty in the e-commerce setting (Cyr, 2008). Cyr investigated the impact of satisfaction and loyalty in three different countries, Canada, Germany and China, with different cultures. The results show the same positive direct relationship in these countries. The same result was obtained by Kassim and Ismail's (2009) research conducted in Qatar. The purpose of their study was to determine customer loyalty through perceived service quality, satisfaction and trust in an e-commerce setting. The research shows that satisfaction directly impacts customer loyalty and can be increased by providing an attractive website design, interesting systems and an easy-to-use website.

Other research targeting students and workers living in the eastern province of Saudi Arabia showed that customer satisfaction is a direct antecedent of customer loyalty in business-to–customer commerce (Eid, 2011). The objective of this study was to identify the determinants of customer satisfaction, trust and loyalty in Saudi Arabia. The study also shows that customer satisfaction partially mediates the effect of user interface quality and information quality on customer loyalty.

In addition, Castañeda (2011) investigated the relationship between customer satisfaction and loyalty on the Internet. After using telephone interviews and surveys, the authors claimed that the effect of customer satisfaction and loyalty is high when customer involvement moderates this effect and is partially mediated by trust. They argue that for customers who are highly involved with the product, customer satisfaction is a good indicator of their loyalty.

In the banking sector, Ganguli and Roy (2011) conducted a study to determine the most applicable dimensions of service quality and its influence on customer satisfaction and loyalty. Among the most applicable dimensions of service quality, two dimensions are considered determinants of customer satisfaction: customer service and technology (ease of use and reliability), which positively affect customer loyalty.

Chu, Lee, and Chao (2012) also conducted their research in the banking sector. Their purpose was to examine the relationship between service quality and e-loyalty and whether this relationship is affected by customer satisfaction and customer trust in e-bank services in Taiwan. They found a positive direct relationship between customer satisfaction and e-loyalty in e-bank services. Moreover, the authors argue that service quality has a direct positive relationship with customer loyalty through customer satisfaction.

Khan, Zubair and Malik (2019) investigated e-loyalty and the constructs that have an impact on it, such as e-service quality. The aim of the study was to examine the correlation between e-service quality and e-loyalty in online shopping in Pakistan. The results show that e-service quality positively influences e-loyalty. Thus, to maintain customer e-loyalty, e-service quality should be considered.

In summary, most of the previous studies show a relationship to e-loyalty of e-service quality and e-customer satisfaction (Kaya, Behravesh, Abubakar, Kaya & Orús, 2019). Customers realize and believe that loyalty will last for a long time, and is the reason behind the willingness to continue the relationship with the organization as a service provider, which, therefore, increases commitment (Cristobal, Flavia´n & Guinalı´u, 2007).

It can be seen that most researchers agree on the main determinants of customer loyalty; customer satisfaction and service quality. According to Kaya et al. (2019), providing services with high quality leads to noticeable customer satisfaction which, in turn, results in customer repurchase behavior and increased buying intentions and loyalty level (Anderson & Sullivan, 1993; Yoon & Kim, 2000). However, a limited number of studies have investigated the role of customer loyalty in the e-government context (Gupta, Singh & Bhaskar, 2016) as most of the previous studies examined loyalty from an e-commerce context. Besides, most e-government studies used “continues use intention” or “extended use intention” or “intention to use” terms with reservations about using loyalty with lack of justification (e.g. Al Khattab, Al-Shalabi, Al-Rawad, Al-Khattab & Hamad, 2015; Al-Hujran, Al-Debei, Chatfield & Migdadi, 2015; Al-Kaseasbeh, Harada & binti Saraih, 2019; Yap, Ahmad, Newaz & Mason, 2020). This provides an opportunity for more research to examine the concept of loyalty in a government context.

2.2.3.2. Customer E-satisfaction

Many countries have adopted customer satisfaction in different industries as an important economic indicator for the well-being and development of any nation (Sharbat & Amir, 2008). Because of the Internet and e-commerce revolution, extensive studies have been conducted in the field of marketing (Oliver, 1980; Fornell, 1992; Anderson et al., 2004) to understand customer satisfaction in the online environment (Ho & Wu, 1999; Choi et al., 2000; Szymanski & Hise, 2000; Anderson & Srinivasan, 2003; Bansal et al., 2004; Evanschitzky et al., 2004; Ribbink et al., 2004; Yang & Peterson, 2004). Accordingly, there are many benefits to having satisfied customers. First, it is an important element to ensure customer retention. Second, satisfied customers use services more often, have stronger interactions, and tend to recommend the services and products to other customers. Finally, satisfaction reduces customers' price sensitivity and increases reputation effectiveness (Mansoori & Baeadaran-Kazem-Zadeh, 2007). Thus, as governments now shift toward providing online services, customer satisfaction and its maintenance are necessary in the online service context (Agarwal et al., 2009; Sharma, Shakya & Kharel, 2014).

Customer satisfaction can be conceptualized using two approaches. The first approach is by viewing customer satisfaction as an emotional reaction toward performance of a particular service; it is conceptualized as transaction satisfaction. On the other hand, when satisfaction depends on the elements that occur over repeated transactions, it will be conceptualized as cumulative satisfaction (Shankar et al., 2003; Chang et al., 2009). Thus, overall satisfaction or cumulative satisfaction is an overall experience affected by customers' expectations of the e-service provider and their perceptions about e-service performance over the current and previous period (Johnson et al., 1995; Johnson et al., 2001; Krepapa et al., 2003; Ha & Janda, 2008). This has been explained by the Expectation-Confirmation Theory (ECT) developed by Oliver (1980). Expectation-Confirmation Theory argues that customers build up an initial expectation of the purchase and then build up another expectation about the performance of the service or product after a period of consumption. According to the customer experience, the customer will decide based on the level of satisfaction generated by the comparison between the actual performance of the service or product with their primary expectation of the performance. Therefore, satisfied customers will develop an intention to make repeated purchases (Eid, 2011; Alawneh et al., 2013).

Online services have unique characteristics, such as self-service and computer interaction. Therefore, customer perception about satisfaction can vary comparing customers' online interactions with their offline interactions. The consequences of customers' e-satisfaction may also vary (Choi et al., 2000; Ho & Wu, 1999; Ribbink et al., 2004; Szymanski & Hise, 2000; Zeng, Hu, Chen & Yang, 2009). Customer consequences are affected by their level of satisfaction and dissatisfaction with certain services or products. Satisfied customers will give positive feedback about the organization and will recommend the organization to other customers. They have a powerful influence on spreading positive word of mouth and attracting new patrons (Bearden & Teel, 1983; Zeng et al., 2009). Furthermore, satisfied customers become loyal to the organization, repurchase and will pay a premium price (Bearden & Teel, 1983; Zeithaml et al., 1996). Therefore, customer satisfaction generates "patronage frequency" (Zeng et al., 2009, p. 956). However, dissatisfied customers may take negative actions toward the organization. These actions may include spreading negative word of mouth, switching to another organization, reducing the rate of purchasing, and raising complaints (Zeithaml et al., 1996). As a result, negative experiences have a more critical effect than positive experiences in terms of customer consequences (Mittal et al., 1998). Nevertheless, organizations can rebound with their unsatisfied customers by accepting responsibility and solving problems associated with the services provided (Hart et al., 1990; Zeng et al., 2009).

2.2.3.2.1. Definitions customer e-satisfaction

There are various definitions of customer satisfaction used in research. Oliver (1981, p. 29) defines customer satisfaction as "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience". This definition shows the psychological state resulting from the cognitive evaluation expectation of performance inconsistency (Bhattacherjee, 2001). Similarly, other studies define customer satisfaction as positive or negative feelings toward services that have been received from the service provider (Schmit & Allscheid, 1995; Woodruff, 1997; Barnes et al., 2004). Kotler (2000) also claims that satisfaction is a customer's feeling of pleasure or displeasure as a result of comparing the product's perceived performance with expectations. Wangenheim (2003) has a similar definition, which is the result of comparing the expected performance and the perceived one during a customer relationship. Eid (2011) defines satisfaction as the rate of customer satisfaction with the provided services and products. Chang and his colleagues (2009, p. 427) studied the moderating effect of perceived value on the relationship between customer satisfaction and customer loyalty. They define customer satisfaction as "the psychological reaction of the customer with respect to his or her prior experience with the comparison between expected and perceived performance". Ha and Janda (2008) studied the antecedents of customer satisfaction and used Anderson and Srinivasan's (2003) definition of e-satisfaction in their study. They define e-satisfaction as the customer's contentment with previous purchasing experience with an e-commerce corporation. E-satisfaction is also defined as customers' feelings toward using e-services, which is the main element for the customer's continuing behavior and in building and maintaining long-time loyal customers (Alawneh, Al-Refai & Batiha, 2013). Zeithaml (2002) defines e-satisfaction in a similar way and as the evaluation of whether an online service or product meets online customer needs and expectations. Accordingly, Zeithaml's (2002) definition is adopted in this present study.

It can be noticed that most of the authors defined customer satisfaction in common terms. They all agreed that e-satisfaction is an online customers' feeling about their previous and continuous experience with the e-service provider and how this experience aligns with the customer's needs and expectations to ensure continuous purchases from the same service provider.

2.2.3.2.2. Previous studies of e-customer satisfaction

Many studies have examined customer satisfaction. Most of the studies of satisfaction were concerned about identifying the determinants or measurements of customer satisfaction and its relationship with other variables in various online contexts.

In the e-commerce context, Hung, Chen and Huang (2014) studied the impact of marketing and technical factors on e-satisfaction by targeting Taiwanese customers' targeted sites and competitive online stores. The marketing factors are online shopping attitude, perceived risks, consumer innovativeness, impulse purchase, perceived convenience, and word of mouth. The technical factors are information quality, system quality, and the service quality of two types of sites: the target and competitive sites. The results reveal that many technical and marketing factors positively influence customer satisfaction. These are such as shopping attitude, word of mouth, the target website's information quality, system quality, and service quality. Another study by Zeng and his colleagues (2009) investigated the main antecedents of e-service customer satisfaction and how determinates impact four behavioral intentions. The research indicated five antecedents of customer satisfaction: ease of use, customer services, fulfillment/reliability, security, and product/service portfolio. However, the authors argue that security and privacy have no significant impact on overall satisfaction.

Another study conducted in the e-commerce field to examine customer satisfaction was undertaken by Lee, Choi and Kang (2009). They examined the formation of e-satisfaction by developing a conceptual model and studying how computer self-efficacy and anxiety moderate this model in e-commerce. The results show that website information satisfaction, website system satisfaction and online service quality are considered antecedents to online satisfaction. Moreover, e-service quality has the strongest impact on e-satisfaction. The results also illustrate that computer self-efficacy and computer anxiety are considered significant elements affecting e-satisfaction and the purchase intention model.

In the e-government context, several studies have investigated the main factors affecting e-customer satisfaction. This helps in identifying the consequences and antecedents of e-satisfaction in the e-government context.

For instance, Pinho and Macedo (2008) investigated the most important antecedent of customer satisfaction in the e-government context by examining the taxation services provided through a web-based system in the public sector. They examined the impact of convenience and service quality on customer satisfaction. The authors defined convenience as the customer's perception of the time and effort expended on using or purchasing an online service (Berry et al., 2002). The results reveal that convenience is an important determinant of customer satisfaction that leads to increased efficiency of data processing and reduces refund and payment times. However, the study did not support the impact of e-quality on e-satisfaction which is contradictory with the most studies.

Another study conducted in the e-government context was undertaken by Alawneh, Al-Refai and Batiha (2013). They investigated the main determinants of customer satisfaction with the Jordan e-government services adapted from various resources such as the Canadian Common Measurement Tool (CMT) the American Customer Satisfaction Index (ACSI), the European Customer Satisfaction Index (ECSI), and the original Swedish Customer Satisfaction Barometer (SCSB) model. The findings illustrated that accessibility, awareness of public services and quality of public services are the most influential determinants of customer satisfaction. This finding is consistent with the findings of other studies' about e-commerce services (e.g., Park and Kim 2003; Eid, 2011). On the other hand, trust, security and privacy do not have any effect on satisfaction, which is similar to Yang et al.'s (2009) findings.

Verdegem and Verleye (2009) developed a model to measure e-government customer satisfaction on five e-government websites in Flanders. The researchers used the quantitative method (online survey and offline data) and the qualitative method (three focus groups) with a sample size of 28 respondents to analyze the data. The study found nine determinants of customer satisfaction that will enable e-government service providers measure their customer satisfaction level. These determinants are infrastructure, availability, awareness, cost, technical aspects, customer friendliness, security and privacy, and content and usability.

In order to investigate factors that motivate people to adopt e-government services and the factors that clarify the impact of e-government adoption, Sharma, Shakya and Kharel (2014) collected data from employees working in the Nepal Telecom organization because they are considered active users and have experience using e-government services. The findings show that there is a positive and significant impact of customer satisfaction and trust on e-government adoption. Moreover, the authors claim that the higher the ability of government organizations to provide online services, the more satisfied customers they will gain.

Another study has been conducted in the e-government context by Welch, Hinnant and Moon (2005). The aim of the study was to examine the correlation between website use, citizen e-satisfaction and citizen trust in government. The results revealed that the use of websites positively correlates with citizens' e-satisfaction. Moreover, e-government satisfaction is positively correlated with trust in government. The study also indicates the most important factors that directly affect citizens' satisfaction, and indirectly affect trust, are transaction, transparency and interaction.

Danila and Abdullah (2014) investigated the main factors that affect citizens' intentions and usage of e-government services in Malaysia. This was done by introducing a framework that combines three models: Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and Information System Success (ISS). The results show that the factors in the proposed framework, which are personal innovativeness, perceived usefulness, perceived ease of use, attitude, subjective norm, perceived behavior control and system quality have a great influence on users' intensions and usage of e-government services.

In addition, Lu, Fang and Feng (2012) investigated the factors that affect users' satisfaction with e-government services. The results show that perceived security is the most important factor of perceived value and perceived fit. The authors claim that the customers are looking for protection of their privacy while using e-government services and their awareness about security affects the value of e-government awareness. Moreover, the study also reveals that both customer satisfaction and perceived value are influenced by perceived fit. This means that customers are willing to use new technology that supports and positively affects their work and that the security system is guaranteed.

Other studies conducted in the e-government context examined the e-government performance and its impact on citizens' satisfaction. For example, Ma and Zheng (2019) investigated the influence of e-government performance on citizens' satisfaction in thirty-two countries in Europe. They argue that this study is unique by investigating the performance of e-government at the country level and citizen satisfaction at the individual level. The data were obtained from 32 countries in Europe. The results show that the performance of e-government is positively associated with citizen satisfaction; however, this association varies depending on the aim of e-government services use. The authors conclude that e-government service features should be added and developed by not only considering the supply as the only party, but also citizens as the end party who are affected by the service features.

In summary, it has been noticed that customer satisfaction in both the e-commerce and the e-government contexts has been studies intensively. All these studies are consistent with the factors or determinants of customer satisfaction. The most common factor among these studies is e-service quality or some other factors that are a dimension of services quality, such as ease of use, security, and awareness (e.g. Sharma, 2015; Al-Hawary & Al- Menhaly, 2016). Thus, it is recommended that governments and organizations minimize the gap between their perceptions about providing e-government services and citizens' perceptions as end-users (Ma & Zheng, 2019). Accordingly, this present study considers e-service quality as the most important indicator of customer satisfaction and needs further investigation of the link between the two constructs from customer and decision maker's perspectives.

As noticed, most of the e-satisfaction studies concentrate on determinants and factors that affect customer e-satisfaction in several different contexts including e-government services contexts.

2.3. Summary

This chapter discusses the literature review of the main constructs in its first phase including country reputation, corporate reputation, e-loyalty and e-satisfaction so as to gain more insight about them and to contribute to the present exploratory study.

The next chapter discusses the methodology used in the exploratory study and the main tools that were used to collect qualitative data and form the theoretical framework of the study.

Chapter 3: Research Methodology: Qualitative Phase

3.1. Introduction

The previous chapter (Chapter 2) presented the literature review highlighting country reputation, corporate reputation, e-loyalty and e-satisfaction and the main gaps identified in each field especially in the e-government context.

The aim of this chapter is to discuss the qualitative cycle as a research methodology used in the first cycle. The chapter starts by justifying the exploratory usage in this stage of the research, the research design concerning about qualitative cycle only. Moreover, the information about the participants is presented, followed by explanation of the data collection process and ethical issues. In addition, the instruments used, data analysis procedures and the summary are also provided and explained.

3.2. Overview of the Qualitative Research Method Adopted in this Study

This section provides an overview of the research methods that have been used in this phase (Table 3.1). After exploring the concepts for this study through a literature review, a qualitative approach was used as an exploratory study as a first phase. In this phase, qualitative data was collected through use of semi-structured interviews. The data collected from this phase was mainly used to explore country reputation dimensions and items that suit an e-government context to be used as a country reputation instrument. Besides, this phase also helped in investigating the main and new constructs that link country reputation to the e-government services to form the research model and framework.

Table 3.1: Qualitative method with relation to data collection process

Research Phase	Objectives	Procedures
Interview	• To get more information about country reputation and corporate reputation in the context of e-government services in the UAE from	• The study was conducted in the context of the UAE government. • Semi-structured interviews and a focus group were used with 11 participants including ministers and managers and 7 customers

	government and customer perspectives. • To extract perceptions of the participants about e-government services and how they perceive their quality. • To know how to measure satisfaction and loyalty when using e-government services. • To explore the related items of all constructs from participants’ opinions associated with e-government. • To form a final research framework.	to gain their perceptions about country reputation, corporate reputation and e-government services. • The responses of the participants help to identify the elements of country reputation associated with the government in general and with e-government services and form a preliminary model to be evaluated.

3.3. Data Collection

3.3.1. The First Phase – Qualitative Data Collection

Qualitative study is considered suitable to use when there is a need to discover the phenomena. Qualitative method is defined as “an array of interpretative techniques which seek to describe, decode, translate and otherwise come to terms with the meaning, not the frequency, of certain more or less naturally occurring phenomena in the social world” (van Maanen, 1979, p. 520). Thus, this study conducted exploratory research as the first phase to gain more insight about reputation inrelation to e-goverbment. The selection of this exploratory research method as the first phase of the study was influenced by the research objectives.

This study is looking for a better understanding of the construct of country reputation, and corporate reputation in the context of e-government services before conducting the quantitative method in the second phase. The data from interviews was utilized to obtain new items for country and corporate reputation instruments. The aim of this exploratory study was to investigate the main factors of country reputation that affect the aspects of e-government services. In addition, this phase helps in identifying other related customer outcomes associated with reputation and e-government services to form the final theoretical framework to be tested.

The study was conducted in the context of United Arab Emirates government. Thus, in order to achieve the objective of this study, interviews with 11 people, including ministers and government managers, and one focus group with seven customers who used e-government services were conducted to study their perception of country and corporate reputation and their effect on customers' outcomes and behaviors. The results of the interviews and the focus group helped to identify new elements of country reputation that contribute in the e-government context and to prioritize new elements of corporate reputation from both government and customer perceptions. Moreover, new constructs related to customer outcomes associated with e-government services that reinforce customer satisfaction and loyalty to e-government services emerged, which helped in establishing a preliminary framework for investigation of the relationships between the constructs.

Table 3.2: Participants' sample characteristics (Interviews)

Participants	Gender	Nationality	Profession Category
T.M	Male	UAE	Minister
H.M	Female	UAE	Minister
M.M	Male	UAE	Head of IT Department
V.M	Male	UAE	Assistant Undersecretary
K.M	Male	UAE	Executive Director
IB.M	Male	UAE	Executive Director
SH.M	Female	UAE	Head of IT Department
A.M	Female	UK	Senior Project Manager
L.M	Female	UAE	Senior Project Manager
S.M	Male	UAE	Executive Director
MR.M	Female	UAE	Head of Department

Table 3.3: Participants' sample characteristics (Focus Group)

Participants	Gender	Nationality	Profession Category
Alaa	Female	Jordan	Employee
Abeer	Female	UAE	Employee
Raghad	Female	Jordan	House wife
Boudor	Female	UAE	Manager
Hessa	Female	UAE	Entrepreneur

Badria	Female	UAE	Lawyer
Fatima	Female	UAE	Employee

3.3.2. Justification for selection of interviews and focus group instruments

For several reasons and advantages, in this study both interviews and the focus group were combined and used. One reason is that this combination was for pragmatic purposes. It helps in comparing the data gathered from participants of both methods in relation to the phenomenon. This could be accomplished by conducting interviews and the focus group in parallel to examine the phenomenon. Each method targeted a different group of participants so that information gathered from one group does not affect the information gathered from the second group (Lambert & Loiselle, 2008). Another reason for using both methods is to gather different points of views about the same issue which helps assure the credibility of the results (Loiselle, Profetto-McGrath, Polit & Beck, 2007). Using both methods also helps the researcher obtain the full picture of the phenomenon by completing or confirming the data gathered (Adami & Kiger, 2005; Halcomb & Andrew, 2005). Combining these methods helps in data completeness as each show a different angle of the phenomenon, which provides a more in-depth result that helps understand it in a comprehensive and complementary view (Lambert & Loiselle, 2008).

3.3.2.1. Interviews

An interview is considered a useful tool to collect data that helps in understanding the phenomena based on the conversations generated from the social interactions (Rubin & Rubin, 2012; Warren & Karner, 2015). It can be defined as "an interview involves reading questions to respondents and recording their answers" (Monette et al., 1986, p. 156). Burns (1997, p. 329) also defined interviews as "an interview is a verbal interchange, often face to face, though the telephone may be used, in which an interviewer tries to elicit information, beliefs or opinions from another person".

The interview is the most appropriate tool for complex situations where the participants have the chance to be prepared before answering sensitive questions (Kumar, 2014). It is also a preferred technique for those who do not like writing or reading and who enjoy talking and sharing their thoughts with a friendly interviewer (Zikmund, 2000). Moreover, the interviewer adopts this technique to understand the interviewee and what the interviewee means. It also gives the interviewer the chance to get in-depth information. This technique is considered the most appropriate where in-depth information is required (Kumar, 2014). The interview enables the interviewer to explain the questions by repetition or by re-asking in different ways to make sure that the questions are understood by the interviewees (Kumar, 2014). The interviewer can have the advantage of asking additional questions for unclear or incomplete responses and get high rates of responses from participants since they agreed to be interviewed (Kvale, 1996; Burns, 2000; Robson, 2002; Miller & Brewer, 2003, Gillham, 2005).

3.3.2.2. Focus Group

The focus group is also considered a useful and widely used qualitative instrument in an exploratory study that helps to gain an understanding of a particular topic from the population's perspective and opinions and by generating new ideas (Neuman, 1997; Flick, 1998). Krueger and Casey (2009, p. 5) defined focus group as "carefully planned series of discussions designed to obtain perceptions on a defined area of interest in a permissive, non- threatening environment". It can also be defined as interviewing a small group of individuals about a certain topic (Patton, 2002).

The Focus group is considered as a qualitative tool that is used by gathering a small number of participants (6-10) who have a mutual interest topic with the researcher to discuss and collect data (Morgan & Spanish, 1984; Zikmund, 2000). It is argued that the focus group is a successful tool that is used to gather data and explore topics and areas that the quantitative research tools cannot always achieve (Barrows, 2000). Thus, the focus group is useful when a complex issue needs to be deeply understood or to gain more insights about factors related to complicated behaviors (Krueger, 1998).

There are many advantages and disadvantages in using a focus group. The main advantages are that it is a cost-effective tool, provides quality information and multiple views in one session, has a variety of participants and points of views, and can be evaluated quickly. On the other hand, the disadvantages of using this instrument are time restrictions, it requires a highly skilled moderator to control the session, it cannot be used to discuss personal issues, and confidential issues cannot be discussed (Patton, 2000). Accordingly, based on the advantages and disadvantages of this instrument, a focus group was used in this research and was considered an adequate tool to help understand how customers who use e-government services in the UAE view country reputation, corporate reputation and e-government services related aspects as these aspects considered impersonal and can be deliberated in public.

In this study, the researcher focused on open-ended questions which allow the participants to elaborate more and describe their opinions based on their experience. The interviews and focus group consisted of thirteen semi-structured, open-ended questions for ministers and managers, while ten questions were for customers of e-government services. Thus, the interviews help the researcher to extract comprehensive responces and answers from the interviewees (Zikmund, 2000).

3.3.3. Population and Sample

The participants were selected from areas in the e-government context: leadership, including ministers and general managers of government entities, e-government projects managers, employees, and customers. According to Papazafeiropoulou, Pouloudi and Poulymenakou (2002), e-government projects have a long-term influence because of their impact on different segments such as public and privet organizations and the whole society including citizens. Thus, including a wider range of stakeholders is vital for success of any e-government project. According to Rowley (2011), several studies have categorized e-government stakeholders and identified their roles resulting in a typology shown in Table 3.4.

Table 3.4: Proposed typology of e-government stakeholder roles

1. People as service users
2. People as citizens
3. Businesses
4. Small-to-medium sized enterprises
5. Public administrators (employees)
6. Other government agencies
7. Non-profit organizations
8. Politicians
9. E-Government project managers
10. Design and IT developers
11. Suppliers and partners
12. Researchers and evaluators

Source: Rowley (2011, p.56)

McDaniel (2003) argues that to ensure e-government success requires organizations and organization leaders to collaborate and work together to improve services. Moreover, leadership link e-government service to a governance objective (Organization for Economic Co-operation and Development, 2003), ensures customer concentration (McDaniel, 2003) and avoids external barriers that affect e-government services (Caldow, 2001). Thus, leadership is considered a critical factor in e-government success (Pardo & Scholl, 2002). On the other hand, other stakeholders, such as customers or citizens, will not interact with any e-government services and will not support their implementation if their concerns are not satisfied (Papazafeiropoulou et al., 2002). Therefore, it is very important to consider and include a wider range of stakeholders to support e-government services and to gain their acceptance. This justifies the type of participants targeted for this phase.

Data was collected from different participants who are decision makers in the government in UAE and who are responsible for enhancing the reputation of the country based on the mandate of their government organizations. Moreover, the data was also collected from participants who are e-government stakeholders. These participants are ministers, leaders of government organizations, managers of e-government projects, employees who work in the government sector and customers who live in the United Arab Emirates. Such key informants can enrich this study with rich information beacuse the participants are from different government organizations and different customers use different types of e-government services (e.g. Al-Mamari, Corbitt & Gekara, 2013; Alotaibi & Roussinov, 2017; Distel, 2018; Meacham, Rath, Moharana, Phalp & Park, 2019).

3.3.4. Ethical Considerations

Several ethical aspects were considered in conducting the interviews. First, voluntary participation was assured. The participants had the choice and freedom to withdraw participation and their data from the study at any time without affecting their relationship with the university. The participants also had the choice, after reading the aim and objective of the study and the questions, to withdraw participation. Besides, the participants were asked whether they were comfortable with a recording of the interview using an audio recorder. They were also told that they can ask for the recording to stop any time they wanted during the interview.

Furthermore, consent is considered one of the important aspects that protect the participants from any potential risk of physical or psychological harm. The written consent explains the purpose of the study and asks the participant for voluntary participation (Neuman, 2000). Moreover, since the participants are ministers, general managers and managers of e-government departments, privacy and confidentiality of the information obtained are very important. Thus, the interview was between the interviewer and the interviewee only and their names are coded in the transcripts. Confidentiality and anonymity were assured to all interviewees before starting the interviews. Thus, participants who agreed to participate in the interviews were asked to sign the consent form (See Appendix 4 and Appendix 5).

Accordingly, all the necessary documents related to this study were approved by the Human Research Ethics Committee in the University of Wollongong. The first phase of qualitative methodology was approved by the Human Research Ethics Committee in UOW (Ethics Number: 2017/020 - Approval Date: 14 March 2017) (See Appendix 1).

3.3.5. Interviews and Focus Group Process

The interview process was conducted in the participants' work places while the focus group process was conducted in the mall based on the customers' preferences and selection as a suitable place for all participants. A list of question was designed based on the reviewed literature and research questions (see Table 3.5).

Table 3.5: Interview and focus group questions

Types of Interviewee	Questions	Source
Ministers\ Undersecretary \ Managers \Service Managers\ e-service Managers	How would you define country reputation for your organization?	Passow, Fehlmann, and Grahlow (2005)
	From your organization's perspective, what are the main attributes and elements that affect country reputation? (leadership, society, culture, economy) Are there any other elements?	Passow, Fehlmann, and Grahlow (2005)
	How do you think that your ministry contributes to country reputation?	Passow, Fehlmann, and Grahlow (2005)

	What are your customer's expectations when it comes to country reputation for your organization? Why?	Passow, Fehlmann, and Grahlow (2005)
	What are your employee's expectations when it comes to country reputation for your organization?	Passow, Fehlmann, and Grahlow (2005)
	What do you think are the most important elements that affect customer e-satisfaction in e-government?	Alawneh, Al-Refai and Batiha (2013)
	What do you think will make the customer loyal to use e-government services?	Doong, Wang and Foxall (2010) Chatfield and AlAnazi (2013)
	Do you think the government sector can be modelled like a business? To what extent? Why? Why not?	Lucio (2009); Thomas (2013)
	Do you consider citizens or residents as customers? To what extent? Why? Why not?	Lucio (2009); Thomas (2013)
	How would you define 'reputation' for your organization? What are the main attributes and constituents of 'organization reputation'? (In other words, what are you reputable for?)	Fombrun et al. (2000)
Customers	How would you define country reputation?	Passow, Fehlmann, and Grahlow (2005)
	What are the main attributes and elements of country reputation?	Passow, Fehlmann, and Grahlow (2005)
	How do you think government organizations contribute to country reputation?	Passow, Fehlmann, and Grahlow (2005)
	As a customer, what are your expectations when it comes to country reputation?	Passow, Fehlmann, and Grahlow, (2005)
	What do you think are the most important elements that affect customer e-satisfaction in e-government? Why?	Alawneh, Al-Refai and Batiha (2013)

	Do you think products and services play a part in the perception of a country's reputation? To what extent? Why?	Anholt (2006) Jain and Winner (2013)
	Do you think e-government services play a part in the perception of a country's reputation? To what extent? Why?	Alawneh, Al-Refai and Batiha (2013)
	What do you think makes the customer loyal to use e-government services? Why?	Doong, Wang and Foxall (2010)
	Do you think country reputation plays a part in making you loyal to e-government services? To what extent? Why?	Doong, Wang and Foxall (2010)

A letter of information about the study and the interview questions sheets were sent to all participants a week before the interview so as to give them the opportunity to be well prepared and know the objective of the interview. The same procedures were used with the customers who used the e-government services at least three months before conducting the focus group. The consent was presented to each participant before starting the interview and the focus group and each participant signed it. According to Knox and Burkard (2009), all the information should be sent to the participants to enable them to complete the consent form.

Each interview and the focus group were recorded using a digital recorder and the interviews and focus group were conducted in the Arabic language. The participants were encouraged to honestly answer the questions based on their personal experiences, perceptions, and insights about the aspects of country reputation, corporate reputation and e-government services in the United Arab Emirates.

The questions were translated into the Arabic language for the participants as it is their native language. This helped to confirm their understanding of the interview questions and to ensure accurate responses. In this study, the respondents agreed to participate voluntarily and they were guaranteed that their names and details will remain confidential and will not be published. The average duration of each interview was 45 mins while the focus group took one hour and 30 mins.

3.3.6. Role of Moderator

In order to manage the focus group, the moderator played an obvious role in facilitating the group discussion. The role of moderator started after each participant stated their point of view by asking further questions for more elaboration and clarifications (such as "can you explain more by giving an example? What do you think about that opinion? Who agrees with this idea"?) This aims to eliminate any ambiguity that may occur and to provide more explanations for the responses. This technique helps by providing subjective data interpretation during the analysis. Moreover, the moderator made sure that every member in the focus group had the same opportunity in the discussion to express their point of view. In addition, the moderator encouraged those participants with less to say by asking some motivating questions such as "do you agree or disagree with this claim and why"? This helps by encouraging the silent participants to break the ice and participate.

3.4. Data Analysis Process

The data collected from the semi-structured interviews and the focus group were analyzed using thematic analysis. The findings of the qualitative analysis contribute to the theory presented and address the highlighted research questions of this study. More details about qualitative data analysis, thematic analysis, transcription and coding are covered in the following chapter.

3.5. Summary

This chapter highlighted the main objective and justifications for use of an exploratory study in phase one. The research design, data collection process, sampling approach, and ethical issues were discussed and explained.

The following chapter presents the findings from the data analysis.

Chapter 4: Qualitative Data Analysis, Findings and Disscusion

4.1. Introduction

Chapter 4 explained in detail the methodology used to collect and analyze the data from 12 key representatives from different ministries and government organizations in different Emirates in the United Arab Emirates and seven customers who have experienced e-government services.

The objective of using this approach (interviews and focus group) is to benefit from the experience and information provided by both decision makers in government and customers to obtain a comprehensive understanding of their perceptions about the following:

- To obtain a deeper understanding and to identify the main factors and dimensions that measure country reputation and corporate reputation in the context of e-government services.
- To identify the main factors that concern e-government customers based on their experience related to customer satisfaction and loyalty.
- To form the final research model and framework.
- To enrich quantitative surveys in the second phase.

Accordingly, in this chapter, the techniques used to analyze the data and to produce the key themes is introduced. Moreover, the findings and the related discussion of the phase one qualitative study are presented and discussed.

4.2. Qualitative Data Analysis

Qualitative data analysis is defined as "an ongoing process that involves breaking data into meaningful parts for the purpose of examining them" (Savin-Baden & Major, 2013, p. 434). Therefore, after using the previously identified tools to collect the necessary information by using interviews and a focus group, the process of analyzing the data should be identified and commenced. According to Padgett (2008), the data analysis can start after data collection.

The following sections provide more details about thematic analysis, coding, transcription and translation.

4.2.1. Thematic Analysis

Thematic analysis is considered as one of the qualitative analysis approaches that are defined as "a method for identifying, analyzing and reporting patterns (themes) within data" (Braun & Clarke, 2006, p. 79). It is viewed as a fixable and useful analytical approach that provides a detailed and rich set of data (Braun & Clarke, 2006). It helps the researchers to explore more about the real behaviors and attitudes of the people who are knowledgeable about the situations that need to be studied (Ten Have, 2004). It is a useful tool to answer questions: what makes people concerned about the situation? What makes people follow procedures? (Ayres, 2007).

The aim of this approach is to break the text of the materials generated from experienced stories into small unites and then submit them for treatment (Sparker, 2005). It is used to determine, analyze and report themes from the data. Although it is extensively used by the researchers to analyze qualitative data, it is not a widely recognized method compared with other methods such as grounded theory. It is claimed that this method does not depend on existing theoretical frameworks (Braun & Clarke, 2006); however, it can be used with a wider range of theoretical frameworks. Moreover, it is considered as the most accessible method compared with other methods such as grounded theory (Braun & Clarke, 2006).

In this study, the thematic analysis approach is used because of several reasons:

1. Flexible approach (Braun & Clarke, 2006) and the best in reflecting and describing the reality (Javadi & Zarea, 2016) which provides rich and complex data.
2. It can be used on a wide range of theoretical methods and help test or build on existing theory (Braun & Clark 2006).
3. Helps in describing and analyzing the data and reporting themes from the data (Braun & Clarke 2006).

Thematic analysis is considered an analysis tool that helps analysis of the qualitative data by creating a list of codes that generate the main themes and subthemes captured from the data. Themes are defined as "as a pattern found in the information that at minimum describes and organizes the possible observations and at maximum interprets aspects of the phenomenon" (Boyatzis, 1998, p. 4). According to Braun and Clarke (2006), there are several steps in conducting thematic analysis:

1. The researcher should be familiar with the data obtained from the interviews after transcribing them.
2. Initial codes should be generated by organizing the data into systematic way which will help in classifying the data into small meaningful data.
3. The main and subthemes should be recognized by the codes identified and introduced previously.
4. The themes should be reviewed and defined before writing up in order to make sure that all themes are interacted and related to each other.
5. The themes should be reviewed to ensure that they are aligned with data collected and codes generated.
6. The final report should be generated as a final analysis to assure alignment with research question and the literature.

4.2.2. Coding

The coding process can be defined as the process that classifies the data obtained from interviews through adding manes or labels to a group of data to be prepared for the analysis (Punch, 1998). It is considered an essential step in analyzing the qualitative data in qualitative research (Higginbottom, 2015).

Coding is usually done by taking the statement of the gathered data from the data collection phase and breaking the sentences in these statements into collective groups and labeling each group with a suitable name (Creswell, 2014). These labels and names should be significant names that represent the ideas included in each group (Savin-Baden & Major, 2013).

There are two types of coding. The first one is called deductive coding, which means that the codes are created by the researcher in line with existing (a priori) themes from the literature. The coding in this type is usually developed from a theory or previous studies (Remler & Ryzin, 2015). The second type is called inductive coding, which is created by analyzing the qualitative data gathered by observing the discussion held by the participants (Remler & Ryzin, 2015).

In this research, deductive coding is used based on the previous studies related to reputation and e-services fields. Accordingly, the codes identified were relevant to the literature (e.g. country reputation, corporate reputation, e-government services), associated with the data gathered from the participants, the main objective of this research and the research questions.

4.2.3. Transcription

Transcription is a process undertaken by the researcher to transfer the data obtained that may have positive or negative impacts on the research (Padgett, 2008). The transcription helps the researcher to enrich unclear passages and to add more information for more explanation (Padgett, 2008). Thus, it is suggested to use new technologies to record the participants' feedback to insure the maximum accuracy of the data collected (Flich, 2014).

Thus, this study generated a transcript of all the interviews after using an audio recorder to record the interview and the focus group as requested and approved by the UOW Human Research Ethics Committee. Thus, the recording facilitated the transcription process. The transcripts were analyzed and coded and each interview was coded separately. These codes were developed based on the reviewed literature. The final themes and sub-themes that were developed are shown in Table 4.1.

4.2.4. Translation

Translating from one language to another may lead to more complications than the transcription (Marshall & Rossman, 2016). This is because of the challenges that the researcher may face related to meaning. Thus, it is recommended that the researcher should consider including the translator while analyzing the data (Marshall & Rossman, 2016).

Accordingly, all the interviews and the focus group were conducted in Arabic as it is the official language in the UAE and helped avoid any bias. After recording the interview in Arabic, the researcher included translators in the analysis phase to translate the interviews and the focus group from Arabic to English.

4.3. Themes from Interviews

In order to identify themes and subthemes, this research followed several steps to analyze the data using thematic analysis as recommended by Braun and Clarke (2006). First, the interview transcripts were read carefully so as to become familiar with the information and data obtained. Some of the main themes were identified based on research objectives and a review of the literature. The data was then gathered, grouped and given initial codes. Besides the main themes identified earlier, other main themes and subthemes (dimensions that explain the main themes) were also identified. For example, country reputation is the main theme identified initially based on the research objectives. Initial subthemes of this main theme were also identified from the literature such as leadership appeal; however, the respondents highlighted other subthemes related to country reputation such as services and innovation.

Table (4.1) summarizes the main themes that emerged from qualitative data analysis. As shown, five themes and several subthemes were identified from the ministers and managers, and customer interviews and focus group.

Table 4.1: Main themes and sub-themes

Main theme	Sub-theme	Source
Country Reputation	Leadership Appeal	Passow, Fehlmann and Grahlow (2005)
	E-services	Jain and Winner (2013) Arikan, Kantur, Maden and Telci (2014)
	Innovation	This theme emerged in the findings of phase 1 of the research design
Happiness Baseline (Overall Happiness)	-	This theme emerged in the findings of phase 1 of the research design
Corporate Reputation	E-services	Ponzi, Fombrun and Gardberg (2011) Arikan et al. (2014)
	Good Employer	Walsh et al. (2009)
	Customer Orientation	Walsh et al. (2009)
Customer Happiness	-	This theme emerged in the findings of phase 1 of the research design
E-services Quality	Efficiency	Parasuraman, Zeithaml and Malhotra (2005) Papadomichelaki and Mentzas (2012) Alawneh, Al-Refai and Batiha (2013)
	Trust and security	
	Reliability	
	Responsiveness	

Five thematic matrices were developed for each main and sub-theme (see Appendix 10).

4.4. Findings and Discussion

In this section, the main themes and the subthemes that emerged from the data analysis is presented and discussed based on the data collected from interviews and the focus group and its association with the literature review.

4.4.1. Country Reputation

Leadership Appeal

Under the first sub-theme, ministers, managers and customers identified the main and important element that contributes to country reputation, which is leadership appeal. The analysis revealed that leadership is an essential element that constitutes the reputation of any country and is based on their charisma and involvement in building and developing the country. The following representative quotes provide evidence for the importance of leadership appeal in the context of country reputation:

> *leadership is the first component that will be looked at because it's the role model. So the leadership in any country or government shows how each member in the society should behave and act to represent his or her country. If the leadership is young, creative, dedicated and faithful these aspects will positively affect people's behaviors and will spread the good deeds. Any characteristic or any charisma that the leaders own will automatically appear in different fields and situations. This also encourages the government organization to follow the vision to make the citizens satisfied and happy*.
>
> (H.M)

> *the leadership plays a major role in the people's perception. The countries, which have great leaders, give a good image about their own people and can affect their behaviors in a direct way. If the leader has a positive reputation, he will leave a positive effect and the opposite is quite true. The UAE leaders set a good example for us in many perspectives in our life such as their concentration on developing the government services and the way they encourage the people to be more productive. This will positively affect the country's productivity in different aspects.*
>
> (M.M)

from inside it has a huge impact since it is the one who is steering the wheels on politics, economic, society level and even community service. The leadership is steering the wheel of inside work of the country.

(S.M)

From a customer's perspective, respondents further believed that leadership is one of the main aspects of country reputation as it is the leaders who set out a clear vision and plan the country strategy that drives country competitiveness. The following quotes by customers support these arguments.

The leadership that has a clear vision of such country defines the main objective of the country, to what extent it wants to reach, what are the pivots it is competing with and wants to improve.

(Alaa)

This is the competitive strategy the country seeks to achieve such strategy helps to raise the ranks of the world countries. It started from the leadership. When leadership has a clear strategy and a clear vision of assistance inside and outside the country, this contributes to the reputation of the country.

(Abeer)

All participants (11 participants and seven participants in the focus group) agreed that leadership appeal is a very important aspect that is part of country reputation. This is compatible with most of the studies that have investigated country reputation by using Fombrun–RI Country Reputation Index (CRI) developed by Passow et al. (2005) (e.g. Kang and Yang, 2010; Yang et al. 2008; Fullerton and Holtzhausen, 2012; Fullerton and Kendrick, 2014; Yousaf and Li, 2015; Holtzhausen and Fullerton, 2015). As argued by Passow et al. (2005) leadership appeal is one of the country reputation elements indicating strong leadership and an attempt to communicate and deliver its vision. Country reputation can be better managed when the country leadership has a clear vision and strategies that positively change the reputation and collaborations between the organizations in different sectors, including citizens within the country (Anholt, 2011).

E-services

The second sub-theme that emerged is e-services. Participants were asked about the important factors that contribute to the country reputation. They believe that services are an important element that shapes country reputation. One of the managers suggested that countries nowadays are compared with each other by their services and the customer journey affects perception about many aspects of the services and, therefore, affect perception of reputation in general. Thus, because of the context of this study (e-government services), all factors related to services have also been interpreted as e-service.

> *There is an important factor which is services. I would also say that the services play a significant role in shaping the reputation too. When we, as individuals, compare the services offered in this country with services of other countries, we make our judgements based on what we experience by comparing the level of improvement and development, and the channels that provide the services and other aspects. The services are a very important factor because they are directly attached to the customers. We say that this country is more advanced than that another according to what services the customers' experience; whether the public or the private sectors offer them.*
>
> (IB.M)

On the other hand, most of the customers agreed on the importance of the services in shaping the reputation of any country. It depends on the type of services, and the degree to which these services meet the customers' needs and expectations.

> *The reputation of the country is connected with the extent of provision of best services by the country to its citizens or its dealers, or the extent of benefit to its neighbors or surroundings; whether it is a direct service or is supported by knowledge and the betterment of humanity, social and economic status inside or outside the country. The most important thing for the citizens is the provision of services, whether the direct services or the services they get a benefit from; the infrastructure services, hygiene, landscaping or construction services that the resident gets benefit from, whether directly or indirectly.*
>
> (Badria)

According to the literature, people's perception about any country is the result of their direct or indirect experiences with its products and services (Yang et al, 2008). This is evident in media coverage about any country when the press releases are mostly covering the services and products of a particular country (Jain & Winner, 2013). Moreover, even in the country image field the studies also show the effect of country image on customer perceptions about its services (Peterson & Jolibert, 1995; Ahmed et al., 2002; Pharr, 2005; Yasin, Noor and Mohamad, 2007). Therefore, customers often use the country's stereotypes as guidelines that help them to make decisions (Kotler & Gertner, 2002) or to evaluate the services of the country (Han, 1989; Ahmed et al., 2002). This is in agreement with the interviewee perception that services, including e-services, shape the reputation of any country.

Innovation

Participants were also asked about the important elements that define country reputation. Both managers and customers agreed that what defines any country and distinguishes them among other countries are innovations. Countries compete by providing innovative services that will affect directly and indirectly the quality of life and well-being of the citizens inside the country and that will attract investments from outside the country that will flourish the country's economy.

> *We have now competitiveness work offices aiming towards raising of the country's ranking with respect to other competitive countries, its ability to innovate and provide better services for its economy, helping to attract foreign investments, and achieving the well-being of the people. And what affects country reputation is the continuous improvement and innovation in government organizations and the extent to which their leaders adopt these improvements.*
>
> (L.M)

> *it is in the manner of serving people in creative, innovative and competitive ways, so people look at it admiringly and want to do the same. Hence the countries compete internationally to improve their inside acts by enhancing the economic, educational and commercial status inside the country, thus they compete to have the same technology or service means etc.*
>
> (Alaa)

According to the literature, innovation is a minimum requirement for any country to remain competitive in the world (DiPietro & Anoruo, 2006). Fetscherin and Marmier (2010) illustrated that any country is seeking to be competitive among other countries should emphasize on many fields including innovation. The World Economic Forum provided indexes for 59 countries on several components including creativity, innovation, startups, technology transfer and technology (DiPietro & Anoruo, 2006). Therefore, researchers claim that every country should consider innovation and innovate to effectively remain competitive (Weifens, Addison, Audretsch, Gries & Grupp, 2000).

4.4.2. Overall Happiness

Respondents were asked 'From your point of view, how would you define country reputation?' All the respondents answered this question using different aspects and elements that constitute country reputation such as provide infrastructure, high quality services, better education, and better health services. However, they agreed on the ultimate goal of providing all these facilities, which is to reach citizens' overall happiness.

> *The happiness is when the country focuses on citizens and means providing all the possibilities of all available aspects; in better education, better health, stronger infrastructure, suitable environment and strong economy. All these factors leave a sense of happiness and positive feelings in the citizens. Marketing that the government seeks the happiness of citizens means that the government seeks to develop the country in all aspects of life to reach the utmost limit; happiness is the ultimate perception reached and the outcome of all aspects, this is something...*

(Alaa)

> *When talking about the reputation of our country, we can say that the UAE surpassed other countries in the electronic transformation of services as well as the happiness issues that concern both the nationals and expats too.*

(K.M)

According to the literature that review happiness and human satisfaction, happiness, or as some studies refer to as 'subjective well-being or quality of life', is used as a bigger term of "the good life". This concept is divided into two parts; the first part is life outcomes and related chances while the second is the inside and outside life qualities (Stanca & Veenhoven, 2015). These two parts generate four sets of quality of life including livability that is associated with the ability of individuals to have access to the services and goods provided. This can also be called welfare (Stanca & Veenhoven, 2015). Accordingly, and as the interviewee commented in their interviews, the government of any country has a vital role in ensuring their citizens' happiness. This is in accord with previous studies that investigated the role of government in happiness. For example, Coggburn and Schneider (2003) reveal that there is a positive correlation between effective management of the government and quality of life. Moreover, Tavits (2007) study shows that the level of subjective well-being is high among people when the government of their country performs well. Therefore, government in a country is considered as an important element in quality of life (Kim & Kim, 2012).

4.4.3. Corporate Reputation

Managers and ministers were asked about if their organizations and departments contribute to country reputation. They identified several main elements in any government organization that shape its reputation and affect country reputation. Customers were also asked their opinion about the contribution of government organizations in forming the reputation of a country. Both respondents agreed on the following aspects:

E-services

Raghad, a customer, identified the importance of providing e-government services that shape an organization's reputation by easing customers' lives.

> *The physical presence of the customer in the service center to get traditional service requires the customer to be present in the place of service and such service shall be provided at certain times, the time of staff availability. Regardless of the policy of work time, the service shall be in a specific place. On the other hand, e-service could be applied at any time and place and does not need the presence of the customer, it means I could get such service anywhere.*

(Raghad)

One of the managers also expressed the importance of providing high quality innovative e-government services to gain customer satisfaction and happiness.

We look forward to maintain satisfaction and happiness by providing integrated e-government services and make sure that these services are improved over time. We work hard to save the time and effort of our clients by providing the services through e-government.

(M.M)

Good Employer

Managers and ministers believe that a government organization with leadership that cares about employees by providing supporting policies and regulations, and motivating the work environment gives a good indication about the management of the government organization.

Employees need clear regulations that guarantee their rights and finds solutions for their complaints. In addition, a grievance system and promotions, rewards and incentives system, along with a healthy and encouraged work environment is something necessary. Also, providing a clear career path is necessary for the employees. Moreover, the good relationships between employees play a major role too. These things give clear and authentic indicators of the organization.

(MR.M)

It's important to provide a good work environment, some delegation and empowerment, knowledges about the services, and incentives which will affect impressions about the government organization.

(IB.M)

Customer Orientation

Several customers insisted that government organizations should place more emphasis on customers' needs and rights in providing their services.

I hope the service to be available, affordable, with good quality when provided, reliable and not provided only sometimes, taking into consideration my individual needs.

(Raghad)

The manager assured that seeking and measuring customers' happiness depends on providing high quality e-services that save time and effort equally to all customers.

> *As for customers, we as government organizations have standards to reach the final outcomes which are the customers' satisfaction and happiness. The customer is satisfied and happy about this service... this is the ultimate goal. The level of happiness is measured by different elements including the place and the time of service, the payment procedures and process. The organizations track down all the customers and their level of happiness when these services are provided.*

(S.M)

In summary, subthemes of corporate reputation identified by the participants are similar to corporate reputation dimensions identified in the literature. Firstly, services or e-services from any government organization will affect customers' perceptions about its reputation aligns with the literature. As suggested by Walsh and Beatty (2007), corporate reputation is evaluated by the customers through their interactions with several corporate activities including its good and services. This is consistent with Fombrun's et al. (2000) corporate reputation conceptualization. They claim that corporate reputation comes from a set of multiple stakeholder perceptions about an organization's performance. These include perceptions about its products and services. From an e-government context, Carter, Schaupp, Hobbs and Campbell (2012) demonstrate that e-government organization reputation positively impacts people attitudes toward use of its e-government services. Therefore, reputation has an influence on customers' use of e-government services (López-López, Iglesias-Antelo, Vázquez-Sanmartín, Connolly & Bannister, 2018).

Secondly, according to the literature, customer orientation and good employers are two of five dimensions that constitute corporate reputation (Walsh & Beatty, 2007). Customer orientation indicates how customers perceive the performance and desire of an organization's employees to meet customers' needs and ensure their satisfaction. On the other hand, the good employer refers to customer perception as the extent the organization and its leadership care about employees and focuses on their needs and interests, and to what extent this organization meet their customer expectations about hiring and maintaining competent employees (Walsh et al., 2009).

4.4.4. Customer Happiness

When asking the managers and customer about the things that are important to them and constitute country reputation, the common answer is that a reputable country cares about their customer happiness and makes sure it is carried through its government service provision.

> *The United Arab Emirates in particular, I did not expect one day to come and say to me a Ministry of Happiness will be created for me. It means it does not only provide me the service, but also guarantees my happiness in providing such service.*
>
> (Boudor)

> *We make sure to raise the customers' impressions about all the government services to get high customer satisfaction and happiness. We do monitor all the issues that affect customer satisfaction and happiness and make sure to use corrective actions to solve them in cooperation with other government organizations.*
>
> (IB.M)

These responses have also been discussed in the literature. It is suggested that services become very important and control customers' lives and, therefore, it is essential for organizations to concentrate on customers' social outcomes, such as customer happiness (Gong & Yi, 2018). Therefore, an organizations' performance will be determined by outcomes; by the level of happiness of their customers (Su, Swanson, & Chen, 2016). According to Anderson et al. (2013), services offered by organizations have the power to affect positively or negatively customers' well-being.

4.4.5. E-service Quality

Customers and organization leaders agreed on the most important elements of a high-quality e-government service and stated the following:

> *Service durability "Robustness". Here we talk about the IT and infrastructure. When the service is robust the application does not cease sometimes or the computer becomes temporarily inactive or closes after I had reached home and cuts off the service fields. The security; there should be security and confidentiality for the information I enter in*

the computer. When you have these mistakes e.g. system shuts down or closes, I have to have a place where I can request support. I think these things will make a difference for the customer.

(Hessa)

They look for accessibility, accuracy, speed of service delivery, service effectiveness and quality. The smart service should be easy, accessible, simple, of high quality with no errors, not sophisticated, and fast. The simpler the service the better it is. It should also be clear.

(L.M)

As commented on in the literature, it is essential for organizations that provide services to understand the main factors that affect customers' use of e-government services. The main objective that these organizations should focus on in providing e-government services is to minimize the gap between service provision and customers' expectations. Thus, providing high quality e-government services will help improve governance effectiveness and increase engagement and awareness between organizations and their customers. The literature also highlights the reasons behind customer preferences for e-government services (Sharma, 2015). This preference is due to its availability at any time, its cost effectiveness, reliability, level of security and the degree of responsiveness to any problems (Zeithaml et al., 2002; Santos, 2003; Liao & Cheung, 2008). According to Ma and Zheng (2019), service quality attributes have an obvious contribution to how customers perceive organizational performance and its effect on their satisfaction level. The better the performance the more satisfied customers are (Morgeson & Petrescu, 2011). Accordingly, providing well designed e-government services produces the impression of trust, efficiency, transparency and satisfaction (Ma & Zheng, 2019).

4.5. Summary

In summary, this chapter highlighted the qualitative data analysis for phase one of the data collection as described in Chapter 3. It also focused on revealing the key themes that emerged from the qualitative analysis process.

Based on the findings of the qualitative study, the following chapter discusses the literature in relation to the new constructs that emerged from this phase.

Chapter 5: Hypotheses Development

5.1. Introduction

This chapter reviews the literature about the new constructs identified in the qualitative phase of research discussed in Chapter 4. More specifically, it highlights and provides more details about each construct generated from the qualitative analysis phase. It further provides a better understanding about these new constructs according to the literature and helps justifying the relationships proposed in the hypotheses. Thus, this chapter contributes by providing an overview of each construct, and the main definitions of e-service quality, customer happiness and overall happiness.

Based on the findings from the qualitative phase, the research questions have been refined and presented in this chapter. Moreover, this chapter provides the development of key hypotheses that are a result of a critical exploratory research, and are discussed in detail in this chapter.

5.2. Literature Review: Phase Two

This section represents the main ideas of each constructs emerging from the qualitative analysis. Each construct is discussed in light of the literature reviewed and highlights its main concepts, definition and previous studies aligned with the objective of this present research.

5.2.1. Government E-Service Quality

The importance of services has been noticed and considered for some time. The share that the service sector has in the economy is increasing (Yarimoglu, 2015). Statistically, the services share around the world has increased to be more than 60% of the total GDP. This makes the service sector an important sector in all economies and most of the recent professions derived from this sector (Lovelock & Wirtz, 2011).

In the UAE, the service sector has a significant contribution in the economic growth of the country. According to Bashir, Alsyouf, Alshamsi, Abdel-Razek and Gardoni (2020), the service sector in the UAE provides an important opportunity to develop the economy by creating jobs, mobilizing the resources and contributing to the Gross Domestic Product (GDP). Thirty seven percent of GDP is considered the share of the service sector in the UAE. Its contribution to the country's economic development increased from 16% to 23% from 2000 to 2015 (Das Augustine, 2016; Bashir et al., 2020).

As a result, the competition between service organizations has increased and has forced them to pay attention to service quality and to consider it as their tactical instrument (Chatfield & AlAnazi, 2013). Service quality of the government sector has been an important topic over the recent years that has led many government organizations to monitor their service quality by using self-assessment (Papadomichelaki, Magoutas, Halaris, Apostolou, & Mentzas, 2006).

E-government is as an important factor for any government transformation that functions to improve transparency and to ensure its governance and accountability. E-government helps citizens and customers to obtain government services in an efficient and effective way and helps the governments to focus more on its customers (Aggelidis & Chatzoglou, 2009). According to Sá, Rocha and Cota (2016, p. 149) quoting a WASEDA press release "E-local Government and Smart Cities is perceived as one of the next 10 trends for the development of the e-Government". Moreover, 46% of European citizens use online services such as in the library, to provide tax statements, register newborns, renew or request passports or obtain benefits from other e-government services (European Commission, 2013). In addition, it is stated that 80% of citizens in Europe believe that e-government services save them time, 76% value their flexibility and 62% think they save money. Thus, government organizations must recognize the factors that impact their e-services so as to help them develop their e-services based on customers' expectations.

E-government adaption strategies and projects are taking place in the government sector in many countries to deliver information and services to its users because it is an effective and efficient method to connect with their customers (Zhao et al., 2012). Therefore, the success of these projects is mainly dependent on the organizations as e-services providers and on the customers, who are the end-users of these services.

Accordingly, the quality of e-government services helps support the improvement of governance, and increases the rate of usage by focusing on awareness and ensuring government-user engagement. Moreover, the importance of the quality of e-government services comes from the e-service availability 24 hours a day. This helps to increase the customer usage and decreases the internet costs around the world. Thus, it is essential for each government organization to provide high quality e-services for their customers.

5.2.1.1. Definitions of e-service quality

Very limited studies provide a clear definition of e-government service quality. Most previous studies have tended to focus on defining e-government services only, or to focus on listing the measurements used to measure e-government service quality (e.g. Papadomichelaki & Mentzas, 2012; Sá, Rocha, & Cota, 2015). Limited studies define e-service quality; however, Chatfield and Alanazi (2013, p. 3) have defined e-service quality in the e-government context as "exhibiting the combined observable characteristics of information quality (accuracy and timeliness) and system quality (system works correctly and provides necessary transactions) from a citizen/user perspective". Li and Shang (2020, p. 2) define service quality in the e-government context as "how well online public services provided by government websites meet the user's requirements". Quan (2010, p. 93) and Zehir and Narcıkara (2016, p. 429) define e-service quality in the banking and e-commerce context as "overall customer assessment and judgment of e-service delivery in the virtual marketplace". On the other hand, Amin (2016, p. 282) defines e-service quality in the banking setting as "a consumer's overall evaluation and judgment on the quality of the services that is delivered through the internet". Suhartanto and his colleague (2019, p. 83) adopted the definition of Parasuraman et al. (2005) that is "the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services".

It can be noticed that all researchers agree about the role of organizations in providing high quality e-services that ensure the effectiveness and the efficiency of these services and that they meet customers and citizens needs and requirements. Moreover, the researchers also agree that the level of service quality is identified and assessed by customers as end-users and their perceptions are formed by comparing their expectations with the actual performance of e-services provided. Thus, this present research defines service quality in e-government as "exhibiting the combined observable characteristics of information quality (accuracy and timeliness) and system quality (system works correctly and provides necessary transactions) from a citizen/user perspective" (Chatfield & Alanazi, 2013, p. 3).

In summary, it is very important to study and measure the quality of the services in the context of e-government and to recognize its effect and relationship with other variables that ensures bonding between government organizations and customers. Moreover, most of the previous studies examined service quality in the e-government context by using different and various dimensions to define service quality (e.g. Sukasame, 2004; Glassey & Glassey, 2005; Hu et al.

2014; Rasyid & Alfina, 2017). This means lack of consistency in identifying the dimensions of service quality in the e-government context (Adiyarta, Napitupulu, Abdullah & Murtiningsih, 2019; Li & Shang, 2020).

Moreover, Sá, Rocha, and Cota (2015) claim that more research frameworks and models need to be established to measure service quality in the government context to help organization enhance their services and gain customer satisfaction. In addition, Chatfield and Alanazi (2013) also suggest that a limited number of researches have investigated service quality in the e-government context. Accordingly, it is important to examine the role of service quality in e-government in relation to reputation and customer behaviors so as to contribute in the literature of both information systems and e-government fields (Chatfield & AlAnazi, 2013).

5.2.2. Overall Happiness

Happiness is considered a main subject that concerns the human being and that dominates their minds over time and across cultures (Diener & Oishi, 2006). As stated by Schnebelen and Bruhn (2018, p. 101), "Happiness is everything". All previous studies agree based on evidence that this concept is universal and people see it as an ultimate goal and they work hard to attain it (Hellén, 2010; Schnebelen & Bruhn, 2018). They also consider happiness as a fundamental universal objective that people value in their lives (Diener & Oishi, 2006). This concept has captured the attention of philosophers and has become the concept most dealt with in the social science. Happiness as a topic has been used intensively in the literature and is used in surveys to measure well-being (Stanca & Veenhoven, 2015). Previous studies highlight external elements and other variables and have determined other personal related variables that strongly impact on and improve happiness (e.g. Hofer, Busch, Bond, Li & Law, 2010; Rodríguez-Pose & von Berlepsch, 2014; Yu, Assor & Liu, 2015; Schnebelen & Bruhn, 2018).

Because of its complexity, happiness has been increasingly studied and investigated by researchers from different fields and disciplines. Psychology is one of the most important fields that have studied happiness to examine and investigate the main source of life satisfaction over a long period. Psychologists perceive happiness, or subjective well-being, as how a person sees others' lives collectively or some areas in others' lives. They believe that this concept can be measured by raising a question about how people feel (Powdthavee, 2007).

The positive psychology field also has an interest in investigating happiness by highlighting related concepts such as quality of life and well-being (Seligman & Csikszentmihalyi, 2000). The psychology field studied strengths, virtues and resources related to happiness. It investigated happiness from two perspectives. The first perspective is conceptualized as subjective well-being or hedonic well-being, while the second perspective is conceptualized as psychological well-being or eudaimonic well-being (Waterman, 1993; Ryan & Deci, 2001; Delle Fave, Brdar, Freire, Vella-Brodrick & Wissing, 2011). Authors conceptualized hedonic happiness as a good life experience maximization. It can also be defined based on an individual's experience in a specific field such as career, consumption, social life, health and income, or based on individual emotions and life satisfaction as an outcome of a current life situation (Diener et al. 1985; Diener 2000; Dagger & Sweeney, 2006; Pavot & Diener 2008; Delle Fave et al., 2011). On the other hand, eudaimonic happiness is concerned about self-actualization and development, what individual is worth to do or subjectively have, and to what extent he or she is functioning (Ryff, 1989; Waterman, 1993; Waterman et al., 2008; Yu et al., 2016; Delle Fave et al., 2011).

As recently established field, positive psychology concentrates on positive aspects of life and criticizes traditional psychology claiming that it focuses on negative aspects. Positive psychology believes that positive aspects of life need more attention in research (Kesebir & Diener, 2008) to help in building better societies (Hellén, 2010).

5.2.2.1. Definitions of happiness

Hellén and Sääksjärvi (2011, p. 936) define happiness as "an individual's propensity to experience frequent positive emotions and infrequent negative emotions as well as a personal experience of joy, contentment, or positive well-being combined with a sense that one's life is good, meaningful, and worthwhile". Theodorakis et al. (2015, p. 88) used the Delle Fave et al. (2011) definition and define overall happiness as "condition of psychological balance and harmony". While Yu and his colleague (2016, p. 572) conceptualized happiness as "a state of well-being and contentment; a pleasure or satisfying experience". On the other hand, Schnebelen and Bruhn's (2018, p. 102) definition is "as feeling good than being good" elaborating that happiness is viewed as "life satisfaction, the evaluation of life in a positive and favorable manner". Another study conducted by Hellén and Sääksjärvi (2011, p. 321) adopted Diener et al.'s (2009) definition and defined happiness as "a relatively stable perception of happiness one has towards one's life".

It has been noticed that the term “happiness” has been used interchangeably with many other terms such as subjective well-being, mood and emotions, optimism, life satisfaction, quality of life and positive or negative effect. Table (5.1) below shows the terms and their definitions used in the previous studies to define or conceptualize happiness. It can be seen that they are related to each other; however, there are some differences between them that make using them interchangeably critical and need attention. This is consistent with Hellén’s (2010) study in reviewing the definitions of happiness in the literature. For example, subjective well-being is the most common definition used to define happiness because it is a mixture of life satisfaction cognitive evaluation and evenness between the positive and negative feeling. On the other hand, global life satisfaction is different than happiness because global life satisfaction focuses on the cognitive evaluation of life and the extent to which the individual is satisfied, however, it does not capture the emotional measurements (Hellén, 2010).

Accordingly, it can be seen that the term “happiness” has been defined differently among scholars; however, they agree that there are some common characteristics that can be identified from their studies even if they have not reflected them in their definitions. There are five characteristics of happiness: happiness is highly abstracted, happiness is subjective according to each individual circumstance, individuals underestimate other’s happiness, happiness is predicted by frequent positive and infrequent negative affect, and happiness is considered as a meaning of life (Hellén, 2010).

Table 5.1: Definitions of happiness

Term	Definition	Author
Subjective well-being	People’s overall evaluations of their lives. Derives from a combination of life satisfaction (a cognitive judgment) and the balance of frequency of positive and negative affect (i.e., hedonic tone)	Diener, Scollon and Lucas (2009) Larsen et al. (1986) Diener et al. (1991) Lyubomirsky, Tkach and DiMatteo (2006)

Global life satisfaction	Global satisfaction with certain aspects of life such as work, recreation, friendship, marriage and health	Diener et al. (1999) Myers and Diener (1995) Stones and Kozma (1986) Lyubomirsky, Tkach and DiMatteo (2006)
Emotion	Specific, relatively intense mental responses that are triggered by a particular stimulus or event. Usually studied in positive and negative valence but researchers argue that emotions differ qualitatively and should be studied separately	Schimmack and Diener (1997)
Mood	A relatively long-lasting affective state (compare with emotions) that can last for hours or days. Moods generally have either a positive or negative valence, i.e., good mood or bad mood. Mood also has an energy dimension, ranging from sleep to alert. Moods are thought to be less intense than emotions	Diener et al. (1991) Diener (1984)

Source: Hellén (2010, p. 16 -18); Hellén and Sääksjärvi (2011, p. 938 - 939)

2.3.2.2. Happiness and experiential consumption

Many studies especially related to consumer behavior argue that experiential purchases are related to happiness that results in a positive and hedonic experience (Theodorakis et al., 2015). According to Van Boven and Gilovich (2003), there is a difference between material and experiential purchases. Material purchasing is defined as spending the money for the purpose of possessing this material, while experiential purchasing is defined as “spending money with the primary intention of acquiring a life experience—an event or series of events that you personally encounter or live through” (Gilovich, Kumar & Jampol, 2015, p. 152). Consequently, all researchers understand the distinction between the two concepts and reach the consensus that tangible goods such as cloths, computers and other equipment are material objects while being at the concert, or tasting restaurant meals and vacations can be considered as experiences (Gilovich et al., 2015).

Previous studies argue that happiness or well-being is the main determinate of individual actions. This is applicable to the individuals' actions in consumption and purchasing. These studies conclude that experiential purchasing contributes to people's happiness more than material purchasing (Yu et al., 2016). For instance, Van Boven and Gilovich (2003) conducted a study to investigate the contribution of material and experience purchasing from the customers' perspective. They asked the participants to rate their perception about their last material and experience purchase; about which experience made them feel happy. The participants rate their happiness more in experiential purchases than material purchases. According to Carter and Gilovich (2012), people tend to believe that experiential purchasing is more related to their self-notions than are the material purchases when they remember their buying experience.

This is also applicable to service provision. Customers who experience the service process in both conventional and electronic ways are going through an experiential or hedonic purchase that contributes to their happiness. And this experience will be recalled positively and contribute to their happiness and emphasize its importance and its contribution to overall happiness. In addition, a limited number of studies focused on long term personality characteristics that help in identifying short term affective situations which will give insights about them from a service perspective. Previous studies which investigated the correlation between psychological concepts and service evaluation, however, did not capture the long term and stable traits such as happiness and its relation to service evaluation (Hellén & Sääksjärvi, 2011). Thus, there is a need to focus on service outcomes that affect well-being and society (Ostrom et al., 2010; Keyser & Lariviere, 2014). Accordingly, this present research focuses on both long-term happiness (overall happiness) and short-term happiness that results from consumption experience (customer happiness).

The following section highlights the concept of "customer happiness" that is related to customer experience with services.

5.2.3. Customer Happiness

Customer happiness comes from customers' perceptions generated from several service interaction and encounter evaluations. These form customer satisfaction and leads to customer responses including happiness (Dagger & Sweeney, 2006). Customer satisfaction and customer happiness are two different concepts although some people may think they are similar (Desmeules, 2002). Customer satisfaction is more a customer evaluation by comparing the actual performances of an organization with their expectations related to a certain experience within a certain time. Feeling regret is also considered to be a comparison, however, it compares between the chosen choice and the foregone one. On the other hand, customer happiness is a combination of satisfaction and regret related to positive or negative customer experience and is considered as an important variable that summarizes the customers' experience with their service and product consumptions (Desmeules, 2002). Thus, it is very important for organizations to go beyond customer satisfaction and to consider their happiness instead. They should make some effort to come up with solutions to increase happiness as it is considered the targeted feelings (Ltifi & Gharbi, 2015).

Services are considered a critical element for organizations that help them enhance their performance. Services are also considered very important as they influence customers' lives; this gives organizations a chance to concentrate on enhancing and maintaining customer happiness and to focus more on customer-related results (Anderson et al., 2013; De Keyser & Lariviere, 2014; Gong & Yi, 2018). According to the literature, to feel happy is the biggest challenge of present consumption that not yet been met. Therefore, it is important to address this challenge instead of keeping addressing methodologies related to customer satisfaction (Richard, 2001). Although the Gross National Product (GNP) is continuously rising in the last 50 years, it has been noticed that this rise has not been associated with a rise in the level of national happiness despite a higher level of satisfaction and the money spent on it (Khan & Hussain, 2013). Accordingly, service marketing shifted its focus from customer satisfaction to customer happiness. This means that the main objective of service marketing has been expanded by going beyond satisfying the customers and giving more attention to improving their happiness (Sirgy, Samli, & Meadow, 1982). Therefore, from a social marketing perspective, organization should focus on customer happiness as one of social outcomes that will help them measure their social performance (Su, Swanson, & Chen, 2016; Gong & Yi, 2018).

Studies have focused more on the economic outcomes of organizations such as customer intentions to repeat their purchase, and previous studies have ignored the importance of social results such as happiness with the purchase or service provision process (Brady et al., 2006; Tsuji et al., 2007; Koo, Andrew, & Kim, 2008; Yoshida & James, 2010; Clemes et al., 2011; Theodorakis et al., 2013). Moreover, many researchers recommend more research to investigate the social outcomes (customer happiness) in the service context. They argue that it is essential to examine the impact of services, and organizations as service providers, on customer happiness (Ostrom et al., 2010; Anderson et al., 2013). For customers who continually encounter services it is debated that the encounters may impact customer emotions and well-being (happiness) (Anderson et al., 2013).

In the UAE, the government considered the importance of customer happiness and made that shift of measuring customer satisfaction to customer happiness by introducing related initiatives and national programs (Abdelmoteleb, Kamarudin & Nohuddin, 2017). These initiatives include shifting all customer satisfaction aspects in government organizations to customer happiness by using customer happiness measurements, creating ambassadors in each government organization who are responsible for customer happiness, and changing the customer service centers into customer happiness centers that emphasize proactive services that exceed customer expectations. Thus, customer happiness is considered one important aspect of national happiness in the the UAE that all mandates of government organizations nowadays are implementing (Abdelmoteleb et al., 2017).

In the qualitative phase, government organization leadership and customers indicated the importance of customer happiness in the country reputation domain. This has also been emphasized in the literature. According to Gong and Yi (2018), there is a growing need to conduct more customer related studies in different countries that will help implement service marketing strategies concerning customers and their well-being.

5.2.3.1. Definitions of customer happiness

Previous studies defined customer happiness using different definitions and notions. Theodorakis, Kaplanidou, and Karabaxoglou (2015) used Desmeules's (2002) definition as "consumer happiness represents pleasures individuals draw from exchanging their money for goods and services" (p. 89). Yi and Gong (2018, p. 429) used a very broad and general definition when defining consumer happiness as "customers' perception of the extent to which their well-being and quality of life are enhanced". On the other hand, De Keyser and Lariviere (2014, p. 32) adopted Merunka and Sirgy's (2011) definition as "a judgement made by consumers regarding the extent to which the focal brand/company makes a significant contribution to his or her quality of life". It can be noticed that the later definitions could be applicable to different aspects of life including consumption of products and services; however, it does not specifically associate with customers' experience to show how happiness is linked to customers' perceptions of products and services. For the purposes of this present research, the Theodorakis et al. (2015) definition is adapted to define customer happiness.

The literature measures and defines customer happiness as a consumption experience which is considered an essential part of people's daily lives that helps in building a coherent society (Desmeules, 2002). Thus, defining customer happiness in this research represents the extent to which the customers are pleased to exchange their money with the products and services provided by the organizations especially e-government services provided from government sector.

In summary, the concepts of happiness and customer happiness have been intensively studied; however, a limited number of studies have examined these concepts in relation to country reputation and corporate reputation in an e-government context.

5.3. Revised Research Questions and Hypotheses Development

After conducting the exploratory study, analysis of the data, and review of the literature, the main research question and sub questions of this study were reviewed and modified to fit the main objectives of this study.

Accordingly, the revised research questions are as follows:

Main Research Question: Does Country and corporate reputation affect happiness of the customer through e-government services?

Sub question 1: What is the role of service quality in the delivery of happiness for e-government services?

Sub question 2: What is the role of loyalty in the delivery of happiness for e-government services?

In this section previous studies are discussed to show the correlations between the constructs presented in the model or framework that come from qualitative methodology cycle.

5.3.1. The Relationship between Country Reputation and Corporate reputation

Most of studies investigated the impact of corporate reputation and country reputation or used other constructs such as image or the inverse effect of COO such as Kim (2016), Lee, Toth, and Shin (2008), Kang and Yang (2010), Anholt (2002, 2000, 2005, 2007), Lopez, Gotsi, and Andriopooulos (2011), White (2012), Olins (1999), Van Ham (2001, 2008), Cerviño (2002) and Dinnie (2008). Many calls have been raised to study the effect of corporate reputation on country reputation (Lopez, Gotsi, & Andriopoulos, 2011; White, 2012; Kim, 2016). However, after reviewing the literature, surprisingly, there are also limited studies examined the impact of country reputation or image on corporate reputation or image. In addition, most of these studies studied this effect from COO perspective (e.g. Vidaver-Cohen, Gomez & Colwell, 2015).

Newbury (2012) study is considered as one of most important few studies that examined the impact of country reputation on corporate reputation. As stated by the researcher, the correlation between country and corporate reputation consider one of the most important topics among reputation and international business academics. Organizations with low corporate reputation can benefit from their favorable country reputation in order to have competitive advantage in international market. Instead, organizations from countries with negative reputation try hardly to cope with this association by focusing more on their corporate reputation. Thus, studying the correlation between the two reputations will benefit both governments and organizations (Kim, 2016).

Ana and Andrei (2018) recommended also that countries and their corporations should focus and concentrate on their reputation and on the way to improve it which will therefore help them to gain competitive advantage. This is due to the effect of globalization that gives a great attention to a place which makes it important nowadays than in the past (Robertson, 2001). As they stated based on Bernstein (1984) theory that highlighted the effect of country of origin and other factors on shaping corporate image, if any nation has a distinct image in the customers' mind, then all the traits will be transferred to the brands based consequently on their perceptions (de Vicente, 2004). In addition, the authors argued that a negative image of any country will also impact negatively the perception about the country brands regardless its quality. On the other hand, any brand of organizations or their products will be easily accepted if they are linked to the country with positive image (Ana & Andrei, 2018).

Kim (2016) also studied the relationship between country reputation and corporate reputation. He claimed that corporations can take advantages from associating their strategy with their country reputations. An example of that is Volvo as a company is making effort to associate its name with its country in order to transfer preferable country reputation (Sweden) to the company by using a slogan of “Made in Sweden” or “In Sweden, we put people first” (Kim, 2016, p. 24). This is what Kia as a company try to overcome its country negative reputation as claimed by Jaworski and Fosher (2003).

From the analysis of phase one (qualitative analysis), innovation is considered one country reputation dimension that can also influence corporate reputation. One of the innovation antecedents and consequences is corporate reputation and corporate image. Zuñiga-Collazos and Castillo-Palacio (2016) evaluated the relationship between marketing innovation (image and satisfaction) on marketing innovation of small and medium tourism corporations in Colombia. Their results demonstrate that satisfaction and image are applications of marketing innovation plans and policies that contribute to enhancing customer satisfaction and corporate image and positively contribute to marketing innovation of small and medium tourism corporations in Colombia.

Vigoda-Gadot, Shoham, Schwabsky and Ruvio (2008) conducted a longitudinal study over a three-year period to investigate citizens’ perceptions about public sector innovation in eight countries in Europe. The researchers examined five antecedents: responsiveness, organizational policies, professionalism, leadership and vision, and ethics and morality. The study considered three consequences, which are trust in governance, public sector image and citizens’ satisfaction. The findings show responsiveness and leadership and vision as significant antecedents of innovation. It means that to be more responsive to the public and to have e the best leadership and vision, the innovation will be perceived better by the citizens. The results also reveal that, according to citizens’ perceptions, image is a very important innovation outcome. Moreover, innovation in the public sector influences satisfaction with services and trust in the governance is affected by image that has a mediating role. This is an indicator that citizens see innovation as an important element that improves the image of any government organization.

Chun (2006) also conducted a study in the innovation and reputation field by examining the correlation between virtue and character traits of corporate reputation. The objective of the study was to investigate the correlation between innovation and integrity, courage and employee satisfaction in three service organizations: banks, retailers and accounting organizations. The study shows that the correlations between them were significant. It means that employees and managers see their company as trustworthy, honest and leading if innovation is considered as part of company culture.

Padgett and Moura-Leite (2012) also studied the effect of research and development as one element of innovation on corporate reputation. The study also investigated the moderating effect of innovation that insures social benefits. In contrast to their hypothesis, the results revealed a negative correlation effect of R&D on corporate reputation and the researchers concluded that the impact on corporate reputation differs based on the type of innovation. However, the results demonstrated that there is a positive impact of R&D on corporate reputation if it is moderated by the social belief generated from innovation as an outcome. This means that what makes R&D enhance corporate reputation is the social benefit generated instead of the R&D itself. The researchers suggest research in a different context and different type of industry, which benefits this present study to examine the correlation between innovation and corporate reputation.

Many other studies have also been concerned with the correlations between innovation aspects such as R&D and corporate reputation factors and measures. Researchers have shown a positive relationship between research and development and corporate social responsibilities and corporate reputation (McWilliams & Siegel, 2000; Branco & Rodrigues, 2006; Padgett & Galan, 2010). Another study (Griliches, 1979) shows that organizations that invest in research and development will notice a long term improvement in economic performance. Innovation also can improve the product quality and product quality is associated with corporate reputation as suggested by the Branco and Rodrigues (2006) study.

It can be concluded that country and corporate reputation are associated and this interrelationship needs to be investigated (Kelley, Hemphill, & Thams, 2019). Thus, this research hypothesizes the following:

H1: Country reputation has a direct positive impact on corporate reputation

5.3.2. The Relationship between Country Reputation and Government e-Service Quality

Country reputation may also affect e-service quality. However, there are few studies that have examined this relationship, and there is a lack of studies that have examined this relationship in the e-government context in the government sector in general.

It has been noticed that the number of studies of country image and country of origin and their relationship with customers' behaviors have increased and have received attention in the literature. However, even in the country image literature, there is a limited number of studies that have investigated the impact of country image on service context as most of the studies examined its effect on customers' product evaluation (Srikatanyoo & Gnoth, 2002; Roth & Diamantopoulos, 2009; Cheng, Chen, Lai, & Li, 2014). For example, Cheng and colleagues (2014) examined the effect of country image on customers' behavior towards services; specifically, the impact of country image on customers' perception about airline service quality in Taiwan. They argue that country image will strongly influence customers' purchase decisions through several indications including quality (Roth & Diamantopoulos, 2009). As argued by the authors, the present literature confirms that the correlation between country of origin (country image) and services is considered similar to the correlation between country of origin and products (Javalgi, Cutler, & Winans, 2001). Therefore, customers who are not aware of the product or service use information about the country (country of origin) to evaluate the quality of the service (Bloom, 1989). Country image is considered a main factor affecting customer perception about service quality.

Herrero-Crespo, Gutiérrez and Garcia-Salmones (2016) also investigated the impact of country of origin (country image) and country brand equity in higher education services from international students' perspectives. According to their findings, country image is one of the determinants of perception of quality of universities. They claim that international students who have a good image of a country will lead to perceive the quality of the universities in the country in a positive way. Hence, their perception about the country, including the technology and quality of life, will affect their perception about the quality of services provided. Therefore, a customer's inclination to recommend or apply for the services is determined by their quality and the image of the country the services are provided in.

Another study (Dedeoğlu, 2019) suggests that the perception of tourists about a destination country's image is positively impacted by their perception of the quality of service of that destination. More specifically, it has been noticed that micro perception (the perception of offered services in the destination) of country image is highly determined the quality of service in that destination.

In summary, although a limited number of studies have investigated the relationship between country reputation and service quality in the e-government context, several studies concluded that the reputation, image or brand of any country has an impact on the quality of services provided in that country. Customers tend to have positive or negative perceptions about a country that are transferred to the services related to the country and, therefore, affect customers' behavior (Guilhoto, 2018). Accordingly, it can be expected that the same concept can be applied to country reputation and service quality in the e-government sector. Thus, this research hypothesizes the following:

H2: Country reputation has a direct positive impact on e-service quality.

5.3.3. The Relationship between Corporate Reputation and Government e-service Quality

The relationship between customers and organizations is conditioned by customers' perceptions formed about the benefits and the quality obtained from this relationship, the level of satisfaction with this relationship, and the continuous value provided by this relationship. According to the literature, the reputation of any organization is specified by the value of the work done by the organization to form its reputation (Podolny & Phillips, 1996). As stated by Fombrun (1996), the value of reputation can be determined using several factors including the effort, for example service development, made by the organizations to build a customer orientated reputation. Therefore, corporate reputation is considered a powerful factor for evaluating the organization (Andreassen & Lanseng, 1997; Sarstedt, Wilczynski & Melewar, 2012).

Service providers are responsible for creating the final stability of service quality in peoples' minds (Surprenant & Solomon, 1987). Therefore, organizations should attract their customers through their good reputation and fulfill customers' requirements and intentions; otherwise they may generate a negative reputation if they failed to satisfy these requirements (Milewicz

& Herbig, 1994). Good reputation can leverage the confidence of the customers and reduce negative perceptions when they evaluate the performance and the quality of the services provided. Accordingly, customers perceive these organizations as reliable and worthy of their trust (Keh & Xie, 2009).

A limited number of previous studies have considered the positive relationship between corporate reputation and service quality (e.g. Jin et al., 2008; Chang & Zhu, 2011; Abd-El-Salam, Shawky & El-Nahas, 2013; Wu, Cheng & Ai, 2018) as most of the previous studies have been concerned about the value that the service quality is adding to the reputation of the organization, Corporate image or reputation is considered an outcome of service quality (e.g. Bastaman & Royyansyah, 2017; Özkan, Süer, Keser & Kocakoç, 2019; Li & Liu, 2019; Song et al., 2019). Thus, this present research proposes a positive correlation between corporate reputation and the value offered to the customer when they receive high quality services. Therefore, corporate reputation will influence their evaluations and their satisfaction and loyalty to these organizations (Abd-El-Salam et al., 2013). Therefore, the hypothesis states the following:

H3: Corporate reputation has a direct positive impact on e-service quality.

5.3.4. The Mediating Role of Corporate Reputation

After reviewing the literature, it was noticed that the role of corporate reputation not only has a direct influence on other constructs but also has a mediation role in the correlation between other constructs (e.g. Bontis, Booker & Serenko, 2007; Caruana & Ewing, 2010; Manohar, Mittal & Marwah, 2019). As suggested by Manohar (2018 a, b) and Manohar, Mittal and Marwah (2019) corporate reputation interferes in the existing correlation between two constructs.

Table (5.2) outlines some examples of previous studies that show the mediation role of corporate reputation. As the study by Caruana and Ewing (2010) suggests, the impact of corporate reputation and other variables on e-service loyalty and corporate reputation has a direct and indirect effect on other variables. They point out that corporate reputation as a motivator element in the correlation between variables has been neglected in the literature. Therefore, corporate reputation has a “pivotal role” in the electronic context to which organizations should dedicate resources in order to improve their reputation (Caruana & Ewing, 2010, p.1108).

There have been few studies investigating the mediation role of corporate reputation on the relationship between country reputation and e-service quality. This present research suggests that corporate reputation mediates this correlation in e-government context. This means that the effect of country reputation on service quality cannot be understood without paying attention to the reputation of the organization that provides the service.

Country and corporate reputation are interrelated. Thus, a country's actions, including vision, strategies and national directions, determine its reputation and its value and create the reputation of government organizations (Kelley et al., 2019) because country and its organizations share the value of their reputation. Thus, government organizations translate the country's reputation that is shaped by its leadership, innovations and services. Providing high quality e-government services to achieve the country's vision affect both reputations in a positive way. Accordingly, citizens are influenced by both country reputation and corporate reputation because they are important factors that affect their perceptions about the quality of the services provided (Balmer et al., 2006). Moreover, service quality is usually affected by the "cultural context" that the services are provided in (Sumaedi & Yarmen, 2015, p. 120). Customers use reputation as important information to judge the quality and credibility of the services provided (Balmer et al., 2006). Thus, customers expect that government organizations will translate the vision and the directions of the country that is known by its good reputation into actions to provide high quality services as government organizations represent the country that should implement the country's vision, strategies and policies.

Accordingly, this present study suggests the following:

H4: Corporate reputation mediated the correlation between country reputation and service quality in e-government context.

Table 5.2: Examples of mediation role of corporate reputation in previous studies

Authors	Corporate Reputation Mediation
Bontis, Booker and Serenko (2007, p. 1426)	"Corporate reputation partially mediates the relationship between satisfaction and loyalty". "Corporate reputation partially mediates the relationship between satisfaction and recommendation".
Lai, Chiu, Yang and Pai (2010, p. 457)	"Corporate reputation partially mediates the relationship between CSR and brand performance".
Caruana and Ewing (2010, p. 1108)	"Corporate reputation mediates the effect of customer service on online loyalty".
Engizek and Yasin (2016, p. 119)	"Corporate reputation plays a central role along the paths from CSR and OSQ to affective commitment".
Hur, Kim and Woo (2014, p. 82)	"The relationship between CSR and corporate brand equity is mediated by corporate reputation".
Arikan, Kantur, Maden and Telci (2016, p. 129)	„Corporate reputation partially mediates the relationship between CSR and several stakeholders' outcomes such as purchase intentions, job satisfaction and organizational commitment".
Manohar, Mittal and Marwah (2019, p. 423)	"Corporate reputation partially mediates the correlation between service innovation and word of mouth".

5.3.5. The Relationship between Government e-service Quality and Government e-service Loyalty

Government organizations should focus on the quality of their e-services as service providers to maintain their relationship with their customers as end users. This will ensure customers keep using e-services and maintain their loyalty. Loyalty between organizations and their customers can be guaranteed though the quality of the services provided (Sá, Rocha & Cota, 2016). It is argued that one of the most important factors that influence customer intentions to repeat their purchase and their loyalty is service quality (Wolfinbarger & Gilly, 2002). Service quality is very important because it is subjected to the reasons of why customers avoid using e-services. The first reason is due to lack of trust and security issues in providing credit card information. The second reason comes from safety provided by traditional services over online services (Cristobal, Flavia´n & Guinal´ıu, 2007).

Previous studies have proposed that customers perception of e-service quality is based on their experiences which determine their e-loyalty (Chang, Chou, & Lo, 2014; Kedah, Ismail, Haque, & Ahmed, 2015; Jeon & Jeong, 2017; Mihajlović, 2017; Pee, Jiang, & Klein, 2018). Rehman, Kamal and Esichaikul (2016) investigated the factors that affect customers' adoption of e-government services at information and transactional levels in Pakistan. They believe that to assure customers adopt e-government services, government organizations should focus on providing reliable information in their websites, assure this information is always available and are able to respond quickly and efficiently to customers' requests. Besides, government websites should provide accurate and updated information. They should also pay attention to the errors and defects associated with links provided because broken links, imprecise information and difficult accessibility impact customer trust in e-government services and will affect their loyalty.

Sharma (2015) also believes that reliable, efficient, secure and responsive e-government services positively influence customer willingness to adopt and use e-government services. Based on the model developed, Sharma argues that the determinants of the services provided through e-government channels are important in helping government organizations enhance their services and increase customer usage and loyalty. Chatfield and AlAnazi (2013) also suggest that service quality and customer satisfaction are important antecedents of customer loyalty. They conclude that it is important to enhance the quality of the services provided by government organizations and customer satisfaction. This will build and strengthen the relationship between service providers and their customers and will encourage customers to stay loyal and committed to using e-government services over other types of services.

Zhou, Wang, Yuhan Shi, Zhang, Zhang and Guo (2019) argue that e-service quality is a main predictor of customer satisfaction and loyalty. They explain that when a customer perceives the quality of e-services is high customers will be encouraged to recommend the services to other customers and will reuse the services. Thus, to improve customer satisfaction and loyalty, organizations need to pay attention to the quality of their electronic services. This will help to switch their customers from temporary visitors to actual customers.

In summary, this research suggests the following:

H5: E-Service Quality has a direct positive impact on E-service Loyalty.

5.3.6. The Relationship between E Government e-service Quality and Customer Happiness

Many studies have shown the indirect and direct relationship between service quality and several customer outcomes such as satisfaction, trust, loyalty, profitability and word of mouth recommendation (e.g. Parasuraman, Berry & Zeithaml, 1991; Cronin & Taylor, 1992; Anderson & Sullivan, 1993; Boulding, Kalra, Staelin & Zeithaml, 1993; Roth & Jackson, 1995; Soteriou & Zenios, 1999; Sharma & Patterson, 1999; Lassar, Manolis & Winsor, 2000; Varki and Colgate, 2001; Chiou, Droge & Hanvanich, 2002; Jones, Mothersbaugh & Beatty, 2002; Kang & James, 2004; Bell, Auh & Smalley 2005; Larivie`re, 2008). However, many calls have been raised in the literature for focus on societal outcomes; especially to examine the impact of services and organizations on customer well-being (Ostrom et al., 2010; Anderson et al., 2013). The reason behind the interest in research investigating customers' well-being is to maintain interactions between customers and services and their organizations as providers. These interactions affect customers in different ways including an effect on their emotions (Anderson et al., 2013).

Previous studies have revealed that individual emotions have an impact on behavior, and that individuals react to an event in a way that can preserve positive emotions, such as happiness, and prevent negative emotions, such as anger or depression (Stauss & Neuhaus, 1997; Wong, 2004).

Thus, happiness and anger are considered the main emotions generated from positive and negative experiences. Therefore, "happiness" is the emotion that explains the positive situations experienced by people (Edwardson, 1998). Accordingly, consuming services may result in happiness from the provided services. Thus, it has been argued that happiness as a positive emotion is generated by high quality services that affect customers' behaviors (Wong, 2004). Accordingly, when quality of services and products is high, customer happiness will increase (De Keyser & Lariviere, 2014). Therefore, Edwardson (1998) recommend the study and measurement of customer happiness or customer anger as examples of customer experience with service provision. However, De Keyser and Lariviere (2014) argue that there is reluctance of researchers to measure the impact of service quality on many important public outcomes such as customer happiness.

Few studies have investigated the relationship between service quality and customer happiness, in general, and in the e-service context specifically. Keyser and Lariviere (2014) examined the impact of both types of service quality (technical and functional) on customer happiness in the context of different service channels. They argue that both functional and technical service quality affects customer happiness. Furthermore, they argue that what makes customers happy is what they receive after a service is delivered. This finding is similar to that of Dagger and Sweeney (2006) who claim that technical service quality has more impact than the functional quality. This means that customers (patients) are looking more for the service outcome.

Theodorakis, Kaplanidou, and Karabaxoglou (2015) investigated the correlation between service quality and customer happiness in sport event setting. They found that the overall evaluation of the event will start when the event ends (Brady et al., 2006; Chen, 2010). They claim that evaluating the outcome of the customer experience with the service is needed to evaluate the other service elements for the same experience (Brady et al., 2006). Khan and Hussain (2013) also studied the relationships between customer happiness and its antecedents. They argue that rational factors including products or service quality are important determinants of customer happiness.

Although there are some studies that have investigated the correlation between service quality and customer happiness, there is still a lack of studies examining the direct relationship between service quality and customer happiness, especially in e-service and e-government settings. Some studies show a positive correlation between service quality and customer happiness. According to a theory of emotion and adaptation developed by Lazarus (1991), any appraisal (evaluation) of any situation results in an emotional reaction. In line with this theory, in the service setting it can be said that service process evaluation will generate emotional reactions and responses including customer happiness (Cronin, Brady, & Hult, 2000). Thus, it is suggested that providing high quality services will create a pleasant experience for customers by providing e-government services that meet or exceed their expectations and fulfill their needs and will result in a positive emotion related to this experience called customer happiness.

Accordingly, the following is expected:

H6: E-Service Quality has a direct positive impact on Customer Happiness.

5.3.7. The Relationship between Customer e-loyalty and Customer Happiness

Aksoy, Keiningham, Buoye, Larivière, Williams and Wilson (2015) argue that people strive to be interdependent in their lives. Independence is considered an essential need that can be satisfied through loyalty as individuals and can be maintained through bonds and sustained relationships. This concept can be applied at several angles of individuals' lives (Aksoy et al., 2015). For example, the relationships between friends, family, co-workers, and colleagues at work all contribute and have an impact on an individual's happiness (Buckingham & Coffman, 1999; Gilbert, 2005; Ben-Shahar, 2007).

This is also applicable to customers. Customers also create strong bonds between themselves and the products and services they tend to use (Fournier, 1998; Chaudhuri & Holbrook, 2001; Carroll & Ahuvia, 2006; Aksoy et al., 2015). Customers tend to create a bond with services that lead to loyalty, which, in turn, work as a motivator for customer happiness (Yim, Tse & Chan, 2008). Orth, Limon, and Rose (2010) support this idea through their study and illustrate that customer loyalty stimulates customer happiness. In addition, having worthwhile and satisfying experiences that generates customer loyalty can influence customers and make them feel better. Therefore, happy customers result in repetitive interactions with services and customer loyalty (Bettingen & Luedicke, 2009).

It has been argued that the literature focuses on the benefit of customer loyalty for organizations while it can also benefit the customers by making them happy (Aksoy et al., 2015). A limited number of studies have investigated the correlation between customer loyalty and customer happiness in conventional and electronic services. Gong and Yi (2018) investigated the relationship between customer loyalty and customer happiness in five countries in Asia including China, Hong Kong, South Korea, and Singapore and revealed that customer loyalty contributes to their happiness. They argue that organizations should pay more attention when evaluating their performance by not only focusing on financial performance, but also on social performance.

Aksoy (2015) and other researchers have examined the correlation between customer loyalty and other types of loyalties (family, friends, colleagues, consumer, community, and faith) and happiness. They think that there are two groups of loyalty: concrete and abstract loyalty. Concrete loyalty is defined as directly attached to individuals while abstract loyalty is related to high order abstractions such as moral concerns. Customer loyalty is considered to be a concrete loyalty associated with happiness more than are the other types of loyalty (e.g. community or faith). This means that customers tend to build relationships with organizations that they deal with. Accordingly, a satisfying experience with provided services through customer loyalty positively affects the customer and makes the customer feels better (Gong & Yi, 2018). There is a paucity of studies showing the link and the alignment between loyalty and happiness. Moreover, some studies suggest the opposite relationship between loyalty and happiness by arguing that happiness drives loyalty (e.g. Khan & Hussain, 2013; Zhong & Moon, 2020). They argue that positive customer experience can lead to customer happiness, which makes the customers, in order to be happier repeat the experience and leverage their happiness, which in turn will generate loyal customers.

According to the previously presented arguments and the contradicting arguments about the relationship between the two constructs, this present research suggests that customers tend to create a strong relationship with government organizations based on the quality of the services provided and will lead to repeat use of the e-government services, which will positively contribute to their happiness. Thus, the following hypothesis is tested:

H7: Customer e-loyalty has a direct positive impact on customer happiness.

5.3.8. The Relationship between Customer Happiness and Overall Happiness

This research is proposing that customer happiness that is related directly with customers evaluation of their e-service consumption experience can affect and correlates to their overall happiness. After reviewing the literature, no such correlation has been highlighted directly before; however, some related literature correlates the consumption experience and service evaluation outcomes with happiness (e.g. Ahuvia & Friedman, 1998; Desmeules, 2002; Theodorakis at al., 2015).

Desmeules (2002, p. 5) stated that "Consumer happiness is meant to mirror general happiness in life, only for the area of consumption", which means that happiness is present with positive situations and but is absent with negative ones. This comes from individual participation in activities that they can find pleasant and meaningful (Ahuvia & Friedman, 1998). Thus, this can be reflected in Desmeules (2002) statement by suggesting that customers who participate and engaged in service consumption find their meaning based on their expectations and feel happy. This will be reflected in their general happiness.

The connection between happiness generated from consumption and overall happiness can be found in some previous studies, especially in the leisure literature. For instance, Theodorakis et al. (2015) conducted research related to Leisure Sciences and investigated the influence of service experience (participating in a sport event) on experiential happiness in those who participate in the event. They argue that when the participants are provided with positive experiences during their participation in the event, this will enhance their quality of life (happiness). Their study reveals that delivering a high quality leisure experience affected an individual's experiential purchase and increased their overall happiness. Therefore, maximizing the impact of quality outcomes on customer happiness gives an indication that people evaluate the service or the event outcomes as a whole. Accordingly, this influences their evaluation of overall experiential happiness, suggesting that customer happiness that results from their participation can transfer and shift to their general life happiness and subjective well-being.

Day (1987) also stated that overall happiness or quality of life can be attained by focusing on thirteen domains including goods and service consumption. Day stressed the importance of enhancing the service quality elements during purchase of the service (participating in sport event) because it will enhance people's happiness during their service consumption and will lead to them being happy with their lives. Moreover, experiential purchase leads to happiness more than does a material purchase. Thus, scholars emphasize more on strengthening the connection between activities of a hedonic nature and life satisfaction will enhance people's perceptions about subjective well-begin (Ahuvia & Friedman, 1998).

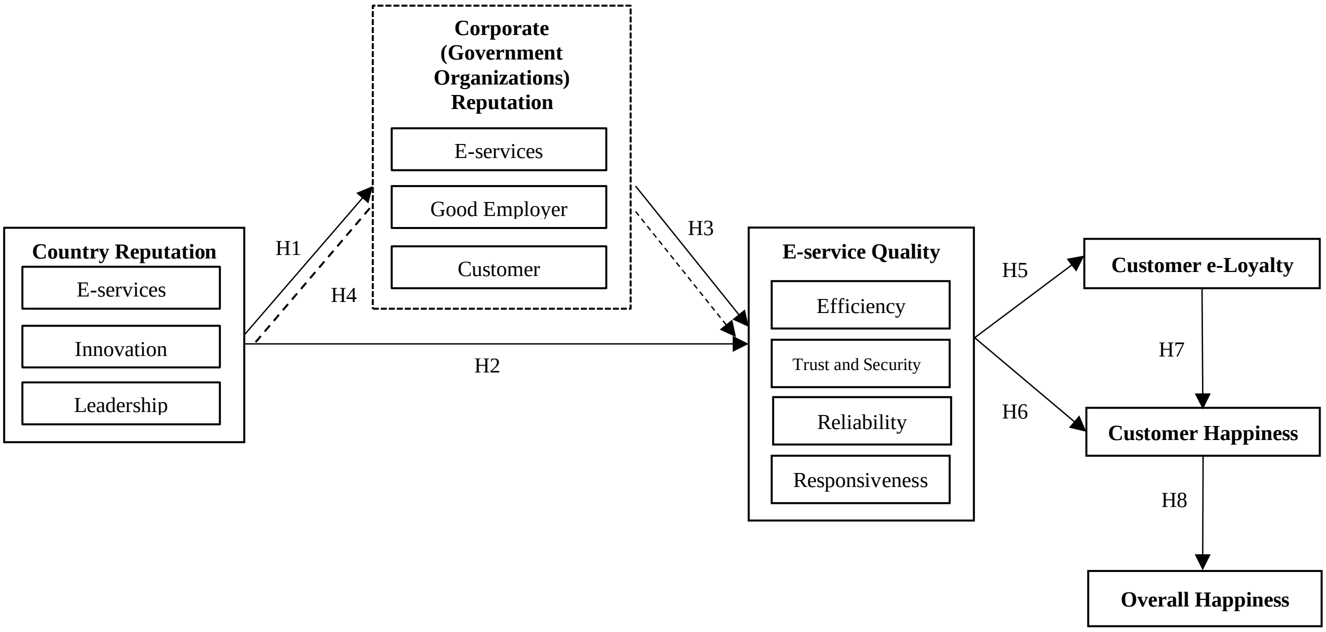
From the above, it can be hypothesized that:

H8: Customer happiness has a direct positive impact on overall happiness.

5.4. Summary

This chapter has discussed the literature review related to the constructs, including government e-service quality, customer happiness and overall happiness that emerged from the exploratory study. The main definitions, the literature on these topics and the gaps in each field have been presented. Moreover, this chapter has provided a justification for the proposed hypotheses of this research. Accordingly, Figure 5.1 shows the framework that results from the qualitative methodology (Phase 1) and highlights the proposed hypotheses. The solid lines in the conceptual framework represent the direct correlations between the constructs and the dotted line represents the mediation role of corporate reputation in the relationship between country reputation and e-service quality.

Figure 5.1: Research conceptual framework



Chapter 6: Theoretical Framework

6.1. Introduction

This chapter presents the developed theoretical framework showing the relationships between the constructs that have been presented in the previous chapter.

The chapter reviews signaling theory as a theoretical lens and fit for this research. This research contributes to signaling theory. The main aspects and constructs that have been proposed and studied in the extant literature are identified in accordance with signaling theory. Further, this chapter provides the link between the research objectives, research questions and signaling theory. This is done by developing a theoretical model that portrays how this research contributes in developing signaling theory; specifically from a country reputation perspective. A further contribution is that by analyzing and depicting through the model, how country and its government organizations and their reputations impact customers' interpretations of signals sent and their impact on customers' well-being.

6.2. The Conceptual Framework

Figure 6.2 presents the conceptual framework of this study and the proposed hypotheses based on the findings and results of qualitative data analysis (refer to Chapter 4) showing the relationships between the constructs that are tested to examine their significance compared to the literature as explained in Chapter 2 and Chapter 5.

The model consists of several constructs including country reputation, corporate reputation, e-government service quality, e-loyalty, customer happiness and overall happiness.

The model suggests the following hypotheses:

H1: Country reputation has a positive effect on the corporate reputation.

H2: Country reputation has a positive effect on the e-service quality.

H3: Corporate reputation has a positive effect on the e-service quality.

H4: Corporate reputation mediates the relationship between country reputation and e-service quality.

H5: E-service quality has a positive effect on the e-service loyalty.

H6: E-service quality has a positive effect on the customer happiness.

H7: E-service loyalty has a positive effect on the customer happiness.

H8: Customer Happiness has a positive effect on overall happiness.

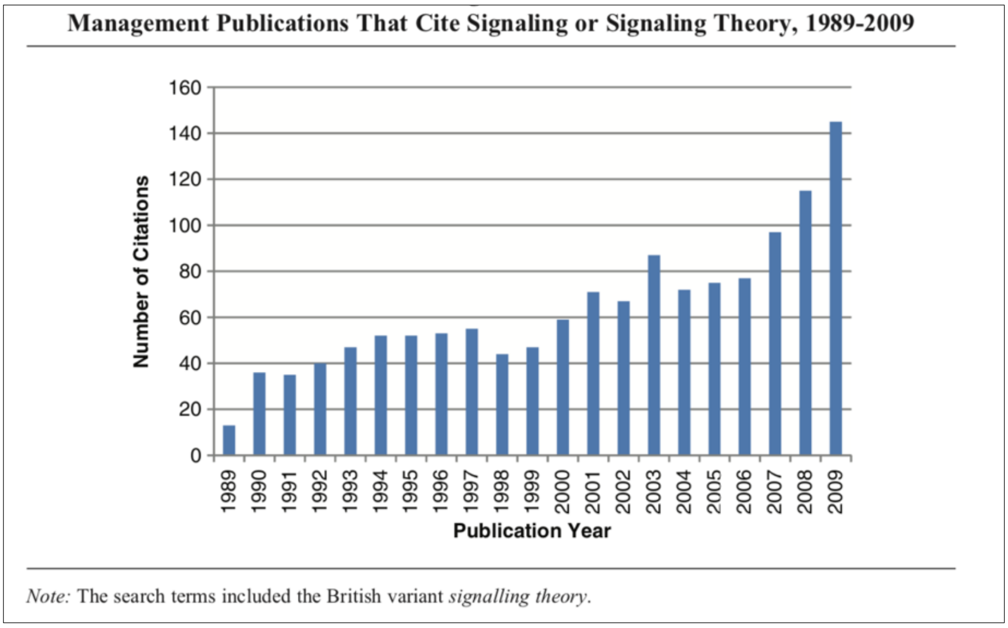
6.3. Signaling Theory

The development of signaling theory started as a result of a study in the information economic field that is concerned about dealing with asymmetric information that results from the interaction between buyers and seller in the market (Spence, 1974). The idea of signaling theory concerns how one party sends out a key signal (of quality) to another party in order to reduce information asymmetry between them (Spence, 2002). This theory is best used in situations where there is information asymmetry, which occurs between the sender and the receiver of standard signals (Spence, 1973).

Many scholars have utilized signaling theory in different fields and contexts to examine the influence of information asymmetry between parties such as in corporate governance, entrepreneurship, human resource management and marketing (Connelly, Certo, Ireland & Reutzel, 2011). Examples of recent studies in corporate governance literature include how signaling theory is used to show how managers send signals about unobservable quality of their organizations to their investors through observable quality business statements (Zhang & Wiersema, 2009). Similarly, from a health marketing perspective, Fletcher-Brown, Pereira and Nayadzayo (2017) identified and examined the critical role of signaling theory in breast cancer awareness in India. An example from the human resource management studies is research that examined the signaling process in recruiting employees (Suazo, Martínez & Sandoval, 2009). According to Schellong, Kraiczy, Malär and Hack (2018), signaling theory is the best theory to explain customers' perceptions.

According to a Connelly et al. (2011) review, examples of signaling theory have increased recently within the management literature in different contexts; especially where the signaling methods appear.

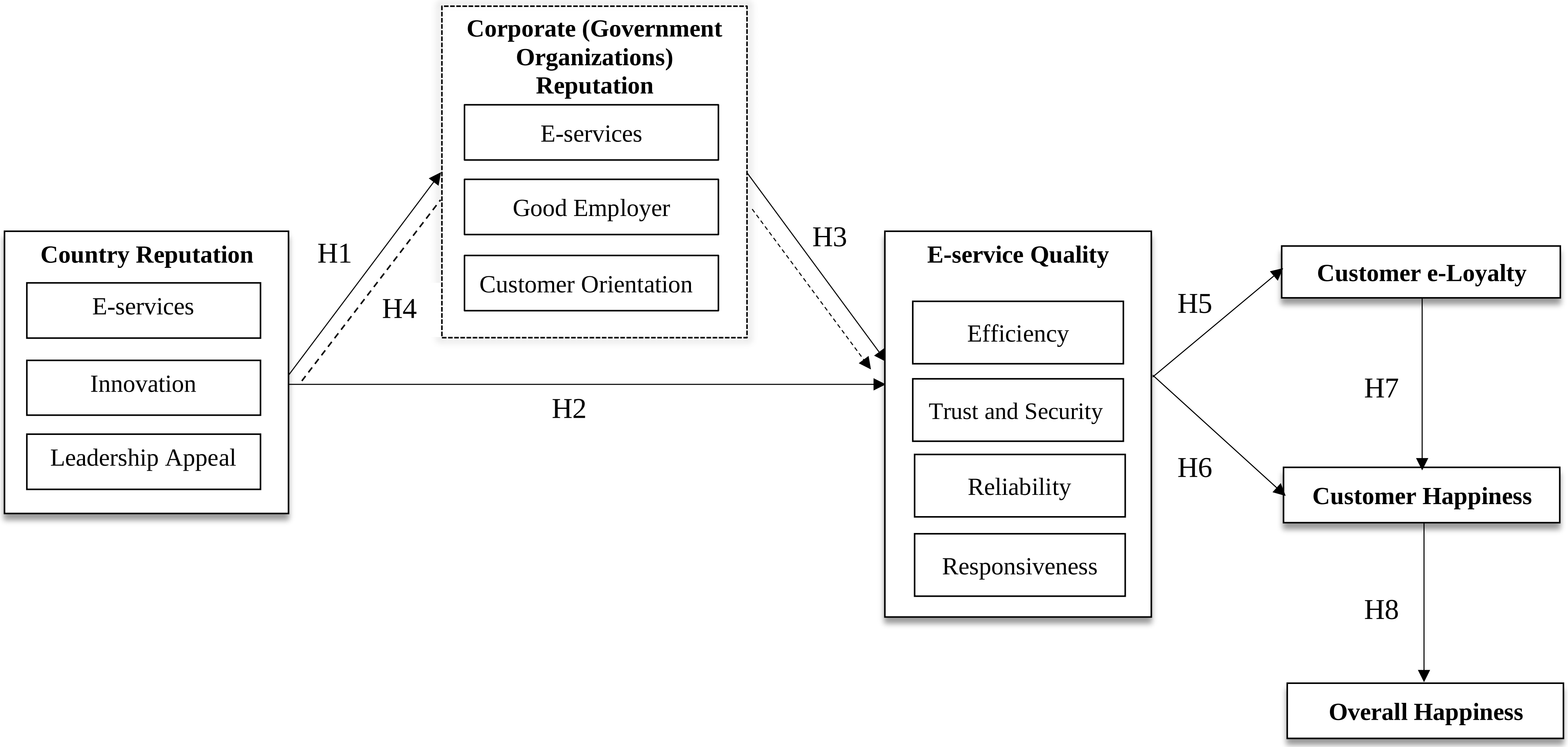
Figure 6.1: Number of studies using Signaling Theory



Source: Connelly et al. (2011, p.41)

Moreover, the literature also suggests that the corporate reputation field uses signaling theory intensively to examine the impact of signaling on reputation based on the perception of customers and citizens in the society. According to Walker's (2010) review of 54 studies, signaling theory was considered the most used theory in the action stage where the organizations focus on sending strategic signals that consists of reputation to obtain their stakeholders' feedback. It was found that signaling theory is used in these studies in order to build, sustain and protect reputation. This is explained by understanding how the organization's decisions are considered as signals that are perceived later by their stakeholders who, in turn, produce impressions about the 'signalers' (Fombrun & Shanley, 1990; Turban & Greening, 1997; Basdeo et al., 2006). The importance of using signaling theory in reputation studies is to evaluate the impact of the signals that are sent by the organizations to their stakeholders, including customers (Walker, 2010). Thus, signaling theory is considered the most suitable theory to understand a phenomenon wherein there is an exchange of a key signal (of quality) to another party in order to reduce information asymmetry. Accordingly, this present research follows the same steps as other reputation studies by using signaling theory to understand and examine the influence of signals sent by country and government organizations about their reputation to their stakeholders, especially e-government services customers. This research follows the explanations provided by Connelly et al. (2011) who explain the theory in details and how it is related to the model proposed in this research.

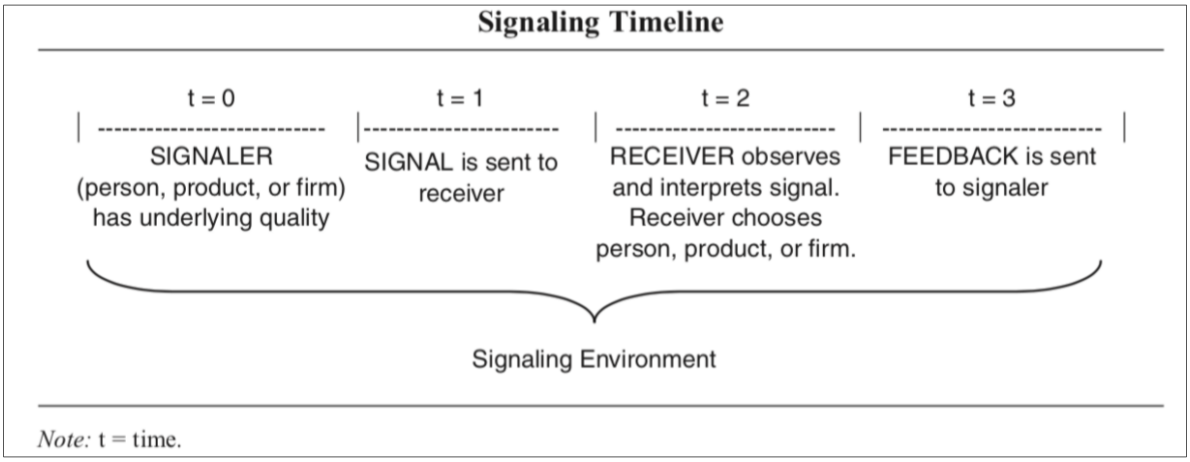
Figure 6.2: Conceptual framework



Consequently, and as discussed above, to utilize signaling theory, two parties or more, called signalers, should exist to send signals to communicate their unobservable quality, and receivers will receive these signals and react to them accordingly (Connelly et al., 2011). The following sections illustrate the components and constructs of signaling theory.

6.3.1. The Main Concepts of Signaling Theory

According to the timeline of signaling theory presented by Connelly et al. (2011), signaling theory involves some of main concepts that are related to the context of this present study. They are explained and defined below. Further, the characteristics of the two main actors in this theory i.e. the signaler who is responsible for sending unobservable quality through signals and the receiver who perceives these signals and responds accordingly and the signal itself need to be identified. These are described below. Moreover, in some cases multiple parties of signalers or receivers may exist. This is the case identified in this research that is conceptually discussed through depiction in a model. Thus, this section highlights each key concept of signaling theory, and discusses how these concepts are related to the research framework of this study.



Source: Connelly et al. (2011, p.44)

6.3.1.1. Signaler

Signalers can be defined as insiders who could be leaders and managers who gain information about organizations, their products or individuals (Taj, 2016). The main point is that this information is not available to the receivers. Further, the information could be perceived as positive or negative and that the receivers consider the signals important and valuable. The information may consist of details about services or products related to an organization. It should be noted that this information is considered private information that can help the signalers have perceptions about the quality of the characteristics related to employees, organization, services or products (Connelly et al., 2011).

According to the management literature, the signaler can be an individual, a product or one or more organizations. For instance, organizational behavior and human resource management literature show that signals are obtained from individuals such as managers or employees (Ramaswami, Dreher, Bretz & Wiethoff, 2010; Hochwater, Ferris, Zinko, Arnell & James, 2007). Further, leaders of newly established and initial public offering companies are considered to be signalers in entrepreneurship literature (Zimmerman, 2008; Bruton, Chahine, & Filatotchev, 2009). In the marketing literature, products are considered to be signalers (Rao et al., 1999; Gammoh, Voss & Chakraborty, 2006) while in strategy studies managers and directors are considered signalers (Lampel & Shamsie, 2000; Chung & Kalnins, 2001; Carter, 2006; Goranova et al., 2007).

Additionally, it should be noted that signalers may provide unrealistic and false signals to the receiver (Bergh, Connelly, Ketchen & Shannon, 2014; Borda et al., 2017). This is because people have different interests that may create dishonest signals. Thus, studies in the management field highlight the concept of "signal honesty" and define it as "the extent to which the signaler actually has the underlying quality associated with the signal" (Connelly et al., 2011, p. 46). Moreover, the receiver considers the signal useful when it is compatible with their demands and desires which is referred to in the literature as 'signal fit'. Therefore, the combination between the signal fit and the honesty of signalers in providing signals is called signal reliability (Busenitz, Fiet & Moesel, 2005).

6.3.1.2. Signal

Signaling theory mainly emphasizes the process of communicating the positive, and the quality of the signals from the insider (the signaler) to the receiver, who is an outsider, is to convey positive attributes even though the signalers may have both positive and negative information to communicate. This theory focuses on the ways and processes that the signaler uses to communicate positive and accurate information that matters to the receiver. The signaler may provide the receiver with a large amount of information as signals but not all of the signals may consider interesting or important by the receiver. Thus, effective signals are classified according to two main characteristics. The first is the ability of the receiver to notice the signal; called signal observability. Therefore, if the receiver is not able to observe the signals easily, then the signaler should reconsider using more successful ways to deliver the signals. The second characteristic is signal cost and is considered very important in signaling theory. The notion of signaling cost relies on the extent to which the signaler is able to absorb the associated signaling cost compared to other choices the signaler has (Connelly et al., 2011).

According to management literature, there are several types of signals related to quality. The most important signal of quality is how organizations seek legitimacy to survive (Certo, 2003). In order to do so, organizations communicate their unobservable quality through their prestigious leaders or top management and executives (Certo et al., 2001; Lester et al., 2006). Therefore, the way organizations follow to get a positive reputation is considered an essential quality signal (Deephouse, 2000; Coff, 2002).

The management literature also describes and categorizes signal of quality as strong or weak. It depends on how easily the receiver can detect signals of quality from a range of other signals sent (Gulati & Higgins, 2003). Thus, researchers define the level of strength of any signal by its importance or clarity for the signaler (Connelly et al., 2011). Moreover, there are other terms used by researchers to describe the signals besides quality, and these include signal clarity and signal intensity. These are usually used when there is a chance of distortion caused by the signaling environment or by the receiver (Warner et al., 2006; Gao, Darroch, Mather & MacGregor, 2008). In summary, the signaling environment and the receiver play a vital role in reducing information asymmetry. Environmental distortion appears when the environment wherein signaling takes place reduces the ability to observe signals; referred to as signal observability (Lester et al., 2006). Moreover, receivers may also cause distortion by interpreting the signals in a certain way and other receivers are influenced by this interpretation and take decisions based on it (Sliwka, 2007).

Moreover, to ensure signaling is effective, signalers are encouraged to send many signals in a period of time, and this is termed signal frequency (Janney & Folta, 2003). Because of the dynamic nature of an organization's operations, the signals may change continuously, and therefore, signalers need to repeat the signals constantly to help them remain distinguishable among others and to reduce information asymmetry between them and the receivers. Repeating signaling will help the organizations increase the effectiveness of the signaling process, especially in cases that the signalers use various signals to convey the same message (Balboa

& Marti, 2007). However, signalers should make sure that multiple signals are consistent to avoid confusing the receivers, which ensure signaling consistency (Gao et al., 2008).

6.3.1.3. Receiver

According to the literature, the receiver is the second party or the outsider who lacks information about the organization or another signaler and is willing to receive the information. Both signaler and receiver may have conflicting interests that lead to some deception that benefits the signaler at the cost of the receiver (Bird & Smith, 2005).

Receivers could be either individuals or many groups of individuals. For example, in entrepreneurship literature, both private and public investors are considered as receivers (Daily, Certo & Dalton, 2005; Jain, Jayaraman & Kini, 2008; Michael, 2009). As well, strategy studies consider a wide range of receivers to include investors and stakeholders such as customers, employees and competitors (Basdeo et al., 2006; Kang, 2008). On the other hand, the marketing literature considers customers as receivers (Basuroy, Desai & Talukdar, 2006). Human resource and organizational behavior studies consider the labor market and its related elements as receivers (Ehrhart & Zeigert, 2005). In the signaling process, these receivers should benefit from the decisions made by them based on the information they get from signals. For instance, customer as receivers will gain from goods and services they purchased which are related to the signals of high quality (Connelly et al., 2011).

As discussed, the effectiveness of the signaling process depends not only on the characteristics of signals, but also on the characteristics of the receivers who play an important role in determining signaling effectiveness. One of the most important things that the receivers should make sure of to maintain signaling effectiveness is to be aware of signals that they are looking for. In the literature this is termed receiver attention, which means the extent to which the receiver is looking carefully for signals. Thus, when the receivers receive the signals, they use these signals in order to make a decision, and similar signals can be recalled in the future if the decision has been made successfully (Cohen & Dean, 2005). Moreover, receivers can translate the signals differently depending on how each signal is perceived. This is termed receiver interpretation (Perkins & Hendry, 2005). After some time, this may cause the perceived meaning of the signals to deviate from the real meaning of the signals and the signaler’s intentions (Ehrhart & Zieger, 2005).

6.3.1.4. Receiver's feedback

Most of the studies investigating this research question through the lens of signaling theory in management and organizational studies reveal the importance of signalers to get feedback from the receiver to help the signaler to evaluate the effectiveness of the signaling process (Connelly et al., 2011). This feedback can be sent in counter-signals format. According to the theory, there are two ways for information asymmetry; one when the receivers are looking for the information about the signaler, the second is when the signaler is waiting for information about the receiver to help them evaluate several points in a signaling process such as which signal is consistent, which signal attracts the receiver's attention and how signals are being interpreted.

Consequently, signals in the future can be enhanced and their reliability will be increased when signalers pay attention to these counter-signals (Gulati & Higgins, 2003). Therefore, signalers can also improve the signaling effectiveness by paying more attentions to counter-signals the same as the receiver (Srivastava, 2001).

6.4. Research Framework and Signaling Theory

As shown in the research framework (Figure 6.2), and taking accord of signaling theory discussed above, this research employs signaling theory in accordance with its proposed framework as it is considered a suitable theory that explains customer perceptions (Pappu & Quester, 2016; Schellong et al., 2018) and is used in reputation studies (Walker, 2010).

When employing theory in this study, it can be said that there are multiple signalers in this model; these are the country and its related government organizations that send signals via their reputations. It is argued that this aspect is very important in this case to ensure the credibility of the country and government organizations' signals by sending the proper signals based on the receivers' demands and interests. It is important to ensure the underlying quality while sending these signals to create and maintain their reputation of honesty and reliability.

Based on the above discussion and critical review of the extant literature on signaling theory, the research model illustrated in Figure 6.3 was developed. This model depicts five types of signals, which are determined to be sent to the receiver: e-government services, quality of e-government services, innovation, leadership appeal, good employer and customer orientation. It is argued that country and government organizations should consider positive and interesting information or signals and to send these to the receiver through their reputations. Thus, considering the context of this research, the five signals considered here are essential for the receivers (customers) as they affect their daily lives and portray their strengths. Therefore, the argument is that country and government organizations should make sure that these signals are observable and easy to understand and perceive by the customers as receivers. It is also posited that this will help in assuring signal fit and reliability. Moreover, in the UAE context as a country, its vision and strategic objectives and its associated government organizations' long experience in seeking and maintaining a fair, tolerant and transparent society's well-being through their services, can be achieved when they can afford the cost of their reputations and the quality of their e-government services as signals to ensure the effectiveness of the signaling process.

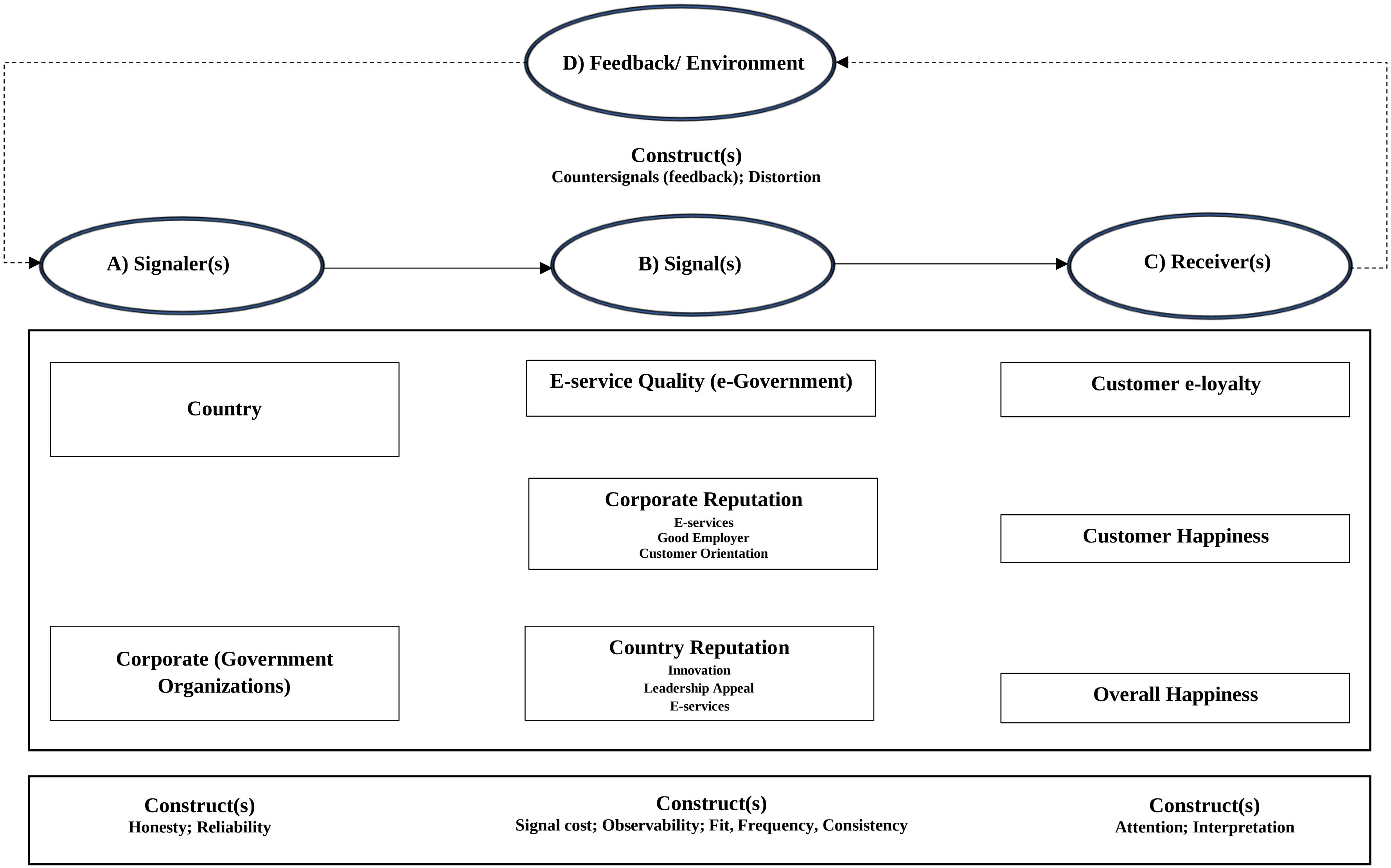
Furthermore, in the UAE context, it is considered that leadership as one of the signals gives legitimacy to the country's and government organizations' reputations (Certo et al., 2001; Lester et al., 2006). Hence, the approach of both country and their relevant representative organizations in sending underlying quality signals is to focus on building their leadership image, to show their serious involvement in customer needs, and to maintain their well-being and happiness. Therefore, much effort has been put into achieving a positive reputation. Moreover, it is argued that a country and its associated organizations should ensure the clarity and intensity of the signals sent. It is further argued that this could be assured by measuring the effect of the signals on the receivers' feedback and their perception about a country's and its governments' reputation. Accordingly, this will help the country and government organizations consider any kind of distortion caused by the context or another group of receivers, and to eliminate such distortions so that clarity, strength and consistency of their reputations are maintained.

Additionally, it is posited that, according to the type of signals, it is essential to maintain their frequency by repeatedly sending the signals to the customers to ensure their clarity, consistency and fitness to their needs and demands. It is argued that this could be achieved by continuously maintaining e-service quality, providing innovations, reflecting good examples of the government's organization environment that is reflected in their services and identifying customer needs and desires. This will help increase positive perceptions about country reputation and its competitive advantage with other countries.

According to the research model, customers who are defined as receivers in this study should be aware of the signals sent by the country and government organizations. It is posited that the level of attention the customers exert will determine the level of clarity and consistency of the signals sent. It is argued that in the service context, the customers may not have the ability to easily evaluate the quality of services even after they are consumed. Thus, customers will rely more on the information provided by the providers to evaluate the quality of the services (Emons, 2001; Borda et al., 2017). This will help customers to interpret the information gathered from the country and government organizations provided over time through their reputation attributes and e-government services as signals and to decide if they are going to be loyal and happy as customers that will finally influence their overall happiness and well-being.

Finally, in an online context, it is argued that the concept of utilizing signals is that the service providers invest more in signals to assure a future return and revenue, while the customers expect the quality of the services provided online based on the providers' claims will be true (Mavlanova et al., 2012). Accordingly, country and government organizations make an effort to build a good reputation for providing high quality e-government services and other strategies to ensure future revenue, customer loyalty, customer happiness and customer overall happiness. Thus, both parties have similar interests, which are in providing high quality services through use of easy channels such as e-government services to ensure happiness and well-being.

Figure 6.3: Combination between theoretical framework and Signaling Theory



6.5. Summary

In conclusion, this chapter makes a case for the use of signaling theory as a lens to understand the connection between reputation of both country and its government organizations with their main stakeholders, i.e. customers. According to previous studies on the topic of reputation, receivers evaluate several signals received from an organization when they intend to assess its reputation (Rindova & Martins, 2012). Following the explanation above, it can be argued that this is also applicable at a country level where the government organizations are mainly associated with the country's reputation, its strategies and strategic vision that concern the happiness and well-being of its residents i.e. society.

Further, because of the intangible nature of services especially electronic and mobile services, the evaluation of these services is mainly based on the indirect interaction between the service providers and the customers. These interactions are mainly in the context of e-government services provided by the government organizations and that are based on the country strategic objectives. Accordingly, the evaluation will produce valuable feedback for further improvement, which will contribute more towards the customers and the society's happiness and well-being from a service perspective.

This study thus examines signaling theory through the highlighted and assigned hypothesis (discussed in detail in the previous chapter) to evaluate the applicability of this theory to the research objectives and questions of this study.

The following chapter explains the second phase of the methodology used in this study. More detail about the quantitative methods, tools and measurements used to test and examine the proposed hypotheses are explained in the next chapter.

Chapter 7: Research Methodology: Quantitative Phase

7.1. Introduction

The previous chapters reviewed the literature and the theoretical framework of this research. This chapter outlines and justifies the quantitative research methodology used to collect and analyze the data. The quantitative method is used to validate the framework that follows from the first phase using a questionnaire survey and to test the hypotheses proposed.

7.2. Research design

7.2.1. Quantitative and Qualitative Research – Mixed Method

Researchers use both common sense and scientific law to find answers. Researchers often use a triangulation method by using both qualitative and quantitative methods to highlight several perspectives. There are four types of triangulation (Neuman, 2003). First, measurement triangulation applies several measurements to the same phenomenon. Second, observer triangulation is when data are collected by different observers to provide a complete image about the phenomenon. Third, theory triangulation uses perspectives of several theories, especially in the planning phase of the research. The fourth triangulation is triangulation of methods, which means using both qualitative and quantitative methods in the research.

This research adopts the fourth type of triangulation which can be called a mixed methods approach (Tashakkori & Teddlie, 2003). Mixed method is defined as "a method, which focuses on collecting, analyzing, and mixing both quantitative and qualitative data in a single study or a series of studies" (Creswell, 2007, p. 5). Adopting this method means that the data collected will be combined and integrated in the research. Researchers started using this method in the 50's of the previous century and its use increased in the 80's (Creswell, 2003; Creswell & Plano-Clark, 2007; Dunning, Williams, Abonyi & Crooks, 2008). This increase in using the mixed methods justifies the benefits of using it instead of using only one method.

In the mixed methods approach, researchers use two methodologies, which are the qualitative and quantitative methods (Ticehurst & Veal, 2000, p.15). They use different conceptual and methodological approaches. This involves collecting text information such as interviews and collecting numerical data using surveys so that the final data collected represents both qualitative and quantitative information (Creswell, 2003). The language of a qualitative study is more interpretive and is concerned about explaining how individuals construct meaning in social settings. On the other hand, the quantitative language is concerned about what individuals say and do (Lincoln & Guba, 1985).

Accordingly, there are various justifications for this approach and they differ from one study to another. As commented on by Hurmerinta-Peltomaki and Nummela (2006) after reviewing publications in the field of business, added value is gained from the use of the mixed methods approach such as an increase in the validity of the results, assisting in the creation of knowledge and having information about the source of the second data and its collection. They claim that researchers who use mixed methods gain a greater and wider understanding about the research topic than those who use the qualitative or quantitative method alone.

Moreover, in the mixed method approach, the qualitative method is an excellent method to tell the story, to understand the research problem and phenomena, and to support the researcher in building themes from the respondents' perceptions and points of view. On the other hand, quantitative methods will summarize a large amount of data to generalize the findings.

Accordingly, it is important to determine which strategy to use in adopting a mixed method approach (Creswell, 2009). According to Creswell, there are three strategies for mixed methods: sequential, concurrent and transformative procedures. The strategy used in this study is the sequential procedures. The researcher starts with the qualitative method to explore the topic and then uses a quantitative method to deal with large data. Therefore, this present study used a qualitative technique to collect data (refer to Chapter 3 and Chapter 4), and then moved on to collecting data by applying a quantitative technique using a survey to increase the validity of the study (Deshpande, 1983).

In the first phase, the qualitative method is used to a) develop deep understanding of the study, b) modify and refining the research model and hypotheses, and c) to filter and refine measures for the survey (Churchill, 1979). The qualitative method applied thematic analysis to analyze the data obtained from interviewing ministers, managers and customers to obtain a deeper understanding about country reputation in the context of e-government services and to enrich quantitative surveys in the second phase. In the second phase, the quantitative method was used to confirm the findings of the qualitative methodology and to understand the role of country reputation and corporate reputation in the context of e-government services.

7.2.2. Paradigms

A research paradigm is a framework that shows the research process including research models, assumptions and methodology (Neuman, 2006). Researchers use one or more research paradigms to conduct their research and to generate new knowledge. McGregor and Murnane (2010, p. 419) defined a paradigm as "a set of assumptions concepts, values and practices that constitutes a way of viewing reality for the community that shares them, especially in an intellectual discipline". Neuman (2006) suggests that a paradigm is a general framework that consists of assumptions, models, methodology and research issues that help the researchers finding answers to their research questions. The paradigm concept consists of two dimensions, which are philosophical and technical dimensions (McGregor & Murnane, 2010). The philosophical dimension concerns the assumptions and beliefs about the world while the technical dimension focus on the methods used to conduct the study (McGregor & Murnane, 2010).

Some authors prefer to use different terminologies such as 'knowledge claims' (Creswell, 2003), epistemology or ontology or research methodology (Neuman, 2000) instead of using the term paradigm. There are several theoretical paradigms considered in the literature: positivist, interpretivist, emancipatory, constructivist, critical, deconstructivist, transformative and pragmatism. As pointed out by Ang (2014), key approaches to research are positivist or interpretivist. Thus, in this present research both positivist and interpretive paradigms are used. As suggested by Creswell and Clark (2011), researcher can use both positivist and interpretive approaches in a mixed method studies after gathering the views of the targeted population.

7.2.2.1. Positivist Paradigm

Positivism originated with Auguste Comte in the 19th century. In the positivist paradigm, features of reality are described and explained by collecting data on behaviors of the observed sample and then data analysis (Gall, Borg & Gall, 1996). It emphasizes empirical observations, determines cause and effect relationships and explains reality by collecting and analyzing numerical data from an observable sample of behaviors. It generally tests theory and improves the predictive understanding of the phenomena. Positivists use this approach to obtain generalizations by conducting a value-free study to investigate social phenomena. A value-free study means that the researcher's beliefs do not influence the approach used to collect and analyze the data. Positivists believe that researchers who observe similar problems will produce similar results if they carefully use statistical examinations and apply the same process to examine a large sample size (Creswell, 2009). Thus, quantitative research is usually used in this paradigm.

7.2.2.2. Interpretive Paradigm

An interpretive paradigm was first introduced by sociologist Max Weber and the philosopher Wilhem Dilthey (Neuman, 2006). It focuses on social interactions and assumes that reality is built and constructed (Denzin & Lincoln, 2003); that social reality is subjective. Accordingly, each individual has his own belief about reality, which creates multiple realities about certain phenomena and can vary over time and place. Interpretivist researchers claim that this paradigm uses the direct participants' perspectives that are directly connected with a phenomenon that help them understand it. This leads to the argument that this paradigm sees that social reality is highly subjective and not objective because it is formed by people's perceptions and beliefs about their world or reality (Irani et al., 1999). Thus, interpretivism understands the phenomenon and then tends to shape people's interpretation based on background and experience. Qualitative research is usually used with this paradigm.

The present research has used mixed methods with both positivist and interpretivist paradigms. This research started with a qualitative approach by conducting interviews. Thus, an interpretivist perspective was used to obtain participants points of view and their meanings to form a deeper understanding about country reputation and corporate reputation in an e-government context. Then, a quantitative approach is used by using questionnaires. This is a positivist perspective that was used to identify the relationship between the constructs in relation to signaling theory.

7.3. Research Design

7.3.1. Overview of Quantitative Research Methods Adopted in this Study

This section provides an overview of the quantitative research method that was used in this study (Table 7.1). After exploring the concepts of this study through a review of the literature, a qualitative approach was used as an exploratory study as a first phase.

The second phase was a quantitative based method and a survey was conducted to test the proposed theoretical framework. The quantitative data was collected using the survey and was analyzed using numerical analysis to refine and validate the measurement items. The developed framework helped to achieve the objective of this study and encourages future studies to further investigate the antecedents and consequences of country reputation with regards to government initiatives and practices.

Table 7.1: Research phases with relation to the data collection process

Research Phase	Objectives	Procedures
Survey	• To identify the relationships between the constructs in the proposed framework.	• The questionnaire was used to validate the proposed model. • Online and paper surveys were used to collect the responses. • Pilot study was conducted with 15 participants to help identify necessary improvements if required. • 437 valid samples remained as the final sample data used in the research.

7.4. Data Collection

7.4.1. The Second Phase – Quantitative Data Collection

This section provides the process of data collection for both the pilot and main survey. In this phase, the results of phase one were used to fill gaps in the studies that combine country reputation, corporate reputation and customer outcomes related to e-government services. Moreover, the interviews helped in determining the main factors or dimensions of country and corporate reputation in the context of governments in general and e-government services in particular.

7.4.1.1. Justification of using Questionnaire

Questionnaires were used to collect data for the second phase in this study. Questionnaires are considered the most famous method used in different research designs. Questionnaires are commonly utilized in social research for data collection (Adler & Clark, 2011; Hall, 2008; Rea & Parker, 2005; Wimmer & Dominick, 2011). Moreover, questionnaires are useful, they provide a chance for the researcher to collect a large amount of raw data (Wimmer & Dominick, 2011; Denscombe, 2010) quickly and conveniently (Bell, 2010; Bryman, 2012; Sarantakos, 2013) over a broad geographical area (Fraenkel & Wallen, 2008; Gall, Gall, & Borg, 2007). This instrument helps in providing valuable and primary information (Clarke, 1999; Gray, 2009). It guarantees the standardization of the data gathered which simplifies the examination of specific questions such as why, who, when, how and what (Hair et al., 2010).

Another benefit of using this instrument is that all participants receive and follow the guidelines provided in the questionnaire, thus minimizing the influence of the researcher's presence (Ary, Jacobs, Sorensen & Razavieh, 2010; Bryman, 2012). And because there is no face to face interaction between the researcher and the participants, this assures improved anonymity for the participants (Kumar, 2014). Moreover, data analysis and discussion are considered straightforward and thematic (Cohen, Manion & Morrison, 2011). Furthermore, this study used questionnaire because questionnaires are not expensive and help the researcher to save time and money (Kumar, 2014). Finally, questionnaires are one of the best methods to collect information about peoples' feelings, opinions, perceptions and understanding (Gall, Gall & Borg, 2007; Rea & Parker, 2005).

7.4.1.2. Measurements

In the quantitative approach, the phenomenon is defined by measurable sets that can be used for similar or wider situations (Winter, 2000). As stated by Golafshani (2003, p. 598), this approach includes the "use of standardized measures so that the varying perspectives and experiences of people can be fit into a limited number of predetermined response categories to which number are assigned". Thus, the researcher should prepare an instrument administered using certain process in order tobe rated by the respondents in a form of checked list of behavior (Golafshani, 2003).

Overview of instruments used in the literature

The literature was reviewed to highlight the most cited and used measures and instruments. The following sections highlight the instruments used in the literature in accordance with all the constructs studied in this research which helped in identifying the best instruments and items to be adopted in this study.

Measurements of country reputation

Passow et al. (2005) developed the most used instrument to measure country reputation jointly with Charles J. Fombrun and the Reputation Institute based on a validated instrument of corporate reputation known as the Harris–Fombrun Reputation Quotient (RQ). The instrument consists of 20 items called the Fombrun–RI Country Reputation Index (CRI). The CRI was used to collect the responses from people inside and outside Liechtenstein to see the differences in their perceptions about Liechtenstein.

The Fombrun–RI Country Reputation Index (CRI) consists of six dimensions as follows:

- **Emotional appeal** measures the extent to which the country is liked, trusted and respected (three items).
- **Physical appeal** measures the perceptions about the country's infrastructure (three items).
- **Financial appeal** looks at the country's competitiveness, growth forecasts, profitability and investments risks (four items).
- **Leadership appeal** concerns the extent to which the country shows a strong leadership and communicates a tempting vision of the country (four items).
- **Cultural appeal** looks at how well the country holds to values, and appeals to its historical pasts and rich culture (three items).
- **Social appeal** measures the perceptions of the country's high standards in dealing with the international community, and environmental regulations (three items).

Yang et al. (2008) used the CRI in their study to measure the perceptions of country reputation. The authors modified the measure by adding a new dimension called "political appeal" and by reducing the total number of items to 18. The political appeal dimension measures the country's political prominence such as democracy and its political stability.

Previous studies, such as by Kang and Yang (2010), and Yousaf and Li (2015), used the Fombrun–RI Country Reputation Index (CRI) developed by Passow et al. (2005), while some of them (e.g. Fullerton & Holtzhausen, 2012; Fullerton & Holtzhausen, 2015; Fullerton & Kendrick, 2017) used the index modified by Yang et al. (2008). Although these studies used existing instruments, they modified some items to suite their studies' objectives.

Other studies used measurements from other fields, such as nation branding which is used interchangeably with country reputation. For example, Jain and Winner (2013) used Anholt's Nation Brand Index (NBI) to measure country reputation. It is comprised of six dimensions as following:

- **Tourism:** this dimension contained five items highlighting the elements that motivate tourism in the country including places and events.
- **Products and services**: three items were covered in this dimension concerned about quality and innovation in services and products provided by the country.
- **Governance:** this dimension consisted of five items about how well the country is governed.
- **Investment and immigration:** five items were considered in this dimension including to what extent people are willing to live, work, study and do business in a country.
- **Culture:** consisted of three items covering cultural aspects of a country's heritage, music, art, literature and sport.
- **People:** contained three items asking about the people in certain country; if they are friendly, qualified and welcoming.

In summary, Table 7.2 summarizes the scales and measurements used in the previous studies.

Table 7.2: Country reputation instruments

Authors	Country Reputation Measurement
Passow, Fehlmann, and Grahlow (2005)	Fombrun-RI Country Reputation Index (CRI)
Yang, Shin, Lee and Wrigley (2008)	Modified Fombrun–RI Country Reputation Index (CRI) (political appeal dimension is added)

Kang and Yang (2010)	Modified Fombrun–RI Country Reputation Index (CRI)
Fullerton and Holtzhausen (2012)	Modified Fombrun–RI Country Reputation Index (CRI) used by Yang et al. (2008) (added supportive intentions toward the country in terms of tourism and purchasing intentions)
Jain and Winner (2013)	Anholt's Nation Brand Index (NBI)
Fullerton and Kendrick (2017)	Fombrun–RI Country Reputation Index (CRI) used by Yang et al. (2008)
Holtzhausen and Fullerton (2015)	Modified Fombrun–RI Country Reputation Index (CRI) used by Yang et al. (2008)
Yousaf and Li (2015)	Fombrun-RI Country Reputation Index (CRI)
Yang and Wang (2018)	Fombrun-RI Country Reputation Index (CRI), Yang et al.'s (2008) measures, and Country RepTrak scale

Measurements of corporate reputation

It can be seen that previous studies combined several dimensions to measure corporate reputation as most of them defined corporate reputation as stakeholders' expectations and evaluations. For example, one of the well-known measures described in the literature is Corporate Reputation or Reputation Quotient developed by Fombrun et al. (2000) (e.g. Srivoravilai, Melewar, Liu & Yannopoulou, 2011; Arikan, Kantur, Maden & Telci, 2016). This measurement consists of six dimensions as follows:

- **Emotional appeal:** consists of three items talking about feelings toward the organization.
- **Products and services:** This dimension consists of four items concerning the innovation and quality of the products and services provided by the company.
- **Vision and leadership:** three items talking about good leadership and the vision of the company.
- **Workplace environment:** three items talking about how well the company is managed. Is it a good company to work for and does it have good employees.

- **Social and environmental responsibility:** three items measuring social and environmental support and responsibility.
- **Financial performance:** four items measuring the financial status of the company including profitability, growth and investments.

Another measurement mentioned in the literature was developed by Walsh and Beatty (2007) and Walsh et al. (2009). It is called customer-based reputation (CBR) (e.g. Walsh, Mitchell, Jackson & Beatty, 2009; Graca & Arnaldo, 2016; Walsh, Schaarschmidt & Ivens, 2017). This measurement consists of five dimensions: customer orientation, good employer, reliable and financially strong company, product and service quality, and social and environmental responsibility. It is similar to the Reputation Quotient in its dimensions. This is what Walsh and Beatty (2007) used in their study. They argue that this scale builds on the previous measures and most of the dimensions are interrelated with the corporate reputation dimensions developed by Fombrun et al. (2000).

Measurements of e-loyalty

There are different instruments to measure e-loyalty and some of them have been repeated and adopted in several studies (Valvi & Fragkos, 2012). Although these studies adopted the same instruments, the number of items differed from one study to another. One of the instruments adopted and considered the most cited was developed by Zeithaml et al. (1996) (e.g. Gefen & Devine, 2001; Gefen, 2002; Srinivasan et al., 2002; Anderson & Srinivasan, 2003; Gummerus et al., 2004; Parasuraman et al., 2005; Gong & Yi, 2018; Kaya, Behravesh, Abubakar, Kaya, & Orús, 2019; Quan et al., 2020). The instrument was generated based on the developed model and considers the effect of service quality on customers' behaviors and is concerned about whether will stay or leave in their dealings with a company. The measurement consisted of five items highlighting recommending the company to others, positive word of mouth, first to choose and continue dealing with the same company. On the other hand, some studies combined several items from different instruments to satisfy the objective of their studies (e.g. Too, Souchon & Thirkell, 2001; Taylor & Hunter, 2003; Hsieh et al., 2005; Chen, 2012; Hsu, Wu & Chen, 2013; Kim, Kim & Shine, 2019; Quan et al., 2020) and to measure the repetition in use of e-services and to what extent the customers will recommend e-services for others to use.

Measurements of e-satisfaction

There are different online customer satisfaction scales developed by scholars in different fields such as e-commerce, information science, and marketing (Chen, Rodgers & He, 2008) in the e-government context indicating that e-satisfaction is a multifaceted phenomenon that attracts the attention of scholars in different disciplines (Chen, Rodgers & He, 2008). Table 7.3 shows some examples of these instruments.

Table 7.3: E-satisfaction instruments

Instrument	Number of Items	Authors
SITEQUAL	9	Yoo and Donthu (2001)
Electronic Commerce User-Consumer Satisfaction Index	51	Cho and Park (2001)
WebQual 4.0	22	Barnes and Vidgen (2002)
User- Perceived Web Quality	25	Aladwani and Palvia (2002)
eTail	14	Wolfinbarger and Gilly (2003)
E-S-Qual	22	Parasuraman, Zeithaml and Malhotra (2005)
EGOVSAT	4	Horan and Abhichandani (2006)

After reviewing the scopes of using these instruments, it has been noticed that most of the instruments measured e-satisfaction by using and assessing e-quality instruments and dimensions (e.g. Wolfinbarger & Gilly, 2003; Bauer, Falk & Schmidt, 2006; Cristobal, Flavia´n & Guinal´ıu, 2007; Punyani, Dash & Sharma, 2015; Ulkhaq, Rabbani, Rachmania, Wibowo & Ardi, 2019).

Measurements of e-service quality

There are various scales and instruments to measure e-service quality in various fields and discipline that stress its importance (Alanezi, Kamil & Basri, 2010). The concept of measuring e-service quality is obtained from the quality of traditional services (Alanezi et al., 2010). The following table shows examples of the main instruments used to measure e-service quality in different online contexts such as online banking, online retailing and e-government services.

Table 7.4: E-service quality instruments

Authors	Name of Instrument	Dimensions
Abels, White and Hahn (1998)	-	▪ Use (easy to use) ▪ Content ▪ Structure ▪ Linkage ▪ Search ▪ Appearance
Yoo and Donthu (2001)	SITEQUAL	▪ Ease of use ▪ Aesthetic design ▪ Processing speed ▪ Security
Barnes and Vidgen (2002)	WebQual 4.0	▪ Usability ▪ Information quality ▪ Service interaction quality
Zeithaml, Parasuraman and Malhotra (2002)	e-SERVQUAL	▪ Efficiency ▪ Reliability ▪ Fulfillment ▪ Privacy ▪ Responsiveness ▪ Compensation ▪ Contact
Francis and White (2002)	PIRQUAL	▪ Web store functionality ▪ Product attribute description ▪ Ownership conditions ▪ Delivery ▪ Customer service ▪ Security

Parasuraman, Zeithaml and Malhotra (2005)	E-S-QUAL and E-RecS-QUAL	▪ Efficiency ▪ Fulfillment ▪ System availability ▪ Privacy ▪ Responsiveness ▪ Compensation ▪ Contact
Bauer, Falk and Hammerschmidt (2006)	eTransQual	▪ Functionality ▪ Enjoyment ▪ Process ▪ Reliability ▪ Responsiveness
Sharma (2015)	-	▪ Reliability ▪ Security ▪ Efficiency ▪ Responsiveness
Al-Hawary and Al-Menhaly (2016)	-	▪ Website Design ▪ Reliability ▪ Responsiveness ▪ Security & Privacy ▪ Availability of Information Support ▪ Ease of Use
Rasyid and Alfina (2017)	-	▪ Web Design ▪ Reliability ▪ Responsiveness ▪ Ease of Use

Most of the introduced instruments measured common dimensions regardless of the type of industry that were developed for. The instruments measured reliability, responsiveness, efficiency, and privacy or security. These dimensions were considered when measuring e-service quality in this current research.

Measurements of happiness

Customer happiness is different than customer satisfaction (Desmeules, 2002). Customer happiness is seen as a reflection of life happiness from the consumption angle only, while customer satisfaction is measured by comparing customer expectations with actual performance (Desmeules, 2002). Thus, measuring customer happiness is different to measuring customer satisfaction.

Customer happiness and overall happiness has been used interchangeably depending on the objectives of studies. For example, Schellong, Kraiczy, Mala ̈r and Hack (2019) measured customer happiness using two constructs, purchase happiness and general happiness, by using the PANAS scale with ten items developed by Watson, Clark, and Tellegen (1988) and two items from a happiness for sale scale adopted from Nicolao et al. (2009) and developed by Van Boven and Gilovich (2003). The aim of their study was to investigate the effect of the family company brand and the perception of doing well on customer happiness from the view of internal and external stakeholders. The same scale developed by Van Boven and Gilovich (2003) and adopted by Nicolao et al. (2009) was also adopted by De Keyser and Lariviere (2014), Yu, Jing, Su, Zhou and Nguyen (2016), Wu, Cheng and Ai (2018), Binnawas, Khalifa and Bhaumick (2019) and Theodorakis, Kaplanidou, Alexandris and Papadimitriou (2019).

Furthermore, most studies used the Subjective Happiness Scale that consists of four items adapted from the Lyubomirsky and Lepper (1999) study (e.g. Lyubomirsky, 2001; Hellén, 2010; Hellén & Sääksjärvi, 2011; Ltifi & Gharbi, 2015; Su, Swanson & Chen, 2016) to measure the overall happiness and customer happiness of individuals. Other studies used quality of life scale (e.g. Dagger & Sweeney, 2006; Sweeney et al., 2015; Gong & Yi, 2018). Moreover, Fatima, Mascio and Sharma (2020) used four items in their study to measure customer happiness by rating their feelings against four criteria. This scale was also adopted by Petersen, Dretsch and Loureiro (2018).

In the current study, a list of measurement items was constructed following the literature review and from the results of the exploratory phase. Most of the items were selected from previous studies to ensure content validity (Wang & Liao, 2008). On the other hand, some other items were developed based on the outcome of the exploratory phase (interviews and focus group). Some modifications were made to ensure that all the items were consistent with the e-government context of this study.

The questionnaire was divided into seven main sections:

1. Demographic Information: includes twelve items that ask about demographic information that differentiate the participants: gender, age, nationality, education level, occupation and several questions related to their usage of e-government services.
2. Country reputation: based on the exploratory phase, there are three dimensions that explain and define country reputation in the government context and measured at a national level as following:
    a. Leadership Appeal: five items adopted from Fombrun-RI Country Reputation Index developed by Passow et al. (2005), and one item developed by the researcher based on the outcome of the exploratory phase. All the items assess the role of leadership in the reputation of any country; such as “country is well managed”.
    b. E-Services or smart services: it consists of five items, two adapted from Anholt’s Nation Brand Index (NBI) developed by Anholt (2006) and Reputation Quotient developed by Fombrun et al. (2000), while three items were developed by the researcher based on the result of the qualitative phase. The items selected for this dimension are to measure the e-services and smart services provided by the country.
    c. Innovation: five items adopted from public sector innovation (INNOV) used in the study by Vigoda-Gadot et al. (2008) and the World economic Forum to measure the level of innovation in a country based on its innovative services and investments in innovation.
3. Corporate Reputation: these items were adapted from Reputation Quotient from Fombrun et al. (2000), and Customer-based corporate reputation developed by Walsh and Beatty (2007). The questionnaire measured three dimensions of corporate reputation at the organizational level and contained fourteen items as follows:

a. E-services or smart services were measured using six items such as “this government organization offers high-quality e-services”.

b. Good employer was assessed using a four-item scale. An example of these items “this government organization is well managed”.

c. Customer orientation was measured using a four-item scale. One example of these items is “the government organization is concerned about their e-customer needs”.

4. Overall happiness: assessed participants overall happiness. It was contained in four modified items adapted from the Lyubomirsky (2001) scale. An example of these items is “some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent do you agree that this characterization describe you?”
5. Customer happiness was assessed using a five-item scale adopted from Lyubomirsky and Lepper (1999), De Keyser and Lariviere (2014) and Gong and Yi (2018). The modified items assess customer happiness related to their use of e-government or smart government services. An example of these items is “the experience with e-government services delivery has made me significantly happy”.
6. E-service quality was assessed using a scale of 28 items adapted from various previous studies: Parasuraman et al. (2005), Connolly et al. (2010), Papadomichelaki and Mentzas (2012), Alawneh et al. (2013), Rehman et al. (2016), Sharma (2015), Janita and Miranda (2018). It consisted of four dimensions of e-service quality as follows:

a. Efficiency is assessed by a ten-item scale related on the efficiency of the e-government services. An example of these items is “this e-government site's structure is clear and easy to follow”.

b. Trust and security aspects are measured using a seven-item scale assessing the level of trust and security of e-government services. An example is “acquisition of username and password in this e-government site is secure”.

c. Reliability is measured by using six items such as “this e-government site is available and accessible whenever you need it”.

d. Responsiveness is assessed using a four-item scale such as “I’m immediately informed in case of transaction failure”.

7. E-service loyalty: A six-item scale was used to assess this construct. The scale was adapted from different related studies which are Chen (2012), Hsu et al. (2013), Elkhani et al. (2014) and Doong et al. (2010). These items assess the level of participant loyalty towards continuous using e-government services.

This study used 7-point Likert-type scales. The respondents were asked to assess the items using one of the following: Strongly agree, Agree, Somewhat agree, Neither agree nor disagree, Somewhat disagree, Disagree, and Strongly disagree. The main reason for using this scale is because it is considered as an accurate reflection of the true responses of the respondents. Moreover, it is reported by respondent as the easiest scale to use (Finstad, 2010). It is also claimed that a 7-point item scale correlates strongly with the t-test findings (Lewis, 1993) and optimizes reliability (Symonds, 1924; Ghiselli, 1955).

7.4.1.3. Pilot Study for the Survey

Zikmund (2003, p. 117) defines a pilot study as "collective data for a small-scale exploratory research project that uses sampling but does not apply rigorous standards". It is considered as a small-scale study of the main one that helps the researcher to pre-test the research tools such as questionnaires or the interviews timetable (Teijlingen & Vanora, 2002). This small-scale research includes using a draft of instruments such as a questionnaire under simulated or actual research conditions (Adler & Clark, 2011; Peterson, 2000).

A pilot study helps to identify the weaknesses in the design of the questionnaire, provides proxy information for a probability sample (Cooper & Schindler, 1998) and makes sure that it is suitable before using the main questionnaire. Thus, researchers are encouraged to carry out the pilot study to amend the content of the survey (Bryman & Bell, 2011). It provides many valuable insights about the research such as enabling the researcher to estimate the time needed to control and manage the instrument (Pole & Lampard, 2002). Moreover, this study helps the researcher to select the best way to distribute the questionnaire based on the non-response rate (Peterson, 2000). In addition, many scholars claim that pilot research helps to identify any uncertainties and problems in the methodology used. Also, this will help the researcher to identify any defects in the approach used in the research that may influence the value and the logic of the questionnaire (Pole & Lampard, 2002; Blessing & Chakrabarti, 2009; Lemon, Degenhardt, Slade, & Mills, 2010; Bryman & Bell, 2011).

7.4.1.4. Survey Questionnaire Translation

Choosing the right language for the questionnaire is essential in any study because it will affect the respondents' perceptions and opinions. Thus, the researcher should make sure that the questions are fully understood by the participants (Oppenheim, 2000).

The survey was initially written and drafted in English as the measurements were adapted from the literature. Then, the survey was translated into the Arabic language to provide both languages for the respondents to give them an opportunity to select the most convenient one to use. This translation was edited and proofread by two persons who are fluent in both languages to assure grammatical precision. This procedure also helped to ensure selection of the proper wording, taking under consideration the cultural differences and the best match compared to those used in English to avoid any misunderstanding (Bradley, 1994). After that, the Arabic questionnaire was translated back into English by another person who is also fluent in Arabic and English. This back-translated questionnaire was compared with the original version and some minor modifications were made in some wordings. This helped to assure the consistency and equivalence between the English and Arabic instruments (Aladwani, 2012; Cai & Shannon, 2012).

7.4.1.5. Questionnaire Structure

The questionnaire was developed and divided into several parts. The first page was a cover letter that presented some information about the objectives of the research and about the researcher. The second part of the questionnaire included questions related to respondents' demographic characteristics such as age, qualifications, residency, and e-government services used. The following part contained statements designed to elicit responses regarding the research constructs including country reputation, corporate reputation, e-service quality, e-service loyalty, customer happiness and overall happiness (See Appendix 8 and Appendix 9).

7.4.1.6. Sampling Design

To select an adequate and representative sample, any study should define its population and related sample in a clear and accurate manner. Blaikie (2010, p. 173) defines population as "an aggregate of all cases that conform to some designated set of criteria". According to Lewin (2005) the population of any survey is considered the people or the phenomena associated with the research and are the sample for the study that the researcher depends on. Thus, it is very important that the researcher select the appropriate subjects and appropriate context to represent the population. A sample is a small scale of the population that the researcher selects and identifies to show what the population looks like and which helps to generalize the results of the research (Gall et al., 2007; Naoum, 2007).

It is very important for researchers to pay attention to the sampling process if they seek to generalize their results. Accordingly, there are two sampling approaches, probability and non-probability sampling (Malhotra, 2008). According to probability sampling design, the individuals in the population have the same chance of being selected within the sample, while non-probability sampling design indicates that individuals in the population have a non-random way of being selected within the sample (Sekaran & Bougie, 2013).

It is suggested that the sample size of studies will differ according to the objective and the targeted type of population (Bryman & Bell, 2011; Cohen et al., 2011). Many scholars claim that, generally, the sample size of a quantitative study should be larger than the size of the sample used in the qualitative study (Cohen et al., 2011; Sarantakos, 2013). According to Juliet (2002), it is preferable to have a large sample size that assures reliability and accuracy. This helps to represent the population and reduces variability (VanderStoep & Johnston, 2009). Moreover, a large sample will help in generalizing the results and findings (Robson, 2011).

In this research, factor analysis and structural equation modelling (SEM) was used to analyze the data collected in the quantitative phase. According to Hair et al. (2010), researchers should pay attention to the sample size while using factor analysis. It is suggested that the sample size should be 100 or larger (Hair et al., 2010). Moreover, the authors (Hair et al., 2010) also suggest the minimum sample size that should be obtained for use with SEM depends on the complexity of the model and the characteristics of the measurement model as following:

- Models with five or fewer constructs, each construct contains more than three items, with 0.6 and above of item communalities. The sufficient sample size is considered to be from 100 to 150.
- Models with constructs above six, with some of them with fewer than three items with multiple low communalities, the sample size should be more than 500 to be accepted.

7.4.1.7. Sample Size and Population

The present study considered different segments of e-government portal stakeholders including customers or citizens (Rowley, 2011). Many studies have targeted various types of participants. For example, one study targeted students to examine the barriers facing e-government services (Abu-Shanab et al., 2010) while another targeted students, academic faculty participants, employees, unemployed people and retired people (Papadomichelaki & Mentzas, 2012). Furthermore, other e-government studies have targeted only the citizens in the community to examine the e-government services context (e.g. Carter & Bélanger, 2005). However, this current research considers all individuals who tend to use e-government services in any Emirates in the UAE to search for information or apply for online services or to use any e-government smart applications. This may include students, the employed and non-employed, residents and local individuals. This helps to cover a large pool of e-government users and reflects the population of those users in the United Arab Emirates. Moreover, the diversity of the sample helps to ensure the sample validity of this research.

Accordingly, a respondent-driven sampling (RDS) method was adopted through which the survey was distributed within an extensive network starting with the researcher's peers who sent online links to their own peers and so on. This ensured that the respondents were anonymous to the researcher. This method relied on the researcher's contacts as the best way to employ and allocate members as the targeted population. This method concentrated on collecting data through several series and waves starting with a small number of peers in the first wave called first seeds (Heckathorn, 1997; Heckathorn, 2002). The first wave recruits the second wave of respondents, the second wave recruits the third wave of respondents and so on until the targeted sample size is collected and saturation is reached. Thus, the recruited respondents are sampled randomly from their personal social networks (Salganik & Heckathorn, 2004; Wang et al, 2005). This method assured that "the sample will stabilize, becoming independent of the seeds from which recruitment began and thereby overcoming any bias the nonrandom choice of seeds may have introduced" (Abdul-Quader et al, 2006, p. 461). Moreover, this method helped in producing a diverse sample from different geographic areas in the UAE because the sample collected was from different emirates such as Abu Dhabi, Dubai, Sharjah, and Ajman.

7.4.1.8. Ethical Consideration

All needed documents and information were provided and submitted to the UOW Human Research Ethics Committee. The second phase of the survey questionnaire was approved by the committee (Ethics Number: 2017/020, approval date 11/09/2018) (see Appendix 6).

7.4.1.9. Steps in the quantitative data collection process

A pre-test of the questionnaire was undertaken with two people as customers of e-government services identified from the social media and four academic faculties in the university in order to evaluate ease of understanding, the sequence of questions, and the consistency and the logic of the questions as suggested by Chiu et al. (2007). The comments received from the pre-test led to minor changes of the wording and of Arabic translation. This ensured the content validity of the items used in the questionnaire (Urbach, Smolnik & Riempp, 2010).

After that, a pilot study was conducted with 15 customers who used e-government services for a final review and test of the questionnaire. The online questionnaire was sent through social media to the participants and they were asked to allocate fifteen minutes of their time to complete the questionnaire. They were asked to rank their perception about several elements that contribute to country reputation and e-government reputation. No personal data were requested from the participants. Twelve responses were received. Three further responses were received after a reminder. No suggestions and comments for further changes were received from the participants and so no modifications were made to the questionnaire.

Administration of the main questionnaires

The data were collected targeting e-government customers who used e-government services in the previous three months. A respondent-driven sampling (RDS) method was used to get responses. The online survey was sent to the respondents who were known by the researcher and they sent the questionnaire to their peers to start the wave. The questionnaire link was sent through a short message introducing the researcher and brief information about the research title and objectives (see Appendix 9). Several channels were used to approach the respondents including social media such as Instagram, Facebook and twitter. Moreover, emails and paper copies of the questionnaires were also distributed to elicit responses. The online questionnaire responses were gathered automatically by the website that the questionnaire was designed on while the paper questionnaires were collected at agreed and convenient times and locations.

In all, 510 questionnaires were received. However, eight responses were excluded because they were incomplete online questionnaires and 16 incomplete paper questionnaires were also excluded. This left a remaining 486 usable responses. Based on the objectives of this study, of 486 completed questionnaire 440 questionnaires (users of E-government services) were used for the main analysis.

7.5. Data Analysis

This section presents the analysis process of the data gathered during the data collection process. The analysis and the results of the data are discussed in Chapter 8. This section presents the main process used to analyze the data; descriptive analysis of the participants' profiles, data preparation and screening, missing data and outliers' detection, Exploratory Factor Analysis (EFA), scale validity and reliability, Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM).

7.5.1. Descriptive analysis

Descriptive statistics is defined as "summarizing, organizing, graphing, and, in general, describing quantitative information" (Vogt & Johnson, 2011, p. 104). The main objective of this section is to reveal the main information and description of the participants in this research. This analysis is important as it gives an indication of the suitability of the sample size gathered for this research. According to Adams, Khan and Raeside (2014, p. 171), researchers can use tables or graphs to display the statistics.

This research focuses on descriptive statistics and demographics of the respondents of e-government service users in the UAE. This includes gender, age, level of education, occupation, and area of residency

7.5.2. Data preparation and screening

In the preparation and screening phase of the data, a preliminary analysis is suggested by scholars (Hair et al., 2010) to avoid the influence of the missing responses and invalid responses. Thus, several analyses were conducted (discussed in Chapter 8) including missing data checking, outliers' detection, normality, and multicollinearity tests.

7.5.2.1. Factor Analysis

There are two types of factor analysis; Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) (Hair et al., 2010; Byrne, 2013). According to Hair et al. (2010), these are the same in some aspects; however, in philosophical aspects they are very different.

Hair et al. (2010) mentions that EFA is a very useful multivariate statistical approach that extracts information effectively from correlated data. Researchers use EFA to find a model that fits the data and has theoretical support (Schumaker & Lomax, 2010). Exploratory Factor Analysis is used to test the links between latent and observed variables when this link is unknown (Byrne, 2013). In other words, it is used to see the extent to which the items or observed variables present their factors (Byrne, 2013). Exploratory Factor Analysis helps in identify the underlying relationships between survey items (Ang, 2014). It also helps in recommending the measurement model and gives some insights about the structure of the measurement items (Hair et al., 2010).

Confirmatory Factor Analysis (CFA) is used after exploratory factor analysis to identify the factor structure of a dataset (Gaskin, 2016). It is a technique used to examine the extent to which the items or variables represent the constructs (Hair et al., 2010). In other words, CFA is a statistical technique used to confirm the factor structure of a set of observed variables (Fincham et al., 2008). In the CFA, the relationship between the manifest variables or observed variables (variables that can be directly measured) and the latent variables or constructs are specified (Castor, 2009). It reflects the measurement model (Byrne, 2013) and is considered as a test that allows the researchers to confirm or reject their theory (Hair et al., 2010). Exploratory Factor Analysis helps in assigning the indicators to the variables and is based on the theory before conducting any statistical test to obtain results (Hair et al., 2010).

In this research, EFA is used to evaluate the structure factors of the data obtained, the loading factors of the items, and the group of factors classified. After that, CFA is used to evaluate the strength of factor solution. These tests were conducted by using SPSS (version 25) and AMOS (version 24).

7.5.2.2. Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) has been widely used in various fields and disciplines. Structural Equation Modeling is a statistical tool that is used for testing causal associations using both statistical data and qualitative assumptions. Structural Equation Modeling is defined as "a family of statistical models that seek to explain the relationships among multiple variables" (Hair et al., 2010, p. 634). According to Chin (2000), SEM is a very powerful multivariate analysis tool that is used to analyze several variables, allow evaluation of the measurement model and theoretical relationships, and include unobserved latent variables with several relationships, all within the same analysis. Structural Equation Modeling is applicable to analysis of simple relationships among variables and for analysis of a complex measurement model in first and higher-order constructs (Cheung, 2008). It also provides a flexible setting to develop and analyze the complex correlations between several variables to assess the validity of the conceptual model through an empirical model (Beran & Violato, 2010).

The difference between SEM as a multivariate technique and other first-generation techniques is that it helps in assessing the validity and reliability of the measurement model while the other techniques are used to assess the relationships between constructs (Alavifar, Karimimalayer & Anuar, 2012). Structural Equation Modeling contains several analysis techniques including factor analysis, multiple regression and path analysis. These help in estimating the measurements of the constructs and evaluation of the relationships among them (Hoyle, 1995; Maruyama, 1998; Schumacker & Lomax, 2004; Kline, 2005). According to Holbert and Stephenson (2002), SEM assesses several proposed hypothesized relationships between several variables.

According to Byrne (2013, p. 7), SEM "is to determine the goodness-of-fit between the hypothesized model and the sample data". Thus, the model assesses the possibility of the hypothesized relationships between the variables when the goodness of fit is met; however, these relationships are rejected if the fit is not adequate (Byrne, 2013). Accordingly, the main objective of using SEM is to determine if the hypothesized relationships are compatible with the theory (Lei & Wu, 2007). According to Bollen (2005), there are many advantages of using SEM. One advantage is that it assures free measurement errors when the relationships among latent variables are assessed because all errors have been identified and removed. Another advantage is when the researcher is investigating complex and multidimensional phenomenon, SEM is considered the best tool to analyze the relationships in the phenomenon.

Accordingly, this study used SEM to analyze the data for several reasons. The conceptual framework of this research contains multidimensional relationships to be investigated, as well as investigation of the mediation influence of corporate reputation on the relationship between country reputation and e-service quality. Thus, it is considered the best tool to use to examine a complex model. Moreover, according to Reisinger and Mavondo (2007), studies with large sample size ranging from 100 to 400 or five times more than IVs, are accepted for SEM as it is considered as a rule of thumb that should be met to be able to use it to analyze the data. This present study collected 440 responses, which is considered a large sample size.

7.6. Summary

This chapter highlights the main methods and approaches used in this research; the mixed method concept, the qualitative methodology used in phase one and the quantitative methodology used in phase two.

First, this study adopted a mixed method approach to enable a deep understanding about reputation at the country and corporate levels and its relationship in the e-government services context to customer outcomes. Thus, the research design, data collection process and sampling approach were discussed and explained.

Second, quantitative methodology and its related instruments, population and sample size, data collection and analysis were identified and discussed. Moreover, for both approaches, related ethical approvals were also presented.

Chapter 8: Quantitative Data Analysis, Findings and Discussion

8.1. Introduction

The methodology used in the quantitative study (phase 2) is explained in Chapter 4. This chapter presents the analysis of the data collected in the second phase of the study research.

This chapter starts by describing the characteristics of the sample. This is followed by the presentation and interpretation of research results based on the analysis. It includes missing data and outliers. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were used as analysis tools. Exploratory factor analysis is employed to summarize the scale items. Then, CFA was used to confirm the measurements. Reliability and validity tests of the measurement model are verified during this stage. Structural equation modelling (SEM) was employed to examine the hypotheses and relationships and fitness of the proposed conceptual framework. Finally, a chapter summary is presented.

8.2. Characteristics of Participants

In total, 510 questionnaires were received. However, eight online questionnaires were excluded as they were not completed. Sixteen incomplete paper questionnaires were also excluded. Therefore, 486 responses remained. Based on objectives of this study, out of 486 complete questionnaires, 440 cases (users of e-government services) were considered for analysis. Three respondents with exceptionally high values were outliers and were removed. Consequently, 437 responses were used for analysis.

Table 8.1: Demographic statistics

Variable	Levels	Frequency	Per cent
Gender	Male	255	58.4
	Female	182	41.6
Age	30 or under	118	27.0
	31-40	190	43.5
	41-50	100	22.9
	51-60	22	5.0
	61 or over	7	1.6
Education level	High school	78	17.8
	Associate degree (Diploma)	42	9.6
	Bachelor's degree	165	37.8
	Master's degree	125	28.6
	Doctoral	27	6.2
Occupation	Student	42	8.6
	Government employee	341	70.2
	Private sector employee	47	9.7
	Retired	17	3.5
Residency status	National	367	84.0
	Resident	64	14.6
	Tourist	6	1.4
Race and Ethnicity			
Resident	Arab	45	70.30
	Asian	13	20.30
	American	2	3.10
	European	4	6.2

Tourist	Arab	3	50.0
	Asian	3	50.0
	African	0	0.0
	American	0	0.0
	European	0	0.0
Residential duration	More than 10 years	52	81.3
	Less than 10 years	12	18.8
Residential region (Emirates)	Abu Dhabi	161	36.8
	Dubai	90	20.6
	Sharjah	80	18.3
	Ajman	17	3.9
	Umm al-Quwain	7	1.6
	Ras al-Khaimah	22	5.0
	Fujairah	60	13.7
Use of E-government (On an annual basis)	Once	43	9.8
	Twice	50	11.4
	More than twice	344	78.7
Preference of using E-government	Not at all	14	3.2
	To some extent	123	28.1
	Very much	300	68.6

Table 8.1 provides several demographics including gender, age, level of education, residency status, ethnicity and residential region. Moreover, Table 8.2 provides an analysis on the types of e-government services used by the respondents.

According to the data analyzed, the sample contained 58.4 per cent males and 41.6 per cent females. Of the total individual respondents, 27 per cent of the respondents were 30 years old or less, 43.5 per cent were between the ages of 31 and 40, 22.9 per cent of the respondents were between 41 and 50 years, 5 per cent of the respondents were between the ages of 51 and 60, and 1.6 per cent of the respondents were 61 years old or above. According to their level of education, 17.8 per cent were high school graduates, 9.6 per cent of the respondents held an associate degree (Diploma), 37.8 per cent of the respondents had a Bachelor's degree, and 28.6 per cent held a Master's degree and 6.2 per cent had a doctoral degree. This indicates that most of the respondents were well educated.

From the descriptive analysis, 84 per cent of the respondents were the UAE citizens, 14.6 per cent of the respondents were residents and 1.4 per cent were tourists. The response analysis based on race and ethnicity shows that the majority of residents were Arab (70.3 per cent), followed by Asian (20.3 per cent), European (6.3 per cent), and American (3.1 per cent). None of the residents were African. The tourist respondents were Arab (50 per cent) and Asian (50 per cent). Most of the respondents were living or staying in Abu Dhabi (36.8 per cent), whereas 20.6 per cent were living in Dubai. 18.3 per cent of respondents were from Sharjah, 13.7 per cent were from Fujairah, 3.9 per cent were from Ajman, 1.6 per cent were from Umm Al-Quwain, and 5 per cent were from Ras al-Khaimah.

The residential duration for residents implies that the majority (81.3 per cent of participants) had been living in UAE for more than ten years; whereas 18.8 per cent had been living in UAE for fewer than ten years. This means that those who have lived in the UAE for more than 10 years witnessed the transition and transformation of the traditional and conventional services to online and smart services when the the UAE prime minister announced the transition in 2009.

The results also reveal that 78.5 per cent of e-government users used e-government services more than twice in a year. Moreover, 11.2 per cent of respondents used e-government services twice in a year. However, 10.3 per cent used an e-service once a year. The results of preference of e-government services by users shows that 3.2 per cent of respondents prefer not to use e-government services and use the traditional services instead. Most prefer to use e-government services; 28.1 per cent of the respondents like to use e-government services “to some extent” and the majority of them prefer “very much” to use e-government services (68.6 per cent).

8.2.1. Users of E-Government services

The open-ended question is designed to measure the most frequently used E-Government services. Therefore, the respondents were asked to specify which e-government services they are using (or used). Since, this item is an open-ended question it is classified based on the providers of e-government services and the names of e-government services if specified. Table 8.2 shows the results.

Table 8.2: Classification of users based on the type and providers of E-Government services

E-government service providers	E-government services	Frequency	Per cent
Federal Authority for Electricity and Water	Electricity Connection (Permanent /temporary)	28	6.4
	Report Electricity Emergency	31	7.1
	Request Water Connection (Permanent / temporary)	30	6.9
	Report Water Emergency	30	6.9
	Receive and Respond to Customers Feedback	36	8.2
	Activate the service for the new customer	28	6.4
	Pay Due Amounts	87	19.9
Sheikh Zayed Housing Program	Order new residential support	41	9.4
	Open FILE for housing assistance	34	7.8
Ministry of Human Recourse and Emiratisation	Issue new work permit	30	6.9
	Issue labour contract	29	6.6
	Renewal of permit and work contract/ work permit	33	7.6
	Renew work contract of domestic worker	28	6.4
Ministry of Health and Prevention	Request Medical Report	35	8.0
	Issue Birth Certificate	31	7.1
	Issue Death Certificate	30	6.9
	Examine Expatriates	30	6.9
	Child Health and Vaccinations	33	7.6

Ministry of Interior	Certificate of good conduct - Criminal clearance	40	9.2
	Renewal Vehicle Registration	122	27.9
	Renewing a vehicle driving license	122	27.9
	Payment of Traffic Fines	195	44.6
Zakat Fund	Zakat Payment	50	11.4
	Request Zakat (New, Renew, Urgent)	34	7.8
Federal Authority for Identity and Citizenship	Issue New ID Card	122	27.9
	Issue Replacement for lost \ damaged ID Card	31	7.1
	Renew ID Card	30	6.9
	Issue Residency for Employee	30	6.9
	Renewal of residency permits	36	8.2
	Amend Family Book Details	36	8.2
	Issue New Passport	60	13.7
Ministry of Infrastructure Development	Provide Ownership of Governmental Houses	44	10.1
Ministry of Community Development	Apply for Social Aid	32	7.3
Ministry of Justice	Marriage Contracts	34	7.8
Road and Transport Authority	SALIK	28	6.4
Dubai Electricity and Water Authority	Not Specified	11	2.5
Dubai Police	Not Specified	21	4.8
Abu Dhabi Police	Not Specified	17	3.8

The table above provides some details about the type of e-government services that have been used by the respondents in the past three months. The results show that the most frequently used e-government services is from the Ministry of Interior. According to the statistics, “Payment of Traffic Fines” is the most used e-government service with 44.6 per cent, followed by “Renewal Vehicle Registration” and “Renewing a vehicle driving license” e-government services with 27.9 per cent. The provider with the second highest level of use of its e-government services was Federal Authority for Identity and Citizenship. The most used e-government services in this authority was “Issue New ID Card” with 27.9 per cent.

8.3. Preliminary Data Analysis

In this section, the process of data analysis is presented. It includes missing data, outliers, descriptive statistics for each variable and other tests as explained below.

8.3.1. Missing Data

The recommendation of Hair et al. (2010), suggests data with 20% or more missing should be eliminated and deleted. Accordingly, during the data screening, 18 incomplete questionnaires were identified and these cases were eliminated from further analysis. The non-completion of the questionnaires could be justified by the length of the questionnaire (Hague, 2006). This was mentioned in some of the feedback received from some of the respondents in response to the last open question that asked for their feedback. As suggested by Groves and Couper (1998) unwillingness to complete a survey will increase when the time needed to complete it increases.

8.3.2. Outliers

Identifying the outliers is very important to assure the findings’ accuracy and to avoid distortion of the predictions. According to Cochran (1963), the outliers have a significant impact on the sample by increasing the variance and decreasing precision. Cochran claimed that "it is wise to segregate them and make separate plans for coping with them, perhaps by taking a complete enumeration if they are not numerous. This removal of extremes from the main body of the population reduces the skewness and improves the normal approximation" (p. 43).

In this research, the outliers were examined by using a box plot (see Appendix 11). The result indicats three respondents (66, 136 and 310) have repeated outliers with exceptionally high values. The identified outliers show that the presence of outliers may have an unacceptable influence on the normal distributions. After deleting outliers (66, 136 and 310), normality was achieved for the variables. Consequently, for the next steps of the analysis 437 cases were used.

8.3.3. Descriptive Statistics and Test of Normality

To assess the normality, SPSS (version 25) was used to examine the normal distribution. Based on the recommendation of Hair et al. (2010), the most critical and accepted values for skewness and kurtosis are between -2.58 and +2.58. The results in tables show that, the absolute values of both skewness and kurtosis were within the acceptable range for all variables.

Table 8.3: Descriptive Statistics and Test of Normality for Country Reputation

Sub Variable	**Item**	**Mean**	**Std. Deviation**	**Skewness**		**Kurtosis**	
		Statistic	**Statistic**	**Statistic**	**Std. Error**	**Statistic**	**Std. Error**
Leadership Appeal (LA)	LA1	6.16	1.17	-1.42	0.12	1.56	0.23
	LA2	6.03	1.13	-1.18	0.12	1.03	0.23
	LA3	6.31	1.08	-1.54	0.12	1.62	0.23
	LA4	6.46	0.96	-1.72	0.12	1.69	0.23
	LA5	6.15	1.17	-1.38	0.12	1.42	0.23
Country E-service (ES)	ES1	6.49	0.77	-1.53	0.12	1.90	0.23
	ES2	6.34	0.81	-1.07	0.12	0.60	0.23
	ES3	6.33	0.90	-1.37	0.12	1.64	0.23
	ES4	6.49	0.76	-1.44	0.12	1.48	0.23
	ES5	6.42	0.79	-1.39	0.12	1.81	0.23
Innovation (INN)	INN1	6.10	1.10	-1.27	0.12	1.27	0.23
	INN2	6.17	0.96	-1.21	0.12	1.38	0.23
	INN3	6.35	0.87	-1.37	0.12	1.39	0.23
	INN4	6.01	1.15	-1.29	0.12	1.68	0.23
	INN5	6.08	1.06	-1.20	0.12	1.41	0.23

Table 8.4: Descriptive Statistics and Test of Normality for Corporate Reputation

Sub Variable	Item	Mean	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Corporate E-service (ESS)	ESS1	6.07	1.04	-1.12	0.12	0.98	0.23
	ESS2	6.01	1.06	-1.17	0.12	1.47	0.23
	ESS3	6.05	1.03	-1.27	0.12	1.87	0.23
	ESS4	5.98	1.12	-1.31	0.12	1.79	0.23
	ESS5	5.90	1.18	-1.16	0.12	1.37	0.23
	ESS6	5.93	1.17	-1.25	0.12	1.71	0.23
Good Employer (GE)	GE1	5.91	1.10	-1.24	0.12	1.84	0.23
	GE2	5.99	1.09	-1.25	0.12	1.80	0.23
	GE3	5.88	1.10	-1.20	0.12	1.92	0.23
	GE4	6.07	1.05	-1.20	0.12	1.22	0.23
Customer Orientation (CO)	CO1	5.92	1.13	-1.21	0.12	1.91	0.23
	CO2	5.91	1.11	-1.13	0.12	1.40	0.23
	CO3	5.86	1.18	-1.24	0.12	1.91	0.23
	CO4	5.95	1.12	-1.20	0.12	1.83	0.23

Table 8.5: Descriptive Statistics and Test of Normality for E-service Quality

Sub Variable	Item	Mean	Std. Deviation	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Efficiency (EFF)	EFF1	5.79	1.07	-1.03	0.12	1.45	0.23
	EFF2	5.70	1.15	-1.04	0.12	1.40	0.23
	EFF3	5.66	1.17	-1.05	0.12	1.53	0.23
	EFF4	5.70	1.17	-1.13	0.12	1.68	0.23
	EFF5	5.67	1.24	-1.02	0.12	0.84	0.23
	EFF6	5.69	1.21	-1.08	0.12	1.42	0.23

	EFF7	5.70	1.16	-1.07	0.12	1.55	0.23
	EFF8	5.88	1.13	-1.11	0.12	1.37	0.23
	EFF9	5.79	1.11	-1.10	0.12	1.74	0.23
	EFF10	5.72	1.17	-1.14	0.12	1.72	0.23
Trust and security (TS)	TS1	6.01	1.07	-1.20	0.12	1.57	0.23
	TS2	5.90	1.09	-1.17	0.12	1.71	0.23
	TS3	5.81	1.13	-0.91	0.12	0.74	0.23
	TS4	5.86	1.11	-1.16	0.12	1.55	0.23
	TS5	5.85	1.10	-1.10	0.12	1.67	0.23
	TS6	5.91	1.02	-1.01	0.12	1.18	0.23
	TS7	5.86	1.09	-1.06	0.12	1.39	0.23
Reliability (REL)	REL1	5.71	1.15	-1.03	0.12	1.55	0.23
	REL2	5.89	1.08	-1.11	0.12	1.44	0.23
	REL3	5.63	1.20	-1.15	0.12	1.89	0.23
	REL4	5.68	1.15	-1.12	0.12	1.81	0.23
	REL5	5.73	1.16	-1.12	0.12	1.51	0.23
	REL6	5.78	1.21	-1.22	0.12	1.78	0.23
Responsiveness (RES)	RES1	5.77	1.23	-1.25	0.12	1.76	0.23
	RES2	5.55	1.36	-1.18	0.12	1.55	0.23
	RES3	5.58	1.38	-1.16	0.12	1.24	0.23
	RES4	5.44	1.45	-1.10	0.12	1.03	0.23

Table 8.6: Descriptive Statistics and Test of Normality for Customer Happiness, E-service loyalty and Overall Happiness

Variable	**Item**	**Mean**	**Std. Deviation**	**Skewness**		**Kurtosis**	
		Statistic	**Statistic**	**Statistic**	**Std. Error**	**Statistic**	**Std. Error**
Customer Happiness (CHPP)	CHPP1	5.82	1.13	-1.14	0.12	1.80	0.23
	CHPP2	5.81	1.16	-1.16	0.12	1.75	0.23
	CHPP3	5.82	1.16	-1.14	0.12	1.54	0.23
	CHPP4	5.84	1.21	-1.33	0.12	1.93	0.23

	CHPP5	6.00	1.10	-1.31	0.12	1.80	0.23
E-service loyalty (ELOY)	ELOY1	5.80	1.16	-1.12	0.12	1.58	0.23
	ELOY2	4.78	1.91	-0.63	0.12	-0.75	0.23
	ELOY3	5.56	1.50	-1.33	0.12	1.35	0.23
	ELOY4	5.88	1.19	-1.28	0.12	1.98	0.23
	ELOY5	5.96	1.12	-1.26	0.12	1.84	0.23
	ELOY6	6.05	1.11	-1.33	0.12	1.93	0.23
Overall Happiness (HPP)	HPP1	5.66	1.33	-1.30	0.12	1.87	0.23
	HPP2	5.62	1.34	-1.30	0.12	1.92	0.23
	HPP3	5.66	1.24	-1.16	0.12	1.92	0.23
	HPP4	4.02	2.00	-0.15	0.12	-1.25	0.23

8.3.4. Multicollinearity

It is important to examine the level of collinearity in the structural model (Hair et al., 2014). Multicollinearity occurs if two or more explanatory variables are highly correlated. This leads to difficulty in assessing the effect of the independent variable on the dependent variable. Therefore, the relationship between the independent variables in the regression model for undesired effects of multicollinearity was examined by using two collinearity statistic tools; namely the tolerance value and the Variance Inflation Factor (VIF) (Hair et al., 2014).

Tolerance refers to the amount of variability of the specified independent variables not explained by the other variables (Hair et al., 2010). On the other hand, the variance inflation factor (VIF) is an index which measures how much the variance of a coefficient (square of the standard deviation) is increased because of collinearity (the effect that the other predictors of variables have on the variance of a regression coefficient). Large VIF values and small tolerance values indicate a high level of collinearity. The problem of collinearity may occur when VIF is greater than 10 and tolerance is below 0.1 (Hair et al., 2010).

To detect the presence of multicollinearity in this research, the Variance Inflation Factor (VIF) and tolerance value was calculated and assessment of multicollinearity was done using the SPSS. The results indicate that multicollinearity between the independent variables was minimal, as shown by the values of Tolerance where the average ranged between 0.374 and 0.809 (the values are greater than 0.1) and the VIF ranged between 1.236 and 2.777 (the values are less than 10), indicating that the results are reliable and there are no multicollinearity problems (see Appendix 12).

8.3.5. Common Method Bias

Common method variance is defined as “variance that is attributable to the measurement method rather than to the constructs the measures represent” (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003, p. 879). Podsakoff et al. (2003, p. 885) claim that “Method biases are likely to be particularly powerful in studies in which the data for both the predictor and criterion variable are obtained from the same person in the same measurement context using the same item context and similar item characteristics”. According to McKenzie, Podsakoff and Podsakoff (2011, p. 322), “it is important to control the common method biases, otherwise, the relationships observed in support of the nomological validity of the indicators of the focal construct with other constructs may be spurious”.

In this research, the common method bias is used because the instrument used to collect the data was a single instrument (Likert) for independent and dependent variables. Therefore, it is important to determine the impact of common method bias on the results of the measurement model. Thus, Harman's single factor test was used to examine the effect of common method bias. It is the most recommended test used by scholars to determine if the variance is explained by the single factor which in this case the common method bias is existed. Thus, while using Harman's single factor test, all variables were loaded into a single factor where the rotation is not used to assess the variance explained by the single factor (Podsakoff et al., 2003). The rule of thumb that is used by most researchers is that the variance explained by the single factor should be less than 50%, which means that the common method bias does not affect the data.

Table 8.7: Harman’s single factor test Model (71 items)

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	23.970	33.761	33.761	23.970	**33.761**	33.761
2	4.974	7.006	40.767			
3	4.150	5.845	46.612			

4	3.488	4.912	51.524			
5	2.816	3.967	55.491			
6	2.604	3.668	59.159			
7	2.066	2.910	62.070			
8	1.766	2.487	64.557			
9	1.755	2.471	67.028			
10	1.533	2.159	69.187			
11	1.378	1.941	71.128			
12	1.310	1.845	72.973			
13	1.151	1.621	74.595			

As shown in the table, the variance of a single factor is 33.761% which is less than 50%, which indicates that the data is not affected by common methods bias.

Accordingly, the results of the tests demonstrate the validity of the data to be further used and analyzed. Thus, the following section evaluates and presents the results of Exploratory Factor Analysis (EFA).

8.3.6. Exploratory Factor Analysis (EFA)

In this research Exploratory Factor Analysis was used. It is usually used before Confirmatory Factor Analysis CFA in the developing a scale (Ang, 2014). As suggested by Schumacker and Lomax (2010), scholars use EFA to help them find a model that fits the data and also theoretically supported. Thus, this study applied EFA to examine whether factors of the items resulted is consistent with the factors and their related items suggested in the conceptual model. Therefore, several criteria were applied to help decide how many components to retain. They are as follows:

1. As per Kaiser's (1969) recommendation and that of Hair et al. (2010), all factors with eigenvalues greater than 1 will be retained.
2. The variance percentage standard is utilized to explain the identified value of total variance (Hair et al., 2006). According to Hair et al. (2010) in social sciences research, 60% of the total variance is considered satisfactory.
3. Kaiser-Meyer-Olkin (KMO) and Bartlett's test.

4. Factor loadings represent how much a factor explains a variable in factor analysis. As suggested by researchers, the significant factor loadings should be 0.5 or higher and the ideal loadings 0.7 or higher (Hair et al., 2010).

Table 8.8 shows the results of factor loadings of each item based on EFA (see Appendix 13). The cross-loading items (HPP4, ELOY2 and ELOY3) were identified (see Appendix 12). Therefore, these three items were deleted and a total of 68 items applied for EFA and the next step of the analysis, CFA.

The Principal Component Analysis factor analysis with a cut-off point of 0.50 and the Kaiser's criterion of eigenvalues greater than 1 yielded a thirteen-factor solution as the best fit for the data and accounted for 76.8% of the variance (Appendix 14). The results of EFA are very close to the proposed constructs described in theory and discussed in the literature (Appendix 15).

Table 8.8: Results of KMO and Bartlett's Test of Sphericity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.946
Bartlett's Test of Sphericity	Approx. Chi-Square	27360.962
	df	2278
	Sig.	0.000

8.4. Confirmatory Factor Analysis (CFA)

After conducting the EFA, CFA is used to examine how well the items used as measures represent the constructs (Hair et al., 2010). According to Fincham et al. (2008), CFA is a technique that helps in setting the factor structure of the identified variables. It also helps in assessing and testing the variables based on the theory before statistical results are obtained (Hair et al., 2010).

This research develops a model that is substantively meaningful and statistically good at fitting the data as well as prior theories. According to Hair et al. (2010), assessing the hypothesized measurement is based on statistical principals and theoretical foundations.

In this study the measurement model was tested by using a first and second-order factor model. In next section, the results of both models are presented. It should be noted that the three cross-loading items of EFA were removed and not included in the CFA.

Following analysis of the modification indexes (output of AMOS), specific error terms of these items were correlated (between e9 and e10) in the second order CFA. The result was a new modified model that maintained all the items of the original scale (Figure 8.2). It should be noted that the overall fit of the second order model improved.

Figure 8.1: Tested proposed measurement model (First order)

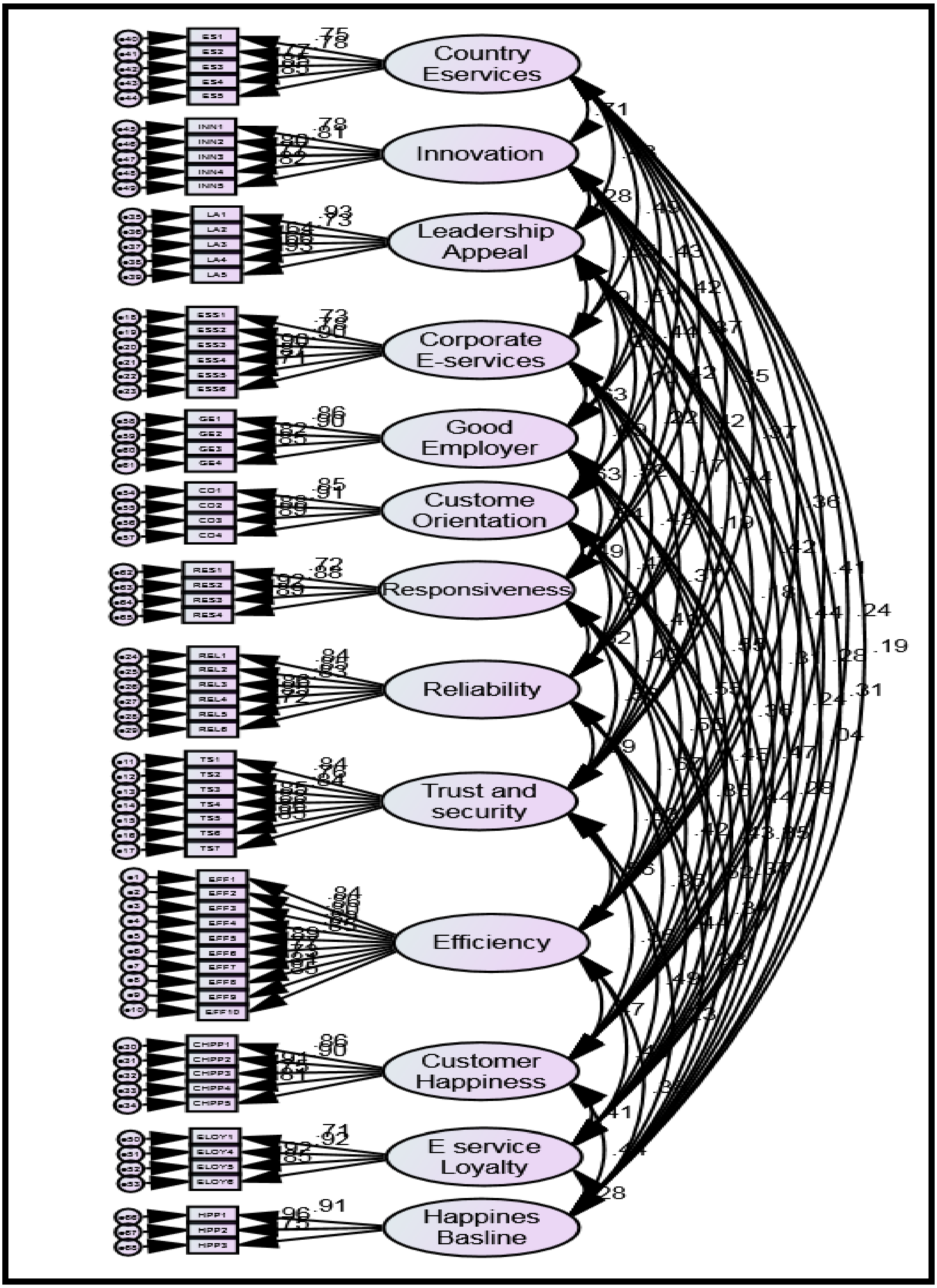
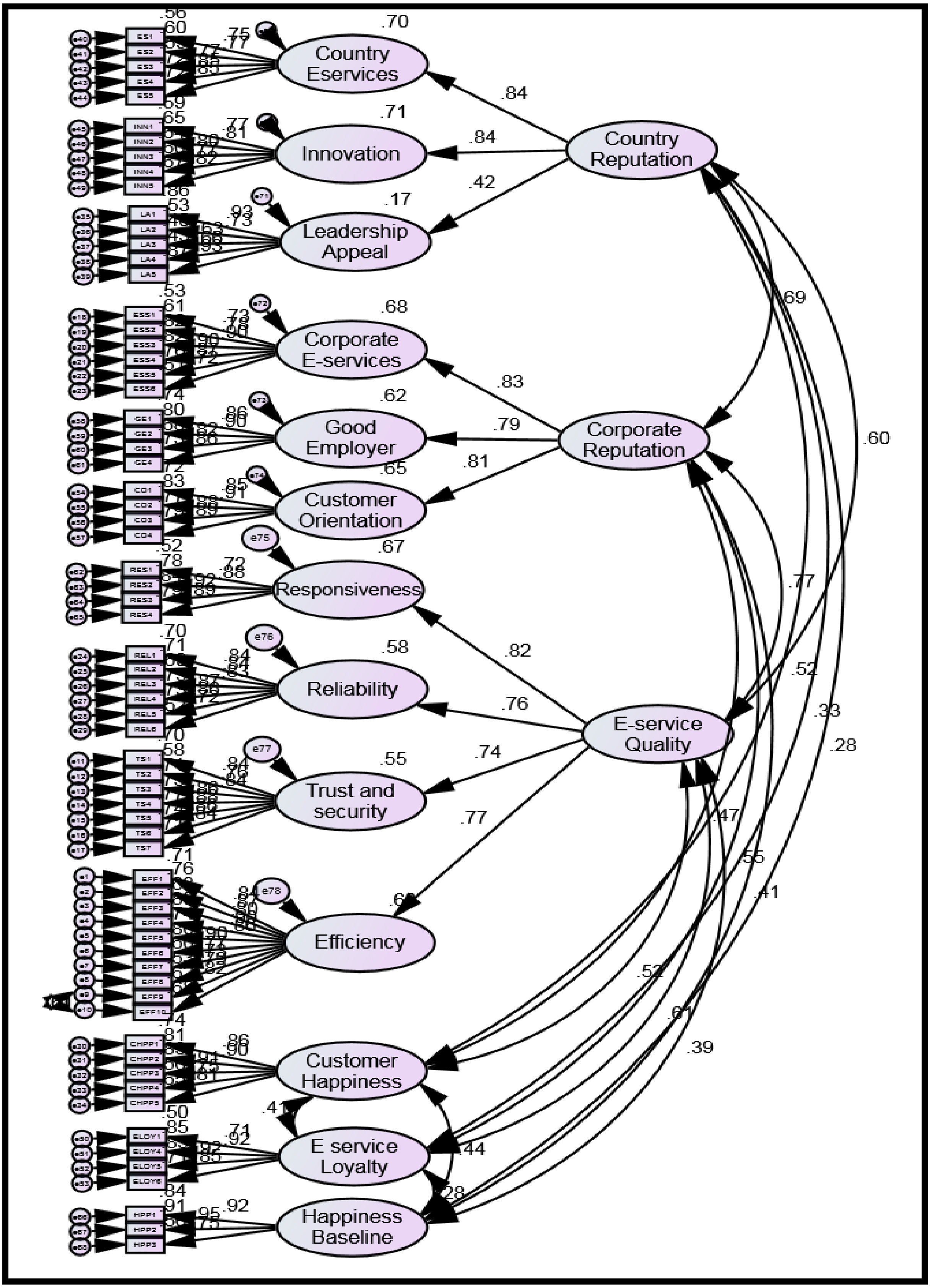


Figure 8.2: Tested proposed measurement model (Second order)



8.5. Assessing and Evaluating Measurement Model Validity

To assess and evaluate the validity of the measurement model specified there are two factors that should be considered (Hair et al., 2010, p. 664):

1. Establish acceptable levels of goodness-of-fit for the measurement model.
2. Find specific evidence of construct validity.

Therefore, the following sections assess these factors by using AMOS (version 24).

8.5.1. Test and evaluation of model fit

Several indices for model fit are used by AMOS to assess the goodness-of-fit. Three categories of indices (Holmes-Smith, Coote & Cunningham, 2006; Hair et al., 2010) were used in this research:

- Absolute fit indices
- Incremental fit or Comparative fit indices
- Parsimonious Fit Indices

The three categories are commonly used indices in the marketing field and they have been adopted in this present research. Chi-Square (χ^2), root mean square error of approximation (RMSEA), standardized root mean square residual (SRMR), Tucker-Lewis index (TLI), incremental fit index (IFI), comparative fit index (CFI), and χ^2/df indices were used to measure the proposed model fit (Table 8.9).

The Chi-Square value (χ^2) is widely and commonly used by researchers to assess the overall model fit (Bollen, 1989). Hair et al. (2010, p. 665) define it as "the difference in the observed and estimated covariance matrices". According to Hair et al. (2010) and Kenny (2012), Chi-Square (χ^2) is sensitive to the sample size, which makes the results of the test significant and a reasonable measure of fit. Results in Table 8.9 indicate that the chi-square results were significant (χ^2 = 4600.558, 4616.492). However, because of the sensitivity nature of χ^2, other indices of fit should be tested and evaluated.

Another index used is Normed Chi-Square (χ^2/df) to evaluate the goodness of the model as it is useful in decreasing the sensitiveity of the Chi-Square (χ^2) to the size of the sample.

According to Hair et al. (2010), Normed Chi-Square (χ^2/df) is associated with better model fit when the ratio is in the order of 3:1 or less. The results in the Table 8.9 reveal that (χ^2/df = 2.158, 2.114) which is considered an acceptable fit.

The comparative fit index (CFI) is an improved version of the Normed fit index (NFI). It is one of the most popular indices used to assess model fit and is available in all SEM programs (Fan, Thompson & Wang, 1999). As a rule of thumb, the values of CFI between 0 and 1 (and closer to 1) indicate better fit and values greater than 0.9 are usually associated with a model that fits well (Hu & Bentler, 1999; Brown, 2006). As demonstrated in Table 8.9, CFI is 0.907 and 0.909, which indicates a good fit.

The Standardized Root Mean Square Residual (SRMR) is useful because it helps the researcher to assess its values based on research objectives and observed covariance (Bagozzi & Yi, 1988). Standardized Root Mean Square Residual values range from 0 that indicates perfect fit, to 1 that indicates poor fit. Values of 0.08 or less indicate acceptable fit (Hu & Bentle, 1999). According to Hair et al. (2010), SRMR values greater than 0.1 indicate a problem with fit. The value of SRMR is 0.049 - 0.059 which is below 0.08 and so is considered acceptable.

The Root Mean Square Error of Approximation (RMSEA) indicates to what extent the model fits the covariance matrix of the populations (Byrne, 1998). Thus, RMSEA is defined as a population-based index (Holmes -Smith et al., 2006). One considerable advantage of this index is that it is not sensitive to the sample size. As suggested by Hair et al. (2010), RMSEA values close to 0.03 and less than 0.08 are commonly acceptable values. As shown in the table, the value of RMSEA (0.052 - 0.051) is within the stated range and so is acceptable.

Finally, the Tucker-Lewis Index (TLI) or Non-Normed Fit Index (NNFI) is used as an indicator of poor fit of the model; compared to other indices that look for good fit (Bentler, 1990; Tabachnick & Fidell, 2007). A model with good fit has TLI value that approaches 1 (Brown, 2006). The TLI value in this research is 0.901-0.905 which demonstrates a good model fit.

Table 8.9: Overall Fit of Model (first order and second order) (N=437)

Measure	Threshold	Estimate	
		First order	Second order
χ^2	--	4600.558	4616.492
DF	--	2132	2184
CMIN/DF (χ^2/DF)	Between 1 and 3	2.158	2.114
CFI	>0.90	0.907	0.909
SRMR	<0.08	0.049	0.059
RMSEA	<0.08	0.052	0.051
TLI	>0.90	0.901	0.905
IFI	>0.90	0.908	0.909

As demonstrated by the acceptable results in Table 8.9 the measurement model (first order and second order) provides adequate fit to the data. By providing a combination of acceptable results from at least one of the three categories, absolute index (RMSEA) and incremental index (CFI), and the Chi-Square/df acceptable value, it can be concluded that the goodness of fit for the measurement model is satisfactory.

In the CFA model, no original items have been eliminated or deleted which indicates that the results of CFA are close enough to the proposed constructs in the conceptual framework.

8.5.2. Construct Validity

After achieving satisfactory overall fit indices, the second step is to evaluate the construct validity of the measurement model. Construct validity is defined as the degree to which a scale measures the related variable (Moon & Kim, 2001). As mentioned, CFA evaluates the validity of the construct in the proposed model (Hair et al., 2010). Construct validity aims to assuring consistency between the conceptual definitions and operational definitions.

According to Hair et al. (2010), construct validity can be evaluated in confirmatory factor analysis through several validity tests including convergent validity and discriminant validity. Accordingly, this research assessed construct validity using convergent validity and discriminant validity.

8.5.2.1. Convergent Validity

Factor Loadings

Hair et al. (2011) recommend that the standardized loading for each item to determine reliability should be greater than 0.7. However, scholars have also suggested that a good rule of thumb is that the loading values can be 0.5 or higher to be acceptable (Chin, 1998; Hair et al., 2010).

As indicated in Table 8.10 all standardized loading values were exceeded the recommended levels of acceptance (0.70 and above). This means that the items indicating their constructs are consistent. However, two items "LA3 and LA4" with values of standardized loading were below the accepted cut-off point (below 0.7) which may cause some problems. However, this research adopts the previously stated recommendation of Chin (1998) and Hair et al. (2010) who suggest that values of 0.5 or higher are acceptable. Lu et al. (2007) suggest that an item value below 0.50 can only be acceptable if it provides a theoretical meaning, thus, the mentioned items are retained and not eliminated.

Table 8.10: Results of Indicator and item reliability

Variables	**Sub-dimensions**	**Items**	**Standardized Loading (> 0.7)**	
			First order	**Second order**
Country Reputation	Country E-services	ES1	0.752	0.749
		ES2	0.778	0.775
		ES3	0.767	0.770
		ES4	0.848	0.851
		ES5	0.848	0.847
	Innovation	INN1	0.777	0.771
		INN2	0.810	0.808
		INN3	0.800	0.802
		INN4	0.771	0.772
		INN5	0.815	0.820
	Leadership Appeal	LA1	0.927	0.927
		LA2	0.729	0.729

		LA3	**0.636**	**0.634**
		LA4	**0.657**	**0.657**
		LA5	0.932	0.932
Corporate Reputation	Corporate E-services	ESS1	0.728	0.728
		ESS2	0.781	0.780
		ESS3	0.904	0.903
		ESS4	0.904	0.903
		ESS5	0.868	0.869
		ESS6	0.714	0.715
	Good Employer	GE1	0.862	0.862
		GE2	0.897	0.896
		GE3	0.825	0.825
		GE4	0.854	0.855
	Customer Orientation	CO1	0.845	0.846
		CO2	0.908	0.909
		CO3	0.876	0.877
		CO4	0.888	0.887
E-service Quality	Responsiveness	RES1	0.721	0.721
		RES2	0.882	0.882
		RES3	0.917	0.917
		RES4	0.886	0.886
	Reliability	REL1	0.842	0.836
		REL2	0.847	0.841
		REL3	0.826	0.830
		REL4	0.861	0.866
		REL5	0.854	0.857
		REL6	0.719	0.722
	Trust and Security	TS1	0.836	0.836
		TS2	0.763	0.762
		TS3	0.840	0.842
		TS4	0.853	0.856
		TS5	0.877	0.877

		TS6	0.859	0.858
		TS7	0.845	0.842
	Efficiency	EFF1	0.842	0.845
		EFF2	0.865	0.872
		EFF3	0.795	0.796
		EFF4	0.889	0.895
		EFF5	0.855	0.860
		EFF6	0.890	0.895
		EFF7	0.771	0.772
		EFF8	0.735	0.728
		EFF9	0.814	0.785
		EFF10	0.846	0.822
Customer Happiness		CHPP1	0.859	0.859
		CHPP2	0.901	0.901
		CHPP3	0.913	0.913
		CHPP4	0.750	0.750
		CHPP5	0.806	0.806
E-service Loyalty		ELOY1	0.711	0.710
		ELOY4	0.922	0.924
		ELOY5	0.920	0.920
		ELOY6	0.848	0.846
Overall Happiness		HPP1	0.914	0.916
		HPP2	0.956	0.954
		HPP3	0.748	0.748

Internal Consistency Reliability or Composite Reliability (CR)

The rule of thumb for CR is that values greater than 0.6 or 0.7 are considered adequate values (Fornell & Larcker, 1981; Bagozzi, 1991). All the results in Table 8.12 and Table 8.13 for values of CR exceed the threshold value (0.7).

8.5.2.2. Discriminant validity

Discriminant validity is defined as the extent to which a construct is different from other constructs (Guerra et al., 2013). This implies that each construct is supposed to be unique and distinct from other constructs in the model. The high discriminant validity is a validation of the rarity of the construct and considers certain phenomena that other measures do not (Guerra et al., 2013; Hair et al., 2010). Accordingly, in the next sections, several discriminant validity tests that were conducted to assess discriminant validity are discussed.

Average Variance Extracted (AVE)

According to Guerra et al. (2013), the threshold of accepted AVE values should be greater than 0.5. This is compatible with Hair et al. (2010) who recommend that AVE values of 0.5 or greater are acceptable. On the other hand, AVE values below 0.5 indicate that the items are explained more by the errors than by the variance described by the latent factor structure imposed on the measure (Hair et al., 2010, p. 709). The results in Table 8.11 and Table 8.12 show that the AVE values are greater than 0.50, which means that the variables did an internal consistency reliability at some point.

As explained, another method to measure the discriminant validity is to estimate the values of Maximum Shared Squared Variance (MSV) and Maximum Reliability (MaxR(H)) and, as rule of thumb, these values should be less than AVE values (Hair et al., 2010). Based on the suggestion of Hancock and Mueller (2001), MaxR(H) should be greater than 0.8. The results presented in the tables below, show Maximum Shared Variance (MSV) values were lower than AVE values. Moreover, MaxR(H) values are greater than 0.8 and are deemed acceptable.

Reliability Tests: Cronbach's alpha

Cronbach's alpha is the most commonly used method to assess reliability (Field, 2009). As recommended by Sekaran (2006), Cronbach's alpha values in the range of 0.7 are acceptable and greater than 0.8 they are considered good; values below 0.6 are considered poor. The values for Cronbach's Alpha in the present research are greater than 0.7 and exceed the recommended acceptance levels.

In summary, the validity and reliability of the measurement scales were established previously to testing the hypotheses of the measurement model. The tests of reliability, convergent validity, and discriminant validity meet the criteria of the model's measurement quality. According to Gerbing and Anderson (1992), the results indicate that the measurement model is sufficient for testing and can be used to determine the theoretically developed relationships in the proposed model. In addition, the single-factor test indicates that no serious common method bias is present. Moreover, the results of good-model-fit (GOF) of Confirmatory Factor Analysis (CFA) indicate that the measurement model is acceptable and the measurement model will be used in SEM analysis.

Table 8.11: Convergent Validity, internal consistency reliability (Composite Reliability), Cronbach's Alpha, and discriminant validity (First order)

Variables	CR	AVE	MSV	MaxR(H)	α	1	2	3	4	5	6	7	8	9	10	11	12	13
Customer Happiness	0.93	0.72	0.22	0.94	0.93	**0.85**												
Efficiency	0.96	0.69	0.45	0.98	0.96	0.47	**0.83**											
Corporate E-services	0.92	0.67	0.47	0.98	0.82	0.36	0.55	**0.82**										
Reliability	0.93	0.68	0.47	0.99	0.93	0.36	0.53	0.43	**0.83**									
Leadership Appeal	0.89	0.62	0.19	0.99	0.90	0.31	0.18	0.19	0.18	**0.79**								
Country E-services	0.90	0.64	0.50	0.99	0.90	0.41	0.36	0.49	0.35	0.43	**0.80**							
Innovation	0.90	0.63	0.50	0.99	0.89	0.44	0.42	0.55	0.42	0.28	0.71	**0.79**						
E-service loyalty	0.91	0.73	0.27	0.99	0.91	0.41	0.43	0.47	0.44	0.24	0.25	0.28	**0.85**					
Customer Orientation	0.93	0.77	0.47	0.99	0.93	0.35	0.55	0.69	0.51	0.10	0.42	0.44	0.43	**0.88**				
Good Employer	0.92	0.74	0.40	0.99	0.92	0.45	0.55	0.63	0.47	0.24	0.43	0.51	0.44	0.63	**0.86**			
Responsiveness	0.92	0.73	0.45	0.99	0.91	0.42	0.67	0.52	0.62	0.22	0.37	0.43	0.52	0.49	0.54	**0.85**		
Overall Happiness	0.91	0.77	0.19	0.99	0.90	0.44	0.38	0.28	0.23	0.04	0.19	0.31	0.28	0.37	0.35	0.35	**0.88**	
Trust and security	0.94	0.71	0.47	0.99	0.94	0.36	0.56	0.37	0.69	0.20	0.37	0.44	0.49	0.42	0.41	0.56	0.23	**0.84**

Notes: The numbers in the diagonal are the square root of AVE.

α = Cronbach's alpha; CR = composite reliability; AVE = average variance extracted; MSV = maximum shared variance; MaxR(H) = maximum reliability.

Table 8.12: Convergent Validity, internal consistency reliability (Composite Reliability), Cronbach's Alpha, and discriminant validity (second order)

Variables	CR	AVE	MSV	MaxR(H)	α	1	2	3	4	5	6
Corporate Reputation	0.85	0.65	0.60	0.85	0.85	**0.81**					
Customer Happiness	0.93	0.72	0.27	0.95	0.93	0.47	**0.85**				
E-service loyalty	0.91	0.73	0.37	0.97	0.91	0.56	0.41	**0.85**			
Overall Happiness	0.91	0.77	0.19	0.98	0.90	0.41	0.44	0.28	**0.88**		
Country Reputation	0.76	0.53	0.47	0.98	0.73	0.69	0.52	0.33	0.29	**0.73**	
E-service Quality	0.86	0.60	0.60	0.98	0.86	0.77	0.52	0.61	0.39	0.60	**0.77**

Notes: The numbers in the diagonal are the square root of AVE.

α = Cronbach's alpha; CR = composite reliability; AVE = average variance extracted; MSV = maximum shared variance; MaxR(H) = maximum reliability.

8.6. Structural Equation Modeling (SEM)

In the previous sections, Confarmatory Factor Analysis (CFA) was conducted to help refine the measurement scale. The results of these analyses revealed 68 indicators to represent the measurement model instead of 71 indicators. These indicators showed high level of validity and reliability compared with the original proposed measurement scale. Therefore, the new measurement scale will be used for further analysis.

In this research, SEM is used to analyze the model proposed based on the data collected. Moreover, the hypotheses are tested based on the proposed endogenous and exogenous variables and their connections. Moreover, SEM is used in this research is based on a maximum likelihood estimation (MLE) technique to estimate the structural coefficients.

8.6.1. Loading Estimates for CFA and SEM

Besides evaluation of the model fit, the loading estimates were assessed to assure that they have not changed from the loadings in the measurement model and to assure stability between the items (Hair et al., 2010, 2011). This will further validate the measurement model by examining the stability of the constructs between the measured items (Hair et al., 2010).

Table 8.13: Loading Estimates for CFA and SEM

Variables	Sub-dimensions	Items	Standardized Loading		Difference
			CFA	SEM	
Country Reputation	Country E-services	ES1	0.749	0.748	0.001
		ES2	0.775	0.775	0.000
		ES3	0.770	0.770	0.000
		ES4	0.851	0.851	0.000
		ES5	0.847	0.847	0.000
	Innovation	INN1	0.771	0.770	0.001
		INN2	0.808	0.807	0.001
		INN3	0.802	0.801	0.001
		INN4	0.772	0.774	0.002
		INN5	0.820	0.821	0.001

	Leadership Appeal	LA1	0.927	0.927	0.000
		LA2	0.729	0.729	0.000
		LA3	0.634	0.633	0.001
		LA4	0.657	0.657	0.000
		LA5	0.932	0.933	0.001
Corporate Reputation	Corporate E-services	ESS1	0.728	0.728	0.000
		ESS2	0.780	0.780	0.000
		ESS3	0.903	0.903	0.000
		ESS4	0.903	0.903	0.000
		ESS5	0.869	0.870	0.001
		ESS6	0.715	0.716	0.001
	Good Employer	GE1	0.862	0.862	0.000
		GE2	0.896	0.897	0.001
		GE3	0.825	0.824	0.001
		GE4	0.855	0.855	0.000
	Customer Orientation	CO1	0.846	0.846	0.000
		CO2	0.909	0.909	0.000
		CO3	0.877	0.877	0.000
		CO4	0.887	0.887	0.000
E-service Quality	Responsiveness	RES1	0.721	0.721	0.000
		RES2	0.882	0.882	0.000
		RES3	0.917	0.917	0.000
		RES4	0.886	0.886	0.000
	Reliability	REL1	0.836	0.835	0.001
		REL2	0.841	0.841	0.000
		REL3	0.830	0.830	0.000
		REL4	0.866	0.866	0.000
		REL5	0.857	0.857	0.000
		REL6	0.722	0.722	0.000
	Trust and security	TS1	0.836	0.836	0.000
		TS2	0.763	0.763	0.000
		TS3	0.842	0.842	0.000

		TS4	0.856	0.856	0.000
		TS5	0.877	0.877	0.000
		TS6	0.858	0.858	0.000
		TS7	0.842	0.842	0.000
	Efficiency	EFF1	0.845	0.845	0.000
		EFF2	0.872	0.872	0.000
		EFF3	0.796	0.796	0.000
		EFF4	0.895	0.895	0.000
		EFF5	0.860	0.860	0.000
		EFF6	0.895	0.895	0.000
		EFF7	0.772	0.772	0.000
		EFF8	0.728	0.729	0.001
		EFF9	0.785	0.786	0.001
		EFF10	0.822	0.822	0.000
Customer Happiness		CHPP1	0.859	0.860	0.001
		CHPP2	0.901	0.903	0.002
		CHPP3	0.913	0.912	0.001
		CHPP4	0.750	0.749	0.001
		CHPP5	0.806	0.802	0.004
E-service loyalty		ELOY1	0.710	0.708	0.002
		ELOY4	0.924	0.922	0.002
		ELOY5	0.920	0.921	0.001
		ELOY6	0.846	0.847	0.001
Overall Happiness		HPP1	0.916	0.914	0.002
		HPP2	0.954	0.956	0.002
		HPP3	0.748	0.747	0.001

According to the results in Table 8.13, the loading estimates were unchanged compared to CFA (maximum change is 0.004). This provides support for the validity of the model.

8.6.2. Results of Structural Model Evaluation and Hypotheses Testing

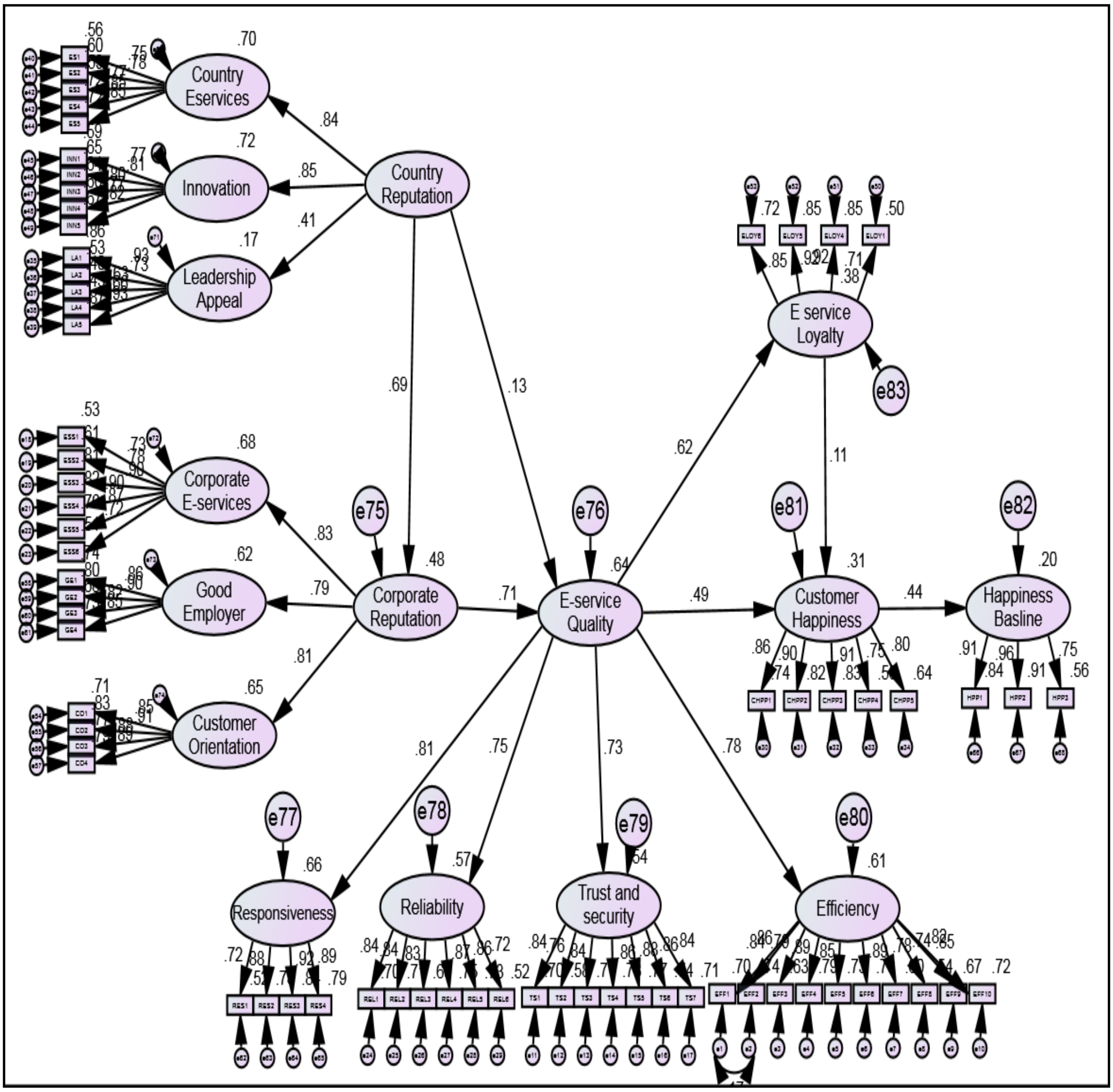
In this section, the set of proposed hypotheses are tested. Therefore, the value Critical Ratio (CR) is examined. Based on Hair et al. (2006) recommendation, if the Critical Ratio (CR) is lower than 1.96 for an estimate (regression weight), it indicates that the parameter coefficient value is not significant at the 0.05 level. When the CR is greater than 1.96 for an estimate (regression weight), then the parameter coefficient value is statistically significant at the 0.05 level.

Moreover, it is recommended that the Squared Multiple Correlations (R^2) should be identified for each equation (Boomsma, 2000). According to Jöreskog and Sörbom (1993), R^2 ranges from 0 to 1 where 1 considered highly reliable and indicates to what extent the indicators are considered as well representor as a latent construct measurement instrument. According to the literature, there is no restriction on the way to assess R^2 because it depends on the research area and can differ based on the field and studied phenomenon (Pedhazur, 1982). On the other hand, some researchers provide guidelines. Falk and Miller (1992) recommend that R^2 for variables should be greater than or equal to 0.1 (10 %) to be considered meaningful.

8.6.2.1. The Model Testing

The proposed model is shown in Figure 8.3.

Figure 8.3: Tested proposed Structural Model



Assessment of Overall Model Fit in SEM

After running SEM, goodness-of-fit tests were used to determine whether the model should be accepted or rejected. The fit indices of the SEM test for the proposed model are presented in Table 8.14.

Table 8.14: Overall Measurement and Structural Model Fit

Measure	Threshold	Estimate
CMIN	--	4675.603
DF	--	2192
CMIN/DF	Between 1 and 3	2.133
CFI	>0.90	0.907
SRMR	<0.08	0.068
RMSEA	<0.08	0.051
TLI	>0.90	0.903
IFI	>0.90	0.907

As seen in the Table 8.14, the results indicate that the Chi-Square ($\chi2$) value is significant ($\chi2$ = 4675.603). Other indicators were examined to assure the model fit. The Root Mean Square Error of Approximation (RMSEA) was 0.051 which met the thresholds and the values of CFI (0.907), IFI (0.907) and TLI (0.903) were above 0.90, which indicate a good fit with acceptable levels.

8.6.2.2. Results of Hypotheses Testing

The Structural Equation Modelling (SEM) findings were measured by an estimated path coefficient value with critical ratio (CR) or t-value and p-value. Accordingly, the significance of the path coefficient estimated between independent variables and dependent variables is determined by applying the standard decision rule which is that the t-value should be greater than or equal to 1.96, and p value is ≤ .05 (Byrne, 2001). The properties of the causal paths are shown in Table 8.15.

Table 8.15: SEM output for regression weights - The direct effect

Relationship	**Coefficient**		**S.E.**	**C.R.**	**P**	**Result**
	Unstandardized	**Standardized**				
Country Reputation → Corporate Reputation	0.887	0.690	0.097	9.132	0.001	**Significant**
Country Reputation → E-service Quality	0.194	0.131	0.105	1.842	0.065	Not Significant
Corporate Reputation → E-service Quality	0.813	0.705	0.105	7.773	0.001	**Significant**
E-service Quality → E-service loyalty	0.709	0.620	0.074	9.530	0.001	**Significant**
E-service Quality → Customer Happiness	0.655	0.484	0.094	6.945	0.001	**Significant**
E-service loyalty → Customer Happiness	0.129	0.109	0.071	1.818	0.069	Not Significant
Customer Happiness → Overall Happiness	0.554	0.445	0.061	9.124	0.001	**Significant**

Note: 1) Significant relation (in bold); not supported denotes that the hypothesis is not accepted in the hypothesized sign.

2) Critical Ratio (t-values) for a two-tailed test are 1.96 (significance level = 5 percent).

3) β: Standardized estimate (Path coefficient), S.E. Standard error, C.R.: Critical ratio (t-value)

The Table 8.15, results indicate that five path coefficients are statistically significant as they are greater than 1.96 at the 0.05 level. On the other hand, two path coefficients are below 1.96 indicating that they are non-significant at the 0.05 level.

H1: Country Reputation has a positive effect on Corporate Reputation

By testing the direct effect between country reputation and corporate reputation, the results show a significant positive relationship where $\beta = 0.690$ and CR = 9.132 and the statistical tests support the hypothesis where the p value is less than 0.05. Thus, the hypothesis that Country Reputation has a positive effect on Corporate Reputation is supported.

H2: Country Reputation has a positive effect on E-service Quality

The Standardized Regression Weights (standardized estimate), C.R. and p-value for the country reputation to e-service quality are 0.131, 1.847 and 0.065, respectively. The results show that path estimates are not statistically significant. Thus, the hypothesis (H2) which proposed that country reputation has a positive effect on e-service quality is not supported.

H3: Corporate Reputation has a positive effect on E-service Quality

This hypothesis proposed that corporate reputation has positive effect on the e-service quality. Statistical tests support the hypothesis since the p value is less than 0.05. Hence, the hypothesis is supported. The findings ($\beta = 0.705$, CR = 7.773 with p-value ≤ 0.001) indicate a positive relationship between corporate reputation and e-service quality.

H5: E-service Quality has a positive effect on E-service loyalty

The effect of e-service quality on e-service loyalty is positive ($\beta = 0.620$) and is significant (CR = 9.530, p-value ≤ 0.001). The findings support H4, which proposed that e-service quality has a positive effect on e-service loyalty.

H6: E-service Quality has a positive effect on Customer Happiness

The proposed relationship between e-service quality and customer happiness was found to be statistically significant with a Standardized Regression Weight of 0.484 (CR = 6.645, p-value <0.001). Thus, H5 is supported. The results reveal a positive relationship between e-service quality and customer happiness.

H7: E-service loyalty has a positive effect on Customer Happiness.

The results reveal that there is no significant effect of e-service loyalty on customer happiness ($\beta = 0.109$, CR = 1.818 and P = 0.069) which means that H6 is rejected. Thus, it can be concluded that e-service loyalty does not influence customer happiness.

H8: Customer Happiness has a positive effect on Overall Happiness

Statistical tests support the hypothesis since the P value is less than 0.001. Hence, this hypothesis is accepted. The Standardized estimate demonstrates a positive relationship between customer happiness and happiness baseline ($\beta = 0.445$, C.R. = 9.124, p-value≤ 0.001). These results demonstrate that customer happiness influences overall happiness.

Mediation effect

Bootstrapping is an analytical tool commonly used to test the statistical significance of the indirect effect in mediation models. The main characteristics of this method are that it does not rely on the assumption of normality, and that it fits smaller sample sizes (Pardo & Romá, 2013; Hair, Hult, Ringle & Sarstedt, 2014). This test has an advantage over Baron and Kenny's (1986) mediation analysis and Sobel's test (1982), and can help determine the mediation effect with certainty (Hadi, Abdullah, Lumpur, Ilham, & Sentosa, 2016).

In this research, a bootstrapping method was applied in SEM to assess the mediation affect with 2000 bootstrap resamples and 95% interval for mediation analyses (Preacher & Hayes, 2008; Zhao, Lynch Jr & Chen, 2010).

This study followed the approach of Zhao, Lynch and Chen to examine the mediation effect of corporate reputation. According to Zhao et al. (2010, p. 204) tree for determining the type of mediation, several steps should be followed to determine the mediation as follows:

1. Indirect path (a x b), a: the path between independent variable to mediation variable; b: the relationship between mediation variable to dependent variable
2. Direct path (c): Independent variable to dependent variable.

Then:

"If a x b is significant but c is not, you have indirect-only mediation" (Zhao et al., 2010, p. 204).

H4: Corporate Reputation mediates the relationship between Country Reputation and E-service Quality

As Table 8.16 shows, the direct effect of country reputation on e-service quality is insignificant ($\beta = 0.131$; $p = 0.065$). The bootstrapped indirect effect is 0.722 (95% CI: 0.409 to 1.224) and the p value is less than 0.001. Thus, the indirect effect was statistically significant. According to Zhao et al. (2010), this result indicates that this mediation is "indirect-only" mediation. Since the direct effect is insignificant and indirect effect is significant, the type of mediation is "Full mediation". Zhao et al. (2010, p. 200) claimed that "Indirect-only" overlaps with Baron and Kenny's "Full mediation". Thus, the relationship between country reputation and e-service quality is mediated by corporate reputation.

Table 8.16: Results of bootstrap 95% confidence intervals (lower and upper bounds) for the indirect effects

Path	**Indirect**	**S.E.**	**95% CI**		**P**	**Conclusion**	**Type**
			Lower	**Upper**			
Country Reputation →Corporate Reputation →E-service Quality	0.722	0.211	0.409	1.224	0.001	Indirect-only mediation	Full mediation

Summary of hypothesis testing

Table 8.17: Summary of hypothesis testing

No.	**Hypothesis**	**Result**
H_1	Country Reputation has a positive effect on the Corporate Reputation.	**Accepted**
H_2	Country Reputation has a positive effect on the E-service Quality.	Rejected
H_3	Corporate Reputation has a positive effect on the E-service Quality.	**Accepted**

H_4	Corporate Reputation mediates the relationship between Country Reputation and E-service Quality.	**Accepted**
H_5	E-service Quality has a positive effect on the E-service loyalty.	**Accepted**
H_6	E-service Quality has a positive effect on the Customer Happiness.	**Accepted**
H_7	E-service loyalty has a positive effect on the Customer Happiness.	Rejected
H_8	Customer Happiness has a positive effect on the Overall Happiness.	**Accepted**

8.7. Discussion

According to the early discussed findings of the hypotheses, the following sub-sections address the main findings of the empirical results and discuss them in view of previous literature and studies.

8.7.1. The impact of country reputation on corporate reputation

This study also investigated the impact of country reputation on corporate reputation and its relationship to e-service quality in an e-government context. Country reputation was found to have a positive effect on corporate reputation. Although, there are few studies that have examined this impact, this result is consistent with the results of several studies conducted in the country of origin, country image and country brand fields. According to Li and Wyer (1994), the characteristics of the country impact its organizations; organizations are linked to their country. Dowling (1994) also suggests that country image may influence corporate image. Although most of the studies have examined the impact of corporate reputation on the reputation of a country, they also suggest that the culture of any country also has an obvious impact on the way citizens and individuals perceive the organizations (Gotsi, Lopez & Andriopoulos, 2011).

According to the results of the present study, the vision, strategy, policies and objectives of any country have a direct and effective impact on the way its organizations should perform to fulfil the needs and expectations of the country's citizens and customers. This has been confirmed by Newburry's (2012) study. Newburry claims that organizations in any context are associated with their country. Newburry argues that countries can be differentiated from each other in many aspects including culture, economic and political systems, improvement and development aspects, and technology and regulatory systems. Each of these aspects has an important influence on an organization's characteristics, the way that the world and people view them and their missions arewith their country (Newburry, 2012). Thus, organizations are benefiting from their country's reputation and their competitiveness that is associated with the good reputation of their countries and each government and its organizations should consider this in building their reputation (Kim, 2016; Ana & Andrei, 2018).

Accordingly, government organizations should consider the reputation of their countries by translating the country's directions into their actions, strategies and initiatives in order to build reputable organizations that are positively reflected in citizens' and customer evaluations and perceptions and their happiness and well-being. According to Hong and Wyer (1989), country reputation is one of an organization's attributes that is viewed by the customers as a combined attribute in their evaluation. Therefore, country and organizations actions determine their "future reputational value" (Kelley, Hemphill & Thams, 2019, p. 183) which can be interchangeably shared between them. As countries and their organizations grow and develop together, the reputational value between them will also increase and benefit both (Kelley, Hemphill & Thams, 2019).

8.7.2. The impact of country reputation on e-government service quality

The findings of this study surprisingly indicated no direct impact of country reputation on e-government service quality. This contradicts most of the previous studies that suggest a direct influence of country image or COO on service quality and e-service quality. Cheng et al. (2014) found that country image has a significant impact on people's perceptions about service quality in the airline industry. Moreover, Li and Liu (2009) also claim that country image has a significant influence on the perception of students about the quality of higher education in three different countries. Herrero-Crespo, Gutiérrez and Garcia-Salmones (2016) also suggest that customer's perceptions about the quality of used services are subjected to the image of the country that the services belong to.

Although, a limited number of studies have examined the effect of country reputation on service quality in the e-government context, the results of this study are consistent with the Ho and Foon (2012) study. Their findings suggest that COO has no effect on the perception of education service quality. Similarly, Kim, Choi, Kim and Liu (2015) claim that COO does not directly influence the perception of online game quality.

This contradictory result can be attributed to the fact that all government organizations in the UAE follow the same unified standards and criteria of "Smart Government" announced and launched by the government of the UAE and applied to both public and local government organizations. Moreover, the results may differ according to the sector that the study is conducted in. Most of the previous studies have been conducted in different sectors and different industrial fields but almost no studies have examined this effect in the government sector and e-government services field. Besides, context plays an important role in this relationship and the type of services (e-government services in this study) may also influence the relationship. This is evident in the study by Pecotich, Pressley and Roth (1996) that suggests that the perception differs based on country and its image and reputation (COO) and based on the services classes and service sector

8.7.3. The impact of corporate reputation on e-government service quality

The effect of corporate reputation on e-service quality was also investigated in this present study. There are few studies that have examined this impact in online and e-government contexts, and most of the studies that have been conducted showed the effect of service quality on the reputation and image of the companies. Nonetheless, the findings reveal that there is a significant impact of the reputation of an organization on the perception of customers about the quality of its e-government services. This is consistent with the view of Abd-El-Salam, Shawky and El-Nahas (2013) who found a positive correlation between corporate image and reputation and overall service quality. Moreover, the finding is also consistent with Srivastava and Sharma's (2013) study that points to the positive correlation between corporate image and service quality, and the Jeng (2011) study that also showed that there was a positive effect of corporate reputation on service quality.

All the previous studies that have examined the impact of corporate reputation on service quality were conducted in different fields; however, this indicates that the same concept can be applied in the government context too. This means that in the government context, the reputation of government organizations plays a vital and essential role in influencing the quality not only of their conventional services but also of their e-government services. This implies the importance of the value offered to the customers through quality e-government services when they decide to use these types of services rather than the conventional services.

According to Yoon et al. (1993), corporate reputation is a mirror that reflects its history and communicates information about the quality of its services to their stakeholders compared to other organizations. Government organizations form their reputation based on the quality of their e-government services and compete with each other to provide the best quality services. This leads to an overall favorable reputation perceived by the customers based on their continuous and repeated use of the services (Nguyen & LeBlanc, 1998). Corporate reputation makes an impact on customers' perceptions about the organization even when the characteristics of the services are hard to assess and is formed in their mind through communicated information and experience (Andreassen & Lanseng, 1998). Therefore, organizations with a good reputation attract more customers and will lose them with a negative reputation when they fail to fulfill their objectives and marketing signals (Milewicz & Herbig, 1994).

8.7.4. The mediation impact of corporate reputation

It has been hypothesized that corporate reputation plays a mediation role in the relationship between country reputation and e-service quality. As expected, because of a non-significant direct impact of country reputation on e-service quality, the findings confirm that the impact of country reputation on e-service quality is mediated by corporate reputation. This can be interpreted as e-service quality being influenced by the corporate reputation of a country rather than by country reputation.

Corporate reputation played a mediation role in most of the previous studies (e.g. Engizek & Yasin, 2017; Bontis, Arikan, Kantur, Maden & Telci, 2016; Manohar, Mittal & Marwah, 2019). However, very few studies have examined the mediation effect of corporate reputation on the relationship between country reputation and service quality in the e-government context. This study contributes to the literature by filling this gap by taking country reputation as a predictor and corporate reputation as a mediator in predicting e-service quality in the government context. A country that focuses on innovation, provides e-services, and has charismatic leadership transfers these characteristics to its government organizations through their strategies, policies and initiatives they assure country reputation by providing high quality e-government services that benefit the customers and meet their expectations.

8.7.5. The impact of e-government service quality on e-service loyalty

This study examined the impact of e-service quality on e-service loyalty in an e-government context. The results show that there is a significant positive impact of e-service quality on e-service loyalty. This result is further strengthened by several authors in different fields (e.g. Sehitoglu, Narcikara, & Zehir, 2014; Kaya, Behravesh, Abubakar, Kaya and Orús, 2019; Khan, Zubair & Malik, 2019). However, most of the previous studies have suggested that the impact of service quality on loyalty is best explained by customer satisfaction that intervenes as a mediator (e.g. Woodside et al., 1989; Turk & Avcilar, 2009; Akbar & Parvez, 2009). However, this present study proves and contributes to the literature by sgowing the direct impact of service quality on loyalty in e-government services.

The result suggests that government organizations should concentrate on providing services with efficiency and ease in delivering, securing customers' information, assuring their privacy, accomplishing the transactions successfully and interacting with the them when needed. This will positively affect their both behavioral and attitudinal loyalty towards e-government services. According to Cheng (2011), loyal customers can be identified by their repeated use of the organization's website. Having positive feelings about the quality of the services provided through the website will lead to having a positive attitude towards the website (Kang, Alejandro & Groza, 2015). Accordingly, the loyal customers will frequently use the online service, commit to consume the services online regularly in the future (Anderson & Swaminathan, 2011; Melnyk & Bijmolt, 2015) and will recommend the services to others (Carlson & O'Cass, 2010; Amin, Isa & Fontaine, 2013).

Like other firms and companies, government organizations also compete on quality although it can be argued they have a monopoly in providing government services. Customers are looking for quality which becomes the key to their happiness, increases benefits and contributes to the economic growth of any country (Golder, Mitra & Moorman, 2012). The decision made by the customers to return to use e-government services is critical for government organizations because their customers also have the choice to visit service centers to use conventional services instead of using online or mobile services. Thus, the decision of customers will affect government organizations as evidenced by previous studies that show that loyal customers provide a more revenue than do casual customers (Kaya et al., 2019, p. 375). Therefore, government organizations should provide high quality e-government services to encourage customers to return to use the government websites and government application (Zeithaml, Berry, & Parasuraman, 1996).

8.7.6. The impact of e-government service quality on customer happiness

Evidence of the impact of e-service quality on customer happiness is limited in the literature. Moreover, information about the impact of e-government service quality on customer happiness is difficult to find. As argued by De Keyser and Lariviere (2014), examination of the influence of service quality on social outcomes, including customer happiness, especially in the field of service marketing, has been neglected. Moreover, previous studies have examined this effect by mediating customer satisfaction (e.g. Funk et al., 2011). Studies that evaluate customer experience with service quality and its effect on their happiness and quality of life is rare (Theodorakis et al., 2019). Therefore, this present study contributes to the literature by examining the influence that service quality has on customer happiness in an e-government service context.

Several studies have determined the positive effect of service quality on behavioral intentions (Park, Robertson & Wu, 2004; Saha & Theingi, 2009). The findings of this present study are consistent with some previous studies that have examined the impact of service quality on customer happiness, however, in other feilds. For instance, Binnawas, Khalifa and Bhaumick (2019) who studied the impact of higher education service quality on the happiness of the students, suggest that the quality of higher education service is a significant predictor of students' happiness; the services, products and study environment provided by universities enhances student happiness. The finding of a study conducted by Wu, Cheng and Ai (2017) is consistent with the findings of this study. They investigated the impact of service quality on customer happiness in the tourism industry in China. The study revealed that overall experiential quality positively influences tourist happiness. The authors suggest that experiential quality is the main factor in enhancing the happiness of rural tourists' and their impressions of the tourism field. Ltifi and Gharbi (2015) investigated the effect of logistic performance factors, including service quality, on customer happiness in the retail industry. Their results show that service quality as an element of logistics performance in the retail industry generates customer happiness. Another research finding consistent with the result of this current study was by Theodorakis, Kaplanidou, Alexandris and Papadimitriou (2019). Their results showed that sport event quality influences experiential happiness of those who participate in the event.

Accordingly, in order to assure organizational success and competitiveness, organizations focus more on their service quality (Binnawas et al., 2019). According to the literature, customer experience includes “every point of contact at which the customer interacts with the business, product, or service” (Torres, Fu & Lehto, 2014, p. 2). Therefore, this experience should not be forgotten and customers should be able to restore the memories related to their experience and the experience should be distinctive (Hosany & Whitman, 2010). Moreover, organizations should consider the customer’s emotional engagement. Customers who emotionally engaged usually consider repurchasing and recommend others to use the services. Thus, organizations should assure memorable experience for their customers (Pine & Gilmore, 1999) by focusing on their e-service quality.

8.7.7. The impact of e-service loyalty on customer happiness

This research examined the extent to which being loyal customers to e-government services affect customer happiness. Some studies have shown that customer happiness positively impacts customer loyalty (e.g. Khan & Hussain, 2013), while other studies confirmed the positive impact of customer loyalty on customer happiness (e.g. Aksoy et al., 2015; Gong & Yi, 2018). However, after analyzing the data presented in Chapter 6, the results surprisingly show that e-service loyalty does not impact customer happiness. This result contradicts the findings of previous studies (e.g. Aksoy et al., 2015; Gong & Yi, 2018), which means that although customers build a strong and continues relationship with the government organizations by using their e-government service, it does not mean that this relationship contributes to their happiness with these services. In other words, repeated use of e-government services may not necessarily mean that it will make the customer happy.

There are several explanations for this result. First, this contradiction may be due to a contextual effect. Previous studies investigated the impact of customer loyalty on customer happiness in western countries such as the US and the UK (Aksoy et al., 2015) and in Asian countries such as China, Hong Kong, South Korea, and Singapore (Gong & Yi, 2018). Thus, the different context may have led to the different result. The findings of this present study are the first contributions to the literature on the Middle East region in general and in the GCC region specifically. Besides, very few studies examined this relationship in the e-government service context and so this finding contributes to the literature by suggesting that customer loyalty does not have an impact on their happiness in e-government services. Moreover, another explanation is that the relationship between the two constructs cannot be met unless other constructs interfere in this relationship as mediators or moderators. This gives an opportunity for future research to investigate this effect by considering testing the effect of mediator or a moderator. In addition, as suggested by previous studies that happiness impact customer loyalty, it can be that this inverse impact is valid and needs to be tested in the future to be validated. Furthermore, although customers have a choice to consume e-services instead of using conventional services, the monopoly nature of government services in general may have this influence on the happiness of customers even if they are loyal to online services. Finally, the reason may also be due to lack of interaction between the customers and service employees that stimulate more positive emotions which lead to customer happiness (Keller, 2007; Keiningham, Aksoy & Williams, 2009; Gong & Yi, 2018).

8.7.8. The impact of customer happiness on overall happiness

On the other hand, the effect of service quality is indirectly linked to several customer outcomes (De Keyser & Lariviere, 2013). The literature records a limited number of studies that have investigated the indirect link of service quality to customer overall happiness and well-being (Ostrom et al., 2010; Anderson et al., 2013). This present study reveals that customer happiness positively affects overall happiness. This finding is consistent with the Theodorakis, Kaplanidou, and Karabaxoglou (2015) study that investigated the contribution of customer happiness about sport events on their experiential happiness. The result of that study showed that providing high quality services positively affects participants' experiential happiness and will positively affect their overall happiness. They argue that a happy consumption experience will positively impact customer well-being and state of happiness.

It is very important for government organizations to consider the country's vision for enhancing citizens' well-being through their services by ensuring the high quality of their e-government services as these services make the customers' and citizens' lives easier. According to Sirgy et al. (2007), high quality services determine the happiness and well-being of the customers. Thus, organizations should utilize strategies to improve customers' well-being and happiness through service consumption. Overall happiness can be captured and measured using thirteen factors including their experience in consuming services and products (Day, 1987). This is also emphasized in the Ahuvia and Friedman (1998) study that confirms the link between hedonic events and life satisfaction affecting peoples' happiness and well-being.

Accordingly, when the customers are happy with their service consumption because of the quality of the services, this willpositively contribute to their overall happiness in their lives which consider as one of the important elements of quality of life (Day, 1987). Therefore, according to this hypothesis, as customers interact with government organizations using different channels such as e-government services, these interactions influence them in different ways including influencing their emotions such as happiness and well-being (Anderson et al., 2013).

8.8. Summary

This chapter has provided an analysis of the data collected in phase 2 (quantitative phase) and the findings of the proposed conceptual model.

The data collected in phase two was analyzed using SPSS. The analysis started by highlighting the demographic information of the participants. Moreover, the missing data, outliers, normality and reliability of the instrument used, and EFA were assessed. In addition, AMOS was also used to assess CFA and to conduct SEM to test the proposed hypotheses.

The findings have been discussed and compared with the results of the previous studies.

The following chapter discusses the main implications and contributions of this study. Moreover, the limitations and the future studies also highlighted in next chapter.

Chapter 9: Conclusion

9.1. Introduction

The main aim and objective of this study is to examine the effect of country reputation and corporate reputation on overall happiness through e-government services provided by government organizations from customers' perspectives. This chapter summarizes the main findings and results in this study which have been discussed in the previous chapters, discusses the theoretical and practical contributions and highlighted the limitations and suggests future studies in the same filed.

9.2. Research Questions and Objectives

The research presented the following main revised research questions that helped in steering the research:

- Research Question: Does country and corporate reputation affect happiness of the customer through e-government services?
- Sub question 1: What is the role of service quality in the delivery of happiness for e-government services?
- Sub question 2: What is the role of loyalty in the delivery of happiness for e-government services?

The study aimed at developing a better understanding on the concept of country and corporate reputation in e-government service context in UAE from customers' perspective with the following objectives:

- To understand the current study and identify the research gap on country and corporate reputation in relation with the aspects of e-government services.
- To identify the main factors and dimensions that measure country reputation.
- To identify the main factors of e-government services that concern customers.
- To develop a theoretical framework based on the literature review and the exploratory study.
- To test and validate the developed framework based on e-government customers' perspectives and perceptions in the context of the UAE e-government services.

- To highlite the main implications and directions for future research.

9.3. Summary of Key Findings

To answer the above questions and to achieve the objectives, a mixed method approach was used starting with a qualitative approach using interviews followed by a quantitative approach utilizing questionnaires. The data collected in the two approaches were targeted at the e-government services scope and domain.

This section summerizes the key findings of the analyzed data gathered from both the qualitative and quantitative cycles. The findings of both methodologies are the main findings of this research that reveal the effect of country reputation and corporate reputation on customer happiness in an e-government services context from customer's perspectives. These findings are resulted from analysis of the data gathered in two phases: an exploratory study in phase one using thematic analysis and a quantitative study in phase two using SEM analysis.

9.2.1. The theoretical framework

One of the main outcomes of this study is develop a theoretical framework constitutes country and corporate reputation and other related constructs from e-government stakeholders and users. Besides, each construct was studies and analyzed to identify its main dimensions that shape and define it.

The main dimensions of country reputation were reviewed in accordance to e-government context. The main findings were analyzed and identified based on the perspectives of leaders from government organizations and customers. Three main dimensions were identified after analyzing the gathered qualitative data: leadership appeal, e-services and innovation. The leadership appeal dimension is consistent with the dimension developed by Passow et al. (2005) using the Fombrun–RI Country Reputation Index (CRI). Leadership appeal indicates the role of leaders in the country in delivering and communicating the country's vision. As claimed by Anholt (2011), to better manage and shape the reputation of a country, its leaders should put a clear vision and its related strategy. The second identified dimension is e-services. As suggested by Yang et al. (2008), people create a perception about the reputation of any country though their experience with its provided services. Customers usually use the country characteristics to assess the services provided by the country (Han, 1989; Ahmed et al., 2002).

The third dimension of country reputation is innovation. Innovation is considered to be main element for any country to assure its competitiveness among other countries (Weifens et al., 2000). Perceptions about a country are based on its contributions to innovation and it is seen as a creative country if it is concerned about producing new creative ideas and ways of thinking (Dimitrova, Korschun & Yotov, 2017). To compete globally, countries should innovate and focus on innovation (DiPietro & Anoruo, 2006). Well-known countries are those that focus on innovation and technology that strengthen the country reputation (FTUTUREBRAND, 2015).

On the other hand, corporate reputation dimensions were identified based on its importance from the concerned parties point of view including e-services provided from government organizations, good employer and customer orientation.

Besides, the main dimensions that define e-service quality are also identified. Accoroding to the e-government stakeholders, the main and the most important dimensions the government organizations should focus on are efficiency, trust and security, reliability and responsiveness. Customers prefare e-government services for its attributes such as availability, cost effectiveness, reliability and security that maximize their level of trust and satisfaction (Liao & Cheung, 2008; Ma & Zheng, 2019).

Moreover, important constructs have been emerged from the study from the stakeholders perspectives that constitute the theoretical framework. These includes customer happiness and overall happiness. This also support the argument services are essintials in customers' lives and the government performance affect people's well-being (Tavits, 2007; Gong & Yi, 2018).

Finaly, this phase leads to create a full picture and develop the framework that helped in proposing the hypotheses and test them to answer the revised research questions.

9.2.2. Hypotheses findings and results

Eight hypotheses related to the research questions and based on the research framework resulted from qualitative pahse were developed. Moreover, Signaling Theory was used as the primary theoretical grounding. The following summarizes the main results and findings of the study in relation to the research questions and associated hypotheses.

- Country reputation was found to have a positive effect on corporate reputation. Although, there are few studies that have examined this impact. This means that organizations are benefiting from their country's reputation and their competitiveness which encourage them to build a good reputation for their organizations too (Kim, 2016; Ana & Andrei, 2018) and translating the country's directions into their actions, strategies and initiatives in order to build organizations with good reputation that are positively reflected in citizens' and customers' minds, happiness and well-being.

- No direct impact of country reputation on e-government service quality that consider as an addition to the literature in government sector field as most of the previous studies contradicting with this finding.
- Corporate reputation has an impact on e-service quality in e-government context. Government organizations form their reputation based on the quality of their e-government services and communicates information about the quality of its services to their stakeholders compared to other organizations.
- Corporate reputation plays a mediation role in the relationship between country reputation and e-service quality. This finding contributes to the literature as almost no studies examined the mediation effect of corporate reputation on the relationship between country reputation and service quality in the e-government context.
- There is a positive impact of e-service quality on e-service loyalty and customer happiness. Having positive feelings about the quality of the services provided through the website will lead to emotionally engaging and having a positive attitude towards the website by repurchasing and recommend others to use the services.
- No impact of e-service loyalty on customer happiness which means that repeated use of e-government services may not necessarily mean that it will make the customer happy which contradicts other studies and encourages for more investigation in the same context.
- Customer happiness positively affects overall happiness. High quality of the services provided by government organizations determines the happiness and well-being of the customers which pushes the organizations to consider their strategies to improve customers' well-being and happiness through service consumption.

9.4. Theoretical contributions

This research significantly adds to the body of theoretical knowledge of country reputation, e-government services and happiness in the UAE by considering customers' perspectives. First, this study sheds the light on and extends signaling theory by empirically examining the role of country and government organizations and the impact of their signals on customer loyalty and happiness as a summated variable. Besides, this study overcomes the theory's limitations by examining the effect of signals, including both country and corporate reputations and their e-service quality, on customers' happeniss. By employing signaling theory and framework, using good country and corporate reputations increase their positive effect and improve customer evaluations of e-government services. This expands the country reputation literature by understanding consumer behavior on e-government services context. Country reputation and its related corporate reputation serve as signals of quality, innovation and reliability of e-government services provided by the government organizations for customers when they lack information about the e-government services provided by the country. This eases communication between the country, government organizations and the customers.

Second, this research adds a new angle to cross-disciplinary literature by developing a new theoretical model based on the literature and then a conceptual model following the exploratory study. Accordingly, the findings of this study help to identify the main dimensions and factors that constitute country reputation, corporate reputation and e-service quality from the perspective of customers inside the country. This overcomes the limitation in the literature that measures foreign customers' perception (e.g. Yang, Shin, Lee & Wrigley, 2008; Kang & Yang, 2010; Godey et al., 2012; Rezvani et al., 2012; Jain & Winner, 2013; Holtzhausen & Fullerton, 2015; Fullerton & Kendrick, 2017). This present study contributes to the literature through a new focus of country reputation that reflects on how citizens and customers view their country. Besides, corporate reputation and e-service quality demonstrate aspects that are considered more important and that should be considered for further investigation. Accordingly, this study provides different levels of measures starting from national and organizational measures and that lead to lives and individuals' concerns measures. Moreover, this study also contributes to the literature by empirically testing this conceptual model in an emerging market such as the UAE.

In addition, this research provides methodological contributions by developing robust measures. Because of the rigorous methods of assessment and validation that have been followed, it provides a good scale that can be used by other researchers. It is also because of the testing that assures the reliability, content and convergent validity of the scale developed and used. This will help other researchers adopt these scales and testing them in other contexts.

Another important contribution to knowledge was the testing of hypotheses and showing the direct and indirect correlations between the constructs. The results revealed some interesting and crucial findings that encourage further investigations. The main contribution of these findings relies on the interrelationship between country reputation and corporate reputation. It confirms the arguments that country reputation adds to the reputation of its organizations. Countries are differentiated from each other by their reputations, including reputation of their leadership, and development in technologies and policies that reflects on their organizations and help them build and maintain a reputation based on their country's reputation, especially from citizen's perspectives. This also contributes to the literature as this interrelationship is examined in a different context that has not been tested previously; the e-government context. Moreover, as stated by Kim and Kim (2012), a limited number of studies have examined the field of happiness. In addition, Theodorakis et al. (2015) claim that previous research has neglected organizational social outcomes. Accordingly, this research makes contribution by testing and showing the relationships between the constructs.

9.5. Practical Contributions

The findings of this research have significant managerial and policy implications.

First, a country's reputation positively influences the reputation of its organizations. Accordingly, managers should align their organizational strategies with the country strategies. They should align them based on in-depth analysis of the qualities and attributes of the reputation of the country including leadership, innovation and services directions, which maintain coherence between the reputation of government and private organizations and the country. Thus, the strategies of the organizations should focus on the aspects that shape the reputation of the country and their government functions by focusing on leadership objectives and future vision and how they manage the country, consider innovation in government operations and by providing innovative and high-quality services by using high technological approaches. According to Passaw et al. (2005), governments should consider reputation as one of the critical aspects that assures the long-term success of their countries. Passaw et al. study also showed that organizations always benefit from the reputation of a country. According to Flanagan (2016), who suggests that companies are associating their brands with the UAE country brand and argues that companies are getting an economical and financial advantage to the value of $81.1 bn simply because they are based and functioning in the UAE and getting advantages from the UAE brand.

Second, this research indicates that corporate reputation positively affects the quality of government online services and the effect of country reputation on these services is only obvious through corporate reputation. This suggests that both country and corporate reputation has a direct and indirect impact on customer perceptions about the quality of e-government services provided by government organizations. Therefore, managers should communicate the country and corporate aspects that build a credible reputation through setting quality standards to guarantee the quality of e-government services provided and that reflects the main aspects of the country and the reputations of government organizations. Moreover, managers should realize that offering high quality services reflects the strategies that the country exerts on its government to fulfill the needs of its citizens; however, not fulfilling these needs may compromise citizen's trust and perceptions about the credibility of the reputation built by the country and its related organizations.

Third, it is important for managers and decision makers to focus on enhancing and developing the communication strategies in government organizations. Communication strategies are considered an important tool to be used by the government organizations to promote reputation as signals at both the country and corporate level. Communication is considered an official and formal approach that the government should focus on and implement in order to deliver the knowledge about all the projects, policies activities and government actions to the citizens in the society (Ribeiro, Costa & Remondes, 2020). As the government communication objective is for it to be used as an instrument for public accountability and public participation, managers in government organizations should use this instrument to communicate the efforts of country and government organizations towards service quality and citizens' happiness.

Fourth, managers should focus on the main dimensions of e-service quality that provide the most information about the quality of the services from customer perspectives and which give them an opportunity to investigate customer happiness and loyalty. Thus, managers who are responsible for e-services can concentrate on digital infrastructure and related technologies, processes and policies that can increase the quality of delivered services and create customer happiness and maintain their customer use of e-services. This also encourages managers to consider strategic and flexible allocation of the resources that increase the quality of e-government services. Providing high quality e-services can enhance customer happiness by providing satisfying experiences that increases individual well-being in the society (Keyser & Lariviere, 2014). On the other hand, as customers rely on the reputation of an organization, they expect a high quality of e-services from reputable organizations (Srivastava & Sharma, 2013). Thus, organizations must focus on setting quality standards that improves the quality of e-government services and builds an accountable and reliable corporate reputation.

9.6. Limitations and Directions for Future Research

There are several limitations and opportunities for future research in this study:

- As an exploratory research, the dimensions of country reputation are defined by the main stakeholders who are engaged directly with e-government services. Although, most of the items that constitute these dimensions were adopted from the literature, it is recommended that the original dimensions developed by Passaw et al. (2005) should be tested in the model to be compared with the results of the new dimensions identified in this research.

- As this study was conducted in the UAE, the culture of the country may affect the perceptions of the customers as they are aware of the kind of reputation that the UAE government has built and continues to build. The expectations of citizens about the role of country and corporate reputation may vary among different cultures. Thus, conducting this study in different cultures in different countries and with different interests to that of the UAE will provide an opportunity to compare the results in the UAE context with other countries. This will provide an apportunity to investigate of othercountries

- As this study focused on the business-to-consumer context to examine the effect of country and corporate reputation on customer perception, it would be interesting to conduct this study in a business-to-business context to examine this effect on other companies and the happiness of organizations as customers. The business-to-consumer approach may be affected by the emotional attributes of reputation, while a business-to-business approach may rely more on rational evaluation (Kim, 2010).

- In order to ensure the generalizability of the findings of this research, this research did not specify any particular e-government service. However, this research targeted any e-government service provided by government organizations at both the federal and local levels. Thus, it is suggested similar studies by specify and concentrate on one e-government service to give more insights about the role of each dimension of the e-services quality and their effects on customer loyalty and happiness with that service. Moreover, it is also recommended that sectorial services such the security sector, educational sector, and the economic sector be targeted.

- It would be interesting to conduct semilar study targeting the product and manufacturing sector. This will help provide a full picture about how customers of this sector perceive country and corporate reputation. Besides, this will help investigation of the role of reputation in customer happiness in this sector for comparison with the service sector.

- As suggested by Kiambi and Shafer (2018) country reputation is formed over a period of time and is based on the experience with the country. Thus, as this study conducted to examine the effect of country reputation on the perception of customers on e-government services and its contribution on their happiness, it is suggested studies could examine the impact of country reputation on people's perceptions over a long period (a longitudinal study) to observe customers perception's over time and how country reputation impact their happiness through the quality of e-government services provided.

- It will be beneficial for government organizations if this study is also conducted targeting the conventional or traditional services and the direct and personal interaction between the customers and service provider. This will give an indication of the impact of country directions on creating customer happiness and their overall well-being through government services provided by the government organizations.

- This study provides room for investigation in other countries, especially those countries applied e-government services and to compare the results to the results obtained in this research. Such an additional analysis would allow for country comparisons.

9.7. Conclusion

This chapter discussed and interpreted the results of the data analysis and highlighted the extent to which these findings are consistent with the results of previous. In summary, country reputation has a direct influence on corporate reputation and an indirect influence on e-government service quality through corporate reputation. Moreover, the results indicate the impact e-government service quality exerts on customer loyalty and happiness about the e-government service provided. Finally, it considers how these impacts contribute to overall happiness.

References

Aaker, D.A., 1989. Managing assets and skills: The key to a sustainable competitive advantage', *California management review*, *31*(2), pp. 91-106.

Abd-El-Salam, E.M., Shawky, A.Y. and El-Nahas, T., 2013. The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: testing the mediating role. Case analysis in an international service company', *The Business & Management Review*, 3(2), pp. 177-196.

Abdul-Quader, A.S., Heckathorn, D.D., McKnight, C, Bramson, H, Nemeth, C, Sabin, K, Gallagher, K and Jarlais, DC, 2006 'Effectiveness of respondent-driven sampling for recruiting drug users in New York City: findings from a pilot study', *Journal of urban health*, 83(3), pp. 459-476.

Abdullah, M., Al-Nasser, A.D. and Husain, N., 2000. Evaluating functional relationship between image, customer satisfaction and customer loyalty using general maximum entropy. *Total Quality Management*, *11*(4-6), pp. 826-829.

Abelse, E.G., White, M.D. and Hahn, K., 1998. A user-based design process for Web sites. *Internet Research: Electronic Networking Applications and Policy*, *8*(1), pp. 39-48.

Aberbach, J.D. and Christensen, T., 2005. Citizens and consumers: An NPM dilemma. *Public management review*, *7*(2), pp. 225-246.

Abu-Shanab, E., Al-Rub, S. A. and Md Nor, K. 2010. Obstacles facing the adoption of e-government services in Jordan. *Journal of E-Governance, 33*, pp. 35-47.

Adami, M.F. and Kiger, A., 2005. The use of triangulation for completeness purposes, *Nurse Researcher*, *12*(4), pp. 19–29.

Adams, A. and Cox, A.L., 2008. *Questionnaires, in-depth interviews and focus groups*. In: Cairns, Paul and Cox, Anna L. eds. Research Methods for Human Computer Interaction. Cambridge, UK: Cambridge University Press.

Adams, J., Khan, H.T. and Raeside, R., 2014. *Research methods for business and social science students*. SAGE Publications India.

Adiyarta, K., Napitupulu, D., Abdullah, D. and Murtiningsih, D., 2019. *Proposed Model Of E-Service Quality in The Context of E-Government: A Literature Review*. [online] Pdfs.semanticscholar.org. Available at: <https://pdfs.semanticscholar.org/5a67/8704bf4e572da56b6066d8705f7657d0ee5d.pdf> [Accessed 20 January 2020].

Adler, E. S., and Clark, R. 2011. An invitation to social research: How it's done (4th ed.). Belmont, CA: Thomson Wadsworth.

Agarwal, J., Osiyevskyy, O. and Feldman, P.M., 2015. Corporate reputation measurement: Alternative factor structures, nomological validity, and organizational outcomes. *Journal of business ethics*, *130*(2), pp. 485-506.

Agarwal, R. and Karahanna, E., 2000. Time flies when you're having fun: Cognitive absorption and beliefs about information technology usage. *MIS quarterly*, pp. 665-694.

Agarwal, R., Rastogi, S. and Mehrotra, A., 2009. Customers' perspectives regarding e-banking in an emerging economy. *Journal of Retailing and consumer services*, *16*(5), pp. 340-351.

Aggelidis, V.P. and Chatzoglou, P.D., 2009. Using a modified technology acceptance model in hospitals. *International journal of medical informatics*, *78*(2), pp. 115-126.

Ahmed, Z.U., Johnson, J.P., Ling, C.P., Fang, T.W. and Hui, A.K., 2002. Country-of-origin and brand effects on consumers' evaluations of cruise lines. *International Marketing Review*. *19*(3), pp. 279-302.

Ahuvia, A.C. and Friedman, D.C., 1998. Income, consumption, and subjective well-being: Toward a composite macromarketing model. *Journal of macromarketing*, *18*(2), pp. 153-168.

Ajzen, I. and Madden, T.J., 1986. Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of experimental social psychology*, *22*(5), pp. 453-474.

Akbar, M.M. and Parvez, N., 2009. Impact of service quality, trust, and customer satisfaction on customers loyalty. *ABAC journal*, *29*(1), pp. 24-38.

Aksoy, L., Keiningham, T.L., Buoye, A., Larivière, B., Williams, L. and Wilson, I., 2015. Does loyalty span domains? Examining the relationship between consumer loyalty, other loyalties and happiness. *Journal of Business Research*, *68*(12), pp. 2464-2476.

Al Dari, T., Jabeen, F. and Papastathopoulos, A., 2018. Examining the role of leadership inspiration, rewards and its relationship with contribution to knowledge sharing. *Journal of Workplace Learning*. *30*(6), pp. 488-512.

Al Khattab, A., Al-Shalabi, H., Al-Rawad, M., Al-Khattab, K. and Hamad, F., 2015. The effect of trust and risk perception on citizen's intention to adopt and use e-government services in Jordan. *Journal of Service Science and Management*, *8*(03), p.279.

Al-Hawary, S.I.S. and Al-Smeran, W.F., 2016. Impact of electronic service quality on customers satisfaction of Islamic banks in Jordan. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, *7*(1), pp. 170-188.

Al-Hujran, O., Al-Debei, M.M., Chatfield, A. and Migdadi, M., 2015. The imperative of influencing citizen attitude toward e-government adoption and use. *Computers in human Behavior*, *53*, pp. 189-203.

Al-Kaseasbeh, H.M., Harada, Y. and binti Saraih, U.N., 2019. E-Government Services Assessment from the Perspective of Citizens Interaction and Satisfaction in Jordan: Pilot Study. *International Journal of Research and Review*, *6*(12), pp. 50-60.

Al-Khouri, A.M., 2012. Customer relationship management: Proposed framework from a government perspective times. *Journal of management and strategy*, *3*(4), p.34.

Al-Khouri, A.M., 2012. eGovernment strategies the case of the United Arab Emirates (UAE). *European Journal of ePractice*, *17*(September), pp. 126-150.

Al-Sulaiti, K. and Baker, M., 1998. Country of origin effects: a literature review. *Marketing Intelligence & Planning*, *16*(3), pp. 150-199.

Al-Sulaiti, K.I. and Baker, M.J., 1997. *Qatari consumers perceptions and selections of domestic vs. Foreign airline services*. Department of Marketing, University of Strathclyde.

Al-Mamari, Q., Corbitt, B. and Gekara, V.O., 2013. E-government adoption in Oman: motivating factors from a government perspective. *Transforming Government: People, Process and Policy*. *7*(2), pp. 199-224.

Aladwani, A. M. 2012. A cross-cultural comparison of Kuwaiti and British citizens' views of e-government interface quality. *Government Information Quarterly*, *30*, pp. 74-86.

Aladwani, A.M. and Palvia, P.C., 2002. Developing and validating an instrument for measuring user-perceived web quality. *Information & management*, *39*(6), pp. 467-476.

Alanezi, M.A., Kamil, A. and Basri, S., 2010. A proposed instrument dimensions for measuring e-government service quality. *International Journal of u-and e-Service, Science and Technology*, *3*(4), pp. 1-18.

Alavifar, A., Karimimalayer, M. and Anuar, M.K., 2012. Structural equation modeling vs multiple regression. *Engineering Science and Technology: An International Journal*, *2*(2), pp. 326-329.

Alawneh, A., Al-Refai, H. and Batiha, K., 2013. Measuring user satisfaction from e-Government services: Lessons from Jordan. *Government Information Quarterly*, *30*(3), pp. 277-288.

Alford, J. and Hughes, O., 2008. Public value pragmatism as the next phase of public management. *The American Review of Public Administration*, *38*(2), pp. 130-148.

Ali, I., Alvi, A.K. and Ali, R.R., 2012. Corporate Reputation, Consumer Satisfaction and Loyalty. *Romanian Review of Social Sciences*, *3*, pp. 13-23.

Ali, R., Lynch, R., Melewar, T.C. and Jin, Z., 2015. The moderating influences on the relationship of corporate reputation with its antecedents and consequences: A meta-analytic review. *Journal of Business Research*, *68*(5), pp. 1105-1117.

Aljneibi, N.M., 2018. Well-being in the United Arab Emirates: How Findings from Positive Psychology Can Inform Government Programs and Research. *Master of Applied Positive Psychology (MAPP) Capstone Projects*. 147.

Alnemr, R., Koenig, S., Eymann, T. and Meinel, C., 2010. Enabling usage control through reputation objects: A discussion on e-commerce and the internet of services environments. *Journal of theoretical and applied electronic commerce research*, *5*(2), pp. 59-76.

Alomari, M.K., Sandhu, K. and Woods, P., 2014. Exploring citizen perceptions of barriers to e-government adoption in a developing country. *Transforming Government: People, Process and Policy*. *8*(1), pp. 131-150.

Alotaibi, S.R.D. and Roussinov, D., 2017. Using focus group method to identifying citizen requirements to Saudi mobile government services. In *19th International Conference on e-Business and e-Government*.

Alshehri, M., Drew, S. and Alfarraj, O., 2012. A Comprehensive Analysis of E-government services adoption in Saudi Arabia: Obstacles and Challenges. *International Journal of Advanced Computer Science and Applications*, *3*(2), pp. 1-6.

Amin, M. 2016. Internet banking service quality and its implication on e-customer satisfaction and e-customer loyalty. *The International Journal of Bank Marketing*, *34*(3), pp. 280-306.

Amin, M., Isa, Z. and Fontaine, R., 2013. Islamic banks: contrasting the drivers of customer satisfaction on image, trust, and loyalty of Muslim and non-Muslim customers in Malaysia. *International Journal of Bank Marketing*, *31*(2), pp. 79-97.

Amine, L.S., Chao, M.C. and Arnold, M.J., 2005. Executive insights: Exploring the practical effects of country of origin, animosity, and price–quality issues: Two case studies of Taiwan and Acer in China. *Journal of international marketing*, *13*(2), pp. 114-150.

Ana, M.I. and Andrei, A.G., 2018, May. Corporate and country image: a bilateral relationship. In *Proceedings of the International Conference on Business Excellence*, 12(1), pp. 45-53.

Anderson, E.W. and Sullivan, M.W., 1993. The antecedents and consequences of customer satisfaction for firms. *Marketing science*, *12*(2), pp. 125-143.

Anderson, E.W., Fornell, C. and Lehmann, D.R., 1994. Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of marketing*, *58*(3), pp. 53-66.

Anderson, E.W., Fornell, C. and Mazvancheryl, S.K., 2004. Customer satisfaction and shareholder value. *Journal of marketing*, *68*(4), pp. 172-185.

Anderson, L., Ostrom, A.L., Corus, C., Fisk, R.P., Gallan, A.S., Giraldo, M., Mende, M., Mulder, M., Rayburn, S.W., Rosenbaum, M.S. and Shirahada, K., 2013. Transformative service research: An agenda for the future. *Journal of Business Research*, *66*(8), pp. 1203-1210.

Anderson, R. E., and Srinivasan, S. S., 2003. E-satisfaction and e-loyalty: a contingency framework. *Psychology & Marketing*, *20*(2), pp. 123–138.

Anderson, R.E. and Swaminathan, S., 2011. Customer satisfaction and loyalty in e-markets: a PLS path modeling approach. *The Journal of Marketing Theory and Practice*, *19*(2), pp. 221-234.

Andreassen, T. W., and Lanseng, E., 1998. Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. *International Journal of Service Industry Management*, *9*(1), pp. 7–23.

Andreassen, T.W. and Lanseng, E., 1997. The principal's and agents' contribution to customer loyalty within an integrated service distribution channel. *European Journal of Marketing*, 31(7), pp. 487– 503.

Andreassen, T.W., 1999. What drives customer loyalty with complaint resolution?. *Journal of service research*, *1*(4), pp. 324-332.

Ang, SH 2014, *Research design for business & management / Siah Hwee Ang*, Sage Publications, London.

Anholt, S., 2000. The nation as brand. *Across the board*, *37*(10), pp. 22-27.

Anholt, S., 2002. *Nation branding*, London: Henry Stewart Publications.

Anholt, S., 2003. *Brand new justice: The upside of global branding*. Oxford: Butterworth-Heinemann.

Anholt, S., 2005. *Brand new justice: how branding places and products can help the developing world*. Routledge.

Anholt, S. 2006. Why brand? Some practical considerations for nation branding. *Place Branding*, 2(2), pp. 97–107.

Anholt, S 2007, *Competitive identity: the new brand management for nations, cities and regions / Simon Anholt*, Palgrave Macmillan

Anholt, S 2010. *Places: identity, image and reputation/ Simon Anholt,* Palgrave Macmillan, London.

Anholt, S. 2011. *Competitive Identity*. In Destination Brands: Managing Place Reputation, edited by Nigel Morgan, Annette Pritchard, and Roger Pride. 3rd ed., 21–31. Oxford: Elsevier.

Argenti, P.A. and Druckenmiller, B., 2004. Reputation and the corporate brand. *Corporate reputation review*, *6*(4), pp. 368-374.

Arikan, E., Kantur, D., Maden, C. and Telci, E.E., 2016. Investigating the mediating role of corporate reputation on the relationship between corporate social responsibility and multiple stakeholder outcomes. *Quality & Quantity*, *50*(1), pp. 129-149.

Ary, D., Jacobs, L., Sorensen, C., and Razavieh, A. 2010. *Introduction to research in education* (8th ed.). Wadsworth: Cengage Learning.

Ayres, L., 2007. Qualitative research proposals—part II: conceptual models and methodological options. *Journal of Wound Ostomy & Continence Nursing*, *34*(2), pp. 131-133.

Backus, M., 2001. E-governance and developing countries, introduction and examples. *International Institute for Communication and Development (IICD)*.

Bagozzi, R.P. and Yi, Y., 1988. On the evaluation of structural equation models. *Journal of the academy of marketing science*, *16*(1), pp. 74-94.

Bagozzi, R.P., 1991. Further thoughts on the validity of measures of elation, gladness, and joy. *Journal of Personality and Social Psychology*, *61*(1), pp. 98-104

Baker, M.J., and Ballington, L., 2001. Country of origin as a source of competitive advantage. *Journal of Strategic Marketing*, *10*, pp. 157–168.

Bălan, D.A., 2015. Bridging the gap in defining corporate reputation: An extensive literature review. *Revista de Științe Politice. Revue des Sciences Politiques*, (46), pp. 73-83.

Balmer, J. and Greyser, S., 2003, *Revealing the corporation*. London: Routledge.

Balmer, J.M. and Bromley, D.B., 2001. Relationships between personal and corporate reputation. *European journal of marketing*, *35*(3/4), pp. 316-334.

Balmer, J.M., Mukherjee, A., Greyser, S.A., Jenster, P., Souiden, N., Kassim, N.M. and Hong, H.J., 2006. The effect of corporate branding dimensions on consumers' product evaluation. *European Journal of Marketing*. *40*(7/8), pp. 825-845.

Bannister, F. 2005. E-government and administrative power. *Electronic Government*, *2*(2), pp. 160-176.

Bansal, H.S., McDougall, G.H., Dikolli, S.S. and Sedatole, K.L., 2004. Relating e-satisfaction to behavioral outcomes: an empirical study. *Journal of services marketing*, *18*(4), pp. 290-302.

Barnes, B.R., Fox, M.T. and Morris, D.S., 2004. Exploring the linkage between internal marketing, relationship marketing and service quality: a case study of a consulting organization. *Total Quality Management & Business Excellence*, *15*(5-6), pp. 593-601.

Barnes, S. J., and Vidgen, R., 2002. An integrative approach to the assessment of e-commerce quality. *Journal of Electronic Commerce Research*, *3*, pp. 114-127.

Barnett, M., Jermier, J. and Lafferty, B., 2006. Corporate Reputation: The Definitional Landscape. *Corporate Reputation Review*, *9*(1), pp. 26-38.

Baron, R.M. and Kenny, D.A., 1986. The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, *51*(6), pp. 1173-1182.

Barrett, P., 2007. Structural equation modelling: Adjudging model fit. *Personality and Individual differences*, *42*(5), pp. 815-824.

Barrows, C.W., 2000. An exploratory study of food and beverage training in private clubs. *International Journal of Contemporary Hospitality Management*, *12*(3), pp. 190-197.

Barzelay, M., 1992, *Breaking through bureaucracy: A new vision for managing in government*, Berkeley: University of California Press.

Bashir, H., Alsyouf, I., Alshamsi, H., Abdel-Razek, R.H. and Gardoni, M., 2020, April. The Association between Structural Organization Characteristics and Innovation in the Context of the UAE Service Sector: An Empirical Investigation. In *2020 IEEE 7th International Conference on Industrial Engineering and Applications (ICIEA)* (pp. 1060-1064). IEEE.

Bastaman, A. and Royyansyah, M., 2017. The Influence of Marketing Mix and Service Quality on Corporate Reputation and Its Impact on Repurchase Decision. *MIX: Jurnal Ilmiah Manajemen*, *7*(2), pp. 183-197.

Basyal, D.K. and Seo, J.W., 2018. E-government Innovation, Red Tape, Citizens' Satisfaction and Trust in Government: Evidence from Nepal. *Journal of South Asian Studies*, *24*(3), pp. 43-85.

Bauer, H.H., Falk, T. and Hammerschmidt, M., 2006. eTransQual: A transaction process-based approach for capturing service quality in online shopping. *Journal of Business Research*, *59*(7), pp. 866-875.

Bearden, W.O. and Teel, J.E., 1983. Selected determinants of consumer satisfaction and complaint reports. *Journal of marketing Research*, *20*(1), pp. 21-28.

Beckwith, N.E. and Lehmann, D.R., 1976. Halo effects in multiattribute attitude models: An appraisal of some unresolved issues. *Journal of Marketing Research*, *13*(4), pp. 418-421.

Beeri, I., Uster, A. and Vigoda-Gadot, E., 2019. Does performance management relate to good governance? A study of its relationship with citizens' satisfaction with and trust in Israeli local government. *Public Performance & Management Review*, *42*(2), pp. 241-279.

Bekkers, V., and Homburg, V. 2007. The myths of E-Government: Looking beyond the assumptions of a new and better government. *The Information Society*, *23*(5), pp. 373−382.

Bekkers, V., and Zouridis, S. 1999. Electronic service delivery in public administration: Some trends and issues. *International Review of Administrative Sciences*, *65*(2), pp. 183−196.

Bell, J. 2010. *Doing your research project: A guide for first-time researchers in education, health and social science.* (5th ed.). Maidenhead: Open University Press.

Bell, S.J., Auh, S. and Smalley, K., 2005. Customer relationship dynamics: service quality and customer loyalty in the context of varying levels of customer expertise and switching costs. *Journal of the Academy of Marketing Science*, *33*(2), pp. 169-183.

Bem, D.J., 1967. Self-perception: An alternative interpretation of cognitive dissonance phenomena. *Psychological review*, *74*(3), pp. 183-200.

Ben-Shahar, T., 2007. *Happier: Learn the secrets to daily joy and lasting fulfillment*. McGraw-Hill, New York.

Bennett, R. and Rentschler, R., 2003. Foreword by the guest editors. *Corporate Reputation Review*, *6*(3), pp. 207–210.

Bentler, P.M., 1990. Comparative fit indexes in structural models. *Psychological bulletin*, *107*(2), pp. 238-246.

Beran, T.N. and Violato, C., 2010. Structural equation modeling in medical research: a primer. *BMC research notes, 3*(1), p.267.

Berens, G. and Van Riel, C.B., 2004. Corporate associations in the academic literature: Three main streams of thought in the reputation measurement literature. *Corporate Reputation Review*, *7*(2), pp. 161-178.

Berens, G., Fombrun, C.J., Ponzi, L.J., Trad, N.G. and Nielsen, K., 2011. Country RepTrak™: a standardized measure of country reputation. In *International Place Branding Yearbook 2011* (pp. 77-91). Palgrave Macmillan, London.

Bergh, D.D., Connelly, B.L., Ketchen Jr, D.J. and Shannon, L.M., 2014. Signalling theory and equilibrium in strategic management research: An assessment and a research agenda. *Journal of Management Studies*, *51*(8), pp. 1334-1360.

Berkowitz, L 1964, *Advances in experimental social psychology*, Academic Press, New York.

Bernstein, D., 1984. *Company image and reality: A critique of corporate communications*. Taylor & Francis.

Bettingen, J.F. and Luedicke, M.K., 2009. Can brands make us happy? A research framework for the study of brands and their effects on happiness. *ACR North American Advances, 36*, pp. 308–315.

Bhattacherjee, A., 2001. Understanding information systems continuance: an expectation-confirmation model. *MIS quarterly*, *25*(3), pp. 351-370.

Bick, G., Jacobson, M.C. and Abratt, R., 2003. The corporate identity management process revisited. *Journal of marketing management*, *19*(7-8), pp. 835-855.

Bilkey, W.J. and Nes, E., 1982. Country-of-origin effects on product evaluations. *Journal of international business studies*, *13*(1), pp. 89-100.

Binnawas, M.S.H., Khalifa, G.S. and Bhaumick, A., 2019. The Influence of Higher Education Service Quality on Behavioural Intention: The Mediating Role of Student Happiness. *Restaur. Bus*, *118*(10), pp. 444-458.

Blaikie, N. 2010. Designing social research (2nd ed.). Cambridge: Polity Press.

Blessing, L. and Chakrabarti, A. 2009. *DRM: A design research methodology*. London: Springer.

Bloom, P.N., 1989. A decision model for prioritizing and addressing consumer information problems. *Journal of Public Policy & Marketing*, *8*(1), pp. 161-180.

Boldyreva, E.P., Gorbunova, N.V., Grigoreva, T. and Ovchinnikova, E.V., 2019. E-government Implementation in Spain, France and Russia: Efficiency and Trust Level. In *SHS Web of Conferences* (Vol. 62). EDP Sciences.

Bollen, K. A., 2005. Structural equation models. *Encyclopedia of biostatistics*. Hoboken, NJ: John Wiley & Sons.

Bollen, K. A., 1989. *Structural Equations with Latent Variables*. New York, NY: John Wiley & Sons.

Bontis, N., Bart, Booker, L.D. and Serenko, A., 2007. The mediating effect of organizational reputation on customer loyalty and service recommendation in the banking industry. *Management decision*, *45*(9), pp. 1426-1445.

Boomsma, A., 2000. Reporting analyses of covariance structures. *Structural equation modeling*, *7*(3), pp. 461-483.

Bouckaert, G., and Van de Walle, S., 2003. Comparing Measures of Citizen Trust and User Satisfaction as Indicators of `Good Governance': Difficulties in Linking Trust and Satisfaction Indicators. *International Review of Administrative Sciences*, *69*(3), pp. 329-343.

Boulding, W., Kalra, A., Staelin, R. and Zeithaml, V.A., 1993. A dynamic process model of service quality: from expectations to behavioral intentions. *Journal of marketing research*, *30*(1), pp. 7-27.

Bourdieu, P. 1986. The Forms of Capital. in J.G., Richardson (ed.), *Handbook of Theory and Research for Sociology of Education*, New York: Greenwood, pp. 241–258.

Boyatzis, R.E., 1998. *Transforming qualitative information: Thematic analysis and code development*. Thousand Oaks, CA: Sage Publications.

Boyer, K.K., Hallowell, R. and Roth, A.V., 2002. E-services: operating strategy—a case study and a method for analyzing operational benefits. *Journal of Operations management*, *20*(2), pp. 175-188.

Bradley, C. 1994. *Translation of questionnaires for use in different languages and cultures*. In C. Bradley (Ed.), Handbook of psychology and diabetes: A guide to psychological measurement in diabetes research and practice (pp. 43-57). Chur, Switzerland: Harwood Academic.

Brady, M.K., Voorhees, C.M., Cronin, J.J. and Bourdeau, B.L., 2006. The good guys don't always win: the effect of valence on service perceptions and consequences. *Journal of Services Marketing*. *20*(2), pp. 83-91.

Branco, M.C. and Rodrigues, L.L., 2006. Corporate social responsibility and resource-based perspectives. *Journal of business Ethics*, *69*(2), pp. 111-132.

Braun V., and Clarke V., 2006. Using thematic analysis in psychology. *Qualitative Research in Psychology, 3,* pp. 77 – 101.

Bromley, D. 1993, *Reputation, image, and impression management*. Chichester, England: Wiley.

Bromley, D. B., 2000. Psychological Aspects of Corporate Identity, Image and Reputation. *Corporate Reputation Review*, *3*, pp. 240-252.

Bromley, D. B., 2001. Relationships between personal and corporate reputation. *European Journal of Marketing*, *35*, pp. 316-334.

Brown, B. and Logsdon, J.M., 1997, July. Factors influencing Fortune's corporate reputation for. In *Proceedings of the International Association for Business and Society* (Vol. 8, pp. 361-372).

Brown, T.A., 2006. *Confirmatory factor analysis for Applied research*, New York, NY: Guilford Press.

Brown, T.J., 1998. Corporate associations in marketing: Antecedents and consequences. *Corporate Reputation Review*, *1*(3), pp. 215-233.

Brown, T.J., Dacin, P.A., Pratt, M.G. and Whetten, D.A., 2006. Identity, intended image, construed image, and reputation: An interdisciplinary framework and suggested terminology. *Journal of the academy of marketing science*, *34*(2), pp. 99-106.

Bruning, E., 1997. Country of origin, national loyalty and product choice: The case of international air travel. *International Marketing Review*, 14(1), pp. 59-74.

Bryman, A. 2012. *Social research methods* (4th ed.). Oxford: Oxford University Press.

Bryman, A., and Bell, E. 2011. *Business research methods* (3rd ed.). Oxford: Oxford University Press.

Buckingham, M. and Coffman, C., 1999. *First, Break All the Rules: What the World's Greatest Managers Do Differently*. New York: Simon & Schuster.

Burns, R., 2000. *Introduction to research methods*. London: Sage Publication Ltd.

Burns, R.B., 1997. *Introduction to research methods*. Australia, Addison Wesley Longman.

Byrne, B.M., 1998. *Structural Equation Modeling with Lisrel, Prelis, and Simplis: Basic Concepts, Applications and Programming*, Lawrence Erlbaum Associates, Mahwah, New Jersey.

Byrne, B M., 2001. *Structural equation modeling with AMOS: Basic concepts, applications, and programming*. Mahwah, NJ, US: Lawrence Erlbaum Associates Publishers.

Byrne, B. M. (2013). *Structural equation modeling with AMOS: Basic concepts, applications, and programming* (2nd ed.). Hoboken, NJ: Taylor & Francis.

Cable, D.M. and Graham, M.E., 2000. The determinants of job seekers' reputation perceptions. *Journal of organizational Behavior*, *21*(8), pp. 929-947.

Caceres, R.C. and Paparoidamis, N.G., 2007. Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *European journal of marketing*, *41*, pp. 836–867

Cai, Y., and Shannon, R., 2012. Personal values and mall shopping behavior: The mediating role of attitude and intention among Chinese and Thai consumers. *Australasian Marketing Journal (AMJ)*, *20*, pp. 37-47.

Calder, B.J., 1977. Focus groups and the nature of qualitative marketing research. *Journal of Marketing research*, *14*(3), pp. 353-364.

Caldow, J., 2001. *E–government: a go–to–market strategy*, Institute for Electronic Government, IBM Corporation, Washington DC.

Carlson, J. and O'Cass, A., 2011. Developing a framework for understanding e-service quality, its antecedents, consequences, and mediators. *Managing Service Quality*, 21(3), pp. 264-286.

Carroll, B.A. and Ahuvia, A.C., 2006. Some antecedents and outcomes of brand love. *Marketing letters*, *17*(2), pp. 79-89.

Carter, L and Bélanger, F. 2005. The utilization of e-government services: Citizen trust, innovation and acceptance factors. *Information Systems Journal*, *15*, pp. 5-25.

Carter, L., Schaupp, L.C., Hobbs, J. and Campbell, R., 2012. E-government utilization: understanding the impact of reputation and risk. *International Journal of Electronic Government Research (IJEGR)*, *8*(1), pp. 83-97.

Carter, S.M., 2006. The interaction of top management group, stakeholder, and situational factors on certain corporate reputation management activities. *Journal of Management Studies*, *43*(5), pp. 1145-1176.

Carter, T.J. and Gilovich, T., 2012. I am what I do, not what I have: The differential centrality of experiential and material purchases to the self. *Journal of personality and social psychology*, *102*(6), p. 1304-1317.

Caruana, A. 1997. Corporate reputation: concept and measurement. *Journal of Product and Brand Management*, *6*(2), pp. 109-118.

Caruana, A. and Ewing, M.T., 2010. How corporate reputation, quality, and value influence online loyalty. *Journal of Business Research*, *63*(9-10), pp. 1103-1110.

Caruana, A., 2002. Service loyalty: the effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, *36*(7), pp. 811-28.

Castañeda, J.A., 2011. Relationship between customer satisfaction and loyalty on the internet. *Journal of Business and Psychology*, *26*(3), pp. 371-383.

Castor, M., 2009. *The use of structural equation modeling to describe the effect of operator functional state on air-to-air engagement outcomes* [Doctoral dissertation No. 1251]. Linköping University, Linköping, Sweden.

Chang, H., Wang, Y. and Yang, W., 2009. The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total Quality Management & Business Excellence*, *20*(4), pp. 423-443.

Chang, H.H., 2006. Technical and management perceptions of enterprise information system importance, implementation and benefits. *Information Systems Journal*, *16*(3), pp. 263-292.

Chang, S.C., Chou, P.Y. and Lo, W.C., 2014. Evaluation of satisfaction and repurchase intention in online food group-buying, using Taiwan as an example. *British Food Journal*. *116*(1), pp. 44–61.

Chang, T.L.S. and Zhu, W., 2011. Enhancing corporate reputation for market expansion in China: customer orientation and the mediating effect of product and service quality. *Journal of strategic marketing*, *19*(02), pp. 153-170.

Chao, P., Wührer, G. and Werani, T., 2005. Celebrity and foreign brand name as moderators of country-of-origin effects. *International journal of advertising*, *24*(2), pp. 173-192.

Chatfield, A., and AlAnazi, J., 2013. Service quality, citizen satisfaction, and loyalty with self-service delivery options to transforming e-government services. 24th Australasian Conference on Information Systems (pp. 1-11). Australia: RMIT University.

Chau, P.Y. and Hu, P.J.H., 2001. Information technology acceptance by individual professionals: A model comparison approach. *Decision sciences*, *32*(4), pp. 699-719.

Chaudhuri, A. and Holbrook, M.B., 2001. The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, *65*(2), pp. 81-93.

Chen, F.F., Sousa, K.H. and West, S.G., 2005. Teacher's corner: Testing measurement invariance of second-order factor models. *Structural equation modeling, 12*(3), pp. 471-492.

Chen, P.J., 2010. Differences between male and female sport event tourists: A qualitative study. *International Journal of Hospitality Management*, *29*(2), pp. 277-290.

Chen, Q., Rodgers, S., and He, Y., 2008. A critical review of the e-satisfaction literature. *American Behavioral Scientist*, *52*(1), pp. 38-59.

Chen, S. C., 2012. The customer satisfaction–loyalty relation in an interactive e-service setting: The mediators. *Journal of Retailing and Consumer Services*, *19*(2), pp. 202-210.

Cheng, K., Chen, H.P., Lai, W. and Li, C., 2014. Country image effect on services: A study of consumers' evaluation of foreign airlines. *Journal of Global Marketing*, *27*(1), pp. 1-12.

Cheng, S.I., 2011. Comparisons of competing models between attitudinal loyalty and behavioral loyalty. *International Journal of Business and Social Science*, *2*(10), pp. 149-166.

Chetthamrongchai, P., 2010. Revalidating two measures of reputation in Thailand. *Corporate Reputation Review*, *13*(3), pp. 209-219.

Cheung, G.W., 2008. Testing equivalence in the structure, means, and variances of higher-order constructs with structural equation modeling. *Organizational Research Methods*, *11*(3), pp. 593-613.

Chiguvi, D., Madondo, E. and Dube, Z., 2019. The Importance of Customer Relationship Management in the Local Government Authorities in Zimbabwe. *Applied Economics and Finance*, *6*(6), pp. 15-29.

Chin, W., 2000, December. Partial least squares for IS researchers: an overview and presentation of recent advances using the PLS approach. *ICIS*, *2000*, pp. 741-742.

Chin, W.W., 1998. The partial least squares approach to structural equation modeling. *Modern methods for business research*, *295*(2), pp. 295-336.

Chiou, J.S., Droge, C. and Hanvanich, S., 2002. Does customer knowledge affect how loyalty is formed?. *Journal of Service Research*, *5*(2), pp. 113-124.

Chiu, C.M., Chiu, C.S. and Chang, H.C., 2007. Examining the integrated influence of fairness and quality on learners' satisfaction and Web-based learning continuance intention. *Information systems journal*, *17*(3), pp. 271-287.

Cho, N. and Park, S., 2001. Development of electronic commerce user-consumer satisfaction index (ECUSI) for Internet shopping. *Industrial Management & Data Systems*, 101, pp. 400-405.

Choi, D., Kim, S. and Kim, S. 2000. Antecedents and Behavior al Consequences of Customer Satisfaction on Internet Retail Store, *in International Commerce on Electronic Commerce*, Seoul, Korea, pp. 1-9.

Christelis, D., 2006. *Country reputation management: identifying the drovers of South Africa's reputation in German media*. South Africa: University of Stellenbosch

Chu, P.Y., Lee, G.Y. and Chao, Y., 2012. Service quality, customer satisfaction, customer trust, and loyalty in an e-banking context. *Social Behavior and Personality: an international journal*, *40*(8), pp. 1271-1283.

Chumpitaz Caceres, R. and Paparoidamis, N., 2007. Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *European Journal of Marketing*, 41 (7/8), pp. 836-867.

Chun, R., 2001, *The Strategic Management of Corporate Reputation, Aligning Image and Identity*, Manchester Business School, University of Manchester, Manchester, UK.

Chun, R., 2005. Corporate reputation: Meaning and measurement, *International Journal of Management Review*, *7*(2), pp. 91-109.

Chun, R., 2006. Innovation and reputation: An ethical character perspective. *Creativity and Innovation Management*, *15*(1), pp. 63-73.

Chun, R., and Davies G. 2001. E-reputation: The role of mission and vision statements in positioning strategy. *Brand Management, 8*(4 & 5), pp. 315–333.

Churchill Jr, G.A., 1979. A paradigm for developing better measures of marketing constructs. *Journal of marketing research*, *16*(1), pp. 64-73.

Clarke, A. 1999. *Evaluation research: An introduction to principles, methods and practice*. London: Sage.

Clemes, M.D., Brush, G.J. and Collins, M.J., 2011. Analysing the professional sport experience: A hierarchical approach. *Sport Management Review*, *14*(4), pp. 370-388.

Cochran, W. G., 1963. *Sampling techniques*. New York: John Wiley & Sons.

Coggburn, J.D. and Schneider, S.K., 2003. The relationship between state government performance and state quality of life. *International Journal of Public Administration*, *26*(12), pp. 1337-1354.

Cohen, L., Manion, L., and Morrison, K. 2011. *Research methods in education* (7th ed.). London: Routledge-Falmer.

Collier, J.E. and Bienstock, C.C., 2006. Measuring service quality in e-retailing. *Journal of service research*, *8*(3), pp. 260-275.

Connolly, R., Bannister, F. and Kearney, A., 2010. Government website service quality: a study of the Irish revenue online service. *European Journal of Information Systems*, *19*(6), pp. 649-667.

Connelly, B.L., Certo, S.T., Ireland, R.D. and Reutzel, C.R., 2011. Signaling theory: A review and assessment. *Journal of management*, *37*(1), pp. 39-67.

Cooper, D.R., and Schindler, P.S. 1998, *Business research methods*, New York: McGraw-Hill.

Crescenzi, M.J., 2007. Reputation and interstate conflict. *American Journal of Political Science*, *51*(2), pp. 382-396.

Creswell, J. W. and Clark, V. L. P., 2011. Designing and conducting mixed methods research, Sage Publications, Los Angeles.

Creswell, J. W., 2007, *Designing and conducting mixed methods research*, Sage, Thousand Oaks, CA.

Creswell, J. W., 2009. *Research design: Qualitative, Quantitative, and Mixed Methods Approaches*. (3rd ed.) Thousand Oaks, Calif: Sage.

Creswell, J. W., 2014. Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.). Thousand Oaks, CA: Sage.

Creswell, J.W. and Plano-Clark, V.L., 2007. Analyzing data in mixed methods research. *JW Creswell, & VL Plano-Clark. Designing and conducting mixed methods research*, pp. 128-135.

Creswell, J.W., 2003. *Research design: Qualitative, quantitative, and mixed methods approaches*. (2nd ed.) Thousand Oaks: Sage.

Cristobal, E., Flavián, C. and Guinalíu, M., 2007. Perceived e-service quality (PeSQ): Measurement validation and effects on consumer satisfaction and web site loyalty. *Managing Service Quality: An International Journal*, 17(3), pp. 317-340.

Cronin Jr, J.J. and Taylor, S.A., 1992. Measuring service quality: a reexamination and extension. *Journal of marketing*, *56*(3), pp. 55-68.

Cronin Jr, J.J., Brady, M.K. and Hult, G.T.M., 2000. Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of retailing*, *76*(2), pp. 193-218.

Cunningham, R.M., 1956. Brand loyalty-what, where, how much. *Harvard Business Review*, *34*(1), pp. 116-128.

Cutlip, S., Center, A., and Broom, G., 1985, *Effective public relations*, Englewood Cliffs, N.J.: Prentice-Hall.

Cyr, D., 2008. Modeling Web Site Design Across Cultures: Relationships to Trust, Satisfaction, and E-Loyalty. *Journal of Management Information Systems*, *24*(4), pp. 47-72.

Cyr, D., Hassanein, K., Head, M. and Ivanov, A., 2007. The role of social presence in establishing loyalty in e-service environments. *Interacting with computers*, *19*(1), pp. 43-56.

Da Camara, N., 2006. Clear definitions in identity, image and reputation. *Henley Manager Update*, *18*(2), pp. 9–17.

Da Silva, R. and Batista, L., 2007. Boosting government reputation through CRM. *International journal of public sector management*. 20(7), pp. 588-607.

Dabholkar, P.A., Shepherd, C.D. and Thorpe, D.I., 2000. A comprehensive framework for service quality: an investigation of critical conceptual and measurement issues through a longitudinal study. *Journal of retailing*, *76*(2), pp. 139-173.

Dagger, T.S. and Sweeney, J.C., 2006. The effect of service evaluations on behavioral intentions and quality of life. *Journal of Service Research*, *9*(1), pp. 3-18.

Danila, R. and Abdullah, A., 2014. User's satisfaction on e-government services: An integrated model. *Procedia-Social and Behavioral Sciences*, *164*, pp. 575-582.

Das Augustine, B., 2016. *Services Sector to Become Key Driver of UAE'S Trade Growth Between Now And 2030*. [online] Gulfnews.com. Available at: <https://gulfnews.com/business/services-sector-to-become-key-driver-of-uaes-trade-growth-between-now-and-2030-1.1947070> [Accessed 15 June 2020].

Davies, G. and Chun, R., 2002. Gaps between the internal and external perceptions of the corporate brand. *Corporate reputation review*, *5*(2-3), pp. 144-158.

Davies, G., Chun, R., Vinhas da Silva, R. and Roper, S., 2003, *Corporate Reputation and Competitiveness*, Routledge, London, UK.

Davison, R.M., Wagner, C. and Ma, L.C., 2005. From government to e-government: a transition model. *Information technology & people*. *18*(3), pp. 280 - 299

Day GS.,1969. A two dimensional concept of brand loyalty. *Journal of Advertising Research*, *9*(1), pp. 29–36.

Day, R.L., 1987. *Relationships between life satisfaction and consumer satisfaction*. Marketing and the quality of life interface. New York: Quorum Books.

De Keyser, A. and Lariviere, B., 2014. How technical and functional service quality drive consumer happiness. *Journal of Service Management*, *25*(1), pp. 30-48.

de Vicente, J., 2004. State Branding in the 21st Century - Master Thesis, The Fletcher School, Retrieved from http://www.fletcher.tufts.edu/research/2004/DeVicente- Jorge.pdf/

DeBenedictis, A., Howell, W., Figueroa, R., and Boggs, R. 2002. E-government Defined: An Overview of the Next Big Information Technology Challenge. *Issues in Information Systems*, 3 (1), pp. 130-136.

Dedeoğlu, B.B., 2019. Shaping tourists' destination quality perception and loyalty through destination country image: The importance of involvement and perceived value. *Tourism Management Perspectives*, *29*, pp. 105-117.

Deephouse, D.L., 2000. Media reputation as a strategic resource: An integration of mass communication and resource-based theories. *Journal of management*, *26*(6), pp. 1091-1112.

DeLeon, L. and Denhardt, R.B., 2000. The political theory of reinvention. *Public Administration Review*, *60*(2), pp. 89-97.

Delle Fave, A., Brdar, I., Freire, T., Vella-Brodrick, D. and Wissing, M.P., 2011. The eudaimonic and hedonic components of happiness: Qualitative and quantitative findings. *Social indicators research*, *100*(2), pp. 185-207.

Denhardt, R., and Denhardt, J. 2003, *The new public service*. Armonk, NY: M.E. Sharpe.

Dentchev, N.A. and Heene, A., 2004. Managing the reputation of restructuring corporations: Send the right signal to the right stakeholder. *Journal of Public Affairs: An International Journal*, *4*(1), pp. 56-72.

Denzin, N. and Lincoln, Y., 2000, *Handbook of qualitative research*, Thousand Oaks, Calif.: Sage Publications.

Denzin, N. and Lincoln, Y., 2003. *Collecting and interpreting qualitative materials*, Thousand Oaks, Sage Publications.

Deshpande, R., 1983. Paradigm lost: on theory and method in research and method in marketing. *Journal of Marketing, 47*, pp. 101–110.

Desmeules, R., 2002. The impact of variety on consumer happiness: Marketing and the tyranny of freedom. *Academy of Marketing Science Review*, *12*(1), pp. 1-18.

Devaraj, S., Fan, M. and Kohli, R., 2003. E-loyalty: elusive ideal or competitive edge?. *Communications of the ACM*, *46*(9), pp. 184-191.

Diamantopoulos, A. and Schlegelmilch, B.B., 2000. *Taking the fear out of data analysis: a step-by-step approach* (No. 118). Cengage Learning EMEA.

Diamantopoulos, A. and Siguaw, J.A., 2000. *Introducing LISREL: A guide for the uninitiated*. Thousand Oaks, CA: Sage.

Diener, E, Sandvik, E and Pavot, W., 1991. Happiness is the frequency, not intensity, of positive versus negative affect, In Subjective well-being. An interdisciplinary perspective, Strack, F, Argyle, N and Schwartz, N (Eds.), New York: Pergamon.

Diener, E., and Lucas, R. E., 1999. Personality and subjective well-being. In D. Kahneman, E. Diener, & N. Schwarz (Eds.), *Well-being: The foundations of hedonic psychology* (pp. 213–229). New York: Russell Sage Foundation.

Diener, E., and Oishi, S., 2006. The desirability of happiness across cultures. *Unpublished manuscript*, University of Illinois, Urbana– Champaign.

Diener, E., 1984. Subjective well-being, *Psychological Bulletin*, *85*, pp. 542–575.

Diener, E., 2000. Subjective well-being: The science of happiness and a proposal for a national index. *American psychologist*, *55*(1), p. 34-43.

Diener, E., Scollon, C. N., and Lucas, R. E. (2009). The evolving concept of subjective well-being: The multifaceted nature of happiness. In E. Diener (Ed.), *Assessing well-being: The collected works of Ed Diener* (pp. 67–100). New York, NY: Springer.

Diener, E.D., Emmons, R.A., Larsen, R.J. and Griffin, S., 1985. The satisfaction with life scale. *Journal of personality assessment*, *49*(1), pp. 71-75.

Dierickx, I. and Cool, K., 1989. Asset stock accumulation and sustainability of competitive advantage. *Management science*, *35*(12), pp. 1504-1511.

Dilulio, J., Garvey, G., and Kettl, D., 1993, *Improving government perfornance: An owner's manual*. Washington, DC: Brookings Institution.

Dimitrova, B.V., Korschun, D. and Yotov, Y.V., 2017. When and how country reputation stimulates export volume. *International Marketing Review*. *34*(3), pp. 377–402.

Dinnie, K., 2008. *Nation branding: Concepts, issues, practice*. Oxford: Butterworth-Heinemann.

DiPietro, W.R. and Anoruo, E., 2006. Creativity, innovation, and export performance. *Journal of Policy Modeling*, *28*(2), pp. 133-139.

Distel, B., 2018. Bringing Light into the Shadows: A Qualitative Interview Study on Citizens' Non-Adoption of e-Government. *Electronic Journal of e-Government*, *16*(2), pp. 98-105.

Doong, H. S., Wang, H. C., & Foxall, G. R., 2010. Psychological traits and loyalty intentions towards e-Government services. *International Journal of Information Management*, *30*(5), pp. 457-464.

Dowling, G.R., 1994. *Corporate reputations: strategies for developing the corporate brand*. London, Kogan Page.

Dunning, H., Williams, A., Abonyi, S. and Crooks, V., 2008. A mixed method approach to quality of life research: A case study approach. *Social indicators research*, *85*(1), pp. 145-158.

Easterlin, R.A., 2001. Income and happiness: Towards a unified theory. *The economic journal*, *111*(473), pp. 465-484.

Edwardson, M., 1998. Measuring consumer emotions in service encounters: an exploratory analysis. *Australasian Journal of Market Research*, *6*(2), pp. 34-48.

Eid, M.I., 2011. Determinants of e-commerce customer satisfaction, trust, and loyalty in Saudi Arabia. *Journal of electronic commerce research*, *12*(1), p.78-93.

Elkhani, N., Soltani, S. and Jamshidi, M.H.M., 2014. Examining a hybrid model for e-satisfaction and e-loyalty to e-ticketing on airline websites. *Journal of Air Transport Management*, *37*, pp. 36-44.

Emirates 24|7, 2015. *UAE achieves 96.3% success rate in m-Government: Mohammed*. [online] Available at: <http://www.emirates247.com/news/government/uae-achieves-96-3-success-rate-in-m-government-mohammed-2015-05-24-1.591686> [Accessed 1 May 2015].

Engizek, N. and Yasin, B., 2017. How CSR and overall service quality lead to affective commitment: mediating role of company reputation. *Social Responsibility Journal*, 13(1), pp. 111-125.

Evans, D. and Yen, D. 2006. E-Government: Evolving relationship of citizens and government, domestic, and international development. *Government Information Quarterly*, *23*(2), pp. 207-235.

Evanschitzky, H., Iyer, G.R., Hesse, J. and Ahlert, D., 2004. E-satisfaction: a re-examination. *Journal of retailing*, *80*(3), pp. 239-247.

Fan, X., Thompson, B. and Wang, L., 1999. Effects of sample size, estimation methods, and model specification on structural equation modeling fit indexes. *Structural equation modeling: a multidisciplinary journal*, *6*(1), pp. 56-83.

Fan, Y., 2006. Nation branding: What is being branded? *Journal of Vacation Marketing*, *12*, pp. 5–14.

Fan, Y., 2010. Branding the nation: Towards a better understanding. *Place branding and public diplomacy*, *6*(2), pp. 97-103.

Fang, Z. 2002. *E-Government in Digital Era: Concept, Practice, and Development*, [online] Unpan1.un.org. Available at: http://E-Government in Digital Era: Concept, Practice, and Development [Accessed 1 Oct. 2014].

Fatima, J.K., Di Mascio, R. and Sharma, P., 2020. Demystifying the impact of self-indulgence and self-control on customer-employee rapport and customer happiness. *Journal of Retailing and Consumer Services*, *53*, p.101967.

Fcsa. 2019. *Home*. [online] Available at: <https://fcsa.gov.ae/en-us> [Accessed 24 December 2019].

Ferrari, P.A. and Manzi, G., 2014. Citizens evaluate public services: A critical overview of statistical methods for analysing user satisfaction. *Journal of Economic Policy Reform*, *17*(3), pp. 236-252.

Festinger, L., 1957, *A Theory of Cognitive Dissonance,* Stanford University Press, Stanford CA.

Fetscherin, M. and Marmier, P., 2010. Switzerland's nation branding initiative to foster science and technology, higher education and innovation: A case study. *Place Branding and Public Diplomacy*, *6*(1), pp. 58-67.

Field, A., 2009. Discovering statistics using SPSS (3. baskı). *NY: Sage Publications*.

Fincham, D., Schickerling, J., Temane, M., Nel, D., De Roover, W. and Seedat, S., 2008. Exploratory and confirmatory factor analysis of the multidimensional anxiety scale for children among adolescents in the Cape Town metropole of South Africa. *Depression and anxiety*, *25*(11), pp. E147-E153.

Finstad, K., 2010. Response interpolation and scale sensitivity: Evidence against 5-point scales. *Journal of Usability Studies*, *5*(3), pp. 104-110.

Flanagan, B., 2016. *UAE'S Home-Grown Brands Enhanced By Country'S Positive Image Around The World*. [online] The National. Available at:

<https://www.thenational.ae/business/uae-s-home-grown-brands-enhanced-by-country-s-positive-image-around-the-world-1.160793> [Accessed 10 June 2020].

Flick, U., 1998. An Introduction to Qualitative Research, *Saga Publications*, London.

Fombrun, C. and Shanley, M., 1990. What's in a name? Reputation building and corporate strategy. *Academy of management Journal*, *33*(2), pp. 233-258.

Fombrun, C. and Van Riel, C., 1997. The reputational landscape. *Corporate reputation review*, pp. 1-16.

Fombrun, C., J., 1996. Reputation: Realizing Value from the Corporate Image. *Harvard Business School Press, Boston, MA.*

Fombrun, C.J., and Van Riel, C.B., 2004. *Fame & fortune: How successful companies build winning reputations*. Upper Saddle River, NJ: Financial Times Prentice Hall.

Fombrun, C.J., Gardberg, N.A. and Sever, J.M., 2000. The Reputation Quotient SM: A multi-stakeholder measure of corporate reputation. *Journal of brand management*, *7*(4), pp. 241-255

Fornell, C. and Larcker, D.F., 1981. Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, *18*(1), pp. 39-50.

Fornell, C., 1992. A national customer satisfaction barometer: The Swedish experience. *Journal of marketing*, *56*(1), pp. 6-21.

Fournier, S., 1998. Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, *24*(4), pp. 343-373.

Fraenkel, J. R., and Wallen, N. E. 2008. *How to design and evaluate research in education* (7th ed.). London: McGraw-Hill Higher Education.

Francis, J.E. and White, L., 2002. PIRQUAL: a scale for measuring customer expectations and perceptions of quality in internet retailing. *K. Evans & L. Scheer (Eds.)*, pp. 263-270.

Fredericks, J., Hurd, R., and Salter, J., 2001. Connecting customer loyalty to financial results", *Marketing Management*, *10*(1), pp. 26-32.

Frooman, J., 1999. Stakeholder influence strategies. *Academy of management review*, *24*(2), pp. 191-205.

Fullerton, J. and Holtzhausen, D., 2012. Americans' attitudes toward South Africa: A study of country reputation and the 2010 FIFA World Cup. *Place branding*, *8*(4), pp. 269-283.

Fullerton, J. and Kendrick, A., 2017. Country reputation as a moderator of tourism advertising effectiveness. *Journal of Marketing Communications*, *23*(3), pp. 260-272.

Funk, D., Jordan, J., Ridinger, L. and Kaplanidou, K., 2011. Capacity of mass participant sport events for the development of activity commitment and future exercise intention. *Leisure Sciences*, *33*(3), pp. 250-268.

Furuholt, B. and Wahid, F., 2008, January. E-government Challenges and the Role of Political Leadership in Indonesia: the Case of Sragen. In *Proceedings of the 41st Annual Hawaii International Conference on System Sciences (HICSS 2008)* (pp. 411-411). IEEE.

Futurebrand. 2015. [online] Available at:https://www.futurebrand.com/uploads/Country-Brand-Index-2014-15.pdf [Accessed 6 Mar. 2019].

Gall, M. D., Gall, J. P., and Borg, W. R. 2007. *Educational research: An introduction* (8^{th} ed.). Pearson Education.

Gall, M.D., Borg, W.R. and Gall, J.P., 1996. *Educational research: An introduction*, Longmans, New York.

Ganesh, J., Arnold, M.J. and Reynolds, K.E., 2000. Understanding the customer base of service providers: an examination of the differences between switchers and stayers. *Journal of marketing*, *64*(3), pp. 65-87.

Ganguli, S. and Roy, S., 2011. Generic technology-based service quality dimensions in banking. *International Journal of Bank Marketing*, 29(2), pp. 168-189.

Gaskin, J., 2016. Exploratory factor analysis. Gaskination's StatWiki.

Gefen, D., & Devine, P., 2001. *Customer loyalty to an online store: the meaning of online service quality*. Paper presented at the 22nd International Conference on Information Systems (ICIS), New Orleans, Louisiana, USA, 16–19 December. Association for Information Systems.

Gefen, D., 2002. Customer loyalty in e-commerce. *Journal of the Association for Information Systems*, *3*(1), pp. 27–51.

Gerbing, D.W. and Anderson, J.C., 1992. Monte Carlo evaluations of goodness of fit indices for structural equation models. *Sociological Methods & Research*, *21*(2), pp. 132-160.

Ghiselli, E.E., 1955. The measurement of occupational aptitude. *University of California Publications in Psychology*.

Gilbert, D. T., 2005. Stumbling on happiness. New York, NY: Vintage Books.

Gillham, B., 2005. *Research interviewing*. England: Open University press.

Gilovich, T., Kumar, A. and Jampol, L., 2015. A wonderful life: Experiential consumption and the pursuit of happiness. *Journal of Consumer Psychology*, *25*(1), pp. 152-165.

Glassey, O. and Glassey, O.F., 2005. A proximity indicator for e-government: The smallest number of clicks. *Journal of e-Government*, *1*(4), pp. 5-20.

Godey, B., Pederzoli, D., Aiello, G., Donvito, R., Chan, P., Oh, H., Singh, R., Skorobogatykh, I.I., Tsuchiya, J. and Weitz, B., 2012. Brand and country-of-origin effect on consumers' decision to purchase luxury products. *Journal of Business research*, *65*(10), pp. 1461-1470.

Golafshani, N., 2003. Understanding reliability and validity in qualitative research. *The qualitative report*, *8*(4), pp. 597-607.

Golder, P.N., Mitra, D. and Moorman, C., 2012. What is quality? An integrative framework of processes and states. *Journal of marketing*, *76*(4), pp. 1-23.

Gong, T., and Yi, Y., 2018. The effect of service quality on customer satisfaction, loyalty, and happiness in five Asian countries. *Psychology & Marketing*, *35*(6), pp. 427-442.

Gotsi, M. and Wilson, A., 2001. Corporate reputation management: "living the brand". *Management Decision*, *39*(2), pp. 99-104.

Gotsi, M. and Wilson, A.M., 2001. Corporate reputation: seeking a definition. *Corporate communications: An international journal*, *6*(1), pp. 24–30.

Gotsi, M., Lopez, C. and Andriopoulos, C., 2011. Building country image through corporate image: exploring the factors that influence the image transfer. *Journal of Strategic Marketing*, *19*(3), pp. 255-272.

Graca, C.A.M. and Arnaldo, C., 2016. The role of corporate reputation on co-operants behavior and organizational performance. *Journal of Management Development*, *35*(1), pp. 17-37.

Grant, R.M., 1991. The resource-based theory of competitive advantage: implications for strategy formulation. *California management review*, *33*(3), pp. 114-135.

Gray, D. 2009. *Doing research in the real world* (2nd ed.). Los Angeles: Sage.

Gray, E.R. and Balmer, J.M., 1998. Managing corporate image and corporate reputation. *Long range planning*, *31*(5), pp. 695-702.

Grewal, D., Krishnan, R., Baker, J. and Borin, N.A., 1998. The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of retailing*, *74*(3), pp. 331-352.

Griliches, Z., 1979. Issues in assessing the contribution of research and development to productivity growth. *The Bell Journal of Economics*, *10*(1), pp. 92-116.

Grimsley, M. and Meehan, A., 2007. e-Government information systems: Evaluation-led design for public value and client trust. *European Journal of Information Systems*, *16*(2), pp. 134-148.

Grunig, J. E., and Hung, C., 2002, *The effect of relationships on reputation and reputation on relationships: A cognitive, behavioral study*, Paper presented at the PRSA Educator's Academy 5th Annual International, Interdisciplinary Public Relations Research Conference, Miami, Florida.

Gudjonsson, H., 2005. Nation branding. *Place branding*, *1*(3), pp. 283-298.

Guerra, V.M., Gouveia, V.V., de CR Araújo, R., de Andrade, J.M. and Gaudêncio, C.A., 2013. H onor S cale: evidence on construct validity. *Journal of Applied Social Psychology*, *43*(6), pp. 1273-1280.

Guilhoto, L.D.F., 2018. The Effects of Country-of-Origin on the Service Sector: A Multidimensional Approach. *RAM Revista de Administração Mackenzie*, *19*(1), pp. 1-28.

Gummerus, J., Liljander, V., Pura, M., and van Riel, A., 2004. Customer loyalty to content-based web sites: the case of an online health-care service. *Journal of Services Marketing*, *18*(3), pp. 175–186.

Gupta, K.P., Singh, S. and Bhaskar, P., 2016. Citizen adoption of e-government: a literature review and conceptual framework. *Electronic Government, an International Journal*, *12*(2), pp. 160-185.

Gürhan-Canli, Z. and Maheswaran, D., 2000. Cultural variations in country of origin effects. *Journal of Marketing Research*, *37*(3), pp. 309-317.

Ha, H. and Janda, S., 2008. An empirical test of a proposed customer satisfaction model in e-services. *Journal of Services Marketing*, *22*(5), pp. 399-408.

Hadi, N.U., Abdullah, N. and Sentosa, I., 2016. Making sense of mediating analysis: A marketing perspective. *Review of Integrative Business and Economics Research*, *5*(2), pp. 62-76.

Hair, J.F., Anderson, R. E., Tatham, R. L., and William, C., 1998. *Multivariate data analysis*. Upper Saddle River., New Jersey: Prentice Hall.

Hair, JF 2010, *Multivariate data analysis: a global perspective*, 7th ed. / Joseph F. Hair ... [et al.], Pearson Education.

Hair, J.F., Black, W. C., Babin, B. J., Anderson, R. E., and Tatham, R. L. 2006. *Multivariate data analysis* (Vol. 6). New Jersey: Pearson Prentice Hall Upper Saddle River, NJ.

Hair, J.F., Ringle, C.M. and Sarstedt, M., 2011. PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, *19*(2), pp. 139-152.

Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M., 2014. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. London, UK: Sage Publications.

Halcomb, E.J. and Andrew, S., 2005. Triangulation as a method for contemporary nursing research. *Nurse researcher*, *13*(2), pp. 71–82.

Hall, R., 1993. A framework linking intangible resources and capabilities to sustainable competitive advantage. *Strategic management journal*, *14*(8), pp. 607-618.

Hall, R., 2008. *Applied social research: Planning, designing, and conducting real world research.* Melbourne: Palgrave Macmillan.

Han, C.M., 1989. Country image: halo or summary construct? *Journal of marketing research*, *26*(2), pp. 222-229.

Han, C.M., 1990. Testing the role of country image in consumer choice behaviour. *European Journal of Marketing*, *24*(6), pp. 24-40.

Hancock, G. R., and Mueller, R. O., 2001. Rethinking construct reliability within latent variable systems. *Structural Equation Modeling: Present and Future*, pp. 195–216.

Hart, C.W., Heskett, J.L. and Sasser, J.W., 1990. The profitable art of service recovery. *Harvard business review*, *68*(4), pp. 148-156.

Hart, D.K., 1984. The virtuous citizen, the honorable bureaucrat, and" public" administration. *Public Administration Review, 44*, pp. 111-121.

Häubl, G., 1996. A cross-national investigation of the effects of country of origin and brand name on the evaluation of a new car. *International Marketing Review*, 13(5), pp. 76-97.

Heckathorn, D.D., 1997. Respondent-driven sampling: a new approach to the study of hidden populations. *Social problems*, *44*(2), pp. 174-199.

Heckathorn, D.D., 2002. Respondent-driven sampling II: deriving valid population estimates from chain-referral samples of hidden populations. *Social problems*, *49*(1), pp. 11-34.

Heeks, R. 2003. *Reinventing government in the information age.* International practise in IT-enabled public sector reform London: Routledge.

Heeks, R. and Bailur, S., 2007. Analyzing e-government research: Perspectives, philosophies, theories, methods, and practice. *Government information quarterly*, *24*(2), pp. 243-265.

Hellén, K. and Sääksjärvi, M., 2011. Happiness as a predictor of service quality and commitment for utilitarian and hedonic services. *Psychology & Marketing*, *28*(9), pp. 934-957.

Hellén, K. and Sääksjärvi, M., 2011. Happy people manage better in adverse services. *International Journal of Quality and Service Sciences*, 3(3), pp. 319-336.

Hellen, K., 2010. *A Continuation of the happiness success story: Does happiness impact service quality?*, Unpublished PhD Thesis. Helsinki/Finland: Hanken School of Economics.

Helm, S., 2006. Exploring the impact of corporate reputation on consumer satisfaction and loyalty. *Journal of Customer Behaviour*, *5*(1), pp. 59-80.

Helm, S., 2007. One reputation or many?. *Corporate Communications: An International Journal*, *12*(3), pp. 238-254.

Helm, S., Garnefeld, I. and Tolsdorf, J., 2009. Perceived corporate reputation and consumer satisfaction–an experimental exploration of causal relationships. *Australasian Marketing Journal (AMJ)*, *17*(2), pp. 69-74.

Herbig, P. and Milewicz, J., 1993. The relationship of reputation and credibility to brand success. *Journal of Consumer Marketing*, 10(1), pp. 5–10.

Herrero-Crespo, Á., Gutiérrez, H.S.M. and del Mar Garcia-Salmones, M., 2016. Influence of country image on country brand equity: Application to higher education services. *International Marketing Review*, *33*(5), pp. 691-714.

Heslop, L.A., Papadopoulos, N., Dowdles, M., Wall, M. and Compeau, D., 2004. Who controls the purse strings: A study of consumers' and retail buyers' reactions in an America's FTA environment. *Journal of Business Research*, *57*(10), pp. 1177-1188.

Higginbottom, G., 2015. Data management, analysis and interpretation. *Participatory Qualitative Research Methodologies in Health*, pp. 59-79.

Hirschman, A., 1970, *Exit, voice, and loyalty,* Cambridge, Mass.: Harvard University Press.

Ho, C.F. and Wu, W.H., 1999, January. Antecedents of customer satisfaction on the Internet: an empirical study of online shopping. In *Proceedings of the 32nd Annual Hawaii International Conference on Systems Sciences. 1999. HICSS-32. Abstracts and CD-ROM of Full Papers* (pp. 1-9). IEEE.

Ho, J.S.Y. and Foon, Y.S., 2012. Internationalizing higher education: The effect of country-of-origin on the evaluation of service quality. *Communications of the IBIMA*, *2012*, p.1.

Hofer, J., Busch, H., Bond, M.H., Li, M. and Law, R., 2010. Effects of motive-goal congruence on well-being in the power domain: Considering goals and values in a German and two Chinese samples. *Journal of Research in Personality*, *44*(5), pp. 610-620.

Holbert, R.L. and Stephenson, M.T., 2002. Structural equation modeling in the communication sciences, 1995–2000. *Human Communication Research*, *28*(4), pp. 531-551.

Holbrook, M.B., 1983. Using a structural model of halo effect to assess perceptual distortion due to affective overtones. *Journal of Consumer Research*, *10*(2), pp. 247-252.

Holmes-Smith, P., Coote, L. and Cunningham, E., 2006. *Structural equation modeling: from the fundamentals to advanced topics*. Melbourne: School Research. Evaluation and Measurement Services.

Holtzhausen, D. and Fullerton, J., 2015. The 2010 FIFA World Cup and South Africa: A study of longer-term effects and moderators of country reputation. *Journal of Marketing Communications*, *21*(3), pp. 185-198.

Homburg, C. and Giering, A., 2001. Personal characteristics as moderators of the relationship between customer satisfaction and loyalty—an empirical analysis. *Psychology & Marketing*, *18*(1), pp. 43-66.

Hong, S.T. and Wyer Jr, R.S., 1989. Effects of country-of-origin and product-attribute information on product evaluation: An information processing perspective. *Journal of consumer research*, *16*(2), pp. 175-187.

Horan, T.A. and Abhichandani, T., 2006. Evaluating user satisfaction in an e-government initiative: results of structural equation modeling and focus group discussions. *Journal of information technology management*, *17*(4), pp. 33-44.

Hosany, S. and Witham, M., 2010. Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, *49*(3), pp. 351-364.

Hoyle, R.H., 1995. *Structural equation modeling: Concepts, issues, and applications*. Thousand Oaks, CA: Sage.

Hsieh, A.T. and Li, C.K., 2008. The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence & Planning*, *26*(1), pp. 26-42.

Hsieh, Y. C., Chiu, H. C., and Chiang, M. Y., 2005. Maintaining a committed online customer: a study across search-experience-credence products. *Journal of Retailing*, *81*(1), pp. 75–82.

Hsu, C.L. and Lu, H.P., 2004. Why do people play on-line games? An extended TAM with social influences and flow experience. *Information & management*, *41*(7), pp. 853-868.

Hsu, C.L., Wu, C.C. and Chen, M.C., 2013. An empirical analysis of the antecedents of e-satisfaction and e-loyalty: focusing on the role of flow and its antecedents. *Information Systems and e-Business Management*, *11*(2), pp. 287-311.

Hu, G., Pan, W., Lin, H., Kang, K. and Best, M.L., 2014. Study on the framework of e-government services capability: An empirical investigation. *Social Science Computer Review*, *32*(1), pp. 56-73.

Hu, L.T. and Bentler, P.M., 1999. Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural equation modeling: a multidisciplinary journal*, *6*(1), pp. 1-55.

Hume, M. and Mort, G.S., 2008. Satisfaction in performing arts: the role of value? *European Journal of Marketing*, *42*(3/4), pp. 311-326.

Hung, S.Y., Chen, C.C. and Huang, N.H., 2014. An integrative approach to understanding customer satisfaction with e-service of online stores. *Journal of Electronic Commerce Research*, *15*(1), pp. 40-57.

Hur, W.M., Kim, H. and Woo, J., 2014. How CSR leads to corporate brand equity: Mediating mechanisms of corporate brand credibility and reputation. *Journal of Business Ethics*, *125*(1), pp. 75-86.

Hurmerinta-Peltomäki, L. and Nummela, N., 2006. Mixed methods in international business research: A value-added perspective. *Management International Review*, *46*(4), pp. 439-459.

Irani, Z., Ezingeard, J.N., Grieve, R.J. and Race, P., 1999. A case study strategy as part of an information systems research methodology: a critique. *International Journal of Computer Applications in Technology*, *12*(2-5), pp. 190-198.

Jacoby, J. and Chestnut, R., 1978. *Brand loyalty: measurement and management*, New York: Wiley.

Jacoby, J., 1971. Model of multi-brand loyalty. *Journal of advertising research*, *11*(3), pp. 25-31.

Jaffe, E. and Nebenzahl, I., 2006, *National image & competitive advantage*, Copenhagen, Denmark: Copenhagen Business School Press

Jain, R. and Winner, L. 2013. Country reputation and performance: The role of public relations and news media. *Place branding*, *9*(2), pp. 109-123.

Janita, M.S. and Miranda, F.J., 2018. Quality in e-Government services: A proposal of dimensions from the perspective of public sector employees. *Telematics and Informatics*, *35*(2), pp. 457-469.

Javadi, M. and Zarea, K., 2016. Understanding thematic analysis and its pitfall. *Demo*, *1*(1), pp. 33-39.

Javalgi, R.G.R., Cutler, B.D. and Winans, W.A., 2001. At your service! Does country of origin research apply to services?. *Journal of Services marketing*, *15*(7), pp. 565–582.

Jaworski, S.P. and Fosher, D., 2003. National brand identity & its effect on corporate brands: The national brand effect (NBE). *Multinational Business Review*. *11*(2), pp. 99-113.

Jeng, S.P., 2011. The effect of corporate reputations on customer perceptions and cross-buying intentions. *The Service Industries Journal*, *31*(6), pp. 851-862.

Jeon, M.M. and Jeong, M., 2017. Customers' perceived website service quality and its effects on e-loyalty. *International Journal of Contemporary Hospitality Management*, *29*(1), pp. 438–457.

Jeong, Y. and Lee, Y., 2010. A study on the customer satisfaction and customer loyalty of furniture purchaser in on-line shop. *Asian Journal on Quality*, *11*(2), pp. 146-156.

Jin, B., Park, J.Y. and Kim, J., 2008. Cross-cultural examination of the relationships among firm reputation, e-satisfaction, e-trust, and e-loyalty. *International Marketing Review*, *25*(3), pp. 324-337.

Johnson, M.D., Anderson, E.W. and Fornell, C., 1995. Rational and adaptive performance expectations in a customer satisfaction framework. *Journal of consumer research, 21*(4), pp. 695-707.

Johnson, M.D., Gustafsson, A., Andreassen, T.W., Lervik, L. and Cha, J., 2001. The evolution and future of national customer satisfaction index models. *Journal of economic Psychology*, *22*(2), pp. 217-245.

Jones, M.A., Mothersbaugh, D.L. and Beatty, S.E., 2002. Why customers stay: measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes. *Journal of business research*, *55*(6), pp. 441-450.

Jöreskog, K.G. and Sörbom, D., 1993. *LISREL 8: Structural equation modeling with the SIMPLIS command language*. Chicago, Scientific Software International.

Jöreskog, Karl G, and Sörbom, D., 1981. *LISREL V: Analysis of linear structural relationships by maximum likelihood and least squares methods.* University of Uppsala, Department of Statistics.

Juliet, C. 2002. *Conducting research: A practical application*. Quezon: JMC.

Jung, T. 2010. Citizens, co-producers, customers, clients, captives? A critical review of consumerism and public services. *Public Management Review*, *12*(3), pp. 439-446.

Kachwamba M. and Sæbø Ø. 2011. E-Government in Marketing a Country: A Strategy for Reducing Transaction Cost of Doing Business in Tanzania. *International Journal of Marketing Studies, 3*(4), pp. 2-16.

Kaiser, H.F., 1960. The application of electronic computers to factor analysis. *Educational and psychological measurement*, *20*(1), pp. 141-151.

Kang, G.D. and James, J., 2004. Service quality dimensions: an examination of Grönroos's service quality model. *Managing Service Quality: An International Journal*, *14*(4), pp. 266-277.

Kang, J., Alejandro, T.B. and Groza, M.D., 2015. Customer–company identification and the effectiveness of loyalty programs. *Journal of Business Research*, *68*(2), pp. 464-471.

Kang, M. and Yang, S. 2010. Comparing Effects of Country Reputation and the Overall Corporate Reputations of a Country on International Consumers' Product Attitudes and Purchase Intentions. *Corporate Reputation Review*, *13*(1), pp. 52-62.

Kanji, G.K., 1998. Measurement of business excellence. *Total Quality Management*, *9*(7), pp. 633-643.

Kassim, N.M. and Ismail, S., 2009. Investigating the complex drivers of loyalty in e-commerce settings. *Measuring business excellence*, *13*(1), pp. 56-71.

Kavaratzis, M. and Ashworth, G.J., 2006. City branding: An effective assertion of identity or a transitory marketing trick?. *Place Branding*, *2*(3), pp. 183-194.

Kaya, B., Behravesh, E., Abubakar, A. M., Kaya, O. S., and Orús, C. 2019. The Moderating Role of Website Familiarity in the Relationships Between e-Service Quality, e-Satisfaction and e-Loyalty. *Journal of Internet Commerce*, *18*(4), pp. 369-394.

Kedah, Z., Ismail, Y., Haque, A., and Ahmed, S., 2015. Key success factors of online food ordering services: An empirical study. *Malaysian Management Review*, *50*(2), pp. 19–36.

Keh, H.T. and Xie, Y., 2009. Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial marketing management*, *38*(7), pp. 732-742.

Keiningham, T., Aksoy, L., and Williams, L., 2009. *Why loyalty matters*. Dallas, TX: BenBella Books.

Keller, K.L., 1993. Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing*, *57*(1), pp. 1-22.

Keller, S., 2007. *The limits of loyalty. Cambridge*, UK: Cambridge University Press.

Kelley, K.J., Hemphill, T.A. and Thams, Y., 2019. Corporate social responsibility, country reputation and corporate reputation. *Multinational Business Review*. *27*(2), pp. 178-197.

Kenny, D. A., 2012. *Measuring Model Fit*. http://www.davidakenny.net/cm/fit.htm, (http://www.davidakenny.net/cm/fit.htm), (accessed 01/11/2019).

Kesebir, P and Diener, E., 2008. In pursuit of happiness: Empirical answers to philosophical questions, The Science of Well-Being, *Perspectives on Psychological Science*, *3*(2), pp. 117-125.

Khaleej Times., 2013. *Govt of future is innovative: Shaikh Mohammed*. [online] Available at: https://www.khaleejtimes.com/nation/government/govt-of-future-is-innovative-shaikh-mohammed [Accessed 26 Jan. 2018].

Khan, M. A., Zubair, S. S., and Malik, M. 2019. An assessment of e-service quality, e-satisfaction and e-loyalty. *South Asian Journal of Business Studies*, *8*(3), pp. 283-302

Khan, S., and Hussain, M., 2013. Determinants of consumer happiness and its role in customer loyalty. *International Review of Management and Business Research*, *2*(1), pp. 11–19.

Khan, S.M., 2014. United Arab Emirates Leading Competitiveness. *Defence Journal*, *18*(2), pp. 41-43.

Kiambi, D. and Shafer, A., 2018. Country reputation management: developing a scale for measuring the reputation of four African countries in the United States. *Place Branding and Public Diplomacy*, *14*(3), pp. 175-186.

Kim, B., Kim, S. and Heo, C.Y., 2019. Consequences of customer dissatisfaction in upscale and budget hotels: Focusing on dissatisfied customers' attitude toward a hotel. *International journal of hospitality & tourism administration*, *20*(1), pp. 15-46.

Kim, H. C., Kim, K. S., And Shin, J., 2019. The Relationship Between E-Perceived Value, E-Relationship Quality, And E-Loyalty. *Journal of Theoretical and Applied Information Technology*, *97*(18), pp. 4811-4823.

KIM, J., 2010. *The link between service quality, corporate reputation and customer responses*. Degree of Doctor of Philosophy in the Faculty of Humanities. University of Manchester.

Kim, M., 2016. *Understanding the Relationship Between Country Reputation and Corporate Reputation*. Master of Science Degree. The University of Tennessee, Knoxville.

Kim, S. and Kim, D., 2012. Does government make people happy?: Exploring new research directions for government's roles in happiness. *Journal of Happiness Studies*, *13*(5), pp. 875-899.

Kim, S.J., Choi, Y.K., Kim, K.H. and Liu, H., 2015. Country of origin and brand image influences on perceptions of online game quality. *Journal of Consumer Behaviour*, *14*(6), pp. 389-398.

King, S.F., 2007. Citizens as customers: Exploring the future of CRM in UK local government. *Government Information Quarterly*, *24*(1), pp. 47-63.

Kline, R. B., 1998. *Principles and practice of structural equation modeling*. New York, NY, US: Guilford Press.

Kline, R.B., 2005. *Principles and practice of structural equation modeling* 2nd ed. *New York: Guilford*.

Knight, G.A. and Calantone, R.J., 2000. A flexible model of consumer country-of-origin perceptions. *International marketing review*. *17*(2), pp. 127-145.

Knight, G.A., Spreng, R.A. and Yaprak, A., 2003. Cross-national development and validation of an international business measurement scale: the COISCALE. *International Business Review*, *12*(5), pp. 581-599.

Knowledge@Wharton. 2020. *'Best Countries' 2020: Which Nations Ranked Highest - And Why? - Knowledge@Wharton*. [online] Available at: <https://knowledge.wharton.upenn.edu/article/best-countries-2020-which-nations-ranked-highest-and-why/> [Accessed 12 June 2020].

Knox, S. and Burkard, A.W., 2009. Qualitative research interviews. Psychotherapy Research, *19*(4-5), pp. 566-575.

Kobrak, C., 2013. The concept of reputation in business history. *Business History Review*, *87*(4), pp. 763-786.

Koo, G.Y., Andrew, D.P. and Kim, S., 2008. Mediated relationships between the constituents of service quality and behavioural intentions: A study of women's college basketball fans. *International Journal of Sport Management and Marketing*, *4*(4), pp. 390-411.

Kotler, P. and Gertner, D., 2002. Country as brand, product, and beyond: A place marketing and brand management perspective. *Journal of brand management*, *9*(4), pp. 249-261.

Kotler, P., 2000, *Marketing management*, New Jersey: Prentice Hall.

Kotler, P., Haider, D. and Rein, I., 1993. *Marketing places*. New York: Free Press.

Krepapa, A.B., P., Webb, D., Pitt, L.,2003. Mind the gap: An analysis of service provider versus customer perceptions of market orientation and the impact on satisfaction. *European Journal of Marketing*, *1*(4), pp. 21-201.

Krueger, R. A., 1998. *Developing Questions for Focus Groups. Thousand Oaks*, California, Sage Publications.

Krueger, R. A., and Casey, M. A. 2009. *Focus groups: A practical guide for applied research* (4th ed.). Thousand Oaks, CA: SAGE.

Kulkarni, U. and Robles-Flores, J.A., 2019. Data analytics to improve citizen-centric smart city services', Paper presented at 25th Americas Conference on Information Systems, AMCIS 2019, Cancun, Mexico, 8/15/19 - 8/17/19.

Kumar, R., 2014. *Research Methodology: A Step-By-Step Guide for Beginners*. 4th ed. Los Angeles: SAGE.

Kumbhar, V.M., 2012. Conceptualization of E-services Quality and E-satisfaction: A Review of Literature. *Management Research and Practice*, *4*(4), pp. 12-18.

Kunczik, M., 1997. *Images of Nations and International Public Relations*, Lawrence Erlbaum, Mahwah, NJ.

Kvale, S., 1996. *Inter Views: An introduction to qualitative research interviewing*. Thousand Oaks, CA: Sage.

Lafferty, B.A. and Goldsmith, R.E., 1999. Corporate credibility's role in consumers' attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad. *Journal of business research*, *44*(2), pp. 109-116.

Lai, C.S., Chiu, C.J., Yang, C.F. and Pai, D.C., 2010. The effects of corporate social responsibility on brand performance: The mediating effect of industrial brand equity and corporate reputation. *Journal of business ethics*, *95*(3), pp. 457-469.

Lambert, S.D. and Loiselle, C.G., 2008. Combining individual interviews and focus groups to enhance data richness. *Journal of advanced nursing*, *62*(2), pp. 228-237.

Larivière, B., 2008. Linking perceptual and behavioral customer metrics to multiperiod customer profitability: A comprehensive service-profit chain application. *Journal of Service Research*, *11*(1), pp. 3-21.

Laroche, M., Papadopoulos, N., Heslop, L.A. and Mourali, M., 2005. The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*. *22*(1), pp. 96-115.

Larsen, R.J., Diener, E. and Emmons, R.A., 1986. Affect intensity and reactions to daily life events. *Journal of personality and social psychology*, *51*(4), p.803.

Lassar, W.M., Manolis, C. and Winsor, R.D., 2000. Service quality perspectives and satisfaction in private banking. *Journal of services marketing*, *18*(4), pp. 181-199.

Lazarus, R. S., 1991. *Emotion and adaptation*. New York, NY: Oxford Univer- sity Press.

Lee, D. and Ganesh, G., 1999. Effects of partitioned country image in the context of brand image and familiarity. *International Marketing Review*, *16*(1), pp. 18-41.

Lee, G.G. and Lin, H.F., 2005. Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management*. *33*(2), pp. 161-176.

Lee, H., Choi, S.Y. and Kang, Y.S., 2009. Formation of e-satisfaction and repurchase intention: Moderating roles of computer self-efficacy and computer anxiety. *Expert Systems with Applications*, *36*(4), pp. 7848-7859.

Lee, H.S., 2013. Major moderators influencing the relationships of service quality, customer satisfaction and customer loyalty. *Asian Social Science*, *9*(2), pp. 1-11.

Lee, J., Kim, H.J. and Ahn, M.J., 2011. The willingness of e-Government service adoption by business users: The role of offline service quality and trust in technology. *Government Information Quarterly*, *28*(2), pp. 222-230.

Lee, S., Toth, E.L. and Shin, H., 2008. Cognitive categorisation and routes of national reputation formation: US opinion leaders' views on South Korea. *Place Branding and Public Diplomacy*, *4*(4), pp. 272-286.

Lei, P.W. and Wu, Q., 2007. Introduction to structural equation modeling: Issues and practical considerations. *Educational Measurement: issues and practice*, *26*(3), pp. 33-43.

Lemon, J., Degenhardt, L., Slade, T., and Mills, K. 2010. *Quantitative data analysis*. In P. G. Miller, J. Strang and P. M. Miller (Eds.), Addiction research methods (pp. 163-183). Oxford: Wiley-Blackwell.

Lewellyn, P.G., 2002. Corporate reputation: Focusing the zeitgeist. *Business & Society, 41*(4), pp. 446-455.

Lewin, C. 2005. *Elementary quantitative methods*. In B. Somekh & C. Lewin (Eds.), *Research methods in the social sciences* (pp. 215-266). London: Sage.

Lewis, J.R., 1993. Multipoint scales: Mean and median differences and observed significance levels. *International Journal of Human‐Computer Interaction*, *5*(4), pp. 383-392.

Li, J. and Liu, F., 2009, June. Country image and service quality of the higher education industry-Chinese students' enrollment in an offshore program. In *2009 6th International Conference on Service Systems and Service Management* (pp. 375-380). IEEE.

Li, W.K. and Wyer Jr, R.S., 1994. The role of country of origin in product evaluations: Informational and standard-of-comparison effects. *Journal of Consumer psychology*, *3*(2), pp. 187-212.

Li, Y. and Shang, H., 2020. Service quality, perceived value, and citizens’ continuous-use intention regarding e-government: Empirical evidence from China. *Information & Management*, *57*(3), pp. 1-15.

Li, Y.Q. and Liu, C.H.S., 2019. Understanding service quality and reputation effects on purchase behavior through image: the moderating roles of service reliability. *Transportation Letters*, *11*(10), pp. 580-588.

Liao, Z. and Cheung, M.T., 2008. Measuring consumer satisfaction in internet banking: a core framework. *Communications of the ACM*, *51*(4), pp. 47-51.

Lincoln, Y. and Guba, E., 1985. *Establishing trustworthiness*, in Y Lincoln & E Guba (eds), Naturalistic inquiry, Sage, Beverly Hills, CA, pp. 397-444.

Loiselle C.G., Profetto-McGrath J., Polit D.F. and Beck C., 2007. *Polit & Beck Canadian Essentials of Nursing Research*, 2nd edn. Lippincot Williams & Wilkins, Philadelphia, PA.

López-López, V., Iglesias-Antelo, S., Vázquez-Sanmartín, A., Connolly, R. and Bannister, F., 2018. e-Government, Transparency & Reputation: An Empirical Study of Spanish Local Government. *Information Systems Management*, *35*(4), pp. 276-293.

Lopez, C., Gotsi, M. and Andriopoulos, C., 2011. Conceptualising the influence of corporate image on country image. *European Journal of Marketing*, *45*(11/12), pp. 1601-1641.

Loureiro, S.M.C. and Kastenholz, E., 2011. Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal. *International Journal of Hospitality Management*, *30*(3), pp. 575-583.

Lovelock, C. and Wirtz, J., 2011. *Services Marketing*. New Jersey: Pearson.

Ltifi, M. and Gharbi, J., 2015. The effect of logistics performance in retail store on the happiness and satisfaction of consumers. *Procedia economics and finance*, *23*, pp. 1347-1353.

Lu, C.S., Lai, K.H. and Cheng, T.E., 2007. Application of structural equation modeling to evaluate the intention of shippers to use Internet services in liner shipping. *European Journal of Operational Research*, *180*(2), pp. 845-867.

Lu, Z., Fang, R. and Feng, Y., 2012. Empirical Research on Service Satisfaction in E-Government Environment", *International Journal of Digital Content Technology and its Applications*, *6*(14), pp. 164-171.

Lucio, J., 2009. Customers, Citizens, and Residents: The Semantics of Public Service Recipients. *Administration & Society*, *41*(7), pp. 878-899.

Luoma-aho, V., 2008. Sector reputation and public organizations. *International Journal of Public Sector Management*. *21*(5), pp. 446-467.

Lyubomirsky, S. and Lepper, H.S., 1999. A measure of subjective happiness: Preliminary reliability and construct validation. *Social indicators research*, *46*(2), pp. 137-155.

Lyubomirsky, S., 2001. Why are some people happier than others? The role of cognitive and motivational processes in well-being. *American psychologist*, *56*(3), pp. 239-249.

Lyubomirsky, S., Sheldon, K.M. and Schkade, D., 2005. Pursuing happiness: The architecture of sustainable change. *Review of general psychology*, *9*(2), pp. 111-131.

Lyubomirsky, S., Tkach, C. and DiMatteo, M.R., 2006. What are the differences between happiness and self-esteem. *Social indicators research*, *78*(3), pp. 363-404.

Ma, L. and Zheng, Y., 2019. National e-government performance and citizen satisfaction: a multilevel analysis across European countries. *International Review of Administrative Sciences*, *85*(3), pp. 506-526.

Macintosh, G. and Lockshin, L., 1997. Retail relationships and store loyalty: A multi-level perspective", *International Journal of Research in Marketing*, *14*(5), pp. 487-497.

MacKenzie, S.B., Podsakoff, P.M. and Podsakoff, N.P., 2011. Construct measurement and validation procedures in MIS and behavioral research: Integrating new and existing techniques. *MIS quarterly*, *35*(2), pp. 293-334.

Mahon, J.F., 2002. Corporate reputation: Research agenda using strategy and stakeholder literature. *Business & Society*, *41*(4), pp. 415-445.

Majeed, B., Niazi, H.A.K. and Sabahat, N., 2019, August. E-Government in Developed and Developing Countries: A Systematic Literature Review. In *2019 International Conference on Computing, Electronics & Communications Engineering (iCCECE)* (pp. 112-117). IEEE.

Malhotra, N. K. 2008. *Marketing Research: An Applied Orientation, 5/e*. Pearson Education India.

Malhotra, Y., 2001. Enabling next generation e-business architectures: balancing integration and flexibility for managing business transformation. *Intel e-Strategy White Paper, June, available at: www.Brint.net/members/01060524/intelebusiness. pdf*.

Malterud, K., 2001. Qualitative research: standards, challenges, and guidelines. *The lancet*, *358*(9280), pp. 483-488.

Manohar, S., 2018a. Identifying factors affecting service innovation from firm and customer perspective – a qualitative study. *International Journal of Management Concepts and Philosophy*, *11*(1), pp. 31-66.

Manohar, S., 2018b. Mediation effect of service quality between service innovation and customer word-of-mouth in Indian higher education system. *International Journal of Business Excellence*, *16*(2), pp. 127-148.

Manohar, S., Mittal, A. and Marwah, S., 2019. Service innovation, corporate reputation and word-of-mouth in the banking sector. *Benchmarking: An International Journal*. *27*(1). pp. 406–429.

Mansoori, E. and Baradaran, K., 2010. Determining the factors affecting e-customer satisfaction. In *Proceedings of the 5th International Conference on Industrial Engineering, Tehran, Iran* (pp. 1-16).

Marshall, C. and Rossman, G.B., 2014. *Designing qualitative research*. 6th ed. Thousand Oaks, Sage publications.

Martensen, A., Gronholdt, L. and Kristensen, K., 2000. The drivers of customer satisfaction and loyalty: cross-industry findings from Denmark. *Total Quality Management*, *11*(4-6), pp. 544-553.

Martin, I.M. and Eroglu, S., 1993. Measuring a multi-dimensional construct: Country image. *Journal of business research*, *28*(3), pp. 191-210.

Martineau, P., 1958. Sharper focus for the corporate image. *Harvard Business Review*, *36*(6), pp. 49-58.

Martinelli, E. and De Canio, F., 2019. Eating in an Italian restaurant. The role of Country Image in driving Spanish customers attitude and intention to patronize an ethnic restaurant. *Mercati & competitività-Open Access*, (2).

Maruyama, G.M., 1998. *Basics of structural equation modelling*. SAGE. New Delhi: Sage Publications, Inc.

Matarazzo, M., Lanzilli, G. and Resciniti, R., 2018. Acquirer's corporate reputation in cross-border acquisitions: the moderating effect of country image. *Journal of Product & Brand Management*. *27*(7), pp. 858-870.

McDaniel, E.A., 2003. Facilitating cross-boundary leadership in emerging e-government leaders. *Electronic Government*, *2*(1), pp. 1-10.

McGregor, S.L. and Murnane, J.A., 2010. Paradigm, methodology and method: Intellectual integrity in consumer scholarship. *International journal of consumer studies*, *34*(4), pp. 419-427.

McWilliams, A. and Siegel, D., 2000. Corporate social responsibility and financial performance: correlation or misspecification?. *Strategic management journal*, *21*(5), pp. 603-609.

Meacham, S., Rath, P., Moharana, P., Phalp, K.T. and Park, M.S., 2019. One-stop shop e-government solution for South-Korean government multi-ministry virtual employment-welfare plus center system. *In: The Thirteenth International Conference on Digital Society and eGovernments ICDS 2019, 24-28 February 2019, Athens, Greece*.

Meiaad, R.A., Ahmad, S.Z. and Hussain, M. 2019, Improving the quality of mobile government services in the Gulf Cooperation Council. *Journal of Systems and Information Technology*, *21*(1), pp. 146-164.

Melnyk, V. and Bijmolt, T., 2015. The effects of introducing and terminating loyalty programs. *European Journal of Marketing*, *49*(3/4), pp. 398-419.

Mercer, J. 1996, *Reputation and international politics*. Ithaca, N.Y.: Cornell University Press.

Merunka, D.R. and Sirgy, M.J., 2011. Distinguishing consumer satisfaction from consumer well-being in brand post-purchase behavior: a positive psychology perspective. In *Proceedings for the Inaugural Conference on Positive Marketing, Center for Positive Marketing, New York, NY* (pp. 21-22).

Michaelis, M., Woisetschläger, D.M., Backhaus, C. and Ahlert, D., 2008. The effects of country of origin and corporate reputation on initial trust. *International Marketing Review*, *25*(4), pp. 404-422.

Mihajlović, N., 2017. The analysis of Serbian customers satisfaction with e-services quality dimensions of lodging e-intermediaries. *The European Journal of Applied Economics*, *14*(1), pp. 48-62.

Milewicz, J. and Herbig, P., 1994. Evaluating the brand extension decision using a model of reputation building. *Journal of Product & Brand Management*, *3*(1), pp. 39-47.

Miller, R., and Brewer, J., 2003. *The A-Z of social research*. London: SAGE Publications Ltd.

Mittal, V., Ross Jr, W.T. and Baldasare, P.M., 1998. The asymmetric impact of negative and positive attribute-level performance on overall satisfaction and repurchase intentions. *Journal of marketing*, *62*(1), pp. 33-47.

Mittelstaedt, J.D., Hopkins, C.D., Raymond, M.A. and Duke, C.R., 2004. Perceived differences among countries: Understanding relative perceptions. *Journal of International Consumer Marketing*, *17*(1), pp. 7-31.

Moca.gov.ae, 2013. *RESOURCE LIBRARY | Ministry of Cabinet Affairs*. [online] Available at: <http://www.moca.gov.ae/?page_id=685&lang=en> [Accessed 1 Apr. 2015].

Mocaf., 2020. [online] Available at: <https://www.mocaf.gov.ae/en/media/news/national-wellbeing-strategy-2031-introduces-a new-approach-for-government-work> [Accessed 27 May 2020].

Moilanen, T., and Rainisto, S., 2008. *How to brand nations, cities and destinations: A planning book for place branding.* Basingstoke: Palgrave Macmillan.

Monette, D.R., sullivan, TJ and DeJong, C.R., 1986. Applied social research: Tools for the human services.

Money, K. and Hillenbrand, C., 2006. Using reputation measurement to create value: an analysis and integration of existing measures. *Journal of General Management*, *32*(1), pp. 1-12.

Moon, J.W. and Kim, Y.G., 2001. Extending the TAM for a World-Wide-Web context. *Information & management*, *38*(4), pp. 217-230.

Moon, M.J. and Norris, D.F., 2005. Does managerial orientation matter? The adoption of reinventing government and e-government at the municipal level. *Information Systems Journal*, *15*(1), pp. 43-60.

Morgan, D.L. and Spanish, M.T., 1984. Focus groups: A new tool for qualitative research. *Qualitative sociology*, *7*(3), pp. 253-270.

Morgan, N., Pritchard, A. and Pride, R., 2011, *Destination brands*. Oxford: Butterworth-Heinemann.

Morgan, R.M. and Hunt, S.D., 1994. The commitment-trust theory of relationship marketing. *Journal of marketing*, *58*(3), pp. 20-38.

Morgeson, F. V., and Petrescu, C., 2011. Do they all perform alike? An examination of perceived performance, citizen satisfaction and trust with US federal agencies. *International Review of Administrative Sciences*, *77*(3), pp. 451-479.

Morgeson, F., 2014, *Citizen Satisfaction Improving Government Performance, Efficiency, and Citizen Trust*, New York: Palgrave Macmillan.

Myers, D.G. and Diener, E., 1995. Who is happy?. *Psychological science*, *6*(1), pp. 10-19.

Naoum, S. G. 2007. *Dissertation research and writing for construction students* (2nd ed.). Oxford: Butterworth-Heinemann.

Nasution, H., Fauzi, A. and Rini, E.S., 2019. The Effect Of E-Service Quality On E-Loyalty Through E-Satisfaction on Students Of Ovo Application Users At The Faculty Of Economics And Business, University Of North Sumatra, Indonesia. *European Journal of Management and Marketing Studies*. *4*(1), pp. 146-162.

Neal, W.D., 1999. Satisfaction is nice, but value drives loyalty. *Marketing research*, *11*(1), pp. 21–23.

Nebenzahl, I.D., Jaffe, E.D. and Usunier, J.C., 2003. Personifying country of origin research. *MIR: Management International Review*, pp. 383-406.

Neuman, 2000. *Social research methods: qualitative and quantitative approaches*. (4th ed.) Boston: Allyn & Bacon.

Neuman, L. W., 2006. *Social research methods: Qualitative and quantitative approaches*. Boston, Mass.: Pearson and Allyn and Bacon.

Neuman, W., 2003. *Social Research Methods,* (2nd ed), Boston, Massachusetts: Allyn and Bacon.

Neuman, W.L., 1997. *Social Research Method Qualitative and Quantitative Approaches*, 3rd ed, Allyan and Bacon, Boston, MA.

Newburry, W., 2012. Waving the flag: The influence of country of origin on corporate reputation. *The Oxford Handbook of Corporate Reputation, Oxford University Press, Oxford*, pp. 240-259.

Newell, S.J. and Goldsmith, R.E., 2001. The development of a scale to measure perceived corporate credibility. *Journal of business research*, *52*(3), pp. 235-247.

Nguyen, N. and Leblanc, G., 2001. Corporate image and corporate reputation in customers' retention decisions in services. *Journal of retailing and Consumer Services*, *8*(4), pp. 227-236.

Nicolao, L., Irwin, J.R. and Goodman, J.K., 2009. Happiness for sale: Do experiential purchases make consumers happier than material purchases?. *Journal of consumer research*, *36*(2), pp. 188-198.

Nigro, H.O. and Císaro, S.E.G., 2014. Prediction of citizen satisfaction with local government based on perceptions of physical disorder. *Journal of Place Management and Development*. *7* (2), pp. 153-175.

Nuttavuthisit, K., 2007. Branding Thailand: Correcting the negative image of sex tourism. *Place Branding and Public Diplomacy*, *3*(1), pp. 21-30.

Nye, J., 2004, *Soft power: The means to success in world politics,* New York: Public Affairs.

OECD E-Government Task Force 2003. The case for e-government: excerpts from the OECD report – the e-government imperative. *OECD Journal on Budgeting*, *3*(1), pp. 61-96.

Oh, H.C., 1998. An empirical study of the relationship between restaurant images and patronage behavior toward alternative restaurant chains. *Asia Pacific Journal of Tourism Research*, *2*(2), pp. 15-28.

Olins, W., 1999. *Trading identities: Why countries and companies are taking on each others' roles* (pp. 1-3). London: Foreign Policy Centre.

Oliver, R., 1996, *Satisfaction: a behavioral perspective on the consumer*, New York: McGraw

Oliver, R., 1997, *Customer satisfaction: A behavioral perspective on the consumer*, New York: McGraw Hill.

Oliver, R.L., 1980. A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, *17*(4), pp. 460-469.

Oliver, R.L., 1981. Measurement and evaluation of satisfaction processes in retail settings. *Journal of retailing*. 57(3), pp. 25–48.

Oliver, R.L., 1999. Whence consumer loyalty?. *Journal of marketing*, *63*(4_suppl1), pp. 33-44.

Olorunniwo, F. and Hsu, M.K., 2006. A typology analysis of service quality, customer satisfaction and behavioral intentions in mass services. *Managing Service Quality: An International Journal*. *16*(2), pp. 106-123

Olsen, S.O., 2007. Repurchase loyalty: The role of involvement and satisfaction. *Psychology & Marketing*, *24*(4), pp. 315-341.

Oppenheim, A.N., 2000. *Questionnaire design, interviewing and attitude measurement*. Bloomsbury Publishing.

Orth, U.R., Limon, Y. and Rose, G., 2010. Store-evoked affect, personalities, and consumer emotional attachments to brands. *Journal of Business Research*, *63*(11), pp. 1202-1208.

Osborne, D., 1992. Gaebler. T.: *Reinventing Government: How the Entrepreneurial Spirit Is Transforming the Public Sector*. New York: Addision-wesley Publishing Co.

Ostrom, A.L., Bitner, M.J., Brown, S.W., Burkhard, K.A., Goul, M., Smith-Daniels, V., Demirkan, H. and Rabinovich, E., 2010. Moving forward and making a difference: research priorities for the science of service. *Journal of service research*, *13*(1), pp. 4-36.

Ou, W .M. and Abratt, R., 2006. Diagnosing the relationship between corporate reputation and retail patronage. *Corporate Reputation Review, 9*(4), pp. 243–257.

Özkan, P, Süer, S, Keser, İ.K. and Kocakoç, İ.D., 2020. The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation. *International Journal of Bank Marketing, 38*(2), pp. 384–405.

Özkan, P., Süer, S., Keser, İ.K. and Kocakoç, İ.D., 2019. The effect of service quality and customer satisfaction on customer loyalty. *International Journal of Bank Marketing*. *38*(2), pp. 384-405.

Padgett, D. K., 2008. *Qualitative methods in social work research*, (2nd ed)., Sage Publications, Los Angeles.

Padgett, R.C. and Galan, J.I., 2010. The effect of R&D intensity on corporate social responsibility. *Journal of Business Ethics*, *93*(3), pp. 407-418.

Padgett, R.C. and Moura-Leite, R.C., 2012. The impact of R&D intensity on corporate reputation: Interaction effect of innovation with high social benefit. *Intangible Capital*, *8*(2), pp. 216-238.

Papadomichelaki, X. and Mentzas, G., 2012. e-GovQual: A multiple-item scale for assessing e-government service quality. *Government information quarterly*, *29*(1), pp. 98-109.

Papadomichelaki, X., Magoutas, B., Halaris, C., Apostolou, D. and Mentzas, G., 2006, September. A review of quality dimensions in e-government services. In *International Conference on Electronic Government* (pp. 128-138). Springer, Berlin, Heidelberg.

Papadopoulos, N., Heslop, L.A. and The IKON Research Group. 2000. A cross-national and longitudinal study of product-country images with a focus on the US and Japan, *Marketing Science Institute*, Report 00-106, p. 67.

Papazafeiropoulou, A., Pouloudi, A., and Poulymenakou, A. 2002. Electronic commerce competitiveness in the public sector: The importance of stakeholder involvement. *International Journal of Services Technology and Management*, *3*(1), pp. 82−95.

Pappu, R., Quester, P.G. and Cooksey, R.W., 2007. Country image and consumer-based brand equity: relationships and implications for international marketing. *Journal of International Business Studies*, *38*(5), pp. 726-745.

Parameswaran, R. and Pisharodi, R.M., 1994. Facets of country of origin image: An empirical assessment. *Journal of advertising*, *23*(1), pp. 43-56.

Parameswaran, R. and Yaprak, A., 1987. A cross-national comparison of consumer research measures. *Journal of International Business Studies*, *18*(1), pp. 35-49.

Parasuraman, A. and Grewal, D., 2000. The impact of technology on the quality-value-loyalty chain: a research agenda. *Journal of the academy of marketing science*, *28*(1), pp. 168-174.

Parasuraman, A., Berry, L.L. and Zeithaml, V.A., 1991. Refinement and reassessment of the SERVQUAL scale. *Journal of retailing, 67*(4), p.420.

Parasuraman, A., Zeithaml, V.A. and Malhotra, A., 2005. ES-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of service research*, *7*(3), pp. 213-233.

Pardo, A. and Román, M., 2013. Reflections on the Baron and Kenny model of statistical mediation. *Anales de psicologia*, *29*(2), pp. 614-623.

Pardo, T.A. and Scholl, H.J.J., 2002, January. Walking atop the cliffs: Avoiding failure and reducing risk in large scale e-government projects. In Proceedings of the 35th annual Hawaii international conference on system sciences (pp. 1656-1665). IEEE.

Park, C.H. and Kim, Y.G., 2003. Identifying key factors affecting consumer purchase behavior in an online shopping context. *International journal of retail & distribution management*, *31*(1), pp. 16-29.

Park, D.J. and Berger, B.K., 2004. The presentation of CEOs in the press, 1990-2000: Increasing salience, positive valence, and a focus on competency and personal dimensions of image. *Journal of Public Relations Research*, *16*(1), pp. 93-125.

Park, J.W., Robertson, R. and Wu, C.L., 2004. The effect of airline service quality on passengers' behavioural intentions: a Korean case study. *Journal of Air Transport Management*, *10*(6), pp. 435-439.

Passow, T., Fehlmann, R. and Grahlow, H., 2005. Country reputation—From measurement to management: The case of Liechtenstein. *Corporate Reputation Review*, *7*(4), pp. 309-326.

Patton, M., 2002. *Qualitative Research and Evaluation Methods* (3rd ed.). Thousand Oaks, CA, Sage Publications.

Pavot, W. and Diener, E., 2008. The satisfaction with life scale and the emerging construct of life satisfaction. *The journal of positive psychology*, *3*(2), pp. 137-152.

Pearson, A., Tadisina, S. and Griffin, C., 2012. The role of e-service quality and information quality in creating perceived value: antecedents to web site loyalty. *Information Systems Management*, *29*(3), pp. 201-215.

Pecotich, A., Pressley, M. and Roth, D., 1996. The impact of country of origin in the retail service context. *Journal of Retailing and consumer Services*, *3*(4), pp. 213-224.

Pedhazur, E. J., 1982. *Multiple regression in behavioral research: Explanation and prediction.* New York, NY: Hartcourt Brace College Publishers.

Pee, L.G., Jiang, J.J. and Klein, G., 2019. E-store loyalty: Longitudinal comparison of website usefulness and satisfaction. *International Journal of Market Research*, *61*(2), pp. 178-194.

Pegnato, J.A., 1997. Is a citizen a customer?. *Public Productivity & Management Review*, pp. 397-404.

Pereira, A., Hsu, C.C. and Kundu, S.K., 2005. Country-of-origin image: measurement and cross-national testing. *Journal of Business Research*, *58*(1), pp. 103-106.

Perera, C.H., Nayak, R. and Long, N.V.T., 2019. The Impact of Electronic-Word-of Mouth on e-Loyalty and Consumers'e-Purchase Decision Making Process: A Social Media Perspective. *International Journal of Trade, Economics and Finance*, *10*(4).

Pérez-Cornejo, C., de Quevedo-Puente, E. and Delgado-García, J.B., 2019. How to manage corporate reputation? The effect of enterprise risk management systems and audit committees on corporate reputation. *European Management Journal*, *37*(4), pp. 505-515.

Pérez-Cornejo, C., de Quevedo-Puente, E. and Delgado-García, J.B., 2020. Reporting as a booster of the corporate social performance effect on corporate reputation. *Corporate Social Responsibility and Environmental Management*, *27*(3), pp. 1252-1263.

Pervin, L., 1989, *Personality, Theory and Research*, John Wiley, New York, NY.

Petersen, F.E., Dretsch, H.J. and Loureiro, Y.K., 2018. Who needs a reason to indulge? Happiness following reason-based indulgent consumption. *International Journal of Research in Marketing*, *35*(1), pp. 170-184.

Peterson, R. A. 2000. Constructing effective questionnaires. London: Sage.

Peterson, R.A. and Jolibert, A.J., 1995. A meta-analysis of country-of-origin effects. *Journal of International business studies*, *26*(4), pp. 883-900.

Petty, R.E. and Cacioppo, J.T., 1986. The elaboration likelihood model of persuasion. In *Communication and persuasion* (pp. 1-24). Springer, New York, NY.

Pharr, J.M., 2005. Synthesizing country-of-origin research from the last decade: is the concept still salient in an era of global brands?. *Journal of Marketing Theory and Practice*, *13*(4), pp. 34-45.

Pine, J. and Gilmore, J., 1999. *The experience economy: Work is theatre and every business a stage.* Boston: Harvard Business School Press.

Pinho, J.C. and Macedo, I.M., 2008. Examining the antecedents and consequences of online satisfaction within the public sector. *Transforming Government: People, Process and Policy*, *2*(3), pp. 177-193.

Pires, V. and Trez, G., 2018. Corporate reputation. *Revista de Gestão*. 25(1), pp. 47-64.

Pisharodi, R.M. and Parameswaran, R., 1992. Confirmatory Factor Analysis of a Country-Of-Origin Scale: Initial Results. *Advances in consumer research*, *19*(2), pp. 706-720.

Podolny, J.M. and Phillips, D.J., 1996. The dynamics of organizational status. *Industrial and Corporate Change*, *5*(2), pp. 453-471.

Podsakoff, P.M., MacKenzie, S.B., Lee, J.Y. and Podsakoff, N.P., 2003. Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of applied psychology*, *88*(5), p.879-903.

Pole, C., and Lampard, R. 2002. *Practical social investigation: Qualitative and quantitative methods in social research*. Harlow: Prentice Hall.

Ponzi, L.J., Fombrun, C.J. and Gardberg, N.A., 2011. RepTrak™ pulse: Conceptualizing and validating a short-form measure of corporate reputation. *Corporate Reputation Review*, *14*(1), pp. 15-35.

Powdthavee, N., 2007. Economics of happiness: A review of literature and applications. *Southeast Asian Journal of Economics*, *19*(1), pp. 51-73.

Preacher, K.J. and Hayes, A.F., 2008. Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior research methods*, *40*(3), pp. 879-891.

Prins, C., 2001, *Designing e-government the crossroads of technological innovation and institutional change*, Hague: Kluwer Law International.

Punyani, G., Dash, G. and Sharma, S., 2015. An assessment of customers'e-service quality perception through webqual scale: a study on online banking services. *Researchers World*, *6*(3), p.106.

Quan, N., Chi, N., Nhung, D., Ngan, N., and Phong, L., 2020. The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction. *Management Science Letters*, *10*(1), pp. 63-76.

Quan, S., 2010, May. Assessing the effects of e-service quality and e-satisfaction on internet banking loyalty in China. In 2010 International Conference on E-Business and E-Government (pp. 93-96). IEEE.

Rana, N.P., Dwivedi, Y.K. and Williams, M.D., 2013. Evaluating alternative theoretical models for examining citizen centric adoption of e-government. *Transforming Government: People, Process and Policy*. *7*(1), pp. 27-49.

Rashwan, H. H. M., Mansi, A. L. M., & Hassan, H. E. 2019. The impact of the E-CRM (expected security and convenience of website design) on E-loyalty field study on commercial banks. *Journal of Business and Retail Management Research*, *14*(1), pp. 106-122.

Rasyid, A. and Alfina, I., 2017, January. E-Service Quality Evaluation on E-Government Website: Case Study BPJS Kesehatan Indonesia. In *Journal of Physics: Conference Series* (Vol. 801, No. 1, p. 012036). IOP Publishing.

Rea, L., and Parker, R. 2005. *Designing and conducting survey research: A comprehensive guide*. (3rd ed.). San Francisco: Jossey-Bass.

Reddick, C.G., 2005. Citizen-initiated contacts with government: Comparing phones and websites. *Journal of E-government*, *2*(1), pp. 27-53.

Rehman, M., Kamal, M.M. and Esichaikul, V., 2016. Adoption of E-government Services in Pakistan: a comparative study between online and offline users. *Information systems management*, *33*(3), pp. 248-267.

Reichheld, F.F., 2003. The one number you need to grow. *Harvard business review*, *81*(12), pp. 46-55.

Reisinger, Y. and Mavondo, F., 2007. Structural equation modeling: Critical issues and new developments. *Journal of travel & tourism marketing*, *21*(4), pp. 41-71.

Relyea, H., 2002. E-government: introduction and overview., *Government Information Quarterly*, *19*(1), pp. 9-35.

Remler, D. K., and Ryzin G. G. V., 2015. Reseach methods in practice strategies for Discretions and causation, Sage Publications, Los Angeles.

Reputation Institute, 2014, *Reputation Institute - Country RepTrak®*. [online] Reputationinstitute.com. Available at: <http://www.reputationinstitute.com/thought-leadership/country-reptrak> [Accessed 1 Dec. 2014].

Reynolds, J., 2000, *The Complete E-Commerce Book: Design, Build and Maintain a Successful Web-Based Business*, CMP Books, New York, NY.

Rezvani, S., Dehkordi, G.J., Rahman, M.S., Fouladivanda, F., Habibi, M. and Eghtebasi, S., 2012. A conceptual study on the country of origin effect on consumer purchase intention. *Asian Social Science*, *8*(12), pp. 205-215.

Rhee, M. and Haunschild, P.R., 2006. The liability of good reputation: A study of product recalls in the US automobile industry. *Organization Science*, *17*(1), pp. 101-117.

Ribbink, D., Van Riel, A.C., Liljander, V. and Streukens, S., 2004. Comfort your online customer: quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, *14*(6), pp. 446-456.

Rindova, V.P., Williamson, I.O., Petkova, A.P. and Sever, J.M., 2005. Being good or being known: An empirical examination of the dimensions, antecedents, and consequences of organizational reputation. *Academy of management journal*, *48*(6), pp. 1033-1049.

Roberts, P.W. and Dowling, G.R., 2002. Corporate reputation and sustained superior financial performance. *Strategic management journal*, *23*(12), pp. 1077-1093.

Robson, C. 2011. *Real world research* (3rd ed.). Oxford: Blackwell.

Robson, C., 2002. *Real World Research: A Resource for Social-Scientists and Practitioner-Researchers*. 2nd edition. Oxford: Blackwell Publishers Ltd.

Rodríguez-Pose, A. and Von Berlepsch, V., 2014. Social capital and individual happiness in Europe. *Journal of Happiness Studies, 15*(2), pp. 357-386.

Rosati, F. and Faria, L.G.D., 2019. Business contribution to the Sustainable Development Agenda: Organizational factors related to early adoption of SDG reporting. *Corporate Social Responsibility and Environmental Management*, *26*(3), pp. 588-597.

Rose, C. and Thomsen, S., 2004. The Impact of Corporate Reputation on Performance: Some Danish Evidence. *European Management Journal*, *22*(2), pp. 201-210.

Roth, A.V. and Jackson III, W.E., 1995. Strategic determinants of service quality and performance: Evidence from the banking industry. *Management science, 41*(11), pp. 1720-1733.

Roth, K.P. and Diamantopoulos, A., 2009. Advancing the country image construct. *Journal of Business Research*, *62*(7), pp. 726-740.

Rowley, J., 2011. e-Government stakeholders—Who are they and what do they want?. *International journal of Information management, 31*(1), pp. 53-62.

Rubin, H. and Rubin, I., 2012. Research philosophy and qualitative interviews. *HJ Rubin & IS Rubin, Qualitative Interviewing: The Art of Hearing Data*, pp. 13-24. Sage.

Ryan, R.M. and Deci, E.L., 2001. On happiness and human potentials: A review of research on hedonic and eudaimonic well-being. *Annual review of psychology*, *52*(1), pp. 141-166.

Ryff, C.D., 1989. Happiness is everything, or is it? Explorations on the meaning of psychological well-being. *Journal of personality and social psychology*, *57*(6), p.1069-1081.

Sá, F., Rocha, Á. and Cota, M.P., 2015. Preliminary dimensions for a quality model of Electronic Local Government services. In *2015 10th Iberian Conference on Information Systems and Technologies (CISTI)* (pp. 1-10). IEEE.

Sá, F., Rocha, Á. and Cota, M.P., 2016. From the quality of traditional services to the quality of local e-Government online services: A literature review. *Government Information Quarterly*, *33*(1), pp. 149-160.

Saad, R., 1998. Shame, reputation and Egypt's lovers: A controversy over the nation's image. *Visual Anthropology*, *10*(2-4), pp. 401-412.

Sadeghi, A., Ghujali, T. and Bastam, H., 2019. The Effect of Organizational Reputation on E-loyalty: The Roles of E-trust and E-satisfaction. *ASEAN Marketing Journal*, pp. 1-16.

Saha, G.C., and Theingi, 2009. Service quality, satisfaction, and behavioural intentions: A study of low-cost airline carriers in Thailand. *Managing service quality*, *19*(3), pp. 350-372.

Salem, F., 2014. From Majlis to Hashtag: The UAE National Brainstorming Session - Engaging Citizens Through Social Media. *SSRN Electronic Journal*. pp. 1-34.

Salganik, M.J. and Heckathorn, D.D., 2004. Sampling and estimation in hidden populations using respondent-driven sampling. *Sociological methodology*, *34*(1), pp. 193-240.

Santos, J., 2003. E-service quality: a model of virtual service quality dimensions. *Managing Service Quality: An International Journal*. *13*(3), pp. 233-246.

Sarantakos, S. 2013. *Social research* (4th ed.). New York: Palgrave Macmillan.

Sarstedt, M., Wilczynski, P. and Melewar, T.C., 2013. Measuring reputation in global markets- A comparison of reputation measures' convergent and criterion validities. *Journal of World Business*, *48*(3), pp. 329-339.

Savin-Baden, M. and Major, C.H., 2013. Qualitative research: The essential guide to theory and practice. Routledge Taylor & Francis Group, New York.

Saxton, M.K., 1998. Where do reputations come from?. *Corporate Reputation Review*, *1*(4), pp. 393-399.

Schellong, M., Kraiczy, N.D., Malär, L. and Hack, A., 2019. Family firm brands, perceptions of doing good, and consumer happiness. *Entrepreneurship theory and practice*, *43*(5), pp. 921-946.

Schimmack, U. and Diener, E., 1997. Affect intensity: Separating intensity and frequency in repeatedly measured affect. *Journal of Personality and Social Psychology*, *73*(6), pp. 1313-1329.

Schmit, M.J. and Allscheid, S.P., 1995. Employee attitudes and customer satisfaction: Making theoretical and empirical connections. *Personnel psychology*, *48*(3), pp. 521-536.

Schnebelen, S. and Bruhn, M., 2018. An appraisal framework of the determinants and consequences of brand happiness. *Psychology & Marketing*, *35*(2), pp. 101-119.

Schnoll, H. J. 2007. Discipline or Interdisciplinary Study Domain? Challenges and Promises in Electronic Government Research. *Digital Government: E-Government Research, Case Studies, and Implementation*. L. B. H. Chen, V. Gregg, R. Traunmuller, S. Dawes, E. Hovy, A. Macintosh, and C.A. Larson (eds). New York: Springer**:** 19-40.

Schooler, R.D., 1965. Product bias in the Central American common market. *Journal of marketing research*, *2*(4), pp. 394-397.

Schultz, M., Mouritsen, J. and Gabrielsen, G., 2001. Sticky reputation: Analyzing a ranking system. *Corporate Reputation Review*, *4*(1), pp. 24-41.

Schumacker, R.E. and Lomax, R.G., 1996. *A beginner's guide to structural equation modeling*. Mahwah, NJ: Erlbaum.

Schumacker, R.E. and Lomax, R.G., 2004. *A beginner's guide to structural equation modeling*. Mahwah, NJ: Erlbaum.

Schumacker, R.E. and Lomax, R.G., 2010. *A Beginner's Guide to Structural Equation Modeling* (3rd Edition), New York: Taylor & Francis Group.

Sekaran, U., 2006. *Research methods for business: A skill building approach*. New York: John Wiley & Sons.

Sekaran, U., and Bougie, B., 2013. *Research methods for business: A Skill building Approach,* 6th ed.,Southern Illinois University of Carbondale. John Wiley & Sons.

Seligman, M.E.P. and Csikszentmihalyi, M., 2000. Positive psychology: an introduction. *American Psychologist*, 55(1), pp. 5-14.

Seo, H., 2013. Online Social Relations and Country Reputation. *International Journal of Communication,* 7, pp. 1–20.

Setyono, A., Handoko, L.B., Salam, A., Noersasangko, E. and Waluyo, D.E., 2019, September. Development of Mobile e-Participation System to Enhance e-Government Performance. In *2019 International Seminar on Application for Technology of Information and Communication (iSemantic)* (pp. 288-293). IEEE.

Shaban Abdelmoteleb, A.A., Kamarudin, S., Nohuddin, E. and Puteri, N., 2017. Data driven customer experience and the roadmap to deliver happiness. *Marketing and Branding Research*, *4*, pp. 236-248.

Shamma, H.M., 2012. Toward a comprehensive understanding of corporate reputation: Concept, measurement and implications. *International Journal of Business and Management*, *7*(16), pp. 151-169.

Shankar, V., Smith, A.K. and Rangaswamy, A., 2003. Customer satisfaction and loyalty in online and offline environments. *International journal of research in marketing*, *20*(2), pp. 153-175.

Shapiro, C., 1982. Consumer information, product quality, and seller reputation. *The Bell Journal of Economics*, pp. 20-35.

Sharbat, O., and Amir, E., 2008, *Design of a model for assessment of customer satisfaction in developmental banking industry and assessing the customer satisfaction of the Bank Sanat-va-Maadan on its basis*, Danesh Modiriat Q., 21, pp. 57-74.

Shareef, M.A., Dwivedi, Y.K., Kumar, V. and Kumar, U., 2016. Reformation of public service to meet citizens' needs as customers: Evaluating SMS as an alternative service delivery channel. *Computers in Human Behavior*, *61*, pp. 255-270.

Sharma, G., Shakya, S. and Kharel, P., 2014. Technology acceptance perspectives on user satisfaction and trust of e-government adoption. *Journal of Applied Sciences*, *14*(9), pp. 860-872.

Sharma, N. and Patterson, P.G., 1999. The impact of communication effectiveness and service quality on relationship commitment in consumer, professional services. *Journal of services marketing*, *13*(2), pp. 151-170.

Sharma, S., 2015. Adoption of e-government services: The role of service quality dimensions and demographic variables. *Transforming Government*, *9*(2), pp. 207-222.

Singh, V. and Singh, G., 2018. Citizen centric assessment framework for e-governance services quality. *International Journal of Business Information Systems*, *27*(1), pp. 1-20.

Sirgy, M.J., Lee, D.J. and Rahtz, D., 2007. Research on consumer well-being (CWB): Overview of the field and introduction to the special issue. *Journal of Macromarketing*, *27*(4), pp. 341-349.

Sirgy, M.J., Samli, A.C. and Meadow, H.L., 1982. The interface between quality of life and marketing: A theoretical framework. *Journal of Marketing & Public Policy*, *1*(1), pp. 69-84.

Skallerud, K., 2011. School reputation and its relation to parents' satisfaction and loyalty. *International Journal of Educational Management*, *25*(7), pp. 671-686.

Song, H., Ruan, W. and Park, Y., 2019. Effects of Service Quality, Corporate Image, and Customer Trust on the Corporate Reputation of Airlines. *Sustainability*, *11*(12), p.3302.

Soteriou, A. and Zenios, S.A., 1999. Operations, quality, and profitability in the provision of banking services. *Management science, 45*(9), pp. 1221-1238.

Sparkes, A.C., 2005. Narrative analysis: exploring the whats and hows of personal stories. *Qualitative research in health care*, *1*(1), pp. 191-209.

Spence, M., 1973. Job market signalling, *The Quarterly Journal of Economics*, *87*(3), pp. 355-374.

Spence, M., 1974. *Market signaling: Informational transfer in hiring and related screening processes*. Cambridge, MA: Harvard University Press.

Spence, M., 2002. Signaling in retrospect and the informational structure of markets. *American Economic Review, 92*, pp. 434-459.

Srikatanyoo, N. and Gnoth, J., 2002. Country image and international tertiary education. *Journal of Brand Management*, *10*(2), pp. 139-146.

Srinivasan, S.S., Anderson, R. and Ponnavolu, K., 2002. Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of retailing*, *78*(1), pp. 41-50.

Srivastava, K. and Sharma, N.K., 2013. Service quality, corporate brand image, and switching behavior: The mediating role of customer satisfaction and repurchase intention. *Services Marketing Quarterly, 34*(4), pp. 274-291.

Srivoravilai, N., Melewar, T.C., Liu, M.J. and Yannopoulou, N., 2011. Value marketing through corporate reputation: An empirical investigation of Thai hospitals. *Journal of Marketing Management*, *27*(3-4), pp. 243-268.

Stanca, L. and Veenhoven, R., 2015. Consumption and happiness: an introduction. *International Review of Economics*, *62*, pp. 91–99.

Stauss, B. and Neuhaus, P., 1997. The qualitative satisfaction model. *International Journal of Service Industry Management*, *8*(3), pp. 236-49.

Stevens, J., 2002. *Applied multivariate statistics for the social sciences*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

Stones, M.J. and Kozma, A., 1986. "happy are they who are happy…" a test between two causal models of relationships between happiness and its correlates. *Experimental Aging Research*, *12*(1), pp. 23-29.

Strahilevitz, L.J., 2008. Reputation nation: Law in an era of ubiquitous personal information. *Northwestern University Law Review*, *102(4)*, p.1667-1738.

Su, L., Swanson, S.R. and Chen, X., 2016. The effects of perceived service quality on repurchase intentions and subjective well-being of Chinese tourists: The mediating role of relationship quality. *Tourism Management*, *52*, pp. 82-95.

Sugandini, D., Feriyanto, N., Yuliansyah, Y., Sukwadi, R., and Muafi, M., 2018. Web Quality, Satisfaction, Trust and Its Effects on Government Website Loyalty. *International Journal for Quality Research, 12*(4), pp. 885-904.

Suhartanto, D., Helmi Ali, M., Tan, K.H., Sjahroeddin, F. and Kusdibyo, L., 2019. Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of foodservice business research*, *22*(1), pp. 81-97.

Sukasame, N., 2004. The development of e-service in Thai government. *BU Academic Review*, *3*(1), pp. 17-24.

Sundaram, D.S., Mitra, K., and Webster, C., 1998. Word-of-Mouth Communications: A Motivational Analysis. *Advances in Consumer Research*, *25*, pp. 527–531.

Supeková, S. and Janáková, H., 2014. Interkultúrne aspekty medzinárodného marketingu.

Surprenant, C.F. and Solomon, M.R., 1987. Predictability and personalization in the service encounter. *Journal of marketing*, *51*(2), pp. 86-96.

Sweeney, J.C., Danaher, T.S. and McColl-Kennedy, J.R., 2015. Customer effort in value cocreation activities: Improving quality of life and behavioral intentions of health care customers. *Journal of Service Research*, *18*(3), pp. 318-335.

Symonds, P.M., 1924. On the Loss of Reliability in Ratings Due to Coarseness of the Scale. *Journal of Experimental Psychology*, *7*(6), p.456.

Szwajca, D., 2017. The importance of reputation of a country in the process of building its competitive advantage on the global market. *Zeszyty Naukowe Wyższej Szkoły Finansów i Prawa w Bielsku-Białej*, (1), pp. 99-114.

Szymanski, D.M. and Henard, D.H., 2001. Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the academy of marketing science*, *29*(1), pp. 16-35.

Szymanski, D.M. and Hise, R.T., 2000. E-satisfaction: an initial examination. *Journal of retailing*, *76*(3), pp. 309-322.

Tabachnick, B.G. and Fidell, L.S., 2007. Using multivariate statistics, 5th edn New York. *NY: Allyn and Bacon. [Google Scholar]*.

Taj, S.A., 2016. Application of signaling theory in management research: Addressing major gaps in theory. *European Management Journal*, *34*(4), pp. 338-348.

Tan, M. and Teo, T.S., 2000. Factors influencing the adoption of Internet banking. *Journal of the Association for information Systems*, *1*(5), p.1-42.

Tang, S., 2005. Reputation, cult of reputation, and international conflict. *Security Studies*, *14*(1), pp. 34-62.

Tang, W.W., 2007. Impact of corporate image and corporate reputation on customer loyalty: A review. *Management Science and Engineering*, *1*(2), pp. 57-62.

Tashakkori, A., and Teddle, C., 2003, *Handbook of Mixed Methods in Social and Behavioral Research*, Thousand Oaks, CA: Sage Publications.

Tavits, M., 2008. Representation, corruption, and subjective well-being. *Comparative political studies*, *41*(12), pp. 1607-1630.

Taylor, S. A., and Hunter, G., 2003. An exploratory investigation into the antecedents of satisfaction, brand attitude, and loyalty within the (B2B) eCRM industry. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, *16*(1), pp. 19–35.

Taylor, S.A. and Baker, T.L., 1994. An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of retailing*, *70*(2), pp. 163-178.

Teijlingen, E., and Vanora, H., 2002. The importance of pilot studies. *Nursing Standard*, *16*(40), pp. 33-36.

Tembo, F. 2012. Citizen voice and state accountability: Towards theories of change that embrace contextual dynamics. *Overseas Development Institute*, UK. [Online] Available: http://www.odi.org.uk/resources/docs/7557.pdf

Ten Have, P., 2004. *Understanding qualitative research and ethnomethodology*. London: Sage Publications.

The National., 2017. *UAE Soft Power Council discusses ways to expand global message*. [online] Available at: https://www.thenational.ae/uae/government/uae-soft-power-council-discusses-ways-to-expand-global-message-1.661934 [Accessed 31 Jan. 2019].

The UAE Government Official Portal, 2015. *mGovernment*. [online] Available at: <(http://www.government.ae/en/web/guest/mobile-government)> [Accessed 1 May 2015].

The United Nations e-government survey 2014. 2014, [online] Available at: http://unpan3.un.org/egovkb/Portals/egovkb/Documents/un/2014-Survey/E-Gov_Complete_Survey-2014.pdf [Accessed 1 Nov. 2014].

The World Bank, 2007, *Documents & Reports - All Documents | The World Bank*. [online] Available at: http://www-wds.worldbank.org/ [Accessed 1 Oct. 2014].

Theodorakis, N.D., Alexandris, K., Tsigilis, N. and Karvounis, S., 2013. Predicting spectators' behavioural intentions in professional football: The role of satisfaction and service quality. *Sport management review*, *16*(1), pp. 85-96.

Theodorakis, N.D., Kaplanidou, K. and Karabaxoglou, I., 2015. Effect of event service quality and satisfaction on happiness among runners of a recurring sport event. *Leisure Sciences*, *37*(1), pp. 87-107.

Theodorakis, N.D., Kaplanidou, K., Alexandris, K. and Papadimitriou, D., 2019, May. From sport event quality to quality of life: The role of satisfaction and purchase happiness. In *Journal of Convention & Event Tourism* (Vol. 20, No. 3, pp. 241-260). Routledge.

Thomas, J., 2013. Citizen, Customer, Partner: Rethinking the Place of the Public in Public Management. *Public Administration Review*, *73*(6), pp. 786-796.

Ticehurst, G.W. and Veal, A.J., 2000. *Business research methods: A managerial approach*, Addison Wesley Longman, South Melbourne.

Too, L. H., Souchon, A. L., and Thirkell, P. C., 2001. Relationship marketing and customer loyalty in a retail setting: a dyadic exploration. *Journal of Marketing Management*, *17*(3-4), pp. 287-319.

Torres, E.N., Fu, X. and Lehto, X., 2014. Examining key drivers of customer delight in a hotel experience: A cross-cultural perspective. *International Journal of Hospitality Management*, *36*, pp. 255-262.

Tra. 2018. *The UAE Is Ranked Sixth Globally in Online Services Index According To The UN EDGI Report Covering 193 Countries - TRA Media - Media Hub - Telecommunications Regulatory Authority (TRA)*. [online] Available at: <https://www.tra.gov.ae/en/media-hub/press-releases/2018/7/19/الإمارات-السادسة-عالمياً-في-المؤشر-العالمي-للخدمات-الذكية-وفقاً-لتقرير-الأمم-المتحدة-الذي-شمل-193-دولة.aspx> [Accessed 24 March 2018].

Tromer, R.B., 2019. *Creating a usable and customer-oriented e-government website: A case study: Identifying the wishes and needs of customers through usability tests* (Bachelor's thesis, University of Twente).

Tsuji, Y., Bennett, G. and Zhang, J., 2007. Consumer satisfaction with an action sports event. *Sport Marketing Quarterly*, *16*(4), pp. 199-208.

Tucker, W.T., 1964. The development of brand loyalty. *Journal of Marketing research*, *1*(3), pp. 32-35.

Turk, Z. and Avcilar, M.Y., 2009. The effects of perceived service quality of audit firms on satisfaction and behavioural intentions: A Research on the Istanbul stock exchange listed companies. *Research Journal of Business Management*, *2*(1), pp. 36-46.

U.ae. 2020. *National Strategy for Wellbeing 2031 - The Official Portal of The UAE Government*. [online] Available at: <https://u.ae/en/about-the-uae/strategies-initiatives-and-awards/federal-governments-strategies-and-plans/national-strategy-for-wellbeing-2031> [Accessed 27 May 2020].

U.ae. 2020. *Newborn Package Mabrouk Ma Yak - The Official Portal of the UAE Government*. [online] Available at: <https://u.ae/en/information-and-services/g2g-services/mabrouk-ma-yak> [Accessed 26 May 2020].

U4 Anti-Corruption Resource Centre. 2020. *Blockchain as An Anti-Corruption Tool*. [online] Available at: <https://www.u4.no/publications/are-blockchain-technologies-efficient-in-combatting-corruption> [Accessed 26 May 2020].

Ulbrich, F., Christensen, T. and Stankus, L., 2011. Gender-specific on-line shopping preferences. *Electronic Commerce Research*, *11*(2), pp. 181-199.

Ulkhaq, M.M., Rabbani, M., Rachmania, B.A., Wibowo, A.T. and Ardi, F., 2019, August. Integrating Importance-Performance Analysis into ES-QUAL and E-RecS-QUAL scales for Assessing Electronic Service Quality. In *IOP Conference Series: Materials Science and Engineering* (Vol. 598, No. 1, p. 012002). IOP Publishing.

Urbach, N., Smolnik, S. and Riempp, G., 2010. An empirical investigation of employee portal success. *The Journal of Strategic Information Systems*, *19*(3), pp. 184-206.

Usunier, J.C., 2006. Relevance in business research: the case of country-of-origin research in marketing. *European Management Review*, *3*(1), pp. 60-73.

Vaismoradi, M., Turunen, H. and Bondas, T., 2013. Content analysis and thematic analysis: Implications for conducting a qualitative descriptive study. *Nursing & health sciences*, *15*(3), pp. 398-405.

Valet, V., 2019. *The World's Most Reputable Countries 2019*. [online] Forbes. Available at: <https://www.forbes.com/sites/vickyvalet/2019/10/15/the-worlds-most-reputable-countries-2019/#6eb2d3c34cb8> [Accessed 12 June 2020].

Valvi, A. C., and Fragkos, K. C. 2012. Critical review of the e-loyalty literature: a purchase-centred framework. *Electronic Commerce Research*, *12*(3), 331-378.

Van Boven, L. and Gilovich, T., 2003. To do or to have? That is the question. *Journal of personality and social psychology*, *85*(6), p.1193-1202.

Van de Walle, S., 2018. Explaining citizen satisfaction and dissatisfaction with public services. In *the Palgrave handbook of public administration and management in Europe* (pp. 227-241). Palgrave Macmillan, London.

Van Ham, P., 2001. The rise of the brand state: The postmodern politics of image and reputation. *Foreign Affairs*, 80(5), 2–6.

Van Ham, P., 2008. Place branding: The state of the art. *The Annals of the American Academy of Political and Social Science*, *616*(1), pp. 126-149.

Van Maanen, J., 1979. The fact of fiction in organizational ethnography. *Administrative science quarterly*, *24*(4), pp. 539-550.

Van Riel, A.C., Liljander, V. and Jurriens, P., 2001. Exploring consumer evaluations of e-services: a portal site. *International journal of service industry management*. *12*(4), pp. 359-377.

VanderStoep, S., and Johnston, D. 2000. *Research methods for everyday life: Blending qualitative and quantitative approaches.* San Francisco, CA: Jossey-Bass.

Varki, S. and Colgate, M., 2001. The role of price perceptions in an integrated model of behavioral intentions. *Journal of Service Research*, *3*(3), pp. 232-240.

Verdegem, P., and Verleye, G., 2009. User-centered e-Government in practice: A comprehensive model for measuring user satisfaction. *Government Information Quarterly*, 26, pp. 487–497.

Vidaver-Cohen, D., Gomez, C. and Colwell, S.R., 2015. Country-of-origin effects and corporate reputation in multinational firms: Exploratory research in Latin America. *Corporate Reputation Review*, *18*(3), pp. 131-155.

Vigoda-Gadot, E., Shoham, A., Schwabsky, N. and Ruvio, A., 2005. Public sector innovation for the managerial and the post-managerial era: Promises and realities in a globalizing public administration. *International public management journal*, *8*(1), pp. 57-81.

Vigoda-Gadot, E.R.A.N., Shoham, A., Schwabsky, N. and Ruvio, A., 2008. Public Sector Innovation for Europe: A Multinational Eight-Country Exploration of Citizens'perspectives. *Public Administration*, *86*(2), pp. 307-329.

Vision2021, 2015. *UAE Vision | UAE Vision 2021*. [online] Available at: <http://www.vision2021.ae/en/our-vision> [Accessed 1 Apr. 2015].

Vision2021, 2020. *UAE Vision | UAE Vision 2021*. [online] Available at: <http://www.vision2021.ae/en/our-vision> [Accessed 26 May. 2020].

Vogt, P. W., and Johnson, R. B. 2011. *Dictionary of statistics and methodology: A nontechnical guide for the social sciences*. London: Sage.

Voss, G.B., Godfrey, A. and Seiders, K., 2010. How complementarity and substitution alter the customer satisfaction–repurchase link. *Journal of Marketing*, *74*(6), pp. 111-127.

Walker, K., 2010. A systematic review of the corporate reputation literature: Definition, measurement, and theory. *Corporate reputation review*, *12*(4), pp. 357-387.

Walsh, G. and Bartikowski, B., 2013. Exploring corporate ability and social responsibility associations as antecedents of customer satisfaction cross-culturally. *Journal of business research*, *66*(8), pp. 989-995.

Walsh, G. and Beatty, S.E., 2007. Customer-based corporate reputation of a service firm: scale development and validation. *Journal of the academy of marketing science*, *35*(1), pp. 127-143.

Walsh, G., Beatty, S.E. and Shiu, E.M., 2009. The customer-based corporate reputation scale: Replication and short form. *Journal of Business Research*, *62*(10), pp. 924-930.

Walsh, G., Mitchell, V.W., Jackson, P.R. and Beatty, S.E., 2009. Examining the antecedents and consequences of corporate reputation: A customer perspective. *British journal of management*, *20*(2), pp. 187-203.

Walsh, G., Schaarschmidt, M. and Ivens, S., 2017. Effects of customer-based corporate reputation on perceived risk and relational outcomes: empirical evidence from gender moderation in fashion retailing. *Journal of Product & Brand Management*, *26*(3), pp. 227-238.

Wang, J., 2006. Managing national reputation and international relations in the global era: Public diplomacy revisite. *Public Relations Review*, *32*(2), pp. 91-96.

Wang, J., Carlson, R.G., Falck, R.S., Siegal, H.A., Rahman, A. and Li, L., 2005. Respondent-driven sampling to recruit MDMA users: a methodological assessment. *Drug and alcohol dependence*, *78*(2), pp. 147-157.

Wang, Y.S. and Liao, Y.W., 2008. Assessing eGovernment systems success: A validation of the DeLone and McLean model of information systems success. *Government information quarterly*, *25*(4), pp. 717-733.

Wangenheim, F., 2003. Situational characteristics as moderators of the satisfaction-loyalty link: an investigation in a business-to-business context. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, *16*, p.145-156.

Warren, C.A. and Karner, T.X., 2015. *Discovering qualitative methods: Ethnography, interviews, documents, and images*. UAS: Oxford University Press.

Wartick, S.L., 2002. Measuring corporate reputation: Definition and data. *Business & Society*, *41*(4), pp. 371-392.

Waterman, A.S., 1993. Two conceptions of happiness: Contrasts of personal expressiveness (eudaimonia) and hedonic enjoyment. *Journal of personality and social psychology*, *64*(4), pp. 678-691.

Waterman, A.S., Schwartz, S.J. and Conti, R., 2008. The implications of two conceptions of happiness (hedonic enjoyment and eudaimonia) for the understanding of intrinsic motivation. *Journal of Happiness Studies*, *9*(1), pp. 41-79.

Watson, D., Clark, L.A. and Tellegen, A., 1988. Development and validation of brief measures of positive and negative affect: the PANAS scales. *Journal of personality and social psychology*, *54*(6), p.1063-1070.

Weifens, P., Addison, J., Audretsch, D., Gries, T., & Grupp, H., 2000. *Globalization, economic growth and innovation dynamics*. NY: Springer.

Weigelt, K. and Camerer, C., 1988. Reputation and corporate strategy: A review of recent theory and applications. *Strategic management journal, 9*(5), pp. 443-454.

Weiss, A.M., Anderson, E. and Maclnnis, D.J., 1999. Reputation management as a motivation for sales structure decisions. *Journal of Marketing*, *63*(4), pp. 74-89.

Welch, E.W., Hinnant, C.C. and Moon, M.J., 2005. Linking citizen satisfaction with e-government and trust in government. *Journal of public administration research and theory*, *15*(3), pp. 371-391.

Wepener, M. and Boshoff, C., 2015. An instrument to measure the customer-based corporate reputation of large service organizations. *Journal of Services Marketing*, *29*(3), pp. 163–172.

West, D. 2000. *Assessing E-Government: The Internet, Democracy, and Service Delivery by State and Federal Governments*. World Bank, Washington, DC.

Wetzels, M., Birgelen, M. and Ruyter, K., 1996. Ain't it much, if it ain't Dutch?: An application of the consumer ethnocentrism concept to international services in the Netherlands, in Beracs, J., Bauer, A. and Simon, J. (eds), European Marketing Academy, Proceedings, Vol. 2, Budapest University of Economic Sciences, pp. 1255–1269.

Whetten, D.A. and Mackey, A., 2002. A social actor conception of organizational identity and its implications for the study of organizational reputation. *Business & Society*, *41*(4), pp. 393-414.

White, C.L., 2012. Brands and national image: An exploration of inverse country-of-origin effect. *Place Branding and Public Diplomacy*, *8*(2), pp. 110-118.

Wimmer, R., and Dominick, J. 2011. *Mass media research: An introduction* (9th ed.). Belmont, CA: Thomson Wadsworth.

Winter, G. 2000. A comparative discussion of the notion of validity in qualitative and quantitative research. *The Qualitative Report*, *4*(3&4). Retrieved February 25, 1998, from http://www.nova.edu/ssss/QR/QR4-3/winter.html

Wirtz, J. and Bateson, J.E., 1995. An experimental investigation of halo effects in satisfaction measures of service attributes. *International Journal of Service Industry Management*. 6(3), pp. 84-102.

Wolfinbarger, M. and Gilly, M., 2002. comQ: dimensionalizing, measuring, and predicting quality of the e-tail experience. Working Paper No. 02-100, Marketing Science Institute, Cambridge, MA.

Wolfinbarger, M. and Gilly, M.C., 2003. eTailQ: dimensionalizing, measuring and predicting etail quality. *Journal of retailing*, *79*(3), pp. 183-198.

Wong, A., 2004. The role of emotional satisfaction in service encounters. *Managing Service Quality: An International Journal*. *14*(5), pp. 365–376.

Wong, K.K.K., 2016. Mediation analysis, categorical moderation analysis, and higher-order constructs modeling in Partial Least Squares Structural Equation Modeling (PLS-SEM): A B2B Example using SmartPLS. *Marketing Bulletin*, *26*.

Woodruff, R.B., 1997. Customer value: the next source for competitive advantage. *Journal of the academy of marketing science*, *25*(2), pp. 139-153.

Woodside, A.G., Frey, L.L. and Daly, R.T., 1989. Linking sort/ice anlity, customer satisfaction, and behavioral intention. *Journal of health care marketing*, *9*(4), pp. 5-17.

World Government Summit. 2020. [online] Available at: <https://www.worldgovernmentsummit.org/api/publications/document?id=28548bc4-e97c-6578-b2f8-ff0000a7ddb6> [Accessed 26 May 2020].

World happiness report. 2020. *World Happiness Report 2020*. [online] Available at: <https://worldhappiness.report/ed/2020/> [Accessed 12 June 2020].

Wu, H.C., Cheng, C.C. and Ai, C.H., 2018. A study of experiential quality, experiential value, trust, corporate reputation, experiential satisfaction and behavioral intentions for cruise tourists: The case of Hong Kong. *Tourism Management*, *66*, pp. 200-220.

Yan, J., 2008. Ethical imperatives in nation branding: smaller nations enter the global dialogue through nation branding. *Nation Branding: Concepts, Issues, Practice. Oxford: Butterworth Heinemann Dutton*, pp. 170-179.

Yang, H. and Wang, Y., 2018. Predicting US College Students' Interest in Studying in China: Social Influence, Personal Experiences, Country Reputation, and Media Coverage. *Frontiers: The Interdisciplinary Journal of Study Abroad*, *30*(2), pp. 136-160.

Yang, S., Shin, H., Lee, J. and Wrigley, B., 2008. Country Reputation in Multidimensions: Predictors, Effects, and Communication Channels. *Journal of Public Relations Research*, 20(4), pp. 421-440.

Yang, Z. and Peterson, R.T., 2004. Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & marketing*, *21*(10), pp. 799-822.

Yap, C.S., Ahmad, R., Newaz, F.T. and Mason, C., 2020. Continuous Use and Extended Use of E-Government Portals in Malaysia. *International Journal of Public Administration*, pp. 1-12.

Yarimoglu, E.K., 2015. A review of service and e-service quality measurements: previous literature and extension. *Journal of Economic and Social Studies*, *5*(1), pp. 169-200.

Yasin, N.M., Noor, M.N. and Mohamad, O., 2007. Does image of country-of-origin matter to brand equity?. *Journal of Product & brand management*. *16*(1), pp. 38–48.

Yi, Y., 1991, *A critical review of customer satisfaction*, In: Zeithaml, V. (Ed.), Review of Marketing, 1990, American Marketing Association, Chicago, pp. 68-123.

Yildiz, M., 2007. E-Government research: Reviewing the literature, limitations, and ways forward. *Government Information Quarterly*, 24 (3), pp. 646−665.

Yim, C.K., Tse, D.K. and Chan, K.W., 2008. Strengthening customer loyalty through intimacy and passion: Roles of customer–firm affection and customer–staff relationships in services. *Journal of marketing research*, *45*(6), pp. 741-756.

Yoo, B. and Donthu, N., 2001. Developing a scale to measure the perceived quality of an Internet shopping site (SITEQUAL). *Quarterly journal of electronic commerce*, *2*(1), pp. 31-45.

Yoon, E., Guffey, H.J. and Kijewski, V., 1993. The effects of information and company reputation on intentions to buy a business service. *Journal of Business research*, *27*(3), pp. 215-228.

Yoon, S. and Kim, J., 2000. 'An empirical validation of a loyalty model based on expectation disconfirmation', *Journal of Consumer Marketing*, 17(2), pp. 120-136.

Yoshida, M. and James, J.D., 2010. Customer satisfaction with game and service experiences: Antecedents and consequences. *Journal of sport management*, *24*(3), pp. 338-361.

Yousaf, S. and Li, H., 2015. Social identity, collective self esteem and country reputation: The case of Pakistan. *Journal of Product & Brand Management*. *24*(4), pp. 399–411.

Yousaf, S. and Samreen, N., 2016. Information agents and cultural differences as determinants of country's reputation and its subsequent effects on tourism prospects of a country in sustained crises: The case of Pakistan. *Journal of Vacation Marketing*, *22*(4), pp. 365-384.

Yu, S., Assor, A. and Liu, X., 2015. Perception of parents as demonstrating the inherent merit of their values: Relations with self-congruence and subjective well-being. *International Journal of Psychology*, *50*(1), pp. 70-74.

Yu, Y., Jing, F., Su, C.T., Zhou, N. and Nguyen, B., 2016. Impact of material vs. experiential purchase types on happiness: The moderating role of self-discrepancy. *Journal of Consumer Behaviour*, *15*(6), pp. 571-579.

Žabkar, V. and Arslanagić-Kalajdžić, M., 2014. The impact of corporate reputation and information sharing on value creation for organizational customers. *South East European Journal of Economics and Business*, *8*(2), pp. 42-52.

Zehir, C. and Narcıkara, E., 2016. E-service quality and e-recovery service quality: Effects on value perceptions and loyalty intentions. *Procedia-Social and Behavioral Sciences*, *229*(427), pp. 427 – 443.

Zehir, C., Sehitoglu, Y., Narcikara, E. and Zehir, S., 2014. ES-quality, perceived value and loyalty intentions relationships in internet retailers. *Procedia-Social and Behavioral Sciences*, *150*, pp. 1071-1079.

Zeithaml, V.A., 2000. Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the academy of marketing science*, *28*(1), pp. 67-85.

Zeithaml, V.A., 2002. Service excellence in electronic channels. *Managing Service Quality: An International Journal*. *12*(3), pp. 135-139.

Zeithaml, V.A., Berry, L.L. and Parasuraman, A., 1996. The behavioral consequences of service quality. *Journal of marketing*, *60*(2), pp. 31-46.

Zeithaml, V.A., Parasuraman, A. and Malhotra, A., 2000. *A conceptual framework for understanding e-service quality: implications for future research and managerial practice*. Marketing Science Institute. report No. 00- 115, Marketing Science Institute, Cambridge, MA.

Zeng, F., Hu, Z., Chen, R. and Yang, Z., 2009. Determinants of online service satisfaction and their impacts on behavioural intentions. *Total Quality Management*, *20*(9), pp. 953-969.

Zeng, G., Go, F. and Kolmer, C., 2011. The impact of international TV media coverage of the Beijing Olympics 2008 on China's media image formation: a media content analysis perspective. *International Journal of Sports Marketing and Sponsorship*, *12*(4), pp. 39-56.

Zhang, H., Xu, X. and Xiao, J., 2014. Diffusion of e-government: A literature review and directions for future directions. *Government Information Quarterly*, *31*(4), pp. 631-636.

Zhao, F., Scavarda, A.J. and Waxin, M.F.,2012. Key issues and challenges in e-government development: an integrative case study of the number one eCity in the Arab world. *Information Technology & People*, *25*(4), pp. 395-422.

Zhao, X., Lynch Jr, J.G. and Chen, Q., 2010. Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of consumer research*, *37*(2), pp. 197-206.

Zhong, Y. and Moon, H.C., 2020. What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*, *9*(4), p.460.

Zhou, R., Wang, X., Shi, Y., Zhang, R., Zhang, L. and Guo, H., 2019. Measuring e-service quality and its importance to customer satisfaction and loyalty: an empirical study in a telecom setting. *Electronic Commerce Research*, *19*(3), pp. 477-499.

Zikmund, W. G. 2003. *Business research methods*, (7th ed.), Fortworth, TX, Dryden Press.

Zikmund, W.G., 2000, *Business research methods*, (6th ed.), Dryden, Fort Worth.

Zins, A.H., 2001. Relative attitudes and commitment in customer loyalty models. *International Journal of Service Industry Management*. *12*(3), pp. 269-294.

Zuñiga-Collazos, A. and Castillo-Palacio, M., 2016. Impact of image and satisfaction on marketing innovation. *Journal of technology management & innovation*, *11*(2), pp. 70-75.

Appendices

Appendix 1: Ethics Approval Letter (phase 1 of research design)

Dear Associate Professor Pereira,

I am pleased to advise that the application detailed below has been **approved**.

Ethics Number:	2017/020
Approval Date:	14/03/2017
Expiry Date:	13/03/2018
Project Title:	The role of country reputation on customer e-satisfaction, and customer e-loyalty in e-government services.
Researcher/s:	Al Ali Fatima; Pereira Vijay
Documents Approved:	HREC Initial Application V2 09022017 Response to Review V3 - 09/02/2017 Consent Form Customers V3 27022017 Participation Information Sheet Customers V3 27022017 Participation Information Sheet Ministers V3 27022017 Letters of support to conduct research-Ministers V2 09022017 Consent Form Ministers V2 09022017 Consent Form Customers V2 09022017 Letters of support to conduct research-Customers V2 09022017 References V2 09022017 Interview Questions V2 09022017
Sites:	

Site	**Principal Investigator for Site**
UAE Ministry Offices	Dr Vijay Pereira

Please obtain letters of approval from each of the ministries involved and retain these letters in a similar manner to a consent form.

The HREC has reviewed the research proposal for compliance with the *National Statement on Ethical Conduct in Human Research* and approval of this project is conditional upon your continuing compliance with this document. Compliance is monitored through progress reports; the HREC may also undertake physical monitoring of research.

Approval is granted for a twelve month period; extension of this approval will be considered on receipt of a progress report prior to the expiry date. Extension of approvalrequires:

- The submission of an annual progress report and a final report on completion of your project.
- Approval by the HREC of any proposed changes to the protocol or investigators.
- Immediate report of serious or unexpected adverse effects on participants.
- Immediate report of unforeseen events that might affect the continued acceptability of the project.

If you have any queries regarding the HREC review process or your ongoing approvalplease contact the Ethics Unit on 4221 3386 or email rso-ethics@uow.edu.au.

Yours sincerely,

Melanie Randle

Associate Professor Melanie Randle,
Chair, UOW & ISLHD Social Sciences Human Research Ethics Committee

The University of Wollongong and Illawarra and Shoalhaven Local Health District Social Sciences HREC is constituted and functions in accordance with the NHMRC National Statement on Ethical Conduct in Human Research.

Appendix 2: participant information sheet for ministers & managers (phase 1 of research design)

UNIVERSITY
OF WOLLONGONG
IN DUBAI

PARTICIPANT INFORMATION SHEET FOR MINISTERS AND MANAGERS

TITLE: The role of country reputation on customer e-satisfaction, and customer e-loyalty in e-government services.

PURPOSE OF THE RESEARCH

This is an invitation to participate in a study conducted by researchers at the University of Wollongong in Dubai. The principal research objective of this study is to examine the role of country reputation in customer e-satisfaction, and customer e-loyalty in e-government services. Country reputation is defined as "perceptions of a country, shared by domestic and international publics, on the basis of personal experience and information received" (Kang & Yang, 2010). Accordingly, e-government organizations should provide high e-service quality to gain customer satisfaction, which will positively affect the reputation of the country and therefore gain service loyalty.

INVESTIGATORS

Fatima Mohamed Al Ali	Dr. Vijay Pereira	Prof. Dr. Melodena Stephens Balakrishnan
PhD Student University of Wollongong in Dubai	Faculty of Business University of Wollongong in Dubai	Faculty of Management and Performance Karlshochschule International University
fmama445@uowmail.edu.au	vijaypereira@uowdubai.ac.ae	mstephensb@karlshochschule.de

METHOD AND DEMANDS ON PARTICIPANTS

If you choose to be included, you will be asked to participate in a one hour interview that will be audio recorded and the questions will be provided in advanced. The questions for the interview would be about the role of country reputation in customer e-satisfaction and customer e-loyalty in e-government context that your organization participates in.

We also request your permission to access your e-government services system by your assigned employees to randomly select some of your customers who used your e-government services in the last 3 months in order to interview them to get their perception about the government organization's contribution in country reputation and its role in customer e-satisfaction and customer e-loyalty. Participations in the interviews represents tacit consent and responses can be used in the research.

POSSIBLE RISKS, INCONVENIENCES AND DISCOMFORTS

Apart from the one hour of your time for the interview, we can foresee no risks for you. Your involvement in the study is voluntary and you may withdraw your participation from the study at any time and withdraw any data that you have provided. Refusal to participate in the study will not affect your relationship with the University of Wollongong in Dubai.

FUNDING AND BENEFITS OF THE RESEARCH

This study is not funded by any funding body and is being undertaken by Fatima Al Ali as partial fulfillment for her PhD degree.

The research will have both theoretical and practical contributions. In the theoretical contributions, this study will add to the body of theoretical knowledge. First, it will provide a body of knowledge about the role of country reputation in the e-government context, where a limited number of studies exists. Second, it will expand the existing theory on e-satisfaction and e-loyalty in the context of e-government services. Third, this study will help provide new and clear definitions for country reputation in relation to e-government services.

From a practical point of view, the study will be beneficial to strategy advisors of governments, policy makers and marketing departments, as it will highlight the importance of a customers' satisfaction and loyalty of an e-government service and its impact on perception of the reputation of country.

The data collected from you will be treated confidentially and any identifying information will be changed during the transcription process. The information you provide will be used for academic publication, a student thesis and poster presentation.

ETHICS REVIEW AND COMPLAINTS

This study has been reviewed by the Social Sciences Human Research Ethics Committee, University of Wollongong. If you have any concerns or complaints regarding the way this research has been conducted, you can contact the UOW Ethics Officer on +61242213386 or email rso-ethics@uow.edu.au.

Thank you for your interest in this study.

Appendix 3: participant information sheet for customers (phase 1 of research design)

UNIVERSITY OF WOLLONGONG IN DUBAI

PARTICIPANT INFORMATION SHEET FOR CUSTOMERS

TITLE: The role of country reputation on customer e-satisfaction, and customer e-loyalty in e-government services.

PURPOSE OF THE RESEARCH

This is an invitation to participate in a study conducted by researchers at the University of Wollongong in Dubai. The principal research objective of this study is to examine the role of country reputation in customer e-satisfaction, and customer e-loyalty in e-government services. Country reputation is defined as "perceptions of a country, shared by domestic and international publics, on the basis of personal experience and information received" (Kang & Yang, 2010). Accordingly, e-government organizations should provide high e-service quality to gain customer satisfaction, which will positively affect the reputation of the country and therefore gain service loyalty.

INVESTIGATORS

Fatima Mohamed Al Ali	Dr. Vijay Pereira	Prof. Dr. Melodena Stephens Balakrishnan
PhD Student University of Wollongong in Dubai	Faculty of Business University of Wollongong in Dubai	Faculty of Management and Performance Karlshochschule International University
fmama445@uowmail.edu.au	vijaypereira@uowdubai.ac.ae	mstephensb@karlshochschule.de

METHOD AND DEMANDS ON PARTICIPANTS

If you choose to be included, you will be asked to participate in a one hour focus group that will be audio recorded and the questions will be provided in advance. The questions for the focus group would be about the role of country reputation in customer e-satisfaction and customer e-loyalty in e-government context that government organizations that you used their e-services participate in.

Your participation is conditioned by using e-government services (electronic services of government organizations) within 3 months. Participations in the focus groups represent tacit consent and responses can be used in the research.

POSSIBLE RISKS, INCONVENIENCES AND DISCOMFORTS

Apart from the one hour of your time for the focus group, we can foresee no risks for you. Your involvement in the study is voluntary and you may withdraw your participation from the study at any time and withdraw any data that you have provided. Refusal to participate in the study will not affect your relationship with the University of Wollongong in Dubai.

FUNDING AND BENEFITS OF THE RESEARCH

This study is not funded by any funding body and is being undertaken by Fatima Al Ali as partial fulfillment for her PhD degree.

The research will have both theoretical and practical contributions. In the theoretical contributions, this study will add to the body of theoretical knowledge. First, it will provide a body of knowledge about the role of country reputation in the e-government context, where a limited number of studies exists. Second, it will expand the existing theory on e-satisfaction and e-loyalty in the context of e-government services. Third, this study will help provide new and clear definitions for country reputation in relation to e-government services.

From a practical point of view, the study will be beneficial to strategy advisors of governments, policy makers and marketing departments, as it will highlight the importance of a customers' satisfaction and loyalty of an e-government service and its impact on perception of the reputation of country.

The data collected from you will be treated confidentially and any identifying information will be changed during the transcription process. The information you provide will be used for academic publication, a student thesis and poster presentation.

ETHICS REVIEW AND COMPLAINTS

This study has been reviewed by the Social Sciences Human Research Ethics Committee, University of Wollongong. If you have any concerns or complaints regarding the way this research has been conducted, you can contact the UOW Ethics Officer on +61242213386 or email rso-ethics@uow.edu.au.

Thank you for your interest in this study.

Appendix 4: Consent form for ministers and managers (phase 1 of research design)

UNIVERSITY OF WOLLONGONG IN DUBAI

CONSENT FORM FOR (Fatima Mohamed Al Ali)

Research Title: The role of country reputation on customer e-satisfaction, and customer e-loyalty in e-government services

Researcher: Fatima Mohamed Al Ali

I have been informed about the purpose of the study titled "The role of country reputation on customer e-satisfaction, and customer e-loyalty in e-government services." I understand that the research project is conducted by Fatima Mohamed Al Ali who is conducting this research as part of her doctoral degree under the Faculty of Business at the University of Wollongong in Dubai supervised by Dr. Vijay Pereira.

I have been advised of the potential risks and burdens associated with this research are unlikely, and have had an opportunity to ask Fatima Al Ali any questions I have about the research and my participation.

I understand that my participation in this research is voluntary, I am free to refuse my participation and I am free to withdraw my consent from the research at any time. My refusal to participate or withdrawal of consent will not affect my treatment in any way /my relationship with the researcher, or my relationship with the University of Wollongong.

If I have any enquiries about the research, I can contact Dr. Vijay Pereira on or at vijaypereira@uowdubai.ac.ae. If I have any concerns or complaints regarding the way the research is or has been conducted, I can contact the Ethics Officer, Human Research Ethics Committee, Office of Research, University of Wollongong on +61242213386 or email rso-ethics@uow.edu.au

By signing below, I am indicating my consent to (please tick):

□□ Be interviewed about my experiences in the workplace

□□ Have my interview audio recorded for transcription

I understand that the data collected from my participation will be treated confidentially and any identifying information will be changed during the transcription process. The information I provide will be used for academic publication, a student thesis and poster presentation, and I consent for it to be used in that manner.

Signed Date

..../....../......

Name (please print) ....

Appendix 5: Consent form for customers (phase 1 of research design)

UNIVERSITY
OF WOLLONGONG
IN DUBAI

CONSENT FORM FOR (Fatima Mohamed Al Ali)

Research Title: The role of country reputation on customer e-satisfaction, and customer e-loyalty in e-government services

Researcher: Fatima Mohamed Al Ali

I have been informed about the purpose of the study titled "The role of country reputation on customer e-satisfaction, and customer e-loyalty in e-government services." I understand that the research project is conducted by Fatima Mohamed Al Ali who is conducting this research as part of her doctoral degree under the Faculty of Business at the University of Wollongong in Dubai supervised by Dr. Vijay Pereira.

I have been advised of the potential risks and burdens associated with this research are unlikely, and have had an opportunity to ask Fatima Al Ali any questions I have about the research and my participation.

I understand that my participation in this research is voluntary, I am free to refuse my participation and I am free to withdraw my consent from the research at any time. My refusal to participate or withdrawal of consent will not affect my treatment in any way /my relationship with the researcher, or my relationship with the University of Wollongong.

If I have any enquiries about the research, I can contact Dr. Vijay Pereira on or at vijaypereira@uowdubai.ac.ae. If I have any concerns or complaints regarding the way the research is or has been conducted, I can contact the Ethics Officer, Human Research Ethics Committee, Office of Research, University of Wollongong on +61242213386 or email rso-ethics@uow.edu.au

By signing below, I am indicating my consent to (please tick):

□□ Participate in a focus group

□□ Have my participation audio recorded for transcription

I understand that the data collected from my participation will be treated confidentially and any identifying information will be changed during the transcription process. The information I provide will be used for academic publication, a student thesis and poster presentation, and I consent for it to be used in that manner.

Signed Date

..../....../......

Name (please print) ....

Appendix 6: Ethics Approval Letter (phase 2 of research design)

Dear Dr Pereira,

I am pleased to advise that the amendment request submitted on 18/08/2018 to the application detailed below has been **approved**.

Ethics Number:	2017/020
Amendment Approval Date:	11/09/2018
Expiry Date:	13/03/2019
Project Title:	The role of country reputation on customer e-satisfaction, and customer e-loyalty in e-government services.
Researcher/s:	Al Ali Fatima; Pereira Vijay
Documents Approved:	• Response to Review Form V4 31082018 • Participant Information Sheet Customers – V3, 17/08/2018 • Questionnaire V3, 17/082018
Amendments Approved:	• Phase two of the research methodology

The HREC has reviewed the research proposal for compliance with the *National Statement on Ethical Conduct in Human Research* and approval of this project is conditional upon your continuing compliance with this document. Compliance is monitored through progress reports; the HREC may also undertake physical monitoring of research.

Please remember that in addition to submitting proposed changes to the project to the HREC prior to implementing them the HREC requires:

- Immediate report of serious or unexpected adverse effects on participants.
- Immediate report of unforeseen events that might affect the continued acceptability of the project.
- The submission of an annual progress report and a final report on completion of your project.

If you have any queries regarding the HREC review process or your ongoing approval please contact the Ethics Unit on 4221 3386 or email rso-ethics@uow.edu.au.

Yours sincerely,

Emma Barkus

Associate Professor Emma Barkus,
Chair, UOW & ISLHD Social Sciences Human Research Ethics Committee

The University of Wollongong and Illawarra and Shoalhaven Local Health District Social Sciences HREC is constituted and functions in accordance with the NHMRC National Statement on Ethical Conduct in Human Research.

Appendix 7: Participant information sheet for customers (phase 2 of research design)

UNIVERSITY OF WOLLONGONG IN DUBAI

PARTICIPANT INFORMATION SHEET FOR CUSTOMERS

TITLE: The role of country reputation and corporate reputation on e-service quality, customer e-loyalty and customer happiness in e-government services.

PURPOSE OF THE RESEARCH

This is an invitation to participate in a study conducted by researchers at the University of Wollongong in Dubai. The principal research objective of this study is to examine "The role of country reputation and corporate reputation on e-service quality, customer e-loyalty and customer happiness in e-government services". Accordingly, e-government organizations should provide high e-service quality to gain customer satisfaction, which will positively affect the reputation of the country and therefore gain service loyalty something we are investigating through this study. Note that this research will be held in United Arab Emirates context.

INVESTIGATORS

Fatima Mohamed Al Ali	Dr. Vijay Pereira	Prof. Dr. Melodena Stephens Balakrishnan
PhD Student University of Wollongong in Dubai	Faculty of Business University of Wollongong in Dubai	Faculty of Management and Performance Karlshochschule International University
fmama445@uowmail.edu.au	vijaypereira@uowdubai.ac.ae	mstephensb@karlshochschule.de

METHOD AND DEMANDS ON PARTICIPANTS

If you choose to be included, we request 10-15 minutes of your valuable time for completing the following questionnaire. As indicated above, this questionnaire will solicit your opinions on country reputation and corporate reputation on e-service quality, customer e-loyalty and customer happiness in e-government context. Your kind participation will and contribute positively to the development of this field.

One of the preconditions of this research is that participates (i.e. you) should be using e-government services (electronic services of government organizations). Your participation is voluntary and by choosing to complete the questionnaire we assume you have consented to the use the data collected. Please note that the data provided is **anonymous** as per out ethics guidelines and we only be using the cumulative results for the purposes of our research.

POSSIBLE RISKS, INCONVENIENCES AND DISCOMFORTS

Apart from the 10-15 minutes of your time, we can foresee no risks for you in participating in the survey. Your involvement in the study is voluntary and you may withdraw from the study at any time by not completing the survey. Refusal to participate in the study will not affect your relationship with the University of Wollongong in Dubai, UAE, in any way. However, once you complete the survey, it will not be possible to withdraw your data, should you wish to withdraw your participation in the study, since it would have already been anonymized and entered into the data bank.

FUNDING AND BENEFITS OF THE RESEARCH

This study is not funded by any funding body and is being undertaken by Fatima Al Ali as partial fulfillment for her PhD degree.

The research will have both theoretical and practical contributions. In the theoretical contributions, this study will add to the body of theoretical knowledge. First, it will provide a body of knowledge about the role of country reputation in the e-government context, where a limited number of studies exists. Second, it will expand the existing theory on e-service quality, customer happiness and e-loyalty in the context of e-government services there is lack of studies showing the link between these variables in e-government services. Third, this study will help provide new and clear definitions for country reputation in relation to e-government services. Fourth, this study will propose and test new framework for country reputation that could be applied for citizens.

From a practical point of view, the study will be beneficial to strategy advisors of governments, policy makers and marketing departments, as it will highlight the importance of the influence of service quality on gaining customer happiness and loyalty of an e-government service and its impact on perception of country reputation

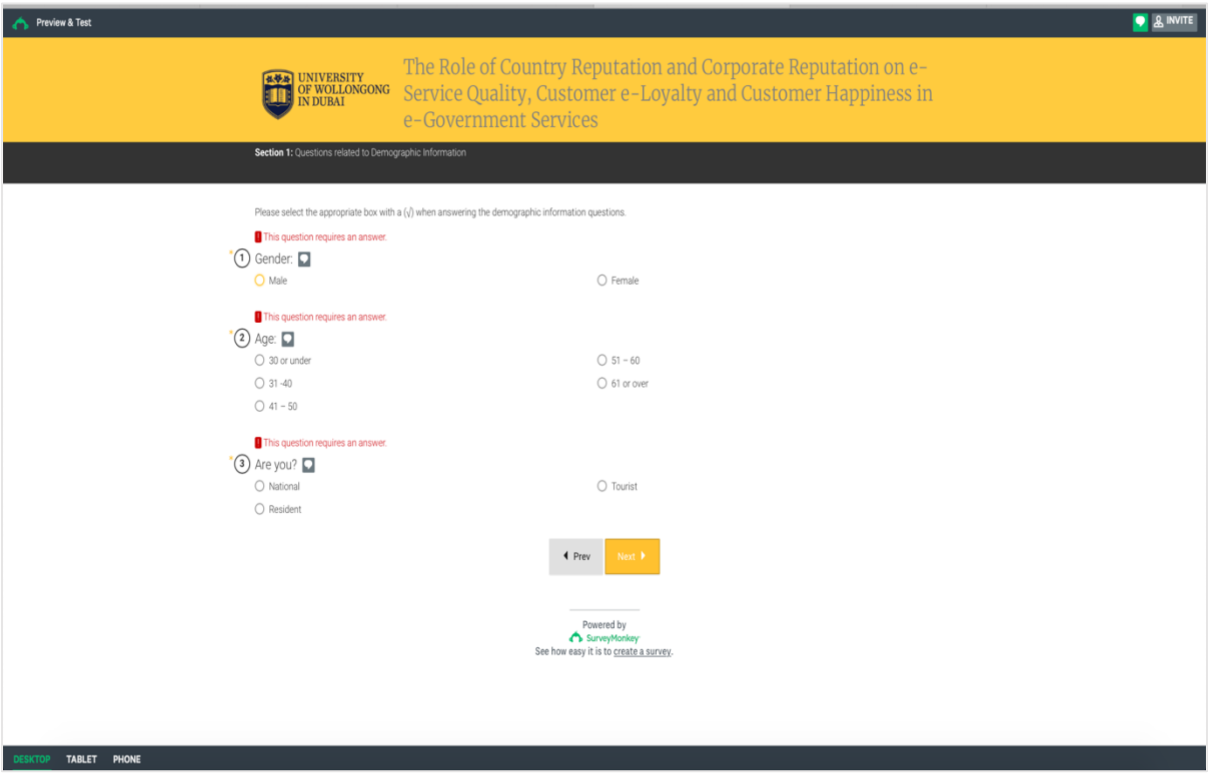
The data collected from you will be treated confidentially. The information you provide will be used for academic publication, a student thesis and poster presentation.

ETHICS REVIEW AND COMPLAINTS

For your information, this study has been reviewed by the Social Sciences Human Research Ethics Committee, University of Wollongong. If you have any concerns or complaints regarding the way this research has been conducted, you can contact the UOW Ethics Officer on +61242213386 or email rso-ethics@uow.edu.au. If you need any more information, you can reach out to any of the investigators mentioned above.

Thank you for your interest in this study.

Appendix 8: Survey Instrument Questionnaire- Online Questionnaire



Preview & Test

INVITE

UNIVERSITY OF WOLLONGONG IN DUBAI

The Role of Country Reputation and Corporate Reputation on e-Service Quality, Customer e-Loyalty and Customer Happiness in e-Government Services

Section 1: Questions related to Demographic Information

Please select the appropriate box with a (√) when answering the demographic information questions.

This question requires an answer.

1. Gender:
   - Male
   - Female

This question requires an answer.

2. Age:
   - 30 or under
   - 31 -40
   - 41 – 50
   - 51 – 60
   - 61 or over

This question requires an answer.

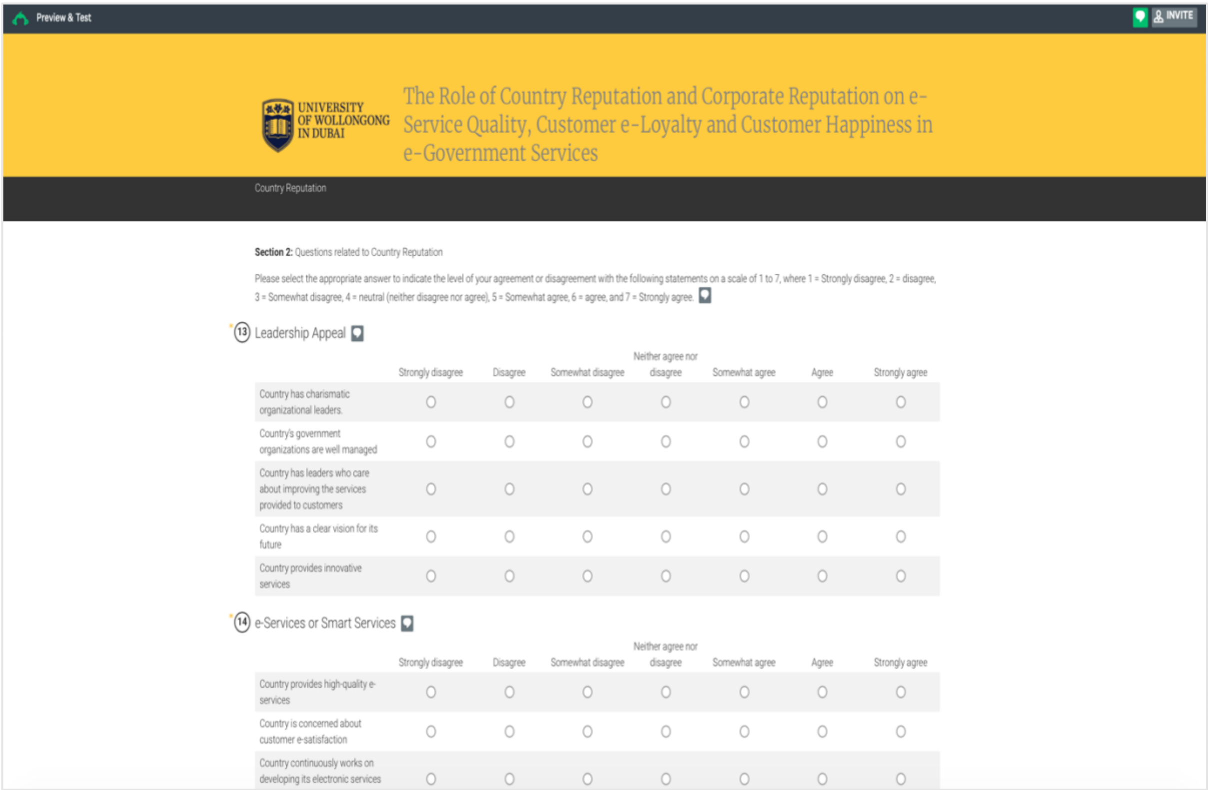
3. Are you?
   - National
   - Resident
   - Tourist

Prev Next

Powered by SurveyMonkey

See how easy it is to create a survey.

DESKTOP TABLET PHONE



Preview & Test

INVITE

UNIVERSITY OF WOLLONGONG IN DUBAI

The Role of Country Reputation and Corporate Reputation on e-Service Quality, Customer e-Loyalty and Customer Happiness in e-Government Services

Country Reputation

Section 2: Questions related to Country Reputation

Please select the appropriate answer to indicate the level of your agreement or disagreement with the following statements on a scale of 1 to 7, where 1 = Strongly disagree, 2 = disagree, 3 = Somewhat disagree, 4 = neutral (neither disagree nor agree), 5 = Somewhat agree, 6 = agree, and 7 = Strongly agree.

13. Leadership Appeal

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Country has charismatic organizational leaders.	○	○	○	○	○	○	○
Country's government organizations are well managed	○	○	○	○	○	○	○
Country has leaders who care about improving the services provided to customers	○	○	○	○	○	○	○
Country has a clear vision for its future	○	○	○	○	○	○	○
Country provides innovative services	○	○	○	○	○	○	○

14. e-Services or Smart Services

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Country provides high-quality e-services	○	○	○	○	○	○	○
Country is concerned about customer e-satisfaction	○	○	○	○	○	○	○
Country continuously works on developing its electronic services	○	○	○	○	○	○	○


Preview & Test

INVITE

UNIVERSITY OF WOLLONGONG IN DUBAI

The Role of Country Reputation and Corporate Reputation on e-Service Quality, Customer e-Loyalty and Customer Happiness in e-Government Services

Reputation of government organization

Section 3: Questions related to the reputation of government organization

Please answer this section based on your recent experience with any government organization.

Please select the appropriate answer to indicate the level of your agreement or disagreement with the following statements on a scale of 1 to 7, where 1 = Strongly disagree, 2 = disagree, 3 = Somewhat disagree, 4 = neutral (neither disagree nor agree), 5 = Somewhat agree, 6 = agree, and 7 = Strongly agree.

*(16) E-services or Smart Services

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
This government organization provides its services electronically or through smart phones	○	○	○	○	○	○	○
This government organization develops innovative e-services	○	○	○	○	○	○	○
This government organization stands behind its e-services	○	○	○	○	○	○	○
This government organization offers high-quality e-services	○	○	○	○	○	○	○
This government organization provides clear and accurate information about its e-services	○	○	○	○	○	○	○
This government organization's e-service is easily accessible through multiple channels including kiosks, internet and smart phones	○	○	○	○	○	○	○

*(17) Good employer

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree

Appendix 9: Survey Instrument Questionnaire- Paper Questionnaire

UNIVERSITY
OF WOLLONGONG
IN DUBAI

استطلاع رأي Survey

دور سمعة الدولة في جودة الخدمات الإلكترونية التي تقدمها الحكومة للمتعاملين وولائهم لها وسعادتهم

The role of country reputation and corporate reputation on e-service quality, customer e-loyalty and customer happiness in e-government services.

PURPOSE OF RESEARCH

The principal research objective of this study is to examine the role of country reputation and corporate reputation on e-service quality, customer e-loyalty and customer happiness in e-government services.

الغرض من البحث

إن هدف هذا البحث هو دراسة دور سمعة الدولة في جودة الخدمات الإلكترونية التي تقدمها الحكومة وولائهم لها، ومدى اسهامها في اسعاد المتعاملين عن الخدمات الحكومية الإلكترونية.

INVESTIGATORS

Fatima Mohamed Al Ali
PhD Student
University of Wollongong in Dubai

fmama445@uowmail.edu.au

Dr. Vijay Pereira
Faculty of Business
University of Wollongong in Dubai

vijaypereira@uowdubai.ac.ae

Prof. Dr. Melodena Stephens Balakrishnan
Faculty of Management and Performance
Karlshochschule International University

mstephensb@karlshochschule.de

القائمين على البحث

فاطمة محمد آل علي
طالبة دكتوراه
جامعة ولونغونغ في دبي

fmama445@uowmail.edu.au

د. فيجاي بيريرا
كلية الأعمال
جامعة ولونغونغ في دبي

vijaypereira@uowdubai.ac.ae

البروفيسورالدكتور ميلودينا ستيفنس بالاكريشنان
كلية الإدارة والأداء
جامعة كارلشوكشول الدولية

mstephensb@karlshochschule.de

METHOD AND DEMANDS ON PARTICIPANTS

If you choose to be included we request 10-15 minutes of your valuable time for completing the following questionnaire. As indicated above, this questionnaire will solicit your opinions on country reputation and corporate reputation on e-service quality, customer e-loyalty and customer happiness in e-government context.

طريقة البحث والمطلوب من المشاركين

سيستغرق منك استكمال هذا الاستبيان حوالي ١٠ ـ ١٥ دقيقة من وقتك. و المطلوب منك هو أن تحدد رأيك في دور سمعة الدولة على جودة الخدمات الحكومية الإلكترونية، وولاء المتعاملين لها وسعادتهم بها وسيعد قبولك للإجابة عن الاستبيان موافقة منك على المشاركة في هذا البحث.

POSSIBLE RISKS, INCONVENIENCES AND DISCOMFORTS

Apart from the 10 minutes of your time, we can foresee no risks for you in participating in the survey. Your involvement in the study is voluntary and you may withdraw from the study at any time and you may withdraw any data that have been provided to that point. Refusal to participate in the study will not affect your relationship with the University of Wollongong in Dubai, UAE. However, you will not be able to withdraw your data, should you wish to withdraw your participation in the study after you have completed the survey.

مخاطر والمتاعب المحتملة

فيما عدا الدقائق التي ستخصصها من وقتك للإجابة عن أسئلة الاستبيان، فإنه توجد أي متاعب أو مخاطر تترتب على مشاركتك في هذا الاستبيان. إن مشاركتك في هذه الدراسة تطوعية ويمكنك أن تنسحب من الدراسة في أي وقت تشاء قبل استكمال الاستبيان وتسليم الإجابات، أما بعد تسليم الإجابات فإنه من غير المسموح لك سحبها. وفي حال قررت عدم المشاركة في هذه الدراسة فإن علاقاتك مع جامعة ولونغونغ في دبي، الإمارات العربية المتحدة لن تتأثر بأي شكل من الأشكال.

THICS REVIEW AND COMPLAINTS

This study has been reviewed by the Human Research Ethics Committee (Social Science, Humanities and Behavioral Science) of the University of Wollongong, Australia. If you are not happy with the way this research has been conducted, you can contact the Ethics Officer at the University on (+612) 4221 3386 or email: rso-ethics@uow.edu.au

المراجعة الأخلاقية والشكاوى

تمت مراجعة هذه الدراسة من قبل لجنة أخلاقيات البحوث الإنسانية (العلوم الاجتماعية والعلوم الإنسانية والعلوم السلوكية) من جامعة ولونغونغ بأستراليا. وإذا لم تكن راضياً عن الطريقة التي أجريت بها هذه الدراسة 3386 4221 (612+) أو البريد الإلكتروني: rso-ethics@uow.edu.au

شكراً لك على مشاركتك في هذا الاستبيان

Thank you for your participation in this study

يرجى التأكد من الإجابة على جميع الأسئلة

Please ensure you answer all questions

Section 1: Questions related to Demographic Information

القسم الأول: الأسئلة المتعلقة بالمعلومات الديموغرافية

يرجى تحديد المربع المناسب مع علامة (√) عند الإجابة عن الأسئلة المتعلقة بالمعلومات الديموغرافية.

Please select the appropriate box with a **(√)** when answering the demographic information questions.

1. Gender:
   a) Male
   b) Female

2. Age:
   a) 30 or under
   b) 31 -40
   c) 41 – 50
   d) 51 – 60
   e) 61 or over

3. Are you UAE national?
   a) Yes
   b) No

4. If No, for how long you are resident in the UAE?
   a) More than 10 years
   b) Less than 10 years

5. What is the highest academic degree you obtain?
   a) High school
   b) Diploma
   c) Bachelor
   d) Masters
   e) PhD

6. Have you ever used any electronic government services (e.g. renew national ID, paying traffic fines, renew or register a car .. etc.)?
   a) Yes
   b) No (if No, please don't continue this questionnaire, many thanks)

1. الجنس:
   a) ذكر
   b) انثى

2. الفئة العمرية:
   a) 30 أو أقل
   b) 31 – 40
   c) 41 – 50
   d) 51 – 60
   e) 61 أو أكثر

3. هل أنت من مواطني دولة الإمارات العربية المتحدة؟
   a) نعم
   b) لا

4. إذا كان الجواب لا ، فكم هي مدة إقامتك في دولة الإمارات العربية المتحدة؟
   a) أكثر من 10 سنوات
   b) اقل من 10 سنوات

5. أعلى مؤهل علمي:
   a) ثانوية عامة
   b) دبلوم
   c) بكالوريوس
   d) ماجستير
   e) دكتوراه

6. هل سبق لك استخدام الخدمات حكومية إلكترونية أو الذكية (على سبيل المثال، تجديد بطاقة الهوية الوطنية، دفع المخالفات المرورية، تجديد أو تسجيل مركبة.. الخ)؟
   a) نعم
   b) لا) إذا كانت إجابتك ب لا فالرجاء عدم إكمال الاستبيان ونشكرك على المشاركة)

7. Occupation:
   a) Student
   b) Government employee
   c) Private sector employee
   d) Retired
   e) Other, please specify: ______________________________

7. المهنة:
   a) طالب
   b) موظف حكومي
   c) موظف في القطاع الخاص
   d) متقاعد
   e) أخرى، يرجى التحديد: ______________________________

8. On an annual basis, how often did you use electronic government (e-government) services?
   a) Once
   b) Twice
   c) More than twice

8. كم مرة استخدمت الخدمات الحكومية الالكترونية أو الذكية في السنة؟
   a) مرة واحدة
   b) مرتين
   c) أكثر من مرتين

9. On an average month how many e-government services do you use?
   a) 1-2
   b) 3-4
   c) Other:____________________________

9. ما متوسط عدد الخدمات الالكترونية التي تستخدمها شهرياً؟
   a) 2-1
   b) 4-3
   c) أخرى:____________________________

10. Please specify which e-government services you have/ are used/ using:

    ____

10. يرجى تحديد الخدمات الالكترونية أو الذكية التي استخدمتها/ تستخدمها:

    ____

11. To what extent do you prefer e-government services over traditional ones?
    a) Not at all
    b) To some extent
    c) Very much

11. إلى أي مدى تفضل استخدام الخدمات الالكترونية أو الذكية على الخدمات التقليدية؟
    a) ليس على الاطلاق
    b) إلى حدٍ ما
    c) كثيراً

Section 2: Questions related to Country Reputation **القسم الثاني: الأسئلة المتعلقة بسمعة الدولة**

الرجاء اختيار الرقم المناسب لمستوى الاتفاق أو الاختلاف مع البيانات التالية على مقياس من 1 إلى 7، حيث 1 = لا أوافق بشدة، 2 = غير موافق، 3 = لا أوافق إلى حد ما ، 4 = محايد (أوافق ولا أوافق) ، 5 = موافق إلى حد ما ، 6 = أوافق ، و 7 = موافق بشدة.

Please select the appropriate number to indicate the level of your agreement or disagreement with the following statements on a scale of 1 to 7, where 1 = Strongly disagree, 2 = disagree, 3 = Somewhat disagree, 4 = neutral (neither disagree nor agree), 5 = Somewhat agree, 6 = agree, and 7 = Strongly agree.

موافق بشدة Strongly agree	**أوافق** agree	**موافق إلى حد ما** Somewhat agree	**محايد** Neither agree nor disagree	**لا أوافق إلى حد ما** Somewhat disagree	**غير موافق** disagree	**لا أوافق بشدة** Strongly disagree	**الأسئلة** **Questions**
							القيادة **Leadership Appeal**
							1. **لدى الدولة قيادات مؤسسية ذات كاريزما (شخصية)** Country has charismatic organizational leaders.
							2. **تتم إدارة الجهات الحكومية في الدولة بشكل جيد** Country's government organizations are well managed
							3. **لدى الدولة قادة يهتمون بتحسين وتطوير الخدمات المقدمة للمتعاملين** Country has leaders who care about improving the services provided to customers
							4. **لدى الدولة رؤية مستقبلية واضحة** Country has a clear vision for its future
							5. **لدى الدولة قيادة متميزة** Country has excellent leadership
							الخدمات الالكترونية أو الذكية **E-Services or Smart Services**
							6. **توفر الدولة خدمات مبتكرة** Country provides innovative services
							7. **توفر الدولة خدمات إلكترونية عالية الجودة**

							Country provides high-quality e-services
							8. تهتم الدولة برضا المتعاملين عن الخدمات الالكترونية والذكية Country is concerned about customer e-satisfaction
							9. تعمل الدولة بشكل مستمر على تطوير خدماتها الإلكترونية Country continuously works on developing its electronic services (e-services)
							10. تحتضن الدولة أحدث التقنيات في تقديم الخدمات الإلكترونية لمتعامليها Country embraces the latest technologies in providing e-services to its customers
الابتكار **Innovation**							
							11. يتم تشجيع الإبداع في القطاع الحكومي Creativity is encouraged in government sector
							12. يعمل القطاع الحكومي تطوير وتقديم خدمات إلكترونية جديدة بشكل مستمر Government sector constantly tries to develop and offer new e-services
							13. وفر القطاع الحكومي العديد من الخدمات الإلكترونية الجديدة خلال السنوات الثلاث الماضية Government sector has introduced many new e-services during the past three years
							14. لدى القطاع الحكومي القدرة على الابتكار Government sector have the capacity to innovate
							15. يعمل القطاع الحكومي على الاستثمار في التقنيات الحديثة Government sector invests in emerging technologies

Section 3: Questions related to Government Organization Reputation

القسم الثالث: الأسئلة المتعلقة بسمعة المؤسسة الحكومية

الرجاء اختيار الرقم المناسب لمستوى الاتفاق أو الاختلاف مع البيانات التالية على مقياس من 1 إلى 7، حيث 1 = لا أوافق بشدة، 2 = غير موافق ، 3 = لا أوافق إلى حد ما ، 4 = محايد (أوافق ولا أوافق) ، 5 = موافق إلى حد ما ، 6 = أوافق ، و 7 = موافق بشدة.

Please select the appropriate number to indicate the level of your agreement or disagreement with the following statements on a scale of 1 to 7, where 1 = Strongly disagree, 2 = disagree, 3 = Somewhat disagree, 4 = neutral (neither disagree nor agree), 5 = Somewhat agree, 6 = agree, and 7 = Strongly agree.

موافق بشدة Strongly agree	**أوافق** agree	**موافق إلى حد ما** Somewhat agree	**محايد** Neither agree nor disagree	**لا أوافق إلى حد ما** Somewhat disagree	**غير موافق** disagree	**لا أوافق بشدة** Strongly disagree	**الأسئلة** **Questions**
							الخدمات الالكترونية أو الذكية **E-services or Smart Services**
							16. **تقدم هذه المؤسسة الحكومية خدمات إلكترونية عالية الجودة** This government organization offers high-quality e-services
							17. **تقوم هذه المؤسسة الحكومية بتطوير الخدمات الإلكترونية مبتكرة** This government organization develops innovative e-services
							18. **تعمل هذه المؤسسة الحكومية على دعم خدماتها الإلكترونية** This government organization stands behind its e-services
							19. **تقدم هذه المؤسسة الحكومية خدماتها إلكترونياً أو من خلال الهواتف الذكية** This government organization provides its services electronically or through smart phones
							20. **توفر هذه المؤسسة الحكومية معلومات واضحة ودقيقة عن خدماتها الإلكترونية** This government organization provides clear and accurate information about its e-services
							21. **يمكن الوصول بسهولة إلى الخدمات الإلكترونية التي توفرها هذه المؤسسة الحكومية من خلال قنوات متعددة بما في ذلك الأكشاك الالكترونية والإنترنت والهواتف الذكية**

							This government organization's e-service is easily accessible through multiple channels including kiosks, internet and smart phones
							صاحب عمل جيد **Good employer**
							22. **تدار هذه المؤسسة الحكومية بشكل جيد** This government organization is well managed
							23. **يبدو أن هذه المؤسسة الحكومية مؤسسة جيدة للعمل بها** This government organization looks like a good company to work for
							24. **يبدو أن هذه المؤسسة الحكومية لديها موظفين جيدين** This government organization looks like an organization that would have good employees
							25. **هذه المؤسسة الحكومية لديها قيادة مميزة** This government organization has excellent leadership
							التركيز على المتعاملين **Customer orientation**
							26. **تتعامل هذه المؤسسة الحكومية مع متعامليها الذين يستخدمون الخدمات الالكترونية بشكل عادلة** This government organization treats its e-customers in a fair manner
							27. **تهتم هذه المؤسسة الحكومية باحتياجات متعامليها الإلكترونية** This government organization is concerned about e-customer needs
							28. **تأخذ هذه المؤسسة الحكومية حقوق متعامليها الإلكترونية على محمل الجد** This government organization takes e-customer rights seriously
							29. **تسعى هذه المؤسسة الحكومية إلى رضا وسعادة المتعاملين في توفير واستخدام الخدمات الإلكترونية** This government organization seeks e-customer happiness and satisfaction

الرجاء اختيار الرقم المناسب لمستوى الاتفاق أو الاختلاف مع البيانات التالية على مقياس من 1 إلى 7، حيث 1 = لا أوافق بشدة، 2 = غير موافق ، 3 = لا أوافق إلى حد ما ، 4 = محايد (أوافق ولا أوافق) ، 5 = موافق إلى حد ما ، 6 = أوافق ، و 7 = موافق بشدة.

Please select the appropriate number to indicate the level of your agreement or disagreement with the following statements on a scale of 1 to 7, where 1 = Strongly disagree, 2 = disagree, 3 = Somewhat disagree, 4 = neutral (neither disagree nor agree), 5 = Somewhat agree, 6 = agree, and 7 = Strongly agree.

موافق بشدة Strongly agree	**أوافق** agree	**موافق إلى حد ما** Somewhat agree	**محايد** Neither agree nor disagree	**لا أوافق إلى حد ما** Somewhat disagree	**غير موافق** disagree	**لا أوافق بشدة** Strongly disagree	**الأسئلة** **Questions**
							السعادة **Happiness**
							30. **أعتبر نفسي سعيداً للغاية مقارنة بمعظم أقراني** Compared to most of my peers, I consider myself very happy
							31. **بشكل عام، أعتبر نفسي سعيداً للغاية** In general, I consider myself very happy
							32. **بشكل عام، بعض الناس سعداء جدا. يتمتعون بالحياة بغض النظر عما يحدث لهم، ويستفيدون منها لأقصى الحدود. إلى أي مدى ينطبق عليك هذا الوصف؟** Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent you agree that this characterization describe you?
							33. **بشكل عام، بعض الناس ليسوا سعداء. على الرغم من أنهم ليسوا مكتئبين، إلا أنهم لا يبدون سعداء على الإطلاق. إلى أي مدى ينطبق عليك هذا الوصف؟** Some people are generally not very happy. Although they are not depressed, they never seem as happy as they might be. To what extend do you agree that this characterization describe you?

Section 5: Questions related to Customer Experience **القسم الخامس: الأسئلة المتعلقة بتجربة المتعامل**

الرجاء اختيار الرقم المناسب لمستوى الاتفاق أو الاختلاف مع البيانات التالية على مقياس من 1 إلى 7، حيث 1 = لا أوافق بشدة، 2 = غير موافق ، 3 = لا أوافق إلى حد ما ، 4 = محايد (أوافق ولا أوافق) ، 5 = موافق إلى حد ما ، 6 = أوافق ، و 7 = موافق بشدة.

Please select the appropriate number to indicate the level of your agreement or disagreement with the following statements on a scale of 1 to 7, where 1 = Strongly disagree, 2 = disagree, 3 = Somewhat disagree, 4 = neutral (neither disagree nor agree), 5 = Somewhat agree, 6 = agree, and 7 = Strongly agree.

موافق بشدة Strongly agree	**أوافق** agree	**موافق إلى حد ما** Somewhat agree	**محايد** Neither agree nor disagree	**لا أوافق إلى حد ما** Somewhat disagree	**غير موافق** disagree	**لا أوافق بشدة** Strongly disagree	**الأسئلة** **Questions**
							تجربة المتعامل **Customer Experience**
							34. **لقد جعلتني تجربة تقديم الخدمات الإلكترونية الحكومية سعيداً للغاية** The experience with government e-services delivery, has made me significantly happy
							35. **تساهم تجربة الخدمات الإلكترونية الحكومية في سعادتي بشكل عام (بشكل كبير)** The experience with government e-services contributes to my overall happiness (significant amount)
							36. **إن الوقت والمال الذي يتم إنفاقه في الخدمات الحكومية الإلكترونية قد أضافا إلى مستوى سعادتي بشكل كبير** The time and money spent in government e-services has significantly added to my overall happiness level
							37. **يتم تحسين جودة حياتي من خلال الخدمات الحكومية الإلكترونية** My quality of life is enhanced by government e-services

							38. أعتقد أن الخدمات الحكومية الإلكترونية تساهم في رفع مستوى سعادة المتعاملين بشكل عام I think government e-services contributes to a customers' overall happiness level

Section 6: Questions related to E-services quality **القسم السادس: الأسئلة المتعلقة بجودة الخدمات الإلكترونية أو الذكية**

تقدم معظم المؤسسات الحكومية خدماتها من خلال قنوات مختلفة مثل الإنترنت أو الهواتف الذكية. وعليه نود الحصول على آرائك بشأن هذه الخدمات في الأقسام التالية. يرجى الإشارة إلى تجربتك الأخيرة مع استخدامك للخدمات الحكومية الإلكترونية أو الذكية.

Most of government organizations offer their services through various channels such as online through the internet or mobile platforms (m-services). Thus, in the following sections, we would like your opinions on these services. Kindly refer this to your most recent experience with an e-services.

الرجاء اختيار الرقم المناسب لمستوى الاتفاق أو الاختلاف مع البيانات التالية على مقياس من 1 إلى 7 ، حيث 1 = لا أوافق بشدة، 2 = غير موافق ، 3 = لا أوافق إلى حد ما ، 4 = محايد (أوافق ولا أوافق) ، 5 = موافق إلى حد ما ، 6 = أوافق ، و 7 = موافق بشدة.

Please select the appropriate number to indicate the level of your agreement or disagreement with the following statements on a scale of 1 to 7, where 1 = Strongly disagree, 2 = disagree, 3 = Somewhat disagree, 4 = neutral (neither disagree nor agree), 5 = Somewhat agree, 6 = agree, and 7 = Strongly agree.

موافق بشدة Strongly agree	**أوافق** agree	**موافق إلى حد ما** Somewhat agree	**محايد** Neither agree nor disagree	**لا أوافق إلى حد ما** Somewhat disagree	**غير موافق** disagree	**لا أوافق بشدة** Strongly disagree	**الأسئلة** **Questions**
الكفاءة **Efficiency**							
							39. يعتبر هيكل هذا الموقع الحكومي الالكتروني واضح وسهل المتابعة This e-government site's structure is clear and easy to follow.
							40. محرك بحث في هذا الموقع الحكومي الالكتروني فعال. This e-government site's search engine is effective

								41. تم تصميم هذا الموقع الحكومي الالكتروني بشكل جيد بناءً على الاحتياجات الفردية للمستخدمين. This e-government site is well customized to individual users' needs
								42. المعلومات التفصيلية المعروضة في هذا الموقع الحكومي الالكتروني مناسبة. The information displayed in this e-government site is appropriate detailed.
								43. يتم تحديث المعلومات المعروضة في هذا الموقع الحكومي الالكتروني. The information displayed in this e-government site is updated.
								44. المعلومات المقدمة لإكمال الحقول في هذا الموقع الحكومي الالكتروني كافية. The information provided to complete the fields in this e-government site is enough.
								45. يتيح هذا الموقع الحكومي الالكتروني إتمام الخدمة بشكل سريع. This e-government site enables me to complete a transaction quickly.
								46. يمكن الوصول إلى هذا الموقع الحكومي الالكتروني من الهواتف الذكية بسهولة. This e-government site can be accessed from mobiles easily.
								47. يتيح هذا الموقع الحكومي الالكتروني تتبع معاملات الخدمات الالكترونية من خلال خيارات متنوعة. This e-government site enables me to track transactions with a variety of options.
								48. يتيح هذا الموقع الحكومي الالكتروني تتبع معاملات الخدمات الالكترونية بأقل عدد من الأخطاء. This e-government site enables me to track transactions with less errors.
الثقة والأمان Trust and security								
								49. يعتبر الحصول على اسم المستخدم وكلمة المرور في هذا الموقع الحكومي الالكتروني آمن. Acquisition of username and password in this e-government site is secure.
								50. يتم على هذا الموقع الحكومي الالكتروني طلب البيانات الشخصية الضرورية فقط للمصادقة.

							Only necessary personal data are requested from me for authentication on this e-government site.
							51. **يتم أرشفة البيانات المقدمة من المستخدمين في هذا الموقع الحكومي الالكتروني بشكل آمن.** Data provided by users in this e-government site are archived securely.
							52. **تستخدم البيانات المقدمة في هذا الموقع الحكومي الالكتروني للأسباب المقدمة لها فقط.** Data provided in this e-government site are used only for the reason submitted.
							53. **يتميز هذا الموقع الحكومي الالكتروني بالشفافية حول معاملات الخدمات الالكترونية التي تتم خلالها.** This e-government site is transparent about its online transaction services
							54. **يوفر هذا الموقع الحكومي الالكتروني إجراءات أمنية واضحة.** This e-government site offers clear security measures.
							55. **يحتوي هذا الموقع الحكومي الالكتروني على إجراءات وقائية كافية لجعلي أشعر بالراحة عند تقديم المعاملات الحكومية الالكترونية.** This e-government site has enough safeguards to make me feel comfortable in conducting governmental transactions.
الأداء الموثوق **Reliability**							
							56. **يتم تحميل النماذج في هذا الموقع الحكومي الالكتروني في وقت قصير.** Forms in e-government site are downloaded in short time
							57. **يعتبر الموقع الحكومي الالكتروني هذا متاح ويمكن الوصول إليه متى احتجت إليه.** This e-government site is available and accessible whenever you need it
							58. **يقوم هذا الموقع الحكومي الالكتروني بتقديم الخدمة بنجاح عند الطلب الأول.** This e-government site performs the service successfully upon first request
							59. **يوفر هذا الموقع الحكومي الالكتروني الخدمات في الوقت المحدد.**

							This e-government site provides services in time
							60. يتم تحميل صفحات هذا الموقع الحكومي الالكتروني بسرعة كافية. This e-government site's pages are downloaded quickly enough
							61. تعتبر الخدمة الحكومية الإلكترونية أكثر موثوقية من الطريقة التقليدية في التعامل مع الجهات الحكومية. This e-government service is more reliable to deal with than the traditional way of dealing with government
الاستجابة **Responsiveness**							
							62. يتم ابلاغي فوراً عند فشل التقديم على طلب الخدمة الالكترونية. I'm immediately informed in case of transaction failure
							63. يتم حل معظم المشكلات على الموقع الحكومي الالكتروني في فترة زمنية قصيرة. Most of the problems on the site are resolved within a short time
							64. يحتوي هذا الموقع على ممثلي خدمة المتعاملين. This site has customer service representatives available online
							65. يوفر هذا الموقع القدرة على التحدث إلى شخص مباشرةً في حالة وجود مشكلة. This site offers the ability to speak to a live person if there is a problem.

Section 7: Questions related to E-service loyalty **القسم السابع: الأسئلة المتعلقة بالولاء للخدمات الإلكترونية أو الذكية**

الرجاء اختيار الرقم المناسب لمستوى الاتفاق أو الاختلاف مع البيانات التالية على مقياس من 1 إلى 7، حيث 1 = لا أوافق بشدة، 2 = غير موافق، 3 = لا أوافق إلى حد ما، 4 = محايد (أوافق ولا أوافق) ، 5 = موافق إلى حد ما ، 6 = أوافق ، و 7 = موافق بشدة.

Please select the appropriate number to indicate the level of your agreement or disagreement with the following statements on a scale of 1 to 7, where 1 = Strongly disagree, 2 = disagree, 3

= Somewhat disagree, 4 = neutral (neither disagree nor agree), 5 = Somewhat agree, 6 = agree, and 7 = Strongly agree.

موافق بشدة Strongly agree	أوافق agree	موافق إلى حد ما Somewhat agree	محايد Neither agree nor disagree	لا أوافق إلى حد ما Somewhat disagree	غير موافق disagree	لا أوافق بشدة Strongly disagree	الأسئلة **Questions**
							الولاء للخدمات الإلكترونية E-service loyalty
							.66 **أحب استخدام هذا الموقع.** I like using this website
							.67 **أنا أفكر احياناً في اختيار الخدمة التقليدية (الخدمات غير الإلكترونية) في مراكز الخدمة.** I occasionally consider switching to traditional service (non-e-services) in service centers
							.68 **ما دامت الخدمة الإلكترونية الحالية مستمرة، أشك في أنني سأنتقل إلى استخدام الخدمة التقليدية في مراكز الخدمة.** As long as the present e-service continues, I doubt that I would switch to traditional service in service centers
							.69 **أود أن أوصي الاخرين باستخدام هذه خدمة الحكومية الإلكترونية.** I would recommend this e-government service to others
							.70 **أشجع الأصدقاء والأقارب على استخدام خدمات الحكومية الإلكترونية.** I encourage friends and relatives to use e-government services
							.71 **أتوقع أن يستمر استخدامي للخدمات الحكومية الإلكترونية مستقبلاً.** I expect my use of e-government service to continue in the future

الاقتراحات والتعليقات

يرجى استخدام المساحة أدناه لتدوين أي تعليق أو ملاحظة لك على الاستبيان، أو لتقديم أي مقترحات تراها مناسبة لتطوير الدراسة وأثرها.

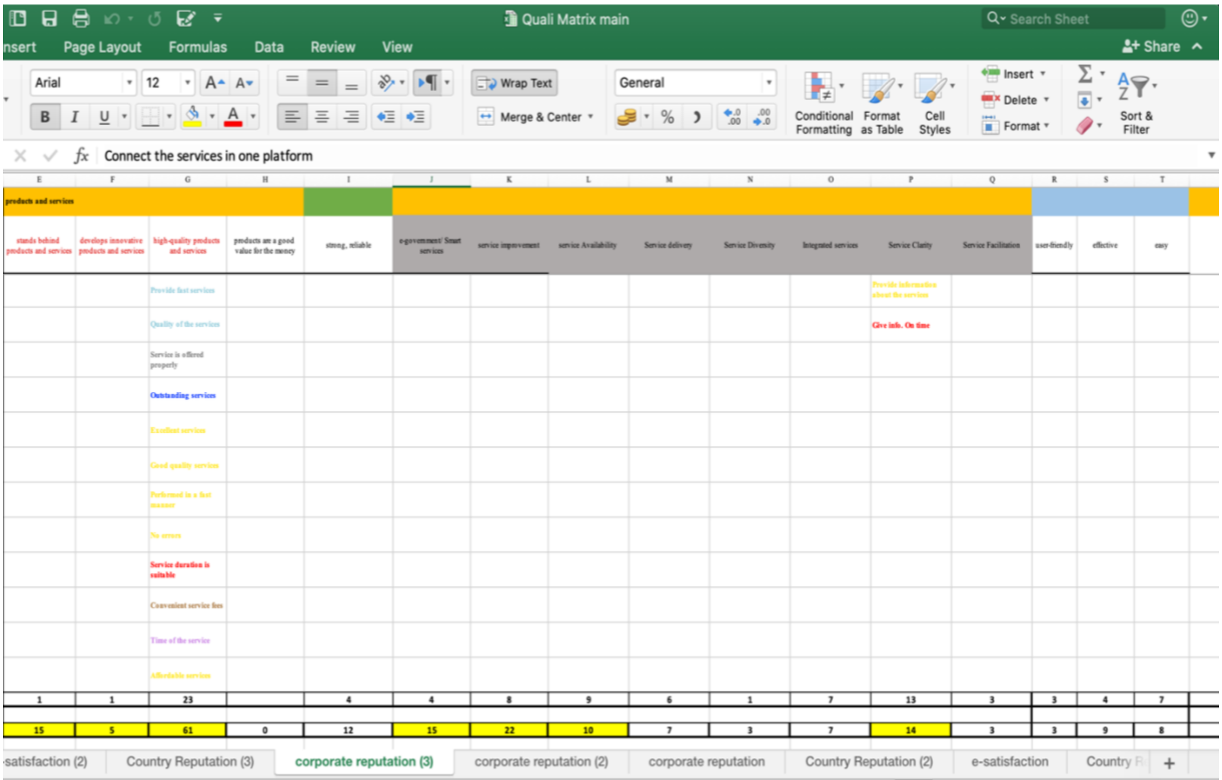
Participant Comments & Suggestions

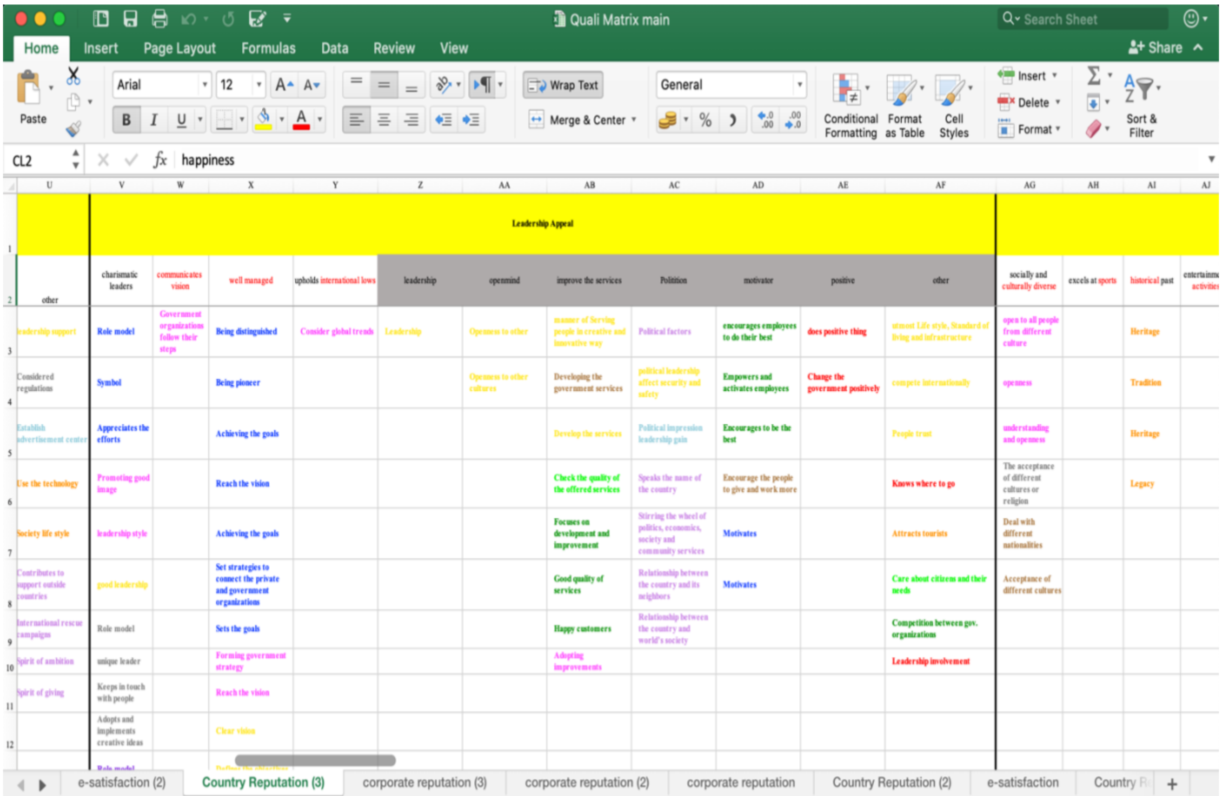
I hope that this survey sparks strong interest in you to share your professional expertise in enriching the questionnaire contents. I appreciate very much your participation in putting your constructive observations, or reminding any missing role to be added, or your suggestion for making the questionnaire more functional and analytic.

شكرا لك على المشاركة في الاستبيان نتمنى لكم أطيب الأوقات.

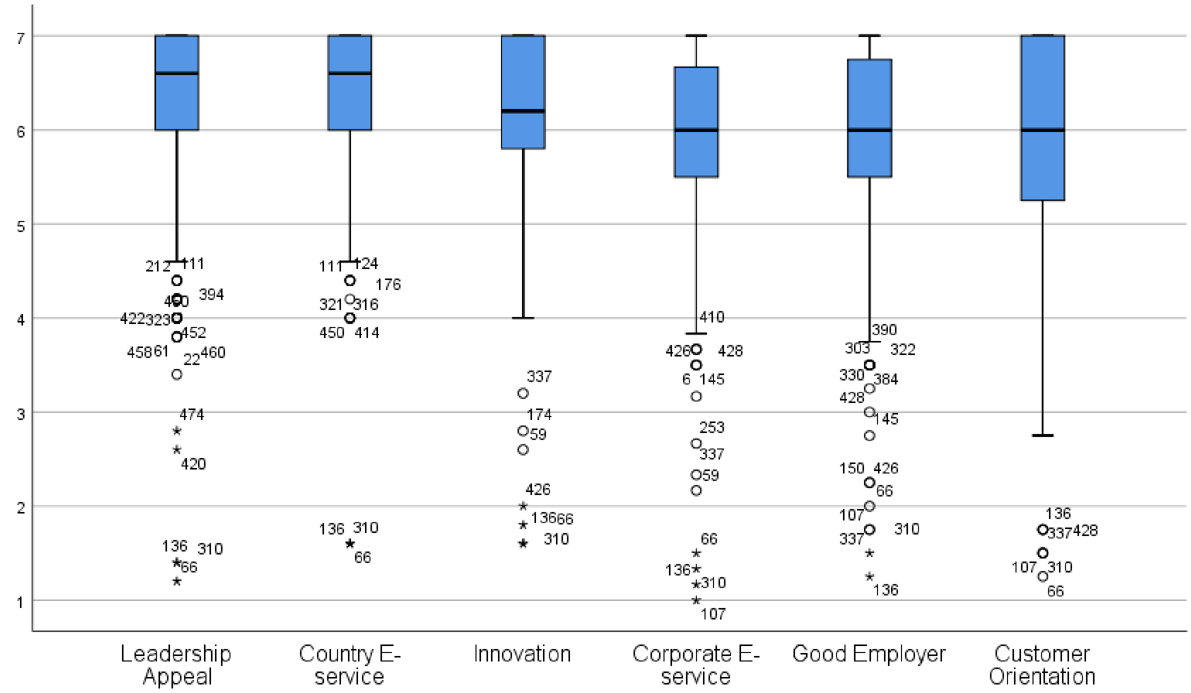
Thank you for completing this questionnaire. Have a nice day.

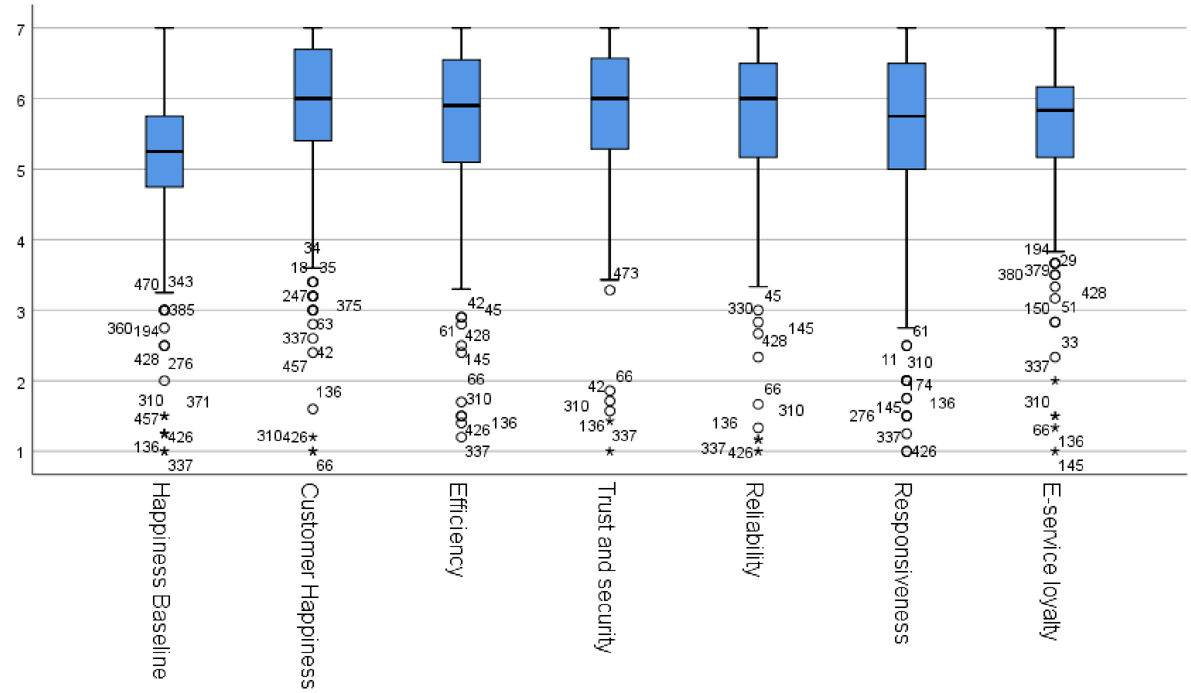
Appendix 10: Coding, main themes and sub-themes used in this research





Appendix 11: Box Plot Analysis (Outliers)





Appendix 12: Multicollinearity Tests

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.074	0.202		5.319	0.000		
Country E-services	0.270	0.059	0.258	4.551	0.000	0.374	2.674
Leadership Appeal	0.004	0.021	0.007	0.173	0.863	0.809	1.236
Innovation	0.340	0.039	0.473	8.779	0.000	0.412	2.426
Dependent Variable: Corporate Reputation							

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.648	0.205		3.159	0.002		
Country E-services	0.030	0.060	0.025	0.507	0.612	0.360	2.777
Innovation	0.140	0.041	0.167	3.426	0.001	0.363	2.753
Leadership Appeal	0.047	0.021	0.073	2.208	0.028	0.792	1.262
Corporate E-services	0.165	0.044	0.178	3.741	0.000	0.379	2.638
Good Employer	0.200	0.033	0.268	6.086	0.000	0.443	2.258
Customer Orientation	0.204	0.034	0.277	6.045	0.000	0.409	2.446
Dependent Variable: E-service Quality							

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.063	0.291		7.082	0.000		
Responsiveness	0.093	0.072	0.085	1.297	0.195	0.382	2.620

Reliability	0.058	0.063	0.057	0.925	0.356	0.424	2.359
Trust and security	0.027	0.066	0.025	0.405	0.686	0.440	2.272
Efficiency	0.290	0.063	0.272	4.607	0.000	0.469	2.131
E-service loyalty	0.260	0.059	0.220	4.386	0.000	0.647	1.545
Dependent Variable: Customer Happiness							

Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.577	0.224		7.039	0.000		
Responsiveness	0.290	0.057	0.312	5.123	0.000	0.405	2.470
Reliability	0.056	0.051	0.065	1.092	0.275	0.425	2.353
Trust and security	0.217	0.052	0.236	4.130	0.000	0.458	2.186
Efficiency	0.062	0.051	0.068	1.210	0.227	0.471	2.124
Dependent Variable: E-service loyalty							

Appendix 13: Exploratory Factor Analysis of the Deleted Items of the instrument

Rotated Component Matrix[a]

	Component													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
LA1						.854								
LA2						.771								
LA3						.745								
LA4						.791								
LA5						.860								
ES1							.746							
ES2							.709							
ES3							.716							
ES4							.781							
ES5							.733							
INN1									.598					
INN2									.673					
INN3									.746					
INN4									.754					
INN5									.777					
ESS1			.737											
ESS2			.711											
ESS3			.768											
ESS4			.747											
ESS5			.734											
ESS6			.704											
GE1											.768			
GE2											.717			
GE3											.758			
GE4											.683			
CO1										.734				
CO2										.760				
CO3										.739				
CO4										.744				
HPP1													.857	
HPP2													.875	
HPP3													.805	
HPP4														.575
CHPP1					.776									

CHPP2					.828									
CHPP3					.830									
CHPP4					.773									
CHPP5					.776									
EFF1	.777													
EFF2	.796													
EFF3	.744													
EFF4	.831													
EFF5	.790													
EFF6	.820													
EFF7	.697													
EFF8	.687													
EFF9	.710													
EFF10	.753													
TS1		.789												
TS2		.750												
TS3		.778												
TS4		.792												
TS5		.790												
TS6		.770												
TS7		.758												
REL1		.423		.679										
REL2		.420		.711										
REL3				.752										
REL4				.815										
REL5				.779										
REL6				.500										
RES1												.683		
RES2												.688		
RES3												.682		
RES4												.728		
ELOY1								.660						
ELOY2														.794
ELOY3														.488
ELOY4								.828						
ELOY5								.822						
ELOY6								.811						

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

Appendix 14: Exploratory Factor Analysis (Total Variance)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	23.791	34.986	34.986	23.791	34.986	34.986	7.907	11.628	11.628
2	4.961	7.296	42.282	4.961	7.296	42.282	5.928	8.718	20.347
3	4.110	6.045	48.327	4.110	6.045	48.327	4.544	6.682	27.028
4	3.426	5.039	53.365	3.426	5.039	53.365	4.112	6.047	33.075
5	2.769	4.073	57.438	2.769	4.073	57.438	4.046	5.950	39.025
6	2.595	3.816	61.254	2.595	3.816	61.254	3.804	5.594	44.620
7	2.011	2.957	64.211	2.011	2.957	64.211	3.785	5.566	50.185
8	1.723	2.534	66.745	1.723	2.534	66.745	3.372	4.959	55.144
9	1.698	2.497	69.242	1.698	2.497	69.242	3.258	4.791	59.935
10	1.487	2.187	71.430	1.487	2.187	71.430	3.077	4.526	64.461
11	1.331	1.957	73.387	1.331	1.957	73.387	2.988	4.395	68.855
12	1.227	1.804	75.191	1.227	1.804	75.191	2.818	4.145	73.000
13	1.126	1.655	76.847	1.126	1.655	76.847	2.616	3.847	76.847
14	.788	1.159	78.006						

Extraction Method: Principal Component Analysis.

Appendix 15: Exploratory Factor Analysis of the Items of the instrument

Rotated Component Matrix[a]

	Component												
	1	2	3	4	5	6	7	8	9	10	11	12	13
LA1							.853						
LA2							.771						
LA3							.745						
LA4							.792						
LA5							.859						
ES1						.748							
ES2						.713							
ES3						.713							
ES4						.782							
ES5						.739							
INN1								.586					
INN2								.667					
INN3								.746					
INN4								.762					
INN5								.785					
ESS1			.736										
ESS2			.711										
ESS3			.768										
ESS4			.749										
ESS5			.737										
ESS6			.706										
GE1											.777		
GE2											.723		
GE3											.763		
GE4											.696		
CO1										.746			
CO2										.764			
CO3										.746			
CO4										.749			
HPP1													.860
HPP2													.878
HPP3													.811
CHPP1					.778								
CHPP2					.827								
CHPP3					.829								
CHPP4					.775								

CHPP5					.777								
EFF1	.776												
EFF2	.790												
EFF3	.750												
EFF4	.830												
EFF5	.787												
EFF6	.817												
EFF7	.692												
EFF8	.690												
EFF9	.708												
EFF10	.750												
TS1		.789											
TS2		.754											
TS3		.781											
TS4		.791											
TS5		.783											
TS6		.771											
TS7		.753											
REL1				.688									
REL2				.726									
REL3				.752									
REL4				.813									
REL5				.787									
REL6				.511									
RES1												.665	
RES2												.709	
RES3												.702	
RES4												.744	
ELOY1									.677				
ELOY4									.832				
ELOY5									.823				
ELOY6									.818				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.