Chapter 9
Mediation Analysis Results

ABSTRACT

This chapter provides a thorough examination of mediation analysis results within two key contexts: Government Services and Policy Consultation. It begins with an exploration of the complex mediation effects in the delivery and evaluation processes of government services, showing how various intermediary variables affect service effectiveness. The analysis then shifts to mediation within the policy consultation realm, highlighting how stakeholder engagement and feedback mechanisms act as critical mediators in policy formulation and implementation. Subsequent sections of this chapter explore the theoretical implications of the findings, offering new perspectives on mediation in public administration. The discussion highlights how these perspectives can transform understanding of policy development and public service delivery.

9.1 MEDIATION ANALYSIS RESULTS OF THE CONTEXT OF GOVERNMENT SERVICES

Section 9.1 examines the mediation analysis results within the context of *Government Services*. The analysis investigates how behavioral quality serves as a mediator, impacting public satisfaction with government chatbots by influencing various independent variables such as social support, system perception, emotional perception, and public expectation. This section seeks to clarify the complex interactions among these variables and their collective effect on the efficacy of government services and public satisfaction.

Table 1(a). Mediation analysis results (n=194)-government service

	Public Satisfaction					Behavioral Quality				
	B	S.E	*t*	*p*	*β*	*B*	S.E	*t*	*p*	*β*
Constant	0.160	0.318	0.504	0.615	-	0.515	0.328	1.569	0.118	-
Gender	0.055	0.062	0.883	0.378	0.033	0.024	0.064	0.381	0.703	0.015
Age	0.004	0.046	0.085	0.932	0.003	-0.001	0.048	-0.023	0.982	-0.001
Occupation	0.009	0.013	0.688	0.493	0.027	0.009	0.013	0.692	0.490	0.028
Education	-0.009	0.035	-0.267	0.790	-0.010	-0.051	0.036	-1.400	0.163	-0.055
Social Support	0.405**	0.077	5.257	0.000	0.375	0.302**	0.080	3.803	0.000	0.272
Emotional Perception	0.228**	0.061	3.759	0.000	0.265	0.403**	0.063	6.443	0.000	0.455
Perceived System	0.179*	0.074	2.435	0.016	0.169	0.087	0.076	1.153	0.250	0.080
Public expectation	0.130**	0.049	2.641	0.009	0.134	0.118*	0.051	2.327	0.021	0.118
Behavioral Quality										
R 2	0.753					0.751				
Adjustment *R* 2	0.742					0.740				
F value	*F* (8,185)=70.324,*p*=0.000					*F* (8,185)=69.637,*p*=0.000				

  * *p<0.05 ** p<0.01*

Table 1(b). Mediation analysis results (n=194)-government service

Public Satisfaction				
B	S.E	*t*	*p*	*β*
-0.039	0.294	-0.131	0.896	-
0.045	0.057	0.795	0.428	0.028
0.004	0.043	0.103	0.918	0.004
0.005	0.012	0.447	0.655	0.016
0.010	0.033	0.315	0.753	0.011
0.288**	0.074	3.918	0.000	0.267
0.072	0.062	1.169	0.244	0.084
0.145*	0.068	2.140	0.034	0.137
0.084	0.046	1.837	0.068	0.087
0.386**	0.066	5.898	0.000	0.397

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