

ABSTRACT

Study on Quality Factor and Public Service Satisfaction Along With Its Implications Toward Loyalty of Surabaya People With e-Government Moderator Variables

This study willing to recognize on public administration service in Surabaya City that served in One Roof Integrated Service Unit (UPTSA) whether meeting the willingness most of the Surabaya people viewed from scientific side.

This study also intended to prove empirically that service quality dimension during this time as management science domain (particularly marketing management) can be applied in public service as part of public economy science and involved moderator variable of electronic Government in process.

The result of this study prove that reliability, responsiveness, assurance, empathy, and physical appearance have significant effect toward people satisfaction over public service in Surabaya city. E-Government has significant effect in moderating reliability and reinforce on people satisfaction over public service in Surabaya city. People satisfaction with e-Government moderated also has effect toward people loyalty. Yield of this study show that Moderating Structural Equation Modeling approach (MSEM) that structural model involved E-Government as moderation is goodness of fit model. Accessible service procedure, undifferentiated whoever served, clarity/certainty of officer and mastering of officer on his or her work, make satisfied people. Numerous mark to service place and complaint, officer abilities in providing service, service fastness get along with easy to be contacted/communicated, aside from Information Technology utilization such as Internet, mobile phone, and kind of, as represented part of e-Gov.

Five satisfaction variables actually not only a domain for customer activities who buy goods and service in general. But able to applied in public/government service activity (in non-business scope). It is not much study performed by scientist.

Electronics Government (e-Gov) currently developed around couple decade ago, not much that can be discussed in connecting them with another activity, while it application much be applied in government-wide.

Service model in UPTSA can be modeled by other region, cause will give numerous benefits (for municipal government or society). Even nationally will be advantageous, even it still need furthermore research.

Keywords: UPTSA, MSEM, E-Government, Reliability, Loyalty, Satisfaction

