



STRATEGY FOR IMPLEMENTATION AND QUALITY IMPROVEMENT ON THE PERFORMANCE OF THE REGIONAL PUBLIC SERVICE AGENCY

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A B S T R A C T

The purpose of this study was to determine the effect of regional public service agency implementation strategies on performance through quality improvement, to determine the effect of quality improvement on performance. The method used in this study is a quantitative method with an explanatory survey method approach and a descriptive survey method. The number of samples in this study were 46 samples with data processing techniques using SEM-PLS. The results of this study explain that internal factors have a positive and significant effect on the regional public service agency implementation strategy, external factors have a positive and significant impact on the regional public service agency implementation strategy, internal factors have a positive and significant effect on performance, external factors have a positive and significant effect on performance, Regional public service agency implementation strategy has a positive and significant effect on quality improvement, quality improvement has a positive and significant impact on performance and regional public service agency implementation strategies have a positive and significant impact on public service performance

Keywords: *Performance; Strategic; Quality*