

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

The researcher can formulate the following conclusion from the findings of the discussion in the preceding chapter.

1. E--Service Quality has a positive effect on Customer Satisfaction users of the Tangerang Gemilang application
2. E-Service Quality has a positive effect on the Perceived Value of Tangerang Gemilang application users
3. E-Service Quality has a positive effect on Customer Engagement users of the Tangerang Gemilang application

B. Implication

Several theoretical and practical consequences are offered by this research. Additionally, this study generates a number of recommendations for additional study, including the following:

1. Theoretical Implication

The theoretical application of this study is intended for subsequent researchers to be able to add additional variables such as brand awareness and social media marketing that may have an impact on consumer engagement and satisfaction to overcome the problem of lack of socialization of the application.

In the people of Tangerang Regency. In-depth interviews with consumers are one way that researchers can use next to study customer engagement and satisfaction to collect more diverse information than those obtained from questionnaires whose answers are already known before, so the author's contribution in this study is as an evaluator. Public Service Application so that the Tangerang Regency Government is able to improve quality and continue to innovate in developing public services.

2. Practical Implication

The researcher has numerous practical implications, which are listed below, based on the findings of the debate about the effects of e-service quality as the implementation of public service innovation on customer satisfaction and I's impact to customer engagement with perceived value as the mediating variable in the preceding chapter.

- a. Based on the results of e-service quality research is very influential on customer satisfaction, therefore to further improve the quality of e-service, the Tangerang Regency government must continue to prioritize innovations that are in line with the development of digital technology, by making the quality of application design more attractive, providing actual information and providing service features that are in accordance with the needs of the people in Tangerang Regency.
- b. Become an important point in efforts to innovate and develop such as in terms of e-service quality towards perceived value, government of Tangerang regency must create the emotional value of the customer, then

improve the performance of the application futur, and must know in advance what customers need and expect, so that the features provided are able to be right on target.

- c. The Tangerang Regency Government can create customer engagement from the quality of electronic services by creating value through users, namely by receiving constructive criticism and suggestions from users related to application development, and building knowledge about the application among the public in order to create customer interest in seeking deeper information related to the application.

By paying attention to the various aspects above, it can help government of Tangerang regency in running digital-based services in the smart city era, so that application users feel more satisfied and willing to have engagement.

C. Research Limitation

There are limitations in this study, namely the difficulty of finding respondents who meet the criteria because the application is not evenly socialized by the Tangerang Regency government so that many people have not used the Tangerang Gemilang application so that the data from respondents is very diverse and produces marginal data outputs so that it is difficult to get perfect data and difficult for the process of finding influence and mediation in each of them variables, this research is only limited to questionnaires so that it is less than optimal to explore more information related to e-service quality, perceived value, customer satisfaction and customer engagement, and this research is only limited to users of

the Tangerang Gemilang application in Tangerang Regency.

