ASSESSMENT OF DISSIMILARITY OF SATISFACTION OF CITIZENS ON QUALITY OF PUBLIC ADMINISTRATION SERVICES IN THE SELECTED DISTRICTS OF GUJARAT STATE

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Abstract
    This research study carried out to determine satisfaction of Gujarat's citizens with the municipal corporation services in Ahmedabad, Gandhinagar, and Vadodara. This study is exploratory and descriptive in nature, and the researcher is evaluating the significant differences in respondents' perceptions of the satisfaction of services in the municipal corporation based on their demographic backgrounds. For this purpose, 450 respondents—150 from each district—were interviewed.
    For the purpose of gathering the data, a random sample approach was used, and the countess of municipal corporations was used as the foundation for the data collection. The information was gathered over the course of three months, from January 1st, 2022, to March 1st, 2022. Analysis of variance was performed to examine the results, and it was determined that there are significant differences based on the respondents' educational level, district, and age, but no significant differences were detected based on their gender or marital status.

Keywords: Citizen Satisfaction, Public Administration Services, Gujarat, Municipal Corporation

INTRODUCTION
    Following its independence from British colonialism in 1947, India's founding fathers envisioned a government that would be pervasive in the lives of its people. Free or significantly subsidized delivery of basic and necessary services has been the guiding principle of public policy in an effort to combat endemic poverty. There is general agreement, however, that the state has failed to provide its inhabitants, especially the impoverished, with adequate public services. This is seen in the country's appalling performance in practically all facets of human growth (Dreze and Sen 2013).
    The majority of governmental subsidies have gone toward subsidised public supply of food grains via a public distribution system (PDS), due to the high rates of poverty and lack of a social security programme. However, there are significant leaks from the PDS, and grains are often diverted to the free market (Khera 2011, Dreze and Khera 2015).
    Research showing that long-term exposure to a sudden increase in the price of rice supplied by the public distribution system in the state of Andhra Pradesh had no effect on children's weight for age (Tarozzi 2005) is an example of how ineffective the PDS is at providing food security to the most vulnerable. Therefore, the poorest families' per capita consumption remains among the lowest in the world, and according to some estimates, calorie intakes have decreased across the board during the 1980s for all income levels (Deaton and Dreze 2009). Similar worries about subpar targeting and improper use plague the second-largest social protection programme that guarantees the right to work (National Rural Employment Guarantee Act, or NREGA) (Niehaus and Sukhtankar 2013; Afridi and Iversen 2014). It is hardly surprising that in 2011, approximately 270 million individuals (about 22 percent of the population) were living in poverty (World Bank, in PPP terms). Despite decades of social protection programmes, India not only has the most destitute people in the world, but economic inequality has increased there over the last several decades (Deaton and Dreze 2002; Datt, Murgai and Ravallion 2016).
    Approximately 3% of the GDP was spent by the state in 2015–16 on the public provision of education (Economic Survey of India 2015-16). Since India's independence, participation or enrollment in educational

institutions has been growing rapidly, but students' ability to achieve acceptable levels of education has remained elusive. In India, initiatives in education have mostly focused on expanding funding for public education via the construction of new schools, renovation of old ones, and teacher training. For instance, despite governmental initiatives like the Sarv Shiksha Abhiyan increasing primary school enrollment from 79% in 2001 to 90% in 2007, the quality of public education is still subpar as seen by high drop-out rates and low levels of learning. In India, the drop-out rate for students advancing from grades 1 to 5 reached up to 25% in 2005–2006. (Ministry of Human Resource Development Report 2005-06).

According to data from a nationwide assessment of rural primary schools, almost half of grade 5 kids are unable to understand books intended for second-graders (ASER 2014, Pratham 2009). High teacher absenteeism, high child to teacher ratios, and subpar school facilities are all associated with low learning results. Unsurprisingly, there are now a plethora of private schools, which is shown in the almost 10% drop in enrollment in government schools in rural regions in 2014. (ASER 2014).

The state governments and the municipal governments in metropolitan regions are primarily responsible for providing health, drinking water, and sanitation services throughout the nation, much as in the case of education. As a percentage of GDP, annual budgetary allocations for health—including water and sanitation—have grown but have remained stable at less than 1.5 percent of GDP (Economic Survey of India 2015-16). Public health services may be of poor quality or worse, nonexistent as a result. According to recent studies, private health care providers in rural regions are more affordable despite having lower qualifications (Das et al. 2016). India continues to have high rates of newborn and maternal mortality and has more than 30% of the world's underweight children, which is not unexpected (UNICEF 2006). Over half of the population defecates in the open owing to inadequate sanitation (Spear, Ghosh, and Cumming 2013), a shortage of public restrooms (because the poor often cannot afford private restrooms), a lack of piped water, and maybe cultural norms that support open defecation.

According to Spears et al. (2013), children's stunting and severe stunting increased by 0.7 percentage points for every 10% rise in open defecation. In addition to the appalling access and quality of public health services, in 2012 the poor had less access to basic infrastructure, including electricity (61 percent versus 85 percent of nonpoor), tap water (6 percent versus 33 percent of nonpoor), and all-weather roads, affecting about 30 percent of the country's population (roughly 300 million people).

These low levels of human capital and insufficient access to fundamental infrastructure serve to emphasise India's governance system's shortcomings in providing public services. When considered in light of the population's growing proportion of young people and those in the workforce, this failure has a more concerning tone. The percentage of people in India who are working age is now 63.4 percent (Census 2011), and that percentage is projected to increase to 69 percent in 2040. (United Nations Population Division 2014). India has a chance to boost its economic development and gain a competitive edge over other growing countries like China, whose population is ageing, thanks to the demographic dividend (United Nations Population Division 2014). Naturally, optimism presupposes that the new additions to the working age population will possess the abilities needed to be productive. However, according to Aiyer and Mody (2011), Uttar Pradesh and Bihar, the two poorest and least educated states in India, would account for one-third of the increase in the percentage of young people. Thus, the country's ability to benefit from the shifting age structure of its population is hampered by the current low levels of human capital.

Some major causes of the weak governance and insufficient delivery of public services in low-income nations generally, and in India in particular, have been identified by research. A frequent explanation for the lack of effective government is corruption. Corruption is expensive, both in terms of efficiency and equality in the delivery of public services in poor nations, as is generally acknowledged (Olken and Pande 2012). According to Transparency International's Corruption Perception Index, for the last 10 years, India's public sector has consistently been seen as more corrupt than those of other emerging nations with similar development rates, such as Brazil, China, and South Africa. Due to a lack of accountability and monitoring systems, politicians and service providers (such as bureaucrats) often steal from the government.

The judicial system is too sluggish and onerous, and the electoral system may either be influenced or is not competitive enough to guarantee that the corrupt are punished, making it difficult to identify corruption and bribery. One of the primary barriers to holding politicians electorally responsible for poor performance in India has been deemed ethnic divisiveness caused by caste connections. To provide an example, ethnic polarisation might reduce investments in regional public goods owing to differences in ethnic group preferences (Alesina, Baqir, and Easterly 1999). It can also encourage politicians to act in a clientelist manner in order to win votes (Bardhan and Mookherjee 2000). Easterly and Levine (1997) demonstrate that ethnic variety is inversely connected with public provision of roads, power, and education in cross-country research in Africa. According to Banerjee and Somanathan's research from 2007, access to public goods is severely impacted by India's larger ethnic fragmentation in terms of caste and

religion differences. Decentralization and affirmative action policies, which reserve political seats for historically marginalised groups (such as women, scheduled castes, and scheduled tribes), may have increased access to public services for these groups (Pande 2003; Banerjee and Somanathan 2007), but they haven't significantly improved the delivery of public services on the whole (see section).

While politicians have been the primary focus of the research on governance, there is mounting evidence of the subpar management techniques used by unelected public authorities, such as bureaucrats and providers of health, education, and other services, in developing nations. According to research, government workers often pursue their limited self-objectives, such as rent-seeking, which are at odds with communal interests. Additionally, the fixed wage and lack of performance pay for Indian public servants results in minimal effort. This shows that owing to a lack of incentives, the preferences of the elected officials and service providers may not be in line with those of the poor and disadvantaged (Muralidharan and Sundararaman 2011; Duflo, Hanna and Ryan 2012). Additionally, public employees have little autonomy, and their postings, transfers, and promotions often depend on how well they serve their political masters (Mani and Iyer 2012; Rasul and Rogger 2016). Bribes for providing necessary services are common and made worse by bureaucracy, residents' ignorance of their own rights, and procedural rules.

But the absence of effective governance in India may not totally be the fault of public officials (both elected and civil personnel). Users of public services or the voters often lack the knowledge or skills necessary to accurately assess the benefits of investing in human capital and, therefore, the worth of public services. This in turn makes them more susceptible to manipulation by officials and politicians in underdeveloped democracies, such as via clientelist transfers, bribe demands, vote buying, and intimidation. Decentralization in India has so raised fears about being captured by local elites, but fresh efforts have been made, especially by civil society, to organise, enlighten, and have a more engaged populace. Recent studies have emphasized the importance of bottom-up mechanisms for enhancing local officials' accountability through community monitoring (Bjorkman and Svensson 2009), calls for transparency, and details on how local governments use public funds, such as through the Right to Information Act initiative in India.

REVIEW OF LITERATURE

Customer perception is critical to a product's commercial success. Customers will be satisfied with a product if they have a favourable view of its quality. As a result, client happiness is determined by the service and quality of the product (Gupt, Mishra, and Rahman, 2013). The public sector represents the country's public welfare interests. As a result, the public sector is responsible for providing high-quality services to residents, communities, and consumers (Munhurrun, Lukea-Bhiwajee, and Naidoo, 2010).

The public's impression of the quality of government services is proof of the institution's performance (Chingos, Henderson, and West, 2012). Service quality is a multifaceted concept. Consumers in developing countries assess service quality in comparison to industrialised countries such as Europe and the United States (Brahmbhatt Baser and Joshi, 2011).

Customer satisfaction was positively related to the service quality dimension. Customer happiness was linked to qualities including dependability, responsiveness, tangibility, and empathy. The link between customer happiness and service quality aspects is influenced by many variables (JenetManyiAgbor, 2011). It is feasible to identify service quality gaps in government departments using the SERVIQUAL instrument, and then address those areas where the government department falls short in providing excellent service to customers. Customers are dissatisfied with the services provided by government agencies. There was a disconnect between client expectations and perceptions of the public sector's service quality. The service provider gap is the disparity between the idealistic service department's customer expectations and the perceived service quality. This discrepancy demonstrates that government agencies are failing to satisfy the needs of their constituents. A larger gap indicates low service quality or a service shortage in a government agency. Their expectations were not met by employees of the public sector department, since front-line employees of the public sector department do not comprehend the customer's needs. The public service department lacked a sufficient internal framework and the capability to perform services (Munhurrun, Bhiwajee, and Naidoo, 2010).

The People's Satisfaction Index was used to gauge customer satisfaction with government services. This index has 14 entries according to the Apparatus of Empowerment Ministry. Even service fees received the highest score, indicating that consumers and the general public require transparency regarding the cost of government services. In terms of service speed, customers believe the public sector to be the slowest. Overall, the public sector's service quality received a B rating (Hadiyati, 2014).

Public-sector departments must understand consumer needs and plan customer service appropriately to remain competitive. Public sector departments should be aware of all customer service items, understand their customers' needs, and apply scientific methods to discover those needs. When the public department integrates the customer's

expectations or demands with the department's service philosophy, it gives excellent service to the public. In order to compete in the business world, the public sector must concentrate on a customer-oriented service system (Chih-Tung Hsiao and Jie-Shin Lin, 2008).

Public service is also included in the definition of service. Providing high-quality public-sector services is likewise a difficulty for many governments throughout the world. Governments are doing all possible to ensure their pleasure (Khan, Batool, I. Scholar, & Hussain, 2015). As a result, service providers' primary goal is to deliver services that meet the requirements and expectations of their customers.

According to Agus and Kandampully (2007), there are links between service quality and customer satisfaction. The research also underlined the need to improve public service quality by focusing on a customer-oriented strategy. According to Kumar and Maull (2008), providing high-quality service leads to increased customer satisfaction and loyalty. Customers' happiness is determined by a variety of aspects, including product or service quality, price, circumstance, and personal components, according to Zeithaml & Bitner (2012). "Municipal service quality and citizen happiness in Southern Thailand" (Mokhlis, Aleesa, &Mamat, 2011).

Each service sector has its own distinct set of traits. The country's reliance on public satisfaction as a measure of administrative service quality has to be reexamined. Both service quality and transparency were hypothesized to affect residents' satisfaction with government services in HCMC, according to Tuan (2014). When it comes to the link between satisfied customers and the quality of the service they get.

AIM OF THE STUDY
To assess dissimilarity of satisfaction of citizens on quality of public administration services in municipal corporations of the selected districts of Gujarat state.

RESEARCH HYPOTHESIS
I. There is no significant difference among the citizens of Ahmedabad, Gandhinagar, and Vadodara regarding their satisfaction with Common Service Centers quality on the basis of educational status.
II. There is no significant difference among the citizens of Ahmedabad, Gandhinagar, and Vadodara regarding their satisfaction with Common Service Centers quality on the basis of Marital status.
III. There is no significant difference among the citizens of Ahmedabad, Gandhinagar, and Vadodara regarding their satisfaction with Common Service Centers quality on the basis of District.
IV. There is no significant difference among the citizens of Ahmedabad, Gandhinagar, and Vadodara regarding their satisfaction with Common Service Centers quality on the basis of Age.
V. There is no significant difference among the citizens of Ahmedabad, Gandhinagar, and Vadodara regarding their satisfaction with Common Service Centers quality on the basis of Gender.

RESEARCH METHODOLOGY
This study is exploratory and descriptive in its nature, where the researcher is assessing the significant difference in the perception of respondents on the basis of the demographic background about the satisfaction of quality of Public Administration Services in the municipal corporation of three districts of Gujarat; Ahmedabad Gandhinagar and Vadodara, and for this in total 450 respondents were interviewed 150 from each district.

the random sampling technique was adopted for collecting the data, where the data was collected on the basis of First Come First serve basis on the countess of municipal corporations. The data was collected over a period of 3 months, from 1st January 2022 to March 2022. For assessing the result and significant difference analysis of variance technique has been used.

RESULT AND ANALYSIS

Table 1 The satisfaction of citizen (Educational Status)

ANOVA - The satisfaction of citizen

	Sum of Squares	df	Mean Square	F	p
Educational Status	29.8	:	5.964	21.6	< .001

ANOVA - The satisfaction of citizen

	Sum of Squares	df	Mean Square	F	p
Residuals	122.4	44	0.276		

Table 1 is of the satisfaction of citizens on the basis of educational status and this is clearly stated and can be observed, that there is significant difference exist of satisfaction of Citizen on the basis of their educational background as the sig value is less than (.05), and this can conclude that people from the diverse educational background might have their own perception and they might look at the services of governance in their own way.

Table 2 The satisfaction of citizen (Marital Status)

ANOVA - The satisfaction of citizen

	Sum of Squares	df	Mean Square	F	p
Marital Status	0.999	1	0.999	2.96	0.086
Residuals	151.193	448	0.337		

In the table second the satisfaction of citizen has been measured on the basis of the marital status of the people, and here this can be observed, after seeing the the P value that is (0.86) that on the basis of marital status, there is no significant difference and people whether they are married or unmarried, having similar kind of perception about the satisfaction of services of municipal corporation in three districts of Gujarat.

Table 3 The satisfaction of citizen

ANOVA - The satisfaction of citizen (District)

	Sum of Squares	df	Mean Square	F	p
District	10.3	2	5.166	16.3	< .001

ANOVA - The satisfaction of citizen (District)

	Sum of Squares	df	Mean Square	F	p
Residuals	141.9	4 47	0.317		

In table 3rd researcher is measuring the significant difference of satisfaction among the citizen of different districts, and the P value, that is less than (0.5), clearly indicates that there is a significant difference in the services of municipal corporation among the three districts of Gujarat, and this can be concluded that the government of one district is definitely doing better than others, therefore districts, which are not doing well or which are lagging behind in the Governance of municipal corporation services, need to take care of the good points of the municipal corporation, those who are doing well in their concern area.

Table 4The satisfaction of citizen

ANOVA - The satisfaction of citizen

	Sum of Squares	df	Mean Square	F	p
Age Group (in years)	4.15		1.384	4.17	0.006
Residuals	148.04	46	0.332		

table 4 shows a significant difference of the satisfaction of Citizen on the basis of the different age group which they belong toas Value is less than 0.05, hence we the Reject stated null hypothesis.

Table 5 The satisfaction of citizen (Gender)

ANOVA - The satisfaction of citizen

	Sum of Squares	df	Mean Square	F	p
Gender	0.704	1	0.704	2.08	0.150
Residuals	151.488	448	0.338		

Table 5 is of satisfaction of citizen on the basis of their gender, and here the Sig Value (0.150) shows that there was no significant difference was found in the opinion of people about the satisfaction of Municipal Corporation services in three districts of Gujarat on the basis of gender.

DISCUSSION AND CONCLUSION

contentment with a service or product is thought to have a common definition. Although The level of citizen satisfaction with the municipal delivery system in three districts of Gujarat has been evaluated in this study, and it can be concluded that people from diverse educational backgrounds have differing levels of opinion about the satisfaction of the public delivery system in municipal corporations, suggesting that they may have their own perceptions and that they may look at the data differently.

The respondents' marital status was taken into account when assessing the respondents' satisfaction with public services, but no significant differences were discovered. This means that regardless of the respondents' marital status, they all shared the same opinions about municipal corporation or public utility services.

One unexpected finding during this research was that there were significant differences between the Service Delivery mechanisms of the municipal corporations of three Gujarati districts, leading to the conclusion that one district is unquestionably performing better than the others. As a result, it is advised for the district to adopt the correct procedures from the municipal corporation that is performing reasonably well and setting an example for the others to follow.

People of diverse and different age groups receive public services in their own ways because what works or seems good for one age group of people may not be the same for the other age group. As a result, during the research, it was discovered that there is a significant difference in the level of satisfaction with the services provided by the municipal corporations in three districts of Gujarat. This suggests that the government may be trying to provide services in a disrespectful

manner. In three districts of Gujarat, there was no discernible gender difference in the opinions of the public on their satisfaction with the services provided by the Municipal Corporation.

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