

THE MODERATING EFFECT OF SERVICE
QUALITY ON E-GOVERNMENT
COMMUNICATION AND
CITIZEN SATISFACTION
IN ABU DHABI

MOHAMMED ATEEQ AL DHAHERI

SULTAN IDRIS EDUCATION UNIVERSITY

2023



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ABSTRACT

In Abu Dhabi, the delivery of public services is very fragmented. The complexity faced and the degrees of discontent also increase when individuals need several services. For that reason, public expectations of technology, which more precisely satisfies consumer demands and wants, are growing. Therefore, this study investigated the moderating effect of service quality on e-government communication and citizen satisfaction in Abu Dhabi. Using a cross-sectional research approach, the population of the study is 284,795 citizens while non-probability sampling technique was used to collect a sample of 378 residents of Abu Dhabi. Partial Least Squares Method and Bootstrapping technique were used to test the study's hypotheses. The results indicate that e-government interaction has a significant positive effect on citizen satisfaction ($\beta = 0.20$; t-value = 4.53; p-value < 0.01), government civic engagement has a significant positive effect on citizen satisfaction ($\beta = -0.03$; t-value = 0.46; p-value > 0.1), and service quality has a significant positive effect on citizen satisfaction ($\beta = 0.53$; t-value = 10.46; p-value < 0.01). However, e-government information sharing has no significant effect on citizen satisfaction ($\beta = -0.03$; t-value = 0.46; p-value > 0.1). In addition, service quality moderates the relationship between e-government information sharing and citizen satisfaction ($\beta = 0.08$, t = 2.62, p < 0.01) while it failed to moderate the relationships between e-government interaction ($\beta = -0.06$, t = 1.01, p > 0.10), government civic engagement ($\beta = -0.08$, t = 0.76, p > 0.10), and citizen satisfaction. These findings imply that citizen satisfaction increases when there is more engagement and participation of the citizen in the e-government initiatives, and that government should be concerned with satisfying the citizens by taking cognizance of the citizen satisfaction through different services provision. Service quality is crucial to e-government information sharing and citizen satisfaction. These findings enrich the existing theory by confirming the roles of e-government interaction, e-government information sharing, government civic engagement, and service quality in enhancing citizen satisfaction.

KESAN MODERASI KUALITI PERKHIDMATAN TERHADAP KOMUNIKASI E-KERAJAAN DAN KEPUASAN WARGANEGARA DI ABU DHABI

ABSTRAK

Di Abu Dhabi, penyampaian perkhidmatan awam sangat tersegmentasi. Kerumitan yang dihadapi dan tahap ketidakpuasan juga meningkat apabila individu memerlukan beberapa perkhidmatan. Atas sebab itu, jangkaan orang ramai terhadap teknologi, yang lebih tepat memenuhi permintaan dan kehendak pengguna, semakin meningkat. Oleh itu, kajian ini menyiasat kesan moderasi kualiti perkhidmatan terhadap komunikasi e-kerajaan dan kepuasan warganegara di Abu Dhabi. Dengan menggunakan pendekatan kajian keratan rentas, populasi kajian ialah 284,795 warganegara manakala teknik persampelan bukan kebarangkalian digunakan untuk mengumpul sampel 378 penduduk Abu Dhabi. Kaedah kuasa dua terkecil separa dan teknik pembustrapan digunakan untuk menguji hipotesis kajian. Hasil kajian menunjukkan bahawa interaksi e-kerajaan mempunyai kesan positif yang signifikan terhadap kepuasan warganegara ($\beta = 0.20$; t-value = 4.53; p-value < 0.01), penglibatan sivik kerajaan mempunyai kesan positif yang signifikan terhadap kepuasan warganegara ($\beta = -0.03$; t-value = 0.46; p-value > 0.1) dan kualiti perkhidmatan mempunyai kesan positif yang signifikan terhadap kepuasan warganegara ($\beta = 0.53$; t-value = 10.46; p-value < 0.01). Walau bagaimanapun, perkongsian maklumat e-kerajaan tidak mempunyai kesan yang signifikan terhadap kepuasan warganegara. Di samping itu, kualiti perkhidmatan memoderasikan hubungan antara perkongsian maklumat e-kerajaan dan kepuasan warganegara ($\beta = 0.08$, t = 2.62, p < 0.01) manakala ia gagal memoderasikan hubungan antara interaksi e-kerajaan ($\beta = -0.06$, t = 1.01, p > 0.10), penglibatan sivik kerajaan ($\beta = -0.08$, t = 0.76, p > 0.10) dan kepuasan warganegara. Penemuan ini menggambarkan bahawa kepuasan warganegara meningkat apabila terdapat lebih banyak penglibatan dan penyertaan warganegara dalam inisiatif e-kerajaan, dan kerajaan harus prihatin untuk memuaskan hati warganegara dengan mengambil tahu kepuasan warganegara melalui penyediaan perkhidmatan yang berbeza. Kualiti perkhidmatan adalah penting untuk perkongsian maklumat e-kerajaan dan kepuasan warganegara. Dapatan ini memperkayakan teori sedia ada dengan mengesahkan peranan interaksi e-kerajaan, perkongsian maklumat e-kerajaan, penglibatan sivik kerajaan, dan kualiti perkhidmatan dalam meningkatkan kepuasan warganegara.

TABLE OF CONTENTS

	Page
DECLARATION OF ORIGINAL WORK	ii
DECLARATION OF THESIS SUBMISSION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	vi
TABLE OF CONTENT	vii
LIST OF TABLES	xvi
LIST OF FIGURES	xviii
LIST OF ABBREVIATIONS	xix
LIST OF APPENDICES	xx
CHAPTER 1 INTRODUCTION	
1.1 Introduction	1
1.2 Research Background	5
1.1.1 Citizen's Satisfaction in Abu Dhabi	11
1.3 Research Problem Part 1	11
1.4 Research Problem Part 1	12
1.5 Research Questions	16
1.6 Research Objectives	16
1.7 Research Significance	17
1.8 Research Scope	21

1.9	Operational Definition of Terms	21
1.9.1	E-government	21
1.9.2	E-Government Communication	22
1.9.3	Citizen Satisfaction	22
1.9.4	Civic Engagement	24
1.9.5	E-government information sharing	24
1.9.6	E-Government interaction	24
1.9.7	Service Quality	25
1.10	Research Structure	25
1.11	Summary	26

CHAPTER 2 LITERATURE REVIEW

2.1	Introduction	28
2.2	e-Government Overview	31
2.3	E-government and E-governance	32
2.4	Definitions of e-government from various viewpoint	34
2.4.1	Technological Viewpoint	34
2.4.2	Managerial Viewpoints	35
2.4.3	Political viewpoints	36
2.4.4	E-Government success	37
2.4.5	The Foundation of E-Government	41
2.4.6	Trends in e-Government Initiatives	43
2.4.7	E-Government Services	46
2.4.8	Determinants of E-Government Success	47
2.5	e-Government Experiences in the context of Arab Nations	49

2.6	e-Government in United Arab Emirates	50
2.7	e-Government Classification	53
2.7.1	Government to Business (G2B)	53
2.7.2	Government to Citizen (G2C)	54
2.7.3	Government to Government (G2G)	55
2.7.4	Government to Employees (G2E)	56
2.8	e-Governments Communication:	57
2.8.1	Defining Communication/e-Government Communication	57
2.8.2	Conceptualizing e-Government Communication	62
2.8.3	Typologies of Government-Citizen communication	64
2.8.4	e-Government communication and Citizen Satisfaction	68
2.9	Overview of Citizen Satisfaction	69
2.9.1	Defining Citizen Satisfaction	70
2.9.2	Concept of Citizen Satisfaction	72
2.9.3	Models and Theories of Citizen Satisfaction	75
2.9.4	Public related services and Citizen Satisfaction	80
2.9.5	Citizen Satisfaction with e-Government Service	82
2.10	UAE Public Sector Reform	84
2.11	Service Quality	86
2.11.1	Definition Service Quality	87
2.11.2	Importance of Service Quality	89
2.11.3	Dimensions of Service Quality	91
2.11.4	SERVQUAL Instrument	92
2.11.4.1	Tangibility	93

2.11.4.2	Reliability	94
2.11.4.3	Responsiveness	95
2.11.4.4	Assurance	96
2.11.4.5	Empathy	97
2.12	Service Quality Model	97
2.12.1	SERVQUAL Model	98
2.12.2	SERVPERF Model	99
2.13	Conceptual Model of Service Quality	100
2.13.1	Nordic School Model	101
2.13.2	The North American School (GAP Model)	102
2.14	Service Quality in e-Government services	103
2.15	A Review of Selected Service quality models	106
2.15.1	GAP Model (SQM 1)	106
2.15.2	SERVQUAL Model (SQM 2)	109
2.15.3	Grönroos' Perceived Service Quality Model (SQM 3)	110
2.15.4	Synthesized Model of Service Quality (SQM 4)	112
2.15.5	Model of perceived service quality and satisfaction (SQM5)	113
2.15.6	Service Quality, Customer Value and Customer Satisfaction Model (SQM 6)	115
2.15.7	Internal Service Quality Model (SQM 8)	116
2.15.8	Information Technology Based Model (SQM 9)	117
2.16	Evaluation of different Service Quality models	119
2.16.1	Type of Services by Government for Communication Reforms	123
2.17	Review of Past Literature	128

2.18	Gaps in the Literature	136
2.19	Existing Constructs	137
2.20	Theoretical Background	139
2.20.1	The Expectancy Disconfirmation Model:	140
2.20.2	Diffusion of Innovation Theory (DOI)	146
2.20.3	Knowledge-Based View (KBV)	150
2.20.4	Linking Theories of KBV and DOI	154
2.20.5	Unified Theory of Acceptance and Use of Technology (UTAUT)	155
2.21	Hypotheses Development	157
2.21.1	e-Government Information Sharing and Citizen Satisfaction	162
2.21.2	e-Government Interaction and Citizen Satisfaction	166
2.21.3	e-Government Civic Engagement and Citizen Satisfaction	170
2.21.4	Service quality and Citizen Satisfaction	171
2.21.5	Moderating Impact of Service Quality On E-Government Information Sharing, E-Government Interaction Civic Engagement on Citizen Satisfaction	173
2.22	Theoretical Framework	175
2.23	Summary	177

CHAPTER 3 METHODOLOGY

3.1	Introduction	179
3.2	Research Philosophy	181
3.2.1	Positivism	184
3.2.2.4	Rationale for Employing Positivist Approach	185
3.3	Research Design	186

3.4	Research Approach	188
3.4.1	Deductive Approach	188
3.5	Methodological Choice	191
3.5.1	Quantitative Approach	192
3.6	Research Strategy	193
3.6.1	Survey Research	193
3.6.2	Selected Research Strategy	194
3.7	Time Horizon	195
3.8	Population of the Study	196
3.9	Sampling	197
3.10	Sampling Technique	197
3.10.1	Selected Sampling Technique	199
3.11	Sample Size	199
3.12	Unit of Analysis	203
3.13	Survey Method	203
3.14	Measurement of Variables	205
3.14.1	Measurement Items of e-Government Information Sharing	205
3.14.2	Measurement Items of e-Government Interaction Dimensions	206
3.14.3	Measurement Items of e-Government Civic Engagement Dimensions	207
3.14.4	Measurement items of Service Quality	207
3.14.5	Measurement Items of Citizen Satisfaction	208
3.15	Pilot Study	210
3.15.1	Reliability	212

3.15.2	Validity	214
3.16	Data Collection	215
3.17	Data Analysis	219
3.17.1	Data Screening	221
3.17.1.1	Missing Data Analysis	222
3.17.1.2	Outlier	223
3.17.1.3	Normality	224
3.17.1.4	Common Method Variance	225
3.17.2	Descriptive Statistics	227
3.17.3	Assessment of the Measurement Model	228
3.17.3.1	Validity	228
3.17.3.2	Reliability	230
3.17.4	Assessment of the Structural Model	231
3.17.4.1	Collinearity Assessment	232
3.17.4.2	Structural Model Path Coefficients	232
3.17.4.3	Coefficient of Determination	233
3.17.4.4	Effect Size	234
3.17.4.5	Predictive Relevance	235
3.17.5	Correlation Analysis	235
3.17.6	Regression Analysis	236
3.17.7	Moderation Analysis	236
3.18	Ethical Consideration	237
3.19	Summary	240

**CHAPTER 4 RESULT**

4.1	Introduction	241
4.2	Response Rate	242
4.3	Preliminary Analysis	243
4.3.1	Missing Value	243
4.3.2	Assessment of Outliers	244
4.3.3	Normality Test	247
4.3.4	Multicollinearity Test	248
4.4	Respondents' Profile	249
4.5	Descriptive Statistics of Variables of the Study	251
4.6	PLS-SEM Path Modeling	252
4.6.1	Assessment of the Measurement Model	253
4.6.1.1	Individual Item Reliability	253
4.6.1.2	Internal Consistency Reliability	254
4.6.1.3	Convergent Validity	255
4.6.1.4	Discriminant Validity of Measurement Models	257
4.6.2	Bootstrapping Analysis for Direct and Indirect Relationships	258
4.6.2.1	Test of Hypotheses for Direct and Moderating Relationships	259
4.6.3	Testing Moderating Effects	262
4.6.3.1	Assessment of the Effect Size	265
4.6.3.2	Coefficient of Determination	266
4.6.3.3	Assessment of Predictive Relevance of the Relationships	267



4.7	Summary of Findings	267
4.8	Summary of the Chapter	268

CHAPTER 5 DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.1	Introduction	270
5.2	Summary of the Study	271
5.3	Discussion of the Findings	272
5.3.1	Direct Paths of the Study	274
5.3.1.1	e-Government Information Sharing and Citizen Satisfaction Relationship	274
5.3.1.2	e-Government Interaction and Citizen Satisfaction Relationship	275
5.3.1.3	e-Government Civic Engagement and Citizen Satisfaction Relationship	276
5.3.1.4	Service quality and Citizen Satisfaction Relationship	277
5.3.2	Moderating Paths	278
5.3.2.1	Moderating Effect of Service quality on the Relationship between e-Government Communication and Citizen Satisfaction	279
5.4	Contributions of the Study	281
5.4.1	Theoretical Implications	282
5.4.2	Practical / Managerial Implications	283
5.4.3	Methodological Implications	285
5.5	Limitations and Recommendations for Future Studies	285
5.6	Conclusion	287

REFERENCES	289
-------------------	-----

APPENDIX	239
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LIST OF TABLES

No. of Tables		Page
2.1	Definitions of Government Communication	61
2.2	Typologies of citizen and government communication.	67
2.3	Definitions of Citizen Satisfaction	71
2.4	Definitions of Service Quality	87
2.5	Models of Service Quality	121
2.6	Summary of Empirical Review	129
3.1	Krejcie& Morgan (1970) table of sample size determination.	201
3.2	Measurement Items of e-Government Information Sharing	205
3.3	Measurement Items of e-Government Interaction	206
3.4	Measurement Items of e-Government Civic Engagement	207
3.5	Measurement Items of Service Quality	208
3.6	Measurement Items of Citizen Satisfaction	209
3.7	Cronbach's alpha of Pilot Study	213
4.1	Response Rate Analysis	242
4.2	Total and Percentage of Missing Values	244
4.3	Mahalanobis distance square of multivariate outliers with $p < 0.001$	246
4.4	Normality Test: Skewness and Kurtosis Statistics	247
4.5	Multicollinearity Test based on Tolerance and VIF values	249
4.6	Demographic Statistics of Respondents	250



4.7	Descriptive Statistics of Variables	252
4.8	Measurement Model: Reliability and Convergent Validity	256
4.9	Discriminant Validity (HTMT criterion)	258
4.10	Direct Path relationship	261
4.11	Moderating Effect	265
4.12	Assessment of Effect Size	266
4.13	Coefficient of Determination	267
4.14	Predictive Relevance of Exogenous Variables	267
4.15	Hypotheses' Summary	268
5.1	Recap of research objectives and the corresponding hypotheses	273



LIST OF FIGURES

No. of Figures	Page
2.1. Nordic Model	101
2.2. Gap Model	103
2.3. GAP Analysis Model.	108
2.4. SERVQUAL Model	110
2.5. Grönroos' Perceived Service Quality Model	111
2.6. Synthesized Model of service quality	113
2.7. Model of Perceived Service Quality and Satisfaction	114
2.8. Service Quality, Customer Value & Customer Satisfaction-7 Model	116
2.9. Internal Service Quality Model (SQM 8)	117
2.10. Information Technology Based Model (SQM 9)	119
2.11. Expectancy Disconfirmation Model (EDM)	140
2.12. Conceptual Framework	177
3.1. Research Philosophy	182
3.2. Deductive Reasoning Approach	189
4.1. Mahalanobis Distance	246
4.2. Measurement Model	257
4.3. Full Structural Model	260
4.4. Hypothesized moderating effect of service quality	263



LIST OF ABBREVIATIONS

CITSUD	Citizen Satisfaction
CIVENG	e-Government Civic Engagement
DOI	Diffusion of Innovation Theory
G2B	Government to Business
G2C	Government to Citizen
G2E	Government to Employee
G2G	Government to Government
GINT	e-Government Interaction
GIS	e-Government Information Sharing
PLS	Partial Least Square
SEM	Structural Equation Modelling
SPPS	Statistical Packages for The Social Sciences
SYQ / SQ	Service Quality





APPENDIX LIST

A Questionnaire





CHAPTER 1

INTRODUCTION



1.1 Introduction

Communication processes are an integral part of modern society. The role of information flows in today's society has grown so much that since the 1970s. The flow of information plays a key role in the emergence of new type of society. In such conditions, the possession of information becomes an important managerial resource, which determines the configuration of managerial-power relations in society (Gerasimov, 2020). Due to the constantly increasing organizational challenges and issues related to the communication policies, numerous organizations have recognized the importance of effective communication policies. From this point of view, Government communication policies are important to motivate, alert and assist the citizens enact government strategies, programs and services offered to them.





As stated by Allen (2017), effective communication policies by the Government orient residents' by encouraging them to take a specific outlook on the local plans and strategies regarding different aspects. Ditlevsen (2018) suggested that effective communication policy which is practiced at a strategic way, is focused on the management of the relationship between the government and the citizens. In a modern setting, a group of different thoughts and ideologies have strives to expand the communication management process with the help of education and literature (Christians, Fackler, Richardson & Kreshel, 2020). To a greater level, education as well as literature have conceptualized and operationalized effective communication policy on different levels at educational institutions, non-government and government entities. As a result, scholars belonging from the Middle East have also started to pay attention on the communication policies in different sectors (Dhanesh & Dhutler, 2019; Al Shaikh, 2019). This attempt by scholars belonging from the Middle East in different perspective on management of communication policy, and specifically the introduction of effective communication policy in the governance system of UAE.

However, attempts undertaken to improve the effectiveness on the scope of communication policy in governance in city level remain neglected (Akhmad, Suryadi, & Rajiani, 2020). In this context, this shows that the parts of effective communication policies are not yet completely examined, especially in the city level. In few circumstances, the management of effective communication policy by the government is not practices as a management function for supporting government related activities and welfare programs also in the context of residents' related outcome (Ismail, 2019). As a result, due to the above-mentioned reasons, the research attempted to find out the effectiveness of communication policy by the government can help in providing proper





services to the residents and maximize their satisfaction level in the city level of government. In accordance, effective communication policy may be important in finding out how the level of expectations, requirement and needs of residents are acknowledged, particularly in Abu Dhabi, which is the context of the research. In addition, government communication policies, service quality and customer satisfaction being very limitedly discuss in the literature.

As Mensah (2020), found a significant influence of service quality and government role on customer satisfaction. They mentioned that most of the behavioral sciences studies that examined the relationship between service qualities on customer satisfaction have not incorporated government formal communication in their models for predicting customer satisfaction. Government plays a critical role regarding their service delivery and full filling the grass root level issues of their public and satisfying them. On the similar note, Mensah and Samuel Adams (2020), found that service quality has a significant mediating role which enhances the level of customer loyalty based on customer complaint behaviour. Moreover, Strenitzerová and Gaňa, (2018), concluded that customer satisfaction and quality of electronic communications services in Slovak electronic communications market found significantly improve customer satisfaction and can help to sustain Slovak telecom provider.

Furthermore, Alhkami and Alarussi, (2016), investigated the influence of service quality dimensions on the customers' satisfaction in Telecommunication companies in Yemen found that with better service quality, customer's satisfaction can be enhanced. Linders, Dennis, Liao, and Wang (2018) also noted that the dimensions of mobile service quality and their effect on customer satisfaction. Their finding





suggested the similar finding with the literature review by saying that there were five dimensions which they consider in mobile service quality, namely availability, perceived risk, easy to use, compatibility of mobile devices and entertainment services, and these dimensions have positive effect on satisfaction. A clear and transparent communication practice is helpful in improving bureaucratic service quality, which is ultimately improving public satisfaction from these services. This study allows to consider the increasing role of the numerously available communication practices that the Abu Dhabi government is welcome to implement in order to facilities its residence with the desired level of quality service that will increase the satisfaction rate and UAE government has a strategic plan for the year 2017 to 2021 whereby it intends to centralize and provide service to the people at the highest quality possible. This topic has not been studied and analyzed. More so, the Abu Dhabi government is not assessing the potential feedback that it can receive from its own citizens (Johansson & Raunio, 2019).

However, feedback is the first thing that one needs to consider as it provides the answers to the questions that the government may be having. The only possible way is to receive it through communication and the less use of communication is focused on employee involvement, setting up a creation policy qualitative change. The incentive system that rewards quality improvements, the less economic and financial indicators efficiency, as well as well as quality improvement. Nonetheless, the communication has a direct influence on the development of a stable condition for quality improvement.





1.2 Research Background

The Office of Government Communication (OGC) at General Secretariat of the Executive Council (GSEC) followed the international standards of best practice while establishing the Government of Abu Dhabi's communication policy to cater the needs of communication of Government of Abu Dhabi's stakeholder in an effective manner. The Office of Government Communication (OGC) established this policy to provide a guidance for the Abu Dhabi Government Entity with the motivate of communicating with the residents of Abu Dhabi and also making sure that all their needs and requirement related to the communication are catered and acknowledged. The Government of Abu Dhabi's communication policy includes main policy text along with different linked guidelines that are important part of the policy. The Office of Government Communication (OGC) welcomes recommendations and feedback from their stakeholders related to the policy and guideline and accept all that feedback which are relevant and applicable to the communication policy (Government of Abu Dhabi, 2019).

Furthermore, Dhanesh and Duthler, (2019), explained that "Although origins of public relations can be traced to ancient times in regions across the world. UAE region steeped in history; one that gave the world its first system of writing; the cradle of three world religions; producer of a substantial share of world oil – the Middle East in recent times has gripped the world's attention not only with issues of grave importance in conflict- ridden countries, but also with transformative economic growth, especially in countries of the Gulf Cooperation Council (GCC) such as Saudi Arabia and the United Arab Emirates (UAE). Significant political, economic, social, and cultural similarities





and differences among countries in the region imply the need to examine specific contextual factors that could impact the practice of public relations in the region” (p.71).

The Government of Abu Dhabi’s communication policy is centered around the Abu Dhabi Government Entities (ADGEs) in order to help them in catering the communication needs on one side, and to properly inform the residents, citizens, locals, regionals and worldwide stakeholder on another side. According to Government of Abu Dhabi ministry of cabinet affairs (2020) communication policy intends to accomplish the following important objectives which are as follows:

1. Strategic planning of government communications and simplification of integrated government communications.
2. Delivering the appropriate and clear information related to the Government of Abu Dhabi plans, policies, strategies and actions that have an impact on resident’s lives as well as their future.
3. Giving the citizens of Abu Dhabi and related stakeholders particular medium by the help of which they can have accessibility of information related to the plans, policies, strategies and actions of the Government of Abu Dhabi.
4. Making sure that particular level of communication of Abu Dhabi Government Entities (ADGEs) go to the stakeholders they are aimed towards.
5. Appropriate and efficient usage of latest and emerging innovation as well as media channels to communicate and interact with the residents as well as their stakeholders.





The initiatives described here aspire to make government-service quality more transparent and to create incentives and knowledge for service providers to improve. The United Arab Emirates is upgrading its public services at an unprecedented rate to increase citizen satisfaction (Buhumaid et al., 2016). The Communication policy of Government of Abu Dhabi is applicable to different public communications of Abu Dhabi Government Entities (ADGEs) which include corporate important messages, corporate literature of different aspects, and communications with the media (for example, press releases, conferences, courses and interviews in the media, speeches, exhibitions, websites, social media engagements) and other important components (Government of Abu Dhabi, 2019).

Buhumaid, Constantin, and Schubert, (2016) mentioned that government entities heeded UAE leaders' call to enhance their public interaction processes for citizens through the Star Rating Program and public evaluation schemes, which uses private-sector standards for the quality-of-service delivery and private-sector approaches to identify critical problems. This was launched in 2014; the program has a detailed, measurable citizen feedback process that focuses improvements on the issues that matter most to them. Entities across the UAE are evaluated once every two years on eight criteria: strategic alignment, citizens, services, channels, citizen experience, service efficiency and innovation, people, and technology. The entities are given both a plaque with their classification and an evaluation report with recommendations to improve the level of their service delivery.

To improve the service quality government, use different platforms for communication such as mobile apps, internet, TV, radio, outdoor advertising, media





channels: blogs, wikis, search sites, podcasts and social networks (Nishishiba, 2018). UAE government sensitively willing to have better communication because the future is all belong to consumer who are using government facilities. One of the neglected areas which determine the happiness and satisfaction in citizen's life is government communication (Buhumaid et al., 2016). For numerous years, government communication has not gained much importance in the field of public administration as well as professional managers (Ismail, 2019). Due to legal, political and financial barriers, government consider investment in service delivery rather than focusing on government communication (Ditlevsen, 2018). Based on literature analysis it has been considered empirically measuring the benefits achieved from e-government communication strategies.



However, the important part played by e-government communication cannot be neglected as citizen accessibility to information is important to government accountability and also the proper function of democracy (Schmidhuber, Piller, Bogers & Hilgers, 2019). Apart from the normative importance, government communication plays a crucial part of public management as well as service delivery. For instance, effective communication regarding different programs has a contribution to the satisfaction as well as quality of life of citizen who require government services. Providing government information also results in expectation of citizens and perception of government efficiency (Ma & Zheng, 2019).

Government organizations provide different type of services in various contexts. The crucial problem in modeling the customer satisfaction related to the services is focusing to communication and service scopes that contain the major influence on





customers' satisfaction (Ali & Kabbi, 2018). For instance, government provides services in various sectors including culture, social, traffic, etc. Therefore, citizen's satisfaction is impacted by the quality of services provided to the citizens which is supported by the communication of the government.

Although different studies have tried to find the impact of government communication on citizen's satisfaction (Ho & Cho, 2017; DePaula, Dincelli & Harrison, 2018), they failed to explore the role of service quality in this equation. Understanding the involvement of dimensions of service quality is crucial to understand the theoretical mechanisms essential to consider the relationship between government communication and citizen satisfaction. Identifying an integrated model of communication, service quality and citizen satisfaction is crucial which focuses on the aspect of communication that the public organization should pay attention on in order to improve citizens' satisfaction. Thus, the research is considering the communication policy of Abu Dhabi on resident satisfaction by taking dimensions of service quality as mediating variables.

The vision of the government of the United Arab Emirates (UAE) is focused on providing maximum level of citizen's satisfaction and happiness by its 50th anniversary of its inception in 2021 (Sachs, 2020). Considering different public as well as private sector operating in the UAE, and provided with the help of targeted policies, initiatives and programs at both local and government level, the UAE has made a tremendous level of progress on achieving citizen satisfaction for many years. According to the Service Hero 2019 survey, UAE achieved 77.6 points in overall customer satisfaction (Zawya, 2019). For the United Arab Emirates and similar countries, the complexities





in providing government related services is described in major part by demographics. The population of UAE embraces multiple nationalities, with short term non-local group of population make up to 88% of the total population. Considering the level of diversity and mobility, it is important for the government to provide optimal level of services with the best offerings from all over the world that can be easy to navigate and comprehend, even for the new residents of the country. Moreover, there are quite young population in UAE which needs constant technology to cater constant needs; for instance, to provide web-based services and standard service centers (Buhumaid, Constantin & Schubert, 2018).

Considering such challenges, constant changes and the objectives of the country, the government of UAE capitalized on major improvements to the services so that the maximum level of satisfaction can be achieved. Some of the attempts included introduction of e-voting services, e-filing services, and e-payment services to the government and establishing a government award for the suitable technology driven service solutions. To make changes implemented in an effective manner, leaders have broken down government services, joining various entities as well as requiring groups to collaborate (Buhumaid, Constantin & Schubert, 2018). By allocating these services government communication will be categorically address public issues at government departmental, and agencies level. As communication is one of the four main levers of government alongside legislation, regulation and taxation.

The leadership of UAE has always considered the citizen's satisfaction as their top focus and made it the objective with the help of several strategies and initiative that has assisted the citizens of the country. This includes granting high level of services in



various fields such as health, education and housing and also the formation of policies to encourage and empower their citizens and motivate the level of creativity among them. The following section will be discussing Citizen Satisfaction in Abu Dhabi.

1.1.1 Citizen's satisfaction in Abu Dhabi:

According to Van de Walle (2018) who identified that citizen's satisfaction still lack to explain whether it is due to miscommunications, different attributes of service quality, poor citizen care and lack of explanation about stipulated service failures. The studies which have been carried out did not use service quality as moderator between communication policy and citizen satisfaction variables. Service delivery by nature is complex when predicting citizen satisfaction because service failure is certain (Laitano, Slongo, & Augusto de Matos, 2020, Young, 2020; Grimmelikhuijsen, Stephan, Jilke, Olsen, and Tummers, 2017). The government must pay attention on those who are complaining and those who are not complaining and address the issues until satisfaction. This knowledge gap is identified and it will investigate to explore desired finding.

1.3 Research Problem Part 1

Citizen routinely contacts with a wide range of agencies and departments, as well as local government and outsourced operations to obtain services. However, citizen could encounter challenges to smoothly obtain the services because many services are

provided by unconnected government entities that do not collaborate. This is why a survey discovered that the majority of UAE citizens wished for all government services to be available online in one application or platform (Serco Institute, 2021). Consequently, citizen satisfaction of government services, which indicates the level of positive emotions that citizen developed after obtaining the service could plummet. Theoretically, the better the service they received, the higher the citizen satisfaction will be. Oxford Business School (SBS) Report on UAE, (2017) stated that “there is a large degree of fragmentation in public service delivery. And when customers require more than one service, the complexity encountered rises, as do levels of dissatisfaction” (p.6). In addition, government services delivery remained a topic of concern in UAE (Mbaidin et al., 2021; Obaid & Ahmad, 2021). Numerous e-Government software solutions have been created, however they have all been determined to be insufficient to help a government employee itself to conduct and carry out additional jobs and operations (Athmay et al., 2016). UAE public also has some trouble utilizing the government's systems and services from a technical standpoint (Stamatios & Theocharis, 2013). Greater citizen and business group engagement in the existing government framework is made possible by e-Government.

1.4 Research Problem Part 2

From research perspective, numerous studies (e.g., Bhumaid et al., 2016; Mbaidin et al., 2021; Obaid & Ahmad, 2021) have been conducted and published in the past on the adoption of e-government and services related satisfaction found that there is a massive refinements and operational ease from UAE public perspective is required.



Furthermore, previous researches have shown that there are inconclusive evidences about the relationship between e-government interaction (Chen & Dimitrova, 2006), civic engagement (Albeshier, 2016), and e-government information sharing (Lee et al., 2015) with citizen satisfaction. However, it is significant to stress that encouraging e-government interaction, civic involvement, and e-government information sharing might still be advantageous despite the conflicting findings of previous research. These initiatives may enhance government services' accountability, openness, and accessibility factors that are crucial for fostering citizen satisfaction. Accordingly, conducting more study to examine the connection between these factors and citizen satisfaction is imperative especially for UAE government. Through more comprehensive studies, efficient e-government methods could be introduced that benefit UAE citizens services delivery mechanisms and ultimately satisfaction.



In addition, the research has found that service quality is a potential moderating variable for the reason because service quality plays a vital role in appreciating different service quality provided by different government agencies. There are ample of examples of past studies (e.g., Hsiao & Lin, 2008; Nimako & Azumah, 2009; Nyamwange, 2013; Obaid & Ahmad, 2021; Sabir et al., 2014; Seth et al., 2005) where service quality is being tested as moderating variable and it was found to be a significant factor in improving customer satisfaction.

Furthermore, according to "The National News: Dated 13th January, 2020," the number of consumer complaints in Dubai towards government services increased by 20% in 2019 (Ryan, 2020). This shows that the public is not satisfied with the quality and quantity of services provided. Approximately 40,000 complaints were filed with





Commercial Compliance and Consumer Protection (CCCP) staff. Furthermore, complaints concerning electronic devices such as mobile phones accounted for 15%, while e-commerce - which deals with digital transactions in the UAE - garnered 12% (Ryan, 2020). Middle East Policy Councils (1997) state that there have been numerous complaints from representatives of the poorer emirates regarding the insufficiency of the government services (Griffin & Bone, 2017). Further development and improvements of communication between state bodies and public should be carried out specifically at the level of executive authorities.

Looking deeper into this issue, past studies found a positive and significant effect of government communication on citizens' satisfaction (Ho & Cho, 2017; Taghizadeh et al., 2013), hence various interventions were later performed by UAE government based on this finding. Despite that, the number of citizens' complaint about UAE e-government services did not reduce (AlAwadhi, 2018 & Sharma, 2021). Insufficient informational transparency of state authorities and government leads to increased dissatisfaction, and decreases the level of public confidence in the government's authority, service delivery is questioned (Ditlevsen, 2018) and improper communication, as rightly noted by Nurysh, Naghavi and Fah (2018) will fail the cause and lead to an improper situation with client satisfaction.

These findings indicate that an intervention based on government communication alone is not sufficient to solve the poor citizen satisfaction problem facing by E-government services. Earlier studies also showed strong evidence between service quality and citizen satisfaction (Bashir et al., 2012; Salim et al., 2017; Strenitzerová & Gaňa, 2018). Therefore, this study proposes a moderating effect of





service quality on the relationship between government communication and citizen satisfaction. Rationally, the positive effect of government communication on citizen satisfaction is insufficient because having good communication with the citizens without a serious upgrade in service quality only keeps the citizens well versed about the E-government services, but not necessarily make them satisfied on the overall. When service quality is included in this relationship, this study postulated that citizen satisfaction will increase significantly.

Furthermore, only a few research have found that service quality has a moderating effect on the connection between government communication and citizen satisfaction, and those studies were mostly conducted in Nairobi (Nyamwange, 2013), Uganda (Osarenkhoe et al., 2015), Kenya (Bashir et al., 2012) and Malaysia (Alhkami & Alarussi, 2016). On the whole, these past researches employed service quality as a single variable, and the eight (8) sub-dimensions of service quality in groups were not tested for moderating effects.

Therefore, this study will provide a novel contribution by examining the moderating effect of eight (8) subdimensions of service quality in groups. In a bigger picture, this study will look into the effects of government communication on citizen satisfaction in Abu Dhabi E- government services, as well as the moderating effect of service quality.





1.5 Research Questions

Following are the research questions for this study:

1. What is the impact of e-government information sharing on citizen satisfaction?
2. What is the impact of e-government interaction on citizen satisfaction?
3. What is the impact of civic engagement on citizen satisfaction?
4. What is the impact of service quality on citizen satisfaction?
5. Does service quality moderates the relationship between e-government information sharing and citizen satisfaction?
6. Does service quality moderates the relationship between e-government interaction and citizen satisfaction?
7. Does service quality moderates the relationship between civic engagement and citizen satisfaction?

1.6 Research Objectives

Following are the research objectives for this study:

1. To determine the impact of e-government information sharing on citizen satisfaction
2. To examine the impact of e-government interaction on citizen satisfaction
3. To determine the impact of civic engagement on citizen satisfaction
4. To determine the impact of service quality on citizen satisfaction



5. To examine the moderating role of service quality on the relationship between e-government information sharing and citizen satisfaction?
6. To examine the moderating role of service quality on e-government interaction and citizen satisfaction?
7. To examine the moderating role of service quality moderates the relationship between civic engagement and citizen satisfaction?

1.7 Research Significance

The theoretical importance of this study is to investigate the effective communication between UAE public and government agencies offering various services. The proposed analysis of the communicative paradigms can act as one of the methodological developments for further work on the formulation of the paradigmatic foundations of the communications which is ultimately improve the government services transactions and improve citizen satisfaction. Government related communication via electronic medium is the backbone of any developed society and it can ease the routine work of people on the single click. It allows governments and public to form connections, solve problems, easy to follow-up, checking any specific case updated or decision, influence decisions, and motivate change. Without communication forums, the ability to progress in the working world and in life, itself, would be nearly heactic, slow and impossible.

The practical contribution of the study is that conclusions can be used in the practice of the activities of public authorities and UAE-citizens. The results of the dissertation research are of interest to academicians and practioners working in related



fields of public communication, service delivery, citizen satisfaction, political scientists, journalists and general public. Although a number of studies are conducted in the literature in the context of government related services focus on different functional areas including e-service quality and also on citizen's queries leading to their satisfaction.

In governmental service context, citizen satisfaction has gained a considerable amount of attention from various scholars and researchers and focused on the factors that determine the citizen satisfaction on e-government related services (Filtenborg, Gaardboe & Sigsgaard-Rasmussen, 2017; Chatterjee & Suy, 2019; Farajova, 2019). However, the studies on communication effectiveness by government in relation to citizen satisfaction remain neglected and incomplete. Different factors help in improving citizen satisfaction from public services but the importance of communication has been ignored by different government entities to guarantee satisfaction. Inefficient communication remains major challenge which influences the quality of services which publicly offered and thus, negatively influences the citizen satisfaction.

Christians et al. (2020) highlighted that communication is the weaker link in different public organizations and studies should pay attention on both internal and external organizational communications. Having people belonging from different countries and cultures living in a municipality further makes it important to find the factors affecting citizen's satisfaction. However, there are a few examinations regarding the influence of effective communication on citizens and residents' level of satisfaction (Lyons, Lowery & Dehoog, 2019). It makes it important for the government managers





and organizations to consider the influence of communication effectiveness on the citizens related outcomes in municipality setting. As it has been formed already that communication is a major problem which affect the relationship between the quality of service provided to the citizens and their quality of life, all of them examine the government organization's success and performance (Erickson, 2017). Due to this, the research is intended to make progression and advancement on the existing understanding on the influence of communication policy by the government on citizen's satisfaction, especially in the city level context i.e., Abu Dhabi.

There seems to be an important requirement to find out the effectiveness of public communication on the government (Men, Yang, Song & Kiouisis, 2018). This requirement is further increased in the context of Abu Dhabi, which is the capital city of UAE, to conduct the study on the relationship between e-Government communication and citizen's satisfaction. The study also highlights the importance of service quality in the equation of e-Government communication and citizen's satisfaction. The research thus intends to find out which communication practices are most efficient in improving operations of the government, to define the relationship between communication practices and service quality, to demonstrate the importance of a unified Communication strategy adopted by the Abu Dhabi government in the improvement of service quality and to provide a theoretical support for the necessity of implementing communication practices in government operations in order to improve quality and overall efficiency.

The study intends to highlight insights related to the government regarding their interaction with the citizen to provide timely information related to the recent





communication problems that have come up. The study will help the government and all the e-government service providing institutions, policy makers, managers and stakeholders to understand the importance of effective communication. The study will further help in making them understand to implements and manage communication approaches so that citizen satisfaction can be achieved and service quality can be improved, both of them will further determine their success and quality of life in Abu Dhabi. Focusing on the welfare of the citizens is crucial as it improves the quality of life as well as the success of government (López-Ruiz, Alfaro-Navarro & Nevado-Peña, 2019). Having an efficient and healthy government is important for the growth in the industry for becoming the major driver for the future economic position of the country. Improving what is already establish regarding e-Government communication policies, service quality and improved citizen satisfaction among government service industry will further contribute the existing body of knowledge in the context of management research.

Most importantly, the research is fruitful to act as a facilitator or guidance for the further similar research analyzing the citizen satisfaction in Government services context. The research will assist in finding out the effectiveness of UAE's Communication Policy for maintaining the quality of life of the citizens. Implementation of proper communication strategies by the Government with the important expertise will provide the most appropriate perspective for the e-Government services as well as any other organizations in different industries (Androutopoulou, Karacapilidis, Loukis & Charalabidis, 2019). As the outcomes of the research will be beneficial for any other organizations in different industries to understand the importance of effective communication strategies, with respect to Government on





Citizen's satisfaction. Understanding communication strategies in daily practices will not only gives the manager with an aim to coach the employees to pay attention on the work but also enhances the Government effectiveness and success (DePaula, Dincelli, & Harrison, 2018).

1.8 Research Scope

This study will benefit United Arab Emirate government communication abilities and different aspect to public service delivery. The respondents of the present study were individuals' citizens; both male and female who are sensible and have experiences of interacting with e-government services. Another scope of this study is to improve e-government information sharing, e-government interaction, civic engagement, service quality, service quality to appreciate UAE citizen satisfaction who consumes different forums to interact with government for possible solution to their queries.

1.9 Operational Definition of Terms

1.9.1 E-government

In the context of this study the term "E-government" is described as the online distribution of government-related information and services to people, business





partners, employees, and other government agencies via the internet or other digital means (Zhao, 2010; Abhichandani & Horan, 2006).

1.9.2 E-Government Communication

The term "e-government communication" is defined in the context of this study as "information interaction" between two entities via online portal and platforms. Communication can be carried out both in the process of any activity, for example, production, and using a specialized form. Online communication platforms like e-portals and mobile apps helping government to communicate monitorand report.



1.9.3 Citizen Satisfaction

The definition of "citizen satisfaction" in this study refers to the indicator of citizens' perception of the quality of services received from the government in comparison with the actual services received to the citizen (Iqbal & Mahbubah, 2020). There are many definition of citizen satisfaction, for example Chatterjee & Suy (2019), informed that citizen satisfaction is known as the assessment process between what is gained and what is expected by the citizen regarding the government related services. Likewise, Somiah, Aidoo and Braimah (2017), define citizen satisfaction as the "psychological state or attitude of the citizen who receives public related services and their experience with those services". Moreover, Al-Kaseasbeh, Harada & Sariah (2019), explained that citizen satisfaction is a favorable or positive emotional state leading from the





assessment of using options for achieving government related services for the personal task. Similarly, Kariuki, Ofusori&Goyayi (2019), define citizen satisfaction as a mixture of the reflection on use and the type of service received from the government to the citizens. Moreover, Nigro & Cisaró (2017) define citizen satisfaction is an aspect to find out the perception of the people living in a municipality regarding the public services. In addition Collins, Kim & Tao (2019), explained citizen satisfaction is the assessment of quality of government related services by the citizen which further helps in improving loyalty, retention, and willingness- to-pay for such services.

They added that Citizen Satisfaction with Public Service is explained by variables factors such as awareness factor, rules factor, organizational factor, income factor, skill-ability factor and service facility. In addition, citizen satisfaction is a favorable or positive emotional state leading from the assessment of using options for achieving government related services for the personal task (Al-Kaseasbeh, Harada & Sariah, 2019).

The term citizen satisfaction is explained as the public services they receive via different electronic or non-electronic platforms to facilitate UAE public interm of facilitating general complains for education, healthcare, property, mancipal party, road & transportation, public safety and etc, plays a vital role in the UAE assessment of good governance service delivery is encapsoled as citizen satisfaction.





1.9.4 Civic Engagement:

In the context of this study “Civic Engagement” basically refers to “the participation of individual citizens in the association of civil political society” (Brin t& Levy, 1999, p. 164) (Chen & Dimitrova, 2006).

1.9.5 E-government information sharing

Electronic information sharing in the study refers to the exchange of information via networks, shared databases, e-mail, EDI, the Internet, intranets/extranets, and other information and communication technologies. At the government level in order to collaborate across government operational areas, information exchange is crucial. It can support a number of significant societal gains (Yan, Sun, & Wang, 2010).

1.9.6 E-Government interaction

The citizen interaction with e-government in this study is explained as the citizens’ access governmental portal or Web sites for obtaining information, complaining or for a registration are the types of e-Government interaction. On the similar note (Reddick, 2005), informed that it is approach of governments to ease their citizen’s routine queries via their websites for information retrieval and to complete transactions.





1.9.7 Service Quality

In the context of this study the term “service quality” is the level to which a citizen’ expectations towards the government related services meet. It is a positive gap between citizens’ view and expectations of a service offered by the government (Li & Shang, 2020).

1.10 Research Structure

In order to give this research a proper structure, the research is divided into five different chapters. The descriptions of the chapters are given below in detail:



The first chapter deals in introducing the subject that will be studied in the research. The chapter first outlines the detailed background of the research area where the comprehensive discussion leads to the particular research area which is going to be dealt in the study. Then the chapter focuses on the problem statement where the focus is on the need to conduct the particular research. Moreover, research objectives showed the relationships that are going to be tested in the later chapter. Furthermore, the research questions are also highlighted that are going to be address in the later chapters. After establishing the research questions, the chapter then highlights the hypothesis of the study. The researcher constructed a set of sub-hypotheses that will be tested in the later chapters. In addition, the chapter outlines the intended contribution of the study and the significance to conduct this study.





Furthermore, the chapter also shows the limitations of the study. After that, the chapter outlines the operational definitions of the important variables of the research. Lastly, the chapter provides a comprehensive description of research structure and the summary of the first chapter. The second chapter literature review of the research provides an important base to which the research is founded and as a foundation to provide discussion of important findings and interpretations. This then followed by the proposed conceptual framework for the chapter. Lastly, the chapter shows a short summary of what is established in the chapter and a short introduction of what is going to be done in the next chapter. The third chapter of methodology highlights specific methods selected by the researcher to study the problem. The fourth chapter provides empirical results of the collected data for the research.



The chapter five provides discussion and conclusion of the important findings. This chapter will further discuss the finding by referring back to the literature to show how well the results of the research support or disapprove the findings of the past research. The researcher will include both the theoretical as well as managerial implications of the study. Lastly, the chapter provides the detailed limitations of the study and then shows the directions for future research which will further guide the future studies who will conduct the study on the similar topic.

1.11 Summary

This chapter provides substantial evidence as to the reasons why the study ought to be conducted based on the background of the research question. The chapter served as the





foundation for the research. The chapter introduced the issue by outlining the research topic's background as well as the major concepts relevant to the research area. The chapter then highlighted the issue statement and study objectives, which aids readers in gaining an idea and perspective into the research field. The chapter then highlighted the study's hypothesis after developing the research questions. The researcher constructed a set of sub- hypotheses that will be tested in the later chapters. It is then followed by the conceptual framework of the research where the relationship between variables were shown with the help of figure. Moreover, the chapter also included the significance and contribution of the research. Also, the chapter provided the operational definitions of the variables used in the research. Lastly, the chapter provided a detailed description of the research structure. The following chapter of the study is designed to give a crucial framework for the research as well as a foundation for discussion of major findings and interpretations. However, there are a few studies in the research topic and there might be a challenge in identifying past literature.

