ABSRACT

THE EFFECTUAL OF PT. POS (PERSERO) BANDUNG PUBLIC SERVICE ON ON-LINE ELECTRICITY ACCOUNT PAYMENT

As the time goes by, the development of globalization technology, west java government operates by applying what it's usually called as e-government. E-government implementation is one of many attempts to make the things better. Furthermore, there are so many problems occur when it comes to people's right to get the information, and one of them is the number of hierocracy must be passed to get information at government institution.

On this research, the theory which author uses is theory of Gibson, theory of ivancevich and theory of Donnelly about five of particular affectivity criteria categories; they are production, efficiency, satisfaction, strength and developing. The method which used is descriptive method with qualitative approaching. Moreover, in this research the technique to determine the informant is purposive. It's used on PT. Pos (persero) Bandung apparatus informant through on-line electricity account payment and the people who pay electricity by on-line as well.

The result of the research shows that public service by electricity account payment can be assumed effective. It's caused of PT. Pos (Persero) Bandung has accomplish the effectual criteria; there are the result data, there is efficient funding, there are customers satisfaction, there are positive responses and there is responsibility from PT. Pos (Persero) Bandung as user of public service on on-line electricity account payment. Based on that, the conclusion is the implementation of on-line electricity account payment public service at PT. Pos (Persero) Bandung has benefits to PT. Pos (Persero) and public people in general as well.