

A MODEL FOR ENHANCING CUSTOMER SATISFACTION OF QUALITY  
SERVICES AND AWARENESS THROUGH COMMUNITY PARTICIPATION

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## DEDICATION

This PhD thesis is dedicated to my beloved parents for their prayers, support hard work and selfless service, for my proper upbringing which enable me accomplish many things in my life. The thesis is also dedicated to my beloved wives Hauwa'u Adam Muhammad and Hauwa'u Sabo and my children: Umar (Junior), Adam, Abdurrahman, Mahmud, Khadijah, Abdulmajeed, Aisha (Humairah), Walida (my mother's sake) and Amatulhakeem for their prayers, patience, sacrifices and most especially their understanding throughout the long journey of this academic pursuit.



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## ABSTRACT

Customer satisfaction as a means of measuring government performance has been on top of global debates of developmental programs at local government. The background of this study highlighted the position of customer satisfaction in many municipal councils in the world and with special focus on Batu Pahat Municipal Council (BPMC). The research problem statement was that it has been observed that municipal awareness and community participation have not been harnessed for customer satisfaction for municipal councils' service delivery. The aim and objectives of the study were to investigate the effects of Community Participation (CP) on customer satisfaction. Four research questions and five hypotheses were formulated to guide the study. The study population was 401,902 defined as a group of service users who are directly involved in receiving the services provided by the BPMC. The sample for the study was 400 survey respondents from the citizens living within BPMC. A structured questionnaire was presented to the respondents, selected through simple random sampling. Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) were used to test the validity and reliability of the conceptual research model. The survey results supported three hypotheses (H1, H2, H3) confirming that community participation has a mediating effect on customer satisfaction in BPMC. Hypothesis five (H5) was supported in the main research, which indicates that CP has a mediating effects on customer satisfaction and also confirmed the pilot study that municipal awareness has an effect on customer satisfaction. The unique finding of the study is that, it has espoused the importance of CP as a mediator towards achieving customer satisfaction. This research has only been applied to BPMC, and further testing across different MC's in Malaysia is needed to generalise the findings. The researcher concludes that community participation can enhance customer satisfaction through comprehensive model at the grass root level.

## ABSTRAK

Kepuasan warga masyarakat sebagai satu kaedah pengukuran prestasi kerajaan telah menjadi perkara utama dalam perdebatan pada tahap global berkaitan program-program pembangunan dalam kalangan peringkat kerajaan tempatan. Latar belakang kajian ini menekankan kepentingan kepuasan warga masyarakat dalam kebanyakan majlis-majlis perbandaran di seluruh dunia dengan tumpuan khusus kepada majlis-majlis perbandaran Malaysia. Matlamat dan objektif kajian adalah untuk mengkaji kesan pengantaraan penyertaan masyarakat ke atas kepuasan warga masyarakat. Empat persoalan kajian dan lima hipotesis telah digubal sebagai panduan untuk kajian ini. Kajian ini meliputi Majlis Perbandaran Batu Pahat (MPBP), Johor, Malaysia. Saiz sampel dipilih berdasarkan kawasan pentadbiran MPBP. Populasi kajian adalah seramai 401,902 orang yang merupakan kumpulan pengguna perkhidmatan yang terlibat secara langsung dalam menerima perkhidmatan yang diberikan oleh majlis perbandaran tersebut. 400 responden terdiri daripada warga masyarakat yang menetap dalam kawasan MPBP. Analisis Faktor Pengesahan and Analisis Struktur Momen telah digunakan untuk menguji kesahan dan kebolehpercayaan model konseptual kajian. Hasil dapatan kajian menyokong tiga hipotesis (H1, H2, H3) yang mengesahkan bahawa penyertaan masyarakat mempunyai kesan pengantaraan ke atas kepuasan warga masyarakat di MPBP. Kajian ini juga menunjukkan bahawa perkhidmatan perbandaran yang berkualiti mempunyai hubungan yang kuat dengan kepuasan warga masyarakat. Kajian ini hanya dilaksanakan untuk MPBP, dan pengujian lanjutan ke atas majlis-majlis perbandaran lain di Malaysia adalah diperlukan bagi membuat generalisasi ke atas hasil dapatan kajian. Penyelidik dapat membuat kesimpulan bahawa penyertaan masyarakat dapat meningkatkan lagi tahap kepuasan warga masyarakat dengan memberi penekanan ke atas pembangunan insaniah, fizikal, dan modal sosial pada peringkat akar umbi.

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**LIST OF ABBREVIATIONS**

BPMC	Batu Pahat Local council
CP	Community Participation
CE	Community Engagement
EDT	Expectancy Disconfirmation Theory
IAPP	International Association of Public Participation
LA	Local Authority
LC	Local Council
LGA	Local council Area
MA	Municipal Awareness
MDG'S	Millennium Development Goals
MCs	Municipal councils
MCSD	Municipal council Service Delivery
MF	Municipal Facilities
MS	Municipal Services
NGO	Non-Governmental Organisations
NLA-21	National Local Agenda 21
PCT	Public Choice Theory

PI	Performance Indicator
QMS	Quality Municipal Services
RST	Rough Set Theory
SDT	Self Determination Theory
SET	Social Exchange Theory
SD	Sustainable Development
SDG	Sustainable Development Goals
SQ	Service Quality
SS	Social Services
SW	Social Workers
UT	Utility Theory
UNDP	United Nations Development Program
UNIRSD	United Nations International Research for Social Development



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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Overview**

This chapter deals with the expression of the background information of customer satisfaction for quality services and awareness through community participation in local councils. Generally, service delivery from public perspective is an area where different opinion emanates both from professionals and academia point of views. Specifically, this chapter gives general view and detail of world best practice in discharging civil responsibility as government entity in achieving customer satisfaction. Local councils main target is to provide adequate and affordable services to their citizen or customers, likewise customers need and wants are main central focused of all municipalities as a public service delivery organ. The significant of this research study highlight the scope that was thoroughly explained to disclosed the territory and jurisdiction of the study.

#### **1.2 Background of the study**

Customer satisfaction as a measurement of quality municipal service delivery in the local councils has been defined in various ways, but the conceptualisation, which appears to have achieved the widest acceptance among development practitioners and academia, is that satisfaction is a post-quality service choice evaluative decision of a specific transaction (Hamid, Hamali, & Abdullah, 2016; Ibrahim, 2014b); Kumasey



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