

=====		©Journal of Social Science Vol. 7 No. 1 July 2024 pp. 142- 166 Faculty of Social Sciences Begum Rokeya University, Rangpur ISSN 2305-1035 http://doi.org/10.71213/jss.july2408
Journal of Social Science =====		

Citizens' Perception on Service Quality: A Study in Rangpur City Corporation (RpCC)

Md. Jubaer Ibna Taher¹

Received: 12 September 2023

Accepted: 02 March 2024

Published : 01 July 2024

Abstract

Background and Problem Statements: Citizens' satisfaction with public services is a growing concern for urban governments. Rangpur City Corporation (RCC) in Bangladesh provide a range of services, from licenses to utility supplies. However, the perceived quality of these services is critical to the livability and quality of life in the city.

Objectives: This study investigates the citizen perceptions of service quality provided by the Rangpur City Corporation.

Method: The study employs a cross-sectional design with a mixed-method approach. A questionnaire survey using a 5-point Likert scale was administered to 528 residents across 33 wards. Secondary data were collected from various sources. Quantitative data were analyzed using SPSS software.

Summary of Key Findings: Findings indicate moderate to low satisfaction with the city corporation's services. Online services and cost-effectiveness received the highest positive perceptions, while accountability and freedom from corruption ranked lowest. In terms of utility services, drinking water and city lighting were viewed favorably, whereas traffic, public transport, and waste disposal were seen as areas needing improvement. The infrastructure and security services were also scrutinized, showing dissatisfaction with consumer rights protection and law-and-order, while digital service delivery was seen positively. While educational services were regarded well, the handling of environmental issues and health services, particularly in response to the Coronavirus, had varied levels of satisfaction.

Contributions and Implications: This study underscores the need for Rangpur City Corporation to focus on improving accountability, transparency, efficiency, and citizen engagement. Enhancing traffic management, public transportation, waste disposal, and environmental protection should be prioritized. Such improvements are vital to meet the growing demands of the urban population and to ensure a higher quality of life in Rangpur City.

Keywords: Rangpur City Corporation, Citizens' Satisfaction, Public Services, Urban Governance, Service Quality.

¹Associate Professor, Department of Public Administration, Begum Rokeya University, Rangpur, Bangladesh. e-mail: jubaerbrur@gmail.com

Introduction

In Indian sub-continent, the urban local governments have been in existence for centuries. Bangladesh inherited urban local government systems from British and Pakistani rule and had undergone various reforms over time, shaping the urban local government systems similar in many ways to that of India and Pakistan as these three countries share same history (Panday, 2017). Bangladesh has urban local government institutions made up of 328 municipalities and 12 city corporations. (LGED, 2019; (Muzzini & Aparicio, 2013). Rangpur City Corporation, located in the northern areas of Bangladesh, established in 2012 is one of the fastest growing City with approximately 800000 people, encompassing around 205 square kilometers of areas, and running under an elected Mayor, with another 33 elected councilors from each of the wards (Taher & Asad, 2017; RPCC, 2022). However, City Corporations are responsible for providing public services including the development of infrastructural facilities, different utilities, and other services to the urban people (Mujeri & Singh, 1997). At present, 56% of world populations lives in urban areas and by 2050 more than 66% of world populations will live in urban areas as estimated (World Bank, 2023; Hara et al., 2016).

Providing public services and ensuring people's satisfaction are among the major challenges of urban government, particularly for Rangpur City Corporation. This is a result of the urban population's increasing demand for essential public services, which is causing a growing sense of frustration with each passing day (Hasan et al., 2021). The Rangpur City Corporation provide a wide range of public services including providing licenses and certificates, providing building design, supplying water, maintaining cleanliness, health and hospital services, security services, street lighting and many more (RPCC, 2022). However, the quality of these services is needed to be measured as low-quality services and citizen perceptions towards them

are significantly related to the issue of livability in any city and consequently affect the quality of life to an extent in the long run (Afroj et al., 2021). This measurement must include what are the citizens' views on the service quality issue as their opinions towards such urban public services and their experience of well-being are often overlooked, even though their voices are crucial to address psychological aspect of life quality as well as subjective well-being of the society (Ameen & Mourshed, 2019; Das, 2008). Moreover, it is crucial to acknowledge the public's awareness and the genuine intention of service providers to improve their reputation by ensuring the quality of the services they offer (Vázquez, Gutiérrez & García, 2005). Considering this rationale, this paper aims to analyze the citizen perceptions regarding the quality of services provided by the Rangpur City Corporation.

Objectives of the Study

Overall Objective:

This study aims to analyze the perception of the citizen regarding the quality of services provided by the Rangpur City Corporation.

Specific Objectives:

Based on the overall objective, some specific objectives are drawn. These are:

- To analyze the attitude of the citizens towards the utility of services provided by Rangpur City Corporation.
- To evaluate the perception of citizen regarding the infrastructure and security development of Rangpur City Corporation.
- To assess the quality of specific services such as environment, health and education services of Rangpur City Corporation.
- To suggest ways of improving the quality of services of Rangpur City Corporation.

Literature Review

Citizen's satisfaction refers to the degree of positive attitude of the citizens regarding particular service and it is portrayed by the perception of the citizens. Similarly, satisfaction level of the citizens indicates the service quality of the urban governance (Alkraihi & Ameen, 2022). Therefore, Citizens' perception on the quality of services provided by the urban governments is considered as an important factor in terms of evaluating both government performance and citizen satisfaction and loyalty (Lanin & Hermanto, 2019). A book published by OECD (2012) stressed that perception surveys can measure and demonstrate improvements of public service quality over time. Another OECD (2013) document stated that perception data is widely utilized by government organizations to assess citizens' experiences and gather their opinions on the services they receive. This information helps public managers identify key factors affecting satisfaction, monitor the effects of reforms, understand their customer base, and gauge overall government performance. Currently, tools and mechanisms to measure and improve service quality based on citizen feedback are being applied, such as Canada's "common measurement tool" and Italy and France's "quality barometers," including continuous feedback panels for major life events in the French government.

There are several studies that have been conducted on the issues citizens' perceptions about the quality of services provided by the urban governments of different countries around the world. For instance, a study finds that 22 countries of Americas, 21 Latin countries and the United States of America, have average citizens' satisfaction with urban services is 50.13 out of 100 possible points, where Brazil, Dominican Republic and Ecuador have the highest degree of satisfaction with municipal services in the region with 58.2, 56.9, and 52.3 points, while Belize, Haiti and Jamaica have lowest degree of satisfaction with 39.6, 39.5 and 37.0 points respectively. As for the United States of America, the citizens' satisfaction score is 53.6 (Montalvo, 2009).

Clifton et al. (2022) emphasized the importance of considering citizen attitudes and perceptions in evaluating public policies and service provision, offering insights for public services and evaluation of government policy and public services, after analyzing the relevant papers covering diverse public service contexts of different countries including Countries of European Union, Hong Kong, Australia, and Chile. A study conducted in Guayaquil City of Ecuador revealed that the policies exercised by the urban government officials influences the citizens' perceptions and their level of satisfaction and loyalty. The study also found that several urban services related to security, environment, public lighting and sport services are needed to be improved for positive citizen perceptions (Rico et al., 2022).

Chen et al., (2010) studied two Chinese Cities namely Phoenix and Xiamen and finds both cities need improving its social public services including eldercare, poor and homeless supports, and housing. However, Phoenix faces heightened challenges in public safety and public transportation, while Xiamen grapples with the necessity of addressing government reform issues, including enhancing government practices, and curbing corruption (Chen et al., 2010). Studying Hong Kong smart city development in 2021, Lai and Cole (2022) find that citizens' trust in the public authorities, related to the public acceptability, is of key importance in ensuring an effective public policy, the embrace of technologies, and thus successful smart city development.

In Malaysia, majority local government employees and citizens have positive perceptions on the quality of public services provided by the both urban and rural local governments, agreeing that local government services are customer-oriented and effective. However, this study finds some areas of services needed to be improved such as parking area management and drainage system maintenance. In addition, though employees of local governments are fully

satisfied with the quality-of-service management, while citizens have high levels of satisfaction, not full satisfaction, indicating that there are some areas of improvement in service quality management by Malaysian local governments to boost their satisfaction level (Manaf et al., 2023).

As for Bangladesh, Mahmud (2021), studying all 12 city corporations, found that citizen satisfaction on quality of services provided by the City Corporations is low, indicating negative citizen perceptions toward service quality. Rahman (2022) finds poor level of citizen satisfaction with the services mentioned in Citizen Charter and provided by Mymensingh City Corporation. Most of the respondents did not receive services in accordance with the Citizen Charter. Moreover, his study finds significant influence of Time, Cost and Visits (TCV) with poor citizen satisfaction level. A CPD (Centre for Policy Dialogue) study found that urban local government institutions, both City Corporations and Municipalities, suffered from lack of financial resources, autonomy, skilled labor, citizens' participation, accountability mechanisms and quality of services. To overcome these challenges, ULGIs needed to improve their institutional and administrative capacities, enhance their own-source revenue generation, ensure citizens' involvement and voice, and strengthen their accountability and transparency (Bhattacharya et al., 2016).

A study conducted on Dhaka North City Corporation (DNCC) finds that citizens are moderately satisfied (63.3%) with urban public services aggregately. However, Ward 3, Ward 4 and Ward 31 are in an unprivileged state in terms of municipal services, though the locational characteristics are uniform among the study areas. The facilities of public toilet, parking, and disaster management activities of DNCC are not satisfactory (Afroj et al., 2021). As for Dhaka South City Corporation (DSCC), the service quality is not satisfactory and needed to be

improved (Islam et al., 2019). In Rajshahi City Corporation, citizens have higher levels level positive perceptions and citizen satisfaction for street lighting, road network, waste management system and water supply respectively, but they are dissatisfied with the unchanged condition of Katcha Bazar, recreation and community centers (Faridatul and Jahan, 2014). The citizens living in Sylhet City Corporation area are dissatisfied with most of the public services, especially with mosquito prevention and waste management, leading them to avail paid private waste management service (Ahmed, 2011).

The review of existing literature on urban public service quality indicates that multiple studies have explored the public services provided by urban local governments in different countries. Similarly, in Bangladesh, a few studies have delved into the public services and the way citizens perceive their quality within various city corporations. However, it is noteworthy that Rangpur City Corporation has not been a subject of research when it comes to citizen perceptions of public service quality, this gap has been addressed in this study.

Methodology

Research Design and Method:

This research was conducted by following cross sectional study design as it is better suited for conducting social research within a limited time (Setia, 2016). Researchers applied a mixed method approach, a combination of both quantitative and qualitative methods, in this study (Creswell, 1999).

Study Area:

The study has been carried out in Rangpur City Corporation with 33 wards, having nearly 800000 people (RPCC, 2022). These 800000 City Dwellers are the population of this study.

Sample and Sampling Technique:

From the population, a total of 528 city dwellers were selected by using purposive sampling technique, a proper method to collect data on emerging issues and relatively new topics (Acharya et al., 2013; Sekaran and Bougie, 2016). Note that, the researcher ensures the equal distribution of samples for all 33 wards of Rangpur City Corporation. In addition, the researcher prioritized the people who have long experience of living in the city.

Data Collection Technique and Tools:

For primary data collection, 16 respondents from each of the 33 wards comprising a total of 528 people of the sample were surveyed with a close-ended questionnaire, prepared by using 5-point Likert scale. Questionnaire surveys are widely applied in social science research nowadays (Croasmun and Ostrom, 2011). This sample size is appropriate for the study, as according to Nunually (1978), 400-500 samples are appropriate, if one wants to select the best variables from as many as 10 possible ones. For this research, secondary data were collected from reliable sources such as articles from peer-reviewed journals, books, reports and different government and non-government documents.

Data Analysis Tools:

To analyze the quantitative data, Social Science Statistical Package (SPSS) version 28 was used in this study. To check consistency and normality of the questions under each variable, a reliability test has been performed, where Cronbach's alpha point is above 0.7 (Nunually, 1978). The researcher ran descriptive analysis for summarizing the demographic information of the respondents and perception score of each factor of service quality using 5-point Likert scale, where 1 means the most negative perception and 5 means the highest positive perception

regarding service quality provided by Rangpur City Corporation. The secondary data were gathered, coded, and analyzed on the basis of study variables and keywords.

Ethical Consideration:

Both written and verbal consent from all participants in the study were obtained to allay any ethical issues. They were assured that their data would be kept private and used only for research purposes.

Findings and Analysis

Demographic Variation of the respondents

In this study, the demographic profile of the participants is predominately male (68.6%) with a lesser representation of females (31.4%). A significant proportion of the respondents are within the 26-35 age bracket (28.2%), followed by those aged 36-45 (26.1%).

Table 1: Demographic Information of the Respondents

		<i>Frequency</i>	<i>Percent</i>
<i>Gender</i>	Male	362	68.6
	Female	166	31.4
<i>Age</i>	15-25	86	16.3
	26-35	149	28.2
	36-45	138	26.1
	46-55	113	21.4
	Above 55	42	8
<i>Occupation</i>	Agriculture	63	11.9
	Employee	158	29.9
	Business	140	26.5
	Student	98	18.6
	Others	69	13.1
<i>Educational Qualification</i>	Primary	39	7.4
	Lower Secondary	50	9.5
	Secondary	83	15.7
	Higher Secondary	141	26.7
	Graduate/Postgraduate	215	40.7
<i>Duration of Residence</i>	2-5	49	9.3
	6-9	16	3

	10-13	76	14.4
	Above 13	387	73.3

Participants engaged in employment constitute the largest occupational group (29.9%), with business owners also representing a substantial segment (26.5%). Regarding educational attainment, the majority hold graduate or postgraduate qualifications (40.7%), indicating a highly educated sample. In terms of the duration of residence, an overwhelming majority (73.3%) have been living in their current location for over 13 years, suggesting a population with stable residential patterns. These demographics provide a contextual backdrop for the study, allowing for a nuanced understanding of the research findings in relation to gender, age, occupational engagement, educational levels, and stability of residence within the community.

Perception of Citizen towards service quality

Table 2: Perception of Citizen toward Service Quality of Rangpur City Corporation (N=528)

Citizens' Response	Minimum	Maximum	Mean	Std. Deviation
Citizen services provided by city-corporation are good and quality	1	5	3.08	1.178
Corporation provided online and digital services are satisfactory	1	5	3.23	1.104
Corporation providing citizen service at a low cost	1	5	3.16	1.100
City-corporation provides citizen services in a short time	1	5	2.87	1.120
There is no need to go through bureaucratic complication to get citizen services	1	5	2.55	1.220
Rangpur City Corporation is corruption free	1	5	2.21	1.128

Citizens have an opportunity to participate in the decision-making process of the city-corporation	1	5	2.58	1.140
City-corporation informs the citizen about its future activities	1	5	2.58	1.138
City-corporation properly maintains citizen's charters	1	5	2.84	1.063
City-corporation keep itself regularly accountable to the citizens for its activities	1	5	2.15	1.035

From the data, it can be inferred that the citizens' satisfaction with the city corporation's services is moderate to low across various parameters. The highest mean score, 3.23, corresponds to the citizens' perception of the provision of online and digital services, which suggests a moderately positive response, indicating that such services are likely considered accessible and up to a satisfactory standard. The second highest mean, 3.16, is related to the city corporation providing services at a low cost, which suggests that citizens somewhat agree that the services are cost-effective.

Conversely, the lowest mean score is 2.15, which relates to the city corporation keeping itself regularly accountable to the citizens for its activities. This indicates a tendency towards disagreement, implying a significant concern about the corporation's accountability. Similarly, the perception that the Rangpur City Corporation is corruption-free has a low mean score of 2.21, highlighting concerns about corruption. The citizens' response on the corporation providing services in a short time (mean = 2.87) and the statement about there being no need to go through bureaucratic complication to get services (mean = 2.55) are below the neutral point, indicating dissatisfaction with the efficiency and complexity of service delivery. In terms of citizen involvement, the scores are moderately low (mean = 2.58 for both the opportunity to participate

in decision-making and being informed about future activities), which suggests that citizens feel only somewhat included in the governance processes.

The standard deviation values are relatively consistent, ranging from 1.035 to 1.228, with the lowest deviation associated with the maintenance of citizen's charters and the highest with the need to go through bureaucratic processes. These values indicate that there is a moderate spread in opinions among the respondents, but not a significant variance, suggesting that the citizens of Rangpur City have relatively homogenous views regarding these aspects of city corporation services.

Overall, the data portrays a city corporation that is making strides in certain areas, such as digital services and cost management, but is perceived as needing improvement in accountability, transparency, efficiency, and engagement with its citizens.

Perception of Citizen toward utility of service

Table 3: Perception of Citizen toward Utility of Service of Rangpur City Corporation (N=528)

Citizens' Response	Minimum	Maximum	Mean	Std. Deviation
The traffic system (Traffic jam) of the city is developed and people friendly	1	5	2.95	1.168
Public transport system of the city is advanced and people friendly	1	5	2.84	1.185
Urban communication system (Roads) is developed and standardized	1	5	3.09	1.192
Urban waste and garbage disposal system is developed and people friendly	1	5	2.66	1.187
There is no shortage of iodine free drinking water in the city	1	5	3.41	1.198

There is adequate lighting in the city at night	1	5	3.68	1.000
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The table illustrates the perceptions of citizens towards the utility services provided by the Rangpur City Corporation including the traffic system, public transport, urban communication (roads), waste disposal, drinking water supply, and city lighting. Citizens appear to have a slightly negative perception of the traffic and public transport systems, with mean scores of 2.95 and 2.84, respectively, indicating that respondents are, on average, leaning towards disagreement on these services being developed and people friendly. These scores reflect a sentiment of dissatisfaction with the city's efforts in managing traffic congestion and the public transport system's efficiency and user-friendliness. The urban communication system, or the condition of roads, has received a moderately higher mean score of 3.09. This score is just above the neutral midpoint, suggesting that citizens have a marginally positive view of the road infrastructure, yet there is room for improvement. Regarding urban waste and garbage disposal, the mean score of 2.66 indicates a tendency towards a negative perception, showing that the waste management services might not be seen as sufficiently developed or satisfactory for the residents.

In contrast, the provision of iodine-free drinking water and city lighting at night received the highest mean scores of 3.41 and 3.68, respectively. These scores are above the neutral point and suggest a relatively more positive view from citizens on these services. It implies that the water quality and the adequacy of lighting in the city at night are considered to be more satisfactory than other utility services provided by the city corporation.

The standard deviation values across all items range from 1.000 to 1.198, which shows a moderate level of agreement among the respondents regarding their perceptions, albeit indicating a variance that points to diverse experiences and opinions within the surveyed population.

In sum, this data portrays a perspective from the citizens of Rangpur City that while certain utility services like drinking water and night lighting are viewed somewhat favorably, significant improvements are desired in the domains of traffic management, public transportation, and waste disposal services. These insights could be valuable for urban planners and city officials aiming to enhance the quality of municipal services.

Perception of Citizen toward infrastructure and security development

Table 4: Perception of Citizen toward Infrastructure and Security Development of Rangpur City Corporation (N=528)

Citizens' Response	Minimum	Maximum	Mean	Std. Deviation
The corporation role in protecting consumer right's (Food adulteration, Market) is satisfactory	1	5	2.81	1.158
The law-and-order system of the city is improved and safe.	1	5	3.26	1.161
Most of the citizen services are available in online and digitally	1	5	3.48	1.044
Rangpur city is undergoing planned urbanization	1	5	2.81	2.117
There are enough playgrounds in your Ward	1	5	2.60	1.353
There is enough public toilet in the city	1	5	2.07	1.099

Table 4 presents an overview of citizens' perceptions regarding infrastructure and security developments by the Rangpur City Corporation. The citizens of Rangpur City Corporation report a general dissatisfaction with the corporation's role in protecting consumer rights, with a mean response of 2.81 and a standard deviation of 1.158, which indicates a tendency towards disagreement that food adulteration and market regulations are being effectively managed. Similarly, citizens seem to perceive the law-and-order situation as only marginally improved and safe, as suggested by a mean score of 3.26. The standard deviation here is slightly higher at 1.161, suggesting a slightly broader range of opinions on this issue among the respondents.

On a more positive note, the mean score of 3.48 for the availability of most citizen services online and digitally indicates a neutral to slightly positive agreement, suggesting a moderate level of satisfaction with the digital infrastructure. However, there appears to be a significant concern about the urbanization process, as indicated by a mean of 2.81, which aligns

closely with dissatisfaction. The notably high standard deviation of 2.117 for this item (and an error in the maximum value, which should likely be '5' instead of '42') signals a high degree of variance in citizens' perceptions, which could point to uneven experiences of urbanization across the city. Access to public amenities such as playgrounds and toilets is perceived as insufficient, with mean scores of 2.60 and 2.07, respectively. These scores denote a tendency towards disagreement on the adequacy of these facilities. The standard deviations for these items are relatively high (1.353 and 1.099), reflecting a spread in the satisfaction levels among the population regarding these amenities.

In summary, while Rangpur City Corporation has made strides in digital service delivery, the findings suggest that significant improvements are needed in consumer rights protection, law and order, and the provision of basic public amenities. The wide variances in responses, particularly concerning urbanization, imply a heterogeneous impact of city corporation policies, indicating that experiences may differ substantially among different citizens or city areas. This data should encourage city planners to delve deeper into the specific areas of concern and work towards more equitable and effective infrastructure and security improvements.

Perception of Citizen toward Environment, Health and Education Service

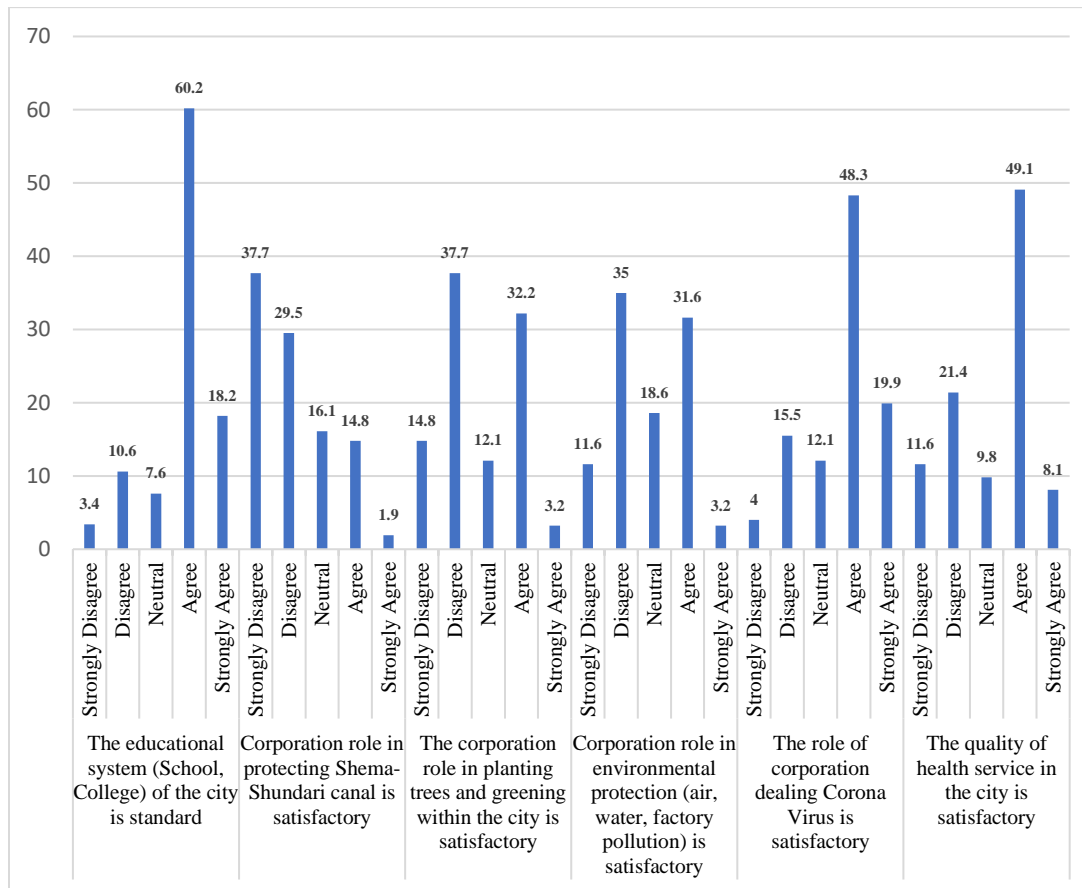


Figure 1: Perception of Citizen toward Environment, Health and Education Service of Rangpur City Corporation (N=528)

The figure elucidates the perspectives of citizens regarding the Rangpur City Corporation's performance in areas of environment, health, and education. A majority of the respondents (60.2%) agree that the educational system in the city is standard, with an additional 18.2% strongly agreeing, indicating a generally positive view of educational standards within the city. However, satisfaction levels drop significantly when assessing the corporation's role in protecting the Shema-Shundari canal, with 37.7% strongly disagreeing and 29.5% disagreeing, reflecting widespread discontent with the efforts in this area. Similarly, the role of the corporation in tree planting and urban greening receives a lukewarm response, with a combined total of 50.5% either disagreeing or strongly disagreeing with the statement about the

corporation's satisfactory performance. Environmental protection seems to be another critical area of concern, with a high percentage of respondents (46.6%) not convinced of the corporation's satisfactory performance regarding air, water, and factory pollution management.

Regarding health, citizens' perception of the corporation's handling of the Coronavirus shows a plurality of agreement at 48.3%, potentially indicating a generally favorable view of the city's pandemic response, although 19.5% of the population still strongly disagrees with this sentiment. Lastly, the quality of health service receives mixed reviews with only 8.1% strongly agreeing it is satisfactory, whereas a substantial proportion of respondents (31.5%) express dissatisfaction to some degree.

Overall, while the citizens show a level of confidence in the educational infrastructure, there is clear room for improvement in environmental stewardship, public health services, and the management of city amenities. These insights should inform the Rangpur City Corporation's strategic priorities, highlighting the need for enhanced focus on environmental and health services to meet the expectations of its residents.

Conclusion and Recommendations

The study presents a dichotomy of satisfaction in educational sectors against a backdrop of notable concerns in areas of environmental stewardship, public health, and urban infrastructure. Citizens exhibit a reassuring confidence in the educational system but face dissatisfaction with environmental management, particularly with the preservation of water bodies and urban greening initiatives. These environmental concerns extend to the corporation's role in managing pollution, which, along with the discontent surrounding waste disposal services, calls for a redoubled effort towards sustainable urban management practices.

The moderate approval of the city's handling of the Coronavirus pandemic, juxtaposed with pockets of significant dissatisfaction, underscores the need for continued improvement in public health responsiveness and service quality. This extends to the health services at large, which require bolstered support to meet the public's expectations. Critical perceptions of governance, characterized by concerns over accountability, transparency, and corruption, suggest a pressing need for the corporation to adopt more robust oversight mechanisms. Such efforts should be aimed at enhancing citizen engagement and trust, fostering a governance culture that values transparency and regular public consultations.

The study also points to pressing issues in urban infrastructure, with traffic management and public transportation being key areas of citizen discontent. This indicates an urgent need for urban planners to revisit and innovate in these areas to cater to the city's population efficiently. The provision of public amenities such as playgrounds and toilets has also fallen short of citizen expectations, necessitating considerable improvements. Given these insights, the following recommendations are synthesized for the Rangpur City Corporation:

- Prioritize the rehabilitation of the Shema-Shundari canal and other water bodies while enforcing stringent environmental regulations to tackle pollution at its source.
- Develop and implement robust urban greening programs to enhance the city's green spaces, directly contributing to the environmental well-being and aesthetic quality of urban life.
- Overhaul the traffic management systems and improve public transportation options, making them more accessible, efficient, and user-friendly.
- Invest in the quality and accessibility of public health services, ensuring that facilities are well-equipped, and staff are well-trained to handle current and future health challenges effectively.

- Foster participatory governance by actively involving citizens in decision-making processes, improving transparency, and establishing channels for public reporting and feedback.
- Expand and refine digital and online services, ensuring they are accessible to all citizens, thereby reducing bureaucratic complications and enhancing service delivery efficiency.
- Implement clear accountability measures, such as regular audits and open forums for discussion, to address issues of corruption and build public trust in the city's governance.

By adopting these recommendations, the Rangpur City Corporation can work towards addressing the current deficits in service delivery and governance, thereby enhancing the overall quality of life for its citizens and steering the city towards a sustainable and inclusive future. In addition, this study also provides a vital scope for the academicians to find insights regarding diverse context of citizens' perception on service quality. It also creates opportunity to understand comparative perspectives and laying the path for future research.

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