



A STUDY ON CONSUMERS PERCEPTION AND SATISFACTION REGARDING DOORSTEP DELIVERY OF PUBLIC SERVICES SCHEME WITH SPECIAL REFERENCE TO REVENUE DEPARTMENT SERVICES IN DELHI.

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ABSTRACT

Every citizen is entitled to hassle-free public services in India. Right to Public Services legislation in India comprises statutory laws which guarantee time bound delivery of services for various public services rendered by the Government to citizen. Delhi Assembly had passed the 'Delhi Right of Citizen to Time Bound Delivery of Services Amendment Bill, 2015'. The Bill aims at providing citizens with time bound delivery of government services. The Govt of NCT Delhi, ruled by the Aam Aadmi party, launched its most awaited scheme Doorstep delivery of public services in September 2018 in 3 phases at a cost of 50 rupees to free the city's 18 million residents from having to visit government offices and reduce corruption. Doorstep Delivery Services List was 40 services in Phase 1, 30 services in Phase 2 and 30 services in Phase 3. The major services in this project include provision of certificates from the revenue department, driving licenses and related services from the transport department, and availing access to certain social sector services. This research paper aims to study the consumer perception and satisfaction of the users of this scheme related to revenue department public services department in Delhi.

Keywords: Doorstep Delivery of public services, revenue department, consumer perception, consumer satisfaction, mobile governance, m- governance, Delhi.

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1. INTRODUCTION

Every citizen is entitled to hassle-free public services in India. Right to Service legislation are meant to reduce corruption among the government officials and to increase transparency and public accountability. Delhi (Right of Citizen to Time Bound Delivery of Services) Act, 2011: Delhi Assembly had passed the 'Delhi Right of Citizen to Time Bound Delivery of Services Amendment Bill, 2015'. The Bill aims at providing citizens with time bound delivery of government services. The Bill is an amendment to Delhi (Right of Citizen to Time Bound Delivery of Services) Act, 2011. By providing services in a time bound manner, the key provisions of the newly passed Amendment Bill seeks to make the life of common man hassle free and within the stipulated time frame.

The consumer's perception of industry or products is stated as consumer observation. It summarizes how consumers feel about their brand, with all direct and implicit connections with their company. Observing consumer opinion permits their business to recognize frequent user viewpoints and improve the consumer journey.

Quality service is a major factor in consumer satisfaction. Consumer satisfaction is an important aspect of marketing, according to Amiri and Afghani 2012. Satisfaction is a tool for consumption. According to "Sulieman (2013)", satisfied consumers share their experiences with others.

Consumer satisfaction helps government and private organizations to understand where they excel and helps to understand where they can improve.

The idea of M-Governance claims to raise government effectiveness and efficiency in

providing public services in a time bound efficient manner through the use of mobile phones. As a result, every service should be available to anyone at any time and from any location. Availing public services is a time and energy consuming process. Problems like long queues in government offices, poor infrastructure, inadequate officials in public departments and multiple visits to government office, resulting in bribery and corruption, to avail the public services add to the public's woes. The doorstep delivery of public services aims to extend government services beyond counters at a citizens' residence through 'Mobile Sahayaks' using M-governance practices. So, to address above mentioned multiple issues, Doorstep delivery of public services scheme a "revolution in governance" started by Aam Aadmi party Chief Minister Arvind Kejriwal, Govt, NCT of Delhi was launched in September 2018. Even though many efforts have been made to provide timely and efficient services through the mode of M-governance, there are still many issues and challenges providing the public services to citizens of Delhi at their home (doorstep) in an efficient timely manner

Mobile sahayaks are the project's final-mile representatives, responding to service appeals done via the helpline 1076, using IVRS mobile based channel for services ranging from caste certificates to driving licenses. The Delhi government, ruled by the Aam Aadmi (Common Man) party, launched its most awaited scheme Doorstep delivery of public services in 3 phases at a cost of 50 rupees to free the city's 18 million residents from having to visit government offices and reduce corruption. Doorstep Delivery Services List was 40 services in Phase 1, 30 services in Phase 2 and 30 services in Phase 3. The major services in this project include provision

of certificates from the revenue department, driving licenses and related services from the transport department, and availing access to certain social sector schemes. Most of these services are in high demand, and it can take days for service seekers to apply for and obtain important documents that can be essential to get benefits from government welfare schemes

According to the government, people who want to receive the listed services at their doorstep can call 1076. Citizens will now be able to access 100 public services from 14 different departments through this scheme. The list of Delhi government doorstep delivery services for Revenue department are listed below for phase 1. The guy who comes in to deliver the service will take Rs. 50 and will finish all the paperwork on his device at the people's doorway. Citizens are no longer required to visit government headquarters. Individuals can now schedule appointments at their homes at any time. As a result, the Doorstep Delivery Scheme will remove the need for intermediaries to access welfare services. In 2017, approximately 25 lakh people applied for these services. Consumer perception and Satisfaction for following services will be studied under Revenue Department for users of this Scheme in Delhi.

List of services in Revenue/ Government Department Services. (13 services)

- **BC certificate / SC certificate / ST certificate**
- **Income certificate**
- **Delayed Death Order**

- **Report on Land status**
- **Issuance of ROR**
- **Surviving member certificate**
- **Enrolment as a civil defense volunteer**
- **Domile / Residence certificate**
- **Delayed Birth Order**
- **Permanent Identity Card for disabled people**
- **Polvency certificate**
- **Marriage registration Certificate**
- **Al Dora Certificate**

So to study and gauge whether the efforts done by government to provide public services at doorstep (home) with the usage of Mobiles as a service delivery channel through 'Mobile Sahayaks' is of benefit or not, as claimed by the government. Our study explored whether this particular initiative taken by the Govt. of NCT Delhi has been able to satisfy and resolve the problems of governance issues related to using public services in Delhi Therefore all the parameters related to the perception and satisfaction levels of users of this service and performance of these public services offered for doorstep delivery in Delhi.

The original SERVQUAL-(Service Quality) instrument (Parasuraman et al., 1988) has

been referred to for identification of service quality dimensions measuring expectations and actual perceptions about service quality. The measurement instrument specifically included the five SERVQUAL dimensions, extensively used in the literature (tangibles, reliability, responsiveness, assurance and empathy).

2.

REVIEW LITERATURE

An important aspect of the research procedure is the literature review. It entails a review of past research conducted in the area of the subject under investigation. A literature review assists the researcher to find gaps in the specific research topic and aids in comprehending the concepts, perspectives, and appropriate approaches for doing the study. Keeping in mind the purpose of the study, a thorough review of previous research was conducted using various research journals, books, , articles published in national and international journals and newspapers, published proceedings of conference papers, and reports from the central and state governments. The study illustrates a literature review on 'A study on consumers perception and satisfaction regarding doorstep delivery of public services with special reference to revenue department in Delhi.

The literature reviews highlight that Public Service delivery is most important aspect of Good Governance and performance of public services depends on time bound delivery of services and most important parameter to assess the performance of service is public satisfaction. Below is a review of various studies done in this area.

Afridi, F. (2017) suggests that the quality of public services affects economic growth via its impact on poverty alleviation, human capital formation and corruption. The paper identifies incentives, transparency, and state capacity as the key challenges to reducing the governance deficit in India.

Garg, M. (2017) examines the next step in that direction—passage of Right to Service (RTS) Acts by a number of Indian States thereby providing its citizens the right to time bound delivery of notified public services.

Kedia, S. (2014) The basic idea behind Right to Service (RTS) Act is that citizens have a legal entitlement to demand time bound services from the government and any shortfall on the part of government officials to fulfil this commitment can make them liable to penalization. This study highlights the experience of Delhi's Electronic Service level Agreement Monitoring (e-sla) system designed for the implementation and monitoring of the Delhi Right of Citizen to Time Bound Delivery of Services Act.

Thulaseedharan, S. (2013). Assesses the legal background and objectives of the public services law in India and its evolution as a right or entitlement of the people. It attempts to examine the parliamentary and governmental initiatives in India towards achieving that right through law making and implementation mechanisms. The paper concludes with a critique on the existing laws on the right to public services in India and suggests that the right ought to become the goal of the administrative system.

Walker et al (2011) states that the backbone of theory of the market-based approach New Public Management is that market orientation improves

public service performance. He examined and found that market orientation works best for enhancing citizen satisfaction with local services, but its impacts on the performance judgments of local managers or the Audit Commission are negligible.

Pablo, C. (2009) examines a methodology for evaluating local government performance in municipal services, based on quality and satisfaction dimensions. Quality has become a decisive factor for the transformation of municipal services and an important driving force for better citizen satisfaction. The contribution of this paper is the analysis of the link between quality dimensions and satisfaction in respect of improving the relationship between small public local administrations and citizens.

Saxena, S. (2017) assesses that with an increasing thrust upon transparency and accountability in government, e-government platforms are being scaled in many countries to bolster trust of the citizens and to bring about efficiency in public service delivery.

Wang et al. (2019) highlights that public satisfaction with local government's public service is one of the important criteria to evaluate the performance of local government's public service. Through the analysis, it is concluded that the growth of GDP and the increase of objective public service supply cannot bring about the improvement of subjective public satisfaction. Local governments can actively identify the public demand for public services, timely respond to the public demand for public services, and actively innovate the way of public service supply.

Swindell et al (2000) states the linkages between various individual objectives, public service performance indicators and the subjective citizen satisfaction. Future research will move beyond this basic analysis to look at how groups of indicators relate to one another and model the possible means by which indicators might be expected to influence satisfaction among citizens. Such an approach would be useful in empirically testing a more formal model of input, efficiency, and output performance measures as explanatory factors of citizen service satisfaction.

Mishra, S., and M. Singh (2019) investigated that m-Governance primarily allows government-to-public (G2P) and public-to-government (P2G) communication for improved public service in terms of information transfer and distribution. The goal of the project is to create an m-Governance framework and architecture for mobile governance in order to improve the University's communication services in the areas of Admission, Examination, Result, and General Inquiry. The proposed M-Governance framework is based on the technology acceptance model and eleven enablers. The ANOVA test statistics approach is used to assess hypotheses related to M-Governance. The data analysis suggests that administrators and academics choose mobile governance to improve the communication services of the higher education system.

Roy, J. (2017) discussed that after the advent of electronic or digital government two decades ago, the delivery of public services online has been a focal point in attempts to use the Internet and enhance public sector performance.

The article examines the evolution of a partially digitised sector service architecture, its mixed performance to date, and the challenges ahead.

Iyer, J., Singh, S. (2017) discussed that information and communication technology (ICT) is the world's most important and fastest developing sector. The government may utilize ICT to improve citizens' and government agencies' services. In India, mobile devices and subscriptions are more prevalent than Internet usage. The widespread use of mobile devices, high-speed broadband technologies such as UMTS (Universal Mobile Telecommunications System), and wireless networks present several options for government administration to improve public service. The article highlights different e-governance and m-governance efforts in India.

Mandhar, C., & Wadhwa, H (2017) studied how mobile phones and computers have become important and fundamental components of our life due to digitalization. M-governance is not a distinct idea but an extension of e-governance that uses mobile phones and MCT (Mobile and Communication Technology). It intends to make government services available to citizens anytime and location by redesigning e-governance services and bringing them straight to the mobile platform. It has huge promise in a developing country like India, where mobile phones outnumber desktops. The current study highlights the benefits of m-governance while attempting to highlight the problems connected with its implementation.

Abu Tair, H. Y., & Abu-Shanab, E. A. (2014) explained that the widespread use of Information and Communication Technologies (ICTs) had prompted governments to employ ICT to provide services to their inhabitants, enterprises, and government clients. Like any other e-service, these services can be provided through the Internet utilising web technology (e-government). However, with the emergence and widespread usage of mobile

technology, governments modified their service delivery mechanisms to better exploit the capabilities of mobile phones through the better use of mobile government (m-government). The writers of the study discussed the problems and prospects of m-governments in terms of mobile services (m-services).

In the review of literature, it is clear that, previous research has adequately investigated the importance of good governance and e-governance initiatives. However no such studies have been conducted in Delhi region to gauge the performance of the revolutionized governance practices and the initiatives offered by Govt. of NCT of Delhi of doorstep delivery of public services that were launched in 2018 in Delhi by Delhi Chief Minister, Mr. Arvind Kejriwal. Our study aims at understanding the experience and perception of Delhi based users of the services delivered at home as promised by Delhi government. At wider scale, no such study has been conducted for assessment and effectiveness of door step delivery of public services delivery system with reference to consumer's perception and satisfaction.

3. RESEARCH OBJECTIVES

- To examine the demographic, and psychographic profile of the users of the Doorstep delivery Scheme for revenue department public services launched by Govt. of NCT of Delhi.
- To study the consumer's perception, and satisfaction of the revenue department doorstep delivery scheme of public services launched by Govt. of NCT of Delhi.

Research Hypotheses are as follows:

H0 1: There is no significant difference among the respondents with respect to (Gender, Marital Status, Age, Education, Income per month, occupation) on awareness about the toll-free number 1076 for availing the doorstep delivery services.

H0 2: There is no significant difference among the respondents with respect to (Gender, Marital Status, Age, Education, Income per month, occupation) on being satisfied with the Doorstep Delivery Services.

3.1 RESEARCH METHODOLOGY

Research Design

In the proposed study, descriptive cum exploratory research design has been used.

Target Population

A portion of the total population chosen as the goal audience is referred to as the target population. In the study, the target population is the consumers who avail of the doorstep delivery services in Delhi .

Sample Size

The selected sampling size is targeted at 150 users of doorstep delivery services residing in the Delhi , but we got only 100 responses back, so this analysis was done with 100 responses from the consumers.

Sampling Technique In order to choose the sample size, we have used the Convenience Sampling Method.

Collection of Data

To achieve the study's aims, both primary & secondary sources of information were utilized.

Survey and Research Instrument

The survey instrument was an online web-based questionnaire administered through Google Forms and sent through emails, WhatsApp and Facebook. The emails sent to the identified target respondents also included a document with instructions on how to fill in the questionnaire. The survey instrument had 8 questions related to demographic details and 21 statements understanding the perception, satisfaction of the Doorstep Delivery of Public services Scheme of revenue department offered by Govt of NCT Delhi.

The first 7 questions were related to collecting demographic information such as name, gender, age, income, marital status, education and occupation.

The eighth question pertained to identifying sources of information about knowledge of the scheme. The 9th questions contained asking availing the mostly used services of revenue department. The 10th questions contained list of 21 statements regarding studying consumer awareness, perception, satisfaction, reduction of corruption, availability of service technician, convenience in ease of use of services, timely delivery of services, low service charge, less waiting time on phone, responsive service technicians, complaint/ grievance handling services etc. of revenue department offered which were presented to respondents in a randomized manner. The respondents were requested to rank these service quality parameters on a 5- point Likert scale in order of preference.

Data Analysis: The analysis proposes to be carried out by using standard analysis techniques- descriptive and inferential statistics. Statistical Tools used for data analysis were SPSS and MS-excel.

Univariate Analysis

General Linear Model (Univariate Analysis) has been used. The Univariate General Linear Model is really intended to test models in which there is one dependent variable and multiple independent variables. By utilizing this General Linear Model, the null hypotheses can be tested for finding the impacts of different factors on the methods for different groupings of a dependent variable. In the present study, the independent variables are Gender, Marital Status, Age, Education, Income per month, occupation and the dependent variable are 21 research statements.

4.FINDINGS

- maximum respondents among the 100 respondents are female (45.3%) followed by male (54.7%)
- maximum respondents among the 100 respondents are between the age group 26-30 (31%) followed by 31-35 (22.8%), below 25(20.25%), 36-40 (17.5%) and above 40 years (8.5%).
- that maximum respondents out of 100 respondents are having senior secondary education (22.5%) followed by graduation (21.25%), matric (19.75%), below matric (18.25%), Post-Graduation (13.25%) and others (5%).
- maximum respondents out of 100 respondents are self-employed (29.75%) followed by the category employee (22.75%), students (23.75%) and others (18.75%)
- It was found that that maximum respondents out of 100 respondents came to know about the information regarding the Doorstep Delivery of Public Services

Scheme from the internet (38.50%) followed by television (18.25%) , friends or relatives (16.50%), newspaper (14.5%) and radio (12.25%).

- From Illustration 1. it was found that maximum respondents out of 100 respondents use revenue / government department doorstep delivery services for delayed birth order (14.5%) followed by income certificate (13.25%), OBC certificate (13.25%) , Delayed Death Order (11.75%) , Enrolment as civil defense (10.50%), Marriage registration certificate (8%), report land status (7.75%), permanent identity card for disabled people (7.25%) , Lal dora certificate (7.25%) and issuance of ROR solvency certificate (6.50%).

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- Null Hypothesis H01. was accepted as the adjusted R Squared value is 87.9%, which defines the variation percentage which is explained by all the variables. It is found from the table that there is no significant difference found with respect to the statement , “ I am well aware about the toll-free number 1076 for availing the doorstep delivery services” categories (Gender, age, marital status, education, income and occupation) as the p value is more than 0.05 which validate the null hypothesis “There is no significant difference in the views of the respondents with respect to awareness about the toll-free number 1076 for availing the doorstep delivery services”.

- Null Hypothesis H02. was accepted as The adjusted R Squared value is 86.8%, which defines the variation percentage which is explained by all the variables. It is found from the table that there is no significant difference found with respect to the statement , “I am fully satisfied with the Doorstep Delivery Services”

categories (Gender, age, marital status, education, income and occupation) as the p value is more than 0.05 which validate the null hypothesis, "There is no significant difference in the views of the respondents with fully satisfaction with the Doorstep Delivery Services.

- Among the 100 respondents maximum strongly agree (28.2%) followed by agree (27.8%), disagree (18%), Neutral (15.8%) and strongly disagree (10.3%) with respect to the statement, "I am fully satisfied with the Doorstep Delivery Services".
- Maximum respondents strongly agreed with respect to the statement, "I experienced much convenience in availing doorstep delivery services".
- Maximum respondents agreed with respect to the statement, "I experienced commendable service quality of service providers".
- Maximum respondents strongly agreed with respect to the statement, "I feel doorstep delivery services are provided on time".
- Maximum respondents strongly agreed with respect to the statement, "I feel the service charge is low or reasonable".
- Maximum respondents agreed with respect to the statement, "I feel very comfortable with the service system of the centre".
- Maximum respondents strongly agreed with respect to the statement, "I feel doorstep delivery services take less waiting time on phone".

- Maximum respondents strongly agreed with respect to the statement, "I experienced full time service availability regarding doorstep delivery services".

- Maximum respondents agreed with respect to the statement, "I experience the service providers are very patient in explaining the process, rules and regulations".

- Maximum respondents agreed with respect to the statement, "I feel officials highly respond to our queries/doubts".

- Maximum respondents agreed with respect to the statement, "Service centre officials ask for our valuable feedbacks".

- Maximum respondents agreed with respect to the statement, "I have a positive opinion about the grievance handling systems by the service centre"

5.

ONCLUSION AND SCOPE OF FUTURE WORK.

The results of the present study show that the most popular source of availing information about Doorstep Delivery of Public Services Scheme in Delhi has been Internet. Majority Users about the scheme have a positive perception are overall satisfied with the performance of the revenue department public services.

The important service quality parameters for customer satisfaction of Doorstep delivery of public services using toll free number 1076 by Delhi government are convenience, ease of use of availing services through toll free number 1076 via Mobile phones, timely delivery of public services, reduced

corruption, highly responsive service technicians for providing information and complaint handling, nominal processing charges, availability of service technicians (mobile sahayaks) for using Doorstep Delivery of public services. However government needs to take measures to make more people aware about the scheme and have a more detailed IVRS menu regarding providing information about the services. No of mobile assistant (sahayaks) should

be increased to improve the accessibility of services. The results of this survey can be used for further studying the performance of Doorstep delivery of Public Services for other public services in various government departments in Delhi region.

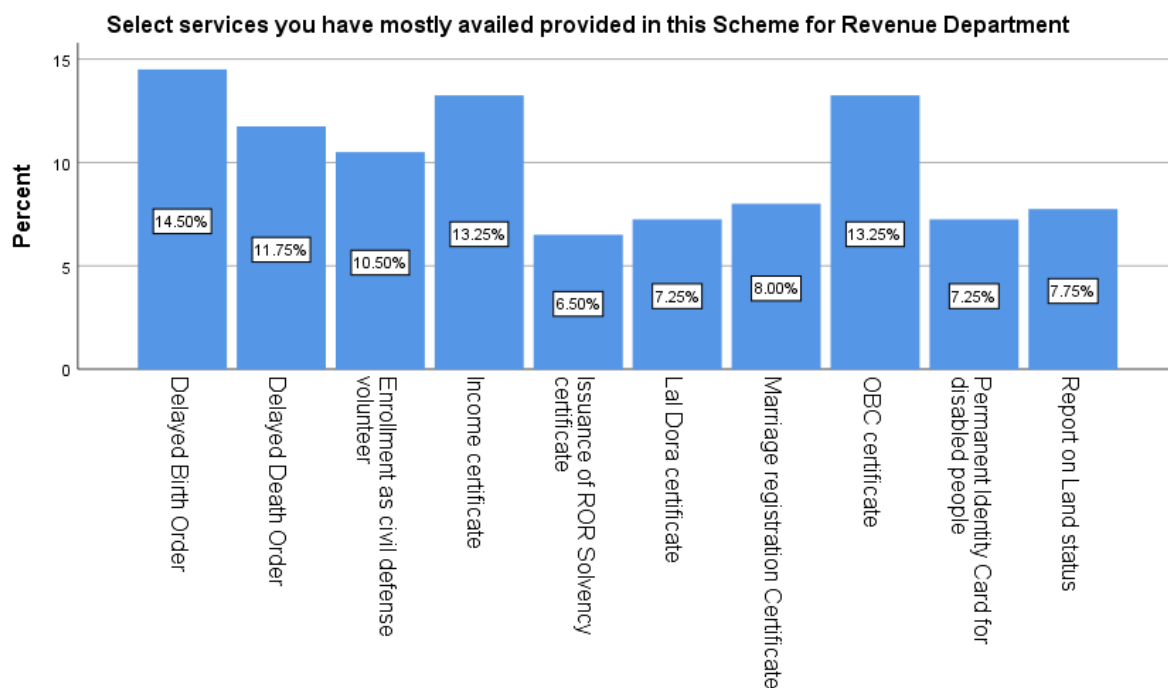


Illustration: 1

Source: Survey

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