

CHAPTER I

INTRODUCTION

1.1. Background of the Study

The growth of community-based services is accelerating and playing an increasingly important role in the national economy. In the area of marketing, this is a relatively new concept. Even though the marketing process is strongly embedded in the public sector and using marketing as a game plan to enhance public service has been a topic of debate in the public sector. Several community-based organizations have engaged in marketing initiatives to improve service delivery under their service charters (Giovanni & Sofia, 2019).

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 (Li & Ge, 2002). One of the hindrances to using marketing in the public sector is a lack of understanding of the different types of marketing. There are four basic types of marketing in the public sector, according to Madill (1998). Marketing of Goods and Services (the public sector provides its goods and services for free or for a fee), social marketing (the design, implementation, and management of initiatives aimed at influencing the agreeability of social thoughts, encompassing product, planning, price, communication, distribution, and marketing research), policy marketing (to persuade specific segments of society to accept policy or new legislation) and de-marketing: "Try not to Use Our Programs" or refers to influence targeted audiences not to use programs that were previously available to clients). The concept of highly developed marketing consist the peculiarities of public sector that help the related organizations to serve the respective stakeholders (Zaheer, & Rashid, 2016).

Public service delivery provides the service via the government to people. It has jurisdiction that directly relates the public sector and financial sector (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 about the quality of such services. It claims that individuals measure the quality of government by the services they receive from the government (Pokharelet al., 2018). Under the public sector organization, government agencies duty is to offer proficient and 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, some general rules define service quality and characteristics. Since the services are defined as public, it is always a source of public concern (Pokharelet 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. Therefore, all over the world countries have been working to improve public service delivery, but there is no single solution and 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 under 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. Even though, Nepal's governance 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. 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 specifications. The majority of public services are defined by the providers (Pokharelet al., 2017). 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. The public's perception of 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. Integrity, citizen centric notion, need responsibility are the essentials of service delivery. Greater transparency promotion, quality assessment of people, effectiveness and efficiency of basic services and their expression should be focused (Ringgold et al., 2012)

Services are basically different from manufactured goods. Even public services are more different from manufacturing goods. Producers might have different abilities and consumers have rights to assessment of quality of goods and services. It is difficult to assess the quality that has been produced by producer besides consumer may be looking for different things. Therefore, perception of consumer regarding to quality is changed and judged differently. The service quality that was accepted in past may not be accepted in future. The acceptable level of service for one person may not be suited so for another. For these reasons, the assessment of the quality conformity is likely to be difficult (Walsh, 1991). Different approaches have been used to assess the quality of service delivery. The SERVQUAL is the most well known and widely used instrument for assessing service quality. It is developed by Parasuraman et al., in the 1980s. It was originally designed to assess ten dimensions of service quality. That are relating to dependability, communication, access, responsiveness, competence, courtesy, credibility, security, customer understanding or knowledge,

and tangible. Later, it used just five dimensions: reliability, assurance, tangible, empathy and responsiveness in the early 1990s (Van der Walet al.,2002). There are popularly used two schools of thought on service quality from a theoretical perspective: European school of thought and US school of thought. The first European school of thought measures customers' perception of the quality of service on two broad aspects: (1) the service delivery process(the way the services are performed) and (2) the service outcomes (the end results of the services). The second thought is US school of thought. It uses five SERVQUAL dimensions namely: tangible, reliability, responsiveness, assurance and empathy. These schools of thought argued that the perception of quality of service of customer can be measured by using SERVQUAL model. Nevertheless, the measurement of service quality is varying in terms of method and techniques of how customer is satisfied. Moreover, there are a number of theories that shows the relationship between quality service and customer satisfaction. The services quality is measured based on the level service condition that meets the customers' perceptions and expectations in terms of need, interest, extent, nature of service, and so on. However, customers' perception and expectation are two very powerful components of customer satisfaction to measure service quality in the public sector (Leisen & Vance, 2001).

A public service is one that the government provides for the public since the market does not adequately fill the need. Implementing a comprehensive national governing plan based on the aims and interests of the public is the process of governance. It aims to build a society that is based on the values of inclusivity, liberty, equality, and cooperation. The people's concerns, values, and needs must be represented by those in positions of authority, especially elected officials. They must be empowered the fundamental rights by expanding their access to markets, resources, goods and institutions (Dahal et al., 2001). Therefore, government must be responsive and accountable to the citizens under its jurisdiction is the core principle of local governance. The capacity, resources, inputs, and motivation of local frontline service providers have a significant impact on how well public services are delivered (World Bank, 2014).

With the adoption of a new constitution in 2015, Nepal adopted a federal system of government having 753 local governments and 7 provinces, each with independent

legislative, judicial, and executive branches. The federal, provincial, and local levels of governance have all been established under the constitution. The local governments (LGs), which are comprised of 753 rural and urban municipalities, are tasked with bringing the interests of the grassroots communities to the doorsteps of the public. After a 10-year armed revolution, a federal government was established with the goal of establishing responsive and inclusive form of governance and advancing efficient and effective service delivery to the public (Dahal et al., 2020). Local governments (LGs) are relatively autonomous with 22 exclusive and 15 concurrent judicial, administrative and legislative rights. The LGOA (Local Governance Operation Act of 2017) provides direction for the LGs as they carry out their judicial, administrative, and development duties. The newly enacted constitution in Nepal served as the foundation for federalism. The goal of the LGOA was to assist LGs in working efficiently to decrease social and economic inequalities, improve quality of life, and build up strong relationship between people and public intuitions. This constitution has numerous intentions and aims, but its main goal is to uphold the people's right to autonomy and self-governance and to realize their dreams for good governance, peace, growth and prosperity by making the federal democratic republican system of government. It also promise to ensure equitable, simply accessible and to make public administration clean, impartial, competent, transparent, accountable, participatory, guarantee good governance and service delivery to the people. Among other things, Nepal's federal system aims to combine development projects and accelerate local economic progress (Shrestha, 2018).

In Nepal, variety of decentralized line agencies and local bodies at the district, municipal and village levels are the sources of inputs. These inputs are then converted into the provision of service outputs and results (World Bank, 2014). The capacity, inputs, and motivation of frontline service providers play a significant role in how well public services are delivered. Higher level inputs are crucial for service quality and accessibility, but local level service delivery, the "last mile" of the service delivery chain, is where citizens actually receive services. Local bodies and deconcentrated line agencies work together to offer public services. The linkages and roles that each of these organizations plays in providing services in Nepal. Legislation that has supported concurrent reform efforts for local governance and the service sector appears to have duty overlap. Particularly, the institutional foundation for

municipal government is still lacking. The lack of implementing legislation and the issuing of government rules of business, which make line agencies responsible for the majority of service delivery, limit the legal mandate for devolution of vital public services in practice. Local governmental entities are becoming more crucial to the delivery of services at the local level, notwithstanding the ambiguities surrounding their function. The actions taken by local bodies to provide services are not well understood (World Bank, 2014). The fundamental goals of local government and decentralization include facilitating easy access to services for the public in terms of both quantity and quality, improving resource utilization and avoiding delays and difficulties of administrative service, with promoting service delivery system transparent and creating a public participatory democratic system (Adhikary, 2010).

According to the Nepal Law Commission (2015), the Constitution of Nepal guarantees that a federal, democratic, and republican system of government will be used to meet the country's ambitions for sustainable peace, good governance, progress, and prosperity. Additionally, it protects 31 essential civil, political, socio-cultural, and development rights. It is necessary to rethink public service and create delivery mechanisms that are appropriate in order to fulfill these shared objectives and rights. This provides a platform for recognizing crucial concerns of public service in Nepal in the light of the expanding scope of public services as defined in the Constitution and other laws (Pokharelet al., 2017).

1. 2. Statement of the Problem

Socialists, liberals, and politicians have all expressed different perspectives on the public sector. Economic and political factors such as democracy, government structure, and accessible resources influence people's opinions. Marketing can greatly assist public sector organizations to perform better than ever before and respond better to public interests; despite of this they offer public provisions rather than the production of product and services. Marketing principle is essential for improving public service delivery, but the important thing is to let people know that you are doing the right thing. Marketing is much more than just advertising. It is more about knowing your competitors, customers and partners, segmenting, targeting, promoting, persuasive communicating, innovation, launching new services and programs, developing effective delivery channels, forming strategic alliance and partnership,

performance management, pricing and cost recovery. As a result, marketing as an ideal planning platform for public organization seeking to meet citizens' requirement and offering superior value satisfaction (Giovanni& Sofia, 2019).

The relevance and the changing role of the marketing in the public service sectors is always debatable topic. Public service organizations are increasingly conceptualizing the public sector as a marketing context as management than just as administration if it is to operate effectively within it. Therefore, the distinctive aspects of the public sector utilize and address marketing principles by examining relevant structural and process characteristics. The structural characteristics include 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 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. 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 & Collins, 1995).

What are the citizens' expectations of the government? Or, if you 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 cost is used as one of the indicators of

good public service, it implies 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 service providers.

Citizens can estimate the cost of a service based on the direct cost of receiving it, the time spent using it, and the satisfaction or care offered by the service providers, as well as indirect costs such as taxes paid to the government. The government, on the other hand, may calculate costs based on direct expenses (worker salaries, product costs, logistics arrangements, institutional investment, and so on) incurred to deliver services. Whatever method is used to calculate the cost of a service, the general principle is that the cost of public services increases the burden placed on citizens. This study looked at the cost of public services from the perspective of a lecturer, arguing that their views are important sources for service design. Public services are, by definition, designed to address the requirements of citizens. As a result, people have a right to those services. The government should then design public services to meet the needs of the public. Calculating the cost of public services from the standpoint of citizens is a difficult undertaking. The cost of service is influenced by several things. There can't be a single metric or a single method for calculating the cost of service. There has yet to be devised a universal approach. Most of the approaches are derived based on public spending to deliver the services (Doherty et al., 2014). Therefore, by using quality service delivery dimensions, this study explores an assessment of perception of academicians towards the quality of public service marketing on service delivery in Pokhara Metropolitan City.

1.3. Research Questions

The main objective of this study is assessing perception of academicians towards the quality of public service marketing on service delivery in Nepal. The study specifically aspires to identify the quality of public service delivery in the study area by raising the following questions.

- 1) What are the perceptions of academicians towards the quality of public service delivery dimension?

-) How academicians do satisfy on the public service delivery?
-) Are there any issues in the quality of service delivery process in public service organization among academicians?

1.4. Research Objective

The major objective of the study of this research is to document an assessment of the perception of academicians towards public services marketing in Pokhara Metropolitan City. In addition, this study focuses on the following specific objectives:

-) To assess the perceptions of academicians towards the quality of public service delivery dimension in Pokhara Metropolitan City.
-) To analyze level of satisfaction of academicians on the quality of the public services delivery in Pokhara metropolitan city.
-) To identify the issues in the quality of service delivery process in public service organization among academicians.

1.5. Significance of the Study

This study has various significances. This study focuses the quality of public service marketing on service delivery from the view point of academicians. It is commonly assumed that being associated with elite community they are accountable for the fair judgment and have their voices in changing the existing pattern. It will have certainly policy implications for making the product and service delivery according to the needs of the citizen. It may be helpful for public policy-making and governance actors to understand the policy and governance context. As Nepal has adopted the federal form of governance with the devolution of powers to sub-national governments, this study would support all the tears of government for improving the public service delivery.

1.6. Scope of the Study

The study focuses the assessment of perception of academicians towards the quality of public service marketing in Pokhara Metropolitan City. This study has been conducted to analyze how academicians perceive the quality of public service

delivery in Pokhara and how different factors affect the perception of the quality of public service delivery in Pokhara Metropolitan City. The study has focused on measuring the quality of public service delivery as a unit of analysis and it has been observed through studying the perception of academicians. In this study, the perception of the quality of public service delivery is a dependent variable, and four factors i.e. accessibility, cost of service, employee behavior, and barrier as independent variables.

1.7. Limitation of the Study

The study includes the academicians of permanent faculty members of different colleges in Pokhara. It means only the teaching faculty members was comprised the study. This study only focuses only some aspects of quality of public service marketing. The major limitations of the study are:

-) This study utilizes only the accessibility, cost, time, barriers and behaviors of quality of public service marketing dimensions.
-) Only limited statistical tool has been used for analysis.
-) The conclusion derived from this study cannot be generalized as the perception of academicians towards the quality of public service marketing in other part of the country.
-) This study has been focused on perception of academicians includes Lecturer, Associate Professors and Professors (Constitute and Affiliated college) of Pokhara Metropolitan City.

1.8. Organization of the Report

The study analyzes the perception of academicians towards the quality of public service marketing on service delivery in Pokhara and experiences towards different aspects of public services have been highlighted. The study has been organized into five chapters. The first chapter covers the statement of the problem, objectives, limitation of the study, and organized body of study. The second chapter summarizes the conceptual and theoretical framework including the review of related studies and the research gap. Chapter three presents the research methodology. Chapter four

provides data presentation and analysis of data showing evidence on different variables towards the perception of service delivery and assesses academicians' satisfaction given the services they have received. Chapter five concludes the study and provides some policy recommendations useful for the government in upgrading the quality of public services delivery

CHAPTER II

LITERATURE REVIEW

The focus of the second chapter of the current research contains literature on perception, marketing, service quality and customer satisfaction. Reviewing relevant literature enables the focus this research on the findings of earlier studies. In the current research, an effort has been made to evaluate the literature that aids in researching a variety of topics, such as services and respondents' perceptions of the quality of the services they receive. As a result, this chapter offers some insightful information on the subject and offers suggestions for how to focus the research.

2.1. Theoretical Discussion on Perception

One of the perceptual objects is consumer behavior. It is feasible to get the conclusion that perception is one of the individual aspects that affect consumer behavior by analyzing the works of scientists that study consumer behavior. Personal aspects refer to a person's immediate surroundings, which also includes everything that is in his or her head or spirit and defines his or her personality. The person absorbs information through sensory receptors and is influenced by outside influences. He then accepts and adopts it, establishes his own attitude, viewpoint, and motive, which are factors that will affect his own activity and behavior. An essential element of a company's relationship with its customers is consumer perception. Consumer expectations and performance assessments following a purchase are compared by consumers to determine their level of satisfaction. Perception is a more complex process in which a consumer's sensory receptors pick up messages provided by outside signals. The information gathered is then analyzed, organized, and saved, giving it significance and enabling its application to decision-making (Rao&Jandhyala, 2016).WielheimWundh's examination into perception in Germany in 1879 marked the beginning of psychological research into human behavior. Since then, it has been important in understanding how people behave. The crucial realization is that no two persons have the same experiences with and interpretations of situations, perceptions, or their own sentiments. People interpret and respond to their immediate environment by using the visual and aural cues around them, just as lights that consecutively flash on and off are seen as motion. People respond to

internal emotions, beliefs, and expectations based on prior experiences and other possible personality experiences in addition to external factors(Otara,2011). People absorb, organize, and interpret information about their surroundings through perception. Being aware of our surroundings and processing information about them are both components of perception. Our social perceptions aid in the formation of our opinions and assessments of others. Because so many actions are reliant on perceptions, social perception is of interest (Milugeta,2018).Despite the vast array of factors that might affect how someone perceives something or a situation, those that are internal to the person, such as habit, motivation, learning, specialization, and social background, are the most important (Otara, 2011).The sensory experience of the environment is known as perception, which includes both the awareness of environmental stimuli and the responses to these stimuli. People learn about the characteristics and components of the environment that are essential for survival through the perceptual process. In addition to allowing us to act in accordance with our environment, perception also helps us experience the world around us (Otara, 2011). The stages of the perception process can be described in a variety of ways, but most psychologists explain it in terms of three stages. The first is sensory stimulation.The second stage in the perception process is attention. The perception's third and last phase understanding and communicating the ideas that have been aroused is a process that frequently entails an emotional reaction.The interpretation of sensory inputs is the meaning that individuals give them. The final interpretations that are ascribed to these stimuli vary just as much as the sensations that different persons perceive. The identical event may be seen or heard by two persons, yet they may perceive it very differently(Solomon et al., 2006).

2.2. Theoretical Discussion of Quality

Shakespeare used the phrase "the quality of mercy is not stretched" in his play "The Merchant of Venice," which was composed between 1596 and 1598, which is when the word "quality" first appeared in the English language. The word "quality" has two definitions according to the dictionary. The first term alludes to a product's fundamental qualities, while the second suggests the level of perfection a product possesses. For instance, informal English frequently draws comparisons between expensive, inferior originals and inexpensive, inferior copies. Quality is not the same

as pricey, though. The ability of a product to meet the typical consumer's expectations is a more accurate indicator of quality (Reeves&Bednar, 1994). This method of defining "quality" is connected to the idea of value. The costs involved with utilizing the product or service during its lifespan must be balanced with the benefits the product or service provides in order to produce value. The consumer's assessment of the caliber of a product may also alter over time. Understanding quality's various characteristics and how they are viewed must be the beginning point for any discussion on quality. The different facets of a consumer's engagement with a supplier and its goods or services reveal these characteristics. Depending on which stage of the concept-creation-delivery-experience cycle one is observing quality from, scholars have identified fundamental definitions for it (Garvin, 1984).

The philosophical approach taken by the transcendent concept of quality focuses on an object's inherent perfection. The definition based on products takes an economic approach to quality; quality is a specific and quantifiable variable. By counting the total number of anticipated qualities they have, goods and services can be graded. This notion implies that quality may be anticipated and generated through a repeatable procedure. The user-based definition addresses quality from a perceptual standpoint, emphasizing that one's perception of quality determines its value. We are all distinct as individuals because of our genetic tendencies, cultural and social backgrounds, and experiences. Because of this, it is possible for each of us to be most satisfied with a good or service that meets our own needs. According to the value-based definition, the relationship between benefits received and acquisition costs determines quality. As a result, a quality product is thought to offer performance at a reasonable cost or compliance at a reasonable price. Long-term consumer happiness with the brand name that personifies the product depends heavily on the idea of value that is received from the good or service (Kenyon &Sen, 2015).

2.3. Model Discussion of Service Quality

Service sector is one of the rising contributors in global economy and it is always a concerning subject matter in any business. The concept of service quality is quite often to explore in business even though it is important in service industry. Service quality may be defined as “a global judgment or attitude relating to a particular service; the customer’s overall impression of the relative inferiority or superiority of

the organization and its services. Service quality is a cognitive judgment" (Fogli, 2006). Service quality is "an abstract and elusive construct due to three properties peculiar to services: intangibility, heterogeneity, and inseparability of production and consumption," according to Parasuraman et al. (1988). The customer's perceptions of the business and the services it provides can be used to explain service excellence (Bitner et al., 1990). Customer perception of how well a service fulfills or surpasses their expectations was established by Czepiel (1990). Simply, the gap between customers' service perception and expectation can be used to define service quality (Parasuraman&Zeithaml, 2006).

Customers typically attempt to assess the overall service package and quality provided by the company and how well these service combinations fulfill their level of expectations (Gronroos, 2000). Service quality is determined by customer through comparing the supply of service provider with actually service provides. The service provider's overall excellence or superiority can be used to measure service quality. It is also alternatively described as "consumers' appraisal of the overall quality of the service(Losa et al., 1998; Peng& Wang, 2006). Actually, a dual-dimension method can be used to express service quality. The first dimension, which deals with what the service really provides, is known as "outcome quality" and "technical quality. The second dimension relates to the manner in which the service is provided. It was referred to as "process quality" by PZB (1985) and "functional quality" by Grönroos (1984). Service quality was defined by Parasuraman and Zeithaml (2006) as "the magnitude and direction of disagreement between customers' service perceptions and expectations." Numerous study endeavors were made to define and measure service quality because it remained an important aspect in service transactions. This endeavor was pioneered by Zeithaml et al. (1991), who created the SERVQUAL scale to evaluate and quantify perceived service quality. The SERVQUAL scale's reliability and validity have now come under criticism. It has been noted by Buttle (1996) that the inclusion of 44 items (22 for service expectation and 22 for service perception) makes it challenging for respondents to convey their opinions. Empirically, Cronin and Taylor (1994) shown that SERVPERF, or measures of service performance, is more efficient. A five-dimensional measurement of service quality, including tangible, dependability, responsiveness, assurance, and empathy, was proposed by Tsauro et al. in 2002. Buttle (1996) discovered significant issues with the quantity of

dimensions as well as with their consistency across contexts. Carman (1990) cautioned that while Parasuraman, Zeithaml, and Berry [PZB] items provide a start for item development, all items need to have validity and reliability checks before commercial application. His research involved testing five of the five dimensions in services other than those used by PZB. Woo and Ennew (2005), however, discovered that the proportions were entirely different in the market for commercial services.

This section deals with different service quality models developed by the different scholar in their research period and in histories in the changing business environment over the years (Sethet al.,2005).

Gronroos's Technical and Functional Quality Model

This model identified three major elements of the service quality: technical quality, functional quality and image. Image of an office or firm is most importance for service firms. The image of the firm and view of the company is always important to create high expectation towards the product and service. Technical quality related with the process that what a consumer receives services with interaction with the firm and the technical quality is transferred to service receiver by functionally. Therefore, functional quality is the expressive performance of the service. Technical quality is answered what a consumer get and is measured by objective manner and functional quality answered how it get and it is perceived by subjective manner.

PZB's GAP Model

According to Parasuraman, Zeithaml, and Berry in 1985, the difference between what customers expect and what they actually receive depends on the service quality that the company offers. According to this paradigm, a gap in the service delivery process is the cause of poor service delivery. The 'GAP Model' explained the gaps in between customers and marketers at various levels of service quality dimensions. This model created a ten-factor scale called the Gap model in 1985, which is used to measure service quality. This model described the five different sorts of gaps that can occur when delivering high-quality services. Ten elements were initially included in the scale created in 1985 to measure service quality, but subsequently, in 1988, only five factors remained. The SERVQUAL model is the one that was created based on these 5 parameters. In compared to the GAP model, it is considerably simpler and easier to understand and reduces the complexity of the earlier 10 components model. This

model explains five gaps: four gaps exist in marketer's side and one gap, i.e., fifth gap exists in the customer side.

Based on the expectation-disconfirmation theory and the gap model, Parasuraman et al. (1988) created SERVQUAL, the most widely used method for measuring service quality. SERVQUAL measures the customers' opinion of service quality. Zeithaml et al. (1988) established the expanded model of service quality, it described the gaps revealed in the GAP Model (Parasuraman et al., 1985), with the majority of the components dealing with the communication and control process of the organization's personnel.

Haywood-Farmer's Attribute Service Quality Model

A novel methodology for assessing service quality is proposed by Haywood and Farmer in 1988. This methodology makes a significant contribution to gauging service quality. According to the approach, every service provider company must offer higher-quality services to simultaneously satisfy customer preferences and expectations. Three fundamental characteristics, or the "three P's of service quality," are included in this paradigm. Those are physical facilities and processes, people's behavior, and professional judgment. This model is analytical in character, which enables managers of the business better grasp the gaps in the service delivery system and gives systematic and clear understanding of service management. This model is based on the degree of customer contact and interaction, degree of service customization and the degree of labor intensity.

Brogowicz et al.'s Synthesised Model of Service Quality

When a client learns about a service through advertising, word-of-mouth, or other media channels but has not yet used it, a service quality gap may exist, according to Brogowicz et al. in 1990. Therefore, it is important to take into account how real customers and prospective customers see service quality. This model identified three factors—external influence, business image, and traditional marketing initiatives—that have a substantial impact on technical and functional expectations for service quality so that companies figure out what their clients need and what they can deliver. The objective of synthesized model of service quality is to consider external influences, traditional marketing activities and company image as the three

components of the service quality and attempted to integrate traditional managerial framework, service design and operational aspects and the marketing activities of the company.

Cronin and Taylor's Performance only Model

Cronin and Taylor created the performance-based concept known as SERVPERF in 1992. This methodology does not account for respondents' expectations; it just measures experience. The SERVPERF scale exclusively makes use of the SERVQUAL model's perception component. This model is the modified version of 'SERVQUA. Only the measurement of quality services and its relationships to customer satisfaction and purchase intent are examined by this model. Because this model claimed that observations are the only superior predictor of service quality, the model's exclusively employ computed difference scores of perception. This model further highlighted that a firm's service quality can be predicted by its customers' perceptions of the actual service they received.

Mattsson's Ideal Value Model of Service Quality

The Mattsson (1992) Ideal Value Model of Service Quality pioneered the concept of a benchmarked standard of customers' perceptions of service quality. In this concept, the perceived ideal standard and the actual result are contrasted. According to this value-based model of service quality, service quality is a result of how satisfied consumers, or service receivers, are with the services they receive.

Teas's Evaluated Performance and Normed Quality Model

Teas (1993) developed the Evaluated performance and normed quality model, where author proposed two frameworks for service quality, namely the Evaluated performance (EP) framework and Normed quality model. Teas (1993) criticized the conventional disconfirmation model in respect to its theoretical and measurement problems in the service quality measurement, i.e., SERVQUAL

Berkley and Gupta's IT Alignment Model

This model is created by Blair J. Berkley and Amit Gupta using a case study in 1994. The Berkley & Gupta model gives managers the freedom to choose useful information technologies for enhancing service quality. This approach also describes how consumer data collection and quality control can be done using information technology. The Berkley and Gupta model aids in creating a connection between the institute's information policies and service. This model describes how and where information technology may be applied to raise service quality.

The model describes the wide range of opportunities that IT can be used to control and improve the seven dimensions of the service quality: reliability, responsiveness, competence, access, communications, security and understanding the customers through appropriate application of the information system. The model also describes that service quality and information system strategies should be properly coordinated and aligned with the strategies.

Dabholkar's Attribute and Overall Affect Model

For technology-based self-service options, Dabholkar (1996) developed two alternative models of service quality: Attribute Based Model and Overall Affect Model. Attribute Based Model was based on customers' expectations of technology-based self-service options, and Overall Affect Model was based on customers' feelings about the use of technology. This model came to the conclusion that consumers' expectations of the service quality of technology-based self-service alternatives have a significant impact on their intends to use those options.

Spreng and Mackoy's Model of Perceived Service Quality and Satisfaction

Spreng and Mackoy created a model of service quality and satisfaction in 1996. The authors performed study to learn more about the relationship between satisfaction and perceived service quality. It was modified model of Oliver (1993) where that model explain about the effect of service expectations, perceived level of performance, desired congruency and expectation disconfirmation on overall service quality and satisfaction, the model attempted to improve the understanding of the constructs perceived service quality and consumer satisfaction. Spreng and Mackoy substituted

"Desire Operationalize" for Oliver's "Ideas." The study's findings show that two constructs are distinct, yet with various changes, they can support the concept.

Philip and Hazlett's PCP Attribute Model

A different model, the P-C-P model, was created in 1997 by Philip & Hazlett to assess service quality in service businesses. To examine the variance in consumer expectations and impressions, they recommended using a combined measure rather than two distinct scales. They use a scale that Webster & Hung created in 1994 to tie the P-C-P model to the SERVQUAL model. It is created a hierarchical structure model based on three factors namely: pivotal (outputs), core and peripheral (jointly representing inputs and processes).

Sweeney et al.'s Retail Service Quality and Perceived Value Model

A model based on perceived value and retail service quality was created by Sweeney et al. in 1997. These two models are closely related with the customers' value perception. The purpose of the study was to investigate how consumers' perceptions of value and readiness to buy are influenced by the point of purchase. In their research, they contrasted two potential models. Value for Money was the value dimension employed in their investigation. Value can be defined as an evaluation of rewards and risks. Value is a comparison of what customers receive vs what they provide. The model first emphasizes how customer concerns about the functionality and technical quality of a service might affect how much they value it. The second model emphasizes that consumer willingness to pay is influenced by perceptions of functional excellence and perceived technical and functional service quality are interdependent, but their impact on perceived value is, to be honest, unaffected. It means functional service quality perception influence the technical service quality perception and willingness to buy the product. Among these two, model number two is preferable to model number one after studying these two models.

Oh's Service quality, Customer Value and Customer Satisfaction Model

The behavior of the customers after making a service purchase was the subject of Oh's (1999) integrative model of Service quality, Customer value, and Customer satisfaction. According to the model, perceptions and perceived pricing affect

perceived service quality, which in turn influences perceived customer value and customer happiness. The model demonstrates that customers' desire to make another purchase will only arise when they are satisfied and perceive that they have received better value, and that word-of-mouth advertising is a combination of perceptions, customer satisfaction, desire to make another purchase, and perceived value.

Dabholkar et al.'s Antecedents and Mediator Model

The Dabholkar et al. (2000) Antecedents and Mediator Model offers a deeper knowledge of service quality, its antecedents, consequences, and mediators. According to this model, dependability, individualized care, comfort, and product characteristics are the key determinants of service quality, and customer satisfaction acts as a mediator between service quality and behavior intention.

Frost and Kumar's Internal Service Quality Model

By Frost and Kumar, the Internal Service Quality Model was created (2000). The service quality gaps between internal consumers (front-line employees) and internal suppliers (support staff) are evaluated using this paradigm within a big service organization.

These gaps are:

Internal gap 1: it is the difference in support staff's perception (internal supplier) of front-line staff's expectation (internal customers).

Internal gap 2: it is the difference between service quality specifications and the service actually delivered resulting in an internal service performance gap.

Internal gap 3: it is the difference between front-line staff's expectations and perceptions of support staff's (internal supplier) service quality. This gap focuses on the front-line staff (internal customers).

Soteriou and Stavrinides's Internal Service Quality DEA Model

The DEA model was created in 2000 by Soteriou&Stavrinides. This model explains that quality is taken into account as a relevant aspect when evaluating a bank's performance. By offering its customers high-quality services, the bank can make

money, but if it offers subpar services, it risks damaging long-term relationships with those consumers. The technique known as data envelope analysis (DEA) has gained prominence during the past few years. DEA model was created for the bank to use its resources in offering top-notch services to its consumers, and to research how IT-based services affect customer satisfaction in the banking sector.

Broderick and Vachirapornpuk's Internet Banking Model

Based on the participant observation and narrative analysis of UK internet website community, the Internet banking model was developed by Broderick and Vachirapornpuk (2002) where key elements are image and reputation of the organization, customer expectations about the services, customer participation, service setting and service encounter. Model explains that in the context of internet the perceived service quality is very much influenced by these key elements.

Zhu et al.'s IT-based Model

The IT-based model developed by Zhu et al. (2002) on a service provider company that used information technology to provide services with value added and cut costs. This model also looks into a number of variables that may influence how customers view IT-based services. This model shows that IT enabling services have a substantial impact on several SERVQUAL model aspects and indirectly influence customer satisfaction levels. This model highlights the importance of IT-based service options and links customer perceived IT-based service options to traditional service dimensions, customer experience in using IT based services and IT policies. Emphasis is given on the importance of IT-based service options in this IT-based model.

Adding two more gaps in the Parasuraman et al. (1988)'s model, Luk and Layton (2002) developed the Model of Service Quality Gaps. Apart from five gaps those exist in the traditional model of Parasuraman et al. (1988), the newly added two gaps are:

Gap 6: it is the difference in the understanding of customers' expectations by the managers and the front-line service providers.

Gap 7: it is the difference in the customers' expectations and service providers' perception of customers' expectations.

Santos's Model of E-Service Quality

The Model of e-service quality was developed by Santos (2003). It was presumptive that the level of service provided may influence whether internet commerce was successful or unsuccessful. E-service was described as the function of service in cyberspace. A conceptual model of the quality of e-services and its factors was provided in this study. For boosting hit rates, stickiness, and customer retention, it is suggested that e-service quality have both incubative dimension (website design, technology soundness for easy access, appearance, linkage, structure, layout, content and website attractiveness) and active dimensions (good support, fast speed, reliability, efficiency, communication, security, incentive and attentive maintenance that a web site can provide to its customers).

Apart from above mentioned service quality models few more conceptual service quality models are as follows(Banerjee, 2016):

- i. Mersha and Adlakha's (1992) Service quality attributes from customers' perspective.
- ii. Ennew et al.'s (1993) Importance-performance analysis and service quality
- iii. Avkiran's (1994) Customer service quality scale
- iv. Blanchard and Galloway's (1994) Service quality model
- v. Johnston's (1997) Service quality factors based on satisfaction
- vi. Sureshchandar et al.'s (2001) Service quality model
- vii. Ehigie's (2006) Customer expectations and perceived service quality

2. 4. Measurement and Dimensions of Service Quality

In the present days, one of the basic objectives of the firms is to measure the service quality through which they will be able to evaluate customers' level of expectation as well as level of perception about the services offered by them especially when the introduction of information technology has significantly changed customers' expectation and perception level about the quality of services. Though according to

Baksi (2009), using normal scaling technique such as Likert scale, Ordinal scale etc., several researchers tried to perceptualize service quality and were unable to describe the actual meaning of service quality but Carrillat et al.'s (2007) meta-analysis revealed that both Cronin and Taylor's (1992) performance-only SERVPERF and Parasuraman et al.'s (1988) expectationsperformance SERVQUAL scale are the equally valid predictors of overall service quality and the performance expectations of Parasuraman et al. The SERVQUAL scale is a reliable predictor of service quality overall. Cronin and Taylor (1992) and Parasuraman et al. (1988) established the SERVPERF scale and SERVQUAL scale, respectively, to assess the quality of conventional services. The 22-item scale developed by Parasuraman et al. SERVQUAL includes dimensions for tangibles, dependability, responsiveness, assurance, and empathy, and Likert-type items were used to gauge several aspects of service quality. Contrarily, service quality is operationalized through performance-only scores in Cronin and Taylor's (1992) SERVPERF scale, which is based on the same 22 items and five dimensions of Parasuraman et al. (1988) 's SERVQUAL scale. Although there were many differences of opinion on the SERVQUAL instrument's operationalization concept, researchers largely agreed on the definition of perceived service quality, i.e., Perceived Service Quality (PSQ) = Perception (P) - Expectation (E) (Peter et al., 1993). Brady et al. (2002) reevaluated and repeated the SERVPERF model to support the earlier findings of Cronin and Taylor (1992). Despite the fact that various studies on service quality have highlighted a number of obstacles to efficient service delivery (Schlesinger & Zornitsky, 1991), although Ozment and Morash (1994) said that service quality may be suggested as a workable technique for the marketers in order to differentiate service offers, establish customer value, and eventually meet consumer wants.

Industry-specific characteristics of the service quality are likely to exist (Asubonteng et al., 1996). According to Babakus and Boller (1992), the dimensionality of service quality may vary depending on the type of service being studied, and the significance of certain service quality dimensions may vary depending on the features of the industry (Brady and Cronin, 2001). Service quality, in accordance with Lehtinen and Lehtinen (1982) and Gronroos (1983), is the presentation of a dual-dimension process, where the first dimension denotes what the service actually delivers and the second dimension denotes the mode of delivery. The first dimension, "technical

quality," and the second, "functional quality," are referred to by Gronroos (1984) as "outcome quality" and "process quality," respectively, by Parasuraman et al. (1985). The ten factors or dimensions of the service quality are "tangibles, reliability, responsiveness, communication, credibility, security, competence, courteous, understanding/knowing the customer, and access" (Parasuraman et al., 1985). In an exploratory factor analysis, Parasuraman et al. found that the communication, credibility, security, competence, courtesy, understanding/knowing customers, and access were overlapped among the ten dimensions mentioned above. As a result, they reduced the number of dimensions to ten and established the following five composite dimensions (Parasuraman et al., 1988):

Tangibles: physical facilities, equipment, and appearance of personnel

Reliability: ability to perform the promised service dependably and accurately

Responsiveness: willingness to help customers and provide prompt service

Assurance: knowledge and courtesy of employees and their ability to inspire trust and confidence

Empathy: caring individualized attention the firm provides its customers”

These five aspects make up the most widely used service quality measuring tool, SERVQUAL (Parasuraman et al., 1988), and according to Oliver (1993), customers take into account expectations of performance on these service dimensions. Zeithaml et al. (1990) created Customer Assessment of Service Quality, a tool that allows customers to assess the quality of services, based on the GAP model created by Parasuraman et al. in 1985 and the ten aspects of service quality. Gronroos (1988) highlighted six factors that make for good perceived service quality: professionalism and abilities, attitudes and behaviors, availability and adaptability, dependability and trustworthiness, recovery, and reputation and credibility. These include attitudes and behaviors, accessibility and flexibility, reliability and trustworthiness, and the ability to recover as well as professionalism and skills, which can be referred to as technical or outcome-related dimensions, and reputation and credulity, which can be referred to as an image-related dimension. Brady and Cronin (2001) created a multi-hierarchical model that incorporates the Nordic model (Gronroos, 1984), SERVQUAL

(Parasuraman et al., 1988), the three component model (Rust & Oliver, 1994), and the multilevel model (Dabholkar et al., 1996) of service quality. According to Jabnoun and Khalifa (2005), the importance of the service quality dimension varies depending on the country and the culture, and it varies across sectors and countries (Jabnoun & Tamimi, 2003). The dimensions of service quality are entirely different in the services marketing industry (Woo & Ennew, 2005). Customers generally base their evaluation of the service experience on a small number of key elements (Chowdhary & Prakash, 2005).

2.5. Marketing Public Services

Citizens' expectations of public services have seen a considerable shift in recent decades, leading to rising demands for the public sector to provide services that are transparent, accessible, and responsive. Governments have always operated with a supply-orientation, putting more emphasis on their own standards and procedures than the demands of the citizens they serve (Dudley et al., 2015). The bureaucratic public administration strategy, which typified dissatisfaction with government performance, gave way to the New Public Management paradigm, which reflects a result-oriented, entrepreneurial, and citizen-centric management style (Gaebler & Osborne 1993). In order to ensure effective service design and delivery, the public sector was urged to benefit from the experience and lessons acquired by the private sector. The government must immediately professionalize its approach to commissioning and managing public service markets, embracing what we call a "market stewardship" approach (Gash et al., 2013). Additionally, other nations compete with governments to entice foreign direct investment. Countries compete with one another to strengthen their comparative advantage, and they are evaluated on a variety of indices connected to superior government performance. Transformation was necessary in response to these problems. A customer-oriented approach to service design and delivery has been effectively adopted by several government entities. Additionally, they periodically assess customer satisfaction levels with the goal of enacting ongoing improvements (Parahoo et al., 2018). The challenge is even greater in the case of public services, which are complex value propositions that serve multiple publics (Osborne et al 2013). If marketing of services is more complex than that of goods due to their intangibility (Parasuraman et al., 1988; Zeithaml et al., 1985), the challenge is even

greater in the case of intangible goods. Public service providers can better address the critical components for service design and delivery by understanding citizen satisfaction and its determinants. Understanding the factors that influence satisfaction would also help the government achieve its goal of providing services that are on par with the finest in the private sector (Parahooet al., 2018). Public services are those that the government (or its agencies) offers to people who live under its purview. Public service delivery is significantly different from private sector counterparts because it is mandated to ensure universal access, which is frequently linked to citizens' fundamental rights (Van de Walle, 2016). Another distinctive quality is ensuring justice, which entails treating all groups in society fairly and equally. Public services frequently have limited options when it comes to focusing on areas that are both accessible and profitable, unlike private sector businesses. Public services are challenging since they target all market sectors and must provide value propositions to a variety of stakeholders, not just the users (Osborne et al., 2013).

The administration of the public sector is undergoing a transformation. Every service, it appears, is undergoing a fundamental redesign based on the application of market principles, from health to waste management and from the courts to housing management. Politicians and managers in the public sector are paying more attention to marketing as a concept and metaphor (Walsh, 1994). Even though they may not have been recognized as such, there have long been certain parts of a marketing strategy used in the public sector, such as promoting local areas for tourist or economic growth. However, as it was practiced, marketing was ancillary to the fundamental public services, consisting mostly of the use of particular tactics rather than the formation of a marketing mindset. In relation to essential public services like health and education, marketing has started to draw more widespread attention. Although the development may fall short of the implementation of a comprehensive marketing strategy, it has been apparent. Three factors can be taken into account when analyzing the nature of public sector marketing: the rise of consumerism, the adoption of strategic marketing, and the use of promotion. The recent changes in how public services are managed have been largely driven by consumerism. Users of public services should be treated explicitly as customers with rights under the Citizen's Charter. As a Citizen's Charter, the public sector must operate on openly market-oriented principles of price, exchange, and competition. This requires the creation of

internal markets, contracting out, quality-based management systems, and user choice. Consumerism has been introduced into the public sector in a number of ways, including decentralization, customer awareness, enhanced communication, more choice, and methods of redress. In response to demands that public service organizations compete both with one another and with the private sector and function on market principles, such as through competitive tendering and the creation of internal markets, strategic marketing approaches have been devised in response to demands that public service organizations compete both with one another and with the private sector and function on market principles, such as through competitive tendering and the creation of internal markets,. Public service organizations are now in a position to compete with private businesses as a result of the development of market-based approaches. Strategic and corporate strategies are created, terminology like: market segmentation, market position, and market mix have become widespread. Once the public services lose their monopoly status and are forced to respond in response to what others will do, a strategy is required. Today, the government in particular, the central government uses promotion extensively. In fact, the federal government has grown to be a significant buyer of advertising. Major advertising campaigns are frequently used by the government to support a certain goal. Promotional activities are used, such as when the National Health Service changes were introduced. The local government has gotten better at using marketing strategies (Deacon & Golding, 1991).

The development of marketing and public relations departments within government organizations is one effect of the public sector's increased interest in marketing. Public relations and marketing departments are becoming more common in larger public enterprises. Early interest in the application of marketing tactics focused on the promotional components of marketing and was applied to services that had a more commercial character, including leisure services. They are now being used in relation to fundamental responsibilities and the structure of government. For instance, a campaign to get individuals to pay tax included marketing. Not enough emphasis should be placed on how much the marketing orientation has impacted the public sector. It still only really has a little role in the administration of public services. This is due to two factors: first, marketing is still in its early stages of growth, and second, it hasn't evolved in a way that is specifically suited to the setting of government. We

must comprehend the unique characteristics of the public sphere if we are to comprehend how marketing might evolve there (Parahooet al., 2018).

The failure of the market, for instance because of the public good nature of services or the existence of externalities, is frequently used to explain the need for public services. With its foundation in the concepts of exchange, competition, and profit, marketing as a body of ideas is far more challenging to put into practice. The concepts may be growing in importance within the public service, but they do not make it up. The psychology of citizenship will need to be developed in marketing for the public sector to align with consumer psychology. Because the language we use has an impact on how we think, marketing is a risky language for the public sector to start using. The marketing perspective is valuable in many ways than just as a toolkit. But if marketing is to be uniquely public service marketing rather than a feeble replica of a private sector approach within the public service, the essence of marketing itself needs to be reconsidered. This rethinking will be included in the currently underway examination of the nature of public service management (Stewart, & Walsh, 1992).

2.6. Public Service Delivery

Public service delivery refers to providing services in accordance with public preferences and determining if they were successful in offering residents services of a particular quality at the lowest possible cost. The current public administration reform agenda can be linked to global trends like the social, political, and economic changes in industrialized nations that occurred and shifted to the right during the 1970s and the beginning of the 1980s as political leaders realized the unsustainable nature of the compressive centralized system of public service delivery (Denhardt & Grubbs, 2003). According to Gaster and Squires (2003), the term "public services" is typically used to refer to services that the government provides to the public, either directly (through the public sector) or indirectly (by funding the private provision of the services). It is connected to a social consensus that specifies that certain services should be accessible to everyone, regardless of their financial situation, which is typically expressed through democratic elections. The provision of public services is the key component of NPM-driven PSRs. According to Kiragu (2002), one of the reasons the first and second generations of reforms in developing nations failed was the neglect of public service delivery. Due to the pressure of crises and structural

changes, Batley (2004) also claimed that the primary failing of the first generation reform of the 1980s and 1990s was a concentration solely on organizational reforms rather than on the delivery of public services. Based on the lessons discovered during the previous reforms, the third generation of reforms placed a strong emphasis on the delivery of public services. PSRs with a weak emphasis on providing public services are unlikely to succeed. Despite the introduction of reforms, delivering high-quality public service has become a problem. This may be due to the subjectivity and fluidity of client wants and expectations. Determining whether perceived service performance meets, exceeds, or falls short of customer expectations depends on the individual. Agyapong (2011) asserts that a good customer experience revolves around how well services match or surpass clients' expectations. Therefore, customer assessments of the services that are available to them are used to determine service quality (Eshghi, et al., 2008). These definitions state that the level to which customers perceive public service delivery as meeting or exceeding their expectations is what we refer to as "excellent public service delivery" (Engdaw, 2019).

2. 7. Customer Satisfaction

Conceptually, satisfaction includes a customer's perception of a service provider as well as a reflection of their good feelings toward that service (Levesque and McDougall, 1996; Cronin et al., 2000). Customer happiness is a crucial sign of effective relationship management and a look-ahead indicator of the business's revenues (Fornell, 1992) Cumulative satisfaction is the key indicator of the firm's past, present, and future performance. Customer satisfaction is a response to an evaluation procedure and is the consumer's assessment of the services received from the provider. "Satisfaction is related to the quantity and direction of disconfirmation experiences, while disconfirmation experiences are related with the person's original expectations," Churchill and Surprenant (1982) wrote. According to the "confirmation/disconfirmation" paradigm, consumer happiness can be characterized. Oliver (1980) asserts that, based on the expectation-disconfirmation paradigm, satisfaction may be affective or cognitive, depending on the emotional reaction to the consumer experience. Customer satisfaction not only comprises the cognitive component, but also the affective component. Customer satisfaction or dissatisfaction is a "cognitive or affective reaction" about the service. An affective reaction that

results from a cognitive assessment is satisfaction. The emotive component may have a greater impact on consumer satisfaction than the traditional cognitive impacts (Rust and Oliver (1994).

Satisfaction is a transaction-specific metric that is linked to reinforcement and arousal. Customer satisfaction is a key idea in service that has gained popularity. Products and services are both included in customer satisfaction, which disregards factors like suitability for purpose and zero flaws (Reis et al., 2003). The measurement of the perceived difference of past expectation and the actual performance of products or services actually explain the customer satisfaction (Oliver, 1999). Szymanski and Henard (2001) pointed out that satisfaction will arise if customers' expectations are fulfilled otherwise dissatisfaction will happen. So, it can be stated that "satisfaction is a summary of psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience" (Oliver, 1981). Satisfaction can be explained as "a global measurement of a set of satisfactions with specific prior experiences". The interaction of employee and customer significantly influence customers' satisfaction. Therefore, customer satisfaction may be considered as a key driver of long-term relationships of the suppliers and buyers (Woodruff & Flint, 2003).

Customer evaluation of post-service delivery is known as customer satisfaction. According to Oliver (1997), the most widely accepted theory of customer satisfaction in academics is that it results from a comparison between pre-service expectations and post-service provision evaluation of the product or service experience. Customer satisfaction can stem from any factor (whether or not it is related to quality), and it may be judged based on factors unrelated to quality (such as needs, equity, and perceptions of "fairness") and require prior knowledge of the product or service (Taylor & Baker, 1994). Strong connections between aspects of service quality (such prompt enquiries and answers) and general customer satisfaction have been found (Anderson & Sullivan, 1993). Customer satisfaction is the result of a customer's decision to buy and use a product after weighing the benefits and costs against their expectations and the actual performance of the product in comparison to the anticipated outcomes (Anderson, et.al., 1994). Customer satisfaction is a measurement of how well an existing service provider meets the general expectations of a consumer

and how closely the present service provider adheres to the ideal service that the customer has in mind (Beerliet al., 2004). Customers perceive services in terms of the quality of the service and how satisfied they are overall with their experiences (Zeithaml&Bitner, 2003). Satisfaction is the consumer's fulfillment response. Customer satisfaction is influenced by price, product quality; service quality and brand image (Wirtz& Chew, 2002). Customer Satisfaction is concerned with satisfying customers and needs and interests of public service delivery (Engdaw, 2019).

2.8. NPM and Public Service Delivery

Managing and organizing people and resources to achieve the goals of the government is public administration. The underlying rational deed is its essential idea. It is concentrated on how public concerns are handled, how the community's business is organized, and how public processes are carried out. Public administration, for example, acknowledges the organization of communal programs. The old administrative ideal has received harsh criticism for its inability to provide resources and services to the populace. The new approach, in particular NPM, emerged to replace the conventional ideal of public administration(Ferdous,2016).One of the main characteristics of public administration that arose in the majority of liberal democracies was its relative impartiality from the power-driven political sphere and the profit-driven corporate sector. Public administration substantially borrowed from political science and company management. However, it only took, particularly the 1980s, to reverse the process and restore the importance of the public service profession's independence from political influence and corporate interests. More specifically, the public service has changed in terms of its scope, role, structure, and orientation in order to be more supportive of political leaders and private investors in the contemporary global context, which is characterized by the eclipse of the state-centered approach, demonization of government bureaucracy, and expansion of a market ideology.The primary objective of the majority of governments, international organizations, and experts has been to restructure the public sector in favor of local and foreign business interests preferred by a new generation of market-biased politicians. This agenda lies behind the current rhetoric of reinventing, reengineering, or redesigning governance. Major principles of this recent market-driven reform of

the public sector are presented as the so-called New Public Management (NPM), which some authors have hailed as an administrative revolution or post-bureaucratic paradigm. Managerial independence, market-driven competition, businesslike service delivery, value for money, performance that is based on results, client-orientation, and a pro-market culture are characteristics of the newly developing paradigm of NPM. The historical shift in state ideology toward a neo-liberal framework, which rejects the welfare state, opposes a sizable public sector, doubts government capacity, blames public bureaucracy, believes in the superiority of the private sector, and emphasizes market competition in service delivery, has been one of the most significant factors contributing to the emergence of NPM since the late 1970s. Regardless of the differences in their systems of government and political parties, most Western nations—especially Australia, Canada, New Zealand, the UK, and the US—have undergone such a market-driven and antipublic sector ideological change. The neo-managerial administrative structure of NPM, which is based on organizational concepts, leadership styles, and corporate experiences drawn from business sector, at the micromanagement level, reflects the neo-liberal bent of NPM. By using the NPM model, traditional state bureaucracy's flaws or shortcomings, such as its monopolistic character, unmanageable scale, management inefficiency, public accessibility issues, economic immobility, excessive corruption, and self-serving agenda, are addressed. The tarnished reputation of the public service was further reinforced in both developed and developing nations as most governments started to blame the expansive public sector for creating budget deficits and fiscal crises and implemented market-driven policies and structural reforms in line with the NPM model. The World Bank has specifically recommended certain components of NPM for developing countries to pursue their public sector reforms in the name of "good governance" (Haque, *n.d.*).

The NPM has placed a strong emphasis on increasing efficiency through contractualization, marketization, a private-sector management approach, stated performance requirements, and output/outcome control. Politicians have a strategic goal-setting role under NPM, while government workers are expected to be independent managers who are held accountable through performance agreements and incentives (Pollitt & Bouckaert, 2011). Similar to NPM, post-NPM offers a variety of different components, but there are fundamentally distinct contrasts between the two

reform waves (Klijn, 2011). The majority of post-NPM reforms are inter-organizationally focused. They aim to strengthen coordination between the government and other actors as well as the horizontal coordination of governmental organizations(Christensen, 2012).

Post-NPM, on the other hand, suggests a mix of internal, marketized services and delivery networks, a client-based, holistic management style, boundary-spanning abilities, joined-up aims, a procedural focus, impartiality and ethical standards, and stronger centralized control (Lodge & Gill, 2011). Politicians in the post-NPM era act as sureties for compromise agreements between various parties, while civil workers serve as network managers and partnership coordinators. Enhancing the center's capability politically, administratively, and structurally by reintegrating or taking control of more agencies and state-owned businesses is another priority for post-NPM (Christensen & Laegreid, 2007). More coordination is required, and this has emerged as a key problem. Working across organizational, jurisdictional, and political/administrative lines is a widely held belief that will enable more effective and/or efficient policy formation, implementation, and service delivery(Christensen, 2012).Post-NPM is supplanting NPM, just as NPM substituted for the "old public administration." Instead of focusing on combinations of reforms, this "zeitgeist" approach emphasizes the deinstitutionalization and (re)institutionalization of reforms (Rvik, 2011). Another possibility is that leaders have simply decided to abandon one set of reforms in favor of starting on another reform path because political goals have changed, or that prevailing coalitions have been renegotiated and have decided to abandon NPM. Simply said, NPM is no longer in use and has been replaced by Digital-Era Governance(Dunleavy et al., 2006).

Public management in Nepal was born out of a feudal past and has roots that are deeply ingrained in the society's culture. With the overthrow of the feudal system of government in 1951, Nepal's public administration began to evolve. After a democratic government existed in Nepal until 1960, the Panchayat System, which was run by the King until 1990, was party-free. It could be argued that the Nepalese public service follows the bureaucratic model advocated by Max Weber's principles: a career service of recruitment by merit, unified service, hierarchical structure, single salary scale, recruitment to a certain level of position from outside, employees protected by

rules and regulations and disciplinary actions involve a drawn-out process, promotion by seniority and merit, and a pension plan (Atreya & Armstrong, 2002).

While many developing nations, like Nepal, are adopting the NPM model in their initiatives for administrative reform. In order to strengthen public management, thorough evaluations of the public administration were carried out. In developing nations, NPM is used and is a crucial part of their reform initiatives. Nepal is organized administratively into 77 districts, 14 zones, and five development regions. In Nepal, the Ministry of Federal Affairs and Local Development's lower administrative branch is known as a Village Development Committee (VDC). Each district has a number of VDCs, which are comparable to municipalities but have more strong administration and public-government interaction. Cities and towns in Nepal that meet the minimal requirements outlined by the government are considered municipalities. These requirements include certain demographics, financial resources, and infrastructure. In addition, the Nepali government upgraded existing municipalities to sub-metropolitan, and metropolitan municipalities. The local bodies' restructuring committee has set across the nation. The majority of ministries have district offices that are crucial to providing services under their purview. Additionally, some district level offices have distribution units that go all the way down to VDC level. Local governments are present at the district level and lower. Municipalities and VDCs in urban and rural areas as well as DDCs operate at the district level. The central government is crucial to delivering public services (Nepal, 2072). Through regional, district, and VDC level offices as well as ministries and agencies, it offers various services. The process of service delivery involves a number of independent agencies and public businesses. These service delivery approaches, however, have not been able to meet the challenges for a variety of reasons. In terms of financing, planning, programming, and personnel, there is a lengthy chain between the ministries and the local units responsible for providing services. It takes a lot of time for budgets and programs to be approved at the central level and then transferred to the lower level. Annual budgets and work plans still don't arrive to the operational level on time, notwithstanding recent advances. Second, there is very limited room to align budget allocation and programming with regional needs due to the centralized character of the system. Thirdly, the employees and spending of the CG offices are

largely beyond the control of the local populace and government. (BK, 2013) The central agencies continue to provide services of poor quality (Kharel, 2018).

The historical shift in state ideology toward a neo-liberal framework, which rejects the welfare state, opposes a sizable public sector, doubts government capacity, blames public bureaucracy, believes in the superiority of the private sector, and emphasizes market competition in service delivery, has been one of the most significant factors contributing to the emergence of NPM since the late 1970s. Regardless of the differences in their systems of government and political parties, most Western nations—especially Australia, Canada, New Zealand, the UK, and the US—have undergone such a market-driven and antipublic sector ideological change. The neo-managerial administrative structure of NPM, which is based on organizational concepts, leadership styles, and corporate experiences drawn from business, at the micromanagement level, reflects the neo-liberal bent of NPM. Globalization and decentralization have presented challenges to nations all around the world since the early 1990s. The need for more effective delivery of diverse public services serves as the foundation for the demands for more decentralized forms of governance. Many nations began decentralizing their governing institutions in order to comply with these standards (Petak, 2004). Although decentralization sometimes precedes federalism, neither is necessary for the other. Decentralization is not a prerequisite for federalism (Ghimire, 2061). Decentralization, according to some, enhances governance and public service delivery in four ways: (1) by increasing allocated efficiency while adhering to local needs and interests; (2) by increasing local governments' accountability; (3) by having fewer bureaucratic layers; and (4) by giving people equal opportunities (Regmiet.al., 2010). Similar to other countries, Nepal implemented these public service reforms in the form of a decentralization plan for both political and economic reasons, such as the need to improve public service delivery's effectiveness, efficiency, and responsiveness. Political reasons included strengthening democracy, accountability, and participation by bringing the government closer to the people (Regmiet al., 2010).

Therefore, public service is a means by which the government offers its services to the public. Implementing a comprehensive national governance plan based on the needs and goals of the public is the process of good governance. It aims to build a

society that is based on the values of inclusivity, liberty, equality, and cooperation. The people's concerns, values, and needs must be represented by those in positions of authority, especially elected officials. They must be empowered by the realization of their fundamental rights, such as the right to development and self-determination, and by expanding their access to markets, resources, goods, and institutions (Dahal, et al., 2001).

2.9. Public and Private Goods

If a particular service can be offered in any of the following ways: (1) marketing mode, whereby any specific person in a certain location, at the supplier's discretion, Is this service a public good or a private good if a group of people may be admitted to or excluded from enjoying of the service, or if, in (2) a non-marketing mode, no specific person in the group may be so allowed to or excluded from enjoyment of the service? According to excludability and rivalrousness, goods are divided into a wide range of categories in economics. Based on whether someone can be stopped from consuming them, excludability is assessed. While the ability of individuals to use these products without compromising their availability to other individuals is what determines whether a given good is rivalrous or not. There are basically four types of goods namely: public goods, private goods, common resources and club goods (Head, & Shoup, 1969).

In economics, the term "public good" refers to a good (commodity) that is available for use by everyone and whose consumption by one person does not reduce or exhaust its supply for use by others. The public goods has a precise definition in economics. Public goods must be non-excludable and non-rivalrous in order to exist. Only items that meet both criteria are regarded as public goods. Public goods are non-excludable and non-rivalrous products or services. It is seen as being non-exclusive and non-rivalrous. The government provides public goods to the society as a whole; a person's use of them does not affect their availability or the ability of others to use them. Public commodities are therefore non-rivalrous and non-excludable. Education, infrastructure, lighthouses, flood control measures, information, clean air, national security, official statistics, etc. are some examples of public goods. The common good is non-excludable, yet it often has a semi-rivalrous aspect, which distinguishes it from

the public good. Timber, coal, and other resources are examples of common goods. Public goods benefit the entire population.

A private good is any item that must be acquired for consumption and that, once consumed by one person, cannot be enjoyed by anyone else. A good is therefore seen as a private good if there is rivalry among people to obtain it and if taking it prohibits someone else from consuming it. Since private commodities are not frequently made available for free and are produced with the objective of making toward profit, they are less likely to face the free-rider problem than public goods. Private goods are excludable and competitive goods in economics. Private goods include many of the items that people buy on a daily basis. Usually, there is a bidding war for private goods. Private commodities are excludable and competitive goods and services.

There are both public and private products. Almost everyone depends on some form of public good. Public goods include, for instance: national security, medical research, police agencies, firefighting units, open spaces and so on. These examples are non-excludable, which means that anybody can access and use them, and non-rivalrous, which means that one individual using them limits their availability to others. As a result, they would be regarded as public goods.

Similar to this, private products abound in daily life. People frequently engage with and make purchases of personal products. Private goods include things like: train passes, restaurant lunch, taxi service, mobile phone and so on. These examples would be regarded as private goods because they are rivalrous, which means that only one person can use them, and excludable, which means that access and use are restricted (Unger et al., 2017).

Characteristics of Public Goods

There are particularly two major characteristics that can differentiate from private goods.

Non-excludable

When a commodity or service is non-excludable, it indicates that even if the customer doesn't pay, they cannot be denied access to it. The air is very clear, for instance. Even if a person does not participate in the process of keeping clean air, it is impossible to prevent them from breathing it. The national defense is yet another illustration.

Regardless of how much they pay in taxes or whether they even want to be protected, everyone has access to defense.

Non-rivalrous

When a good or service is non-rivalrous, it indicates that when one person uses it, it does not reduce how much is still available to others. An illustration of a non-rivalrous good is a public park. A public park is still available for use by others even if one individual uses it (assuming enough space, of course).

2.10. Review of Related Studies

Parasuraman et al. (1988) have been used 22 – item instrument in the assessment of service quality perceptions of customers in service and retail firms, it was called as “SERVQUAL”. This study did not focus on earlier 10 dimension of goods quality of service that included access, competence, courtesy, credibility, security, tangibles, reliability, responsiveness, communication, and understanding the customer. In conclusion, SERVQUAL scale can help to assess the customer expectations and perceptions of service quality of a retail firm and it had a wide variety of applications in quality measurement of firm but it is important for the firm and service organization to know the level of customer and try to increase maximum customer satisfaction. Therefore understanding the customer expectations is a prime requisite for quality service delivering.

Butler and Collins (1995) had published an article on marketing public sector service: concept and characteristics. There is an ongoing debate on the relevance and role of marketing in the changing public sections of Western democracies. Public service organizations are increasingly turning to marketing professionals as "managerialism" takes over "administration". This article argues that the marketing community must clearly conceptualize the public sector as a marketing context if it is to operate effectively within it. In order to address the unique features of the public sector that have an impact on marketing, pertinent structural and process characteristics must be examined. The nature of the product, the organization, and the market are structural qualities; the marketing implications of these are described. The mechanisms and practices that control activity, as well as their ramifications, are addressed by the process characteristics. There are some brief suggested appropriate strategy responses.

Deininger and Mpuga (2005) studied well recognized that the poor quality of public services and governance in many developing nations might limit the possibility for poverty reduction and prosperity. However, empirical micro-level evidence on the scope for better accountability to aid in the reduction of corruption and the improvement of the quality of key public services is lacking. Using a large data set from Uganda to investigate this topic, it discovers that knowing how to report unethical behavior by bureaucrats and poor service quality not only helps to lower the frequency of corruption, but it is also linked to considerable increases in service quality.

Munhurrun et al. (2010) had published an article on the entitled of measuring of service quality: perception of employee. The goal of this paper was to use the SERVQUAL model to evaluate the service quality of a call center as seen by its staff. The article concentrated on employees as internal customers and the crucial part they play in providing high-quality service. Research investigated the factors determining front-line employee happiness and loyalty. Data were gathered through a field research in a specific Mauritius contact center using a modified SERVQUAL questionnaire. The study looked at front-line workers' perceptions and expectations. The impact of service quality factors on satisfaction and loyalty was examined using regression models. The findings showed that overall contentment, tangibles, and responsiveness were the best predictors of loyalty. This research contributes the advances knowledge on service quality, staff loyalty, and customer satisfaction in a business process outsourcing organization.

Serrat (2010) expressed that the production, delivery, and distribution of fundamental public goods and services at the international, regional, national, and local levels are handled by the public sector, which is the area of economic activity not under private ownership. Its procedures and frameworks can be implemented through direct management, public enterprises, or partial outsourcing. Its operations are supported by government spending paid for through taxes, borrowing from the government, and grants. The last frontier of marketing may be in the public sector. Public sector organizations can transform stakeholder communications, boost performance, and show a positive return on the resources they are given by combining the four Ps of marketing: product (or service), place, price, and promotion with other strategies.

Adetunji et al. (2013) have studied entitled in assessment of the quality of service provided by a national regulatory institution. Governmental organizations must evaluate how well they satisfy the needs of their clients and what those clients think of the caliber of the services they offer. This is in line with the South African government's "Batho Pele" philosophy. The National Home Builders Registration Council (NHBRC) was evaluated using the SERVQUAL scale, supplemented with a qualitative survey, to ascertain how its clients view it, what major factors influence that perception, and whether or not the perceptions are shared by the various clientele of this regulatory body. It is emphasized how valuable qualitative data can be in shedding insight on the problems underlying quantitative findings. For the NHBRC, service quality ratings are computed. Correlation analysis was used to examine the convergence of views among various client groups. The reliability of the SERVQUAL scale was investigated using exploratory factor analysis, and the importance of service quality perception gaps was verified using multivariate analysis of variance. It was found that the NHBRC's clients' impressions of the quality of their customer service might be improved by strengthening their feedback system.

Albarq (2013) assessed how the SERVQUAL model's foundational concept of service quality affects consumer loyalty, with customer satisfaction serving as a mediating factor. This analytical study is mostly based on primary data that was obtained from 422 people who were chosen at random from five local banks in Riyadh, Saudi Arabia, and asked to complete a questionnaire. The results suggest that enhancing customer loyalty can be achieved through improving service quality. The service quality factors that are important in this equation are reliability, assurance, and empathy. The study's conclusions show that there is still potential for development even if respondents generally have a favorable opinion of banks. There aren't many studies that evaluate client loyalty in Saudi banking. Because of the increased competition among banks, bank management should think about ways to improve service quality.

Mathaba et al. (2015) have identified the fundamental variables underpinning the improvement of service delivery within the South African Department of Public Works by ensuring that key features of service delivery (cost effectiveness, high quality, and timely delivery) are adhered to. The study will take place in the Durban

Regional Area. A total of 100 employees in the intended area of study were randomly selected from a population of 400. A questionnaire was employed as a research tool, and it was distributed to all 100 responders. The study found that the Department of Public Works has a number of issues, the most serious of which is the lack of an integrated management system, which makes it difficult to track the phases of services to be supplied, resulting in significant delays in delivering services to clients. The quantitative results revealed that the Department has employees who are appropriately skilled for the job, but these capabilities are insufficient if the Department lacks the key resources needed to offer services. Because the Department of Public Works is a technical department, qualified people such as quantity surveyors, engineers, and information technology experts should be prioritized. It is also very important that guidelines, policies, and business processes for all divisions of the department must also be clearly conveyed to all employees.

Pokharelet al. (2017) studied on the entitled of “Public Services in Nepal: Citizen’s Experiences.” The objective of this study was to support the development of public sector capabilities for effective delivery of public services. During this process that providing excellent and effective service is difficult unless the study of comprehend public service from the standpoint of the people. In light of this observation, the goal of this study was to assess the quality of public services from the viewpoints of service recipients. Cross-sectional exploratory research approach was used to gather data from 1374 respondents across 38 districts. Four significant district-level public organizations were chosen for the study using a semi-structured questionnaire. The study shows that people's perceptions of public services are complex. The convenience of the service process, friendliness, and affordability are valued by the respondents. The voice of displeasure is loudest when it comes to difficult processes, hostile service providers, and expensive services. Citizens must make several tries to obtain services, invest many days and hours, travel a great distance, and pay additional fees. People pay two costs for the provision of public services: a direct fee while using the services and a tax paid to the state. Costly public service is a result of this. In order to make services accessible and effective from the viewpoints of users, Nepal needs a critical review of public service supply. A systematic approach must be developed in order to assess public services from the perspective of users and rethink public services.

Koirala and Shrestha (2018) had studied on the entitled of “Measuring Service Quality and Customer Satisfaction: Empirical Evidence from Nepalese Commercial Banking Sector Undertakings”. Customers are significant stakeholders in businesses, thus management places a high focus on ensuring their satisfaction. Customer happiness now heavily depends on the level of service. With regard to the service quality aspects in the Nepalese commercial banking sector, this study aims to gauge service quality and customer satisfaction. It has measured the link between service quality dimensions, service quality and customer satisfaction factors using descriptive statistics, correlation, and regression analysis. 364 sample consumers who are currently doing business with the commercial banks in the Kathmandu valley are used in the study. It was discovered that Nepal Investment Bank is the most well-liked bank among Nepal's commercial banks. The formation of service quality and customer satisfaction depends on all of the service quality characteristics, including the following: tangibles, reliability, responsiveness, assurance, and empathy and customer satisfaction is highly affected by the service quality of commercial bank of Nepal.

Pokharelet al. (2018) had studied on the entitled of “Quality of Public Service in Nepal”. This report was created by using NNGS data, analyzes the general environment of public service in terms of important factors such as accessibility, limitations, irregularities, integrity, accountability, and citizens' satisfaction. In the analysis, provincial comparisons are examined, and recommendations are given for starting a reform conversation in the context of the federal system of government. Analyzing the background characteristics of residents gives us more insight into how differently citizens view the environment of public services. The basic foundation of analyses is the output of logistic regression and descriptive statistics. According to analysis, Nepal's public service is at a turning point. The government's promise is to provide quality public services through decentralized service delivery methods and the desire of the public to obtain them from the closest service providers are mutually reinforcing. The local government is now a key service delivery unit due to the recent changes in governance. More than 40% of citizens often go to newly established local governments within the first year of operation. As these governments' performance would increase, they would be taking over the majority of basic government services. By Province and background traits, there are observable disparities in how residents

perceive the public service environment. People are generally hopeful about the improvement of public services. Additionally, they see relationships and bribery as prevalent methods of influence. Almost one in ten citizens claimed to have paid a bribe in the 12 months prior. Language, gender, and caste/ethnicity are perceived as barriers to accessing public services by a sizable section of the populace. Additionally, citizens are appreciative of recent behavioral adjustments made by institutions and public servants. They anticipate a considerable improvement in public services. Despite having concerns about the quality of public services, the majority of people are completely or somewhat satisfied with the ones they receive. These results give Nepali state, which is moving towards federal system of government with greater power devolved to sub-national governments, justification for creating service reform plan. Each government directive calls for a reform strategy for citizen-oriented services to improve the interaction between the state and its citizens.

Engdaw (2019) studied and found that the overall goal of this study is to determine the influence of high-quality public service delivery on customer satisfaction in the Ginbot 20 sub-city. A correlation research design and a quantitative research approach were used to perform the study. Using basic random selection and systematic random sampling procedures, a total of 88 samples from customers (68) and service providers (20) were collected. Questionnaires were used to collect data. The study draws conclusions based on the information gathered. Customers and service providers have varied perspectives on quality service delivery and customer happiness, and responsiveness, tangibility, assurance, and reliability have all been found to be positively connected with customer satisfaction. Customer pleasure, on the other hand, has been shown 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.

Giovanni and Sofia (2019) had studied 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 in many universities since they connect to 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. The descriptive research design was chosen because it focuses on complicated analysis to reveal the relationship between variables. The research instrument was questionnaires. Regression models were used to present inferential statistics, which were assessed at the 0.05 significance level. Although the significance levels varied, the results showed that all of the factors had positive predictive potential. According to the findings, product marketing, pricing marketing, location marketing, and promotion marketing tactics have a favorable impact on public service delivery. According to the report, marketing mix techniques should be widely embraced by government agencies in order to have a bigger impact on service delivery.

Mengsteet al. (2020) have studied about the entitled of “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.

Bekeromet 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.

Zygiariset al.(2022) have published an article on the entitled of the service quality and customer satisfaction in the post pandemic world: a study of Saudi auto care industry. The purpose of this study is to investigate how customer satisfaction in the auto care sector in the post-pandemic environment is impacted by service quality. The auto care vendor in the study used social media effectively to give consumers responsive updates in the post-pandemic era; this kind of social media use lays the groundwork for service quality and client satisfaction. Using the SERVQUAL framework, the study looked at the connection between service quality and customer satisfaction. The results show that tangibles, responsiveness, certainty, reliability, and empathy all significantly improve customer satisfaction. Our findings imply that it is crucial for workshops to understand the elements of service quality that affect client

satisfaction. Additionally, findings imply that tangibles, certainty, dependability, responsiveness, and empathy all influence consumer satisfaction. The auto repair industry must routinely give clients individualized attention, smile and greet them, deliver cars after services, let customers know when extra repairs are necessary, and take the time to explain any issues to customers. Additionally, stores need to have polite employees who can successfully explain the dangers connected with repairs to consumers as well as express the services that are needed both in-person and online. The promptness of services appears to help service quality.

2.11. Theoretical Framework

A good theoretical framework identifies and defines the important variables in the relevant to the problem and subsequently describes the interconnections among these variables. It is a logically developed, described, and elaborated network of associations among the variables deemed relevant to the problem situation and identified through such processes as interviews, observations, and literature review.

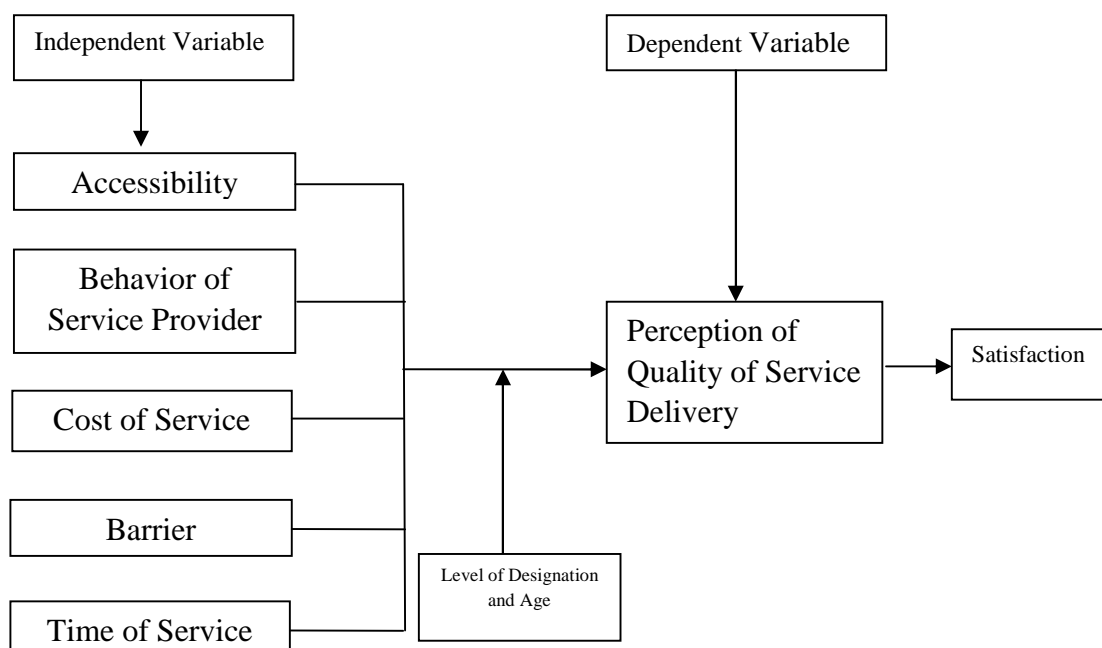
After reviewing the different theoretical aspects regarding to quality of service delivery dimensions, most of the quality service delivery dimensions had been used by researcher was SERVQUAL (reliability, assurance, tangibles, empathy, and responsiveness). Beside that European focused quality of service through service delivery process and service outcomes. Therefore, a theoretical framework has been developed by researcher by using understandable local language. This study assumes that several factors influence the perception of quality of public service delivery. This study develops the theoretical framework of assessing the perception of quality of public service delivery that allows to analysis the responses of academicians' experience (perception) towards the services users in terms of experience that they have received during their services. Based on the above theory, it identifies with unit of analysis and observation variables by presenting theoretically on the basis of dependent and independent variables that the perception (experience) of service users are measured in terms of accessibility, cost, barriers, behavior of service providers to receive of service delivery. User's experience towards the services is not as easy to understand and present it. It may differ based on the recipients' experience and characteristics that affect the service delivery.

2.12. Conceptual Framework (Model), Operationalization of variables

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

Figure 2.1

Conceptual Framework for Perception of Academician towards Quality of Public Service Marketing on Service Delivery Dimension and Satisfaction.



Source: Developed by Researcher, 2022

Dependent Variables

Perception and Satisfaction

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 a pleasant level of consumption-related fulfillment. Customer satisfaction is typically thought of as an attitude-like evaluation made after a series of purchases or interactions between consumers and products. It's defined as a customer's 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. Perceived service quality results from comparisons by customers of expectations with their perceptions of service delivered. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs. These are measured in terms of strongly satisfied or dissatisfied.

Independent Variables

Accessibility of Experience of Service

The extent to which service recipients can reach and obtain services despite social, economic, cultural, and geographic restrictions is referred to as access. Quality, on the other hand, is the extent to which services match the service receiver's expectations. Prior to discussing quality, it is desirable to have greater access to services. In other words, judging service quality is inappropriate without access to and a wide range of options. It indicates governments' ability to effectively understand the diversity and nature of diverse requirements design and customize delivery and communication channels accordingly, and ensure equity and justice in delivery and distribution can be considered a performance criterion for government. It contains the objectivity and 7 items related questionnaires.

Time for Service

It focuses on the distance between home and service institutions, time spent for service, effort made for service, time taken for transportation, walking distance etc.

Cost of Service

It focuses on the fees that citizens must pay in order to receive services. There are different indicators such as the, the service fee, secondary costs such as meals, housing, and travel costs, and payment for an intermediary or bribes that make cost for recipient. Service fees depend upon the types of services given by government. There are various competing ideas that truly explain the expense of government-provided public services. It has yet to be incorporated into the public

decision-making process that the cost of public services must be considered from the perspective of lecturers. So that it will be measured through as well objective question and 7 item related questionnaire.

Barrier

Despite efforts to achieve equitable access to public services, a variety of obstacles obstruct individuals' access to services. Language, gender, caste/ethnicity, relationship with service providers, and the existence of an intermediary may all have an impact on service accessibility. These barriers impact on perception of service delivery quality and perceived by differently. it contains seven statements of the questionnaire items.

Behavior of Service Providers

The behavior of service providers is critical in determining service quality. It's just as crucial when it comes to achieving institutional goals and objectives. Establishing an ethical culture in public institutions strengthens a country's entire governance structure. To promote such a culture, systematic efforts must be made to articulate core values and norms of behavior, as well as to monitor their observance to ensure conformity. From the four variables: compliance, responsiveness, timely delivery and work simplification – are constructed so as to describe the behavior of service provider it contains seven statements of the questionnaire items, consistent with the perception of the lecturers.

2.13. SERVQUAL VS CAT-Behavior

During the past few decades, service quality has drawn the attention of practitioners, managers, and scholars due to its significant influence on corporate performance, lower costs, customer satisfaction, customer loyalty, and profitability (Guru, 2003). The definition, modeling, measurement, data collection process, data analysis, and other related concerns of service quality have been the subject of ongoing research, creating a solid foundation for the researchers (Seth et al., 2005).

The importance of the service sector to many country' economies is increasing. The provision of high-quality service is viewed as a crucial strategy for success and

survival in the current global competitive climate. Even public sector organizations are under increasing pressure to provide high-quality services and increase efficiency (Randall & Senior, 1994). Regarding governmental services and their quality requirements, customer wants and expectations are evolving. However, the slow adoption of service quality techniques in public sector companies is made worse by the challenges associated with evaluating results, increased public and press scrutiny, a lack of discretion, and the demand that choices be made in accordance with the law (Teicher et al., 2002).

One of the most hotly debated subjects that have been presumed as fundamental for sustainable and socially responsible behavior of company and non-business entities is service quality. Even just defining and measuring service quality is difficult. It is understandable why the difficulty of abstracting and evaluating service quality has been regarded as one of the most contentious issues in services marketing (Brady & Cronin Jr, 2001). Service quality was described by Parasuraman et al. (1985) as the magnitude and direction of a difference between customer expectations and perceptions. Similar to this, Cronin and Taylor (1992) defined service quality conceptually as equivalent to perceptions solely, as determined by the characteristics of service quality—tangibles, reliability, responsiveness, assurance, and empathy (Thapa, 2022).

How to create greater value for both people and businesses is one of the biggest issues facing public administration, mostly due to the tightening financial restrictions and demanding social demands. In fact, most industrialized countries have experienced a general drive toward public reform over the past 20 years, making it crucial to comprehend how citizens rate the quality of public services (Carvalho et al., 2009).

The direct impact that service quality and customer satisfaction have on an organization's profits, customer loyalty and retention, and repeat business is demonstrated by a number of previous studies. This is true for businesses of all shapes and sizes. Similar to this, numerous studies over the past few decades have looked at the topic of service quality. Various attempts have been made to develop the industrial model of quality like SERVQUAL, SERVPERF, the quality dimensions of Gronroos, Garvin, and Parasuraman, Cronin and Taylor and others (Thapa,2022)..

The most popular conceptual framework for assessing customer satisfaction is Patterson's (1993) expectancy disconfirmation model of satisfaction. According to this concept, a significant factor influencing the degree of post purchase satisfaction is the level of pre-purchase expectations that buyers have for a good or service (Patterson, 1993). The measurement of service user attitudes toward various subjective and qualitative service quality dimensions is crucial to the assessment of service quality. The Grönroos' model from 1984, SERVQUAL by Parasuraman et al. in 1988, and SERVPERF are common models for evaluating service quality (Cronin & Taylor, 1992). For evaluating service quality, Parasuraman et al. (1985, 1988); Zeithaml et al., 1990) created the SERVQUAL model. According to this concept, customer satisfaction is a result of how well the consumer perceives the quality of the service in relation to their initial expectations. SERVQUAL (Buttle, 1996) was a widely used method for assessing and evaluating service quality. It had ten initial criteria for measuring service quality: dependability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the client, and tangibles. After that, five dimensions were created by combining certain components with a high degree of association, according to Parasuraman et al., (1988): (Reliability, Assurance, Tangibles, Empathy, and Responsiveness). The SERVQUAL model was adjusted by first reducing the total number of statements/items under each dimension from 97 to 34, then to a 22-item instrument, and finally to just five general dimensions. Similar problems with the SERVQUAL instrument led Cronin and Taylor (1992, 1994) to create the SERVPERF model. The researchers took the expectancies element from the SERVQUAL model and removed it from the SERVPERF model. As a measure of the service quality construct, the single score perceptions-only model, which is based on service performance, was the outcome. According to the model, customer satisfaction has a major impact on purchase intentions and is a key antecedent of service quality. Due to the instrument's great reliability and validity, it has been said that it is the finest option for evaluating service quality and customer happiness. To gauge perceived service quality, the SERVPERF model has been widely utilized in areas include retail, dining, banking, telecommunication, transportation, hospitality, healthcare, automobiles, and education. This model has been used same dimension of SERVQUAL model (Thapa, 2022).

It's crucial that you give your consumers exceptional service. Companies who don't compete on customer experience will lose clients to those that are consistently gratifying and offering high-quality service in an environment of fierce competition. However, it can be challenging for businesses to gauge the quality of their service even when they are aware of the need to deliver exceptional experiences. It can be difficult to evaluate because it is a qualitative measurement rather than a quantitative measurement. Even some researchers have had trouble figuring out how to gauge service quality and comprehend how your actions are affecting your clients. In a broad sense, determining how well a service is provided depends totally on the context and brand promise, and the elements of good service differ by sector. However, SERVQUAL is the accepted industry standard and the most used metric. Regardless of the service industry, SERVQUAL is based on a set of factors that customers regularly evaluate as being most crucial for service quality. These SERVQUAL instruments are used to calculate the gap between what customer's expectation to be excellent service and what they actually perceived. When used consistently, the SERVQUAL instrument can assist you in better understanding customer expectations, opinions of certain services, and areas where quality adjustments are required. It has been used to identify particular service components that require improvement and to focus training opportunities for service employees, among other things. The SERVQUAL instrument's items are properly developed, and this results in rich item-level information that has practical consequences for a service manager. For optimum performance in various industries, including public and private sector applications, the SERVQUAL service quality dimensions should be modified. Scores from SERVQUAL are quite trustworthy. You must comprehend consumer expectations and satisfaction in order to improve service. This can be done by employing service quality surveys to get input from your clients Parasuraman et al., (1985; 1988). The SERVQUAL model also states that there are five perception gaps: knowledge gap(Lack of understanding of customer expectations within the organization), standard gap(inaccurate and incomplete perception of the standard of customer expectation and goes against the customer through wrong decision), delivery gap(employees delivering service in wrong ways), communication gap(company has over promised and false perception by customer and employees do not understand the policies of company well enough to communicate it effectively to

the customer) and satisfaction gap(significant difference between the customer expects and the service that they received(Zeithmal et al.,1990)

The following set of statements relate to feeling about the XYZ service organization given by Parasuraman et al., (1985, 1988).

- I. XYZ Company has up to date equipment.
- II. XYZ Company's physical facilities are visually appealing.
- III. XYZ Company's employees are well dressed and appear neat.
- IV. The appearance of physical facilities of XYZ Company is in keeping with the types of service provided.
- V. When XYZ Company promises to do something by a certain time, it does so.
- VI. When you have problems, XYZ Company is sympathetic and reassuring.
- VII. XYZ Company is dependable.
- VIII. XYZ Company provides its services at the time it promise to do so.
- IX. XYZ Company keeps its records accurately.
- X. XYZ Company does not tell customers exactly when services will be performed. (-)
- XI. You do not receive prompt service from XYZ Company's employees. (-)
- XII. Employees of the XYZ Company are not always willing to help customers. (-)
- XIII. Employees of the XYZ Company are too busy to respond to customers responds promptly. (-).
- XIV. You can trust employees of XYZ Company.
- XV. You feel safe in your transactions with XYZ Company's employees.
- XVI. Employee of XYZ Company are polite.

- XVII. Employees get adequate support from XYZ Company to do their job well.
- XVIII. XYZ Company does not give individual attention (-).
- XIX. Employees of the XYZ Company do not give you personal attention. (-)
- XX. Employee of the XYZ Company do not know what your needs are. (-)
- XXI. XYZ Company does not have your best interest at heart. (-)
- XXII. XYZ Company does not operating hours convenient to all their customers. (-)

The set of questions contains tangible (i-iv), reliability (v-ix), responsiveness (x-xiii) assurance(xiv-xvii), and empathy (xviii-xxii).

Criticism of SEVQUAL

Several criticisms have been leveled towards the SERVQUAL tool for measuring service quality. The five-factor SERVQUAL instruments proposed by Parasuraman et al. (1988) is not supported by the majority of research investigations, and administering expectation items is likewise viewed as unnecessary (Babakus&Boller, 1992). Additionally, Cronin and Taylor (1992) created their own SERVPERF performance-based measure. The SERVPERF scale, which consists of 22 perception items and does not take expectations into account, is really the unweighted perceptions component of SERVQUAL. Cronin and Taylor (1992) discovered through empirical research in four industries that the performance-only, unweighted SERVPERF measure outperforms all other measures of service quality and can yield a more accurate service quality score than SERVQUAL (Munhurrnet al., 2010). They contend that expectations are not included in this idea and that actual performance better captures a customer's sense of service excellence. Despite the criticisms, SERVQUAL has been employed to assess the quality of services in a number of contexts, including hospitals (Bakar et al., 2008), universities (Galloway, 1998), police services (Donnelly et al., 2006), banks (Kangis&Passa, 1997), travel agencies (Luk, 1997), and public utilities (Babakus&Boller, 1992). An instrument like SERVQUAL has a broad range of applications, which inspires confidence in its use as a technique for measuring service quality across diverse business sectors and service industries. The usage of the various dimensions was supported by Parasuraman et al.

(1993) on the basis of conceptual and practical considerations, despite the fact that some research did fail to support its structure. Even if it could be necessary to rewrite or change some of the elements, Parasuraman et al. (1988) observed that the SERVQUAL scale is suitable in a wide range of business services. However, Parasuraman et al. (1991) issued a warning that the integrity of the scale can be lost if items or dimensions are added or removed (Munhurrnet.al. 2010).

CAT-Behavior

Today, both developed and developing countries' economies are being impacted by globalization and liberalization. Organizational priorities are shifting from profit maximization to profit maximization through higher customer satisfaction. Organizations are being forced by the demands of competitiveness to examine both the processes and the manner in which they are delivered. The corporate environment has significantly evolved during the last 20 years. Due to expansion of markets, rising IT usage, and increasing customer awareness and knowledge, it becomes necessary to have a thorough understanding of the customer to provide the services better than the competition at the agreed price. This context needs for a new understanding of the subject of service quality in the present business environment. The definitions, models, and measurement issues surrounding the subject of service quality are extremely varied. Several researchers looked into the subject from various angles and with various techniques. It should be emphasized that changes in the service delivery process from conventional to IT-based services are highlighted by the present study's advancements of the service quality model from 1984 to present reflected that more work in the recent years. It is further noted that the outcome and measurement of service quality depend on the kind of service environment, circumstance, need, etc. The complexity of the subject is further increased by this. Additionally, with regard to elements like time, a growth in the number of interactions with a given service, a competitive environment, etc., the customer's expectations toward a certain service are also changing. These requirements needs for ongoing learning and validation efforts that modify current service quality concepts (Seth et al., 2005). Hence it was proven that the SERVQUAL must not be used in evaluating service quality in all organizations. This means that different industries might require different measurement of service quality dimensions. This study focused on perception of

academician towards service quality dimensions and their interpretations of what constitutes quality service delivery could be evaluated. Parasuraman's perspective on service quality with the SERVQUAL Model as the service quality dimensions that could be connected the meanings of the ten SERVQUAL models' dimensions to what academicians meant by service quality delivery. The fact that the service sectors offered diverse products and services meant that they shared few dimensions (Agbor, 2011). Following the descriptions of each SERVQUAL component, the dimensions of service quality were categorized in accordance with how service quality was defined in the CAT-Behavior Model as shown in table.

Table 2.1

SERVQUAL Dimensions and CAT-Behavior Model

SERVQUAL Dimensions (ten dimensions)	SERVQUAL Dimensions (five dimensions)	CAT- Behavior Model (Meaning of service quality delivery)
Communication	Empathy	Communication
Accessibility		
Understanding/Knowing Customers		Accessibility
Tangible	Tangible	
Reliability	Reliability	Time
Courtesy	Assurance	
Credibility		
Competence		Behaviors
Security		
Responsiveness	Responsiveness	

Source: Model developed by Researcher, 2022

The consumers used essentially the same criteria to assess service quality regardless of the type of service. These standards appear to fall into ten major categories that are listed in Table 2.1 as service quality determinants and discussed. The ten determinants in Table 2.1 are not intended to be non-overlapping. Thus measuring any potential overlap between the 10 criteria (as well as whether any might be combined) must wait for more empirical study(Parasuraman et al., 1985). So, it is categorized into CAT-Behavior model.

The communication components related with the barriers for service delivery. It focuses on the language used for services delivery and informed about the cost, ensuring problem handling of client etc.

The accessibility components includes physical facilities for providing services, appearance of personnel, convenience location and available facilities, tools and equipment used for services, accessibility time, queue length etc.

The time components deals with time and reliability of public services in time, consistency of performance, dependability, promise to offer the service in time including accuracy, correctly performing services.

The behavior component includes responsiveness, competences, courtesy, credibility, trustworthiness, believability, honesty, politeness, respect, friendliness, understanding of needs, skills for service, willingness or readiness of employees to provide service.

2.14. Research Gap

The studies mentioned above amply demonstrate how crucial it is for public sector organizations to provide high-quality customer service. The service-related characteristics in this research have been measured using a variety of metrics. The majority of this research was able to build their opinion on service quality solely, it should be emphasized. None of the research has attempted to identify the perception of customers about the service quality of public services marketing on service delivery, but it cannot be disputed that customers' perceptions and preferences regarding the quality of public service institutions are present. In addition to examining academicians' perceptions of service quality, this study will look at how academicians in the Pokhara Metropolitan perceive the quality of public services delivery. Besides this, it is also different in terms of theory applied for survey and assessment of perception of quality of public service delivery in terms of marketing aspects. The impact of factors affecting on the service delivery are measured by using delivery dimensions.

CHAPTER III

RESEARCH METHODOLOGY

This chapter entails the philosophical foundation of the study, research approach, sample and population, data collection methods that and techniques that have been utilized for analyzing the collected data. It also includes the sources of data, validity and reliability, ethical issues, quality of data and as well justification of the study.

3.1. Philosophical Foundation

This study presumes that several issues can negatively impact people's perceptions of their right to receive public services in comparison to public obligations. Public services are built on a set of assumptions and elements that may or may not always meet public issues. The user's experiences with the services are not as straightforward to comprehend and present. It may vary depending on the qualities of the recipients, which requires using of methodology to understand and capture the user's experience and perception towards the quality of service delivery.

The basic philosophical aspects of this study have been discussed about ontology, epistemology, and methodology. The broader sense, ontology is concerned with the existence of questions. It is conceptualization of reality. This aspect tries to know the reality in which this study exists out the perception of academicians towards quality service delivery in Pokhara Metropolitan City. This aspect tries to the reality either objectivism or constructivism way. Moreover, epistemology focuses on what is known to be true. It is concerned with assumption of acceptable human knowledge in a discipline. Epistemological assumption try to understand the research question and methods that the study has been find out the reality about the research questions, collect data and interpret data. Epistemology has been defined as the method by which a researcher learns the truth and reality, or, to put it another way, how do we know what we know? As a result, epistemology investigates the link between the inquirer and the subject of the inquiry (Guba, 1990).

The research's epistemology is the objective of the study. It is the body of knowledge that was extracted directly from the subject by using scientific approach of research objective of the study area. Additionally, the deductive reasoning approach was used to test a fixed, predetermined research design and objective was measured. Positivist

researcher has used experimentation and they believed that the goal of the research is to describe phenomenon that can directly observe and objectively measure it. The scientific quantitative research method reflects the positivist paradigm and qualitative research method is used to collect and sorting the data.

The phrase "how should we examine the world" has also been used to explain the methodology. "How does one go about collecting knowledge?" is the central question in methodology (Lincoln & Guba, 2013). The methodological aspects of a study must align with the study's ontological and epistemological perspectives. Positivism, on the other hand, contends that reality must be evaluated through the "rigorous process of scientific inquiry". The paradigm is also "characterized by the application of a quantitative methodological approach that emphasizes the need to generalize about the world and the importance of precise measurement" (Mukherhi & Albon, 2015). Because human behavior can be "seen," "identified," "predicted," and "measured" (Hitchcock & Hughes, 1995), surveys and experiments have been proposed as examples of the methodological part of a study (Cohen et al. 2000).

After, the philosophical study of research under covers ontological, epistemological, and methodology, Hence, axiology studies the value, knowledge, and relation with the universe. So it is the science of value. Under Axiology, it comes ethics, logic, and aesthetics. Axiology is the study of value; the investigation of its nature, criteria, and procedures for arguing that brings people to a valid conclusion. Axiology aspects play a significant role in developing conclusions regarding the perception of academicians towards the quality of public service marketing on service delivery in Pokhara Metropolitan City.

3.2. Research Design

This research used quantitative method. It focused on primarily quantitative data. The reason behind the selection of quantitative method was ontological position of objectivism and epistemological position of positivism and the research approach which was deductive approach. This study is mainly focused on the perception of academicians towards quality of public service marketing on service delivery in Pokhara. It has covered all together a total of five T.U-related (one constituent and four affiliated public) campuses inside Pokhara Metropolitan City. The study has

employed descriptive research designs because the study measures the perception of academicians towards quality public service delivery dimensions and satisfaction. Hence, the descriptive research design also helps measure the relationship between those variables as well it describes the nature of the impact on the delivery pattern of government on public services delivery (Bryman & Bell, 2003). Therefore, an open ended and closed ended structure questionnaire was designed to collect quantitative data by using stratified and simple random sampling as well the semi-structured interview was also taken in a purposive way. However, this study is based on an overall quantitative research design but also thematically presentation has been used to person triangulate the quantitative and qualitative outcomes.

This study selected government service institutions and quality of service delivery was assessed from the viewpoints of the academicians (University teachers). Through their interpretations of what constitutes high-quality service delivery, University teachers' opinions could be evaluated. Therefore, the SERVQUAL Model represents the quality of service delivery dimensions according to Parasuraman et al., (1985) and to relate the original the SERVQUAL model definitions' ten dimensions to the "meaning of quality service delivery" from University teachers' view. The fact that the service sectors offered diverse products meant that they shared little similar dimensions. Following each SERVQUAL component with the dimensions of quality of service delivery were categorized in accordance with how to access the perception of quality of service delivery was defined for this study as shown in the table 3.1.

Table 3.1

SERVQUAL Dimensions and Service Delivery Dimensions in the Study

SERVQUAL Dimensions (ten dimensions)	Meaning of service quality delivery	CAT- Behavior Model
Communication	Barrier, cost	Communication
Accessibility	Accessibility	
Tangible	Accessibility	Accessibility
Reliability	Time	Time
Courtesy	Bahaviour	
Credibility	Behaviour	
Responsiveness	Behavioir	Behaviors
Security	Behaviour	
Competence	Behaviour	
Understanding/Knowing Customers	Behaviour	

Among some attributes of quality of service delivery dimensions were commonly used in the entire public service sectors (Agbor, 2011).

3.3. Justification of Research Area

The significance of public service marketing in bridging the gap between society and government cannot be overemphasized. There exists an intricate link between public service marketing and social perception, however, service delivery within the quality of public service marketing and its relationship to perception has rarely been analyzed. However, measurement of service quality is always a complicated task. It is because of nonexistence of a universal definition of quality services measurement indicators. It is different in terms of definition, need, conflicts of interests, constraints of finance, arguments about policy, and legal requirements must be necessarily taken into account in decisions about the extent, nature, and focus of services to and for the public. Therefore any discussion of quality and its improvements must be within this context. In a competitive market, quality of the product or service can exceed its perceived value. Therefore, this study is different in terms of theoretical perspective; the marketing perspective examines the quality of public service delivery by combining two thoughts namely: European and American schools of thought for studying quality service delivery in public service marketing. Besides that, all research had been focused on the citizen's perspective but this study has been focused on a particular assessment of the perception of academicians (college lecturers) regarding the situation of quality of service delivery in Pokhara Metropolitan City. This research work can play an important role in developing a public service delivery system that will be benefited by the government as well as service receivers.

3.4. Source of Data

The required data for the study has been collected from primary sources. Primary data was used to collect data from the questionnaire method and it covers both open and close-ended questionnaires. Interviews were also taken with the respondents as necessary for the person to triangulate the study. It was a semi-structured interview questionnaire.

3. 5. Sampling Design: Population and Sample, Sample Selection

The population of this study consists of the total permanent teaching faculties of T.U constitute and affiliated public campus in the Pokhara Metropolitan City. This study has covered one constitute college and four public campuses inside Pokhara Metropolitan city, Gandaki province, there are Prithvi Narayan Campus (PNC), Janapriya Multiple Campus (JMC), Kanya Campus Pokhara (KCP), Gupteshwor Mahadev Multiple Campus (GMMC), and Kalika Multiple Campus (KMC) respectively. The total numbers of teaching faculty members on these campuses are 325 members. That was the total population of the study. The structure of the population is presented in table 3.2.

Table 3.2

Selected Campus and Number of Faculty Members

Sample Campuses	Lecturers	Number of total sample
Prithvi Narayan Campus	269	75
Janapriya Multiple Campus	28	22
Kanya Campus Pokhara	5	4
Gupteshwor Mahadev Multiple Campus	9	7
Kalika Multiple Campus	14	7
Total	325	115

Source: Field survey, 2022

The total population size of the Constituent Campus (PNC) is 269 faculty members. The total population size of the affiliated campus (JMC, KCP, GMMC, KMC) is 56 faculty members. Sample size will be determined based on the formula of sampling by Yamane (1967) but time and money constraints, the sample size shall be standard 10% of the total population but the researcher has tried to make research more reliable and valid therefore minimum sample technique is used for the study. The sample size is minimum of 100 faculty members from both constitute and affiliated colleges (Alreck & Settle, 2003). A stratified simple random sample has been used as a sampling technique and the sampling frame for the study is the list of lecturers of the selected sampled colleges. The selected sample is knowledgeable, understands all the situation and environment and as well they can provide real problem solutions for the

service delivery system for the improvement and reform of the service delivery therefore the sample has been taken. For the person research, 15 samples have been selected purposively from those five sample colleges. It contains 7 from PNC, 3 from JMC, 3 from KMC, and each one-one from KC and GMMC. It comprises the particularly campus chief, and assistant campus chief.

3.6. Data Collection Techniques

The open and close ended structure questionnaire has been designed for data collection in the study area. The structured questionnaire was containing 26 questions, and was developed in the Nepali version to create it easily understandable to respondents. Further it was converted into the English language for analysis purposes. The researcher was requested all the respondents to fill up the questionnaire on their relevant campuses. Therefore, first, the researcher takes approval from the respected campus chief to collect the information for academic research. Then the individual faculty, who is presented on the day of the research, has requested to provide the information on a printed questionnaire. The questionnaire contains both closed and open-ended questions containing two parts: demographic background and objective-related part. Besides that semi-structured interview questionnaire has been also designed. The questionnaire started to distribute on 12, Bhadra, 2079, and was collected till 09 Ashoj 2079. That was a self-administrated questionnaire, which was distributed to different faculty members.

3. 7. Measuring Scales

The main variable for the present analysis is the perception of the quality of public service delivery and satisfaction. The respondents have been asked to express their responses on the structured administered questionnaire in printed form that covers two major parts. Background information regarding demographic variables like gender, age, caste, job position, faculties, campus type, and so on was the first part of questionnaire. The second part of the questionnaire covers 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), time for receiving Service: (Distance, time taken to travel, days/

time spent to receive), cost (means of transportation, service fee, transportation fare, the role of intermediary, additional cost for receiving service), the behavior of service provider, barriers (Factors creating a barrier to receive service, confidence to receive service with hassle), and quality of service delivery and satisfaction (Satisfaction towards service, reasons). Perception-related measurement has used a five-point Likert scale, which ranges from strongly disagree (1) to strongly agree (5) as a survey instrument. The objectivity-related variable has been measured in a descriptive way as a nominal scale.

3.8. Data Analysis Tools

The SPSS version 20 was used to analyze the quantitative data. Descriptive statistics such as mean and standard deviations on all the independent and dependent variables have been used to describe for creating accurate profile of persons, events and situation of study variables.

3.9. Data Presentation

The responses were categorized, tabulated, processed, and analyzed. The statistical tools like; frequencies and percentages was used to present the data. Likewise, tabulation and graphical representation have also been made.

3.10. Validity and Reliability

Reliability and validity as separate ideas but they're related to each other. Reliability refers to the extent to which a scale produces consistent results if repeated instruments are made. While reliability is necessary, it alone is not sufficient. For a test to be reliable, it also needs to be valid. Validity defines as the best available approximation to the truth or falsity of a given inference, proposition, or conclusion. Validity encompasses the entire experimental concept and establishes whether the results obtained meet all of the requirements of the scientific research method. Validity involves ensuring the use of adequate sampling procedures, appropriate statistical tests, and reliable measurement procedures. To create reliability and validity in this research, the researcher makes sure that the questions that the researcher used for the questionnaires would be clear and understandable. Therefore, the conceptual model of service quality had been analyzed thoroughly and ten service quality dimensions

(reliability, responsiveness, accessibility, communication, courtesy, security, credibility, competence, tangible, and understanding) were studied word by word, and select considerable service delivery variable used for Nepalese context and converting in Nepalese language and used. In addition, to make validity, the researcher has used accurate information received from various sources to set up the questions and to confirm findings. The researcher has made considerably content and constructs validity by reviewing the literature, consulting experts, and academician. Different factors affecting quality service delivery-related items were incorporated to ensure content validity. To ensure the criteria validity, as far as test results were triangulated to different public articles and indicators, and its findings and quality outcomes were measured to ensure the construct validity. The use of internal consistency reliability measures Cronbach Alpha for testing validates the reliability of data. Alpha was employed to validate the reliability of the construct used in the questionnaire survey. Alpha has different value for making of reliability test-retest (0.4 to 0.75 (good) and 0.75 over (excellent) (Fleiss,1986), internal consistency (0.4 to 0.59 (fair), 0.60 to 0.74 (good) and 0.75 above (excellent) (Cicchetti, 1994;Koirala&Shrestha, 2018), clinical measure (0.5 to 0.75 (poor to moderate), 0.75 to 0.90 (good) and above 0.90 (acceptable) (Portney&Watkins, 2015) and scale research 0.7 (lowest acceptable standard) and 0.8 (adequate) (Nunnally, 1978). The commonly used internal consistency reliability range was used and Alpha values are given in the following table.

Table 3.3

Test for Reliability

variables	Alpha Value (before)	Alpha Value(after item deleted)
Accessibility	0.628	0.630
Barriers	0.673	0.700
Time	0.625	0.636
Cost	0.757	-
Behavior	0.759	0.797
Overall satisfaction	0.705	0.758

Source: SPSS data analysis, 2022

Table 3.3 clearly shows that there was no problem with reliability as good and excellent validation of reliability alpha value

3.11. Ethical Considerations

In carrying out the study it is crucial to ensure that ethical issues would be taken care of. Before the study could be done permission had to be sort in the form of an ethical clearance from the administration of constitute and public college. Measures have been taken to protect the autonomy of respondents and to prevent social stigmatization and secondary victimization of respondents. The questionnaire cover letter clearly explained the objective of the study, and the significance and confidentiality of the information in responses. The questionnaire clearly stated the non-violation and non-disclosure and misinterpretation of given responses. Respondents were fully ensured and given some time to take place of responses. To avoid the discomfort, the loss of the questionnaire, and forgetting the filling of responses, a contact number was given and a number of follow up reminding them of the completion of the questionnaire were done. All the collected sources during the study were properly cited and acknowledgment of the work of the concerned department, office, and a person was also made. Finally, incomplete, biased, and misleading reporting of results was tried to remove and avoided as far as possible to make better objectivity of discussion and analysis throughout the research process.

3.12 Quality Control of Research

Quality control is the main process of research that ensures the quality of research and its outputs. Quality control was taken in developing the questionnaire session, data collection period, and data mining period as well it was used when necessary for the better quality of research outputs. Besides, that validity and reliability were measured. At last, proper citation and reference were used in the study according to the guidelines prescribed by the research department and supervisor of the CDPA, faculty of management, Tribhuvan University.

3.13. Delimitation of the Study

Since the broad nature of the study area, researcher could not access all the literature concerning public service marketing and satisfaction. The study covers the perception of academicians towards quality of public service marketing in Pokhara. It comprises the academicians of one constitute college and four affiliated colleges in Pokhara Metropolitan City. It studies only permanent teaching faculties of selected colleges.

Researcher interested in viewing this subject from academicians' viewpoint and that receive public services from government service organizations.

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

This chapter contains the overall outline of the objective that is presented in different section wise presentation of data and analysis. This chapter particularly presents the assessment on perception towards the quality of public service marketing on service delivery. It includes the background characteristics, accessibility, cost and time, barriers, and behavior with perception and satisfaction of academicians (TU lecturers of constitute and public affiliated colleges) in Pokhara Metropolitan City.

4.1. Presentation and Analysis of Data

This section presents the presentation of data and analysis the objective wise data presentation and analysis of data in figure, table, percentage, and frequency as well use of different descriptive analysis to show the relationship of the public service delivery dimensions and satisfaction of academicians (TU lecturer of constitute and affiliated college) in Pokhara.

4.1.1. Background of Characteristics

The background describes the essential traits of the respondents. To investigate the variations in service quality and experiences, background characteristics are explored. The background characteristics of service recipients are presented in this subsection. As background characteristics, college type, sex, caste or ethnicity, age, occupation level, and education level are presented. Service quality may be impacted by the characteristics of service users.

The demographic characteristic shows in table 4.1. The study particularly based on the study of academicians concerning to Tribhuvan University related lecturer of constitutes and affiliated college in Pokhara therefore 65.2% respondents were taken from the constitute college and rest of respondents from affiliated college comprises Janapriya Multiple Campus, Kanya Campus, Gupteshwer Mahadeve Multiple Campus and Kalika Multiple Campus. All faculties were covered by this survey and maximum humanities faculties followed by management, science, education and law. Almost 85% of respondents were lecturer

followed by reader and professors has been taken. The survey covered that 82.6% lecturers had master level education followed by M.Phil, and Ph.D.

Table 4.1

Demographic Characteristics

Characteristics	Number	%
Sex		
Male	103	89.6
Female	12	10.4
Caste/Ethnicity		
Brahamin	85	73.9
Chettri	19	16.5
Janajati	11	9.6
Age Group		
Less than 50	53	46.1
More than 50	62	53.9
Mean age	48.77	
Lowest age	29	
Highest Age	62	
Types of College		
PNC	75	65.2
JMC	22	19.1
KMC	7	6.1
KC	4	3.5
GMC	7	6.1
Types of College		
Constitute	75	65.2
Affiliated	40	34.8
Types of Faculty		
Management	34	29.6
Humanities	42	36.5
Education	17	14.8
Science	20	17.4
Law	2	1.7
Level of Designation		
Lecturer	97	84.3
Associate Professor (Reader)	9	7.8
Professor	9	7.8
Level of Education		
Master	95	82.6
M. Phil.	9	7.8
PhD	11	9.6
Total	100	100.0

Sources: Field survey, 2022

During the survey, male lecturers were higher than female lecturers in the both constitute and affiliated college. All respondents were married. Maximum Lecturers,

Associate Professor and Professors were Brahmin, followed by Chhetri and Janajati ethnic group. More than 53% of respondents were above the age of 50 and mean age of them is 48.77 years of age.

4.1.2. Analysis of Quality of Public Service Delivery Dimension

This part of the dissertation contains the descriptive analysis of the objective first. It analysis's the various perception of quality of public service delivery dimensions.

4.1.2.1. Accessibility of Public Service

The accessibility of public service is known as degree to which service recipients may access and obtain services, despite social, economic, cultural, and geographic constraints. While service quality refers to how closely a given set of customer expectations are met. For the discussion of quality, access to services is one of the main factors for judging the quality of services delivery, is pointless without access to a wide range of options. The ability of governments to accurately perceive variety and the nature of various demands, develop and adjust delivery and communication channels in accordance with those needs, and maintain equity and justice in delivery and distribution can be seen as a performance criterion for governments. There should never be an instance where social or cultural obstacles keep some groups from obtaining opportunities or services. This sub section deals with the dimensions of various accessibility to public services like: organization types, accessing with and whom, support taken by, convenience and inconvenience and so on. The basic purpose of this section is to explore the accessibility experience of service receiver while taking the services from public service organization.

Different functions were reorganized into six categories: general administration, land administration, transportation, health, municipality and revenue office. Services provided under these offices include those relating to citizenship, passports, document correction, proof verification, vital registration, land purchase, transfer, revenue, status updates, registration, renewal, health check up and others.

Table 4.2

Percentages of Academicians that are Recently Visited Public Service Institution within Past Two Year

Types of Service Institutions	N	%
Land administration	26	10.7
Municipal office	51	20.9
Health institution	39	16.0
District administration office	22	9.0
Revenue office	24	9.8
Transport office	79	32.4
Others	3	1.2
Total	244	100.0

Sources: Field survey, 2022 *(Total may change due to multiple response questions)*

Table 4.2 shows that over the course of the last two years, about 99% of the lecturers have visited at least one of the six public institutions (district administration office, municipal office, land revenue office, transportation office, tax office and health office). About 32.4% of academicians received services from transportation office, while 20.9% went to municipal offices for assistance and so on.

A question asked to the academicians for whom to receive services. This question was to know about the tendency of accessing public services for whom.

Table 4.3

For Whom the Service was Received

Service For	N	%
My self	47	40.9
Family member	15	13.0
Both(family and myself)	33	28.7
Others(other than family)	20	17.4
Total	115	100.0

Sources: Field survey, 2022

Table 4.3 shows that around 41 percent academicians received services for themselves while 28.7 percent of respondents received services for either own self or family

members likewise, 17.4 percent of respondent has been taken for others (neighbor, society person, agent, employee and friends).

Table 4.4

With Who Service Receive

With Whom	N	%
Alone	47	40.9
Someone else	68	59.1
Total	115	100.0

Sources: Field survey, 2022

Table 4.4 shows that the researcher was interested in learning more about how people use public institutions to receive services. It's interesting to note that almost 60 percent respondents had company with someone else. It is obviously to whom with service received for.

Table 4.5

Accompany someone else for Accessing/ Using Service Supportfor the Service

Accessing service support for	N	%
Necessary for receiving service	27	26.7
No information about services	1	1.0
For convenience of receiving services	11	10.9
For convenience to interact with service providers	21	20.8
The accompanying person also had work in the same office	17	16.8
Technically required to access the service	6	5.9
Work is impossible without intermediary	3	3.0
Lack of knowledge about office procedures	11	10.9
Others	4	4.0
Total	101	100.0

Sources: Field survey, 2022 (Total may change due to multiple response questions)

The reasons for service support are shown in table 4.5 for individuals who obtained it from a third party. Necessary for receiving service were the most frequent reason they sought support. That is 26.7% of academicians taking support for followed by convenience to interact with service provider; accompanying person also had work in the same office, for convenience of receiving services and so on.

Sources of knowledge are the important elements for identifying the behavior of lecturer to accessing the public services.

Table 4.6

Receive of Information Sources

Information Sources	N	%
Government employees	30	15.4
Previous service receiver	18	9.2
Citizen Charter	39	20.0
Own experience	71	36.4
Social/ Community leaders	4	2.1
Intermediary or professional	8	4.1
Help desk person	20	10.3
Other	5	2.6
Total	195	100.0

Sources: Field survey, 2022

Total may change due to multiple response

questions

A key component in providing public services is communication. The state is in charge of giving its inhabitants reliable information. Researcher inquired of the responders how they learned about the public services. Own experience (36.4%), citizen charter (20%), government employee (15.4) and help desk person (10.3%) were the most popular sources of information.

It is frequently believed that developing a relationship with the service provider would be the most convenient approach to receive services in a country where there are critics of governance systems. A follow-up inquiry focused on whether the respondents knew of any service providers and whether they benefited from their connections.

Table 4.7*Relationship with the Service Provider*

Relationship with the Service Provider	N	%
Relation with	14	12.2
No relation with employee	101	87.8
Total	115	100.0
Take advantages of relation with employee	14	12.2
No take advantages of relation with Employee	101	87.8
Total	115	100.0

Sources: Field survey, 2022

About 12.2 percent, the service providers were well-known by them. 87.8 percent of those who said that they did not have any connection and relation to those service providers. They did not take any benefit from them. This suggests that generally lecturer do not make any crucial the relationship with the service provider.

The provision of services in a speedy manner is guaranteed by good governance (management and operation) policy of Nepal. However, it is expected to take a long time if the service is of a higher order, such as a passport, land administration, development-related services, requires extra work to resolve, or is provided in coordination with other organizations.

Table 4.8*Attempts Make to Access this Service*

Attempts	N	%
Once a time	61	53.0
Multiple time	54	47.0
Total	115	100.0
Reason for Multiple Attempt		
Lack of information about service	12	9.2
Inadequate documents	7	5.4
Absence of staff	19	14.6
Insufficient money for service fee	1	.8
No electricity and other utilities	4	3.1
Crowding of service recipients	35	26.9
Work not completed on time	33	25.4
Reluctance of staff	12	9.2
Missing records	3	2.3
Do not reach office on time	2	1.5
Others	2	1.5
total	130	100.0

Sources: Field survey, 2022 *(Total may change due to multiple response questions)*

The majority of reason for multiple attempts were crowding of service recipients(26.9%) work not completed on time (25.4%), and absence of staff (14.6). this indicates that there still plenty of improvement require for better public services in Pokhara.

Public dissatisfaction with public service processes is common. It receives criticism for being difficult, process-focused, and non-performing. We inquired about the respondents' knowledge of service procedures.

Table 4.9*Feeling about while Accessing the Service*

Access about Feeling	N	%
It was convenient	25	16.3
It was unnecessary	14	9.2
It was costlier for me	6	3.9
It was inconvenient/complicated	31	20.3
It was time consuming and waste of time	39	25.5
It was lack of responsibility and accountability of public service agencies	38	24.8
Total	153	100.0
Feeling Inconvenient for Access		
Lack of knowledge about service process	16	8.2
No idea whom to ask about	8	4.1
Lengthy process	22	11.3
Inability to furnish required documents	1	.5
No cooperation from staff	40	20.5
Unsystematic service process	58	29.7
Crowd of clients	46	23.6
Others	4	2.1
Total	195	100.0

Sources: Field survey, 2022 (*Total may change due to multiple response questions*)

Respondents believed that the service procedure were time consuming, challenging or complicated, and lack of responsibility and accountability of public service agencies but it also indicating that although public feeling of public services is convenient.

Around 30% of lecturer felt that unsystematic service process is the reason for inconvenient of public service in Pokhara. Likewise, crowd of clients (23.6%), no cooperation from staff (20.5%) and the length of the process were as the cause of still inconvenient public services.

A follow-up visit question was given to determine if the respondents received a comprehensive service. Visiting Service Center would have done multiple times that cost of services will rise.

Table 4.10*Repeat Visit in the Public Service Organization*

Repeat Visit	N	%
Yes	88	76.5
No	27	23.5
Total	115	100.0
Help of Intermediaries		
Yes	35	30.4
No	80	69.6
Total	115	100.0

Sources: Field survey, 2022

Table 4.10 shows that 75.5 percent respondents are repeat visited in those public service organizations and almost 70 percent did not take any help for public services from intermediaries.

Table 4.11*Descriptive Statistics for Accessibility Condition Items*

Items	N	Min.	Max.	Median	Mean	Std. Deviation
Lack of awareness by me	115	1	5	2.00	2.00	.982
Insufficient time available	115	1	5	4.00	3.23	.958
Lack of information available for access	115	1	5	3.00	2.77	1.052
Poor handling skill	115	1	5	4.00	3.72	.987
Lack of user education	115	1	5	2.00	2.70	.975
Lack of sufficient fund	115	1	5	3.00	2.65	.908
Unfavorable environment	115	1	5	4.00	3.37	1.004
Poor attitude of staff	115	1	5	4.00	3.50	1.095
Equipment breakdown	115	1	5	4.00	3.29	1.041
Documentation problem	115	1	5	3.00	3.03	.968
Convenient	115	1	5	3.00	3.01	.987
Overall accessibility	115	1.82	4.36	3.0909	3.0245	0.45920

Sources: Field survey, 2022

In this result, unfavorable environment, poor attitude of staff, and equipment breakdown had greater than one standard deviation; therefore, there were greater spread of data from mean. But in overall, there is less deviation from the mean. All

items mean are above the level 3.0 expect lack of awareness by me, lack of user education, lack of information available for access, and lack of sufficient fund for creating accessing problem for the lecturers of both type of colleges. Overall accessibility mean is 3.0245. It means that overall accessibility condition neither easy nor hard to the respondents. All median value is greater than 3.00 except the lack of user education. The descriptive statistics with minimum and maximum means values ($M=2.00$, $SD=0.982$ and $M=3.72$, $SD=0.987$) shows moderate level of accessibility of public services.

Public should have easy access in service delivery process but it is so hard because of employee and intermediates as well commission agent play as a complex role in creation of effective service delivery. One can complete their function if they have direct accessibility in public service organization. Otherwise, work will be late. Therefore, there should be placement of information officer who can guide process wise service accessibility to the public. All employees are seeking economic benefit and all about money for accessing in public service function. Government cannot deliver all services effective and efficiently to all people. In terms of water supply, road, electricity, every people are not proper accessible, there were always problem of fast service delivery. All public service delivery office should be service oriented. Service receiver can directly touch and access to head of office for problem solving situation. Every people have easy access to every public service delivery, if so than it is worth and rational of service delivery. Office should be in suitable place but long queue, high bureaucratic pressure, relation with office employee need to easy access to get service from the office. Until and unless people don't have access of service delivery, service delivery is not actually designed for people.

For the easy access, service provider must convey right information at right time. Public service delivery should be physically viable, economy and accessible with minimum time and cost in every geographical region. Almost public service delivery process is complex and lack of one window policy and geographical not viable. No one has same level of accessibility in public services. So far service accessibility is depends upon the personal relation, knowledge of service process, economic activities or bribe determines. Except education, there is not easy access of other public service. Service should be easily available and accessible to remote areas' people. Every

people should be easily access in terms of time, capacity of access and way of access should be design according to service recipient.

4.1.2.2. Cost of Service

This sub section highlights the cost for service, which includes the various cost related items that respondents pay for their received service like service fee, extra fee for agent, lodging, food, transportation and so on

Table 4.12

Descriptive Statistics for Cost related Condition Items

Items	N	Min.	Max.	Median	Mean	Std. Deviation
I have to spend huge amount of service fee for accessing this service	115	1	5	3.00.	3.10	1.026
I must spend a lots of amount on the transportation, launch, lodge etc for accessing service	115	1	5	2.00	2.62	.942
I pay anything else than stated fee for accessing	115	1	5	3.00.	2.85	.976
I pay for intermediary to access service	115	1	5	3.00.	2.80	1.036
There is always associated a risk of uncertainty even a spent cost for services.	115	1	5	3.00.	3.22	.925
I use a lots of effort for accessing the services	115	1	5	4.00	3.36	.919
Overall cost condition	115	1.67	4.83	3.00	2.9899	.65311

Sources: Field survey, 2022

Overall median and mean value is almost same but median value is equal or greater than 3.00 mean except the item second. Whereas, I must spend a lots of amount on the transportation, launch, lodge etc for accessing service, I pay anything else than stated fee for accessing and I pay for intermediary to access service have less than 3.00. Item first and second has maximum variability from mean. Therefore there is 1.026 and

1.036 standard deviation. The descriptive statistics with minimum and maximum means values ($M=2.62$, $SD=0.942$ and $M=3.36$, $SD=0.919$) shows moderate level of cost of public services that they pay for either government, intermediary, employee or other than accessing fees..

No doubt, public service should be provided with low cost and time.. Economy in time and cost is important. As much as minimum time and low cost service but people pay high cost for services because of service take long time as well as some time, service takes more than three to four days to complete work due to long queue, crowd, intermediary play important role in accessing service, link with employee and help to complete work in such crowd situation, show unrelated reason for delay like software problem, etc. So, this activity generates some unnecessary cost than specified cost by government. Some of the public service should be free and effectively deliver in time. Policy has been made but implementation process is so complex. If there is less time and cost with fee public service than it is assumed better quality of public service delivery. New technology should be used and exercise to provide better services. Therefore technology provides fast and effective service with low cost. people always pay extra fee and it request by staff and agent in the public service offices. Public service cost is not rational because it is unnecessarily high, time consuming and no different of cost on the basis of nature of service taken by every people. Public service deliveries are still exited complex, time consuming, and high cost. Therefore it needs to improve but not as much expected improvement.

4.1.2.3. Time for Accessing Service

Time is one of the important elements for estimating service quality. Under this sub section various time related items are developed and measures the time cost for receiving public service in Pokhara.

Table 4.13*Descriptive Statistics for Time Related Condition Items*

Items	N	Min.	Max.	Median	Mean	Std. Deviation
Serviced delivery organization is far distance from your current residence	115	1	5	2.00	2.72	1.056
it take hours to reach service organization from your current residence	115	1	5	2,00	2.26	.889
I need to use vehicles to reach from my current residence	115	1	5	4.00	3.78	.835
I take a walk to reach the service organization	115	1	5	2,00	2.55	1.078
it takes more than usual time to access for the service	115	1	5	4.00	3.72	1.005
Service delivery takes comparably long time	115	1	5	4.00	3.99	.832
Overall time	115	1.50	4.83	3.116	3.1710	.56302

Sources: Field survey, 2022

From the table 4.13, overall median value of the items is 3.116 with compare to mean value 3.1710. the highest median values are item third, fifth and sixth whereas first two item has less than 3.00 likewise all mean values are more than 3.00 except item first, second and fourth. Standard deviations are far from the mean value of item first, fourth and fifth. But overall deviation of time is less than one (0.56302). The descriptive statistics with minimum and maximum means values ($M=2.26$, $SD=0.889$ and $M=3.99$, $SD=0.832$) shows moderate higher level of time taken for accessing of public services.

Most of the public service delivery is time consuming, long process and inconvenient therefore it take much time and cost, perceived better quality of public service delivery, If there is less time and cost effective. Service takes comparatively long time as well as some time, it takes more than three to four days to complete work due to

long queue and crowd, intermediator play important role in minimizing the service delivery time where as service provider also wants to work from agent to complete work, for easy access, and crowded time. Service provider takes time to extend by showing unrelated reason for delay like software problem; documentation. Public service should be available with low cost and time. Therefore technology should be used to provide fast and effective service with low cost. Service provider takes unnecessary time, so, specific time limit to complete the work is better for quality of public services delivery in time. Employees do not perform work timely. Employee never takes any responsibility, therefore client always wait and spent two to three days to complete the works, which belongs to remote places.

4.1.2.4. Barriers for Accessing Service

Despite efforts to achieve equitable access to public services, a variety of factors may create the barrier for people to accessing the public services. Social elements that may vary in their effects on service accessibility include language, gender, caste/ethnicity, relationships with service providers, and the existence of intermediaries. It is true to some extent that impediments to equitable access to public services are caused by factors such as language, gender, caste/ethnicity, lack of a known individual and so on.

Table 4.14*Descriptive Statistics for Factors Creating Barrier for Accessing Public Services*

Items	N	Min.	Max.	Median	Mean	Std. Deviation
Language	115	1	5	2.00	2.21	.987
gender discrimination	115	1	5	2.00	2.25	.926
caste/ethnicity	115	1	5	2.00	2.24	.923
service providers' attitude	115	1	5	4.00	3.68	.843
presence of intermediary service for access	115	1	5	4.00	3.68	.969
not having <i>AfnoManche</i> (known person)	115	1	5	4.00	3.54	.967
Environment/receive service with hassle	115	1	5	4.00	4.06	.741
Commitment of staff	115	1	5	3.00	3.27	1.054
Customer document and data	115	1	5	3.00	3.12	.975
Overall Barrier Condition	115	1.78	4.44	3.1111	3.1169	0.49183

Sources: Field survey, 2022

From table 4. 14, it shows that media and mean values are almost same (3.1111 v 3.1169). First three items have median and mean less than three and data variation from means is commitment of staff. That is 1.054 deviations. The descriptive statistics with minimum and maximum means values ($M=2.21$, $SD=0.9872$ and $M=4.06$, $SD=0.741$) shows moderate to higher level of barrier that was created during accessibility of public services.

With regard to qualitative analysis of interview, different barriers creates problem in service delivery like lack of efficiency of employee, limited of time, environment change, physical and service facilities (toilet, breakfast,) employee training in office hours, documentation, reference of authorized department, unexplored laws etc. Barriers are intensive in every time. Employee behavior is good. Particularly, lack of awareness and education of service process, unnecessary document requirement and present, access are main barrier of public service delivery. Situation of *AfnoManche*, economic bargaining, political pressure, nepotism and favoritism, large number of service receiver, lack of resources and material, lack of responsibility and accountability, lack of new technology and skill are also barrier of public service delivery. Technical fault like soft ware problem, lack of sufficient employee in some

office like transportation office, round up of documents door to door, department to department, late entry of staff and fast leave of employee from office, delay and time pass behavior due to most of the service receiver feel hesitate during receiving of public service. So they refuse to take service, leave from service office or some of them fight for service. Besides, unnecessary requirement of documents, huge tax fee, specific time for service, requirement of involvement of all department for service, lack of proper coordination between public service firm and department, lack of proper information and make, lack of responsibility are major barrier for service. Lack of knowledge of process, limited employee, over crowd, lack of willingness to work effective and efficient, lack of service oriented attitude, ignoring work, never say clearly and silent attitude, work complexity feel by employee, long distance of service, geographical complexity, available of transport facility, corruption and bad behavior, political power and pressure for employee and selfishness, individual benefit, that creates barrier in public service delivery.

4.1.2.5. Behavior of Service Provider for Public Services

This section deals with the perception of lecturer from both constitute and affiliated colleges' perspective of behavior of service provider. Understanding service quality requires understanding how service providers behave. In pursuing institutional aims and objectives, it is equally crucial. Building an ethical culture within government organizations strengthens a nation's overall governance structure. Promoting such a culture calls for methodical efforts to articulate essential principles and norms of behavior and to monitor those standards to assure adherence. According to The Good Governance (Management and Operation), good governance can only be achieved by transforming public administration into one that is accountable, transparent, inclusive, and participatory and by making the results of that transformation available to the general public. To do this, basic values like the rule of law, corruption-free and wise administration, financial discipline, and effective management of public work and resources must be adopted. If all of these requirements are met, the behavior of service provider is good and effective for quality of service delivery.

Tables 4.15*Descriptive Statistics for Behavior of Service Provider for Public Services*

Items	N	Min.	Max.	Median	Mean	Std. Deviation
The government employees follow the rules.	115	1	5	2.00	2.58	.964
The government employees properly listen to and understand concerns of service recipients.	115	1	5	2.00	2.28	.801
The government employees provide clear information about the service.	115	1	5	2.00	2.53	.862
The government employees use polite language	115	1	5	2.00	2.55	.840
The government employees behave in a friendly/cordial manner	115	1	5	2.00	2.41	.815
The government employees provide service in time	115	1	5	2.00	2.17	.764
The government employees do not create any hassles/problems	115	1	5	2.00	2.34	.815
Employees asked for bribe for receiving service	115	1	5	3.00	2.81	.857
Employee perceives that relationship matters in receiving public service	115	1	5	3.00	3.07	.925
Sufficient Salary and facilities of public employees play important role in their behavior	115	1	5	4.00	3.54	1.011
Change in behavior of employees due to political interventions are aimed at personal benefits	115	1	5	4.00	3.72	1.048
Overall behavior condition	115	1.18	4.27	2.7273	2.7273	0.48029

Sources: Field survey, 2022

Table 4.15 shows behavior of service provider for public service provider. Overall means and media are same. Standard deviation is 0.48029. Last two items has more than one standard deviation. It means data set far from the mean of individual items. Table also shows that which has less than three mean and median indicates that average responses is disagree and medium point is between disagree and neutral level of response. The descriptive statistics with minimum and maximum means values ($M=2.17$, $SD=0.764$ and $M=3.72$, $SD=1.048$) shows moderate level of behavior of service provider in during accessibility of public services.

Regarding to behavior of service provider, Simple and smiling behavior is required to provide service for social development, Behavior of employee towards client is a helper, Slow and delay work, unnecessary problem creation, hello effect that make employee behavior is not satisfactory towards the public service receiver. Even though exceptionally, some employees are good, and honest, but most of the employee behavior is not satisfactory. Employee should be responsible, helpful and friendly in service delivery area, Fast service delivery attitude, lawful behave, positive discrimination, cheerful, sweet talking, good dress up by employee during service hours good attitude, quality behave symbolized good behavior and quality of public service delivery seem as good. Employee should be kindness, simple and cheerful voice as well listen all grievances, do not show any anger, cheerfully present their view and attitude towards the public, Public service provider should have politeness and, normally behave. Rude behavior of staff, lack of response in queries, lack of friendly behavior makes people harass and frustrate. There was no good behavior of employees, relation and money play as major role for completing work, employees behavior are selfish. They harass in every service process to complete the work. They required bribe and indirectly compel to give bribe for better serviced, work with relationship, personal touch, and nepotism-favorism. Therefore employees need to change their behavior drastically to improve the public service delivery in Nepal,

4.1.3. Perception and Satisfaction of Public Services Delivery

The difference between expectations and actual experiences can be used to calculate perceived service quality. A person's happiness with a given service is influenced by a variety of elements, including the service's content, the provider's behavior, the

service process, the facilities, and the individual's expectations. These elements may be as straightforward as the availability of fundamental amenities or the helpfulness of the services. From this point forward, the degree of satisfaction is determined by how closely the actual service matches what was anticipated. The level of satisfaction with the services they receive can be used to measure the quality of public services.

Table 4.16

Level of Perception on Quality of Public Service Delivery

Degree of Perception	N	%
Highly Disperceive	8	7.0
Disperceive	50	43.5
Neutral	35	30.4
Perceive	20	17.4
Highly Perceive	2	1.7
Total	115	100.0

Sources: Field survey, 2022

Table 4.16 shows the perception of quality of public service delivery in Pokhara. 43.5% of the respondents had bad perception about service delivery followed by neutral and good perception.

Table 4.17

Perception on the basis of Level of Designation of Academicians

Perception on service Delivery	Level of Designation of Academicians						Total	
	Lecturer		Associate Professors		Professors		N	%
	N	%	N	%	N	%		
Highly no perception	6	6.2	0	0	2	22.2	8	7.0
No perceived	42	43.3	4	44.4	4	44.4	50	43.5
Neutral	39	30.9	3	33.3	2	22.2	35	30.4
Perceived	17	17.5	2	22.2	1	11.1	20	17.4
Highly perceived	2	2.1		.0	0	.0	2	1.7
Total	97	100	9	100	9	100	115	100

Sources: Field survey, 2022

Table 4.17 reveals that perception of public service delivery was not good. Overall 43.5% of academicians did not perceive the public service quality is good where a percentage of bad perception rate was higher of Associate Professor and Professors with comparison to lecturer.

Table 4. 18

Level of Perception on the basis of Types of Institution

Types of Institution		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Land	N	2	13	8	3	0	26
	%	25.0	26.0	22.9	15.0	0.0	
Municipal	N	3	23	16	9	0	51
	%	37.5	46.0	45.7	45.0	0.0	
Health	N	3	18	10	7	1	39
	%	37.5	36.0	28.6	35.0	50.0	
DAO	N	2	8	8	4	0	22
	%	25.0	16.0	22.9	20.0	0.0	
Revenue	N	2	11	8	2	1	24
	%	25.0	22.0	22.9	10.0	50.0	
Transport	N	6	38	26	9	0	79
	%	75.0	76.0	74.3	45.0	0.0	
Others	N	0	3	0	0	0	3
	%	0.0	6.0	0.0	0.0	0.0	
Total		8	50	35	20	2	115

Sources: Field survey, 2022

Table 4. 18 reveal that the perception level of University teacher on the basis of visited public service institutions in Pokhara. University teachers are not perceived the public service as good. During the survey, they are not satisfied due to Transport Office and Revenue Office from Pokhara.

Regarding to perception of quality of the public service delivery by academicians through interview seems mixed perception. There is effective public service but process is long. There is still no belief that public service delivery has quality. Service

office is always controlled by low level employee, whereas top level never takes any responsibility. Everywhere middleman or agent takes more advantages in service. No one organization has quality of service in Nepal. Quality of public service can not feel as good by people. Therefore public service delivery is totally unmanaged. People have negative perception due to problem of delay completing of work, slow service process, lack of friendly relation with employee, lack of use of technology etc. Complex and unclear process, unnecessary requirement of document, day by day decreasing of service, diseconomy, and lack of satisfaction are the reason for bad perception,

Regarding to qualitative analysis, overall perception is good. Some of government office operates E-device to provide effectively and efficient public service delivery to the public but it does not good as standard. Public service delivery should be low cost and less time taken to deliver of service to the public. Every people expect but public service institutions are not capable to provide such services to general people. Service delivery is good than client advocates to other for service. Quality public service delivery, well develop process, increase utility and development of social index has positive relation. Therefore, fast service delivery, minimum time and cost, cordial relation with employee and easy access of service makes good perception towards the people. Some firm has good quality service some have to be improved. For the quality service, it should be fast and effective process, simple and convenient service. Quality determines the effectiveness of service therefore minimum time and cost with easy access require to quality service.

Table 4.19

Level of Satisfaction of Quality of Public Service Delivery

Level of Satisfaction	N	%
Strongly Disagree	6	5.2
Disagree	31	27.0
Neutral	40	34.8
Agree	37	32.2
Strongly Agree	1	.9
Total	115	100.0

Sources: Field survey, 2022

Table 4.19 shows the level of satisfaction of the academicians from the constitute and affiliated college in Pokhara. The 32.2 percent of the lecturers are satisfied with the service provided by different public services offices in Pokhara.

Quality service means satisfaction, satisfaction of public service delivery determines that how much people suggest and complain for service. Really not satisfied, at least government is providing service. If we make service easy, convenient, and fast than receiver shall be satisfied, but it is not now. It is not satisfied, just medium. It creates somehow satisfactory service delivery. Quality and satisfaction has positive relation with development of favor nation. If lecturers are not satisfied with the service, some time they discuss with the employee for quick service, grievances handling through talk with head of department as well. Most of the people are not satisfied with the public service delivery due to its quality of services, in terms of *BholiBada*, No satisfaction at all.

Employees are capable. Some lecturer agreed that public service delivery is satisfactory according to available human resources. If human resource performed their function well and effective and tries to get the positive attitude from people, there will be greater chance of satisfaction; overall it is satisfactory at all. There is no satisfaction until and unless public service should be easily completed with minimum time and cost. if they provide sufficient information, help in documentation, make home delivery or document is sufficient to get service without presenting public in the office time, and well managed system through service delivery than people is satisfied.

Table 4.20*Satisfaction on the basis of Level of Designation of Academicians*

Satisfaction Level on Public Service Delivery	Level of Designation of Academicians						Total	
	Lecturer		Associate Professors		Professors		N	%
	N	%	N	%	N	%		
Strongly Disagree	6	6.2	0	0.0	0	0.0	6	5.2
Disagree	23	23.7	4	44.4	4	44.4	31	27.0
Neutral	34	31.5	2	22.2	4	44.4	40	34.8
Agree	33	34.0	3	33.3	1	11.1	37	32.2
Strongly agree	1	1.0	0	0.0	0	0.0	1	0.9
Total	97	100	9	100	9	100	115	100

Sources: Field survey, 2022

Table 4. 20 reveal that 34% of academicians are satisfied with the public service delivery given by public organization. The overall satisfaction of quality of public service delivery process given by different public organization in Pokhara is 32.2 % and equal percentage of Associate Professor and Professors are not satisfied with the public service delivery in Pokhara..

Table 4.21*Level of Satisfaction on the basis of Types of Institution*

Types of Institution		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Land	N	1	6	11	8	0	26
	%	3.8	23.1	42.3	30.	0.0	
Municipal	N	4	13	14	19	1	51
	%	7.8	25.5	27.5	37.3	2.0	
Health	N	2	10	12	15	0	39
	%	5.1	25.6	30.8	38.5	0.0	
DAO	N	1	3	10	8	0	22
	%	4.5	13.6	45.5	36.4	0.0	
Revenue	N	1	9	8	6	0	24
	%	4.2	37.5	33.3	25.0	0.0	
Transport	N	4	25	28	21	1	79
	%	5.1	31.6	35.4	26.6	1.3	
Others	N	0	1	0	2	0	3
	%	0.0	33.3	0.0	66.7	0.0	
Total		6	31	40	37	1	115

Sources: Field survey, 2022

Table 4.21 reveals the satisfaction level of University teacher on the basis of visited institutions in Pokhara. They are more satisfied from the Municipal, Health, Land and District Administration Office which have 30%, 37.3%, 38.5% and 36.4% respectively. University Teachers are not quite satisfied from the Transportation and Revenue Office in Pokhara.

Table 4.22*Level of Satisfaction on the basis of Age Group*

Level of Satisfaction	Age of Respondent				Total	
	<50	%	>50	%	N	%
Strongly Disagree	2	3.8	4	6.5	6	5.2
Disagree	14	26.4	17	27.4	31	27.0
Neutral	19	35.5	21	33.9	40	34.8
Agree	18	34.0	19	30.6	37	32.2
Strongly Agree	0	0.0	1	1.6	1	0.9
Total	53	100	63	100	115	100

Sources: Field survey, 2022

Table 4.22 shows that less than age fifty age group is more satisfied than more than fifty age group. That is 34% and 30.6% respectively.

Table 4.23

Level of Perception on the basis of Age Group

Level of Perception	Age of Respondent				Total	
	<50	%	>50	%	N	%
Highly Dis-perceive	2	3.8	6	9.7	8	7.0
Dis-perceive	26	49.1	24	38.7	50	43.5
Neutral	15	28.3	20	32.3	35	30.4
Perceive	10	18.9	10	16.1	20	17.4
Highly Perceive	0	0.0	2	3.2	2	1.7
Total	53	100	63	100	115	100

Sources: Field survey, 2022

Table 4. 23 shows that perception of the less than fifty age group has bad perception regarding to quality of public service delivery in Pokhara with compare to the more than fifty group. It covers 49.1%.

Table 4. 24

Descriptive Statistics for Satisfaction for Public Services

Items	N	Min.	Max.	Median	Mean	Std. Deviation
Convenient service	115	1	5	3.00	2.80	.871
Service as expected	115	1	5	2.00	2.62	.823
Good behavior of staff	115	1	5	2.00	2.44	.786
Systematic service	115	1	5	2.00	2.30	.703
Low cost	115	1	5	2.00	2.50	.842
Service in less time	115	1	5	2.00	2.05	.619
Process of service	115	1	5	2.00	2.60	.825
Willingness to pay more for service	115	1	5	2.00	2.33	.953
Service organization	115	1	4	3.00	2.73	.820
Making loyalty myself	115	1	5	4.00	3.70	.772
Possibility of revisit for service	115	1	5	4.00	3.69	.831
Satisfaction level	115	1	5	3.00	2.97	.917
Overall satisfaction	115	1.753	4.67	2.6667	2.727	0.4161

Sources: Field survey, 2022

Table 4.24 shows the satisfaction of public service delivery. Overall means and media are almost same. Standard deviation is 0.41613. First nine items have less than one standard deviation. It means data set close from the mean of individual items. Table 4.24 also shows that nine items has less than three mean that indicates moderate responses and medium point is in between disagree and neutral level of response. The descriptive statistics with minimum and maximum means values ($M=2.05$, $SD=0.619$ and $M=3.70$, $SD=0.772$) shows moderate level of satisfaction of public service.

4.1.4. Significant Issues in Perception of Quality of Service Delivery Process in Public Service Organization

The qualitative analysis had been done to explore the major issues in perception of quality of service delivery process in public service organization. The open-ended responses and semi-structure interview had been taken from the respondents' feedback. The interview texts were coded, group and categorized and finally change into one theme for narrative describe. The biggest issues with service delivery administration as reported by respondents are given here.

Time Consuming Process: Public service is still time consuming process, there is the problem of lack of fast work, no timely operation of service. People aspects fast and effective service delivery but service provider cannot fulfill such expectation of people and service provider have negative attitude towards the service delivery. So, Lack of fixing time table for service makes slow and delay in public service delivery.

HRM: There is always the problem of right person to right job, no proper management of employee, occupy by unskilled employee in major places, lack of sufficient resource for employee management, unskilled human resource, lack of human resources in service provider institution, lack of skill, capability, training, orientation, limited number of employee in department, problem in arrangement of suitable employee management etc. This is the problem of recruitment by public service commission who has appointed all types of employee from all types of subject area.

Political Environment: Political problem is one of the major problems for quality of service delivery in present days. Political appointment, political corruption, monopoly, changes in nation's political situation, instability of government affect the

rules and regulation of government and increase the power of employee and their bad behavior affects in quality of public service delivery system.

Lack of Technology: Still public service organization is operating in old fashion. There is huge development of technology but lack of effective use of technology, no updated technology, lack of use of online system, problem in use of software, administrating complexity to use of technology for better service, even time and cost. Quality of public service is not as satisfactory even though, some of advance technology used by public organization.

Service Mentality: This indicates the behavior of employee towards the work of public service. But wrong employee mentality, just government work attitude, lack of honesty towards people, equality and equity behavior, lack of service nature, introvert behavior of employee, no proper relation with service receiver and giver regarding to service, behavior of employee towards the client, bias behave lack of sufficient manpower as demanded etc make problem for service delivery. It changed the behavior in service.

Training and Development: Proper tainting and development is always better sources for good public service delivery. But there is lack of professional skill, professional specialization, training and development as well as lack of proper use of training knowledge in the practical field.

Government Plan and Policy: Government had been developing number of five years plan but quality of public service delivery had no change because of government has no clear cut plan and policy to guide the public services effectively and efficiently. Besides that departmental performance was so week due to unclear government rules and regulation, unstable rules and regulation.

Cost: it depends upon the peoples' perspective. Perception of people is the different of expectation and performance. Peoples' expectation is low cost service but it does not seen in public service offices. People pay service cost not only for government but more than they spent their money for taking public services either pays for intermediary, staff, food, transport as well documentation.

Lack of convenience service: Government service is lack of convenience and not easy access to the general people. It is a time complicated process.

Bureaucratic and Red Tapes: Bureaucracy makes proper use of law an order in the country, public institution and people but this makes delay in work, power exercise, monopoly of employee. Therefore, they extremely exercise the bureaucratic power and that makes problem for delay in service and lack of offering quality service.

Monitoring and Evaluation: Timely monitoring and evaluation of employee and service organization is important but lack of monitoring and evaluation agency, even insufficient monitoring is main difference between expectation and work performance in public service delivery. There are no systematic and sustainable management of existing performance, lack of responsibility and responsiveness of employee monitoring and evaluation for service.

Crowded; There is always a major problem is few number of service delivery organization where large number of service receiver are present in such service office, and now extension of services is most required for better service delivery. It seems slow, delay and effective service delivery.

Lack of Resource Management: Resources like employee, machine and material, documents etc should be managed and maintain. In the mean time, no one get the file in time, technology is not operating smoothly, absenteeism of employee, machine is broken as well as lack of power supply. These resources should be managed perfectly to make public service qualitative.

Corruption and bribery: This is the major problem in the every public service organization. It makes problem in quality of public service delivery system in Pokhara. Employees are corrupted and need bribe for work otherwise work process will be delay and time consuming as well change in complex process. They are always looking for economic benefits from public.

Lack of Coordination: Why delay of work and time consuming process? It means there is the problem of coordination between the departments to department. There is lack of proper knowledge of rules and regulation, document requirement, even system

of operation. There is also lack of active participation of department in policy formulation, and implantation. This makes conflict and delay in service delivery.

Lack of One Window Policy: This policy talks about the effective and efficient work of public service activities but lack of implementation of decentralization. One window policy is not effective. People still move from door to door for taking the service. So this is one of the major problems of lack of one window policy. General public is highly demanded this system to used in every public organization.

Information and Awareness: Most of the time, public service delivery problem raise from the side of employees and public institution but sometimes it is generated by clients as well due to lack of service process, lack of knowledge of system and document requirement, lack of knowledge of citizen charter, lack of knowledge about time of over crowded etc. service organization and employee do not provide quality and right information, no proper disclose of citizen charter and corruption mentality works for poor service delivery.

Need Relationship: This is the serious problem in every public service organization. It makes public service easy, fast, convenience, and effective, if public has good relation with employee. So, favoritism, *Sidewala* system, intemediator, political relation, personal relation required to have better public service without any problem.

Lack of Commercialization: With compare to private service to public services like private and government hospital, banks and communication services, private services are far better than public services therefore with development of old fashion public administration to new public management stage, every public service organization should be commercialized. Lack of commercialization, public service delivery is still in the minimum standard and it creates always low service delivery problem. It should be focused on commercialization of services.

Lack of Good Governance: It is related with how an organization system is controlled, operates and by which mechanism, its people directed and controlled. It includes ethics, responsibility, responsiveness, accountability, decision making etc but in the public service organization, employee as well as top level staff have rarely responsive and accountable towards the general public.

Lack of Participation: Government to improve public service delivery system by engaging general public in the public service delivery process in variety of ways. This is required for market driven or more oriented towards empowerment. For whatever the reason, for engage its external customer, public bodies are looking to increase the efficiency, effectiveness, and hopefully equity of service delivery. Participation is required for exploration of needs, development of plan and policy, making priorities of services, to create public support for implantation of government decision.

4.2. Research Finding

From the survey of academicians' of constitute and affiliated college in Pokhara, following findings have been explored.

Background Related Findings

-) During the survey, male respondents are higher than female respondents. That is 89.6%
-) Among the caste and ethnic group, Brahamin is the dominating group in the survey. In this survey, they had 73.9%.
-) Average age of the respondents is 48.77 year of age and more than fifty percent of respondents are over the age of fifty years.
-) The survey covers maximum 36.5% of respondents from the humanities faculties followed by management and science.
-) Among the different professional level, 84.3% of groups fall under the lecturer level.
-) Education level of respondents had mater level of education. This contains 82.6%.

Accessibility Related Findings

-) Last two year period, maximum respondents are visited transportation office for taking public services. Among the public service offices, 23.4% of respondents visited for public service.

- J For taking the public service, 40% of respondents had been taking public service for own, followed by both (family and own), others.
- J Respondents have visited in the public service offices with someone. The percentage of such respondents is 59.1%.
- J Those who visited with someone, 26.7% of respondents feel necessary for receiving the services with them.
- J The sources of information of the respondents had an experience about the public service. That is 36.4% followed by citizen charter (20%).
- J Maximum respondents have no relation with service provider. That is 87.8% and they neither take any advantages from them.
- J Accessibility is analysis through the visiting rate of the respondents. They are visited just once a time for taking public services. That is 53% of respondents who visited single time for getting service.
- J Those who visited multiples time is 47% of respondents. The reason behind the visiting of multiple time are over crowded of the service receiver(26.9%) and work not done in time (25.4%).
- J Respondents feeling and perception regarding the accessing service were time consuming process (25.5%) and lack of responsibility and accountability of service agency (24.8%) towards the service receiver.
- J After the accessing of service, respondents feeling inconveniences of services are no co-operation from staff (20.5%) and over crowded service receiver (23.6%).
- J Respondents revisited in the concerned service office were 76.5% and they do not take any help from intermediary for getting services (69.6%).
- J Overall accessibility of public service delivery is moderate. It shows by mean value 3.0245.

-) There is the problem of accessing the public service is the poor attitude of staff, they creates problem in easy accessibility of public service delivery. It shows by mean value 3.50.
-) For accessibility of public service delivery, there is the problem of lack of awareness by client, if they have no knowledge of accessible criteria but this is not the situation for accessibility of service therefore it has lowest mean 2, it means respondents are disagree with the awareness of themselves about accessibility.

Cost and Time Related Findings

-) Cost of public service delivery is moderate level. The overall mean of cost is 2.98.
-) There is always associated a risk of uncertainty even a spent cost for services delivery. It has greater impact on quality of public service delivery. It has mean value 3.22
-) Cost relating to lots of effort for accessing the service has mean value 3.26.
-) Overall time taken for public service delivery is also at a moderate level. It shows by mean value 3.17
-) During the process of service delivery, the long process has greater impact on the quality of public service delivery. It has mean value 3.99.
-) Public service accessibility takes minimum time to reach for service. It has mean value 2.26.

Barrier Related Findings

-) The barrier of public service is also at a moderate level. It has mean value 3.11.

-) Environment of the service delivery area has greater impact on the quality of service. It creates problem in service delivery. It has mean value at higher level, i.e. 4.06.
-) Service provider, it means staff of the service organization and the middleman or agent also creates problem in service delivery. Both have mean value 3.68.
-) In the service delivery are, no having *AanfnoManche* create in the barrier of service delivery. It has mean value 3.54.
-) For the respondents of both colleges have no influenced on the service delivery by language, caste and gender difference.

Behavior Related Findings

-) The mean value of the behavior of service provider is 2.72, as moderate.
-) Change in behavior of employees due to political interventions is aimed at personal benefits. It has sufficient impact in service delivery. It has mean value 3.72
-) Sufficient Salary and facilities of public employees play important role in their behavior. It has mean value 3.54.
-) Generally, government does not listen and understand the situation of the client therefore it creates certain level of barriers in service delivery. It has mean value 2.28.
-) Service delivery process is so long and government employee provides service delivery in time, it has mean value 2.17.

Perception and Satisfaction Related Findings

-) Overall perception of quality of service delivery is not good. Among the academicians, 43.5% has bad perception regarding service delivery in Pokhara.

-) Associate Professor and Professor perceived the public service delivery in Pokhara strongly feel badly and process is long.
-) Public services are controlled by lower level employees in Pokhara.
-) The satisfaction level is moderate level. That is the mean value of 2.72.
-) Almost equal numbers of respondents are satisfied with the quality of public service delivery. Overall 34% of respondents are satisfied with the service delivery.
-) Academicians, those who have age group less than fifty, are more satisfaction than age group of more than fifty.
-) Academicians are not perceived the public service as good. During the survey, they are not satisfied due to Transport Office and Revenue Office from Pokhara.
-) Academicians are more satisfied from the Municipal, Health, Land and District Administration Office which have 30%, 37.3%, 38,5% and 36.4% respectively. University Teachers are not quite satisfied from the Transportation and Revenue Office in Pokhara.
-) From the qualitative analysis shows that the problem of quality of public service delivery are : time consuming process, human resource management problem, political environment, lack of technology, service mentality, training and development, government plan and policy, cost, lack of convenience service, bureaucracy and red tapes, monitoring and evaluation of public service delivery, crowded, lack of resource management, corruption and bribery, lack of co-ordination, lack of one window policy, information and awareness, requirement of relation with employee, lack of commercialization and lack good governance.

4.3. Discussion

The discussion sections deals with the compare and contrast the major findings of prior to basic objective of the research. The study had been used quality of public

service delivery dimensions such as accessibility, cost, time, barrier, and behavior for the study. So the first question is whether theoretical concept is valid and reliable. This study used those five dimensions for measuring quality of public service delivery. The research contents and construct are similar to Pokharelet al., (2018) and Pokharelet al., (2017). However, the research constructs and concept was different to Parasuraman et al., (1985). They used ten different constructs of quality of service delivery dimensions. This study reveals that those dimension was also explain the same quality expect in extended form. However, this study explores those extended quality service dimension were reconstructed and used in Nepalese context for analysis. The major five quality of public service delivery dimension: accessibility, cost, time, barrier and behavior are equivalent to empathy (accessibility), communication (barrier and cost), reliability (time) and assurance (behavior) respectively.

The first objective was to assess the perception towards the quality of public service delivery dimensions among the academicians of University teacher of affiliated and constitutes college in Pokhara metropolitan city. University teachers visited maximum in transportation office for taking public services. Most of the University teachers take renewal service from the transportation office. They use maximum private vehicles. Most of them, taking public service are for own, followed by both (family and own), others. When they visited, someone is with them. Someone is necessary for receiving the services with them. It is the reason for obtaining the support depends upon the nature of service receiver. The sources of information were an experience about the public service but the role of citizen charter cannot be ignored, (20%). Citizen charter is given less priority for sources of information by university teacher or government re-think about the effectiveness of the citizen charter but Good Governance (Management and Operation) Act, (2008) had made mandatory for information of public service delivery. This result is also different from the Pokharelet al., (2017). They have no relation with service provider and neither takes any advantages from them. Visiting rate determines the accessibility situation and satisfaction. University teachers visited just once a time for taking public services. The Good Governance (Management and Operation) Act, (2008) makes assured for fast and speed delivery of services. The result is similar with Pokharelet al., (2018). This indicates the public service delivery is accessible and so far fast process of service delivery. If they

visited, the reason behind the visiting of multiple times is over crowded of the service receiver and work not done in time but this result is dissimilar with Pokharelet al., (2018) and Pokharelet al., (2017). The findings were incomplete documents. This difference reveals that general public has no proper education and knowledge about the preparation of proper document for service than teachers or lecturers. Feeling and perception regarding the accessing service were time consuming process and lack of responsibility and accountability of service agency towards the service receiver. This result is totally difference with Pokharelet al., (2017). The result was difficult process and complicated. This indicates that public service delivery has easy access. Even though they feel still inconveniences of services, are no co-operation from staff and over crowded service receiver. Actually university teachers do not take any help from intermediary for getting services. Overall accessibility of public service delivery is moderate. It shows by mean value 3.0245. The accessibility satisfaction in municipality service delivery in South Africa was written by Masiya et al., (2019). There is the problem of accessing the public service is the poor attitude of staff, they creates problem in easy accessibility of public service delivery. The findings also support by SEVOTTAM: Quality Management System where service delivery accessibility and satisfaction brings by improving employees attitudes by Ramkrishnan, (2014).

The cost is one of the major factors for quality of public service delivery. The results show the moderate level of cost pay for receiving public service in Pokhara. There is always associated a risk of uncertainty even a spent cost for services because the service process is complex, time consuming, overcrowded client so on. Besides that university teachers do maximum effort for accessing services because they have to manage time cost, intermediary cost, and internal cost alike. This overall result is similar to the Pokharelet al., (2017). The study was revealed that moderate cost for service fee, additional cost (travel cost, lodging, food, intermediary cost, and additional payment). The original SEVEQUAL theory also support this finding that quality of service delivery is determined by how much service will cost, tradeoff between service and cost, and efforts that handled by client of Parasuraman et al., (1985). The cost related quality measurement has been explained in the communication dimension of service quality model.

The Nepal civil service act 2015 explained the punctuality, regularity, and present of civil servants and officials in their job or organization. The study reveals the of service accessibility of university teachers have moderate time of getting service. It shows that average university teachers took considerable time for getting services. This result is similar to the findings of the Pokharelet al., (2017). The study revealed that times spend hours and days are moderate level. This is the reason of serve places are far from the residents as well as time consuming service delivery process. Similarly, Good Governance (Management and Operation) Act, (2008) explained about decision making by officials in the situation to fail to perform and no improvement in the conduct of public service delivery by prevailing laws. Departmental action shall be taken for improvement of public service delivery. Obviously, this study reveals that service delivery time is long. Therefore this finding is supported by prevailing laws to take considerable action for incompetency of employees for providing services. The result is similar to the findings of Pokharelet al., (2018). Public perceive that service providers take considerably long time or did not manage properly. The time factor is expiate as reliability dimension in the service quality dimensions model of Parasuramanet al., (1985).

Every people have right to equitable access to service but different factors are influenced the barrier in public service delivery. Social factor like language, caste and ethnicity, gender, employee, environment, relationship with employee and intermediary, documents etc creates the barriers. The construct barrier is explained as communication problem in public service delivery byParasuramanet al., (1985) in a conceptual model of service quality. Similarly, a conference paper presented in 31st SKOCH Summit 2013 by Ramakrishnanexplained about the poor face more barrier in accessing public service delivery focusing, language, corruption, service providers' attitude etc. This study reveals environment, service provider attitude, intermediary role, *AfnoManche* are main barrier for public service delivery. It is quite similar to finding of Pokharelet al., (2018) in the sense of *AfnoManche* but dissimilar to finding regarding to language, caste and ethnicity and gender discrimination can create the barrier. It is supported by The National Population Census, (2021); Central Bureau of Statistics (CBS), (2014); and Ministry of General Administration (MoGA), 2013. These laws explain more than hundreds mother tongue, and speaking Nepali mother tongue therefore, the results is similar to explain by laws. Language may not be

barrier for public service delivery. The study result is different with the barrier of service delivery mention by Qureshiet al., (2021) in an article in mental health. This study is explained inappropriate human resources, lack of culturally appropriate tools, interventions and integrating service health system.

Service provider behavior determines the integrity, honesty, accountability, readiness to perform their job in better ways to satisfy the public. Different laws and policy states the behavior of service provider. Even though, this is always challenging for government. Therefore behavior of service provider plays an important role in providing quality public 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 serviced provider by laws. This study reveals the behavior of provider is moderate level. Different factors determines the change in behavior of service provider like political intervention, sufficient salary and facilities are most reason for change behavior of service provider for quality of public service delivery in Pokhara but university teacher are not believed that government employee properly listen and understand concerns of service recipients and provide service in time. University teacher have different perception towards the behavior of service provider. The study is similar to variable identify by Pokharelet al., (2018). They specify the behavior affects the public service delivery and they study behavior of service provider in four different construct like compliance, responsiveness, work simplification and timely delivery. Similarly, the construct variable behavior is the assurance construct used in a conceptual model of service quality model specify by Parasuraman et al., (1985). Similarly, Neumann, & Schott, (2021) explains the behavior effect of public service motivation among the citizens. They focus on public servant and citizens' engagement for digital co-production and attitudinal and behavior outcomes for job performance, commitment and job satisfaction.

The second objective was to analysis the perception and satisfaction the quality of public service delivery dimensions among the academicians of affiliated and constitutes college in Pokhara. Overall perception of quality of service delivery is not good. Academicians have bad perception regarding service delivery in Pokhara. Their

perception depends upon the type of service organization that they rendered the service. Every public service organizations are not an average seen to perform among they rendered public services. There may be different in perception rate. This study shows the different perception regarding to good or bad. Public perception views negative because of lack of competitive pressure to improve their service and react quickly to request from the public. Bekeromet al., (2020) concluded same citizens' perception regarding to private and public organization with bad performance. A study foundservice quality in Umea University, ICA Alidhem, and Forex Bank by Agbor (2011). Perception regarding to service quality was agreeable. Age wise perception of service quality was high.

Individual satisfaction levels are affected by various factors like service behavior, process, context, expectation and others. The quality of public service delivery is measured by the satisfaction of public that they received service. In precise way, the difference between expectation and perception of service is satisfactionby Parasuramanet al., (1985). However the people expectation and experience are different and complex to measure it. This study reveals that satisfaction level is moderate level. Average university teachers are satisfied with the quality of public service delivery. The result was same as by Pokharelet al., (2017), and Mengste et al., (2020). A study foundcustomer satisfaction in Umea University, ICA Alidhem, and Forex Bank by Agbor, (2011). The customer satisfaction was highly satisfied. Age wise satisfaction was high. Similarly, age wise satisfaction did not display any differences in the level of satisfaction in assessing perception of municipal service delivery in South Africa by Masiyaet al., (2019). The result found that there was significantly different between users' perceived service quality and expected service quality of virtual community websites by Kuo, (2003). The results suggested to improvement of service quality.

The major problem is the staff in accessibility. Cost regarding risk after payment of fees and extra efforts for completing service was cost related influencing factor. The service time was so long. Likewise, environmental situations, employees' attitudes, mediator, and *AfnoManchem* makesarethe barrier to service delivery. The salarylevel and political interventions cause changes in behavior in during public service delivery.This finding islikely to study by Pokharelet al., 2017; National

Planning Commission [NPC], 2007; Upreti, 2010). It revealed that process, cost, time, and citizen orientation are the major topics that structure criticisms. In terms of procedure, it is criticized for red tape, bureaucratic headaches, and complications.

CHAPTER V

SUMMARY AND CONCLUSION

5.1. Summary

The pressure on public sector change in developing nations is brought on by increasing public awareness, expectations, and knowledge, which are supported by civic education, social media, and technical innovation. Citizens have the right to make claims for their benefits. Citizens must actively participate in the delivery of public services as the nature of public service is changing from that of passive recipients to that of co-producers of service. The extent to which Nepal's current public service delivery system permits citizen involvement in service design and delivery is a crucial concern. This study's focus has been narrowed to understanding user experiences with public services. This study might be viewed as pertinent to provide light on public perceptions of the service delivery methods and system at a time when Nepal is transforming its governance structure and service delivery processes. The main concern is the efficiency of public service delivery and reducing public expenses to reduce the cost of service delivery. Nepal's public service is not immune to criticism. Criticisms are grouped by many issues, primarily process, expense, time, and citizen orientation. The present study was carried out to assess the perception of the quality of public service marketing on service delivery. Especially, research concentrated on the limiting factors affecting the quality of public service marketing on service delivery. The study measured academicians' satisfaction and service delivery using the five service delivery components accessibility, cost, time, barrier, and behavior. This research work was conducted to fulfill the gap between the perception of the quality of public service delivery dimension and satisfaction. This research was done to assess the perception of among the academicians towards the quality of public service marketing in the context of Pokhara metropolitan city. Using positivism research philosophy with descriptive research designs was used. A stratified and simple random sample with 115 permanent faculty members and purposefully 15 samples for the campus chief and assistant campus chief were taken from one constitute and four affiliated colleges as a sample size. The primary sources of data were used through questionnaires and semi-structured interviews. Reliability and validity were performed to ensure the quality of the research study. Primarily,

statistical tools mean, median were used. Ethical consideration and quality control of data were considered in the present research. Public services have historically been seen as a burden and a necessary evil by many. People are unable to avoid it or get it without any difficulty. The study reveals that the overall qualities of the public service delivery dimension are moderate. The major problem of the staff was in accessibility. Cost regarding risk after payment of fees and extra efforts for completing service was cost related influencing factor. The service time was so long. Likewise, environmental situations, employees' attitudes, intermediary, and *AfnoMancheare* the barrier to service delivery. The salary level and political interventions cause changes in behavior in during public service delivery. Academicians are satisfied with the quality of public service delivery in Pokhara but their perception was not as expected. The study concluded that the quantitative results of the general level of satisfaction and the service delivery dimensions were moderate. However, the qualitative result depicted that there were major challenges in service delivery such as a lack of skilled and experienced employees, inability to lead and make decisions strategically, inconsistent follow-up and monitoring, absence of regular consultation with customers and stakeholders, the prevalence of corruption and rent-seeking activities and behavior, lack of motivation and service mentality, ineffective automation, absence of timely revision of rules and regulations; lack of cooperation and integration among stakeholders, inefficient and inappropriate grievance handling systems, and absence of conducting satisfaction surveys scientifically were found to be the major challenges in service delivery of the administration. So, public service institutions should give due attention to such issues.

5.2. Conclusions

The objective of this survey was to explore the assessment of perception of academicians towards the quality of public service marketing on service delivery in Pokhara. This survey sought to explore the perception of academician towards public service delivery in selected public institutions in Pokhara. The academicians' views regarding satisfaction and dissatisfaction as well as what should be done to enhance the service delivery in Pokhara. Therefore, the contribution of this study makes to enhance the quality of public service delivery in Pokhara.

First of all, there was the importance of creating relevant and trustworthy indicators of the quality of public service delivery for research. The majority of the public and private organizations have worked with the implementation SERVQUAL, a universal model of assessing the quality of service delivery dimension but this study introduced a modified version of the SERVQUAL instrument for assessing the perception towards the quality of public service delivery in the selected institution and the research indicated five-factor model equivalent to original SERVQUAL model (tangibles, reliability, responsiveness, accessibility, courtesy, communication, security, competence, credibility and understanding customer). The research model contained accessibility, cost, time, barrier, and behavior and analyzed the relationship with perception of service quality and satisfaction. The CAT-Behavior model (Communication (Cost and Barrier,), Accessibility, Time, and Behavior) model is useful for measuring the quality of public service delivery in the Nepalese context by replacing the SERVQUAL model.

Second, the survey concluded that the service delivery and general level of satisfaction of quantitative results were moderate. According to the study's findings, the administration's overall level of satisfaction is moderate because of inconvenience service, bad behavior of staff, lack of systematic process, high cost, long waiting time, and so many other factors. As a result, respondents are some ways dissatisfied with their services. Therefore, higher officials should place proper emphasis on and work on the service delivery dimensions to attain the highest degree of satisfaction. The public administrator of organizations should work harder to raise satisfaction levels by creating public service representative units that are tasked with carrying out periodic satisfaction surveys, determining whether services are provided under the standards established, handling public complaints, analyzing suggestions and opinions, and ultimately coming up with alternative solutions; by empowering employees through the arrangement of various training programs on customer handling, code of conduct, and technical skills even though there is a client information officer. These results indicated that, when those factors are resolved, respondents will be happy and satisfied.

Third, the results show that the mean score values are modest across all service delivery dimensions, perception, and satisfaction, with perception having the lowest

value. Because of this, the top administrative and organizational officer must pay close attention to the service delivery process. Each public organization must set up a client-handling unit that makes it easier for clients to receive services under the requirements of clients with particular care. So this, perception of the client shall be positively increased. To improve each firm's customer satisfaction, the authorities of the organization should concentrate and work hard on the attributes of these service delivery dimensions.

Fourth, the public service administration should work to address the primary service delivery bottlenecks found by assigning qualitative studies, particularly issues relating to staffing, qualified people, process, time, intermediary/agent, system management, corruption and bribery, the behavior of employees, and so on. To reduce the occurrence, of corruption and rent-seeking practices, unethical behavior, to improve service mentality, the public service administration should develop and implement human resource development programs like short- and middle-term training programs, rewarding systems, strengthened code of conduct implementation, anti-corruption and rent-seeking alleviation strategies, and more. The public service administration should develop and implement a deliberate, team-based strategy to coordinate and direct all service delivery systems to solve societal issues by creating a shared understanding, developing innovative, communicative solutions, and fostering lasting change.

5.3. Implications

The present research has different implications. No doubt that this study covers the educational group and their experience regarding the government's service towards the general public so people like college faculty can contribute significantly to their experience in policy formulation and theory building process.

The analysis of service quality could benefit from the theoretical, managerial, and methodological contributions that this study could bring. Theoretically, the researcher looked into the connections between quality service delivery, perception of service quality, and satisfaction. Customer satisfaction is positively impacted by the level of service quality, and proven relationships. Customer satisfaction does not immediately

correlate with service quality. It depends upon the nature and situation of public service.

Management-wise, this study gives business managers a scale to evaluate the five core principles, and the quality of their service dimensions. Additionally, this research offers public administrators, particularly in the public service, knowledge of how to boost the rate of customer satisfaction.

Methodologically, this study tried to determine whether SERVQUAL equivalent to the CAT-Behavior model was appropriate for measuring service quality in the context of public service delivery. The evaluations of SERVQUAL's reliabilities and validities by CAT-Behavior analysis support the rules of correspondence between theoretical and empirical thinking. Future empirical research into the quality of public service delivery will greatly benefit from these methodological efforts and the study's refined assessment items.

Future research focus, the current study used a small sample size and a constrained geographic area. The future researcher is urged to choose a larger sample size for their research. The next researcher must expand their research to include more colleges and universities. If we use this approach, the findings can be used generally. Only a list of questions spanning various aspects of the delivery of public services was used in the research. Future researchers will only be able to perform research on a small number of specific aspects. There are numerous additional influencing elements that can be used in research. In addition, future researchers should conduct such studies using advanced quantitative tools like regression analysis, factor analysis and Structural Equation Modeling (SEM)

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Appendix -1

PERCEPTION OF ACADEMICIANS TOWARDS QUALITY OF PUBLIC SERVICE MARKETING IN POKHARA

Dear Respondents (Sir and Madam)

I am Amin palikhe, a scholar of Master of Philosophy(M.PHIL), Central Department of Public Administration, faculty of management, Tribhuwan University. i am doing the thesis on "Perception of Academicians towards Quality of Public Service Marketing in Pokhara". This is required to fulfillment of master of philosophy (MPhil) degree therefore your response is necessary to complete my M. Phil. degree. I request you to provide your valuable response regarding to perception towards the quality of public service marketing on service delivery in Nepal and provide accurate information for given questionnaire. Ittakes few minutes to complete. It will be highly appreciated and information will be kept confidential.

Thankyou!

Best Regards

Amin Palikhe

(M.Phil Scholar)

(CDPA)

(Just it)

Age: **Sex:** Male/ Female **Marital status:** Married/Unmarried

Caste/ethnicity: Brahman/Chhetri/Janajati/Nationalities/Dalits/Muslim/Christian/ Others

Faculty: Management/Humanities/Education/Science/Law

Education: Master/M Phil/ PH.D

Campus/Institution: PNC/JMC/KMC/KC/GMMC

Level of Designation; Lecturer/Assistant Professor/Professor

Accessibility (Experience of services)

1. Please specify the name of organization that you visited for public services within past two years.(Multiple Response)

(Land administration) (Municipal office) (Healthinstitution)

(District administration office) (Revenue office) (Transport office)

(Others, specify.....)

2. Which service have you received from this [the visited] organization?
(Specify).....

3. For whom are your accessing services?

(For myself) (For family members) (For neighbor)
(For friend) (For society) (For others.....)

4. Are you alone or accompanied with someone else to receive this service?

(Alone) (Family member/relative) (Neighbor/friend)
(Government employee) (Paid intermediary) (Political party member)
(Social worker) (Someone else)
(Community leaders (e.g. mukhiya, community groups' chair)

5. Why did you accompany someone else for accessing/using service support for the service?(Multiple Response)

(Necessary for receiving service)
(No information about services)
(For convenience of receiving services)
(For convenience to interact with service providers)
(The accompanying person also had work in the same office)
(Technically required to access the service)
(Work is impossible without intermediary)
(Lack of knowledge about office procedures)
(Lack of self-confidence)
(Others (Specify.....))

6. What are the sources for getting information about public service delivery process by you?(Multiple Response)

(Government employees) (Previous service receiver) (Citizen Charter)
(Own experience) (Social/ Community leaders)
(Intermediary or professional) (Help desk person)
(Other, specify.....)

7. How many attempts did you make to access this service?

(First time to receive service)

(Multiple time to receive service)

8. What do you think that what was the reason behind for making multiple attempts?(Multiple Response)

(Lack of information about service)

(Inadequate documents)

(Absence of staff)

(Insufficient money for service fee)

(No electricity and other utilities)

(Crowding of service recipients)

(Work not completed on time)

(Reluctance of staff)

(Missing records)

(Do not reach office on time)

(Others (Specify.....))

9. How did you feel about while accessing the service?

(It was convenient)

(It was unnecessary)

(It was costlier for me)

(It was inconvenient/complicated)

(It was time consuming and waste of time)

(It was lack of responsibility and accountability of public service agencies)

10. What was the reason for still feeling inconvenient while accessing service?(Multiple Response)

(Lack of knowledge about service process)

(No idea whom to ask about)

(Lengthy process)

(Inability to furnish required documents)

(No cooperation from staff)

(Unsystematic service process)

(Crowd of clients)

(Others (Specify.....))

11. Whose support did you take to receive service?(Multiple Response)

(Self)

(Relatives)

(Friend)

(Known person Staff)

(Intermediary/agent)

(Political parties)

(Social organization)

(Help desk staff)

(Others

Specify.....)

12. Do you have any personal relationship with any staff in this organization and take any advantage of that relationship in accessing service?

Relationship with staff (Yes) (No)
 Take any advantage of relationship (Yes) (No)

13. To what extent are you satisfied or dissatisfied with the **accessibility of public service delivery?**

Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Lack of awareness by me					
Insufficient time available					
Lack of information available for access					
Poor handling skill					
Lack of user education					
Lack of sufficient fund					
Un favorable environment					
Poor attitude of staff					
Equipment breakdown					
Documentation problem					
Convenient/Inconvenient					

Barriers for accessing service

14. What are the barriers in accessing public services?

Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Language					
gender discrimination					
caste/ethnicity					
service providers' attitude					
presence of intermediary service for access					
not having <i>Afno manche</i> (known person)					
Environment/receive service with hassle					
Commitment of staff					
Customer document and data					

15. What is your perception toward improvement in public services to make easily accessible without any barrier?

Items	Improve Significantly	Slightly	No Improvement Necessary
Health services			
General administration services (citizenship, passport, vital registration etc)			
land administration (land revenue, survey, ownership transfer etc)			
Municipality services			
Electricity services			
Drinking corporation services			
Transport office			
Telecommunication office			
Revenue office			
Behavior of government employees towards service recipients			

Time and cost for accessing service delivery

16. Perception towards the quality of public service on the basis of time

Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Serviced delivery organization is far distance from your current residence					
it take hours to reach service organization from your current residence					
I need to use vehicles to reach from my current residence					
I take a walk to reach the service organization					
it takes more than usual time to access for the service					
Service delivery takes comparably long time					

17. Perception towards the quality of public service on the basis of cost

Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I have to spend huge amount of service fee for accessing this service					
I must spend a lots of amount on the transportation, launch, lodge etc for accessing service					
I pay anything else than stated fee for accessing					
I pay for intermediary to access service					
There is always associated a risk of uncertainty even a spent cost for services.					
I use a lots of effort for accessing the services					

18. Do you visit this office again for this service?

(Yes) (No)

19. Did you take support of any intermediary to access this service?

(Yes) (No)

Behavior of service providers'

20. Based on your experience on service providers' behavior, to what extent do you agree with the following statements?

Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The government employees follow the rules.					
The government employees properly listen to and understand concerns of service recipients.					
The government employees provide clear information about the service.					
The government employees use polite language					
The government employees behave in a friendly/cordial manner					
The government employees provide service in time					
The government employees do not create any hassles/problems					
Employees asked for bribe for receiving service					
Employee perceives that relationship matters in receiving public service					
Sufficient Salary and facilities of public employees play important role in their behavior					
Change in behavior of employees due to political interventions are aimed at personal benefits					

Perception on quality of service delivery and Customer satisfaction for quality of service

21. To what extent your perception towards the quality of public service delivery that you have received

(Strongly perceive) (Perceive) (Neutral) (Disperceived) (Strongly Disperceived)

22. To what extent are you satisfied with the service you have received?

(Highly Satisfied) (Satisfied) (Neutral) (Dissatisfied) (Highly Dissatisfied)

23. To what extent are you agree withsatisfied or dissatisfied with the service you have received for following factors?

Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Convenient service					
Service as expected					
Good behavior of staff					
Systematic service					
Low cost					
Service in less time					
Process of service					
Willingness to pay more for service					
Service organization					
Making loyalty myself					
Possibility of revisit for service					
Overall satisfaction					

24. What are the key problems in the public service delivery?

.....

.....

.....

.....

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25. What are the differences between perception of public service delivery and expectation of public service delivery in Pokhara?

.....

.....

.....

26. Please put some opinion regarding to quality of public service delivery that you encounter in your life and make some suggestion and improvement for reform of service process

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Thank you for your co-operation!

Appendix -2

PERCEPTION OF ACADEMICIANS TOWARDS QUALITY OF PUBLIC SERVICE MARKETING IN POKHARA

Dear Respondents (Sir and Madam)

I am Amin palikhe, a scholar of Master of Philosophy (M.PHIL), Central Department of Public Administration, faculty of management, Tribhuwan University. i am doing the thesis on "Perception of Academicians towards Quality of Public Service Marketing in Pokhara". This is required to fulfillment of master of philosophy (MPhil) degree therefore your response is necessary to complete my M. Phil. degree. I request you to provide your valuable response regarding to perception towards the quality of public service marketing on service delivery in Nepal and provide accurate information for given questionnaire. It takes few minutes to complete. It will be highly appreciated and information will be kept confidential.

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Faculty: Management/Humanities/Education/Science/Law

Education: Master/M Phil/ PH.D

Campus/Institution: PNC/JMC/KMC/KC/GMMC

Level of Designation: Campus Chief/Assistant Campus Chief

Please, provide your opinion on the following questions in descriptive form

1. Please specify the name of organization that you visited for public services within past two years.

Visited Office.....

Service For.....

2. Please mention about the concept of public service delivery.

3. Please specify the characteristic of publics' service delivery.

4. Do you think marketing aspects used in public service delivery in Nepal.

5. What are the items for determining of quality of public service delivery?

6. Please specify your view regarding to following aspect associated with in the public service delivery process:

Access:

Cost:

Time:

Behavior of staff:

Barrier of service delivery process:

Perception of quality of service:

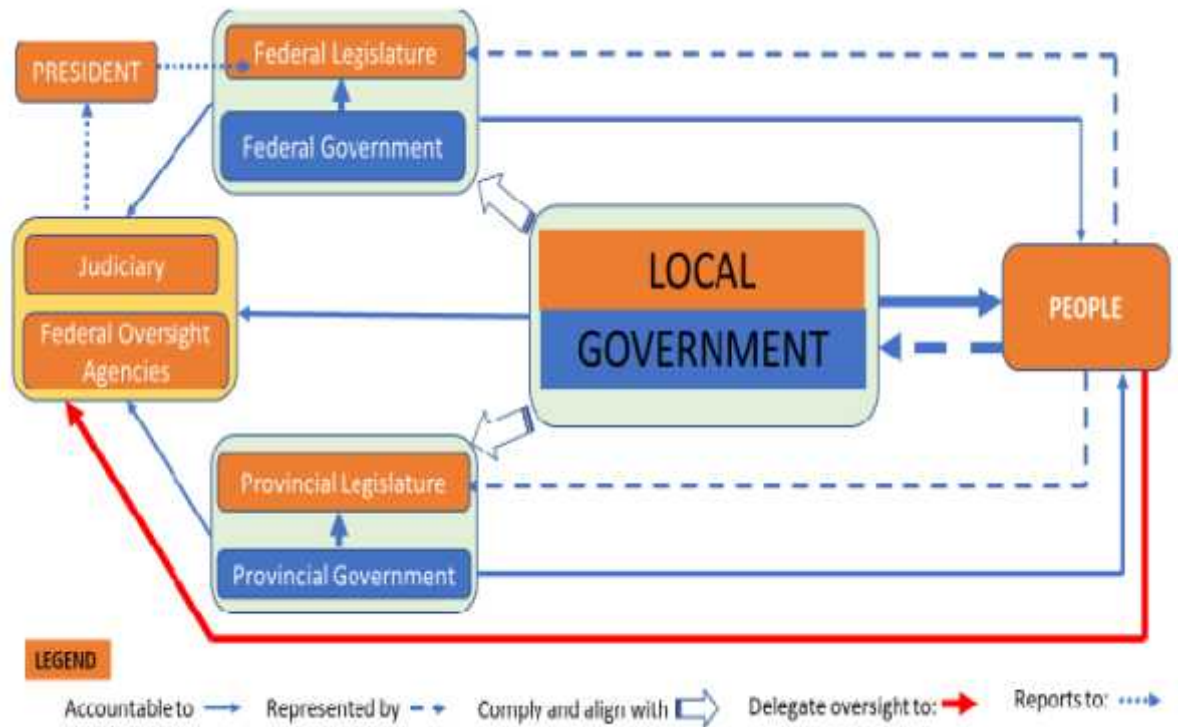
Satisfaction:

7. How do you perceive the quality of services offered by government in Pokhara metropolitan city?
8. Do the service quality delivery perception of lecturers diverse from occupation level of lecturers and age group? Specify reason.
9. What are the key problems associated with inequality of public services delivery?
10. In what method would be better to used to develop the current quality of public service delivery in Pokhara?
11. What are the differences between perception of public service delivery and expectation of public service delivery in Pokhara?
12. How do you measure the level of quality of public servicedelivery, perception and customer satisfaction of Pokhara metropolitan city?

Thank you for your co-operation!

Appendix -3

Figure: constitutional basis of – key relationships around local government



Sources: Dhungana, 2018