

SERVICE POLITICS AND SUSTAINABILITY PERFORMANCE FOR N27 CONSTITUENCY, SARAWAK

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1. INTRODUCTION

This is a conceptual paper that would define the constituency's performance achievements in the delivery of service politics in N27 Sebuyau, Kota Samarahan, Sarawak with a population of qualified voters for their constituency. The state constituency led by YB Datuk Hj Julaihi bin Hj Narawi from GPS (Gabungan Parti Sarawak) that formerly known as BN (Barisan Nasional/ National Front) from 1991 until the present. The state constituency of Sebuyau is located at the border of Sri Aman and Simunjan and the population of the area is made up mostly of Malay and Iban people. It is under this pretext that the research is to identify factors that contributed to political sustainability performance. The focus of this paper is to explain the types of contribution and the factors that influence the N27 constituency's long-term success in preserving his position in the constituency through his service politics. The research also assesses the level of voters' judgment on the existing quality of performance served by the administrator apparatus and satisfaction in using public sector services through the policies, decrees, and law.

2. METHODOLOGY

To operationalize the research, the conceptual framework of service politics was derived from literature reviews. Qualitative inputs would be the source of input to the research. Two research approaches will be used in this study: library research and field research. The construction of research instruments, validation and dependability of equipment, data collecting, data analysis, and drafting of reports and recommendations are the five (5) primary aspects of this quantitative research approach. The questionnaire-based study is utilised to identify factors that contributed to political sustainability performance. The measurement of items in the questionnaire is based on 5 Likert scales (strongly disagree, disagree, moderate, agree, strongly agree).

3. RESULTS AND DISCUSSION

Representatives from each area or known as a constituency are often targeted by residents who represent the area to achieve the desired needs and wants. Representatives should equate their services to that of the needs and desires of the people to ensure political sustainability and socio-economic growth of the constituency. Nevertheless, the constituency still bears the responsibilities that have been sealed after winning the election. All the manifestos that are tabled will be fulfilled to prove that the cross in the ballot paper is true and not mere rhetoric. As such, the constituency will deliver the very best service during his or her tenure. Especially for constituencies who represent rural areas who need high attention and commitment in meeting the needs and wants of the people in their areas. Various methods of political service

delivery are implemented either in real or intangible form. The term "service delivery" is a popular term that refers to the provision of basic communal needs and services, such as housing, water, and sanitation, land, energy, and infrastructure, that local people have grown to rely on for their daily survival (Reddy, 2005). In the context of local government, service delivery refers to the provision of public goods, benefits, activities, and satisfaction to improve the quality of life in local jurisdictions.

Sebuyau is a state constituency in Sarawak that has been presented in Sarawak State Legislative Assembly since 1991. YB Datuk Hj Julaihi bin Haji Narawi is known as a popular figure in this N27 area since he could maintain his leadership in the area since 1991. The Sarawak State Election in 2016 has become solid evident were YB Datuk Hj Julaihi has won the majority with 4531 votes out of 9041 registered voters. The consistent winning of the representative shows the remarkable and outstanding performance as it is not easy to maintain such popular voting from the people in N27. Although most people in the N27 area come from diverse backgrounds, YB Datuk Hj Julaihi has never failed to win the hearts of the people.

To win support and maintain his track record of service excellence, the concept of service politics plays an important role in his constituency. Service politics involves politically related activities implemented by a party in the form of material and tangible activities. In this situation, a political actor, (for example a constituency) known as the giver, offers to the receivers, that is people in a particular constituency, services that are tailored to meet specific needs or demands by them to secure electoral support. The practice of service politics has been developed employing key concepts from theories offered by Easton. As stated in the election manifesto, the services supplied must match the needs and desires of the people. On the other hand, the process and outcomes of service delivery may themselves affect politics (McLoughlin, 2014b; McLoughlin & Batley, 2012).

The kinds of facilities supplied should also contribute to the socio-economic growth of the people in the territories it represents. And can instill and retain trust and confidence towards the constituent's leadership and looking forwards to more beneficial development in the constituency. For example, the completion of the Sungai Sebuyau bridge in 2019 is a major development that would considerably improve the quality of life and level of living for residents in the N27 area. In addition, the current construction of the Sungai Batang Lutar bridge, which will cost RM848 million and would be the longest in Malaysia when completed in 2025, is one of GPS's most significant contributions to the people of N27 (Utusan Borneo, Mac 2021). Various forms of services have been identified in the study area by specializing in the needs of basic facilities, public facilities, security facilities by the state government's commitment under GPS to bring the development to the constituency area. Not to mention, the presence of delegates among the locals is considered when determining the level of service delivery to his constituents.

Many researchers have discussed a study on sustainable performance for over a decade because it has a stronger impact on both public and private organisations in terms of financial stability, good reputation, and a high survival rate in a quickly changing world. Sustainable performance is a continual performance, which demonstrates that the organization is moving in the right direction. Other has explained that sustainable performance is a long-term strategy, projected into the future, expected, and desired by stakeholders (Mihaiu, 2014). Nevertheless, this study concentrates on other perspectives of sustainable performance which is political sustainable performance. Political sustainable performance is referred to the ability of

governments or the people's representatives to meet the needs and expectations of their people in long term. An outstanding sustainable performance involves identifying responsibilities to the various stakeholders identified and adaptation of activities, methods, and tools enabling to improve performance (Stanciu, 2014). Thus, the need for obtaining and monitoring the performance of people's representatives is undeniable especially due to the present pressure exerted by the people. In this context, researchers emphasize the determinants of the N27 constituency's long-term success in preserving his position in the constituency.

4. CONCLUSION

The discussion of this study may be able to contribute to the development of a new idea for measuring any elected representative's achievement of service political delivery performance in the represented area. The result of the research would benefit the current administration by understanding the expectations of the voters and delivering these would greatly enhance the probabilities of political sustainability. The outcome would also allow the administration to benchmark against its current performance and thus ameliorate the quality-of-service performance. It will also be able to be utilized in future research involving various aspects of representation as debate areas.

5. REFERENCES

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