Chapter 11
Conclusion

ABSTRACT

Chapter 11 highlights the key findings of the study on public satisfaction with government chatbots, emphasizing the novel use of direct and mediation effects to assess how different variables influence public satisfaction with government chatbots in various scenarios. The research identifies behavioral quality, social support, and system perception as direct influencers of public satisfaction, with varying roles of public expectation in two contexts.The chapter offers policy recommendations such as establishing chatbot quality standards, creating user feedback systems, and integrating emotional intelligence in chatbots to improve user interactions. It also suggests enhancing social support networks to boost user satisfaction. Limitations of the study include reliance on self-reported data and its geographic focus, pointing to future research opportunities like expanding the study's scope and exploring additional influential factors to better understand public satisfaction dynamics with government chatbots.

11.1 THE NOVELTY OF THIS STUDY

The novelty of this book lies in its comprehensive analysis of the factors influencing public satisfaction with government chatbots in two distinct scenarios. Employing a combination of direct and mediation effects, the research explores the mechanisms through which various independent variables impact the dependent variable. This research methodology enhances understanding of chatbot satisfaction and provides a scientific basis and strategies for improving public satisfaction in government and relevant organizations.

Firstly, this book has identified the direct impact of behavioral quality, social support, and perceived system on public satisfaction with government chatbots in both government service and policy consultation scenarios. Interestingly, public expectation influences public satisfaction with government chatbots in policy

consultation scenarios, but it does not have a direct impact in the context of government service scenarios. Further analysis has revealed that, in both scenarios, social support, emotional perception, and public expectation exert their indirect influence on public satisfaction with government chatbots through the mediating variable of behavioral quality. The key distinction between the two scenarios lies in the fact that, in government service scenarios, perceived system does not have an indirect impact on public satisfaction with government chatbots, whereas in policy consultation scenarios, it does exhibit an indirect influence.

Secondly, this book explores the mediating mechanisms that influence public satisfaction with government chatbots in both government services and policy consultation scenarios. It identifies four distinct pathways where behavioral quality serves as a key mediator. Social support impacts public satisfaction through behavioral quality, with stronger effects in policy consultations, emphasizing the importance of social networks in participatory settings. Emotional perception indirectly affects satisfaction through behavioral quality, particularly in government services, highlighting the role of emotional engagement in service interactions. The perceived system directly impacts satisfaction in government services and indirectly in policy consultations through behavioral quality, suggesting the need for system reliability and efficiency in services and responsive systems for engagement in consultations. Public expectations fully mediate satisfaction in government services through behavioral quality, indicating a straightforward relationship, while in policy consultations, they partially mediate satisfaction, underscoring the necessity for transparent processes and effective engagement mechanisms. These findings highlight the complex role of behavioral quality as a mediator in public satisfaction determinants and the importance of tailored approaches in different public service contexts.

Finally, the book also presents an analysis of gender differences in predictors of public satisfaction with government chatbots across government service and policy consultation scenarios. Behavioral quality significantly impacts satisfaction for both genders, especially in policy consultations, highlighting the importance of responsive interactions. Social support is a critical predictor for females, suggesting their reliance on social networks for information and validation, particularly in policy contexts. Emotional perception does not significantly influence satisfaction for either gender, challenging assumptions about emotional intelligence in chatbot interactions. Perceived system quality is crucial for female satisfaction in policy consultations, emphasizing the need for reliable and efficient chatbot systems. These findings enhance understanding of gender-specific needs in chatbot design and user satisfaction.

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