

Research on the application of Online Public Services and assessment of citizen satisfaction with online public services in the education sector in Thai Nguyen City.

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Abstract: This study investigates the application of online public services and evaluates citizen satisfaction with these services in the education sector of Thai Nguyen City. Employing a mixed-methods approach, the research analyzes the current state of digital service implementation, identifies key factors influencing user experience, and measures overall satisfaction levels. Data were collected through surveys and interviews with local residents utilizing educational online services. The findings reveal that while the adoption of digital platforms has improved administrative efficiency and accessibility, significant challenges remain, including system usability issues, digital literacy gaps, and inconsistent service quality. The study identifies service reliability, responsiveness, and interface design as critical determinants of citizen satisfaction. Based on these results, practical recommendations are proposed to enhance service delivery, streamline processes, and increase user engagement. This research contributes to the broader discourse on e-government effectiveness in Vietnam and provides actionable insights for policymakers aiming to improve digital public services in the education domain.

Keywords: Online public services, satisfaction, education, Thai Nguyen