

Assessing the Influence of Service and Government Performance on Public Satisfaction

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Abstract

This study aims to analyze the influence of government and service performance on customer satisfaction. This study is crucial because it presents a new and previously neglected viewpoint in academic circles by highlighting the importance of efficient service delivery and effective government performance in improving consumer satisfaction using a random sampling technique. These findings have significant relevance for the Abu Dhabi Police Department, as they emphasize the imperative of ongoing progress in police services to not just meet, but beyond, public expectations. The findings of this study are based on the assumption that enhancing police service performance is essential for attaining long-term organizational objectives and cultivating a more robust rapport with the public. This is consistent with the overarching goal of the Abu Dhabi Police Department to uphold public safety while maintaining the provision of top-notch services; the findings present substantial practical and theoretical consequences. Essentially, it offers a structure for the Abu Dhabi Police Department to increase its approaches to providing services, consequently enhancing the way the public perceives and feels about their services. In theory, this enhances the current literature by presenting a novel model that can serve as a standard for future research in this domain. Although this research has made valuable contributions, it also recognizes specific limitations, which provide opportunities for further academic investigation. These restrictions encourage scholars to delve deeper into and broaden the literature, perhaps resulting in more extensive and nuanced insights into the connections between government performance, service quality, and consumer happiness within police agencies.

Keywords:

Customer satisfaction, police department, government performance, service performance, public benefit

Introduction

Accelerator programs have become a global requirement. Strategies and projects are initiated at the governmental level in developing countries to elevate development and reduce poverty (Mishra and Geleta, 2020). According to Kunda, Ataman, and Behram (2019), these strategies and projects maximize the economic and social development as well as government and public administration's performance. In developing countries, government projects can play an important role in solving administrative problems where public administration is inefficient, has less capacity, and untrained personnel (Mukumbareza, 2015). The government accelerator program depends on the overall maturity of the institution, frameworks of the policies, social and cultural considerations, and complicated social and technical systems (Mukumbareza, 2015). Recent challenges in the process of decision making and its implementation are the gap between roles adopted traditionally and processes used by decision makers and their capacity to solve complex and large problems and to push policy makers to survey and examine how to integrate new practical approaches and tools (Welch, Hinnant, & Moon, 2005; Nuseir et al., 2020).

According to the National Agenda of the UAE Vision 2021, this approach will maximize the achievement of the government in its agenda (Obaid & Ahmad, 2021. Nuseir et al., 2022). In particular, the Government Accelerator provides a platform for the teams of the government at the cross-sectorial level to address the problems under a single umbrella, at one location, to take better and correct decisions, to exchange ideas to lessen the challenges and issues, and to find better, appropriate, and quick solutions to the ambitions of future generations. It focuses on maximizing the delivery of strategic programs and indicators of National Key performance, developing regulations and policies, and enhancing government services (Obaid and Ahmad 2021; Welch et al. 2005). This will allow the creation of a culture of innovation and excellence in the public sector and increase integration among the private sector and government entities (Mishra & Geleta, 2020).

Like all other government entities, officials from the police departments of Abu Dhabi are also bound to participate in the government accelerator program periodically to overcome the challenges, find a solution to the national problems, and accelerate national progress (Biswas & Roy, 2020; Zhang, 2013). If the government accelerator program runs smoothly, National Key Performance Indicators (NKPIs) can be delivered, strategic programs can be implemented, policies and regulations can be implemented, government services can be enhanced, innovation can be brought, and the nation may progress. However, the analysis by Alderei et al. (2022) shows that the police department of Abu Dhabi, which may play a considerable role in the implementation of the government accelerator program, has many issues in this regard (Zhang, 2013; Biswas and Roy, 2020). To accomplish the national objectives set by the national agenda of the UAE government, officials from the police department must gather at one location to ponder the issues (Al Hanaee and Davies, 2022). This long travel and struggle are a major hurdle in the successful implementation of the government accelerator program (Alshamsi, Adaikalam, & Karim, 2020). Officials hesitate to travel and be tired, and they are unable to focus on the challenges, policies, strategies, and their execution (Alameri, 2018).

Failure of time management, diverse and contrary opinions, lack of financial and physical resources, long traveling problems, lack of interest, and active participation are some of the serious issues in the execution of government accelerator programs on the part of police department officials in Abu Dhabi (Al Kaabi, 2022). These issues motivate the researcher to analyze all these problems that make the implementation of the government accelerator program difficult in Abu Dhabi in the UAE (Al Derei & Musa, 2022). Because of these issues, the study examines customers who are not satisfied with the police department of Abu Dhabi. The aim of this study was to describe these problems and provide ways to solve them. This study is grounded in a novel idea that was neglected in earlier studies.

The research is developed to investigate the impact of government performance and service performance on customer satisfaction. This idea of research has a research gap to discuss in a productive manner. This study has noteworthy practical and theoretical implications that are necessary for improving customer satisfaction in the Abu Dhabi Police Department. The novel contribution of this model as a significant input in literature enriched the literature. In addition, the study has some limitations that lead to future directions for scholars to explore further literature in the body of knowledge.

Literature Review

According to Alshamsi et al. (2020), attitude is made up of the number of beliefs which has an influence on the person's overall behavior towards one thing. It also helps assess the psychological tendencies of someone (Al Derei & Musa, 2022). According to Yates and Rossiter (2020), to create an attitude, the internal association is vital, and assessment is also somewhat significant. These factors play a critical role in the creation of intentions that could be both negative and positive (Al Kaabi, 2022). In terms of the level of satisfaction, the attitude of a person indicates the manner in which a person/customer considers his needs to satisfy (Biswas & Roy, 2020). Attitude is simply the belief regarding behavior that shows perception about outcomes and what are the certain desires for future results (Wang & Zhang, 2021). When it comes to the satisfaction of citizens, it is simply the combination of different kinds of assessments made by the people who look for experience and have customer services (Chan, Thong, Brown, & Venkatesh, 2021). This includes not just the kind of feeling they have, but also their evaluation and thoughts about certain things, which are usually judgmental (Lohbeck & Frenzel, 2022). This means that the satisfaction level of the customers is not the only way to assess the performance of the government, and there are numerous cases where satisfaction surveys did not meet their end well and were used for wrong purposes (Zhang, 2013). In addition, the level of expectations is also significant when it comes to the evaluation of citizens' satisfaction levels (Biswas & Roy, 2020). By looking at this expectation approach, we can assess that when the satisfaction level with the government is high, the expectations are most likely to be below. In the case of low satisfaction, the expectation level is high (Chatfield and AlAnazi, 2013). According to Chan et al. (2021), there is no such association between the status or level of customer services and CS, and also says that citizen satisfaction is an external factor in the delivery procedure.

An important subject that deserves discussion is the influence of politicians on the satisfaction level of citizens with customer service (Belwalkar, Vohra, & Pandey, 2018). According to Welch et al. (2005), when it comes to customer services, it is usually considered a decision rule heavily influenced by bureaucracy or some people. It is more of a who gets what kind of thing, which means that bureaucrats are stronger than those who hold public offices when it comes to the decision-making process with regard to distributing customer services. However, if we compare both local and central governments, the local level government relies more on administrative rules and logic, while the central government relies more on political rules and logic (Obaid & Ahmad, 2021; Singh & Singh, 2018). This is because the local-level government is directly related to the people or citizens, unlike the central-level government (Singh & Singh, 2018). Therefore, keeping these factors in mind, this study concentrates more on assessing the local-level government and examines how customer services work and operate with full competency (Alkrajji & Ameen, 2021; Pio & Tampi, 2018).

H1. A relationship exists between government performance and customer satisfaction.

There are different researches and literature that help to understand what kind of factors could play a crucial role in enhancing the confidence of the customer and their satisfaction with the police force (Anwer, Esichaikul, Rehman, & Anjum, 2016; Mukumbareza, 2015). According to Weerakkody, Irani, Lee, Hindi, and Osman (2016), there are a number of factors that might have some impact when it comes to evaluating the performance & satisfaction

level of the police. Some of the most significant factors or variables are personal attributes, such as the ethnicity of the person, his status in society, and the age group they represent (Mishra & Geleta, 2020). Another variable is neighborhood, which refers to the idea and perception of people about crime and the crime rate in their area or neighborhood (Zenker et al., 2013). For example, in the case of the USA, according to a few researches, people show some discrimination based on race when it comes to the evaluation (Baharon, Yap, Ashar, Hanafi, & Hazmi, 2017). According to those studies, minorities in the sense of ethnicity or race provide fewer marks to police performance. This case is opposite to that of white people in the USA (Purwanto, 2020). According to Yaghoubi, Haghi, and Asl (2011), in Australia, the situation is not much different as those who are the ethnic minority in Australia have less satisfaction with the police than those who are White Australians. In addition, the age factor also plays a role, and in most cases, those who are of a young age are more likely to get more interaction with the police compared to the old ones (Pio & Tampi, 2018; Singh & Singh, 2018). It is more common for young people to be arrested and involved in hostile crimes. It is mainly because of these types of things that young people usually have less regard for their respective police forces (Indahyati & Sintaaasih, 2019; Welch et al., 2005). Socioeconomic factors also hold weightage, as those who are more socially intact and have a large level of stakes are more supportive (Chan et al., 2021).

Those who represent middle- and upper-class citizens usually support police actions (Alblooshi & Kassim, 2021). The prime reason might be that police usually seek good evaluation reports from those people who have any influence or say in society, which is why their way of treatment with people of such a class is relatively better than those who own less importance in society (Alderei et al., 2022. Aljumah et al., 2022). Giving more attention to different factors, such as a change in opinion and demographics, helps to attain effective information and helps people view the police (S. Alshamsi, Isaac, & Bhaumik, 2019). However, according to AlKaabi and Davies (2022), such evidence is not strong enough as they provide a lower level of explanation regarding the change in opinion. Several studies indicate that neighborhood elements could be useful in assessing customer satisfaction with police performance (Al Hanaee & Davies, 2022). This provides details on why a person would have more positive or negative views of the police. In short, the way people behave or have a certain attitude towards the police has a great influence on the perception of the neighborhood about crime (Kovács & Csajka-Vándor, 2019), how much fear they have for crime the perception regarding the disorder of neighborhood, and what people feel about the performance level of police.

H2. There is a relationship between service performance and customer satisfaction.

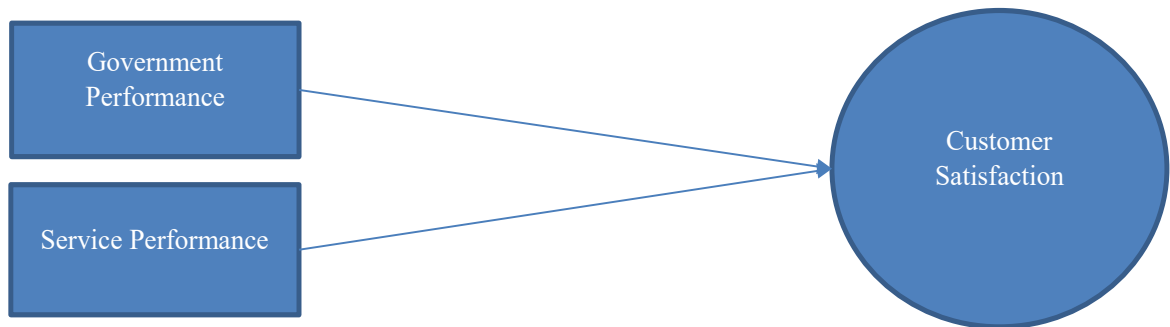


Figure 1. Framework of Study

Methodology

The research is based on “primary data” collected on “a five-point Likert scale” questionnaire to contribute in the literature. Furthermore, existing studies have adopted the “measurement scale.” The items for “government performance” were adopted from Sakurai, Jacobson, and Ueda (2013) to determine its impact on “customer satisfaction.” Similarly, the items for “service performance” were adopted from Liao and Chuang (2004) to determine its impact on “customer satisfaction”. Also, items for “customer satisfaction” were adopted from Yaqub and Odeye (2017) to determine its impact relationship with other latent constructs. The “face validity” of these items were confirmed from the experts of research to get their information and knowledge related to the items. The sample used in this study was based on the “random sampling technique,” as it is an easy method for data collection. Since the population of this study was public in Abu Dhabi, the study collected data using this technique. The questionnaires were printed and distributed to the respondents according to the study’s information. 1000 questionnaires were provided, and 890 were collected for the findings of the study. The useful software “Smart PLS 3.0” was used in this research for findings and data analysis, as it is appropriate and user-friendly. The “measurement model” and “structural model” is obtained by study findings for its results.

Findings

The “reliability and validity” of this research is investigated by “Cronbach’ alpha, composite reliability (CR), average variance extracted (AVE) and factor loadings.” The study used the recommended threshold “ $\alpha > 0.70$ ” for Cronbach’s alpha, “factor loadings > 0.60 ” for factor loadings, “ $CR > 0.70$ ” and “ $AVE > 0.50$ ” for study findings and validity endorsed by Hair, Money, Samouel, and Page (2007). The outcomes of this research determined all the recommended thresholds are achieved and this research has significant “validity and reliability”. The descriptive are available in Figure 2 and Table 1.

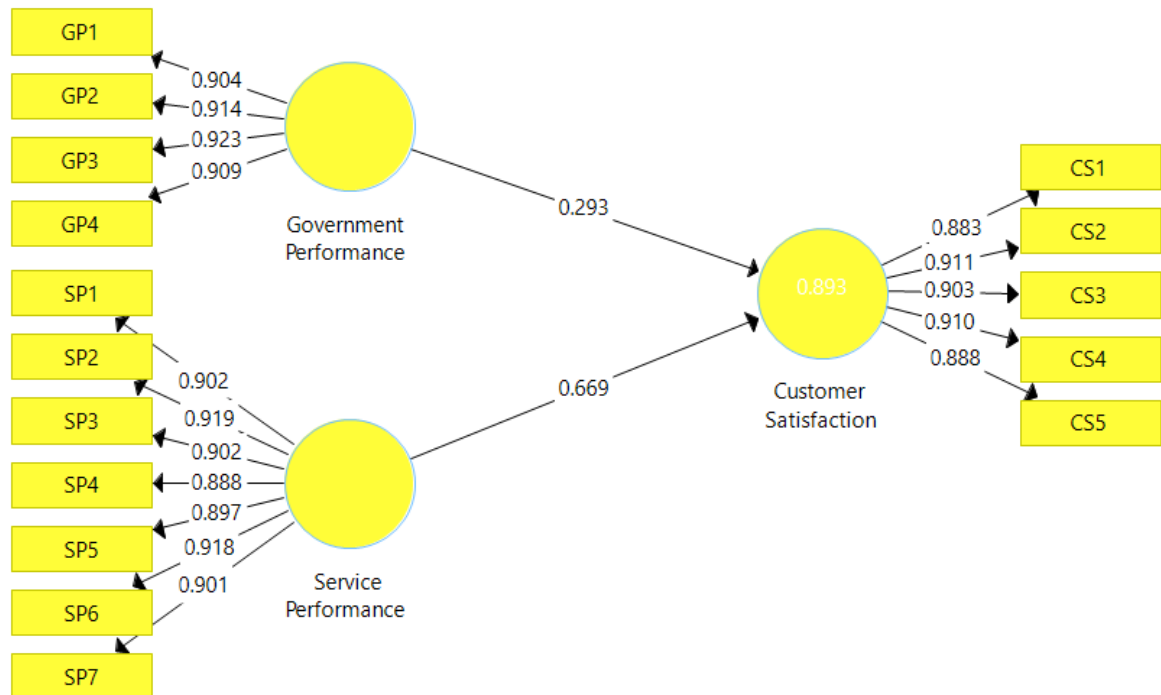


Figure 2. Measurement Model

Table 1: Measurement Model Findings

Constructs	Items	Loadings	α	CR	AVE	
Customer Satisfaction	CS1	“I am satisfied with my decision to use Police services.	0.883	0.941	0.955	0.808
	CS2	My choice to use Police service from police department was a wise one.	0.911			
	CS3	I think I did the right thing by Police services.	0.903			
	CS4	The police services have met my expectations.	0.910			
	CS5	Overall, I am satisfied with services provided by police.”	0.888			
Government Performance	GP1	“Police Authorities provided adequate information about Crime.	0.904	0.933	0.952	0.832
	GP2	Prefectural police authorities of Dubai provided adequate information about crime.	0.914			
	GP3	Police authorities provided opportunities to listen to people’s concerns regarding.	0.923			
	GP4	Prefectural police authorities provided opportunities to listen to people’s concerns regarding crime issues.”	0.909			
Service Performance	SP1	“Police officers are friendly and helpful to citizens.	0.902	0.963	0.969	0.817
	SP2	Police officers Approaching citizens quickly.	0.919			
	SP3	Police officers ask good questions and listening to find out what a citizen wants.	0.902			
	SP4	Police officers Being able to help citizens when needed.	0.888			
	SP5	Police officers Pointing out and relating options to a customer’s needs.	0.897			
	SP6	Police officers Suggesting options citizens might like but did not think of.	0.918			
	SP7	Police officers Explaining an options features and benefits to overcome a citizen’s objection.”	0.901			

“Heteritrait-Monotrait (HTMT)” method is employed in this research for determining the discrimination in scale results. Gold, Malhotra, and Segars (2001) recommended “HTMT < 0.85” for discrimination in the results of any findings. The research obtained all the measurement scale HTMT was achieved. The results of this test are available in Table 2.

Table 2: Discriminant Validity

	Satisfaction	Performance	Performance
Customer Satisfaction			
Government Performance	0.768		
Service Performance	0.584	0.568	

The research is based on two hypotheses that are “direct” relationship between constructs. The research used “PLS Bootstrapping” calculations for findings. The “t > 1.96 and p < 0.05” is recommended for accepted hypotheses. Firstly, as per outcomes “ $\beta = 0.293$, t = 5.152 and p = 0” the impact of government performance is accepted on customer satisfaction. Likewise, as per outcomes “ $\beta = 0.669$, t = 12.175 and p = 0” the impact of service performance is accepted on customer satisfaction. The path results are described in Table 3 and Figure 3.

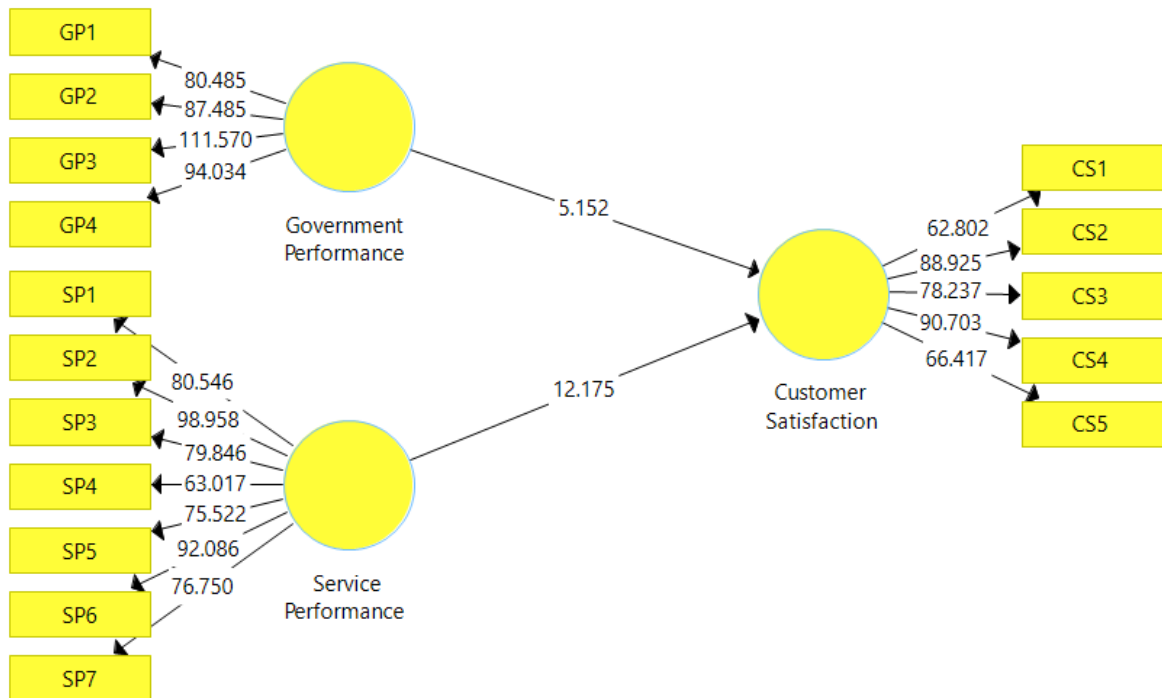


Figure 3. Structural Model

Table 3: Path Results

Path	β	SD	t	p	Results
Government Performance -> Customer Satisfaction	0.293	0.057	5.152	0	Accepted
Service Performance -> Customer Satisfaction	0.669	0.055	12.175	0	Accepted

Discussion and Conclusion

The first objective of this study is to examine whether government performance is positively related to customer satisfaction. The finding for H1 indicated that government performance has a positive and significant effect on customer satisfaction in the Abu Dhabi Police Department. However, previous studies have shown different results with regard to the effect of government performance on customer satisfaction. As a result, the findings from the present study are in line with Alblooshi and Kassim (2021), who proved that customer satisfaction will increase if customers are satisfied with the performance of the government. Alderei et al. (2022) finding revealed that There is a high correlation between a customer satisfaction, trust in government, and government performance. Similarly, Alshamsi et al. (2019) result showed a significant and positive effect of government performance and customer satisfaction. On the contrary, scholars such as AlKaabi and Davies (2022) found a reversed result and claimed that there is no such association between the status or level of customer services and customer satisfaction, and also stated that this satisfaction of the citizen is an external factor in the delivery procedure.

This means that customer satisfaction is not the only way to evaluate government performance, and there have been numerous cases in which satisfaction surveys failed to meet their objectives and were misapplied (Al Hanace & Davies, 2022). Furthermore, when assessing customer satisfaction, the level of expectation is very important (Kovács & Csajka-Vándor, 2019). Aljumah et al., 2022).

The objective of this study is to investigate the relationship between service performance and customer satisfaction in the Abu Dhabi Police Department. These findings indicate that service performance has a positive relationship with customer satisfaction (H2). This is the increase in service performance and customer satisfaction because service performance is a way of measuring and evaluating how well an organization supports its customers throughout the exchange journey (Alshamsi et al., 2020). The exchange journey refers to each stage a customer goes through when interacting with a service provider, from first noticing the organizational mode of operation to becoming a loyal customer (Zhang, 2013). Monitoring and analyzing customer service performance can help organizations optimize their interactions with their customers (Biswas & Roy, 2020; Chatfield & AlAnazi, 2013).

However, this finding is consistent with those of previous studies (Mukumbareza, 2015; Anwer et al., 2016). Customer satisfaction comes when a citizen who happens to be the recipient of government services feels a sense of accomplishment, which is important and worthy of recognition, and a sense of joy (Pio & Tampi, 2018). The analysis revealed that government service performance has a significantly positive effect on customer satisfaction (Obaid & Ahmad, 2021). This indicates that when the government provides services to clients, which are represented by the departments, ministries, agencies, and other public sector organizations, it should classify customers into significant segments before the customer defines their material needs and expectations in a number of segments, such as housing, benefits, social care, environment, library, recreation, education, and public safety (Welch et al., 2005). Based on the findings of the present study. If the Abu Dhabi Police Department truly wants to improve its relationships with customers, it may benefit from tracking its customer service performance. Evaluating this performance can assist organizations in improving customer retention, user experience, and service delivery.

Implications

Theoretical Implications

This study has added knowledge of government performance and services to customer satisfaction in the Abu Dhabi Police Department regarding the relationship between government performance and services and customer satisfaction. Therefore. This study integrates the government performance of various enablers into a comprehensive research framework, which includes government performance, service performance, and service quality. The reasons of choosing these variables are due to the fact that the Ministry of Cabinet Affairs monitors government performance for all federal government entities using a UAE government performance management system and develops a clear performance framework to achieve the UAE Vision 2021 and national agenda. The Ministry also pays attention to monitoring the long-term development of performance through service performance, service quality, and highly accurate techniques and to ensure that the services provided by these entities meet the needs of the people. Second, this study contributes by examining the direct effect of each of the selected independent variables, namely government performance, service performance, and service quality on customer satisfaction. However, this present study contrary to the past studies that did not used the selected variables such as government performance, services performance and services quality to assess the customer satisfaction in the Abu Dhabi Police Department and the study has proved that government performance, services performance and services quality have positive and significant effect on customer satisfaction in the Abu Dhabi Police Department.

Practical Implications

In addition to its theoretical contribution, this study also provides practical implications for the government and policymakers. In this study, some variables were found to have a significant relationship with customer satisfaction. In contrast, some variables have a significant relationship with customer satisfaction. Consequently, the government, stakeholders, and policymakers should be aware of the important variables of an organization in the Abu Dhabi Police Department. The findings of the study serve as a guide for the government, stakeholders, and policymakers, and can assist them in understanding the elements needed for successful customer satisfaction that supports the long-term viability of the Abu Dhabi Police Department. The findings of the study indicate that government performance, service performance, and service quality are the key enablers of customer satisfaction in the Abu Dhabi Police Department (Awawdeh et al., 2022). However, all independent variables (government performance, service performance, and service quality) in this study were significantly correlated with customer satisfaction. At the same time, it is exhibited in the f^2 effect size that all the independent variables carry at least normal effects on customer satisfaction except government performance, which were manifested to possess a medium effect size on customer satisfaction. This suggests that more attention should be paid to government performance since they have a greater effect on decreasing customer satisfaction levels..

Limitations

Even though this research has included substantial theoretical, practical and methodology implications, there are still a number of limitations in this study to be concerned with. The first limitation of this study is the nature of the research design. Owing to time constraints, a cross-sectional design was chosen, and the measurement of the sample was obtained at a time. In addition, the survey depends on a single respondent, who is the staff of the Abu Dhabi Police Department, which also caused the issues of the validation and verification of the results as self-report might be subject to social desirability bias. The second limitation is the method of obtaining a large sample size. In this study, 348 responses were collected from the staff of the Abu Dhabi Police Department. However, this number of collections was not representative of the whole population of Abu Dhabi public sector not to talk of UAE. In fact, obtaining responses from respondents via online methods such as email was challenging. Most of the staff were inactive, and most of the email addresses were inactive. In addition, data collection was getting harder for researchers due to the impact of the COVID-19 pandemic and schedule of their duties, where the majority may be on duties and may not have the chance to pay attention to attending to the questionnaire.

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