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INNOVATIVE APPROACHES TO ASSESSING THE QUALITY OF PUBLIC SERVICES

The article substantiates the need to revise and modernise approaches to assessing the quality of public service delivery in Ukraine amid digitalisation, the development of omnichannel communication and service delivery models, the expansion of the Diia ecosystem, and increasingly stringent requirements for human-centredness, inclusiveness, and continuity in the provision of state and municipal services. The relevance of the study is further reinforced by the conditions of martial law and the need to strengthen the resilience of both public authorities and society. The purpose of the research is to provide a theoretical rationale for and develop a comprehensive applied approach to assessing the quality of public service delivery in Ukraine. The methodological framework of the study is based on systemic, process-based, and human-centred approaches to public service quality assessment. The research employs methods of analysis and synthesis, comparison, structural and logical modelling, process modelling, normalisation, weighted aggregation, and elements of content analysis of user feedback. The study identifies the principal foundations for constructing a comprehensive public service quality assessment system, namely a dual-dimension assessment framework, the integration of multiple service delivery channels, inclusiveness, and the explainability and actionability of the results for corrective management decisions. The Adaptive Public Service Quality Coefficient (APSQC) is developed and proposed as a weighted combination of two dimensions: the institutional service delivery environment, represented by the administrative dimension, and citizens' experience as users of the relevant services, represented by the user dimension. The administrative dimension encompasses the timeliness of service delivery, successful completion of the procedure at the first attempt, the legality of decisions, and the reliability and continuity of service provision. The user dimension includes accessibility and inclusiveness, the simplicity and clarity of the procedure, the quality of feedback, perceived fairness, and trust in the outcome. The content of each indicator, its measurement procedure, and the relevant data sources are specified. An interpretative scale for the final APSQC value is proposed, enabling the distinction between critical, unstable, acceptable, and high levels of public service quality. A six-stage algorithm is developed for integrating the APSQC into a recurring management monitoring cycle. The algorithm comprises the preparation of a structured profile for a specific service, the automated collection of administrative data, the administration of a brief user micro-survey, the analysis of open-ended comments, and the development of a managerial service dashboard that disaggregates the overall score into its individual components.

Keywords: public services, e-services, Adaptive Public Service Quality Coefficient, digital public services, management monitoring, inclusiveness, feedback.