Introduction

Various factors that affect the adoption of a new technology to irrespective of their community, all activities can be done fails. Due to these factors, in addition to individual factors, the factors that affect the rate of adoption and use of these offices engage citizens. Given the importance of the human factor in improving city services, office electronics, personal factors can increase the size of the systematic use of electronic services in the offices of leading. The result is increased productivity and welfare help. "Technology Acceptance Model", is the most prominent models to study explore factors affecting the adoption of information technology at the individual level since the application has been approved in several countries. In the framework of the Integrated Model Builder (combined technology acceptance model and the theory of planned behavior variables and trust), what factors can affect the adoption of e-services by citizens of the city of Tehran, and the factors that influence the relationship they have with each other. . The main objective of this study was to evaluate the factors influencing adoption of e-service adoption model using integrated information technology (TAM) and theory of planned behavior (TPB) and Variable Trust is trust. The detailed objectives of this study were to determine the relationships between variables in the model are integrated. Study is to examine the relationship between integrative models of what variables?

Materials and methods

Due to the strong emphasis on Takfa project (development and application of information technology), in recent years, many governmental and non-governmental organizations, the use of ICT have on their agenda, but research shows still Making use of these technologies has not expanded as expected tense.

Meanwhile, Tehran's offices as well as a major center of electronics, electronic program began providing services to the city. According to the above requirements, the results of this study can be important to show that the centers of Tehran Electronic support is better than citizens of Tehran, Tehran citizens who accept what factors influenced its main audience are being considered.

Considering the characteristics of e-service offices in Tehran and working conditions and the need for urgent and direct citizens to the office, since so far regarding the factors affecting the adoption of e-services by citizens little researches have been done, This is a new research and new findings could provide useful services, city planners and managers of these offices will be e Tehran. The research objectives include:

–General purpose: The purpose of this study was to determine the factors affecting the adoption of e-services using an integrated model of information technology acceptance (TAM) and theory of planned behavior (TPB) and Theory of Trust (Trust) is.

–Objective component: The relationship between the variables of the model combined with the adoption of e-services within the model, the relationship among variables in combined models within models.

The research questions include:

1. Are the variables of the model combined with the adoption of services in e-mail by office personnel and civilians in the relational model? And 2. What is integrative model of the relationship between variables in the model?

Hypotheses include: 1. Variables of the model combined with the adoption of e-services by citizens and staff offices within the model are related to electronic city and 2. Relationship between the variables of the model is integrated in the model.

The purpose of this descriptive study was applied. Data collected in this study, which is shown by way of a library consisting of books, papers, documents and papers as well as the Internet and the data collected was used for the theoretical formulation. Method of data collection was a questionnaire. The validity and reliability of the questionnaire to 160 residents randomly clustered, distributed and then collected. After approval of the project and for permission to begin the study of Tehran Electronic books include a referral to tertiary branches, revolver, Imam Hussain and Damavand was presented. The purpose of this research is to address the factors

effective in the success of e-services. The study population consisted of employees and patrons in Tehran e-books, e-books that include Tehran (Asr branches, revolver, Imam Hussain and Damavand), respectively.

In this study, the five-choice Likert scale was used to answer questions. To determine the "validity" of the questionnaire, the study resources, blueprint questionnaire was prepared and studied by scholars and specialists. As a result, when the amendment was proposed after the reform, the final questionnaire was developed. Determine the "reliability" of the alpha coefficient was used. Study of 15 patients (male and female) Cronbach's alpha was calculated for all categories of inventory equal to 92%, indicating good reliability of the tool.

Finding and results

Since the data does not have a normal distribution, the nonparametric tests are used to analyze the data. In order to test hypotheses and to discover meaningful relationships between independent and dependent variables, the nonparametric correlation analysis using the Spearman rank test was used. The results show that the combination of technology acceptance model, TAM and TPB particularly technology acceptance model, especially with the boost factor is trust. Bas on the study results, 92% of the variance in behavioral intention to show that the core structures of the technology acceptance model and a statistically significant impact on the willingness of citizens to use. Results Descriptive statistics show that perceived usefulness, ease of use, subjective norm, perceived behavioral control, attitude, confidence and desire to have a higher average score of 3.5 are highly positive, indicating that participants' perceptions of the Structures.

According to the results, all hypotheses have been confirmed. The first hypothesis of this study has been approved with 95% confidence positively related to perceived usefulness of the technology they are very weak relationship between subjective norm and technology adoption. The second hypothesis of this study has been approved with 95% confidence, so we can obtain the following results. Shaped impression in the minds of the employees and citizens of the benefits of information technology, they

are determined in the decision to use this technology. The attitude of the employees and citizens of more than technology, they are determined in the decision to use this technology (more likely). The perceived behavioral control, employee and citizen population of more than technology, they are determined in the decision to use this technology (more likely). The impression formed by the employees and citizens of the benefits of information technology, the more positive is their attitude towards the use of this technology. The concept formed the minds of employees and citizens of the ease of use of information technology; the more positive is their attitude towards the use of this technology. Employees and citizens' trust in the research community is the use of information technology, their attitudes towards the use of more technology. The confidence of employees and citizens to use information technology research community, the more they perceived behavioral control toward greater use of this technology. Employees and citizens' trust in the research community is the use of information technology, toward greater use of this technology.

According to the above results, it can be claimed that there is a significant relationship between the variables of the research model. The highest correlation among variables are (perceived usefulness and trust) and variables (perceived usefulness and attitude) and variables (attitude and confidence) and variables (attitude and intention to use). The weakest correlation between variables are between (perceived ease of use and subjective norm), variables (subjective norm, trust), variables (subjective norm and intention to use) and variables (subjective norm and perceived behavioral control).

Conclusions

Two hypotheses are confirmed in the present study, we can conclude: Constructive elements of the model (including the combined technology acceptance model and the theory of planned behavior and trust) in this study, the model as factors influencing the adoption and use of information technology (e-city services) have been identified in the electronic office in Tehran. Much dependent on information technology systems of e-city personnel and referral offices, to improve the performance of learning easier and more effective to accommodate more is used. However, the reliability of the system, the system is useful and beneficial. The ease of use of the system, the system

has higher reliability. Whatever that system more reliable, more useful, and easier, the attitude of the system increases. Perceived behavioral control was associated with higher trust of the citizens. Thus we see how the combined technology acceptance model and the theory of planned behavior variables and the variables of trust, and turning them into a single model. Electronic office technology acceptance among the citizens of the city will increase, whereas the separate application of each of these models, the lower the impact of technology adoption. In connection with the general characteristics of the questionnaire variables (demographic), it must be said none of these variables were not statistically significant between the sexes. Solely between subjective norms with age, a significant relationship was observed. None of these variables varied between studies, a significant relationship was found. None of these variables were significantly associated with marital status variable. Between perceived ease of use was significantly associated with variables. Significant relationship between the attitude variables was observed. Between subjective norms was a significant correlation between variables. Simply trust between the variables used, a significant relationship was observed. The only ways of knowing the relationship between the variables tend to be statistically significant. Relationship between perceived usefulness variables, significant correlations were observed. Relationship between attitude variables, significant correlations were observed. Relationship between subjective norm variables, significant correlations were observed. Relationship between perceived behavioral control variable, a significant relationship was observed. Relationship between willingness to use variables, significant correlations were observed. Trust relationship between the variables, a significant relationship was observed. Ease of understanding the relationship between the variables, a significant relationship was found.

- Suggestions

1 - In order to further support the correlation between attitude and willingness to increase acceptance and use of electronic services extended TAM model with TPB model reliability is recommended.

2 - Municipalities in the design of electronic systems, giving priority to attitude and confidence in using information systems to the aspect of the subjective norm which is less effective than the use of electronic systems.

3 - The designers and manufacturers of electronic systems and related IT services are proposed, which can also be useful in systems design, is easy to learn to use. For example, most of the graphics options in the software can be used to place orders.

4 - Use of Information Technology (Electronic city services) improves the quality and efficiency of services provided to employees, and is also used to reduce corporate costs. As a result, it is recommended that citizens can use information technology provided by the government.