

## ABSTRACT

*This study aims to determine the perception of society on the use of Public Service Innovation that called Virtual Customer Service in Yogyakarta International Airport (YIA). The purpose of this study is to analyze the innovation that called “Virtual Customer Service”, service quality and the customer satisfaction in Yogyakarta International Airport. Public Service Innovation is defined as the implementation of new ideas or modifications of ideas that have been used to improve public service performance. The transportation sector is a sector that always need to continue to improve safety, security, and transportation comfort services for its users. Virtual Customer Service innovation has the aim to reducing the spread of Covid-19 virus in Yogyakarta International Airport (YIA). The population in this study were society who have used the Virtual Customer Service in Yogyakarta International Airport (YIA). The sample in this study amounted to 100 respondents. This study used quantitative-associative research with random sampling data collection techniques. The data source of this research is the primary data source obtained from distributing questionnaires and directly to respondents, and secondary data source in this study are books and research that supports this research. In the overall findings, the public service innovation and service quality have a significant influence on customer satisfaction in Yogyakarta International Airport (YIA). According to the research findings, Public Service Innovation (PSI) in Yogyakarta International Airport has a significant positive effect on customer satisfaction with a contribution of 22% influence, service quality also has a significant positive effect on customer satisfaction with a 53,6% contribution, and Public Service Innovation and service quality simultaneously have a significant influence on customer satisfaction with the contribution 75,6%.*

*Keyword: Virtual Customer Service, Public Service Innovation, Service Quality, Customer Satisfaction*