MEASURING E-GOVERNANCE OFFLINE SERVICES PROVIDED BY SURAT MUNICIPAL CORPORATION VIA CITIZEN CIVIC CENTRE.

[1]Soyeb Jindani, [2]Dr. Dhaval Maheta

[1]Assistant Professor, [2]Professor
[1]Management, [2]Management,
[1]Prof.V.B. Shah Institute of Management, Amroli, Surat, India, [2]Department of Business and Industrial Management, VNSGU, Surat, India

ABSTRACT

Qualities of Services are essential elements to be considered in Commercial as well as Government services. In case of commercial services customer can switch over to other brands if quality is not maintained, but in case of government services citizens can not. It is a challenge for officials of government department to bring transparency, trust, and security in service delivery. The purpose of the study is to assess the factors affecting to services quality of e-governance using SERVPERF Dimensions. Surat Municipal Corporation has 23 citizen civic centre providing various e-governance services to residents of Surat. The present study attempts to find the linkage between SERVPERF Dimensions and citizen's experience. Exploratory Factor analysis has been employed to extract the factors affecting to service quality and its linkage with citizen's experience.

Keywords: E-Governance, Government Services, Service Quality, SERVPERF Model, Surat Municipal Corporation.

1. INTRODUCTION

Service quality is now viewed as a strategic instrument for positioning and a way to achieve operational efficiency, which helps businesses, perform better. As well as being crucial to the success of the service providers. The consequence will be an improvement in service quality. In the enhancement of service users' pleasure Furthermore, fantastic service comes before customer loyalty encourages repeat business buying habits that can improve the level of service market share of the provider and provide substantial earnings.

As a result of several research presenting concepts, operationalization, and systematization for quality services, quality models began to take shape in the late 1970s. There is already subjectivity being interwoven into the perception of quality through various strategies and the results. Because a product is physical and can have flaws that can be seen, its functionality can be analysed, and its longevity can be compared, evaluating a service is more difficult than evaluating a product. Contrarily, when a service is provided, it is first purchased, then produced, consumed, and finally, any potential nonconformities are created and experienced, demonstrating their inherent interdependence.

Intangible and heterogeneous, services can be interpreted differently depending on the provider and the consumer in question and are evaluated based on how well they function and how their users perceive them. In addition to the intangibility, services include the following three features that influence programme development: inseparability, variability and perishability.

The number of scholars studying service quality is enormous and continues to rise. Perhaps the most well-known among them are SERVQUAL and SERVPERF model. The SERVQUAL model links the notions of disconfirmation and the gap between consumers' perceptions and expectations to service quality. Although conceptually sound and intuitively appealing, there is some uncertainty about these ratings' capacity to offer information beyond what is already provided by the perception component. While expectation is open to many interpretations and as such has been operationalized differently by different scholars, perception is quantifiable and measured in a straight forward manner as the customers' belief about service is experienced. The SERVPERF model is said to be useful because it is stated that the conceptual underpinnings of the SERVQUAL scale confuse service satisfaction and advocate leaving the perception alone.

Service Quality is important in the commercial services as well as government services. Because of Government transact in different modes like Government to Government (G2G), Government to Citizens (G2C), Government to Business (G2B) and vice versa. Hence it includes wide range of services from government to various stakeholders. There is pre-dominant image about government services in a bit of negative that it is complex and time consuming services process. The present study is about assessing the e-governance services provided by Surat Municipal Corporation using SERVPERF Model to understand the dimensions to service quality and ways to improve the same. Its empirical findings will help officials of Surat Municipal Corporation in designing the strategies for better services delivery and improving trust among the citizens. Surat Municipal Corporation has active 23 Citizen Civic Centre under eight zones of Surat City. The present study is covering total 137 respondents from Surat City.
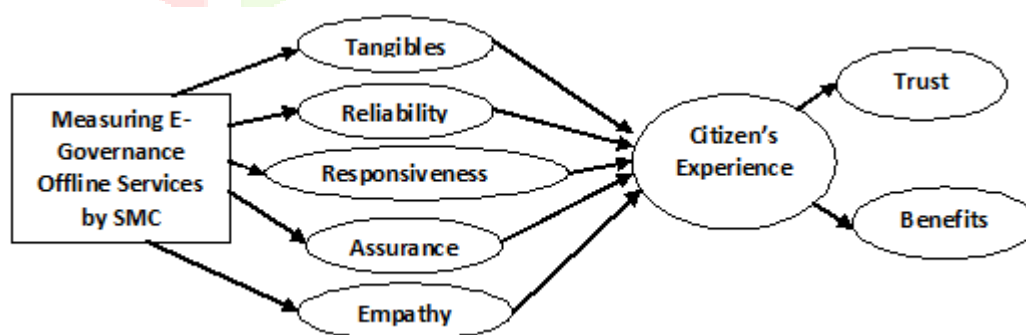
2. LITERATURE REVIEW

Oliver (1980), Parasuraman et al. (1988), and Cronin and Taylor (1992) all contend that service quality and customer satisfaction are linked but different variables based on a combination of literature evaluation and empirical research. They explain the distinction between the two as being a long-term one in terms of service quality. Consumer satisfaction is a transaction-specific measure as opposed to general appraisal (cf. Parasuraman et al. 1988, Carman 1990, Cronin and Taylor 1992).

Among all service industries, the SERVQUAL instrument (Parasuraman et al., 1985), commonly known as the inadequacies model, has attracted the most attention. Perceived service quality, in accordance with SERVQUAL, is obtained by deducting customer expectations from perceptions of the service provided by the business. The SERVQUAL instrument's five dimensions— reliability, responsiveness, assurance, empathy, and tangibility—which have 22 items each, were developed from the ten service quality dimensions proposed by Parasuraman et al. (1985). Despite being widely used, SERVQUAL has come under fire for both philosophical and empirical reasons.

The evaluated performance (EP) measure was first used to assess perceived service quality by Teas in 1993. He claims that the instrument surpasses SERVQUAL empirically by operationalizing by deducting perceived performance from the optimum amount of a feature rather than the customers' expectations. Another option, the SERVPERF instrument, which is solely dependent on perceptions, was introduced by Cronin and Taylor in 1992. The SERVQUAL's 22 items only dealing with perceptions are used in the instrument. The SERVPERF instrument has a lot of support in the literature. This is not only due to the fact that it is effective at capturing the true essence of perceived service quality, but also due to the fact that it is effective at reducing the number of items to 50% less than SERVQUAL, is less biased, has greater reliability and validity, and accounts for more variance than both SERVQUAL and EP. (Brady et al., 2002; Cronin and Taylor, 1992; Jain and Gupta, 2004; Llusar and Zornoza, 2000; Zhou, 2004).

3. RESEARCH METHODOLOGY

This is descriptive research study for Measuring E-governance offline services provided by Surat Municipal Corporation via Citizen Civic Centre using SERVPERF Model. Research Objective is to Measure the e-governance offline services provided by SMC via Citizen Civic Centre and to measure service quality dimension using SERVPERF Model and its effect on citizen's experience. To achieve this objective primary data have been collected via structured questionnaire from sample of 137 who are residents of Surat city. Further collected data have been analysed by Factor Analysis using SPSS software and findings and conclusions have been made. This study is significant to administrator of Surat Municipal Corporation for better improvements in the areas for better services delivery. This study is limited to citizens of SMC who availing services via Citizen Civic Centre (Nagrik Suvidha Kendra) and small sample group of 137 respondents. Researchers have applied SERVPERF Model for assessing the e-governance services provided by SMC. The following SERVPERF Model is proposed for understanding the citizen's experience and its effect in a way of benefits and problems.

(Dimensions of SERVPERF Model, Source: Various Literature Review.)

SERVPERF Factors	Attribute/Variables
Tangibles	**Appearance of physical facilities and personnel** V1. Adequate Physical Equipments V2. Physical Facilities are visually appealing V3. Staff is in uniform and well dressed. V4. Facilities and materials are consistent as per requirement.
Reliability	**Ability to perform service dependably and accurately** V5. Services delivered as promised V6. Employee shows sincere interest V7. Responds within time frame. V8. Delivered at within time as promised. V9. Error free record
Responsiveness	**Willingness to help and provide prompt service** V10. Informs citizens when service will occur. V11. Prompt service V12. Willing to Help V13. Respond to request and query.
Assurance	**Knowledge and courtesy of employees** V14. Employees are trustworthiness. V15. Feel Safe V16. Employee is polite V17. Employee have support to do job
Empathy	**Caring attention, the firm provides its customers** V18. SMC provides Individual attention to each citizen. V19. Employee provides individual attention to each citizen. V20. Employee understands needs of citizens. V21. Understanding citizen's mind. V22. Working at Convenient Hours.
Outcome/Feedback Factor 1: Trust	**It has increased Transparency and increased Trust towards E-Governance Services.** F1. Trust on E-governance services has increased F2. E-Governance services for better delivery with security F3. Satisfied using E-governance services. F4. Recommend to others to use
Outcome/Feedback Factor 1: Benefits	**Using E-Governance Services has resulted in certain benefits.** F5. Saved my cost F6. Saved my time F7. Saved my energy F8. Services are convenient F9. Continue to use services from Physical Citizen Civic Centre

4. ANALYSIS & FINDINGS

Researchers have investigated various factors affecting to user's experience by Exploratory Factor Analysis using SPSS software. Before that Cronbach's alpha has been calculated to check reliability of the scale used. Cronbach's alpha gives us a simple way to measure whether or not a score is reliable. More than 0.8 is better reliability indicated by Cronbach's alpha. For this study 0.888 is Cronbach's alpha shows better reliability or internal consistency in data.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.888	.884	22

The Kaiser-Meyer-Olkin (KMO) measure should be greater than .70 and is inadequate if less than .50. The KMO test tells us whether or not enough items are predicted by each factor. Here it is .937 so that is good. The Bartlett test should be significant (i.e., a significance value of less than .05); this means that the variables are correlated highly enough to provide a reasonable basis for factor analysis as in this case.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.937
Bartlett's Test of Sphericity	Approx. Chi-Square	2238.233
	df	231
	Sig.	.000

Total Variance Explained								
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.874	53.972	53.972	11.874	53.972	53.972	4.928	22.399	22.399
2	1.494	6.793	60.764	1.494	6.793	60.764	3.742	17.008	39.408
3	1.091	4.958	65.722	1.091	4.958	65.722	3.224	14.655	54.063
4	.834	3.793	69.515	.834	3.793	69.515	2.214	10.065	64.128
5	.765	3.476	72.991	.765	3.476	72.991	1.950	8.863	72.991

The Total Variance Explained table shows how the variance is divided among the 22 possible factors. Note that five factors have Eigen values (a measure of explained variance) greater than 0.7 and it explains 72.991% of total variance, which is a common criterion for a factor to be useful.

Rotated Component Matrix ᵃ					
	Component				
	Tangibles	Reliability	Responsiveness	Assurance	Empathy
v1	.761				
v2	.823				
v3	.740				
v4	.508				
v5		.585			
v6		.687			
v7		.688			
v8		.577			
v9		.738			
v11			.652		
v12			.602		
v13			.589		
v14				.740	
v15				.644	
v17				.690	
v18					.849
v19					.811
v20					.791
v21					.664
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 8 iterations.					

Above table is showing final result of 18 statements out of 22 statements, 3 items have been removed because of their value is less than 0.5.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.930
Bartlett's Test of Sphericity	Approx. Chi-Square	1121.773
	df	36
	Sig.	.000

KMO is 0.930 which is more than 0.8 showing better results and indicating that enough items are predicted by each factor of feedback over e-governance services. Bartlett's test of sphericity is 0.00 which is less than 0.05 showing that variables are correlated highly.

Total Variance Explained								
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.369	70.762	70.762	6.369	70.762	70.762	4.189	46.546	46.546
2	.810	8.998	79.760	.810	8.998	79.760	2.989	33.214	79.760
Extraction Method: Principal Component Analysis.									

Total variance explained out of possible 9 factors divided into 2 Factors is 79.760% of total variance.

Rotated Component Matrix[a]		
	Component	
	Trust	**Benefits**
F1	.724	
F2	.840	
F3	.790	
F4	.649	
F5		.794
F6		.837
F7		.900
F8		.798
F9		.857
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Above table shows that after using e-governance services citizen's experience has resulted in Trust and Benefits out of it.

5. DISCUSSION & FUTURE SCOPE

As a result of Factor Analysis, Tangibles, Reliability, Responsiveness, Assurance and Empathy are strong factors affecting to citizen's experience regarding e-governance service quality and as result of that they are getting benefits and it has increased their trust on e-governance services provided by SMC. It is suggested for other researcher to explore more factors by conducting further work in the field of e-governance. It is further suggested to use Confirmatory Factor Analysis (CFA) Technique for creating Structural Equation Modelling (SEM) in the said area. The similar studies can be conducted in further geographical areas at rural and urban level to investigate different factors affecting to user's experience on services provided by various governments in India. Further studies can be conducted using Comparison of Online Services and Offline Services of Government from citizen's point of view.

6. CONCLUSION

Although this study offers some perspectives on the topic of service quality, it is thought that more has to be done to increase the use of SERVPERF in the design and enhancement of high-quality services and to verify the approaches that have been shown to work. It's important to periodically check in with staff to learn about their citizen's service experiences in order to enhance service quality. Similar to an external consumer, an internal customer evaluates the quality of the internal service by taking into account categories of service traits including dependability and timeliness. The government service providers can then assess how effectively the government departments or personnel performed on each dimension and officials could pinpoint the weak areas in order to make adjustments with the knowledge of the internal service quality dimensions.

It is concluded that Surat Municipal Corporation have made an efforts in improving service delivery by considering user's individual attention, prompt service delivery, physical facilities are improved, error free records, more attention on service performance for bring transparency in e-governance services via Citizen Civic Centre, It is concluded that Tangibles, Reliability, Responsiveness, Assurance and Empathy are five factors affecting highly in user's experience with Citizen Civic Centre services of Surat Municipal Corporation. As a result of that users are getting certain benefits out of it and increased Trust in availing e-governance services from citizen civic centre of SMC.

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