

**EVALUATION OF SATISFACTION OF CITIZENS ON QUALITY OF PUBLIC
ADMINISTRATION SERVICES IN MUNICIPAL CORPORATION**

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Abstract

The main reason why governments were created was to give their citizens access to services that would make life worthwhile. Accordingly, local governments were established in India as the third level of government in order to improve the lives of residents and bring the government closer to the local people. Delivering services in a satisfying, timely, efficient, and sufficient manner is one approach to bring the government closer to the people at the grassroots level. As a result, this research examines Common Service Centers positive effect on citizen satisfaction of Public Administration Services in municipal corporation along with assessing Mediating effect of Trust in Government on Common Service Centers quality and citizen satisfaction relationship. Moreover, studies how India 's local governments and municipalities provide services. It claims that on several instances, the local council's constitutional responsibility regarding "function performance" has not been carried out in practise. The study finishes by advising local council to make an effort to address the issues that have hindered their success. They can only be in a position

316

to provide cutting-edge services in a timely, efficient, sufficient, rapid, and satisfactorily to justify their continued existence and significant financial investments in them by doing this. Additionally, civic understanding makes people feel satisfied as citizens. The research suggests that stronger local municipal measures are required to improve the quality of life for residents and to develop positive relationships between management and the community's residents, for stating above objective researcher has used mediation analysis.

Keywords: Common Service Centers, Quality and Citizen Satisfaction, Municipal Corporation, Mediation Analysis, Government Trust

1 Introduction

The degree of competition on the domestic and international markets has increased as a result of globalization. The basics of the micro economy, such as the specific economic and social sectors and local organisations, also need to be strengthened in addition to the internal macroeconomic organisation and environmental context [1]. The machinery of law and order should continue to encourage the transition to projects and activities with a monetary value in the three important economic sectors of production, social services, and agriculture in order to enhance and stimulate global best practise and competitiveness [2,3]. Low-quality municipal services, however, harm a healthy and sufficient level of public happiness. India, a nation with diverse cultural norms and customs, has seen significant changes in infrastructure and growth in connection to technology innovation [4,5]. The local community's expression of pleasure with municipal services in different local governments and councils was used to determine their efficacy [6,7]. The commitment of the local administration and citizen satisfaction support the harmonious coexistence of many ethnic groups in a particular location [8,9]. Therefore, a fundamental component of local government functioning is public happiness and municipal services.[10,11].

2 Significance of the study

A study of this kind is important in a variety of ways. The document is timely and in line with a national priority, to start. Since India 's transition to democracy, social service delivery has been a topic of discussion and concern on a national level. For instance, as government actors, we commit to delivering the fundamental services to which every person is entitled in a timely, fair, honest, effective, and transparent way in an effort to enhance service delivery of public institutions, as noted by [12]. The government's commitment to enhancing service delivery in India at the federal, state, and local government levels ought to be ranked as a top priority because for far too long, the quality of public service delivery has not been up to par, leaving Indians feeling unsatisfied with how decisions are made and how quickly files are moved.

Second, the research is important for identifying variables affecting service delivery in India Local Government Areas, which will advance knowledge. When these elements are properly defined, they will help answer issues like why service performance in Indian local government councils has not improved despite significant budgetary allocations from the Federation Account. The study is also warranted since its suggestions would improve the policy choices made by government organisations like the Local Government Service Commission. The document will also be useful to the general public as a source of information. The study will provide as a wealth of information for future researchers on service delivery in Indian Local Government Areas.

3 Review of literature

3.1 Citizen or customer satisfaction with municipal services in municipal council

In Indian Federalism, local government occupies the lowest levels of the administrative structure and is responsible for delivering social services at the local or grassroots level [22]. To improve people's quality of life, which is the true reason they cooperate with local government in service delivery, is what motivates them to participate with local government in service delivery before any project that is unimportant to the local populations [22,23]. Local communities hold out hope in this. They want local authorities to invest time and money in bettering their quality of

life. satisfaction with and resulting from the concrete and intangible aspects of local government services [24–29]. Mutual collaboration was required between the local communities and service providers to ensure the efficient functioning of local affairs. The association between contentment and high-quality municipal services is also present. For any organizational success, particularly in the public sector, customer or citizen happiness is crucial [22,24,25]. As a result, the formation of local councils is not only for consumer profit. The struggle to draw in and keep residents as well as visitors is going to becoming more intense in today's more liberalised and competitive global quality service supply environment. More international companies are projected to join the India n service market in the future, which will encourage local council to innovate and engage in more competitive product and service development. Local governments and municipal councils may vary in certain ways, but they nevertheless compete in the same market by providing related goods and services [30]. When a community's quality of life falls below a particular point, its growth begins to stall and may even reach unpleasant levels. Thus, it is determined that the welfare and pleasure of local residents, rather than economic success, should be municipalities' primary goals [31].

3.2 Determinant of citizen satisfaction with municipal services

The amount of local government activity is determined by public happiness together with knowledge of municipal services. The development of activities and the growth of the same led the local council to a better area for the citizens. The process of local government service delivery extends beyond routine tasks; factors affecting the services are related to the neighborhood and the residents [32]. However, the four categories of economic, social, demographic, and natural variables are used to carefully choose probable determinants [33]. Cities are compelled to spend in infrastructure, amenities, and the creation of desirable locations for new commercial ventures in order to hasten economic growth and make themselves more appealing to investors and creatives [34–36]. The acknowledged factors also differ with cosmopolitans but exhibit some commonalities. The main economic factors are industrial development, economic structural change, and economic growth. Important demographic variables include population and labour growth, population urbanisation, and population structure [37,38]. Construction of infrastructure,

energy use, and real estate development are among the main social factors, while the quantity and topology of accessible land are the main natural determinants [39]. Citizens' contentment often seems to be a bottleneck for local officials as they demonstrate their capacity to provide. Having friendly relationships with the locals contributes to social division and fragmentation since they are exclusive and scarcely provide room for non-commercial activities [40]. Society is undergoing significant change, including rapid urbanization, altered relationships between the rural and urban areas, globalization, economic shifts, and the need for more sustainable solutions to spatial challenges. New urban forms or new forms of urbanism are prevalent topics throughout the conference's other sessions [41]. Government honesty, municipal awareness, facility upkeep, and the promptness of service delivery were the factors that determined public satisfaction [30]. From a management perspective, self-worth, optimism, and creativity determine the performance of municipal service delivery, while from the perspective of the local community, policy understanding and community involvement are key elements for municipal service satisfaction [42].

3.3 Provisioning of quality municipal services and utility

In order to meet the needs of the populace, encourage local community development, and contribute to the affordability of the specific township, high-quality municipal services and utilities should be provided [31]. Municipal utilities and services must be properly distributed, of the highest quality, and in excellent condition while using the most recent technology [43]. The supply of high-quality municipal utilities and services have to be linked with the area's hierarchical structure and purpose [44]. To comply with the demands of value-added and best practises, the provision of utilities such as drainage systems and public restrooms in municipality areas should be of a high grade [45]. Furthermore, in order to minimise service interruptions, these facilities must be managed and maintained at a high level, with adequate backup services [46].

The primary method for guaranteeing the sustainability and cost-effective maintenance of municipal services is to increase their coverage and raise the quality of service. Major municipal services including garbage collection, sewage disposal, drainage, cleaning, and public space sanitation should be widely available and of a good calibre [47]. This will enhance both the quality

of life for locals and the municipality's appeal. Along with building new facilities, the current sewage system has to be modified for better and more efficient management of household runoff [48]. To help the local authority govern and manage the municipal area, the local community's involvement in municipal service has to be strengthened. Although the Indian government has already provided resources to local government to ensure the efficient operation of government at lower levels [49], effective service delivery is still the primary responsibility of the local council [1]. People's needs and wants are supposed to be of great importance to local council targets for service delivery. Utilities and infrastructures need to be of a high standard and lives of residents must be improved by providing services at the appropriate time [50]. Housing, water, rural power, roads and transportation, as well as medical facilities, are some of the services that local government authorities are obliged to provide. The execution of numerous measures by local governments is also essential to promote local economic growth [52]. As a result, local government authorities must be able to recognise and focus on the most underserved neighborhoods, have procedures in place to monitor project spending, and be able to assess whether the distribution of resources has had an effect on the lives of local residents [53,54].

4 Material and Methods

This study is exploratory in its nature where 450 people were interviewed by the researcher by filling close ended questionnaire at Common Service Centers of municipal corporation of Ahmedabad, Gandhinagar and Vadodara. The data collected is primary in nature and mediation analysis has been used by the researcher in the study.

5 Research objective

- I. To examine the Common Service Centers positive effect on citizen satisfaction of Public Administration Services in municipal corporation.
- II. To assess the Government Trust positive effect on citizen satisfaction of Public Administration Services in municipal corporation.

III. To evaluate Mediating effect of Trust in Government on Common Service Centers quality and citizen satisfaction relationship.

6 Research Hypothesis

- I. Common Service Centers quality has a positive and significant effect on citizen satisfaction of Public Administration Services in municipal corporation.
- II. Trust in Government has a positive and significant effect on citizen satisfaction of Public Administration Services in municipal corporation.
- III. There is mediating impact of Trust in Government on Common Service Centers quality and citizen satisfaction.

7 Result and analysis

Mediation Estimates

Effect	Label	Estimate	SE	Z	p	% Mediation
Indirect	$a \times b$	0.188	0.027	6.96	< .001	20.7
Direct	c	0.720	0.038	18.53	< .001	79.3
Total	$c + a \times b$	0.908	0.031	28.67	< .001	100.0

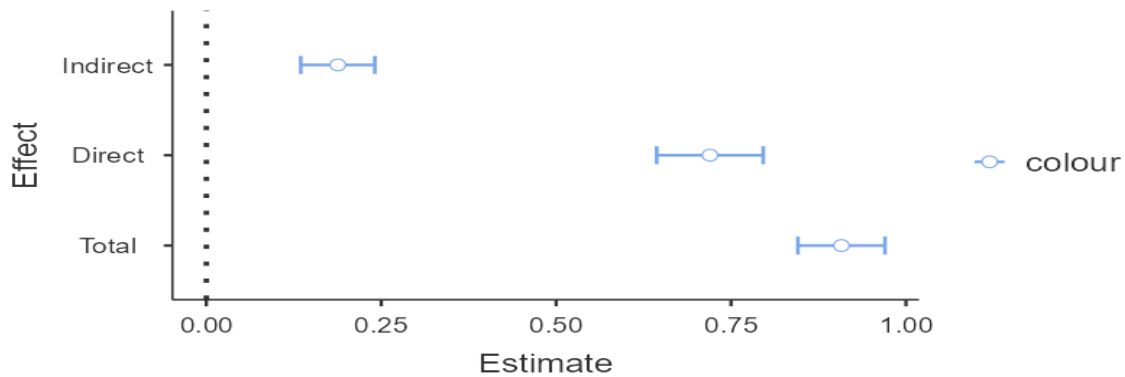
Table 1 is of mediation estimation results, where indirect impact of Common Service Centers quality on Trust in Government found significant and shares positive association and its has 20.7

% impact on trust in government, while the direct impact of on Trust in Government on citizen satisfaction was found more significant in comparison to service quality as its estimated value was .720 in comparison to indirect estimation value of 0.188, while the total impact of was also found significant as total estimated value was .908.

8 Path Estimates

			Label	Estimate	SE	Z	p
Common Service Centers quality	→	Trust in Government	a	0.677	0.0384	17.61	< .001
Trust in Government	→	The satisfaction of citizen	b	0.278	0.0367	7.57	< .001
Common Service Centers quality	→	The satisfaction of citizen	c	0.720	0.0389	18.53	< .001

Path estimates predict the values of effect of independent, here Trust in Government and Common Service Centers quality are the independents, while the the satisfaction of citizen has been treated as dependent variable. Estimated value of .677 shows strong impact of Common Service Centers quality on Trust in Government and value was found significant, while Trust in Government effect on The satisfaction of citizen was also found positive as value was found positive i.e 0.278, and it was also found significant, while Common Service Centers quality was found most significant in comparison to government trust The satisfaction of citizen vales was found 0.720, which implies that if Common Service Centers quality is to be increased by one unit, The satisfaction of citizen would go up by 0.720.



9 Conclusion

The findings of this study indicate that many municipal councils in Ahmedabad, Gandhinagar and Vadodara provide services at a good level, but more development is required to reach a level of general population satisfaction.

This study's findings support Ahmedabad, Gandhinagar and Vadodara acceptable municipal service delivery. The research also demonstrates a link between citizen satisfaction and municipal service performance. More importantly direct impact of govt trust was more significant than service quality and people believe that govt work is fair and away from profit concern, while mediation impact of trust was found significant between service quality and satisfaction. Additionally, civic understanding makes people feel satisfied as citizens. As previously mentioned, there are significant positive consequences of excellent municipal services on citizen satisfaction. Most residents believe that receiving high-quality municipal services makes them feel a feeling of connection to their municipality's leaders. The research also comes to the conclusion that local government understanding of people' rights and obligations to engage in service delivery.

10 Recommendation

The report suggests that municipal councils use methods to strengthen service delivery procedures in order to improve residents' quality of life and develop positive relationships between management and locals. The study makes recommendations for educating local communities about

the value of community involvement in the provision and upkeep of public service delivery. The research also suggests that in order to allow local communities to contribute to the development of their neighborhood, citizen engagement in the process of submitting concerns should be improved. The managers of the municipal council should set up a public complaints office where the public may file complaints about the provision of services. The study also suggests that appropriate records of facility inspections be kept.

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