

# Student's Perception regarding Quality of Public Service Marketing on Service Delivery

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## Abstract

*Public Service Marketing has been used as game plan to enhance service delivery in the public sector. A gap has been seen in using quality service dimensions and public service marketing concept for enhancing service delivery in public sector. This study therefore assessed the citizen's perception regarding the quality of public service marketing on service delivery in public sector of Nepal. Special references have been taken from students studying master degree in Management at Prithvi Narayan Campus, Pokhara. Descriptive and quantitative research design has been employed for this study. Out of 180 total populations under study, 50 samples have been taken by using simple random sampling. Data were collected via questionnaires using Google Form. Data were analyzed using SPSS 26 statistical tools. Quantitative statistical results were analyzed. The practical implications is to assess the perception of citizens i.e. students of master degree in this study towards quality service delivery and customer satisfaction. The study revealed that the perception of students towards quality service delivery and customer satisfaction is different among the groups but there have been positive impact of quality of public service marketing factors on service delivery with customer satisfaction. However, overall perception towards the service quality and satisfaction is not good. Additionally, easy access to service and good behaviors of employees in public sector were deemed to be essential for positive enhancement in citizen's perceptions regarding the quality of public service marketing on service delivery. The study was limiting only two service delivery factors therefore, it will be recommended to study numerous additional influencing elements like cost, time and communication that can be used in research in future as quality of service delivery factors.*

**Keywords:** Perception, Public Service, Marketing, Quality, Service Delivery

## Background

The development of community-based services is accelerating. They are playing an increasingly important role in the national economy. Despite the fact that the marketing process is strongly embedded in the public sector, the use of marketing is a game plan to enhance public service. But, it has been a topic of debate in the public sector. Several community-based organizations have engaged in marketing initiatives in order to improve service delivery in accordance with their service charter (Giovanni & Sofia, 2019). It is a matter of great contentions that whether public sector organizations can be engaged in public service marketing process or not.

Public service delivery is a service which is provided by the government to people living within its jurisdiction either directly through the public sector or by the financial provision of service (Engdaw, 2019). Public services are the core functions of the government. Such services can be tangible or intangible, direct or indirect and immediate or long term. There are always debates in quality of such services. The complete cycle of 'design and delivery' of public obligations through public provisioning includes public services. It claims that individuals measure the quality of government by the services they receive from the government (Pokharel et al., 2018). The Government agencies fall under the public sector whose duty is to offer proficient as well as efficient services to the citizens (Farquhar & Robson, 2017). Citizens' wants and expectations are addressed through public services. The fundamental responsibility of government institutions is to fulfill public promises in the form of public services. The nature and quality of public services are always a source of contention. Even defining the makeup of government services is difficult. However, there are some general rules that define service quality and characteristics. Since the services are defined as public, it is always a source of public concern (Pokharel et al., 2017). As a result, the quality measurement could be contextual. Nonetheless, it is widely agreed that citizens should have possibilities for progressive quality improvement and cost-effectiveness. Although the state is in charge of planning, delivering, and regulating public services, numerous delivery modalities may exist. The government may provide services directly or through the use of private or non-government organizations and networks. Whatever the method, it is the government's job to guarantee that provisions are in place to ensure that public services are delivered efficiently. There have been numerous difficulties in the delivery of public services. Inefficiency, ineffectiveness, unresponsiveness, inaccessibility and unreliability are just a few of the issues. As a result, countries all over the world have been working to improve public service delivery, but there is no single solution or way out. Improving public service delivery necessitates holding policymakers, public employees, and service providers accountable to citizens, as well as encouraging citizen participation and faith in government institutions. The interconnections

between institutions, service delivery, and people's confidence and engagement are all important factors in providing high-quality public services (Engdaw, 2019).

Citizens have a right to services that the state has agreed to provide in accordance with the planned specifications. The traditional definition of the state-people relationship is the social compact, which states that individuals accept the state's authority to preserve their rights in exchange for certain rights (Rousseau, 2008). As a result, the quality of the services may determine the relationship's strength. The characteristics are extremely dynamic. Nepal Government is the primary provider of public services. People rely on the government to fulfill their obligations. The government is primarily responsible for the design, delivery, monitoring, and assessment of public services. In Nepal, public service is bound by the government's basic definition of public service and is dependent on government processes and functions. In other words, the controlling principle is more important than the facilitation and devolution principles. However, there are disagreements over the pricing of public services (Pokharel et al., 2017).

In Nepal, there are no objective requirements for public service design. There is no objective indication of how public service has progressed in today's specification. The majority of public services are defined by the providers. The receivers have had limited possibilities to specify quality and processes. It has shifted the focus of public service to input, which is controlled by providers' perceptions of safety, comfort and feedback in general. The supply-driven design may have an impact on the cost of delivering public services. It is not just enough for government to be efficient and fair but it must also be perceived as such. The public's or citizen's perception of the public service is extremely important. Citizens must have faith in the government that supplies them with public services (McCourt, 2007). Furthermore, quality public participation is critical to the delivery of high-quality public services. Services must be delivered with integrity, centered on citizens and responsive to their needs, particularly those of the most vulnerable, while also promoting greater transparency and enabling ordinary citizens to assess the quality, adequacy, and effectiveness of basic services and to express their needs and preferences (Ringgold, et al., 2012).

Different approaches have been used to assess the quality of service delivery. SERVQUAL, developed by Zeithaml, Parasuraman, and Bery in the 1980s, is the most well-known and widely used instrument for assessing service quality. It was originally designed to assess ten dimensions of service quality: dependability, responsiveness, competence, access, courtesy, communication, credibility, security, customer understanding or knowledge and tangibles. In the early 1990s, it was used just five dimensions: reliability, assurance, tangibles, empathy, and responsiveness (Van der

Wal, et al., 2002). Therefore, using quality service dimensions, this study tries to assess the student's perceptions regarding the quality of public service marketing on service delivery in Nepal with reference to the students studying master degree in management at Prithvi Narayan Campus, Pokhara. The study specifically aspires to identify the quality of public service delivery on citizens under the study domain.

There are three levels of measurement for service quality: impressionistic, which is based on people's perceptions of public services; presumptive, which is based on structural arrangements to deliver a good service; and proven, which is based on delivering what was agreed upon or meeting expectations. The final level of measurement, on the other hand, is always conflicting. Whether, the main point of contention is what should be measured a program or a service provider (Stanley,1999). The goal of this study is to focus on the people's experiences with the assessment of public services in Pokhara rather than analyzing all aspects of public service quality. Therefore, the goal of this study is to see how service recipients describe the features of the services they received. Socialists, liberals and politicians have all expressed different perspectives on the public sector. Economic factors such as democracy, government structure and accessible resources influence people's opinions. Marketing can greatly assist. Marketing can substantially assist public sector organizations in an era where they must perform better than ever before to respond better to public interests, regardless of whether they govern the character of public provisions rather than the production of products and services themselves. A marketing road map is essential for improved public service delivery, but the most important thing is to let people know you're doing the right thing. Marketing is much more than just advertising. Kotler and Lee (2007) argued that it's more about knowing your competitors, customers and partners; segmenting, targeting and positioning; persuasive communicating; innovation, launching new services and programs; developing effective and efficient delivery channels; forming strategic alliances and partnerships; performance management and pricing and cost recovery. Hence, marketing is an ideal planning platform for public organizations seeking to meet citizens' requirements and offer genuine value (Giovanni & Sofia, 2019).

There is an ongoing debate about the relevance and changing role of marketing in the public service sectors. Public organizations are increasingly conceptualizing the marketing context as management than just as administration if it is to operate effectively within it. Therefore, the distinctive aspects of the public sector are that it utilizes and addresses the marketing principle by examining relevant structural and process characteristics. The structural characteristics includes the nature of the product (service, constraints/duties/facilities and public goods), the organization (politically accountable managerialism and not for profit mission) and the market factors (consumer as citizens, competition and nature of demand) and the process

characteristics are concerned with the procedures and systems (new product development process, payment receipt, delivery, internal market operation, evaluation of outputs and outcomes) that govern activity and their implications. Recognizing the need to properly manage public service marketing efforts, the public sector began focusing and learning to improve the capabilities of marketing strategies for effective use in public service. In the academic area, the actuation of marketing in the public sector is a novel practice with a variety of translations as governmental marketing is an entire process based on public demand and employed to satisfy the public by using various marketing tools. One of the hindrances to using marketing in the public sector is a lack of understanding of the different types of marketing (Li & Ge, 2002). The concept of highly developed marketing consists of the peculiarities of public sector that helps the related organizations to serve the respective stakeholders (Zaheer, & Rashid, 2016).

Public sector marketing is guided in the first instance by the general principles of marketing; thinking and practice then that is adapted to the particular sector; and finally applied to specific marketing situations. This is achieved by considering the structural and process-oriented characteristics of the public sector. The process characteristics concern the procedures and systems which govern marketing activity in the public sector: effectively they amount to the rules of the game in the industry, providing an insight into how things are done. It should be noted that not all public sector products exhibit all the characteristics outlined. Neither are the characteristics unique to the public sector; rather, they are distinctive enough in marketing terms to warrant special attention (Butler and Collins, 1995).

Various queries arise. What are the citizens' expectations of the government? If we ask them what they anticipate from the public money spent on public services, they may have a simple answer: a good service (Grand, 2007). The public sector provides services rather than goods. The marketing implications of the service characteristic should be necessarily made tangible of public services which citizen-consumers find difficult to appreciate and also, where possible, public services should be considered economically distributed. This raises a slew of new questions. What does it mean to provide good service? What are the signs that a service is of high quality? Is there a difference in how good services are perceived on the demand and supplier sides? Is there a difference in cost based on citizen characteristics on the demand side? Is the price of a service a good indicator of its quality? When we use cost as one of the indicators of the good public service, it implies for further explanation. The derivation of cost estimation needs to be analyzed. If the basis of estimating public service cost is quality, it should, then, have at least these attributes: efficiency, responsiveness, accountability and equality (Grand, 2007). But the problem lies in the ways of measuring these attributes. The

basis for evaluation differs greatly between citizens and the service providers.

Public sector reform in developing countries is under pressure as there are increasing public awareness and expectations promoted by civic education, social media and technological advancement. Citizens are empowered to claim their entitlements. Characteristics of public service is transforming from citizens being a passive recipient to co-producer of service (Alford, 2009) which demands active involvement of citizens in design and delivery of public services. However, a critical question is to what extent the existing public service delivery process of Nepal allows citizen's participation in service design and delivery. This study is to comprehend user's experience on service and behavior of employees on quality service delivery in Nepal with reference to students studying master degree in management at Prithvi Narayan Campus.

### **Literature Review**

Stanciu (2014) conducted a study on how well the marketing mix is of use in community organizations in Europe. The study established that the marketing studies provide the public sector with the possibility to discover and assess the existing social needs. These create a ground to select those needs which may and must become of public interests and to satisfy them via the public institutions representing it, under the best possible circumstances.

Serrat (2017) studied marketing in the community sector in Singapore. The study posited that Public sector organizations agencies can utilize a custom blend of the four elements of the marketing mix namely: Product, Price, place and promotion. In addition, they can incorporate other ways of marketing in order to transfer their communications with stakeholders, enhance their performance, and show a positive return on the resources.

Giovanni & Sofia (2019) opined that the development of public-sector affiliated services is deteriorating and playing a more important role in the national economy. Several community-based organizations have engaged in marketing initiatives in order to improve service delivery in accordance with their Service Charters. The study looked into the impact of public sector marketing on service delivery in Romanian government institutions. Three theories guided this research: marketing mix theory, public choice theory, and resource-based theory. These theories were used in the study of marketing issues and connected to the marketing principles. The marketing mix strategies employed in the public sector were examined including product and service marketing, pricing marketing, location marketing promotions, and service marketing. This study finding revealed that the product marketing, pricing marketing, location marketing, and promotion marketing tactics have a favorable impact on public service

delivery. According to the study, the marketing mix techniques should be widely embraced by government agencies in order to have a bigger impact on service delivery.

Engdaw (2019) opined that the customers and service providers have varied perspectives on quality service delivery. Customer happiness, responsiveness, tangibility, assurance and reliability have all been found to be positively connected with customer satisfaction. Customer pleasure, on the other hand, has been found to be inversely connected with empathy. Customers are more likely to be satisfied when quality service is provided, with a probability value of 0.84 (84 percent), compared to 0.038948 (3.8948 percent) when quality service is not provided.

Mengste et al. (2020) have studied on "Assessment of Customers' Perception towards Service Delivery among Public Service Organizations in Dire Dawa Administration". Service delivery is a problem that needs to be addressed on a worldwide scale in order to adapt to the unstable environment and shifting client demands. The goal of this study was to evaluate customer satisfaction with regard to the provision of public services by a few chosen organizations in Dire Dawa municipal Administration. Due to the fact that pertinent data were once amassed by distributing questionnaires to clients at public sector organizations, the study used the cross-sectional field survey methodology. In order to achieve the study's goals, a sample of 870 consumers and 206 staff was chosen at random to participate as survey respondents. A mixed research approach was also used. The replies of the respondents were analyzed using descriptive statistics, Spearman's correlation, mean values, frequency distribution, and percentages. The study's findings showed a positive relationship between the five service delivery aspects and overall customer satisfaction; this relationship was modest for both variables. The main obstacles to providing services include a lack of service mentality and declining employee motivation, the prevalence of corruption and rent-seeking behavior, the lack of regular customer and stakeholder consultation, a lack of cooperation and integration among stakeholders, a shortage of skilled labor, a lack of equipment and machinery, ineffective and inappropriate grievance handling systems, and the failure to revise existing rules. Finally, potential solutions were recommended for easing the significant difficulties in the study area's service delivery operations based on the analysis and conclusions.

Bekerom et al. (2021) have done a large scale survey on citizens negative failing of public service delivery. By analyzing the relationship between politically motivated bias and cognitive bias in citizens' performance evaluations, this article contributes in a fresh way to this discussion. It poses the following question: If so, why are people's perceptions of public organizations' poor service delivery worse than those of private organizations? A survey experiment with a representative sample of 2,623 Dutch

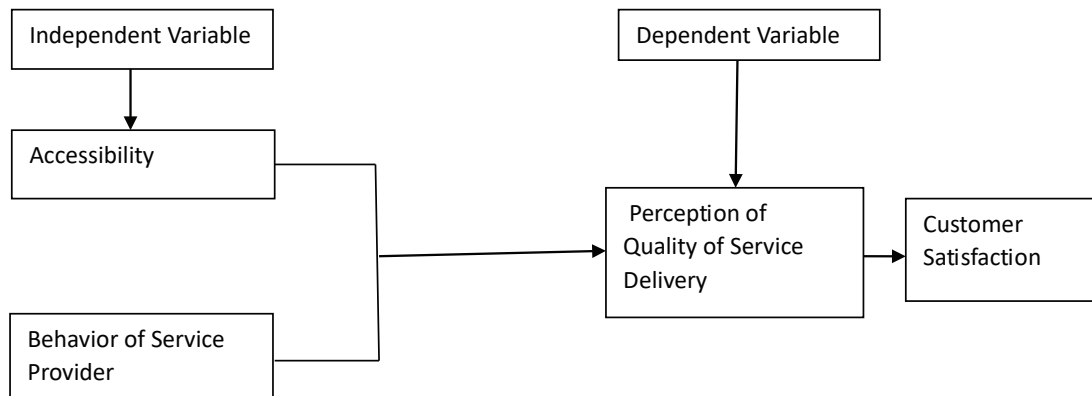
citizens is used to test this. The study's key finding is that citizens penalize public companies more harshly than private organizations for poor performance information, but this tendency is concentrated among people who prefer private service delivery and varies among service categories. Our study demonstrates not just how different types of prejudice affect how citizens receive information about public services, but also how these biases interact to affect how people perceive public institutions. For behavioral public administration experts wishing to comprehend the precise consequences of behavioral dynamics for the wide spectrum of organizations delivering public services, further research into these complicated dynamics is a crucial effort.

### Conceptual framework

The conceptual framework or research model in describing the schematic description of relationship among students' perception on quality of public service delivery determinants and satisfaction an assessment is given below.

**Figure 1**

Conceptual Framework for Quality of Public Service Marketing on Service Delivery and Citizen's Perception



Source: Developed by Researchers, 2022.

The main variable for the present analysis is the perception of the quality of public service delivery and satisfaction. The study variables such as accessibility (Service Experience): type of service received, the purpose of service, accompanying person, reasons for accompanying, attempts made to receive service, reasons for multiple attempts, source information, support received, relationship with the service provider), and the behavior of service provider. Perception is an internal feeling and generates emotions towards products, services, experiences and brands. Consider trust/distrust, love/hate, anger/joy, fear, etc. Customer satisfaction is defined as emotional response



to a perceived discrepancy between performance rating and expectation. It is the consequence of a customer's perception of the value received in a transaction or relationship and can be viewed as the customer's overall assessment of the performance. Satisfaction can be predicted by the service performance perceived by customers.

### **Research Methodology**

This study selected government service institutions and quality of service delivery was assessed from the viewpoints of the students studying master degree in management. This study used a descriptive cum quantitative research design. The unit of analysis is quality of public service marketing on service delivery. Under the unit of analysis, accessibility (last visit of public institution for receiving service, name/type of public institution, support received, reasons for receiving support, attempts made to receive service, reasons for not getting in first attempts, source of information about service process, convenience in receiving service ). The behavior of service provider (responsiveness) was studied as an independent variable and perception of quality of service delivery is dependent variable. This was equivalent to empathy (accessibility) and assurance (behavior). Some attributes of quality of service delivery dimensions were commonly used in the entire public service sectors (Agbor, 2011). The perception of students regarding the quality of service delivery is acting as a unit of observation in this research study. It was measured in terms of satisfaction of recipients and quality of service delivery in the Pokhara valley with reference to the students studying master in management at Prithvi Narayam Campus, Pokhara. Descriptive statistics such as percentages and frequencies were used for the quantitative data analysis. The information was presented in the form of tables and graphs. Population comprises master level students' studying management faculty. The college always enrolled 300 students as five sections. This survey covered just three section that is : A, B and C section. Each section has consisted of 60 students. It was targeted just those three sections because of the researcher's participation in these three sections. Out of 180 total populations under study, the sampling frame consists of students added group during the messenger group and 50 samples have been taken by using simple random sampling. This sample has been selected to represent the experience of master level students' towards the service that they received. Therefore, a set of semi-structured questionnaires were developed in Google Form and distributed via messenger. The questionnaire covered two sections containing 38 questions. The questionnaires were distributed on March 1, 2022 and collected on March 12, 2022. It was done by using multiple linear regression models. Therefore, accessibility, behavior, customer satisfaction and perception of quality of service delivery were measured by developing each 11 items in 5-point Like Scale. For the analysis of data, the Microsoft Excel and SPSS-26 version were used.

## Result and Discussion

This section deals with background characteristics, accessibility and behavior of employee (responsiveness) of service recipients with the inferential analysis. The sub section explains the results and remaining part covers the discussion.

### Results

#### Background of characteristics

This section presents the service recipient's background characteristics. It includes sex, place of residence, caste/ethnicity, age and occupation. It may have an impact on quality of service delivery.

Table 1:  
*Demographic Characteristics*

Characteristics	N	%
<b>Sex of Respondents</b>		
Male	28	56
Female	22	44
<b>Age Group</b>		
21-30	38	76
31-40	12	24
<b>Caste/Ethnicity</b>		
Brahmin/Chhetri	26	52
Janajati/Aadibasi	20	40
Dalit	4	8
<b>Occupation</b>		
Agriculture	2	4
Unemployed	12	24
Business	6	12
Private sector employees	26	52
Daily wages	2	4
Self-employed	2	4
<b>Place of Residence</b>		
Urban	38	76
Rural	12	24
Total	50	100

Sources: Field Survey, 2022

Of the total, 56 percent respondents in relation to sex were male. 52 percent of total

respondents in relation to caste were Brahmin/Chhetri followed by Janajati/Aadibasi and Dalit. Regarding age, 76 percent respondents belong to 21-30 years age group and 24 percent belongs to 31-40 years of age group. During the survey, private sector employees were higher than other occupation. It covers 52 percent followed by unemployed, business holder, agriculture, self employed and daily wages. Regarding the place of residence, 76 percent respondents were from urban areas and 24 percent from rural areas.

Table 2  
*Accessibility and Information Factors*

<b>Types of Organization</b>	<b>N</b>	<b>%</b>
Municipality	6	12.0
Government hospital	2	4.0
DAO(District Administration Office)	4	8.0
Transport office	8	16.0
Land office	6	12.0
Public bank	8	16.0
Tax office	8	16.0
Public enterprises	2	4.0
Others	6	12.0
<b>Service</b>		
For myself	26	52.0
For family members	8	16.0
For neighbour	2	4.0
For friend	6	12.0
For society	8	16.0
<b>Sources of Information</b>		
Government employees	10	20.0
Previous service receiver	10	20.0
Citizen charter	2	4.0
Own experience	18	36.0
Community leader	2	4.0
Intermediary or professional	4	8.0
Others	4	8.0

Sources: Field Survey, 2022

Table 2 shows that the respondents' have taken maximum services from public bank,

tax office and transport office (16%) followed by municipality (12%), land office (12%) and other public service agencies. Most of them have taken services from public organization. While taking the service, the sources of information were mainly their own experiences (36%) followed by government employees (20%) and previous service receiver (20%). The Citizen Charter (4%) and community leader (4%) were found to disperse less information compared to others.

Table 3

*Accompany to Receive Services*

<b>Who Accompany</b>	<b>N</b>	<b>%</b>
Alone	22	44.0
Family	18	36.0
Government employee	4	8.0
Paid intermediary	4	8.0
Social worker	2	4.0
<b>Reasons for Accompany</b>		
Necessary for receiving service	18	36.0
No information about service procedures	8	16.0
For convenience to receiving service	10	20.0
For convenience to interact with service provider	6	12.0
The accompany person also had work In same office	4	8.0
Technically required to access the service	4	8.0
<b>Who Support</b>		
Self	14	28.0
Relative	2	4.0
Friends	14	28.0
Known staff	4	8.0
Intermediary/agent	8	16.0
Help desk staff	8	16.0

Sources: Field Survey, 2022

Table 3 shows that most of the respondents i.e. 44% have taken services alone from the public organizations followed by 36% accompanying family members and others as mentioned in the table. 36% of the respondents opined that accompany was necessary for receiving services followed by 20% respondents who believed that accompany is necessary for convenience to receive service and interaction with service provider.

Table 4:  
*Attempts Made to Receive Service and Reason*

<b>Attempts Made</b>	<b>N</b>	<b>%</b>
First time	20	40.0
Multiple time	30	60.0
<b>Reasons for Multiple Attempts</b>		
Lack of information about service process/lengthy process	22	44.0
Inadequate documents	2	4.0
Absence of staff	4	8.0
Insufficient money for service fee	2	4.0
Crowd of service recipient	4	8.0
Work not completed on time	6	12.0
Reluctance of staff/asked for bribe	2	4.0
Not reach on time	4	8.0
Others	4	8.0

Sources: Field Survey, 2022

Table 4 shows that most of the respondents i.e. 60% attempted for multiple times to receive services from public organizations followed by 40% who gets service in first attempt. 44% of the respondents suggest that the lack of information about service process or lengthy process leads to multiple attempts while receiving services followed by 12% who believed that lack of on time work completion leads to multiple attempts.

Table 5:  
*Satisfaction and Dissatisfaction of Accessibility of Service*

<b>Accessibility of Service</b>	<b>N</b>	<b>%</b>
Satisfied	36	72
Dissatisfied	12	28
<b>Perception of Accessing Service</b>		
It was convenient	16	32.0
It was inconvenient	24	48.0
It was time consuming and waste of time	4	8.0
It was unnecessary	2	4.0
It was lack of responsibility and accountability of public service provider	4	8.0

<b>Overall Access</b>		
Easy	48	96
Not easy	2	4

Sources: Field Survey, 2022

Table 5 shows that 72 percent of the students were satisfied with accessibility of service even though the service was inconvenient to them followed by 32% who opined that the service was convenient as per their perception. Overall service accessibility was easy (96%). It shows that despite some anomalies, public service activities are systematically operating in the public offices. There still remains dissatisfaction regarding the quality of public service delivery.

### **Behavior of Service Providers**

Behavior of service providers is vital in delivering quality of the services. It is equally important in achieving institutional goals and objectives. Ethical behavior of employee in public institutions ensures overall governance system of a country. Promoting such culture requires systematic efforts in articulating fundamental values, standards of conduct and monitoring them to ensure compliance.

Table 6:

*Behavior of Service Provider*

<b>Behavior of Employee</b>	<b>N</b>	<b>%</b>
Satisfactory	8	16
Dissatisfactory	38	76
Neutral	4	8

Sources: Field Survey, 2022

Table 6 shows the students perception towards the behavior of employees of quality of public service delivery. Among 76 percent are dissatisfied with the behavior of employee during the service delivery.

### **Perception and Satisfaction on Quality of Service Delivery**

Often there is public dissatisfaction about processes of public services. It is criticized for being complicated, non process oriented and non-performing and perception of their experience on service processes.

Table 7

*Perception of Service Quality and Satisfaction with Services*

<b>Perception Regarding Service Quality and Satisfaction Factors</b>	SD	D	N	S	SS
Convenient service	6(12%)	18(36%)	18(36%)	8(16%)	
Service as expected quality	2(4%)	16(32%)	24(48%)	8(16%)	
Good behavior of staff	6(12%)	22(44%)	8(16%)	14(28%)	
Systematic service process	6(12%)	20(40%)	20(40%)	4(8%)	
Cost of service	4(8%)	20(40%)	18(36%)	6(12%)	2(4%)
Service time	6(12%)	30(60%)	10(40%)	2(4%)	2(4%)
Process of service delivery	6(12%)	26(52)	10(20%)	6(12%)	2(4%)
<b>Overall customer satisfaction</b>	2(4%)	16(32%)	24(48%)	8(16%)	

Strongly dissatisfied=SD, D=dissatisfied, N=neutral, S=satisfied, SS=strongly satisfied

Sources: Field Survey, 2022

Table 7 also shows that students' perceptions regarding the service quality was not as expected. It indicates that almost all factors that are important to make public service delivery satisfactory are found to be less than average therefore overall perception of quality of public service marketing on service delivery was unsatisfactory.

Table 8

*Result of Multiple Linear Regression on Customer Satisfaction and Quality of Public Service Delivery Factors*

	Unstandardized	Standardized		t	Sig.
	Coefficients	Coefficients			
	B	Std. Error	Beta		
Constant	0.808	0.493		1.639	0.108
Behavior of employees	0.369	0.138	0.335	2.670	0.010***
Accessibility	0.619	0.199	0.391	3.116	0.003***
R	0.510	0.677			
R-square	0.260				
Adjusted R-square	0.229				
F- test	8.258.				0.001***

Dependent variable: Customer dissatisfaction

\*\* p < 0.05, \*\*\* p < 0.01.

The regression model was performed and the model developed by researcher fits well (which is significant at p < .01). The R square value i.e. 26% also confirmed that the

independent variables (accessibility and behavior of employee) explained the impact on the dependent variable (customer satisfaction). Therefore, the model is suitable. The table 8 also showed that how much each independent variable explain the impact on the dependent variable. In albeit, beta values shows that one unit changes in independent variable would increase (0.369 and 0.619 unit change) in each respective independent variables with respect to dependent variable which is significant at  $P < .05$ . The multiple regression was calculated to predict satisfaction level based on impact of perception of quality of service delivery dimension. The results of the regression model explain two major outcomes. The first predicted outcome is 26% of the variance ( $R^2 = 0.260$ ) and second predicted outcomes is analysis of variance ( $F(2, 47) = 8.258, p < 0.01$ ). It indicates that overall model is fit to predict the impact of quality of public service dimension to satisfaction. This model also explain the accessibility, and behavior did significantly predict satisfaction on quality public service i.e. ( $\beta = 0.619, t(46) = 3.116, p > 0.05$ ), ( $\beta = 0.369, t(46) = 2.670, p > 0.05$ ).

Table 9

*Result of Multiple Linear Regression Regarding Perception on Quality of Service Delivery and Quality of Public Service Marketing Factors*

	Unstandardized	Standardized		t	Sig.
	Coefficients	Coefficients			
	B	Std. Error	Beta		
Constant	0.121	0.379		0.319	0.751
Behavior of employees	0.782	0.106	0.710	7.354	0.000***
Accessibility	0.401	0.153	0.253	2.623	0.012**
R	0.749	0.521			
R-square	0.56				
Adjusted R-square	0.543				
F- test	30.113				0.000***

Dependent variable: perception on quality of service delivery

\*\*  $p < 0.05$ , \*\*\*  $p < 0.01$ .

The beta values in table 9 shows that one unit changes in independent variable would increase (0.782 and 0.401 unit change) in each respective independent variable with respect to dependent variable which is significant at  $P < .05$ . The multiple regression was calculated to predict perception of quality services based on impact of quality of service delivery dimension. The results of the regression model explain two major outcomes. The first predicted outcome is 56% of the variance ( $R^2 = 0.56$ ) and second predicted outcomes is analysis of variance ( $F(2, 47) = 30.113, p < 0.01$ ). It indicates that overall model is fit to predict the impact of quality of public service dimension to perception on quality of service delivery factors. This model also explain the



accessibility and behavior did significantly predict perception of quality public service i.e. ( $\beta=0.782$ ,  $t(46)=7.354$ ,  $p>0.01$ ), ( $\beta=0.401$ ,  $t(46)=2.623$ ,  $p>0.05$ ).

## **Discussion**

This section deals with the comparing and contrasting the major findings of prior to basic objective of the article. The study use quality of public service delivery dimensions such as accessibly and behavior for the study. Theoretical concept was valid and reliable to be used in the research because the researchers like Pokharel et al , (2017), Pokharel et al., (2018) have used the same construct including other constructs like barrier cost and time. However, Parasuraman et al., (1985) had mentioned the accessibility construct in their ten quality of service dimensional model.

The respondents' have taken maximum services from public bank. While taking the service, the sources of information were mainly their own experiences followed by government employees and previous service receiver. The Citizen Charter was found to disperse less information sources to most of the respondents. Citizen charter is given less priority for sources of information by students but government should re-think about the effectiveness of the citizen charter. Good Governance (Management and Operation) Act, (2008) had made it mandatory for information of public service delivery. This result is also different from the Pokharel et al., (2017). The service taken alone was most. The respondents opined that accompany was necessary for receiving services and interaction with service provider. The reason behind the visiting of multiple times is due to lack of information. This result is dissimilar with Pokharel et al., (2017) and Pokharel et al., (2018). The findings were incomplete documents. The students were satisfied with accessibility of service even though the service was inconvenient. Overall service accessibility was easy. It shows that public service activities are systematically operating in the public offices. The accessibility satisfaction in municipality service delivery in South Africa was written by Masiya, et al., (2019).

The students' perception towards the behavior of employees of quality of public service delivery was dissatisfied with the behavior of employee during the service delivery. Ensuring good behavior of service provider is the overall good governance system of the country. Therefore good behavior can be achieved through applying good governance in the public administration (Good Governance (Management and Operation) Act, 2008). This act specifies the good behavior of service provider by laws.

The students' perceptions regarding the service quality was not as expected. It indicates that almost all factors that are important to make public service delivery satisfactory are found to be less than average therefore overall perception of quality of public service marketing on service delivery was unsatisfactory. Bekeromet al., (2020)

concluded that there is same citizens' perception regarding the private and public organization resulting bad performance. A study in Umea University, ICA Alidem, and Forex Bank by Agbor (2011) in which perception regarding the service quality was agreeable. In precise way, the differences between expectation and perception of service are satisfactory as per the study done by Parasuraman et al., (1985). However, the people's expectations and experiences are different and complex to measure.

The regression model explained that independent variables (accessibility and behavior of employee) have 26% impact on the dependent variable (customer satisfaction). Therefore, the model is significant at  $p < .01$  significant level. Likewise, independent variables (accessibility and behavior of employee) have 56% impact on the dependent variable (perception of quality of service delivery) at  $P < .01$  significant level. Both models are strongly significant and have impact on certain level of quality service delivery dimension regarding satisfaction and perception of quality of service delivery. But there is no guarantee that every time those factors affect the perception and satisfaction. Such result was shown by Agbor, (2011). But theory explains that there is direct relation of quality of public service dimension to perception and satisfaction as opined by Zeithaml, (2006) and various results from various research study has also signified such relationship as mentioned by Kuo, (2003); Koirala & Shrestha, (2018); Mengste et al., (2020).

### **Conclusion**

Generally, in this study it is revealed that the quality of public service delivery factors and customer satisfaction including service quality are highly associated to make positive perception towards the quality service delivery (Kuo, (2003); Zeithaml, (2006); Koirala & Shrestha, (2018); Mengste et al., (2020). Perception towards the customer satisfaction is enhanced when quality service is delivered. Many research findings proved that quality of public service delivery enhances the satisfaction of customers. This study comes up with the conclusion that the quality of public service delivery affects the customer satisfactions in the perception of students studying master in management at Prithvi Narayan Campus. In this study, overall quality service delivery is not satisfactory. Regarding the dimensions of quality public service delivery, all dimensions have a positive impact on customer satisfaction and service quality. In albeit, this study concluded that better accessibility and good behavior of employee can have positive impact of marketing of quality service delivery on customer satisfaction regarding students' perception. This research study has focused only on two dimensions of quality service delivery factors towards the perception of students. This limitation can be overcome by focusing on other dimensions of service quality in future research to explain the student's perception towards the quality of public service marketing on service delivery factors such as cost, time of service, communication and so on.

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