



## TABLE OF CONTENT

TITLE.....	i
LETTER OF STATEMENT .....	i
APPROVAL PAGE .....	ii
AUTHENTICITY STATEMENT .....	iii
ACKNOWLEDGEMENT .....	iv
TABLE OF CONTENT .....	vi
LIST OF FIGURES .....	viii
LIST OF TABLES .....	ix
ABSTRACT.....	I
CHAPTER I .....	1
1.1 Background of the Study .....	1
1.2 Research Question .....	7
1.3 Research Purpose.....	7
1.4 Research Benefit.....	7
CHAPTER II.....	9
2.1 Public Service Innovation .....	9
2.2 Service Quality.....	12
2.3 Technology Acceptance Model (TAM) .....	14
2.3.1 Perceived Usefulness .....	15
2.3.2 Perceived Ease of Use.....	15
2.3.3 Behavioral Intention to Use .....	16
2.3.4 Perceived enjoyment .....	16
2.4 Customer Satisfaction .....	17
2.5 Theoretical Framework.....	19
CHAPTER III .....	21
3.1 Types of Research.....	21
3.2 Population and Research Sample .....	22
3.2.1 Population .....	22



3.2.2	Sample.....	22
3.3	Technique of Collecting Data .....	23
3.3.1	Sampling Technique .....	24
3.4	Data Validity and Reliability .....	25
3.5	Research Variable .....	25
3.6	Procedure of Collecting Data.....	26
3.7	Data Analysis Technique .....	27
3.7.1	Quantitative Analysis .....	27
3.7.2	Descriptive Analysis .....	28
3.7.3	Use of Analysis Software.....	28
3.8	Research Instrument.....	29
3.8.1	Measurement Scale .....	29
CHAPTER IV	.....	33
4.1	Research Result.....	33
4.1.1	Respondent Profile .....	33
4.1.2	Testing the Quality of Research Measuring Instruments.....	34
4.1.3	Descriptive Analysis .....	37
4.1.4	Data Analysis and Hypothesis Testing .....	48
4.2	Discussion of Research Results.....	62
CHAPTER V	.....	67
5.1	Conclusions .....	67
5.2	Suggestions .....	68
REFERENCES	.....	69
APPENDIX	.....	77