

EXECUTIVE SUMMARY

The rapid development of information technology has been changing the nature of public services. Governments around the world are pursuing e-services so as to provide public services more effectively and efficiently. As a critical factor in e-services, the quality of e-service becomes a major concern for the governments.

Macau government is implementing E-Government initiative to improve its services, and the quality of its e-services is critical to success of its E-Government initiative. In this thesis, two issues are studied: 1). What are the major factors that influences quality of E-Government services? 2). How can Macau government employ E-Government to improve the public service quality? This study attempts to provide some insights from an e-government initiative using case study, which is a suitable method for exploring complex phenomenon. Interviews with top management, archival records and multiple documents were used for data collection.

A theoretical framework of service quality development was developed based on literature related to E-Government and service quality. The framework consists of critical factors lying at four development levels: strategy level, organization level, system level, and interface level. A formal case study protocol was then developed based on this framework.

The findings of the study suggest that, a vision of service quality with a supportive

leadership is a basis for improving quality of e-services; organizational and business process changes are essential for quality of e-service but may not be applicable to small-size public agent; a quality backend information system for e-service is the foundation of quality e-services; good Website design strengthens quality of e-services; and internal communications lead to sustained improvement of quality of e-services.

All these findings were discussed further, together with their limitations. Finally, some implications for improving quality of E-Government projects, and suggestions to government managers for improving quality of e-service are presented.