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The Role Of Service Quality In Mobile Government: Effects On Customer Satisfaction, Loyalty And Reuse Intention

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Abstract
The study examines the impact of service quality on client satisfaction, loyalty, and intention to reuse in mobile government (m-Government) services. The increasing dependence on digital governance necessitates the provision of effortless, efficient, and dependable services to maintain user engagement. The study utilizes a quantitative analytic technique, examining data from a sample of 384 respondents and applying AMOS for statistical evaluation. Essential techniques, such factor loadings and reliability testing, evaluate the interconnections of service quality, customer satisfaction, and loyalty. The results indicate that service quality substantially improves customer satisfaction, resulting in heightened confidence and engagement with m- Government platforms. Furthermore, customer happiness significantly impacts loyalty, underscoring the need of user-friendly and secure services. Moreover, service quality independently influences loyalty, suggesting that customers maintain commitment when services are effective and dependable. Customer satisfaction mediates the relationship between service quality and loyalty, underscoring the necessity for ongoing service enhancements. The research underscores the necessity of maintaining elevated service standards, accessibility, and security to promote sustained acceptance and confidence in digital government, offering critical insights for policymakers and service providers to improve m-Government platforms. Keywords: Mobile Government (m-Government), Service Quality, Customer Satisfaction, Customer Loyalty (Reuse Intention).

Keywords: Mobile Government (m-Government), Customer Satisfaction, Digital Governance, Public Service Delivery, Reuse Intention, Information and Communication Technology (ICT).

1. Introduction
Mobile government (m-Government) is a component of eGovernment that use mobile technology and apps to deliver services and information to companies, individuals, and governmental entities(Serra et al., 2015). This promotes enhanced possibilities for the people to engage and interact with the government(Almarashdeh & Alsmadi, 2017). Despite the promise of m-Government, few individuals are inclined to utilize the offered services. The efficacy of m-Government services is dependent upon the utilization rates among citizens(Union, 2011).Mobile devices might provide transactional and administrative platforms, granting stakeholders real-time access to governmental operations and information sources. Governments in wealthy nations have invested in mobile technology to enhance information communication in order to address the urgent demands of stakeholders(Mainka et al., 2015).The absence of additional getting of infrastructural materials results in substantial savings and facilitates the rapid implementation of mobile government. The implementation of mobile device usage might allow governments in

least developed nations to achieve significant savings(Mtingwi & Van Belle, 2012). The government should effectively utilize its present mobile technologies by reorganizing existing systems to function on mobile devices.

Recent studies suggest that smartphone usage in several nations has attained new levels, while the prices of mobile technology persist in declining. This tendency enhances the accessibility of these platforms for those with lesser incomes. Confronted with this new reality, several officials contend that e-government websites are insufficient and should be complemented with mobile applications(Turban et al., 2018).(Faisal & Talib, 2016) Declare that the rapid advancement and decreasing expenses of information technology (IT) instruments have significantly enhanced individuals' understanding of available alternatives. An increasing number of individuals may utilize IT capabilities to express their concerns over topics they consider significant to people. The increasing prevalence of mobile technology has transformed the methods employed by most governments in delivering public services. Governments are assessing the efficiency and efficacy of mobile technology in its adoption for delivering public services(Al Najjar et al., 2019). Mobile technology serves as a crucial medium for engaging citizens; yet, it must adhere to business principles similar to any other IT initiative. Recent projects concerning smart cities have rendered mobile technology, the Internet of Things (IoT), and artificial intelligence (AI) essential instruments for the success of these endeavors. Mobile technology may significantly enhance the initiatives. The government seeks to engage individuals as active participants in public affairs and to utilize public services.

1.1 Back ground of the study:

Technological improvements have allowed access to information via mobile devices, resulting in a transition from e-government to mobile government(Baharuddin et al., 2013). This evolution compels the government to enhance services through the implementation of wireless technology and mobile devices such as smartphones and laptops(Al-Sakran & Alsudairi, 2021). Mobile Government seeks to improve e-Government services by offering accessible solutions at any time and from any location, eliminating the necessity for a desktop computer(Desmal et al., 2021). The effectiveness of m-Government is dependent upon public contentment, since varying levels of satisfaction determine the success or failure of its implementation. The Surabaya municipal administration in Indonesia has transitioned from electronic governance to mobile governance(de Almeida, 2021). The WargaKu Surabaya application is a widely utilized platform for residents to submit grievances, obtain information, and engage with governmental services. Complaints lodged by citizens are promptly forwarded to the designated Regional Apparatus Organization (OPD), and if community issues remain unresolved, they are automatically escalated to the Mayor of Surabaya. In conclusion, technological advancement has facilitated information access and enhanced services, resulting in the adoption of mobile government applications in Indonesia. The implementation of mobile government in Surabaya through the WargaKu Surabaya application seeks to enhance service quality and citizen happiness(Alifa et al., 2023). Numerous prior research indicate that the WargaKu Surabaya application is regarded as rather effective, despite first confounding the public due to the duality of media that provide almost identical functions and roles(May & Fanida, 2023). The WargaKu Surabaya application's service quality enhances government services in Surabaya and simplifies the complaint resolution procedure. The deployment of the WargaKu Surabaya mobile government application

cannot be deemed optimal. This is based on prior study data indicating that the WargaKu Surabaya application necessitates enhancements in the economics of message transcoding(Yuliantini & Purnomo, 2024).
Customer satisfaction is an essential component of quality management, since it enables firms to comprehend the demands and expectations of various client groups. Evaluating client happiness is crucial for comprehending the quality of products and services, which are then modified to fulfil consumer requirements(Chanana et al., 2016). Customer satisfaction is characterized as a post-consumption evaluative judgment influenced by the customer's pre- purchase expectations and their opinion of performance throughout and following the consuming experience(Verma et al., 2020). The advancement of information and communication technology (ICT) has transformed organizational interactions with clients, as government agencies utilize online platforms such as mobile government (mGovernment) services to provide public services. Online services diverge from offline surroundings, complicating the application of offline consumer satisfaction models to online platforms. The assessment of service quality in mGovernment services is in the first phases of scholarly inquiry. No relevant service quality measuring scales for mGovernment exist, resulting in challenges in comprehending user behaviors and expectations. Prior research has addressed customer satisfaction in electronic formats; however, the absence of analysis in mGovernment services results in flawed assessments and a diminished comprehension of end-users. (Abdulla Jaafar Desmal, Suraya Hamid, Mohd Khalit Othman, 2022)The study is to present a measuring model for customer satisfaction with mGovernment services, guiding the authors in examining the theoretical foundational models of customer satisfaction that assist researchers in understanding the principal aspects related to the notion. A review of prior studies on online customer happiness has been undertaken to augment the current study by elucidating customer satisfaction dimensions within the online service context. The current study focuses on mGovernment services, emphasizing the unique characteristics of mobile services that inform the criteria for assessing consumer satisfaction with mGovernment service portals. This research's findings prompt online government entities to comprehend consumer happiness and perform continuous modifications of services to fulfil users' requirements.

Customer loyalty is essential for business success, particularly in a competitive sector where it may be costly to gain new customers and difficult to keep existing ones. Focusing on elements like customer happiness, trust, service quality, brand loyalty, corporate reputation, customer engagement, product quality, and social media, excellent service is a crucial tactic for increasing customer loyalty. Criteria, staff satisfaction, and improvement tactics are used to gauge customer satisfaction(Rane et al., 2023). The influence of client satisfaction on profitability, the ramifications of both contentment and discontent, and the role of technology—specifically, artificial intelligence-enabled services—are also examined in this study(Evanschitzky et al., 2012). Another important factor is the consumer experience, and the impact of social media on this is also covered. Understanding customer expectations, empowering and training staff, personalizing the customer experience, ensuring consistency across touchpoints, communicating clearly, concentrating on continuous improvement, rewarding loyalty, fostering emotional bonds, resolving complaints, measuring satisfaction, anticipating customer needs, promoting feedback, and investing in technology are all ways that businesses can increase customer loyalty.
The UAE has been implementing mobile government (m-government) since 2013, aiming to

improve efficiency, transparency, and information transformation in various sectors such as health, education, transportation, finance, and jobs(Alhammadi & Memon, 2020). The initiative, launched in 2013, ranked sixth globally in the Online Services Index. My Medic Now, an online healthcare platform, assists patients in searching for medical services but faces challenges such as patient privacy, cloud integration, complexity, and accessibility. Factors influencing m-government adoption include infrastructure issues, poor financial management, lack of political assistance, managerial skills, lack of training, uncertainty of application development, and the market's limited lifespan and competitiveness(Alloghani et al., 2016). The implementation of m-government services requires large population participation, ongoing user feedback, and overcoming barriers like lack of awareness, social and cultural barriers, insufficient IT skills, policy and legal requirements, and trust. Despite high smartphone penetration, challenges remain in obtaining customer satisfaction, developing instructions, manuals, policies, IT skills, and e-awareness among the population. To effectively implement m-government, the government must be aware of people's preferences and needs, monitor user experience, and implement effective measures to improve services.

2. Literature Review

(Jaafar Mohamed et al., 2019) examined the overall prevalence of smart devices and their function in enhancing service delivery channels, specifically in mobile government services. Mobile government enables people to do transactions online at any time and from any location, facilitating more efficiency and convenience. The study underscores the constraints of employing smart devices for online services and the necessity for an appropriate assessment scale for service quality. Utilizing alternative service quality measuring scales, such as those for e-commerce or e-services, may result in erroneous outcomes and complicate the analysis of service delivery processes. The study advocates for researchers to examine the idea of mGovernment Service Quality (SQ) with an emphasis on interaction qualities. The research employs literature evaluations in electronic service quality, human-computer interactions, and mobile government services to delineate sub-dimensions of interaction quality.

The telecommunications industry has seen tremendous change, emerging as the foundation for digital applications, data, and content used by businesses, governments, and people. As a result, in nations like Jordan, electronic and mobile government, or m-Government, has emerged. (Abdallah, 2021) suggested a new m-Government acceptance model in Jordan (AMGS) that integrates the Hofstede Cultural Dimensions Theory with the Information System Success Factor Model. Information quality, service quality, uncertainty avoidance, and indulgence vs restraint are important determinants of citizens' propensity to utilize m-Government services in Jordan, according to a research that surveyed 203 Jordanians. However, it was discovered that the intention of citizens to utilize m-Government services was not significantly predicted by Power Distance.

(Abu Tair & Abu-Shanab, 2014) examined the how governments have adopted the use of information and communication technologies (ICTs) to provide services to their constituents, enterprises, and individuals as a result of the ICTs' widespread development. Like any other eservice, these functions may be interactively provided via the Internet using web technology (e-government). However, when mobile technology proliferated, governments changed their methods. In providing services to better exploit mobile phones' capabilities by using mobile

government (m-government). In order to better serve people, m-government makes use of mobile technology; yet, this presents some difficulties for both governments and service receivers. The authors of this study discussed the potential and difficulties associated with m- governments in relation to mobile services (m-services).
(Alsaadi et al., 2019) enhanced the Gulf Cooperation Council's mobile government services' level of excellence. A study comparing the mobile applications of the UAE Ministry of Interior and a rival was examined using a quantitative methodology. The findings indicated that tangible services had the lowest deployment priority, whereas real-time technological needs had the greatest. The results, which are restricted to m-government services, indicate that the quality-function-deployment (QFD) strategy works better than conventional strategies. Other government services, including conventional in-person services, may be the subject of future research.
(Oppong et al., 2021) evaluated the quality of mobile health services in rural Ghana, focusing on user satisfaction and continual usage among 305 respondents. The study uses structural equation modelling to analyze the service quality model. Results show interaction quality significantly impacts user satisfaction, while all three dimensions positively impact continual usage. The study suggests that service providers should provide periodic training on good customer relations to empower their personnel. This research contributes to understanding service quality issues in mHealth services for maternal healthcare delivery.

2.1 Hypothesis development

- **H1: Service quality has a significant positive impact on customer satisfaction.**

(Al-Hubaishi et al., 2018) investigated the factors influencing of mobile service quality in the UAE, focusing interaction, environment, information, system, network, and result quality. This study employs a literature analysis and service quality models, such as SERVQUAL and SERVPERF, to determine the correlation between m-government service quality and customer satisfaction. Findings indicate that interaction quality, environment, information, system, network, and result quality have a positive correlation with m-government service quality, however perceived switching costs have a negative correlation with customer satisfaction. This study is the inaugural research in the UAE to delineate the parameters influencing m-government service quality, analyze the link via Structural Equation Modeling (SEM), and investigate the impact of perceived switching costs.
(Chanana et al., 2016) explored the advancement of ICT-based government service delivery in India, focusing on the increasing connectivity and mobile device penetration. The study aims to understand the parameters determining the quality of mobile government services, helping stakeholders prioritize and position them effectively. The findings were based on an online survey of Indian e-government experts, aiming to identify and prioritize service quality parameters for m-government in India, based on similar parameters identified by researchers for e-government and mobile service quality.

(Pham et al., 2023) investigated the relationships among e-government service quality, perceived value, satisfaction, and loyalty towards e-government services. Data from a survey were gathered from 340 randomly chosen consumers of e-government services in Vietnam. The findings indicate that (1) e-government service quality comprises five dimensions: ease of interaction, fulfilment, citizen care, security and privacy, and trustworthiness; (2) of these dimensions, only

trustworthiness and fulfilment exhibit a significant correlation with perceived value, with trustworthiness demonstrating a stronger relationship than fulfilment; and (3) both perceived value and satisfaction are positively correlated with loyalty. The findings suggest that e-government may generate value for citizens by enhancing service quality, perhaps fulfilling their demands and fostering loyalty.

(Keoduangsine & Goodwin, 2009) analysed that mobile customer satisfaction is a critical determinant of the success or failure of mobile e-government services. This paper initially examines the demands of mobile users, focusing on customer satisfaction, characteristics of mobile users, and the quality of service (QoS) in mobile e-government services. This paper formulated "the conceptual user satisfaction model for mobile e-government service" to investigate the relationship between user experience, user characteristics, and satisfaction with mobile services, as well as the intention to persistently utilize mobile e-government by assessing service quality in mobile e-government services.

(Desmal et al., 2021) analysed the service quality of the mobile government portal's success. Previous study indicates an absence of quality factors for assessing mobile government services, resulting in challenges for government organizations in measuring customer satisfaction. This study used Systematic Literature Reviews (SLR) to uncover the distinct aspects influencing quality drivers in the context of mobile government services, specifically within the Government to Citizens (G2C) service category. The research examines the five principal elements of service quality: location-based services, intelligent interactions, consistency, accessibility, and efficiency.

(Kumar et al., 2022) explored consumer behavior through m-Government (m-Gov) experience and its impact on citizens' behavior in accessing government services. The research uses qualitative methods and semistructured interviews with m-Gov users. Findings show that m- Gov experiences are highly satisfying and provide improved experiences compared to traditional government and e-Gov services. However, there are some negative experiences, such as limitations in mobile device usage due to small screen size and high memory consumption. The study's findings can benefit managers and policymakers in implementing m- Gov services in developing economies like India.

- **H2: Customer satisfaction has a significant impact on customer loyalty (intention to reuse)**

(Manyanga et al., 2022) investigated the impact of customer experience, satisfaction, and word-of-mouth on customer loyalty via quantitative methodologies. The findings indicate that customer experience and word-of-mouth substantially affect client loyalty, but satisfaction does not. The study underscores the significance of customer loyalty among long-term Spotify Premium subscribers. The results indicate that enhancing customer loyalty through a uniform user experience and guaranteeing the application provides an optimal experience across devices and platforms is essential. The recommendation system requires enhancement to provide more pertinent and individualized ideas for each user.

(Shabrina Nurqamarani et al., 2020) examined the impact of mobile service quality on customer satisfaction and intent to repurchase inside the Gojek super app, Indonesia's first "decacorn" enterprise. The study, employing a quantitative analytical methodology, revealed that consumer happiness directly impacts the quality of content, programs, and digital payments. The goal to reuse favorably influences knowledge efficiency, program functioning, and consumer service. The precision of digital payments has a negligible impact on reuse objectives. The research

underscores the significance of consistency in fostering user loyalty and repeat usage in super apps.

(Huma et al., 2024) examined the influence of mobile application service quality (MASQ), service convenience (SERCON), and satisfaction on the retention of young customers in mobile apps. Data was gathered from 213 active online young smartphone users using a standardized questionnaire. Structural equation modelling was employed to examine the data. The results indicated that both MASQ and SERCON substantially enhance satisfaction, thereby keeping youthful clients. This research may assist mobile commerce retailers in enhancing their MASQ and SERCON under competitive pressures.

(Mehdi et al., 2024) examined the determinants of mobile loyalty and its influence on customers' intentions to reuse mobile instant messaging services. The study surveyed 600 participants from the Delhi-National Capital Region of India and using structural equation modeling to evaluate the conceptual framework. The findings indicated that satisfaction and mobile loyalty strongly influence the reuse intentions of both company and individual users of mobile instant messaging services. Additional characteristics, including usability, perceived value, commitment, trust, and mobile loyalty, also affected business users' desire to reuse. Nonetheless, enjoyment shown a negligible correlation with m-loyalty among corporate users, but usability and enjoyment were relevant for individual users.

(Abdulla Jaafar Desmal, Suraya Hamid, Mohd Khalit Othman, 2022) examined the significance of user satisfaction in the provision of mobile government services, emphasizing the necessity for an appropriate measuring technique. The study, grounded on systematic literature studies, presents a model comprising six quality constructs: usability, interaction, consistency, information, accessibility, and privacy and security. The results indicate that consistent assessment methods for mobile government portals can enhance user happiness, resulting in greater digitization and lower expenses for both service providers and end-users. The research underscores the necessity for a more profound comprehension of consumers' anticipations about mobile government services.

(Alneyadi & Hamid, 2021) analysed the adoption of the M-government service in the United Arab Emirates (UAE) by identifying common preferences. The research identified 30 people's preferences, clustered into six groups: Social Influence, Perceived Compatibility, Perceived Ease of Use, Perceived Usefulness, Trust in Technology, and Perceived Risk. The data was analyzed and found that the top public preference belongs to the Social Influence category, with highly agreed parameters being "people who are important to me would find using M- services beneficial" and "gives social comfort to all users."

- **H3: Service quality has a direct positive impact on customer loyalty (intention to reuse)**

(Al-Hubaishi et al., 2017) determined the dimensions and sub-dimensions of service quality for mobile government services, given the lack of a complete framework. Researchers and practitioners must delineate a taxonomy of mobile government service quality prior to experimentally investigating its impacts. The factors were derived from literature about mobile government service quality, emphasizing the evolution and transition from e-government to service models. The dimensions are outlined within a comprehensive framework of mobile government service quality, including 20 sub-dimensions categorized into six dimensions. This

facilitates the development of more efficient, dependable, and accountable mobile governance systems.
(Desmal, Hamid, et al., 2022)examined the usability quality features of mobile government services, emphasizing efficiency, satisfaction, memorability, error rates, and compatibility. The researchers employ systematic literature reviews in human-computer interaction and software design to identify and analyze these characteristics. They offer a technique to assess the usability of mobile government services, grounded in mobility attributes and service classifications (Government-To-Citizens). The researchers want to assess the usefulness of the mGovernment site utilized by electronic government organizations to comprehend the public's viewpoint regarding the services offered.

- **H4: Customer satisfaction mediates the relationship between service quality and customer loyalty (intention to reuse)**

(Alomari et al., 2022)examined several areas of service quality to assess resident satisfaction and usage frequency of M-government services in the United Arab Emirates. 520 individuals who Data was supplied by both UAE citizens and residents. The research employed the Statistical Package for the Social Sciences (SPSS 26) and suitable statistical methodologies to assess the hypotheses. This study demonstrated that the relationship is partially mediated by citizen satisfaction, and the analytical results can be utilized to encourage UAE society to enhance the availability of mobile government services and improve existing offerings based on a deeper understanding of citizen needs. The use of these mobile services would therefore rise. The study's outcomes facilitate the development of certain recommendations. Future research is necessary to investigate methods for improving government services for the advantage of users, developers, and policymakers.
(Abdulla Jaafar Desmal, Suraya Hamid, Mohd Khalit Othman, 2022) explored a suitable measuring methodology for customer satisfaction in mobile government services, in considering the increasing use of smart devices. The study employs systematic literature reviews to evaluate customer satisfaction with mobile government portals and presents a complete methodology. The model has six quality constructs: usability, interaction, consistency, information, accessibility, and privacy and security. The report advocates for the continual enhancement of assessment methodologies for mGovernment portals to guarantee they address difficulties effectively. Assessing customer happiness promotes online transactions, enhancing digitalization while minimizing costs and efforts for both service providers and end-users. This study emphasizes the significance of comprehending customer expectations in mobile governmental services.
(Mulyono & Pasaribu, 2021) investigated the brand image and mobile service quality positively affect customer loyalty, using customer satisfaction as a mediating (intervening) variable. This research used the survey approach. A questionnaire instrument was used to gather data from respondents who had been using the GoFood Mobile Application in Makassar, Yogyakarta, Surabaya, Bandung, and Jabodetabek. Convenience sampling was used to carry out the sample procedure. Partial Least Square-Structural Equation Modeling using the SmartPLS 3.0 software is the methodology used. The findings demonstrated that, with customer happiness acting as an intervening variable, mobile service quality and brand image positively impacted customer loyalty.

(Bonuke, 2024) investigated the impact of electronic mobile services on customer loyalty,

examining whether this relationship can be influenced by customer satisfaction and relationship quality. Data was collected from 424 bank customers using a structured questionnaire. Results showed that Mobile Service Quality significantly influences loyalty, with satisfaction being the mediator. Relationship quality moderates the links between satisfaction and loyalty, and has a contingent influence on the mediated link between satisfaction and loyalty.

2.2 Research gap

Despite comprehensive investigations on the quality of mobile government (m-government) services, several research deficiencies remain. Current research has mainly concentrated on identifying service quality aspects, evaluating their effects on customer satisfaction and loyalty, and investigating cultural and technological factors influencing m-government adoption. Nonetheless, a cohesive structure particularly designed for m-government service quality, which incorporates changing user expectations, technical progress, and security issues, is absent. Moreover, whereas several research examines the correlation between service quality and customer happiness, fewer explore the influence of trust, perceived risk, and digital literacy on user perceptions and sustained engagement. Moreover, the majority of studies have been concentrated in particular geographical areas, including the UAE, Jordan, and Vietnam, resulting in a deficiency in comprehending m-government service quality across diverse socio- economic and technological environments, especially in developing countries with disparate levels of digital infrastructure. Future research should create a complete, flexible model that incorporates these aspects to improve the efficacy and accessibility of m-government services worldwide.

3. Methodology

3.1 Research design

The research design employed a quantitative analysis, using statistical and empirical analysis to examine the impact of service quality on customer satisfaction, loyalty (reuse intention) in mobile government(m-government) services. A structured approach is used to systematically collect and analyze data from a representative sample of 384 respondents to ensure statistical reliability and validity. Data collection is conducted using a standardized questionnaire that includes Likert-scale questions to assess respondents' impressions of service quality, customer happiness, loyalty, and desire to reuse. The research used SPSS (Statistical Package for the Social Sciences) for data analysis, utilizing factor loadings, reliability analysis, and descriptive statistics to evaluate the dataset. AMOS (Analysis of Moment Structures) is employed for structural equation modeling (SEM) to analyze the interrelationships among the principal variables and to evaluate the provided hypotheses.

3.2 Conceptual frame work

This study's conceptual framework examines the influence of service quality on consumer satisfaction, loyalty, and intention to reuse within the context of mobile government (m-Government) services. The framework demonstrates that service quality is crucial in determining consumer satisfaction (H1) and immediately affects customer loyalty (H3). Moreover, consumer satisfaction significantly impacts customer loyalty (H2) and serves as a mediator in the relationship between service quality and customer loyalty (H4). This systematic method offers an in-depth comprehension of the impact of service quality on consumer impressions and sustained engagement with

m-Government services. The study, with a sample size of 384 respondents, attempts to validate these associations through quantitative analysis, factor loading, and reliability testing via SPSS and AMOS. This study aims to give critical insights for policymakers and service providers to improve m-Government platforms by analysing these relationships, hence enhancing user happiness and fostering long-term adoption.

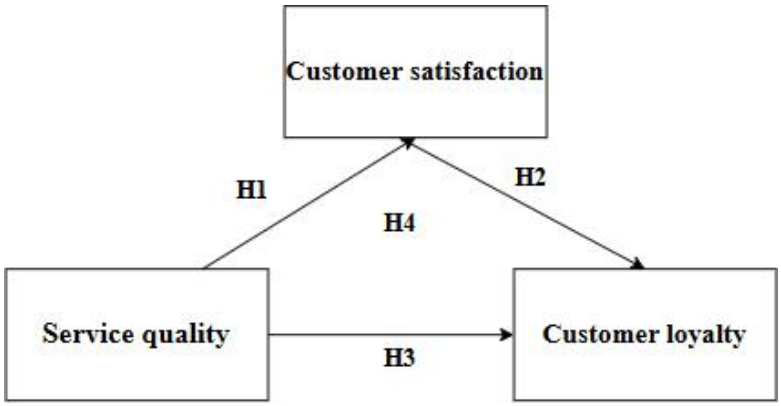


Figure 1 Conceptual framework

3.3 Sample selection

The study employed a sample size of 384 respondents, ensuring a reliable and representative dataset for analysis. A stratified sample method was utilized to include a varied array of consumers of mobile government (m-Government) services, encompassing persons with differing levels of experience in utilizing digital government platforms. The selection procedure targeted customers who engaged with m-Government services, enabling a comprehensive analysis of the impact of service quality on customer happiness, loyalty, and desire to reuse.

3.4 Data collection

This research employs a quantitative approach, employing developed data gathering procedures that ensure accuracy and reliability. The principal data collecting approach included a structured questionnaire aimed at evaluating the influence of service quality on customer satisfaction, loyalty, and intention to reuse in mobile government (m-Government) services. The questionnaire includes key variables: service quality, consumer satisfaction, customer loyalty, and reuse intention, each assessed by many Likert-scale statements to thoroughly capture respondent impressions. Participants were requested to evaluate their level of agreement about many dimensions of m-Government service quality, including ease of use, responsiveness, dependability, and overall satisfaction. To optimize response rates and guarantee accessibility, the questionnaire was distributed online through email and google forms, enhancing convenience for participants.

3.5 Measures

Data has been gathered with the help of a structured questionnaire. Questionnaire has been prepared using Likert type scale where respondents will be asked to share their opinions regarding various research questions under study. Questionnaire has a set of both open ended and closed ended questions. Questions have been carefully crafted so as to gather meaningful information with respect to identified research variables. There are five categories of respondents

in the survey and a separate questionnaire has been designed for each category of respondents. The bellow mention table show variables and no. items considered for the study.

Variable	Number of items	Source of Adoption
Service quality	5	(Al-Hubaishi et al., 2018)
Customer loyalty	5	(Manyanga et al., 2022)
Customer satisfaction	5	(Mulyono & Pasaribu, 2021)

3.6 Structural equation modelling

Structural Equation Modelling (SEM) was employed to evaluate the study's hypotheses, investigating the influence of service quality on customer satisfaction, loyalty, and want to reuse mobile government (m-Government) services. This model facilitated the calculation of both direct and indirect relationships among these essential factors, providing a thorough comprehension of how service quality affects user behavior. The study employed AMOS software to examine the structural connections across constructs, confirming the measurement model via Confirmatory Factor Analysis (CFA) and evaluating the relevance of routes within the structural model. This method guarantees a comprehensive assessment of the relationships, providing significant insights into the efficacy of service quality in fostering customer satisfaction and sustained engagement with m-Government services.

4. Result

4.1 Introduction

The research examines the influence of service quality on customer satisfaction, loyalty, and intention to reuse in mobile government (m-Government) services. The study utilizes a sample of 384 respondents and use structural equation modeling (SEM) to analyze these associations. The results indicate that service quality substantially improves customer happiness, which subsequently affects consumer loyalty and the desire to persist in utilizing m-Government services. Moreover, service quality independently influences loyalty, highlighting the need of uninterrupted service provision in cultivating trust and enduring customer commitment. Customer happiness mediates the link between service quality and loyalty, underscoring the necessity of enhancing user experience. These findings offer significant insights for policymakers and service providers in enhancing digital governance initiatives to improve public adoption and retention of m-Government platforms.

4.2 Demographic variables

Table 1 Demographic variables

Demographic variables		Frequency	Percentage
	Male	202	52.6

Gender	**Female**	182	47.4
	Total	384	100.0
Age	**20-25 years**	101	26.3
	26-35 years	89	23.2
	36-45 Years	95	24.7
	above 46 years	99	25.8
	Total	384	100.0
Educational level	**High School**	110	28.6
	Undergraduate	144	37.5
	Postgraduate	130	33.9
	Total	384	100.0
Occupation	**Private Sector Employee**	120	31.3
	Government Employee	127	33.1
	Business Owner	137	35.7
	Total	384	100.0

The demographic analysis of the study sample, consisting 384 respondents, clarifies the distribution of key characteristics. The sample consists of 52.6% males (202 respondents) and 47.4% females (182 respondents), so assuring fair representation. The age distribution reveals that respondents are rather evenly distributed across several age groups: 26.3% are aged 20-25 years, 23.2% are aged 26-35 years, 24.7% are aged 36-45 years, and 25.8% are above 46 years, showcasing a range of opinions on mobile government (m-Government) services. In terms of educational attainment, 28.6% have completed high school, 37.5% possess an undergraduate degree, and 33.9% have engaged in postgraduate studies, indicating a highly educated responder demographic. Regarding occupation, 31.3% are employed in the private sector, 33.1% are government workers, and 35.7% are company owners, reflecting substantial engagement from working professionals. This demographic composition ensures a thorough evaluation of service quality, consumer satisfaction, loyalty, and want to reuse in m- Government services among various user groups.

4.3 Factor analysis

Table 2 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.929
Bartlett's Test of Sphericity	Approx. Chi-Square	3264.807

	df	105
	Sig.	.000

KMO and Bartlett's tests to assess the suitability for factor analysis. The obtained KMO value was 0.929, indicating high sampling adequacy, and the Bartlett's test was highly significant (P= 0.00), supporting the factor analysis.

Table 3 Internal Consistency and Convergent Validity

Constructs	Cronbach's Alpha	Composite Reliability	AVE
Service quality	0.879	0.69569522	0.8350871
Customer loyalty	0.843	0.66827975	0.823713
Customer satisfaction	0.843	0.62562088	0.8037319

The study on service quality in mobile government evaluated the reliability and validity of its dimensions using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The service quality exhibited robust internal consistency, shown by a Cronbach's Alpha of 0.879, a Composite Reliability (CR) of 0.6957, and an Average Variance Extracted (AVE) of 0.8351, confirming the construct's reliability and validity. Customer loyalty had a Cronbach's Alpha of 0.843, a Composite Reliability (CR) of 0.6683, and an Average Variance Extracted (AVE) of 0.8237, indicating that the construct accurately reflects the intended assessment with satisfactory reliability and validity. Customer satisfaction had a Cronbach's Alpha of 0.843, a Composite Reliability (CR) of 0.6256, and an Average Variance Extracted (AVE) of 0.8037, therefore affirming its reliability and validity. The findings demonstrate that the constructs used in the research are well defined and robust, rendering them appropriate for examining the impact of service quality on customer satisfaction, loyalty, and intention to reuse in mobile government services.

4.4 Hypothesis implementation

Table 4 Hypothesis outcome

Hypothesis	Relationship			Estimate	C.R.	Sig. P-Value	Results
H1	Service quality	--- ->	Customer satisfaction	0.75	11.92	***	Accepted
H2	Customer satisfaction	--- ->	Customer loyalty	0.89	12.931	***	Accepted
H3	Service quality	--- ->	Customer loyalty	0.902	11.062	***	Accepted
Mediation							

	Service Quality	--- ->	Customer satisfaction	0.677	18.009	***	
H4	Service Quality	--- ->	Customer loyalty	0.242	6.47	***	Accepted
	Customer satisfaction	--- ->	Customer loyalty	0.66	17.679	***	

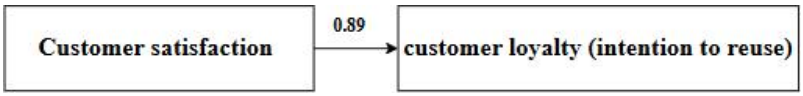
Table 4 presents a detailed overview of the hypothesis test results, analysing the intricate relationships among Service quality, the customer loyalty (intention to reuse), and the mediating influence of customer satisfaction.

➢ **H1:** Service quality has a significant positive impact on customer satisfaction:

This hypothesis posits a direct relationship between Service quality and the customer satisfaction. The results demonstrate that service quality significantly influences customer satisfaction, as indicated by a strong positive correlation (Estimate = 0.75, C.R. = 11.92, $p < 0.001$). This indicates that efficient, user-friendly, and dependable mobile government (m- Government) services enhance the possibility of a good user experience. Superior service quality ensures easy access, minimizes mistakes, and enhances the overall perception of the platform, hence increasing people' willingness to participate in digital government activities. Governments must prioritize improving service timeliness, security, and accessibility to optimize user happiness, as it underpins sustained engagement with m-Government services.

➢ **H2:** Customer satisfaction has a significant impact on customer loyalty (intention to reuse):

This hypothesis posits a direct relationship between Customer satisfaction and the customer loyalty (intention to reuse): The study indicates that customer satisfaction significantly influences loyalty, indicated by a substantial estimate value of 0.89 (C.R. = 12.931, $p < 0.001$). This suggests that excellent user experiences with m-Government services enhance the possibility of continued usage, hence promoting sustained engagement. Content users cultivate trust and confidence in the digital platform, reducing their propensity to resort to conventional ways or pursue alternatives. By consistently enhancing service delivery and resolving user requirements, governments can increase loyalty and enhance the probability of people utilizing m-Government



services again, therefore assuring the continued viability of digital governance efforts.

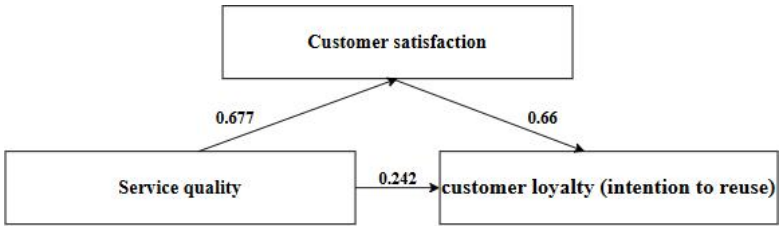
➢ **H3:** Service quality has a direct positive impact on customer loyalty (intention to reuse)

This hypothesis posits a direct relationship between Service quality and the customer loyalty (intention to reuse): The direct influence of service quality on customer loyalty is evident from the strong correlation (Estimate = 0.902, C.R. = 11.062, $p < 0.001$), indicating that high service quality enhances user commitment independently of satisfaction's mediation effect. This indicates that superior service quality—defined by efficiency, accessibility, security, and user-

friendliness—can directly result in increased retention rates. Users may exhibit loyalty to a digital government platform just due to its dependability and performance, irrespective of their total satisfaction levels being very high. Consequently, governments must guarantee that service standards continually stay elevated to sustain consumer involvement and confidence.

- **H4:** Customer satisfaction mediates the relationship between service quality and customer loyalty (intention to reuse):

This hypothesis investigated the mediating role of Customer satisfaction in the relationship between service quality and customer loyalty (intention to reuse): The mediation study verifies that customer happiness is integral in connecting service quality and loyalty, with an estimate of 0.677 (C.R. = 18.009, $p < 0.001$). The analysis reveals that customer loyalty is affected by service quality (Estimate = 0.242, C.R. = 6.47, $p < 0.001$) and customer satisfaction (Estimate = 0.66, C.R. = 17.679, $p < 0.001$). This indicates that although service quality directly influences loyalty, pleasure enhances and strengthens this connection. Users who are both delighted and perceive elevated service quality are much more inclined to maintain loyalty and continue in using the platform. This highlights the necessity of enhancing both technical service quality and user experience to ensure that digital government platforms align with the changing expectations of citizens.



The study highlights the significance of service quality in influencing consumer happiness, loyalty, and want to reuse mobile government services. It confirms that superior service quality results in enhanced customer satisfaction, ensuring an improved user experience. Satisfied users are likely to remain loyal to the platform, reducing the possibility of transitioning to alternative providers. Moreover, service quality significantly influences loyalty, whereby effective, convenient, and dependable services may promote customer commitment independent of elevated satisfaction levels. Customer happiness mediates, strengthening the relationship between service quality and loyalty. These insights underscore the necessity for governments to consistently increase mobile service quality to enhance customer happiness and promote sustained usage.

5. Discussion

The study examines the crucial significance of information quality in mobile government (m-Government) services, identifying six fundamental constructs: understand ability, timeliness, correctness, completeness, availability, and usefulness. It underscores that current service quality models from e-services or e-commerce are insufficient for assessing m-Government service quality due to distinct attributes such as mobility, interactivity, and real-time access. The research

methodically reviews the literature, emphasizing the necessity for a customized framework to assess information quality, enabling government agencies to fulfil user expectations and improve service delivery(Desmal, Othman, et al., 2022). The results indicate that enhancing information quality can substantially influence user happiness, trust, and ongoing engagement with m-Government platforms. This research establishes a basic paradigm for further studies and offers practical insights for governments to enhance their digital service strategy.The research examines user satisfaction and use of mobile government (m-Government) services in the UAE, highlighting the impact of service quality and transaction efficiency. Crucial elements include availability, accessibility, dependability, privacy, trust, and speed profoundly influence public impressions and involvement. Research demonstrates that service quality and transaction efficiency significantly affect consumer happiness, which then promotes ongoing usage(Sultan, 2016). The research establishes that elevated satisfaction levels result in enhanced acceptance and utilization of m-Government services. The study underscores the necessity of ongoing enhancement in digital services, prioritizing security, user-friendliness, and responsiveness in order to strengthen public trust and participation in mobile government initiatives.(Abdelghaffar & Magdy, 2012)The study examines the implementation of mobile government (m-Government) services in underdeveloped nations, with Egypt as a case study. It delineates critical aspects affecting juvenile adoption, encompassing perceived utility, compatibility, awareness, social impact, and direct interpersonal encounters. The study emphasizes that awareness and social influence significantly impact the desire to utilize m-Government, suggesting that peer recommendations and marketing initiatives are crucial for enhancing uptake. The study indicates that, although perceived ease of use and trust have little effects, service usefulness is more crucial than usability issues in this scenario. The findings underscore the necessity for government programs to prioritize pertinent and high-demand services while maintaining alignment with user expectations and lifestyles. The study offers significant insights for policymakers seeking to augment m-Government adoption and promote digital service accessibility in emerging countries. “The study explores the effect of service quality on customer satisfaction, loyalty, and reuse intention of mobile government (m-Government) services. With the growing digital governance, high-quality delivery of services has become essential for enhancing citizen participation. The results confirm that service quality has a significant effect on customer satisfaction (Estimate = 0.75, $p < 0.001$), which suggests that effective, user-friendly, and accessible m-Government services contribute to increased satisfaction levels among the users. This emphasizes the need for governments to maximize digital platforms by enhancing system reliability, usability of interfaces, and efficiency in services to facilitate increased public adoption. Customer satisfaction is also a key crucial role of customer loyalty, and the research establishes an empirical relationship between these two variables (Estimate = 0.89, $p < 0.001$). Contented users are inclined to continue using m-Government services, minimizing possibilities for switching over to other service providers or back to traditional governmental model services. With the heavy expenditure required in acquiring users, building loyalty in terms of enhanced satisfaction is a critical strategy for government agencies seeking to increase the sustainability of digital governance. Furthermore, service quality also has a significant direct effect on customer loyalty (Estimate = 0.902, $p < 0.001$), further confirming that higher service delivery promotes trust and commitment among users regardless of satisfaction. This implies that even with neutral or medium satisfaction, ongoing and high-quality service can also guarantee retention. This result supports the significance of seamless availability, responsiveness, and reliability in m-

Government platforms to increase user commitment. The research reveals that customer satisfaction mediates the relationship between customer loyalty and service quality (Estimate = 0.677, $p < 0.001$). Enhancing service quality directly fosters loyalty, while enhancing customer happiness serves as an effective intermediate connection between the two. To enhance customer retention, government organizations must not only deliver high-quality services but also consistently assess and improve consumer satisfaction levels. Otherwise, consumers may engage with the platform only out of need rather than preference, so limiting sustained usage and advocacy. The research findings reveal that customer loyalty is affected by service quality (Estimate = 0.242, $p < 0.001$) and customer satisfaction (Estimate = 0.66, $p < 0.001$). This confirms that loyalty is not exclusively dependent upon satisfaction; service dependability, security, and responsiveness independently contribute to the formation of enduring user commitment. Consequently, m-Government service providers must adopt a comprehensive strategy that combines technological efficiency with improvements in user experience to maintain user engagement. The study underscores the critical role of service quality in digital governance. Governments should prioritize investments in mobile service platforms by emphasizing user-friendly design, system efficiency, security, and accessibility to enhance satisfaction and loyalty. Through the ongoing enhancement of digital service delivery, governments may secure more public participation, retention, and trust in mobile government services, thus rendering digital governance more sustainable and effective."

6. Conclusion

The study highlights the crucial role of service quality in influencing customer satisfaction, loyalty, and desire to reuse mobile government (m-Government) services. As digital government develops, the efficacy and dependability of m-Government systems are essential for ongoing user involvement. The results confirm that service quality improves consumer pleasure, suggesting that well-organized, user-centric, and secure services bolster public confidence and promote ongoing utilization. Customer satisfaction is essential in developing loyalty, as content users are more inclined to continue in using m-Government services. A favourable experience fosters trust in the platform, diminishing the likelihood of consumers transitioning to alternate service channels. Governments must prioritize accessibility, responsiveness, and efficiency in digital service delivery to guarantee long-term customer retention. Furthermore, service quality strongly influences client loyalty, irrespective of satisfaction levels. Users may retain loyalty despite partial dissatisfaction if the platform demonstrates efficiency, reliability, and security. This discovery emphasizes the necessity of continually upholding elevated service standards to retain users and promote their continued involvement. The research further substantiates that customer pleasure mediates the correlation between service quality and loyalty. Although service quality can independently foster customer retention, satisfaction enhances this relationship, resulting in increased commitment levels. This underscores the necessity for governments to improve both technological efficacy and user experience. In summary, service quality is a crucial factor influencing consumer satisfaction and loyalty in m-Government services. To achieve sustainable digital governance, governments must consistently invest in enhancing mobile service platforms by emphasizing accessibility, dependability, and user engagement. By upholding superior service standards and improving user experience, m-Government services may secure sustained adoption and cultivate a digitally interconnected society.

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