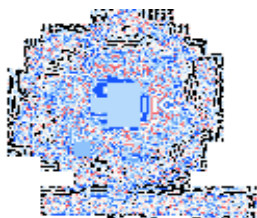


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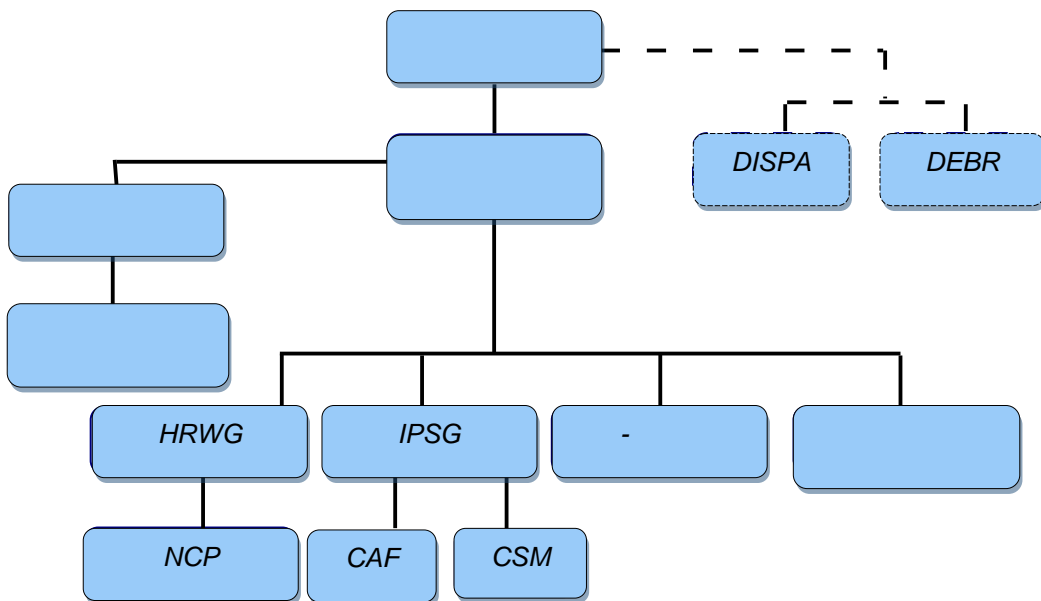
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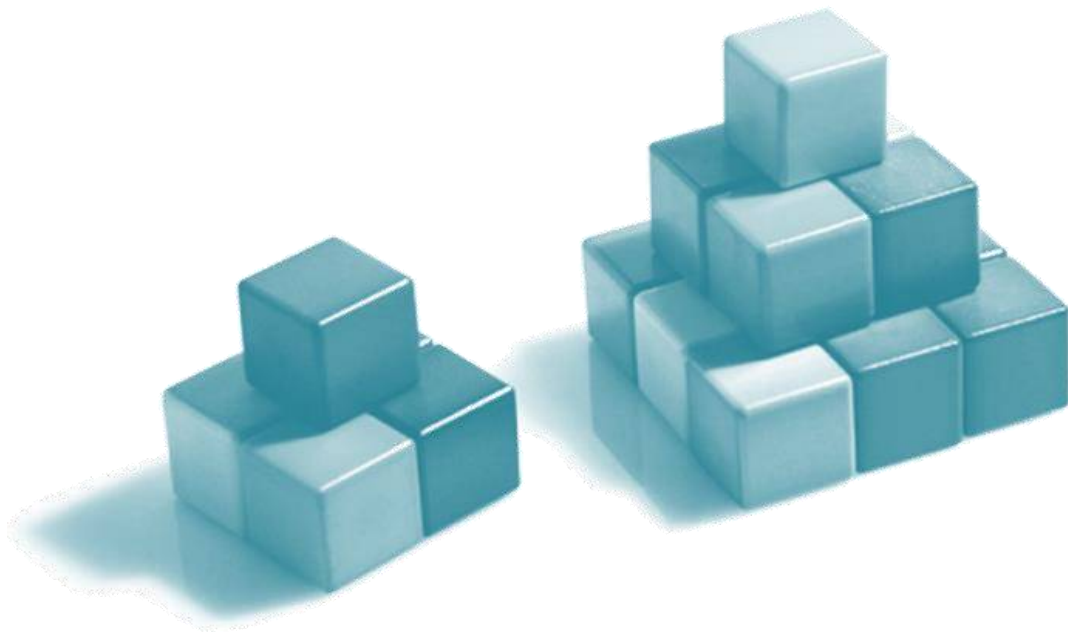
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(OECD, 1993; OECD, 1995; OECD, 2000).

( /Lane/, 2000; /Kickert/, 1997; /Kettl/, 2000).

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/Pollitt and Bouckaert/, 2004).

(Ridley)

1995:13).

2002; /Shand/, 1999;

/Flunn and Strehl/, 1996;

/Doherty and Horne/, /Schick/, 2000).

( , 1995).

(Christopher Pollitt)

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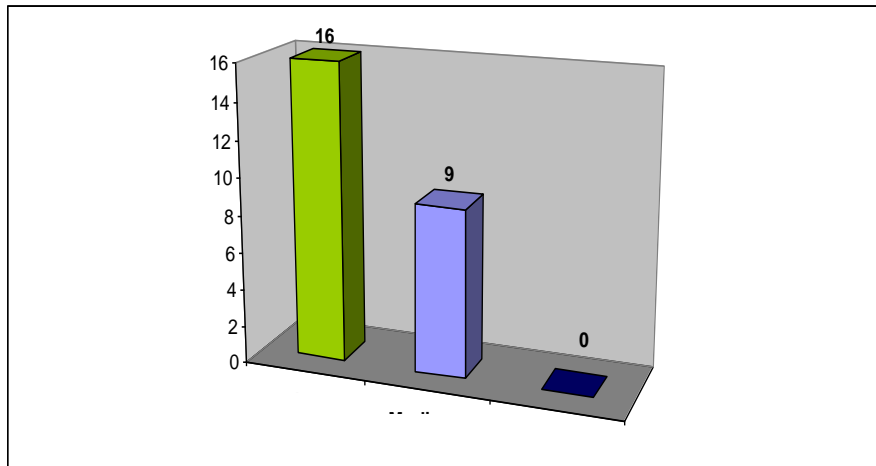
/Peters and Savoie/, 2000).

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London, p. 2P

UK rimer, Cabinet Office (2006), *Customer insight in public services: A "Primer"*,

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( /Schmidt and Stricklan/, 2000).

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( /Dinsdale and Marsden/, 1999).

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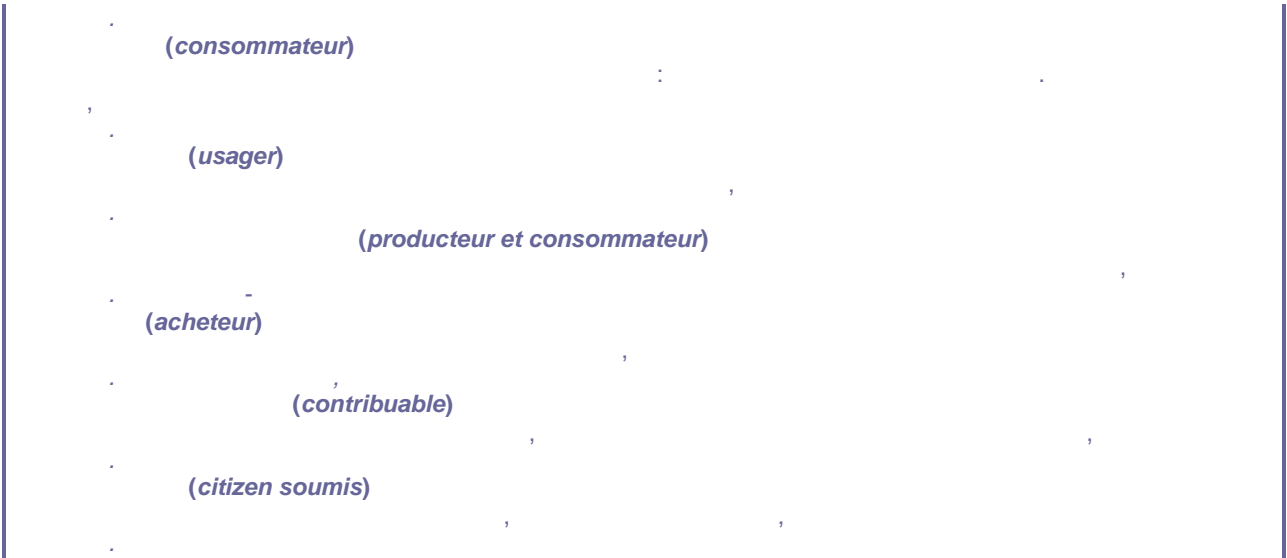
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: Shand and Arnberg, 1996: .17

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(Cabinet Office, 2006: 6-7):

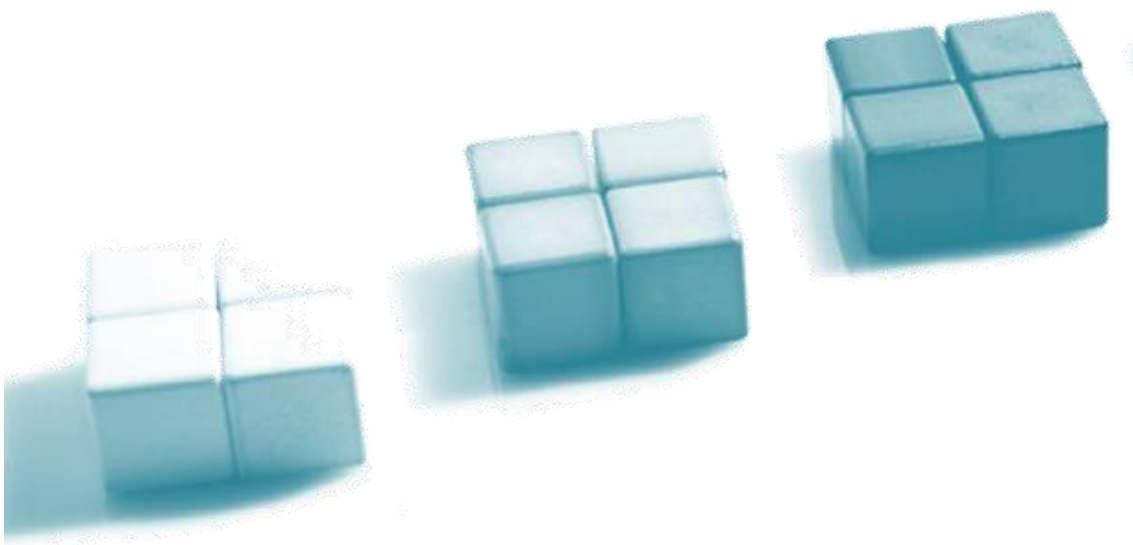
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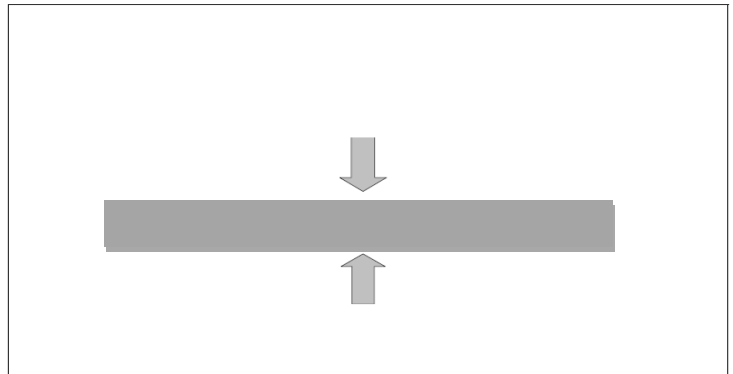
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( ) ( /Ross/, 1999: 13-15).  
 ( /Hoffman and Bateson/, 1997: 22-24).  
 (Zeithaml et al., 1992: 50).

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(Communities Scotland, 2006 : 20).



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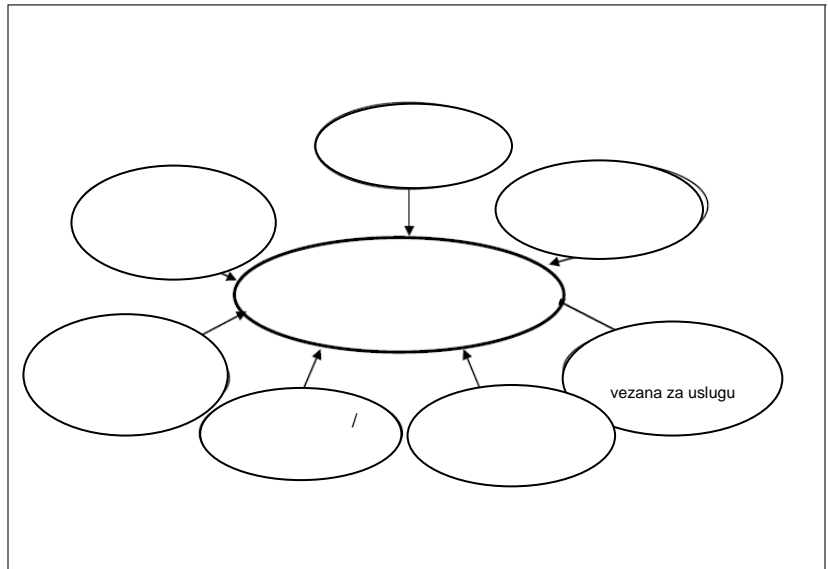
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(Quality Accounts

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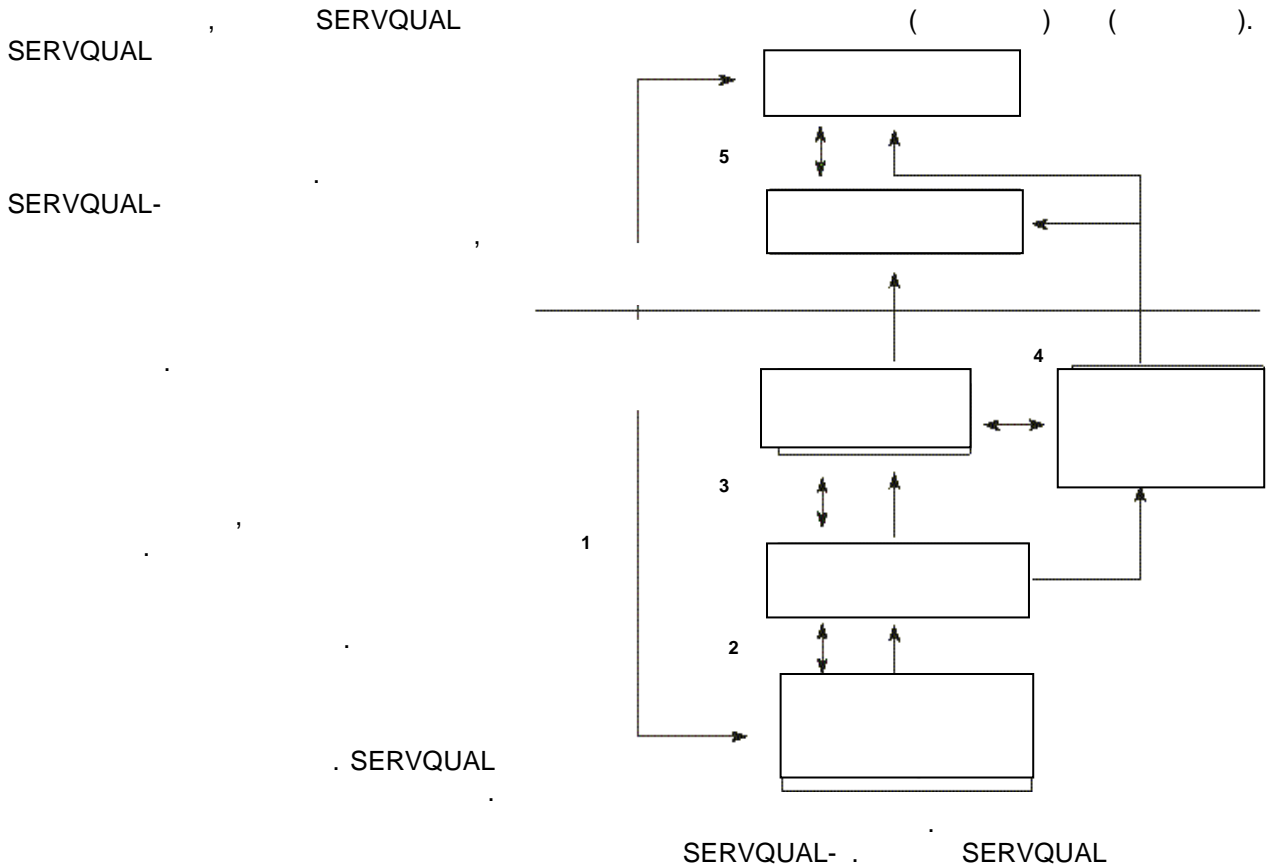
(The Prime Minister's Office of Public Service Reform, 2002).



( /Bachelet and Brookes/, 1995).

1.2.

SERVQUAL<sup>4</sup>



<sup>4</sup> Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985), "A conceptual model of service quality and its implication", *Journal of Marketing*, Vol. 49, Fall, pp. 41-50.  
 Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1986), "SERVQUAL: a multiple-item scale for measuring customer perceptions of service quality", *Report No. 86-108*, Marketing Science Institute, Cambridge, MA.  
 Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988), "SERVQUAL: a multi-item scale for measuring consumer perceptions of the service quality", *Journal of Retailing*, Vol. 64, No. 1, pp. 12- 40.  
 Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1991), "Refinement and reassessment of the SERVQUAL scale", *Journal of Retailing*, Vol. 67, pp. 420-450.

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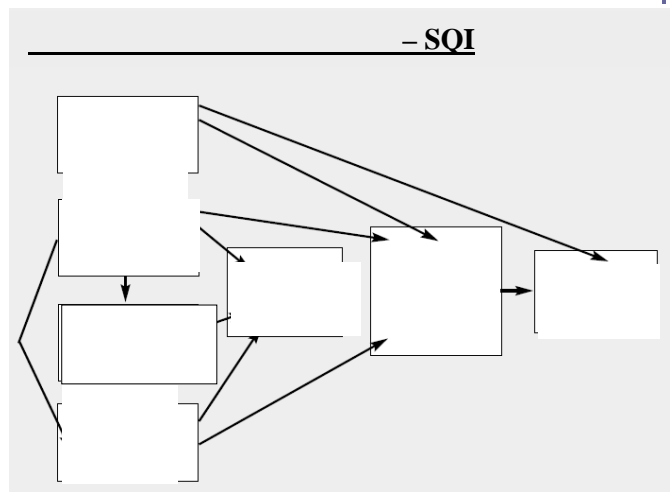
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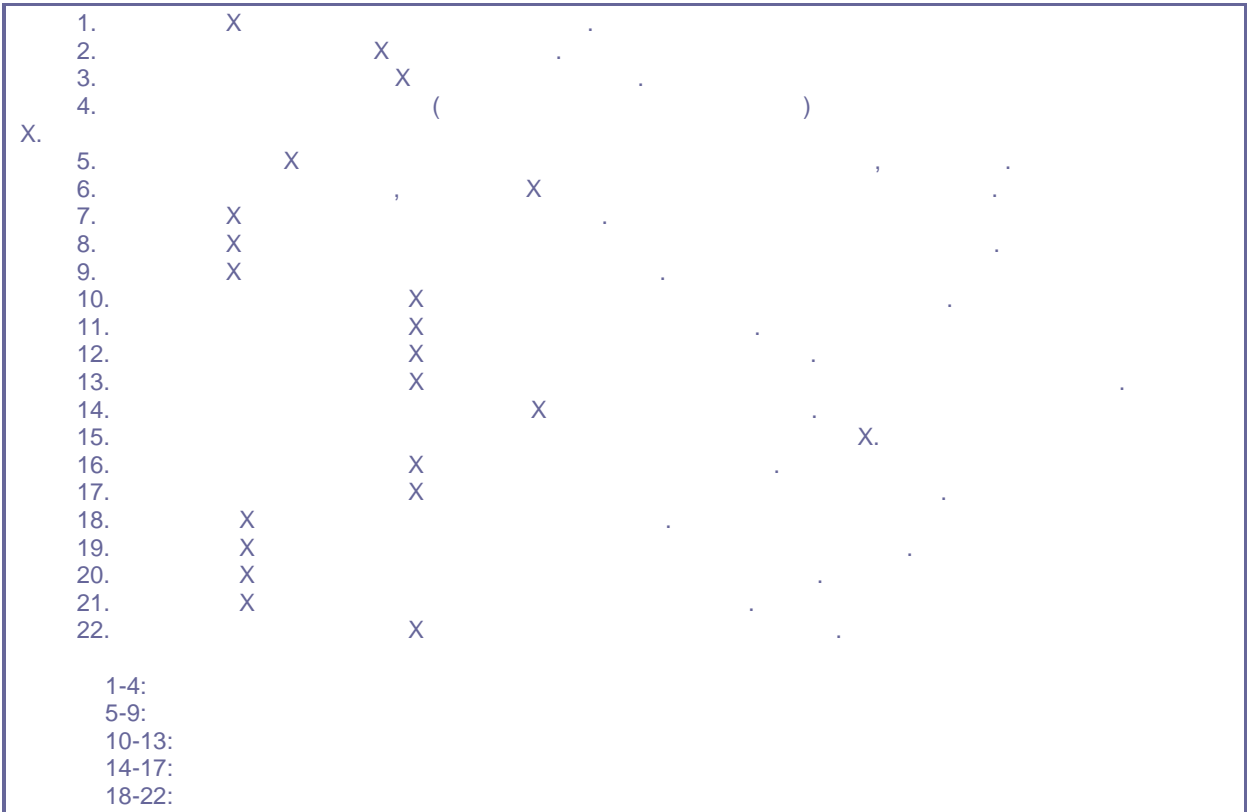


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(Zeithampl et al.,

1990: 175-186).



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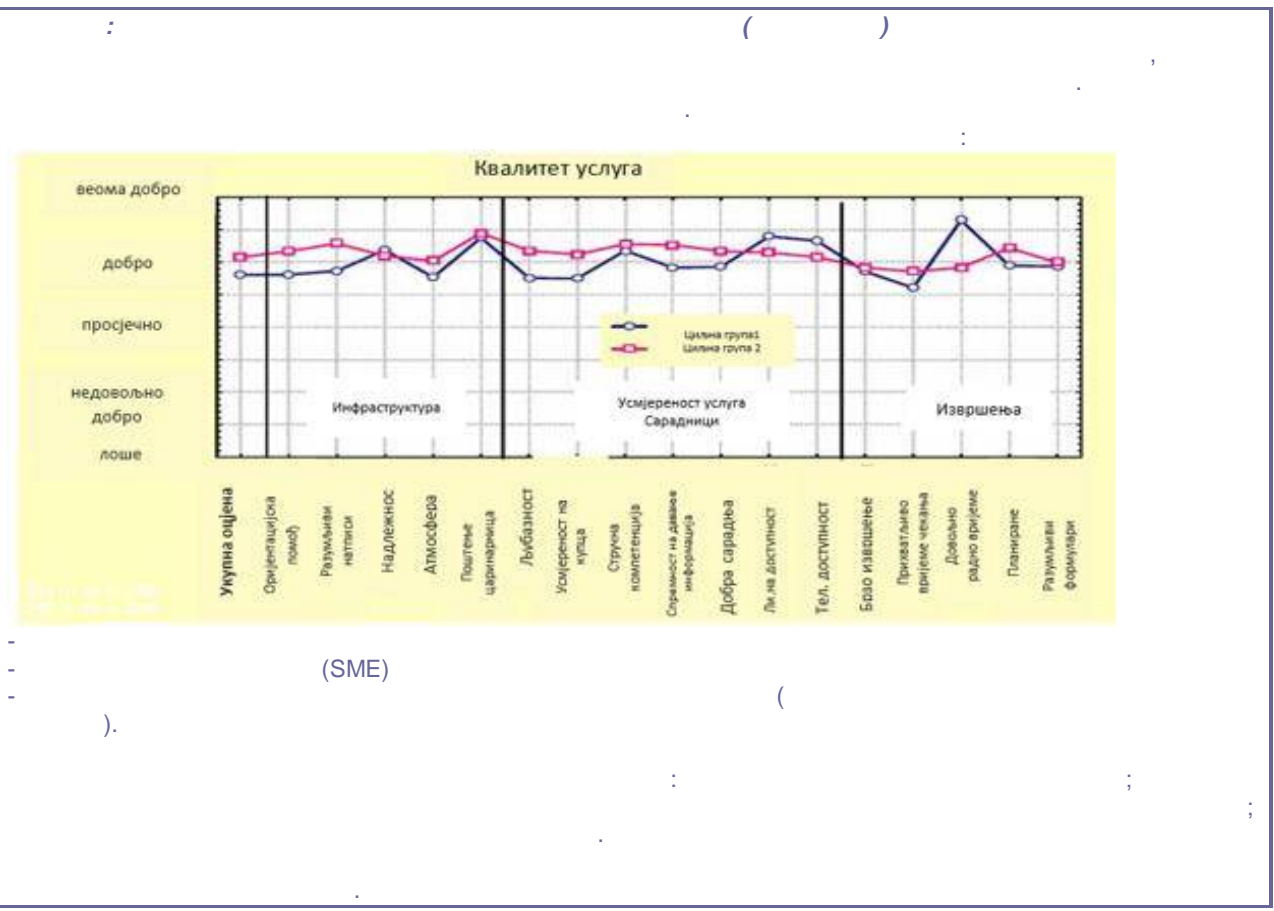
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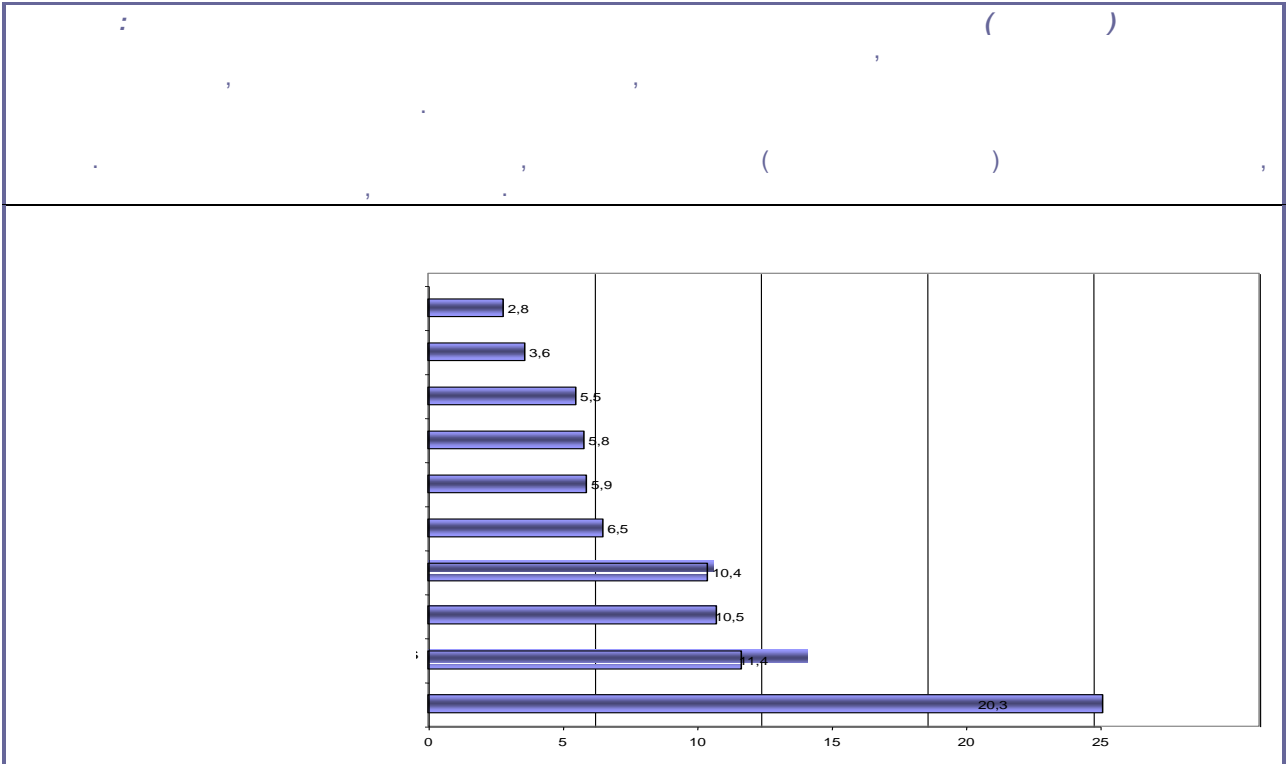
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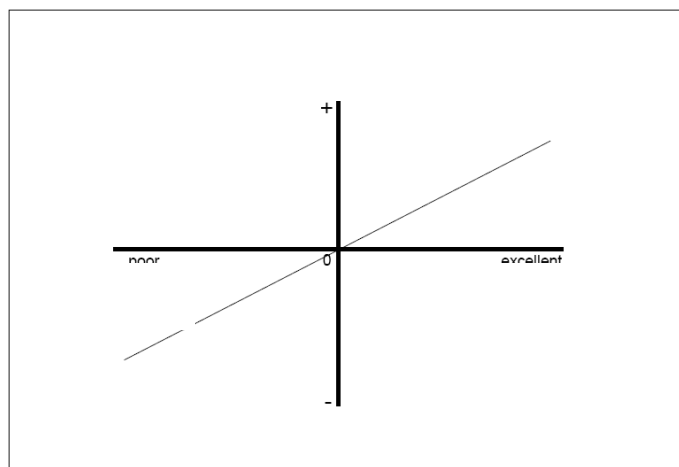
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( , 1999).

( /Elam and Ritchie/, 1997).



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( /Johnston and Heineke/, 1998).

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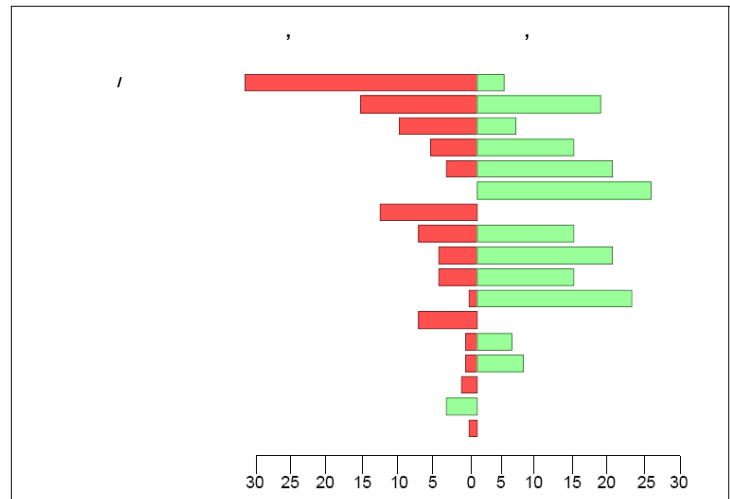
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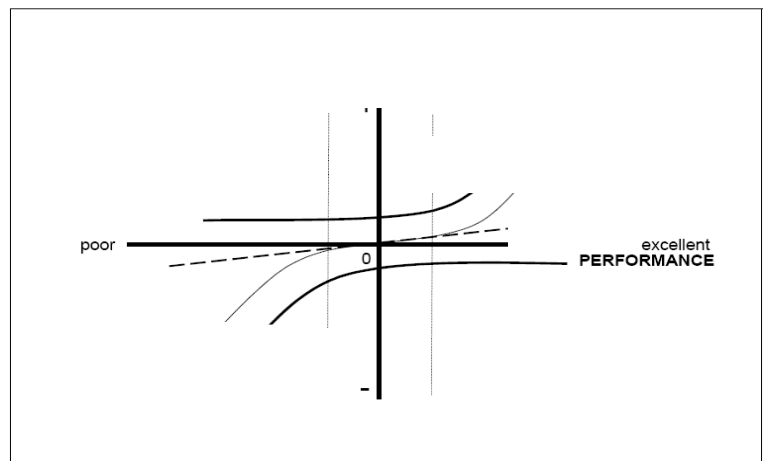
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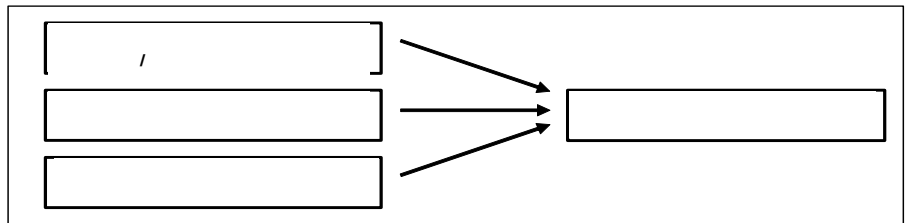
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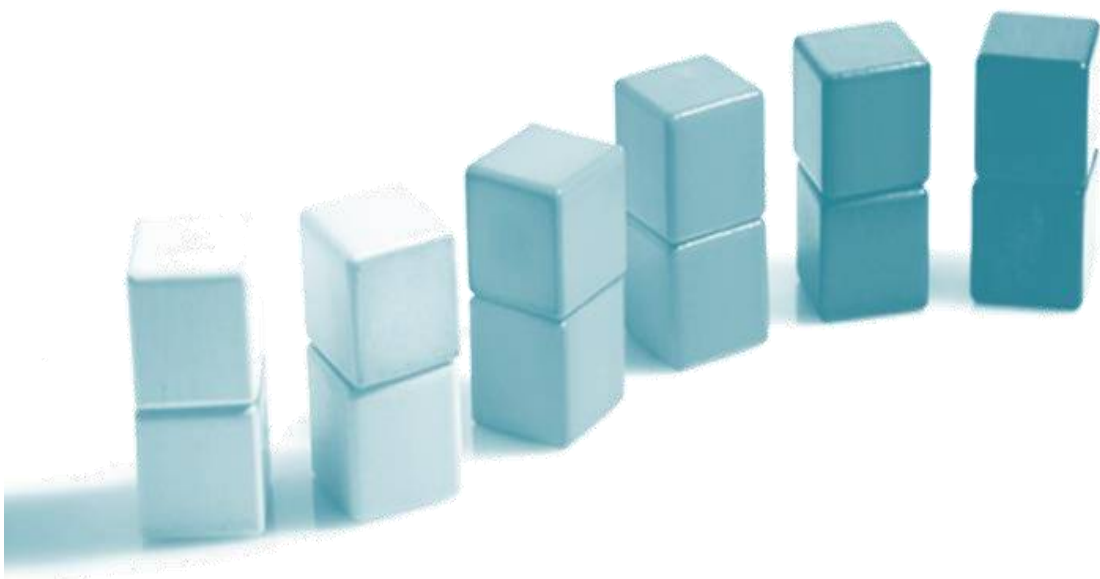


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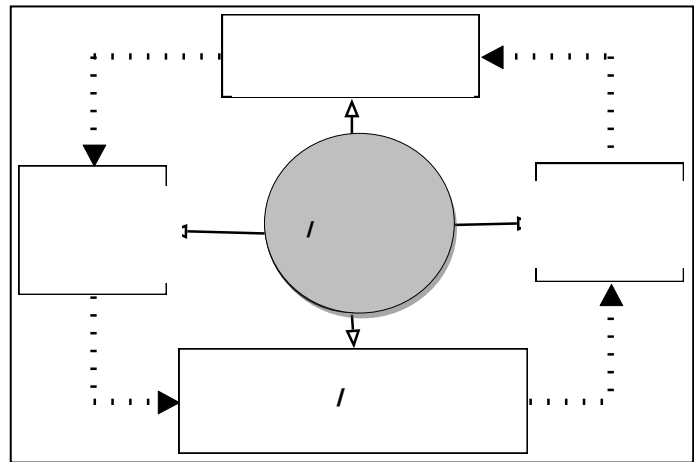








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(OECD, 2001).

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- Van Dooren W., Thijs, N., & Bouckaert, G. (2004) Quality management and management of quality in the European public administrations. In E. Löffler & M. Vintar (Eds.). *Improving the quality of East and West European public services* (pp. 91-106). UK, Hampshire: Ashgate.
- Bouckaert G., Löffler E. and Pollitt C. (2006), *Scientific report on the 4<sup>th</sup> European Quality Conference*, Finland: Tampere

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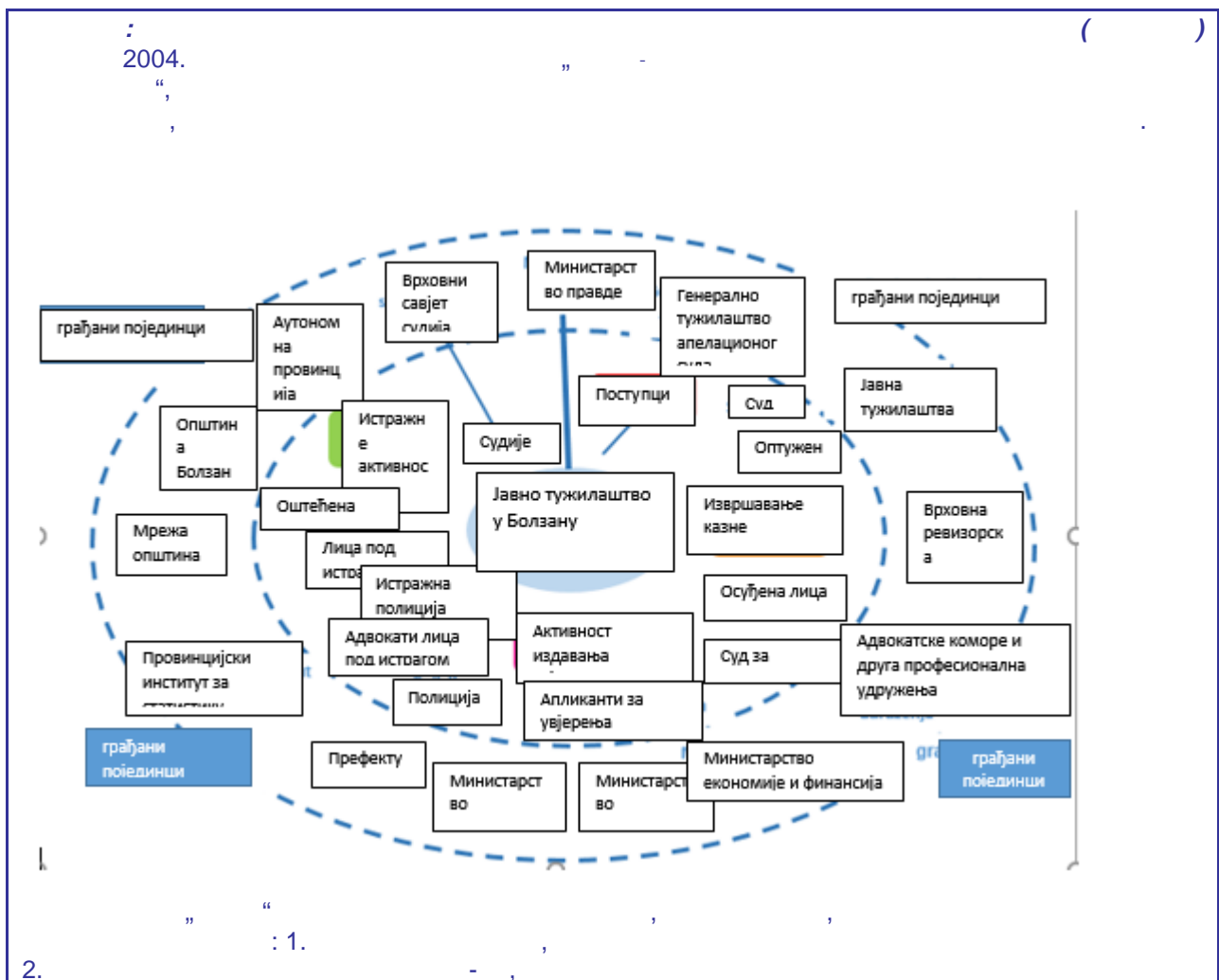
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Pollit/ (2006),

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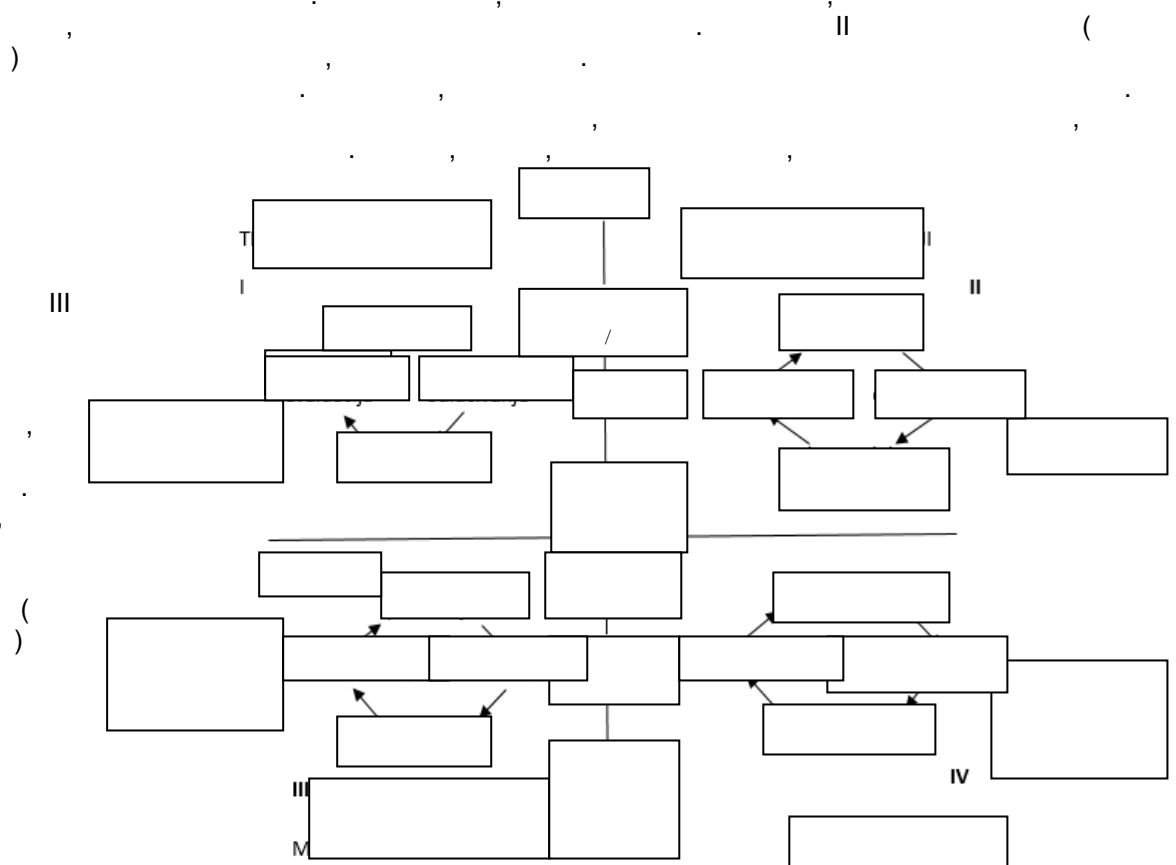
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( /Gaster and Squires/, 2003: 91).

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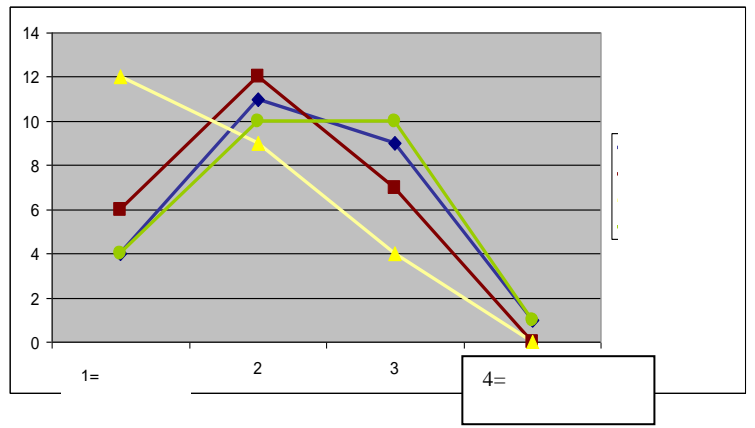
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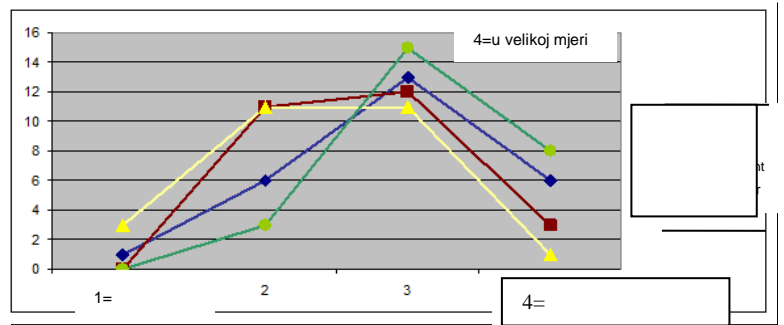


(Van Dooren, Thijs and Bouckaert/, 2004: 99).

(EIPA, 2007: 6-8).

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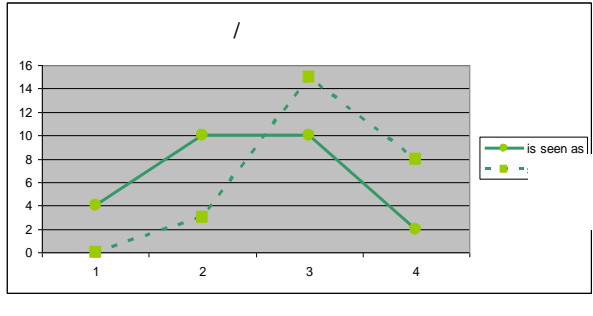
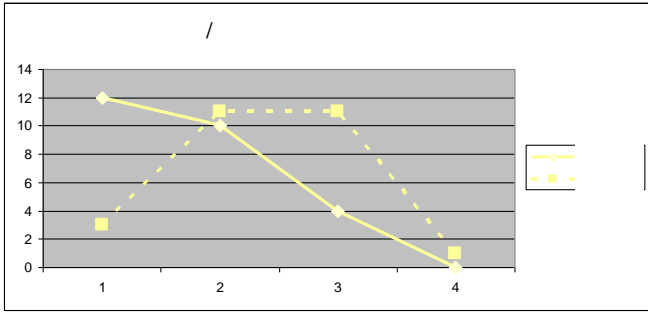
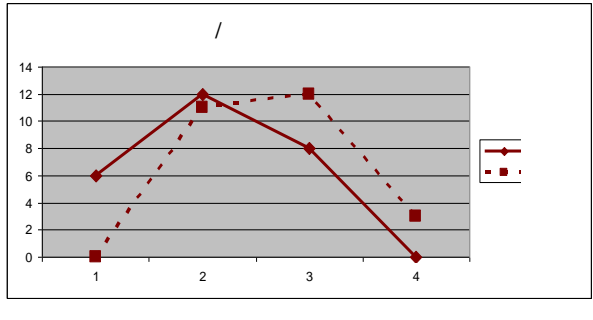
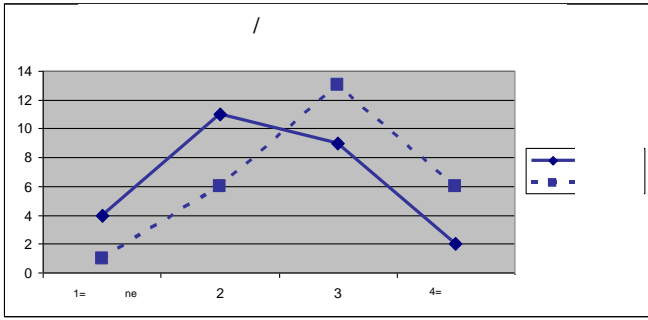


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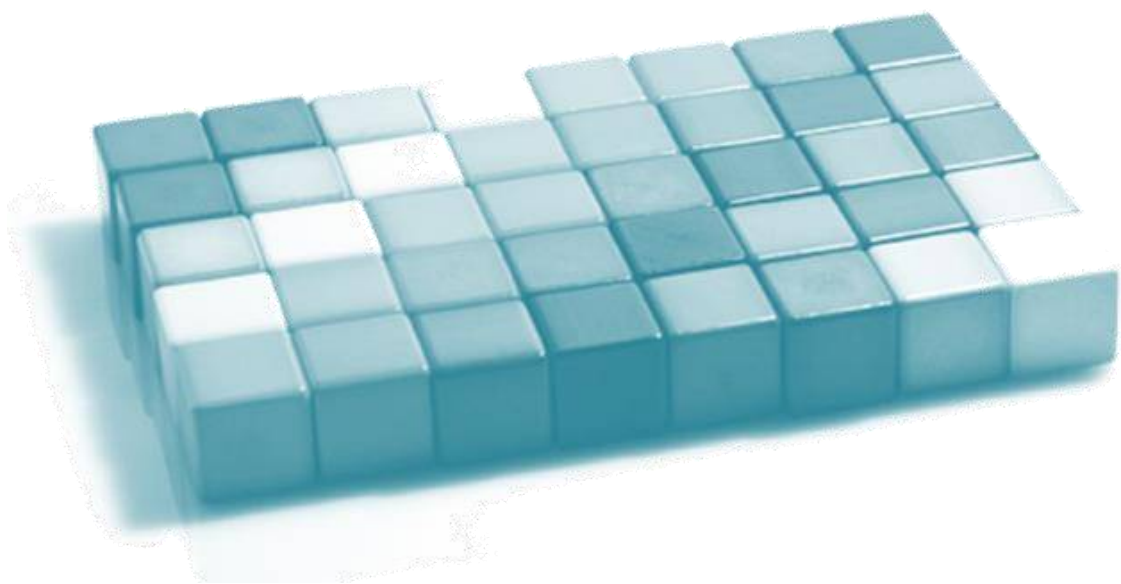
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(Communities Scotland, 2006: 5-6).



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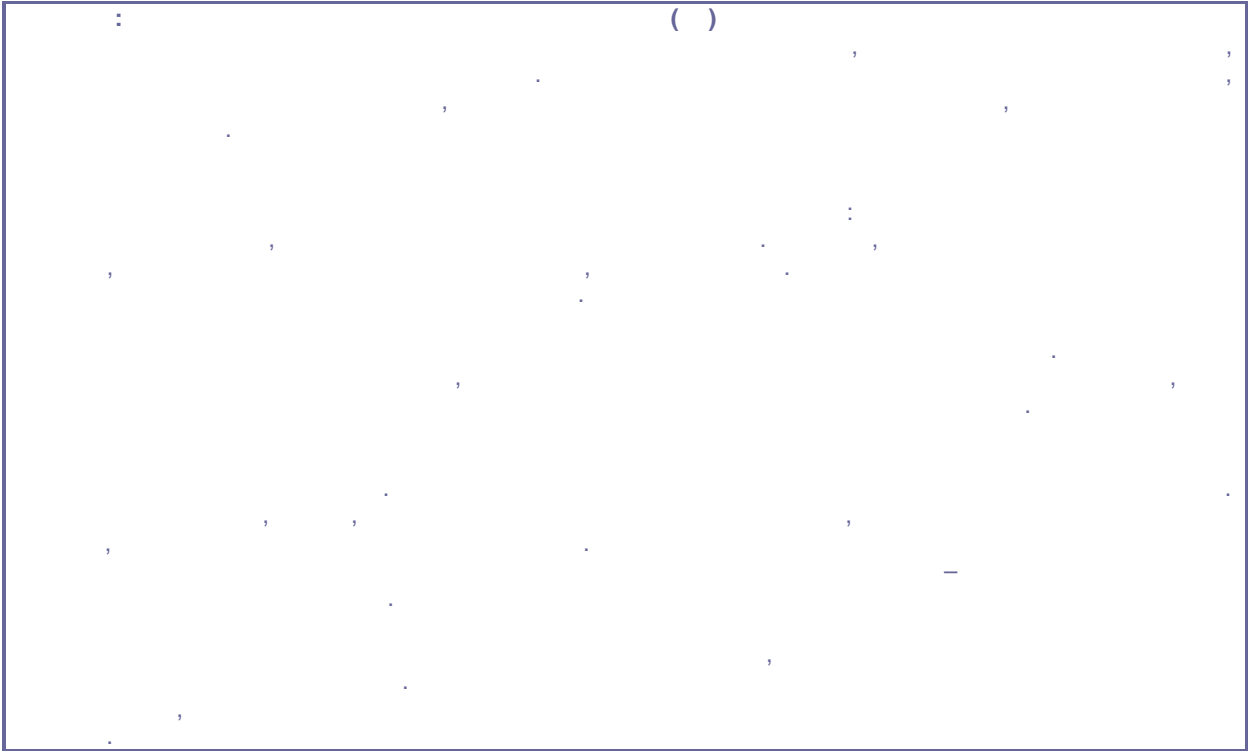
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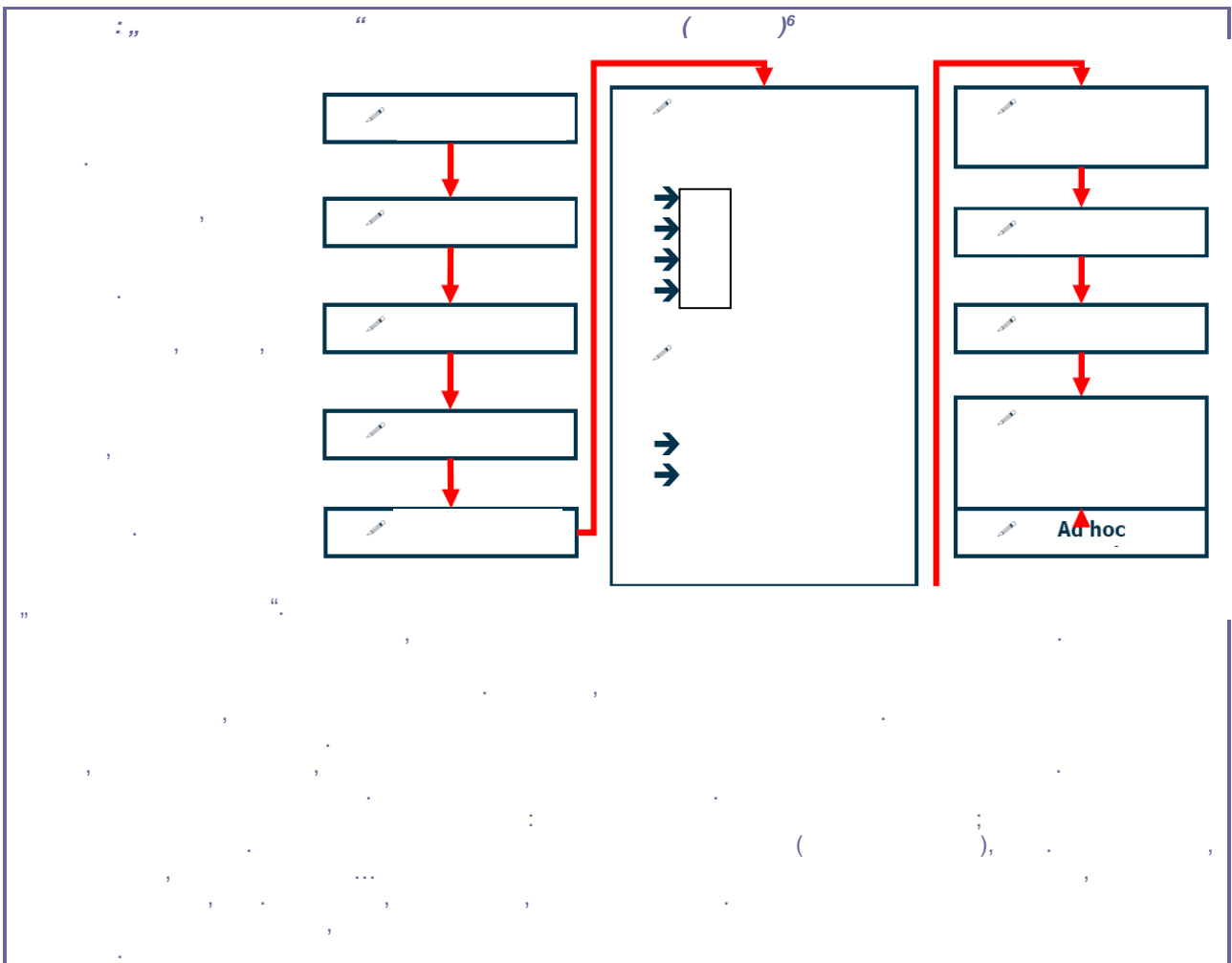
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<sup>6</sup> 2007. .12,

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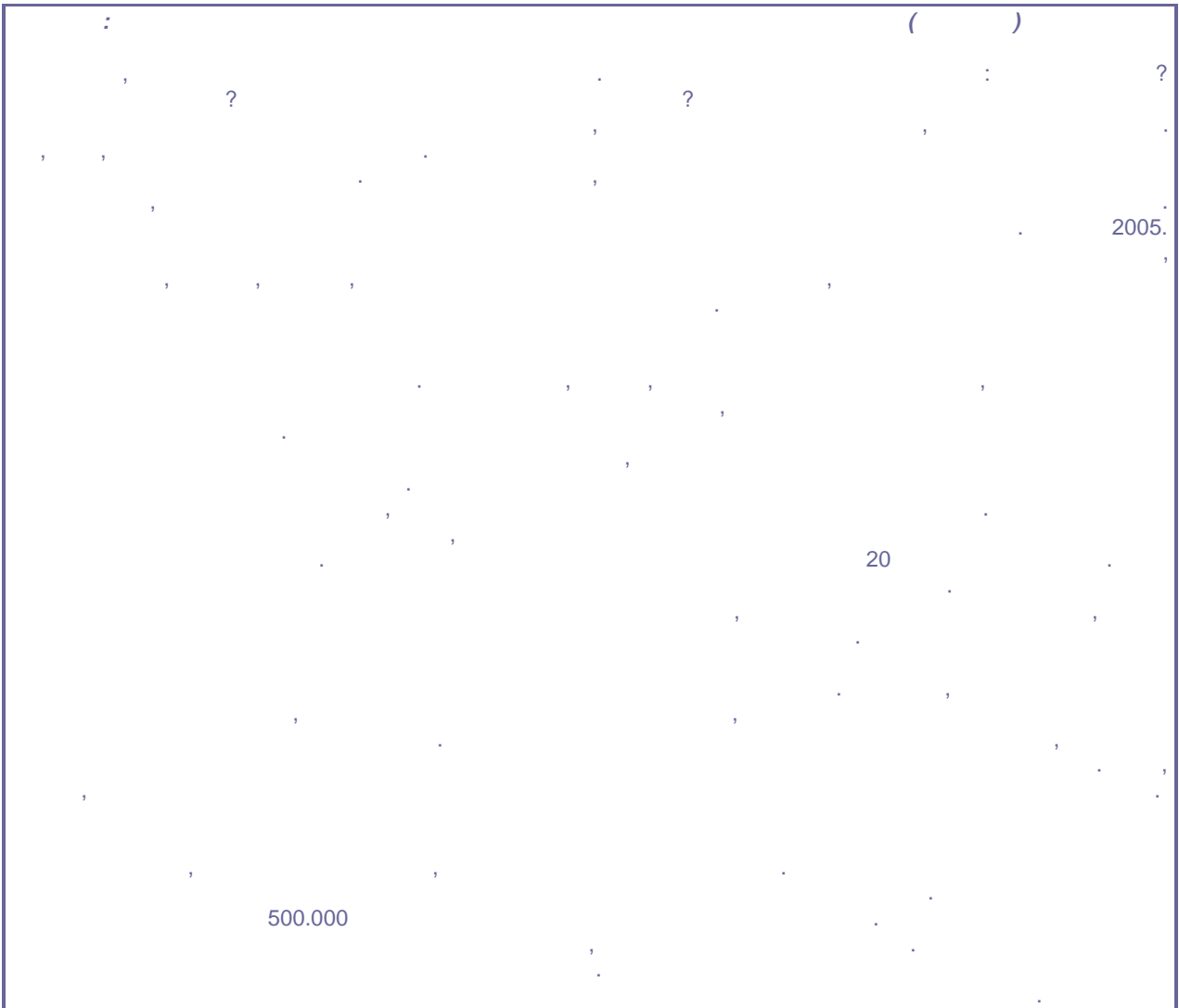


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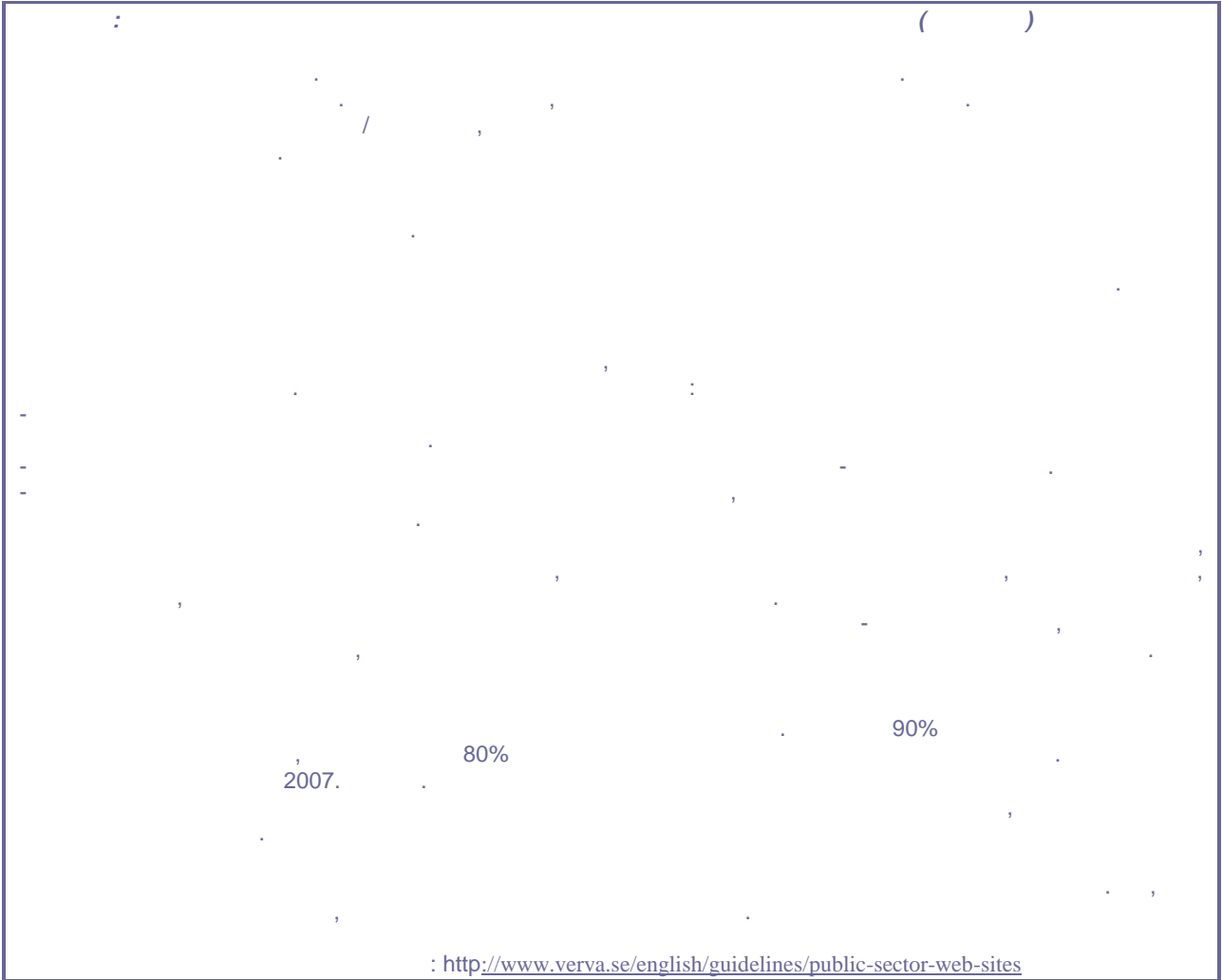
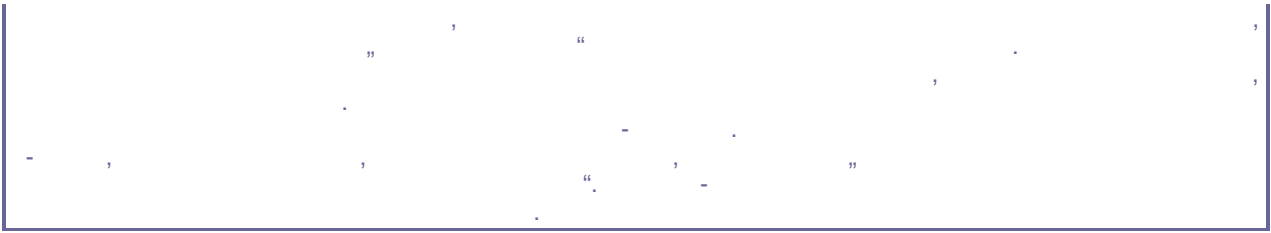
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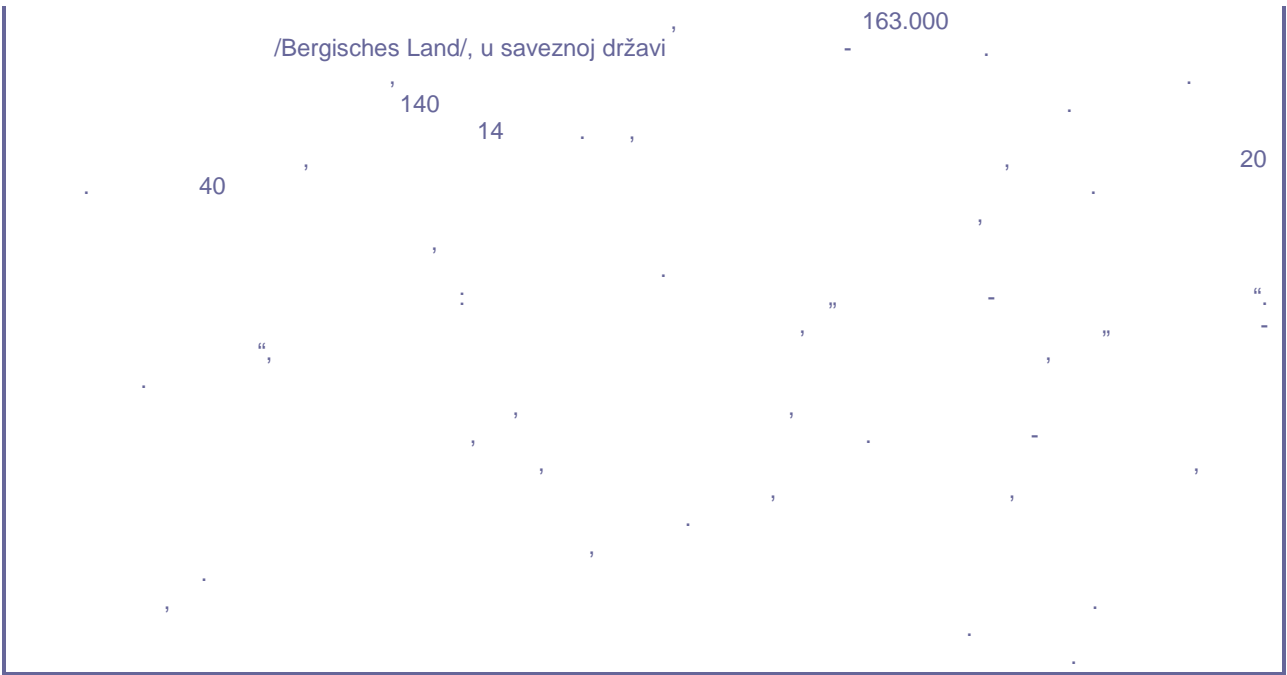
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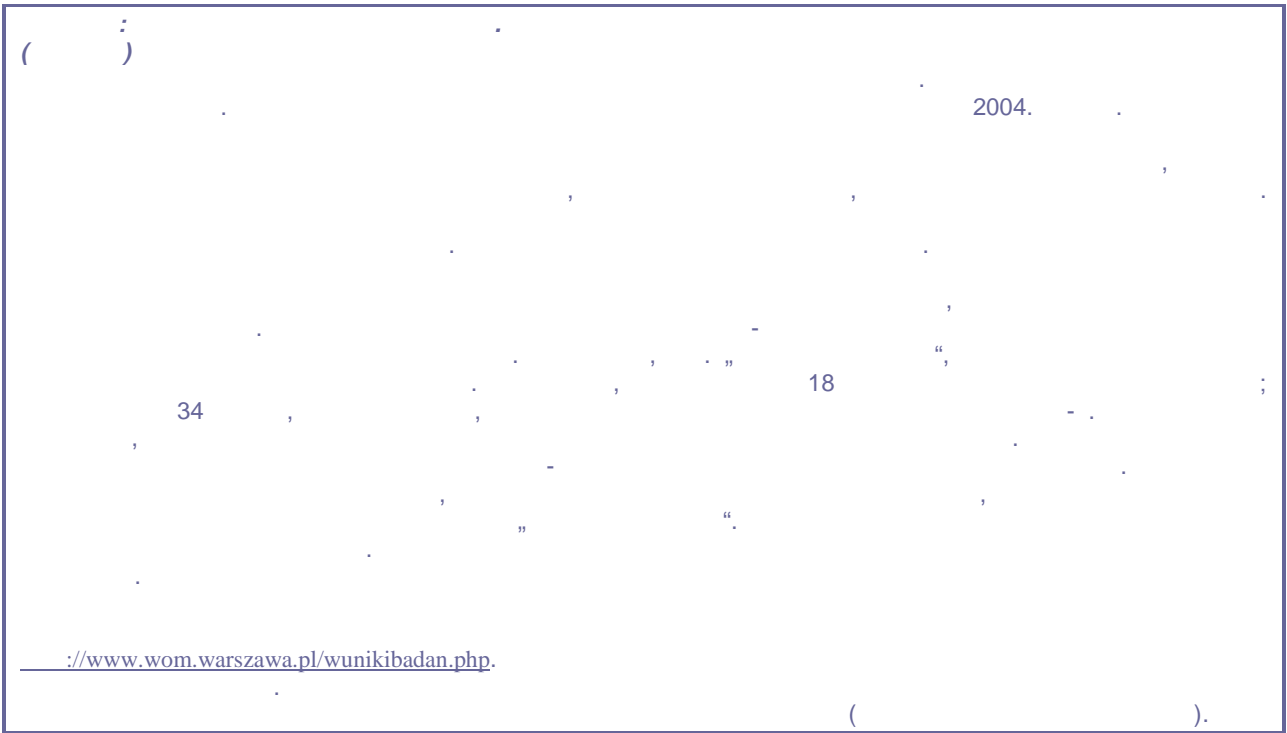
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<sup>8</sup> Loffler, E., Parrado, S., and Zmeskal, T., 2006, Improving customer orientation through customer charters, pp. 104-106.

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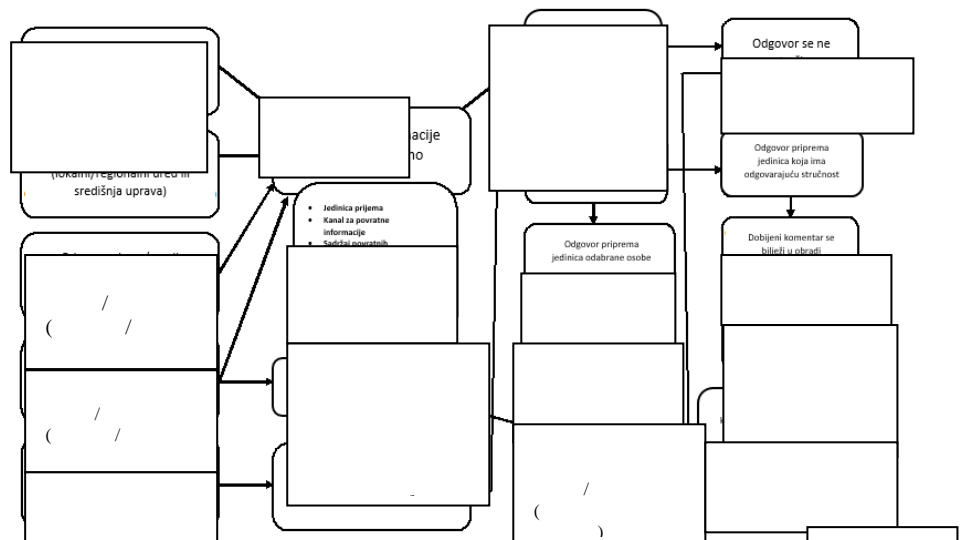
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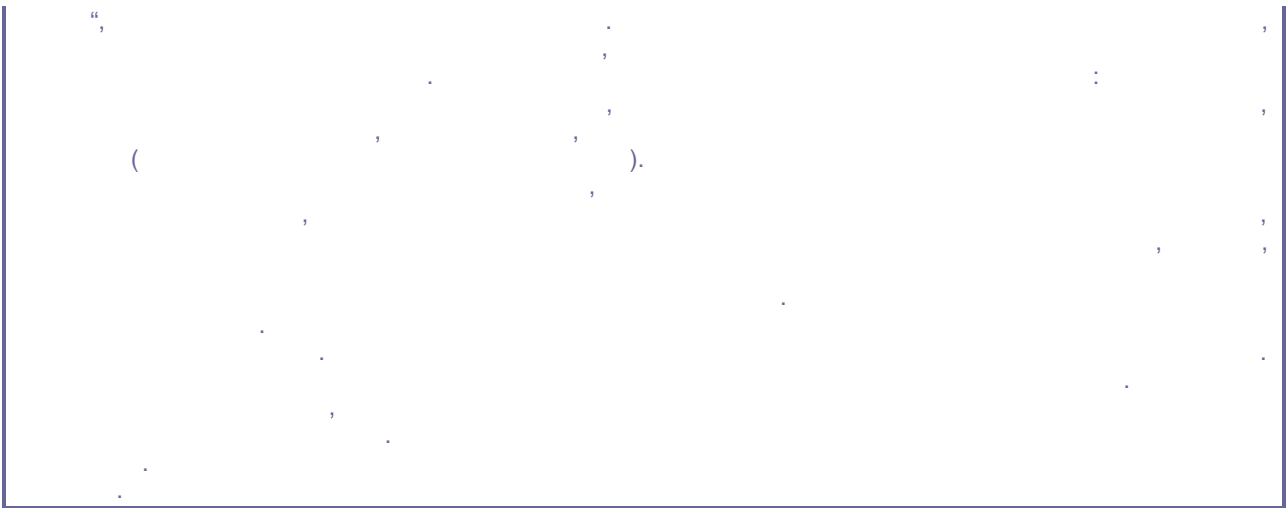
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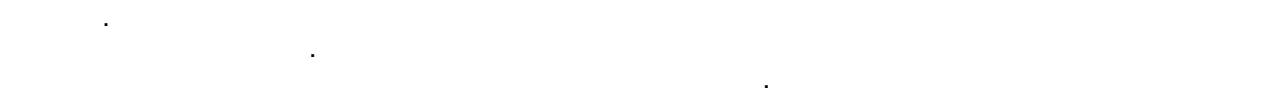
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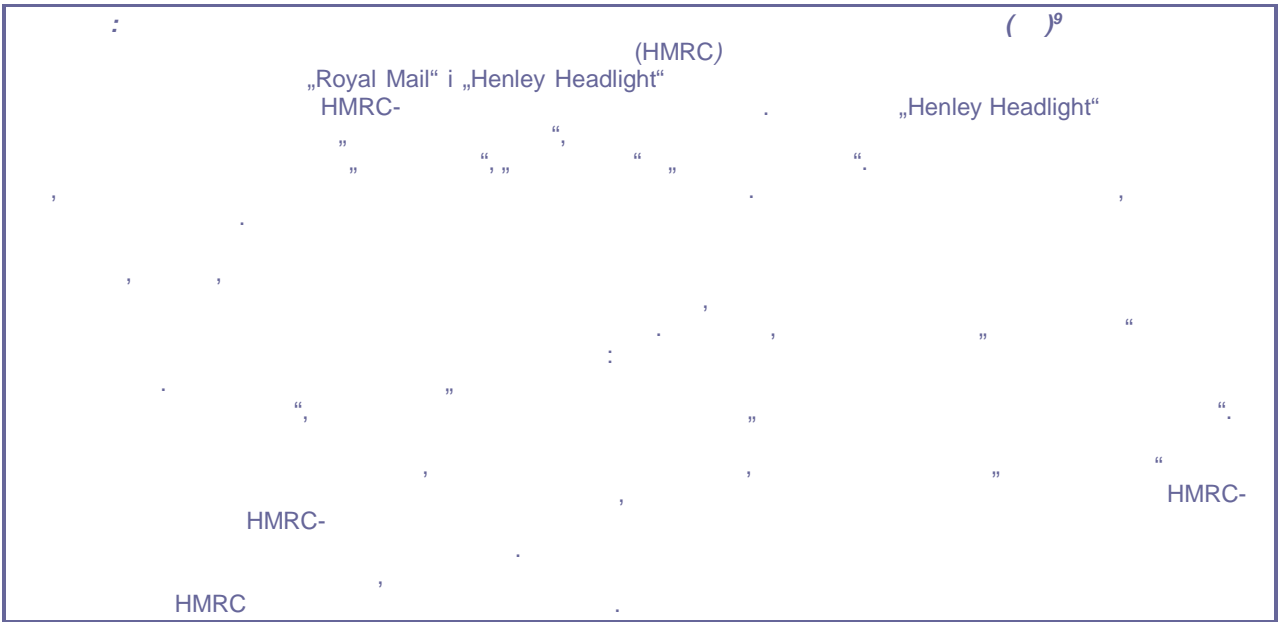
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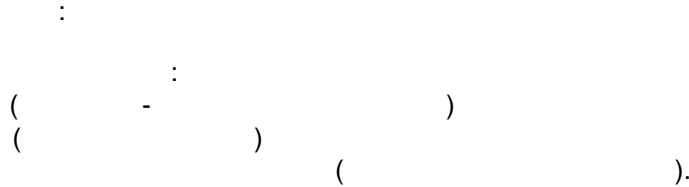




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*Engage*

Government Communications Network<sup>10</sup>



<sup>9</sup> UK Primer on Customer Insight (Cabinet Office, 2006: 14)

<sup>10</sup> <http://engage.comms.gov.uk/>



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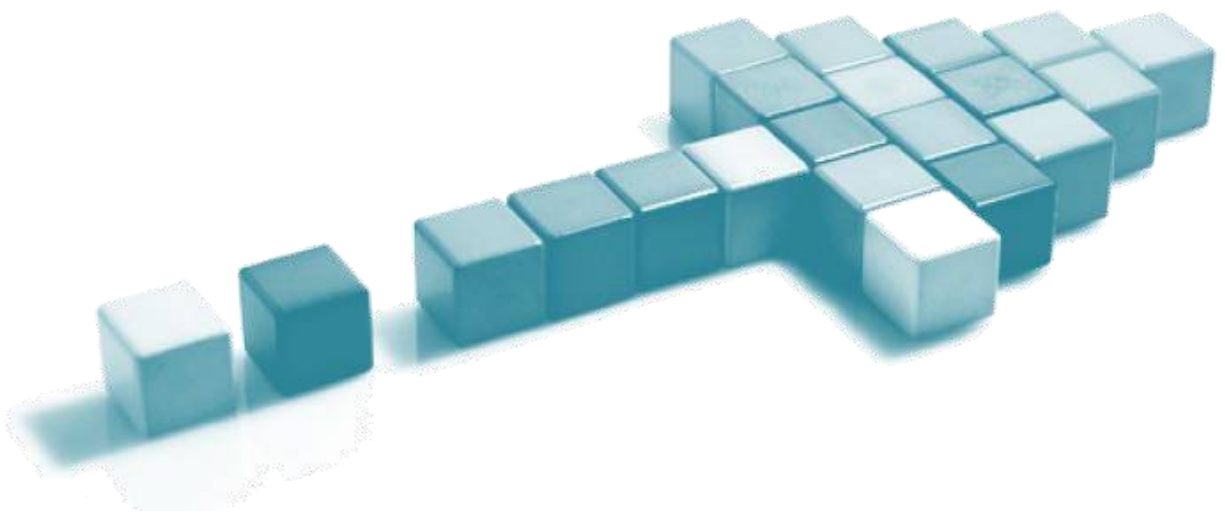


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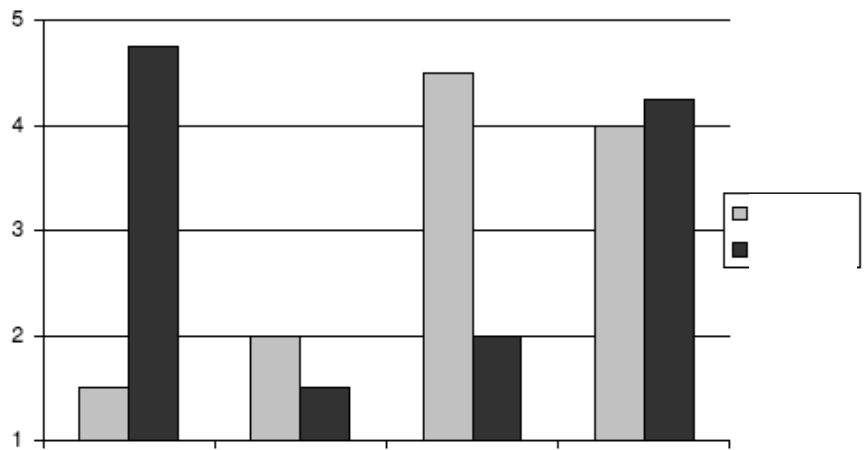
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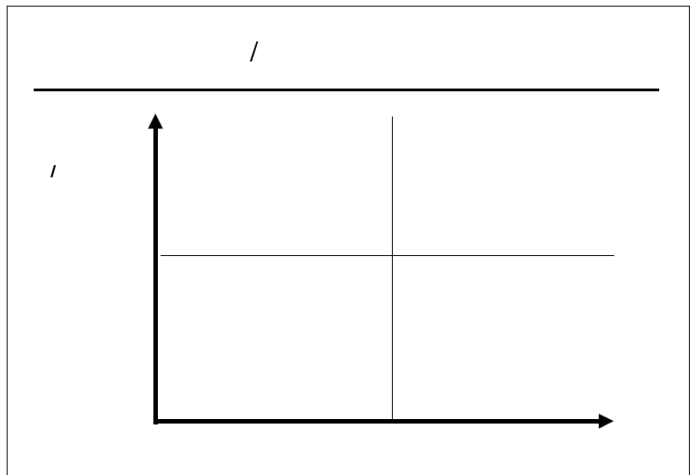


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<sup>11</sup> guide, pp. 46-47

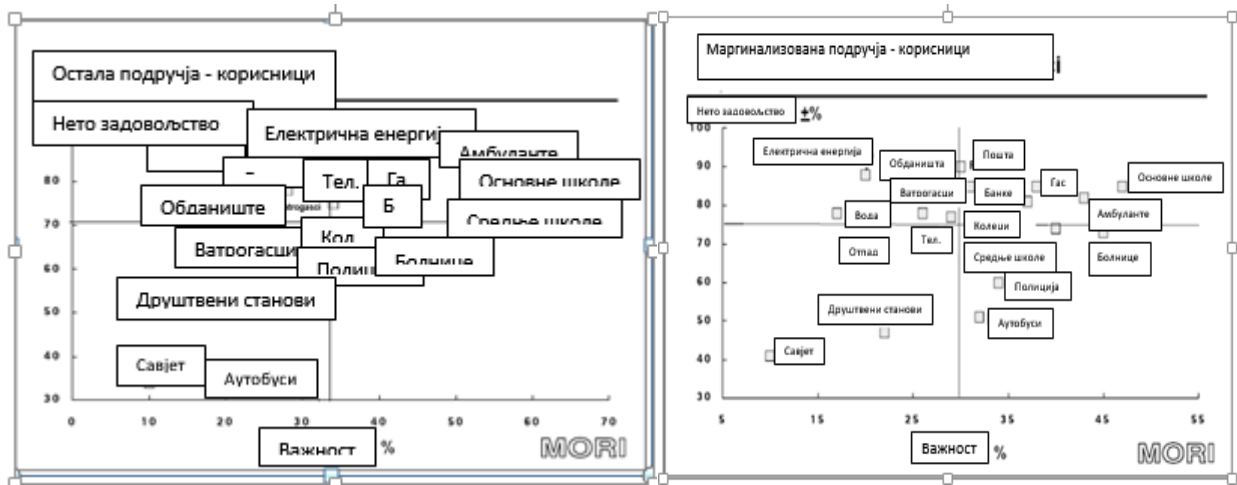
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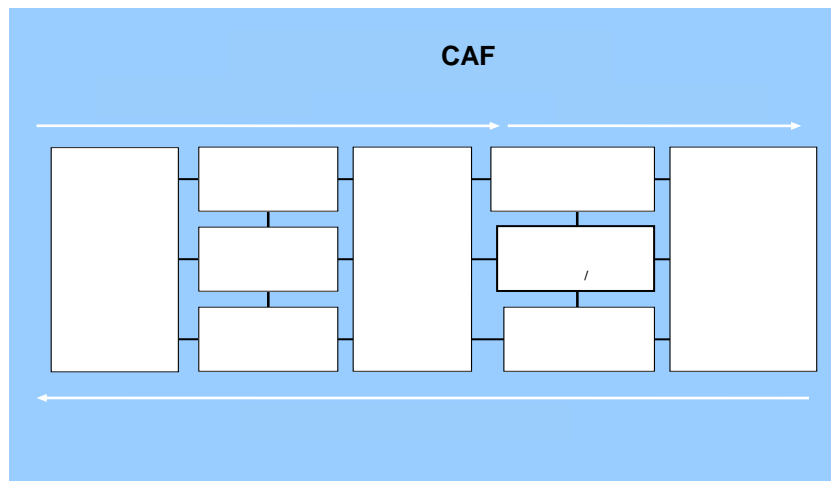
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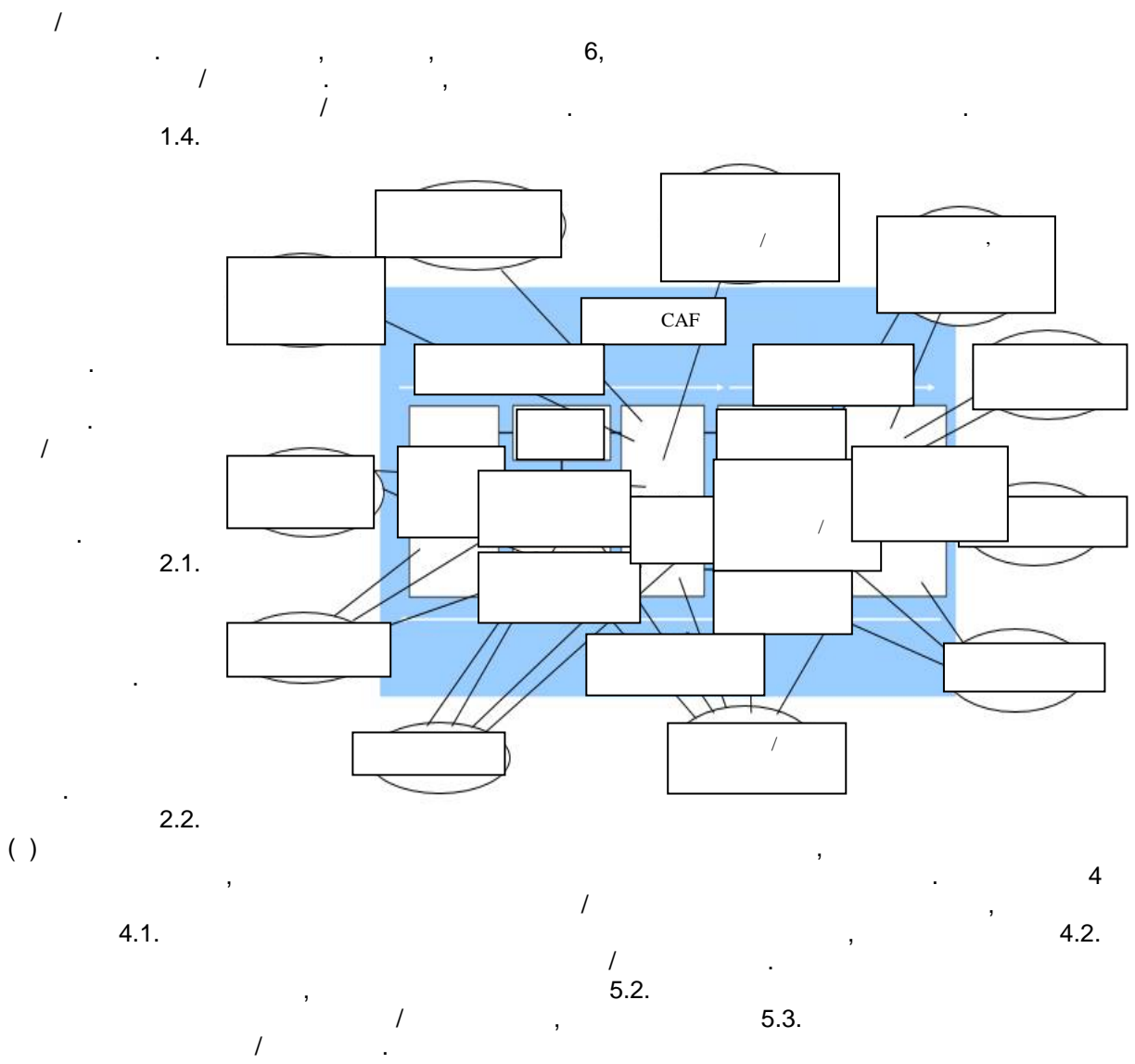
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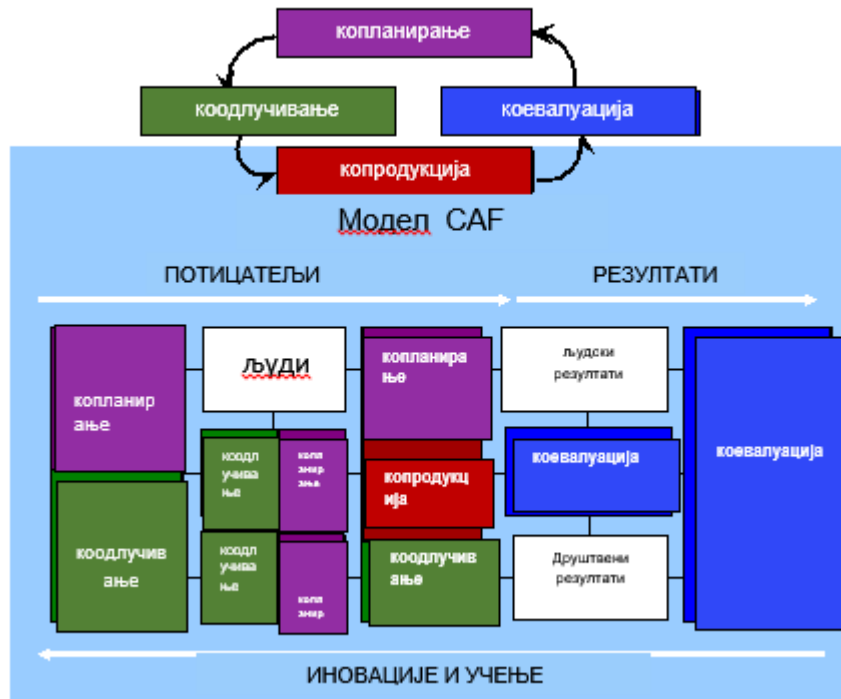
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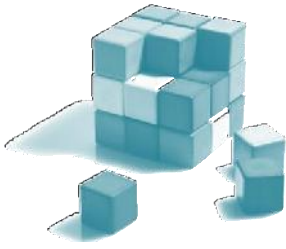
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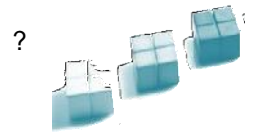
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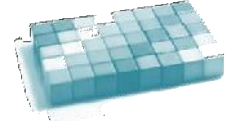


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