

Citizen-Focused Service Delivery Design and its Impact on Perceived Quality and Satisfaction: Developing a CF-SDD Model for Local Government Organizations

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Abstract

The purpose of this paper is to examine how the Service Delivery Design (SDD) of Public/Local Government shapes and affects service delivery outcomes, with a focus on citizen-perceived service quality and satisfaction, and to propose a citizen-focused service delivery design model for the local government of Cyprus. This model is based on specific SDD dimensions of: Service Delivery Orientation, Leadership/Management, Infrastructure, Human Capital Performance Competence and Accountability. The methodology used in this study is a quantitative research design, conducted through an e- survey among the citizens, served by Local Government Organizations, under the authority of the Republic of Cyprus. For data analysis, the study applied the PLS-SEM statistical method for the estimation and confirmation of the proposed CF-SDD Model. The research findings supported the construction and proposal of a Citizen-focused Service Delivery Design Model for Local Government, indicating the existence of direct, causal, and predictive relationships among the specified/proposed Service Delivery Design dimensions with the service delivery outcomes of citizen-perceived service quality satisfaction (CPSPQS). The originality/value of the study lies on the development of a CF-SDD Model for LGOs, focusing on service delivery outcomes of citizen-perceived service quality satisfaction and being based on service receivers' (citizens') perceptions. This makes this study unique, as most studies concerning Cyprus' public service delivery have historically been based on the service providers' (public sector professionals) views. As such, it provides valuable insights for improving public service delivery.

Keywords: accountability; citizen-perspective; infrastructure; management; workforce.