USING VARMA TECHNIQUE TO MEASURE THE PERFORMANCE QUALITY OF E-SERVICE-FIFA2014

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Abstract

Based on a group of variables obtained from actual hourly observations of visiting the website of football world cup 2014 during thirty days (the period of the competition), this paper suggested a statistical model to measure the performance quality of E-service-FIFA2014. The dependent variable was Response time in seconds and the independent variables were Type of connection machine (Smart phones, I-pad, I-phones, Tablets, Laptop, desktop), Time of access, Duration of logging, Distances between countries and the country of champion, Classification of teams. Vector autoregressive moving average technique (VARMA) was used. The results showed that performance was influenced by the (Type of connection machine). SAS and SPSS were used to calculate the results in this study.