

**THE RELATIONSHIP BETWEEN CITIZEN SATISFACTION
WITH ASSESSMENT RATES & RATE-RELATED SERVICES.
A CASE STUDY, MUKAH DIVISION, SARAWAK**

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DECLARATION

I declare that this dissertation entitled **“THE RELATIONSHIP BETWEEN CITIZEN SATISFACTION WITH ASSESSMENT RATES & RATE-RELATED SERVICES. A CASE STUDY, MUKAH DIVISION, SARAWAK”** submitted in partial fulfilment of the degree of Doctor of Business Administration is the result of my own work and that all contributions from any other sources are properly and duly cited.

I further declare that this dissertation has not been submitted or accepted either in whole or in part in candidature for other degree at any other university

In making this declaration, I understand and acknowledge any breach or negligence in this declaration constitute academic misconduct, which may result in my expulsion from the program and /or exclusion from the award of the degree.

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Date: 15th May, 2015

ABSTRACT

This study investigates the relationship between citizen satisfaction with assessment rates and rate-related services provided by Dalat and Mukah District Council (DMDC) in Mukah Division, Sarawak. These services namely the general purpose services, the street lighting services, the scavenging services, and the road maintenance services are charged in the annual assessment bills. The current trend of high defaults in payment of rates is leading to substantial arrears. Data collection methods were the mainly personal survey method based on structured questionnaire and semi-structured interviews. The analysis were based on two hundred (200) respondents. Twenty (20) respondents were interviewed using semi-structured interview questions. The Cronbach's Alpha levels for the overall constructs were above 0.80, which proved that the scores obtained from the instrument were reliable. The result from EFA shows that the KMO for overall services range from 0.78 to 0.85 with Bartlett Test of Sphericity which recorded significant value at 0.00 and Eigen values range between 0.81 to 4.50 respectively. The study shows that there are significant relationships between citizen satisfaction on AR with GP Services ($r=0.49$, $p=0.00$) and SC services ($r=0.28$, $p=0.00$). However, the study has revealed that there was no significant relationship between AR with SL ($r=0.15$, $p=0.04$) and RM services ($r=-0.01$, $p=0.85$). Statistics of the study finding reveals that there were significant differences between assessment rates with General Purpose and Scavenging services, and no significant difference with Street Lighting and Road Maintenance services. The general citizen satisfaction level with related rate-services within the jurisdictions of DMDC in the study year (2012) based on Saudi General Satisfaction Formula® was at 72.1 percent. The citizenry of Dalat and Mukah Districts are generally satisfied at almost the third quarter percentile. When DMDC were to place emphasis on improving citizen satisfaction on the rate-related services, focus should be on General Purpose and Scavenging services. From findings and discussions, four recommendations were suggested to be adopted by the authority to enhance the citizen satisfaction level on assessment rates and rate-related services.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

This study aims to examine the issue of citizen satisfaction with assessment rates and the services provided by a local authority in Mukah Division in Sarawak. Specifically, this study is to investigate citizen satisfaction with assessment rates and rate-related services provided by the Dalat and Mukah District Council (DMDC). So, the approval letter to conduct this research from the Ministry of Local Government and Community Development, Sarawak was obtained on 5th November, 2012 as attached in *Appendix I*.

The issue of citizen satisfaction is an important subject, for it reflects or implies the efficiency at which the local authorities implement their numerous policies and functions. It is the obligation of government of the day to fulfill the diverse needs and expectations of the citizenry and with the resources available at their disposals to meet or exceed these needs and expectations. Just like in a business environment, the citizens are their customers. Therefore, it is easier for the government to fulfill the needs of the citizens and make them satisfied as and when the government has the ability to understand their diverse needs and requirements.

Moreover, in a citizen-driven society, it is important for the local authorities to understand the expectations of citizens and provide them with quality services. Goetsch and Davis (2006) make it clear that customers usually apply a number of criteria determining citizen satisfaction. Among the criteria are the costs they have to pay for goods and services, response time, environment, and selection of the products or services. With respect to the assessment rates and rate-related services, local