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ASSESSMENT OF RURAL CITIZENS SATISFACTION ON THE SERVICE QUALITY OF COMMON SERVICE CENTERS (CSCS) OF E-GOVERNANCE

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Abstract

E-Governance is said to be a new road map to enhance the services offered by the government through Information and Communication Technology (ICT). Common Service Centers is the scheme designed by the Ministry of Electronics and Information Technology (MEIT), Government of India for delivering the digital services to rural villages of India. This scheme mainly focuses on promoting the entrepreneurship in rural areas in order to improve their livelihoods. In this research study the satisfaction of rural citizens has been measured by analyzing the Service Quality of Common Service Centers of E-Governance services. Cause and effect relationship has been examined through structural equation modeling. The research study has found that Trust, Usability and Information Quality are the major components for adoption of e-governance services for assessing the service quality of common service centers (CSC).

Keywords: Common Service Centers, Information Quality Service Quality, Trust, , Satisfaction

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INTRODUCTION:

In today's business world Information and Communication Technology (ICT) has made a drastic changes in the lifestyle of people in each and every aspects of delivering the government services even at the most corners of the country. Several Information and Communication Technological Applications has been designed and developed for the people living in rural areas of our country. Ministry of Rural Development, Government of India have taken different initiatives at various levels for boosting the infrastructure of ICT to give opportunities, information and accessing the schemes of rural development in an easier manner by each and every citizens of India. Those developments have been facilitated for accessing information and services on an economical manner since the accessing information cost is said to be high which is challenging hurdles for the rural poor. Through the Information and Communication Technology (ICT) different initiatives have been made by the government and also it acts as a major contributor for the rural development.

Common Service Center (CSC):

The Common Service Center is one of the strategic projects designed by the National e-governance plan (NeGP) that was introduced by the Government of India in the year 2006. This CSCs (Common Service Centers) are called as a three tier model that is implemented for primary stakeholders such as State designated agency (SDA), Village Level Entrepreneur (VLE) and Service Center Agency (SCA).

CSCs provides the following governmental services such as:

- Government to Citizens (G2C) Services
- Business to Citizens (B2C) Services
- Financial Inclusion
- Education
- Telecom
- Agriculture
- Utilities

In India as per census 2011 72.2 % of people live in rural villages. They faces several barriers in accessing the availability of Information and Communication Technological Infrastructure such as privacy and security issues, Lack of ICT awareness

resistance for change, lack of skills and payment of operational cost. Therefore this study focuses on rural citizen satisfaction by analyzing the service quality of common service centers.

OBJECTIVES:

To analyze the dimensions of satisfaction of rural citizens towards common service centers of e-governance.
To examine the cause and effect relationship between the study variables.

REVIEW OF LITERATURE

Dimensions of Rural Citizens Satisfaction towards Common Service Centers of E-Governance

Information Quality

Delone and McLean (2003) define the Information Quality as a semantic quality of a system. In this research study information quality defines the quality of information given by the e-governance services through Common Service Centers. **Asma and Suresha (2014)** narrated that the information provided by CSCs should be accurate, recent, comprehensive, clear and understandable manner. **Chutimaskul. and Funilkul (2012)** have discussed that the system should be capable enough to store and deliver the information in various dimensions. **DeLone and McLean (2016)** have analyzed that the Information Quality of the system includes security, interactivity, up to date, availability and relevance.

Usability

Usability of any system defines the effectiveness of the service quality of the system (**Seffah and Kline, 2006**). **ISO 9241** has defined the usability as the specific extent to which a product or a service can be utilized by the user to attain their specific goals. The highest challenge for accessing e-governance services by the users are lack of awareness about the available services, lack of budget and feedback, design of the websites and the management problems (**Debjani and Umesh Gulla, and Gupta, 2012**). The dimensions such as safety, accessibility, legality, productivity and originality can be examined or measured by understanding the usability Perceived ease of use, Perceived Usefulness and usage

pattern of the system is said to be the variables that measures the usability of the system by the users. Frequency of usage, duration of usage, nature of usage, usage appropriateness, features and functions of the system, attitude towards usage and intention of the users to reuse the system is said to be the specific dimensions to analyze the usability of the system (DeLone and McLean, 2016)

Trust

The variable Trust plays a primary role in the adoption of e-governance services by the rural citizen (Jafari and Sambasivan and Said, 2011). It is defined as the level of confidence by the citizens on accessing the online services. This is one among the challenging factors for our government since trustworthiness of the citizen gets dominated by the privacy and security issues on the process involved in online services. Therefore trust is called as a perceived environmental operational competency and security for the citizens for accessing e-governance services Abu-(Shanab, 2014). Trustworthiness in accessing e-governance services not only includes trust in government but also involves the trust in using the ICT based services. The regulations, Policies, laws of government services to all citizens accessing technologies enhance the higher level of trust in the system of e-governance. The major components of the trust include security, up to date technology like digital signatures, communication, online chat availability with government officials and security codes (Alawneh, Al-Refai, and Batiha, 2013).

Service Quality of Common Service Centers

Service is defined as the collaboration of inseparable, intangible, perishable performance of the system to satisfy the needs and requirements of the system. For enhancing the service quality of the system e-governance, several concepts such as Total Quality Management (TQM) Practices, Six Sigma, series of ISO, Balance Card and Benchmarking were implemented. The service quality models of e-governance were developed from the fundamental basic models of service quality and quality models of e-services (Gupta, Bhaskar, Singh, 2016). Pioneer service quality model have discussed that service recovery, attitude, behavior, flexibility, trust and credibility are the primary factors for measuring the service quality of an organization (Gronroos, 1984). The quality model includes factors such as reliability, quality, trust, responsiveness and personalization to analyze the overall satisfaction of the customer and service quality and to measure the purchase intentions (Lee and Lin, 2005).

Rural Citizen Satisfaction

Academicians suggested that even though customer satisfaction and service quality are distinct conceptually they are said to be similarly related constructs (Parasuraman, Zeithaml, and Berry 1994). Service Quality can be measured through the two main antecedents such as service quality and customer satisfaction (Moon, 2002). Certain service quality factors may not be negative for customer satisfaction but it leads to dissatisfaction when it is not performed properly (Connolly and Bannister, 2007). There are certain factors that lead to maximum satisfaction of services when it has been delivered properly to the users (Johnston, 1995). In the scenario of e-governance every citizen is considered as a consumer. When the services are utilized by the consumers the government policies and the decisions are executed in a successful manner (Axelsson, Melin, and Lindgren, 2013).

RESEARCH GAP:

Lack of research study on factors influencing on adoption of e-governance services. Not much research studies have measured the rural citizen satisfaction in accessing e-governance services. This research study has empirically measured the satisfaction of rural citizens in accessing e-governance services.

RESEARCH METHODOLOGY

The study has employed structured questionnaire for measuring the satisfaction of rural citizens in accessing e-governance services through common service centers in rural areas of Tirupur District. The study is descriptive in nature. The study has adopted “purposive judgement sampling” Techniques.

Sampling Framework

The primary data for the research study has been collected from 500 people in the rural villages of Tirupur district. The primary data has been gathered from the 500 rural citizens of Tirupur district. Table 1 displays the demographic profile of the respondents. The questionnaire has been circulated to the randomly selected rural respondents. Statistical package for social science research (SPSS) is the software that has been utilized by the researchers for analyzing the collected data. The value of reliability test is found to be 0.88. The Relationship between the study variables adoption factors, Service Quality of CSCs and Rural Citizen Satisfaction has been studied through Structural Equation Modeling.

Table 1: Demographic Profile of the Respondents

Variable	Description	Frequency	Percentage
Gender	Male	245	49.0
	Female	255	51.0
Age (Years)	18-25	150	30.0
	26-35	151	30.0
	36-45	113	22.0
	46-55	59	11.0
	Above 55	27	5.0
Marital Status	Married	459	91.8
	Unmarried	41	8.2
Occupation	Farmer	141	28.2
	Job	265	53.0
	Own Business	75	15.0
	Land Labors	19	3.8
Education	Below SSLC	111	22.2
	SSLC	127	25.4
	HSS	144	28.8
	Graduate	118	23.6
Income	Rs.25k to Rs.50k	278	55.6
	Rs.50K to 1Lakh	186	37.2

	Above Rs.1Lakh	36	7.2
How frequently you access Common Service Centers	Always	50	10.0
	Very often	69	13.8
	Sometimes	148	29.6
	Rarely	180	36.0
	Never	53	10.6

DATA ANALYSIS

Hypothesis:

The relationship between the variables is displayed in Table 2.

H₁: Trust is positively associated with Adoption Factors

H₂: Usability is positively associated with Adoption Factors

H₃: Information Quality is positively associated with Adoption Factors

H₄: Service Quality of Common Service Centers is positively associated with Rural Citizen Satisfaction

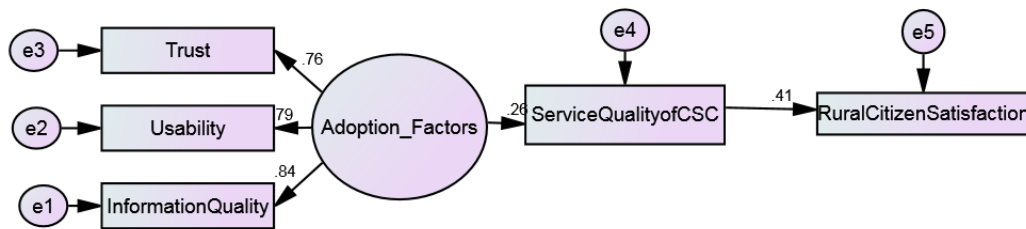


Figure 1: Assessment on Satisfaction of Rural Citizens through Service Quality of Common Service Centers of E-Governance

The Variables used in the model are:

Observed, endogenous variables: Trust, Usability, Information Quality, Service Quality of CSC and Rural Citizens Satisfaction

Unobserved, exogenous variables: e1 to e5

Table 2 displays the significant relationship between the variables used in the research study. The p value is found to be significant since it is lesser than 0.05 for the hypothesis framed for the research study. AMOS Software has been utilized for analyzing the significant relationship between the study variables.

Table 2: Significant Relationship Between the Study Variables

Variables			Unstandardized Coefficient	Standardized Coefficient	S.E.	t Value	P Value	Result of Hypothesis
Service Quality of CSC	<---	Adoption Factors	.132	.308	.056	5.468	0.000	H ₁ is Supported
Information Quality	<---	Adoption Factors	.075	1.000			0.000	H ₂ is Supported
Usability	<---	Adoption Factors	.625	1.087	.065	16.739	0.000	H ₃ is Supported
Trust	<---	Adoption Factors	.630	1.101	.067	16.386	0.000	H ₅ is Supported
Rural Citizen Satisfaction	<---	Service Quality of CSC	.094	.494	.049	10.096	0.000	H ₄ is Supported

Table 3: Model Fit Summary for Structural Equation Model:

Goodness of Fit Statistics	Value	Values for Good Fit
Chi Square Value (CMIN)	94.870	-
P Value	0.07	>0.05 (Hair et al., 1998)
Chi Square / Df (CMIN/Df)	2.80	<5.00 (Hair et al., 1998)
Goodness of Fit Index (GFI)	0.999	>0.90 (Hu and Bentler, 1999)
Root Mean Square Error of Approximation (RMSEA)	0.06	<0.08 (Hair et al., 2006)
Adjusted Good of Fit Index (AGFI)	0.97	>0.90 (Hair et al., 1998)
Comparative Fit Index (CFI)	0.98	>0.90 (Hu and Bentler, 1999)
Normed Fit Index (NFI)	0.906	>0.90 ((Hu and Bentler, 1999)

From the above table 3 it is found that the calculated P value is 0.06 which is greater than 0.05 therefore null hypothesis (H₀) is

rejected and model has a good fit. Here GFI (Goodness of Fit Index) value and AGFI (Adjusted Goodness of Fit Index) value is greater

than 0.9 which represent it is a good fit. The calculated CFI (Comparative Fit Index) value is 0.977 which means that it is a perfectly fit and also it is found that RMR 0.021 (Root Mean Square Residuals) and RMSEA 0.079 (Root Mean Square Error of Approximation) value is which is less than 0.08 which indicated it is perfectly fit. Wheaton (1987) and Hair et al (2006) has stated that value of Chi Square that is lesser than 5 is acceptable. The value determined in table describes the validity of the suggested model. This makes sure that the data set absolutely fits into the suggested model.

DISCUSSION AND CONCLUSION

Common Service Centers (CSCs) is the most aspirational project that impacts the development of e-governance services, entrepreneur skills and provides education for rural people. The outcome of the project provides one step solutions through online e-governance services. The research study has measured the rural citizen satisfaction through service quality of Common Service centers. The project common service center acts a path way in delivering the e-governance services for the rural citizens under the National e-Governance plan. These initiatives by the government of India increase the socio economic condition of the rural population by providing the sustainable digital access.

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