

UNIVERSITI TEKNOLOGI MARA

**THE MEDIATING EFFECT OF
PERCEIVED VALUE BETWEEN
SERVICE DELIVERY AND
CITIZENS' SATISFACTION ON
URBAN TRANSFORMATION
CENTRE (UTC) IN MALAYSIA**

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ABSTRACT

This study addresses the limited research on the mediating role of perceived value in the context of Urban Transformation Centres (UTCs) in Malaysia. Focused on factors influencing service delivery and citizens' satisfaction, the research examines the relationship between service delivery factors and citizens' satisfaction, emphasizing the mediating effect of perceived value. The objectives include assessing citizens' satisfaction levels in UTCs, determine the relationship between service delivery factors and satisfaction, and investigating the mediating role of perceived value. Additionally, the study gauges service providers and policy makers' perceptions of factors influencing citizens' satisfaction. Factors under service delivery, such as service quality, offered services, and social media, serve as independent variables. The study spans all UTCs in Malaysia, employing a Mixed Method Sequential Explanatory Design with 500 quantitative survey respondents (50 per UTC) and qualitative insights from six participants, including service providers and a policy maker. Analysis involves SPSS V26 for quantitative data and Thematic Analysis for qualitative findings. The research contributes by bridging gaps in understanding the mediating impact of perceived value on UTC service delivery, enabling a nuanced understanding of citizens' satisfaction levels and addressing potential issues in expectations and communication between service providers and users. This study show that there is a significant positive relationship between service delivery and citizens' satisfaction in Urban Transformation Centers (UTCs). Key elements of service delivery, such as service quality, social media engagement, and the range of services offered, show significant positive correlations with citizens' satisfaction. Key dimensions within service quality include tangibles, responsiveness, assurance, empathy, and reliability. Both policymakers and service providers agree that these elements significantly influence citizens' satisfaction. Service quality is emphasized, with focus on physical appearance, approachability, communication, time management, accurate information, and benchmarking. Social media is a highly interactive communication medium that facilitates citizen feedback and provides up-to-date information on services, events, and programs. The diverse spectrum of services offered, combined with strategic UTC locations, ensures accessibility for citizens. The study also finds that nearly 90% of respondents express high levels of satisfaction with UTCs' service delivery. Factors such as time efficiency, meeting customer needs, feedback mechanisms, technological advancements, and a growing visitor count contribute to this satisfaction. The study emphasizes the importance of understanding and addressing citizens' expectations and using contemporary communication tools and technology to enhance service delivery in the UTC context. Therefore, this study aims to explore the role of perceived value in one-stop centers, particularly in countries like Brazil and Kenya. Researchers can compare UTC services in Malaysia with other one-stop centers in other countries to understand the impact of perceived value on users' satisfaction. This approach allows for comparisons between UTCs in Malaysia and other one-stop centers outside the country. The study also suggests that perceived value may mediate the influence of services in other one-stop centers in other countries. Future research can explore the extent to which perceived value influences users in one-stop centers, but the results may not be universally applicable. Future research will depend on data collected beyond Malaysia.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

The urgency to meet the ambitious Sustainable Development Goals by 2030 requires each government agency to find various solutions in providing reliable, productive and equitable public services for the citizens (Bell, 2019). The biggest challenge in any government is to ensure smooth service delivery to the people. Improving service delivery in the public sector organisations, in many ways, is a dilemma. The service sector is changing rapidly that it is also becoming more challenging to design and implement an efficient service delivery process. Ever since the Independence, the Malaysian government has put tremendous effort in improving the public service delivery. The bureaucracy continues to run the administration of a nation regardless of political reforms. At least, that is the outcome from the observation in theorising the political and social revolutions in the modern world. In that regard, civil servants, especially those at the policy-making level, must be informed of the different levels of discourse permeating in the midst. What is popularly known as public perception is actually crafted and informed by these discourses, particularly their levels and interactions. Policy, academic and popular levels of discourses and feed are informed by one another. The ministry in taking on the role of policymakers, must be engaged to the origins of the discourses and how they affect the public sentiments. What is important here is to hold in abeyance what happens on the ground through formulating an objectivised knowledge of the national society (Merican, 2018).

The civil service serves the government of the day. Like any major national institutions, it cannot be partisan. At the policy making level, civil servants serve as social scientists. They should develop such orientation in structuring the practice as produced by knowledge that of the concrete and of the abstract (Saremi & Moein Nezhad, 2017). They have to forge paths in understanding the society and constantly engage in its renewal on how and why the nation comes to be what it is now. The orientation of the cadets must allow for epistemological diversity, cultural and scientific pluralism. There is a variety of ways of knowing and policy formulation in sustaining social, cultural, and political relations among members of the nation. In this regard, the