# Service Quality and Satisfaction of One Stop Service Centers (OSSC) at Local Government in Bangladesh: A Study of Pourasava Digital Centre

**Public Service Simplifications through ICT**

**GUEST: LT COL MD. IKRAMUL YASIN, PSC (RETD)**
Chairman
Public Administration
Faculty of Arts and Social Science
Bangladesh University of Professionals
Mirpur Cantonment, Dhaka-1216

**SPEAKER: MOHAMMAD NUR ULLAH**
Assistant professor
Public Administration
Faculty of Arts and Social Science
Bangladesh University of Professionals
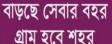Mirpur Cantonment, Dhaka-1216

**PANELIST: MD ROBIUL ISLAM**
Assistant professor
Public Administration
Faculty of Arts and Social Science
Bangladesh University of Professionals Mirpur
Cantonment, Dhaka-1216

**MODERATOR: ANAS AL MASUD**
Lecturer
Public Administration
Faculty of Arts and Social Science
Bangladesh University of Professionals Mirpur
Cantonment, Dhaka-1216

## Department of Public Administration

Faculty of Arts and Social Science
Bangladesh University of Professionals
Mirpur Cantonment, Dhaka-1216

**Seminar Title:**

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**Executive Summary:**

The Pourasava Digital Centre (PDC) functions as a central hub providing a wide array of services and information through digital technology. Its aim is to enhance the efficiency of local governance, promote transparency, and make government services more accessible to the general population. This study investigates the quality of services at PDC in Bangladesh by examining the extent to which citizens' expectations are met after receiving these services. Utilizing the SERVQUAL model and reviewing literature on the dimensions of e-service quality parameters and concepts, the paper evaluates the e-service quality at PDC. It emphasizes that a convenient working schedule, well-trained entrepreneurs, and high-quality customer service representatives can significantly enhance customer satisfaction in the electronic service market. The study compares the mean values of citizens' expectations and perceptions regarding the services they receive. Furthermore, it suggests that since citizens hold a positive outlook towards PDC, policy research, innovation, and effective modular engagement can help achieve measurable satisfaction. This satisfaction is crucial for encouraging service consumption and establishing trust and loyalty among service providers.

## Introduction

A new paradigm in public service management, known as "e-governance", has been introduced to enhance efficiency and effectiveness, making public services more accessible to the masses (Abuosi and Atinga 2013). Additionally, the global public sector is being revitalized to improve the quality of governmental operations by supporting enterprises focused on government interactions that are customer-centered, cost-effective, and convenient for citizens. E-governance and new public management are recognized as essential for reform, modernization, and government advancement. The evolution of public administration was highlighted in Woodrow Wilson's renowned article "The Study of Administration", published in 1887, which laid a solid foundation for dynamic development. In 1975, Nicholas Henry introduced five public administration paradigms (Mukonza 2014). This innovative approach to public management has significantly expanded its capacity to deliver essential public services (United Nations 2003).

The Government of Bangladesh has advanced public service by establishing the Union Information Service Centre (UISC) and Pourasava Digital Centre (PDC), aiming to modernize government administration and provide citizens with more efficient and effective services. This initiative has made the prospects of a Digital Bangladesh more tangible. Similarly, the government developed the Pourasava Digital Centre (PDC) as a proactive measure. PDCs are crucial for decentralizing service delivery, strengthening local government, and empowering communities. These government-owned micro-enterprises act as one-stop information and service delivery centers in all Pourasavas (local governing bodies) across Bangladesh. PDCs offer a range of e-services, including online birth registration, death certificates, citizenship certificates, computer and English language courses, photocopying, scanning, email, internet access, mobile banking, and more (Access to Information (A2I) Program 2011, 2011a, 2012, 2014). The satisfaction and perception of local people determine the quality and effectiveness of these e-services. Service quality is a crucial factor in choosing goods and services (Caron and Giauque 2006). The SERVQUAL model is the best among existing quality models for evaluating service quality because it focuses on citizens' views of the services received (Fragoso and Espinoza 2017). The service quality of Pourasava Digital Centre (PDC) utilizes this model to measure citizens' perceptions and expectations regarding received services.

## Service Quality and Satisfaction of PDC: Findings and Discussion

Although the PDC is a one-stop service center of urban local government in Bangladesh, the PDC institution is not popularly compared to the UDC at Union Parishad. Nevertheless, The PDC has become an essential service delivery institution in urban areas since it has become less popular among the citizens. The study found that people learn about PDC and its services through social media platforms. The entrepreneurs update the people about the different services provided by the PDC. In the literature and citizen charter, PDC is supposed to provide several services under three major categories, i.e. government services, commercial services and information services. However, the study found that it primarily provides standard services like birth registration, citizen certificate or NID, online application and results, government forms and land issues, etc. PDC does not commonly provide other services under these three categories.

The study used a five-point Likert scale measure to assess people's perceptions and expectations regarding the quality of services and their delivery method. Regarding quality concrete equipment, the study found that the expectation of ordinary people is higher than what exactly PDCs have to provide quality services. Tangible equipment means PDC's physical structure, infrastructural facilities, technological devices, and other furniture required for better service delivery. Regarding the appearance of PDC and its entrepreneurs, there are vast differences between the expectations and perceptions of ordinary people. Ordinary people expect more positive attitudes and appearances than what PDC and its entrepreneurs show, which are not friendly and favourable for better dealings with ordinary people. It is almost four times higher expectations than the perception. In the case of timing of service delivery, PDC is less effective and causes delays in providing services. People expect fast-track and hassle-free services, which are required to ensure service quality, but PDC, to some extent, still needs to improve in this regard. There is also a big difference between the perception of ordinary people and their expectations from PDC. However, most of the respondents were very neutral in this case. They were in a dilemma to answer this portion of the questionnaire.

The PDC and their entrepreneur were found reluctant to resolve different service-related problems, making the service delivery system more complex. Ordinary people expect them to be active and very friendly in addressing issues, but what the study found, according to the respondents' perception, is far away. In this regard, the study found a big gap between the expectations and perceptions of the respondents. The PDC was found to be in a vague situation

regarding record keeping of different documents and service delivery information; they need to keep records of their daily information. How do they measure their past and present to improve future service systems without keeping information? The difference between perception and expectation in the "positive part" about noticeable in expectation frequency is relatively higher than perception. In the case of the problem-solving interest of the PDC and their entrepreneurs, the study found them indifferent, and there is a gap between the expectations and perceptions of the respondents who are taking services regularly.

The entrepreneurs' training program is quite present there, resulting in a need for more skills and expertise to do their jobs. The values and skills that boost confidence in the minds of entrepreneurs to do their jobs accurately are barely available there. The study seriously found that entrepreneurs who are the only service providers are less confident, which leads to a lack of quality service-providing systems in the PDC. Regarding the service representation of PDC before the community, the respondents were primarily neutral. However, the expectation to know about the services is much higher than the reality (Perception) as we see a gap in the proper training of entrepreneurs, creating a knowledge gap for them to do their jobs. Service delivery requires proper knowledge and skills, but the study found the reverse scenario in this context. At the same time, there is a strong correlation between service quality and people's trust in that service. However, unfortunately, the provided services of PDC did not create trust in the community. Though people find the PDC with several limitations, they think the institution should continue as long as possible. The respondents think that if some measures are implemented, the PDC will work better for the welfare of the community of urban people.

## Conclusion and Future Implications:

As this study already found poor service quality of PDC because of the challenges mentioned above, the question arises of how to improve the situation and recover the challenges to ensure quality service delivery. The study proposes some important policy notes: The authority of PDC should enact a convenient working schedule so that entrepreneurs come to the PDC office on time and customers know the duration of service delivery, which will help create a hassle-free environment in receiving services. Training is necessary for the fresher to orient them with the services and make them experts in service delivery, so a proper training program for the entrepreneurs should be arranged. Additionally, recruiting more entrepreneurs to the service could be a solution. Besides, the quality of customer service representatives should be monitored and kept updated by regular performance checks and appraisals. Only the

monitoring mechanism will not be functional without punishment and reward for their performances.

This study will undoubtedly facilitate the government and the policymakers as it proposes several policy options if they want to renovate the service centers for the future betterment of the community. The study is also a direction for researchers who want to undertake research this area and contribute to national development through their research work in local governance digitalization and service quality.

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