

**THESIS-MBKM
BADAN RISET INOVASI NASIONAL**

**THE EFFECT OF E-SERVICE QUALITY AS THE IMPLEMENTATION OF
PUBLIC SERVICE INNOVATION ON CUSTOMER SATISFACTION AND ITS
IMPACT TO CUSTOMER ENGAGEMENT WITH PERCEIVED VALUE AS
MEDIATING VARIABLE**

(Study in Gemilang Android Application as a public service in Kabupaten Tangerang)



By:

RAIHANAH APRILIA ZAHRA

NIM C1H019013

**MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
INTERNATIONAL MANAGEMENT**

2022