

# CITIZENS' SATISFACTION WITH LOCAL GOVERNMENT SERVICE DELIVERY PERFORMANCE IN BANGLADESH: DOES CITIZENS' CONFIDENCE MATTER?

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## **Abstract**

*The purpose of this study is to explain the relationship between perceived quality of local service delivery performance and citizens' satisfaction through confidence at urban local government level in Bangladesh. A mediation model was framed to test the indirect relationship between perceived quality of service delivery performance and citizens' satisfaction. Data was collected through a survey during April 2014 – June 2014. The survey included ten Paurashavas (Municipality) while the participants (n = 706) were selected based on gender ratio and Ward of the Paurashavas. Multilevel path analysis was conducted using MPLUS 8 to examine the mediation model. The results showed that citizens' confidence partially mediates the relationship between perceived quality of service delivery performance and citizens' satisfaction.*

**Keywords:** Citizen's Satisfaction, Local Government, Service Delivery, Bangladesh, Confidence, Performance

## **Introduction**

Over the years, different local government institutions in Bangladesh have been struggling to deliver excellent quality services to the people, and thus the citizens lack satisfaction with local government services (Islam, 2015; Bhuiyan, 2010). Citizens' satisfaction is one of the critical factors contributing to the quality of democracy and political stability (Vigoda & Mizrahi, 2007; Zmerli & Newton, 2007). However, previous research on citizens' satisfaction pointed out essential factors

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like expectations to understand the formation of satisfaction (Grimmelikhuijsen & Porumbescu, 2017; Van Ryzin, 2013). Nevertheless, there is a lack of some alternative explanation how performance would influence satisfaction (Grimmelikhuijsen & Porumbescu, 2017). Having realized the absence of alternative explanation the objective of this study is to explain the relationship between perceived quality of local service delivery performance and citizens' satisfaction through confidence at urban local government level in Bangladesh i.e., Paurashava.

Importantly, Grimmelikhuijsen and Porumbescu (2017) identified that high expectation boosts satisfaction when citizens experience a higher level of service delivery performance. Such finding from the authors does not clarify how a higher level of expectation boosts satisfaction when citizens perceive a higher level of government agencies' performance. Previous studies demonstrated that confident citizens facilitate sustainable institutionalization of democracy and political tolerance as they show increased political participation (Bowler & Donovan, 2002). Interestingly, Bangladesh has a local governance system that often fails to accommodate citizens' voices in the service delivery mechanism and policy process (Khan, 2016). A general perception indicates that citizens are low in confidence and do not show the willingness to participate in local governance mechanisms (Siddiqui, 2005). Thus, the study of confidence not only deals with the issue models tested for further understanding of satisfaction but also augments the process of creating new insights on political tyranny that exists at the local level governance (Gaventa 2002). This study intends to contribute to the literature service delivery performance and satisfaction while discussing possible implications of understanding the role of confidence in managing trust-based relationships between citizens and local government organizations.

### **Conceptual Framework**

Previous studies investigating the relationships between expectation and satisfaction predominantly applied the 'Expectation Disconfirmation' (ED) model which showed that local government service delivery performance has direct positive effects on the citizen's satisfaction (Van Ryzin 2006: 601-609; Van Ryzin 2004a: 435-444, 2004b: 11-20). Even, the extended ED model measuring the effect of citizen's satisfaction on trust proves that higher quality of service delivery performance predicts a higher level of citizen's satisfaction (Bouckaert & De Walle 2003). Thus, we considered the consistent findings of the previous research to form the first hypothesis of the study as.

H1: There is a direct association between the perceived quality of service delivery performance on citizens' satisfaction.

Citizens' confidence in government institutions means a set of positive beliefs that they behave in a way they are supposed to behave (Newton & Norris 2000). It was found that individual-level confidence emerges through the experience of the phenomenon while making judgments about certain things (Gherman & Philiastides, 2015). Research showed that the effects of electronic government (e-government) (government services are delivered through various online portals and websites) affects the level of citizens' confidence in government as an institution (Tolbert & Mossberger 2006). A study on public confidence in the US state courts shows that citizens' confidence depends on the service experience and how citizens perceive it (Wenzel et al. 2003).

The theory of perceptual confidence (Kelleher & Wolak 2007; Atkeson & Saunders 2007) denotes a direct relationship between the perceived quality of service delivery performance and confidence. The theory highlights that confidence is dependent on the perceived experience of service delivery performance. Other studies have shown that there is a direct relationship between the perceived quality of service delivery performance and confidence (Bouckaert et al. 2002). Hence, the proposed model assumes that the perception of service delivery's quality has a direct effect on confidence. Based on the theory of perceptual confidence, the second hypothesis stands as:

H2: Perceived quality of service delivery performance will positively affect citizen's perceptions of confidence in the local government.

Previous surveys conducted at the local government to explain the relationship between citizens' perception of service delivery performance and satisfaction did not include confidence as a critical variable (see Van Ryzin 2013, 2007). Importantly, in several recent research using citizens' satisfaction surveys, scholars have shown a high propensity to use the ED model (see Van Ryzin 2007: 529-530, 2004a: 435-437). According to the ED model, citizens' expectations can affect satisfaction through the disconfirmation of the expectation possessed before experiencing the service (Oliver, 1980). However, we still do not know if the disconfirmation component causes satisfaction (Grimmelikhuijsen & Porumbescu 2017). Nonetheless, the relationship between performance and satisfaction is commonly found across different studies (see Morgeson 2012; Van Ryzin 2004, 2006). Therefore, the findings of direct linkage between performance and satisfaction, and expectations boosting satisfaction indicate towards an unknown

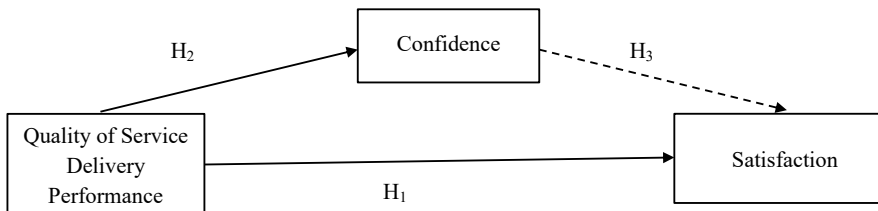
terrain between performance and satisfaction. The unknown terrain necessarily suggests that there could be a mediating variable(s) in the relationship between performance and satisfaction.

However, the unknown terrain can be elaborated if we shed light on the relationship between expectation and confidence from a theoretical perspective. Confidence is often measured as trust in government (Tolbert & Mossberger 2006). Importantly, the relationship between customers' perception of service delivery performance and satisfaction is mediated by the trust (Johnson, 2007; Morgan & Hunt, 1994). Vigoda and Mizrahi (2007) defined trust in government and public administration as the degree of faith or confidence that citizens have in state authorities and administrative branches. Thus, the interchangeable nature of definition and trust mediating the relationship between service quality and satisfaction indicate that confidence can be used in place of trust as a mediator in the relationship between service quality and satisfaction.

Furthermore, Newton and Norris (2000) argued that government agencies need to focus on either promising less or improving service delivery effectiveness to reduce the gap between expectation and performance, ultimately informing citizens' confidence in the government. Newton and Norris's (2000) argument highlight that confidence is the outcome of the subtractive interaction between expectation and performance. Therefore, disconfirmation, according to the traditional ED model, would not be the appropriate mediator as it still suffers from enough lack of empirical evidence. Instead, confidence would be a more appropriate mediating variable in understating the effect of performance on satisfaction. Importantly, scholars argued that, in a trust-based relationship, people lose confidence when observing that their expectation is not entirely matched with the performance of a person or organization (Hardin, 2002). Previous research demonstrated that citizens and public service delivery organizations carry a trust-based relationship (Kampen et al., 2006; Gay, 2002). Thus, we acknowledged Grimmelikhuijsen and Porumbescu's (2017) discussion on the conceptual and empirical limitations of several studies that focused on the ED model within a public management sphere. To foster further understanding of such limitations, we decided to focus on confidence as a mediating variable. We also took the linkages between performance, expectation, and confidence into account to form the third hypothesis of this study. We developed a conceptual model to demonstrate the three hypotheses (see Figure 1).

H3: Perceived quality of service delivery performance will be associated with citizens' satisfaction through its indirect effect on citizens' perceptions of confidence in the local government.

Figure 1. Conceptual Model



**Methods**

**Data**

A baseline survey was conducted by a private research firm called IC Net Limited. The survey contract was given by Strengthening Paurashava Governance Project (SPGP). This project was run by the government of Bangladesh in collaboration with the Japanese International Cooperation Agency (JICA). The survey was conducted during April 2014- June 2014. Bangladesh has a three-tier local government system. Paurashava is one of the local government institutions that administer the delivery of services transferred from central government to local government institutions. An urban area with a population over 0.1 million can constitute a Paurashava as a local government institution to deliver the transferred services. The survey included seven Paurashava (Bakerganj, Chengarcha, Pakundia, Shoilkupa, Atghoria, Ulipur, Kanaighat) where the SPGP team provided training to the elected representatives on service delivery to build the institutional capacity of the Paurashava. In addition to those seven Paurashava, three more Paurashava (Keshabpur, Banskhali, Khetlal) were selected where no training was provided. The survey was not conducted to measure differences between the Paurashava based on the training provided to the elected representatives. Selection of the Paurashava was done based on a clustered sampling technique. The survey strived to obtain a more representative selection by purposively prioritizing those Paurashava where JICA's projects were implemented.

The sample criteria include; a) one Paurashava for each Administrative Division, b) two Paurashava from the Paurashavas targeted in the JICA loan project, named the Northern Bangladesh Integrated Development Project; c) exclude the Paurashava

targeted in other projects for capacity development of Paurashava administration and d) select at least one Paurashava from each Paurashava category . The survey team sampled a total population (n=706) based on gender ratio and Ward of the Paurashava.

The Population and Housing Census 2011 of Bangladesh provided the information about gender ratio in each Ward of the Paurashava. The household holding-tax information from the Paurashava provided the information about the household members. Based on this two information, the total sample population was selected in a way which ensured almost same ratio (1:1) for males and females. The total sample population consists of 51% female and 49% male. The team of enumerators conducted the survey with one of the household members based on gender. It means, to keep the gender ration 1:1 after selecting the households by holding-tax information the research team purposively selected the respondent based on gender. Most of the respondents (40 %) are sampled from category B Paurashava. Whereas the lowest percentage (20%) of sample population are drawn from category A Paurashava. 40% of the total sample population is drawn from the category C Paurashava.

### **Procedure**

The questionnaire has six sections: 1) basic information of the interview (e.g., Date of Interview, code of Paurashava); 2) basic information of respondent (e.g., What is your age, please? What is your occupation?); 3) perception on Paurashava services (single response) (e.g., Does Paurashava construct public drains?); 4) Perception on Paurashava service (multiple responses) (e.g., From below options, please select the most five important services for your life and put them into priority order); 5) perception of Paurashava service (service quality) (e.g., How would you rate the quality of Paurashava's service?); and 6) Willingness to pay the tax (e.g., Do you think tax (withholding tax) payment ratio will increase, if people are promised to receive better services?). The Paurashava Act 2009 was used to select the services for the third section of the questionnaire. Article 50 of Act 2009 defines "Responsibility and Function of Municipality", and the second schedule of said Act indicates "Detail Functions of Municipality" showing the 64 functions. Among those 64 functions, some functions are defined as mandatory functions and others are as optional functions. In the Paurashava Act 2009, the mandatory function is written as Paurashava "shall" do, and the optional function is done as Paurashava "may do". The survey included the perceived quality of service delivery performance, satisfaction, confidence, and importance of different local government services as the main variables to be analysed.

## Measures

**Citizens' satisfaction.** Three items were used to measure citizen's satisfaction and received a Cronbach's alpha of 0.99. The items were; a) how satisfied are you with Paurashava's service? B) how have the Paurashava's service fallen short of or exceeded your expectation? C) how well do you think current Paurashava compares with that ideal Paurashava' image? Similar items were used to measure citizens' satisfaction by previous survey research conducted in urban local government settings (Van Ryzin et al., 2004; Bruhn & Grund 2002). Each item had four-point Likert scale response options where the lowest number corresponded for lowest value. An observed variable 'satisfaction' was created by an average score of the items.

**Perceived quality of service delivery performance.** A single item was used to measure perceived quality of service delivery performance (Kelly & Swindell, 2002). The respondents were asked 'how do you rate the quality of the service?' with four-point Likert scale response options where the lowest number corresponded for the highest value.

**Confidence.** Two items were used to measure citizen's confidence and received a Cronbach's alpha of 0.98. The first item asked, 'how would you rate your confidence that Paurashava will provide a good service in the future?' The second item asked, 'how would you rate your willingness to say positive things about Paurashava?' Both items had a four-point Likert scale response options where the lowest number corresponded for lowest value. These two items are widely used to measure citizens' confidence (Van Ryzin, 2004a). An observed variable 'confidence' was created by an average score of the items.

## Analysis

Multilevel path analysis was conducted using MPLUS 8 to examine the mediation model (Greenglass & Fiksenbaum, 2009; Wright & Panday, 2008). Area (Rural/Urban), ownership of house/property, age, gender, education, occupation, number of household members, access to elected representatives, and citizens' expectation of quality of service delivery, household income and expenditure were the control variables in the analytical model. The model assumptions were checked. There were no issues of multicollinearity as the Variance Inflation Factor was found to be 1.00 (Belsley et al., 2005). The data were clustered by Paurashava. There was no significant outlier found in the model.

The missing data pattern shows that the key model variables had about 50% missing data (Performance quality of service delivery n= 352; Confidence n= 356;

and Satisfaction  $n = 359$ ). The missing data analyses indicated that education ( $\beta = -1.55$ ,  $SE = 0.70$ ,  $z = -2.22$   $p < 0.05$ , 95% CI [2.92, -0.18]) significantly predicts the missingness of the dependent variable. These results indicate that the data is not Missing at Random (MAR) (Schafer and Graham, 2002). Full Information Maximum Likelihood (FIML) estimation method was used to deal with Missing not at Random (MNAR) data while controlling the significant predictor of the missingness (Graham 2009). Then, the FIML results were compared with complete case analysis (Graham, 2009; Collins et al. 2001). Additionally, bootstrapping method ( $n = 10,000$ ) was used to have a higher degree of confidence in the test results (Preacher and Hayes 2004).

## Results

### Descriptive statistics

The descriptive statistics (Table 1) show that most of the participants are from a rural area ( $n = 567$ ). The average age of the participants is 42 with an average monthly income of Bangladeshi Taka 10395.54 (\$124). Participants were sampled almost evenly based on gender as the number of female  $n = 355$  is quite to the number of male  $n = 351$ . The average number of people in a household was 5. The mean age of the respondents was 42. Whereas the average household income was 10400 Bangladeshi Taka. Additionally, on a four-point scale average satisfaction with the service delivery performance was 2.30. The average confidence in Paurashava was 2.83. The participants were mostly uneducated without having any formal education ( $n = 243$ ) (see Table 1). In terms of occupation, most of the participants reported that they are a family helper ( $n = 302$ ). An average number of people in the household of the participants was  $n = 5$ . Table 2 shows that more than three fourth of the respondents perceived the quality-of-service delivery performance was either good or very good (79%).

Table 1. Background Characteristics of the Respondents

Variable	Frequency ( <i>n</i> )	Percentage (%)
Area		
Rural	567	80.31
Urban	138	19.69
Ownership		
Own	694	98.30



Rent	12	1.70
Gender		
Male	351	49.71
Female	355	50.29
Education		
No Class	243	34.42
Primary	117	16.57
Junior Secondary	98	13.88
Secondary	125	17.71
Higher Secondary	74	10.48
Graduate	36	5.10
Masters and above	13	1.84
Occupation		
Employer	10	1.42
Employee	51	7.22
Self-employed (Agriculture)	126	17.85
Self-employed (Non-Agriculture)	150	21.25
Family Helper	302	42.78
Others	67	9.50
Access to Mayor/Councillors		
Yes	565	81.18
No	131	18.82

*Note:* N = 706

Table 2: Perceived Quality of Service Delivery Performance

Quality of Service Delivery Performance	Frequency ( <i>n</i> )	Percentage (%)
Very Bad	15	4.24
Bad	58	16.38
Good	253	71.47
Very Good	28	7.90

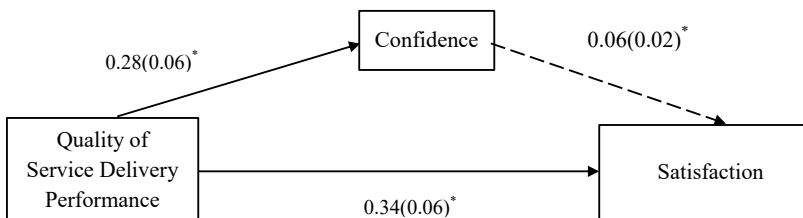
## Model

The results were obtained from the analysis which includes the quality of service delivery performance as the independent variable, confidence as mediating variable and satisfaction as the dependent variable. The level of significance was set at  $p < 0.05$  for the interpretation of the results. All models (i.e., FIML, complete case and bootstrapping) examined yield nearly identical results. Due to the loss of power in complete case analysis the indirect effect yields a p-value slightly above  $p < .05$  ( $\beta = 0.06$ ;  $SE = 0.03$ ,  $z = 1.92$ ;  $p = 0.06$ ). Based on the recommendations that bootstrap methods be used for indirect effects (Mallinckrodt, Abraham, Weiand Russell, 2006), these results were interpreted. The bootstrapping results were found to be a good fit to the data ( $\chi^2 = 41.10$ ;  $df = 32$ ;  $p = 0.13$ ;  $n = 340$ ;  $AIC = 3298.87$  <  $BIC = 3398.42$ ;  $RMSEA < 0.05$ ;  $CFI = 0.95$ ;  $TLI = 0.93$ ;  $SRMR < 0.05$ ).

**Direct effect.** After running the bootstrapping model with FIML estimation it was found that the quality of service delivery performance was directly associated with satisfaction ( $\beta = 0.34$ ,  $SE = 0.06$ ,  $z = 5.796$   $p < 0.01$ ; 95% CI = 0.21, 0.44) (Figure 2). Quality of service delivery performance also had a significant direct effect on the mediator 'confidence' ( $\beta = 0.28$ ,  $SE = 0.06$ ,  $z = 4.68$   $p < 0.01$ ; 95% CI = 0.16, 0.40). A significant direct effect of confidence on satisfaction was found as well ( $\beta = 0.21$ ,  $SE = 0.05$ ,  $z = 4.14$   $p < 0.01$ ; 95% CI = 0.11, 0.31).

**Indirect effect.** The analysis found that there was a significant indirect effect of quality of service delivery performance on satisfaction through confidence ( $\beta = 0.06$ ,  $SE = 0.02$ ,  $z = 2.30$   $p < 0.01$ , 95% CI [0.03, 0.10]) (Figure 2). Controlling for all demographic and background variables standardized path coefficient showed a one-unit increase/decrease in perceived quality of service delivery performance predicts 0.06-unit increase/decrease in satisfaction through confidence.

Figure 2. Mediation Path Analysis Results



*Note:* Values are standardized path coefficients; standard error in the parentheses; \*  $p < 0.01$ ; solid line indicates direct effect; broken line indicates indirect effect

The total effect of quality of service delivery performance on satisfaction also was found to be significant ( $\beta=0.40$ ;  $SE=0.06$ ,  $z=6.70$ ;  $p<0.01$ ; 95% CI [0.28, 0.50]). The result showed that the indirect effect did not make the direct effect insignificant. Suggesting that confidence partially mediates the effect of quality of service delivery performance on satisfaction. Additionally, both the direct paths appeared to indicate a medium size effect. Whereas the size of the indirect effect was found to be small (Shrout and Bolger, 2002).

## Discussion

This study's purpose was to analyse the mediating role of citizens' confidence in the relationship between perceived quality of local service delivery performance and citizens' satisfaction at the urban local government level in Bangladesh. The findings of the current study showed that each path of the mediation model is significant. It denotes that there is a direct effect of perceived quality of service delivery performance on citizens' satisfaction and perceived quality of service delivery performance on citizens' confidence. The findings also showed that confidence mediates the effect of performance on satisfaction. The findings suggest some implications for the existing theory of the expectation disconfirmation. Apart from the theoretical implication, our findings also discuss policy level implications and possible factors that deserve attention for an overarching understanding of the results of this study.

The discussion on the theoretical implications necessarily brings back the theory of expectation disconfirmation. According to the ED model and previous research on citizens' confidence, the subtractive gap between expectation and performance leads to disconfirmation (see Van Ryzin 2007). However, the existing gap in the literature, focusing on the effect of disconfirmation on satisfaction, can be realized through the role of confidence as a mediator. The conceptual argument about confidence in government and political institutions suggested that the gap between expectation and performance influences confidence (Newton & Norris, 2000). Thus, we argue that government organizations' confidence requires serious attention to envisage the ED model for further knowledge about citizens' satisfaction. The practical difficulty of understanding the disconfirmation effect can be dealt with by incorporating confidence as a proxy and mediating variable that would necessarily create a path between performance, expectation, confidence, and satisfaction. The finding of significant mediation also opens the door for further empirical tests involving those four variables. The findings of Grimmelikhuijsen and Porumbescu (2017) and Van Ryzin (2013) need to be considered along with this study's results

to design models for further tests where the four variables would play their interchangeable roles in a structural path. One model could include performance as the exogenous variable, whereas the expectation would serve as an endogenous variable and vice versa. Additionally, Grimmelikhuijsen and Porumbescu's (2017) discussion about the effect of performance on expectation could be reinvestigated by a non-recursive structural equation model where expectation and confidence would be the two endogenous variables interacting with each other. Such a non-recursive model would help understand the possible ways of reframing the concept of disconfirmation in the ED model within a public management and service delivery context.

Moreover, the findings depict that citizens' confidence in Paurashava partially mediates the effect of perceived quality of service delivery performance of Paurashava on citizens' satisfaction. The partial mediation underscores that citizens' confidence does not entirely mediate the effect of performance on satisfaction. Given the concept of the ED model and prior findings of the direct effect of performance on satisfaction, we observe the partial mediation as the confirmation of the theoretical and empirical analysis of previous studies that show how performance's direct and indirect effect are crucial to understanding the causal linkages between performance and satisfaction.

The result of partial mediation can also suggest that citizens may develop a sense of predisposition to satisfaction by realizing the subtractive gap between performance and expectation. For example, if a person observes that the performance exceeds her expectation, she will develop a predisposition to be satisfied with the local government organization regardless of her direct interaction with the service delivery procedure. Robbins (2012) showed how the experience of political institutions' performance could affect the predisposition to trust different social and political entities. We already presented how confidence is often used interchangeably with the notion of confidence. Thus, it can be said that people sometimes develop a predisposition as confidence that may necessarily lead to satisfaction. It is needed to be taken into account that the partial mediation highlights how citizens directly acknowledge performance to perceive satisfaction while developing a predisposition like confidence at the local level.

The possible effect of predisposition based on performance suggests that citizens would be able to calculate several components of performance of service delivery. The experimental research on the ED model could not shed light on different components of the perceived performance of local service delivery (see

Grimmelikhuijsen & Porumbescu, 2017; Van Ryzin, 2013). Local government performance needs to be considered a latent construct to gauge more reliable results through structural equation modelling. Usually, citizens perceive local government service delivery performance by acknowledging the service delivery procedure, room for citizen engagement in designing service delivery mechanisms, the role of political incumbents, and the effectiveness of front line service deliverers (Bratton 2012; Glaser and Denhardt 2000). Thus, the different factors that help measure local government service delivery performance from a subjective point of view would not impact the predisposition equally. In other words, people can have more confidence in the political incumbents than the front-line service deliverers based on the performance. For example, the policy of online birth registration taken by the elected representatives of Paurashava would not necessarily influence the perception of the workers' performance who directly provides the online service regarding birth registration. Thus, a variation in predisposition to satisfaction requires further attention through a comparison between separate models that would necessarily include each subjective indicator as an independent variable in one model. In other words, we need to conduct further analysis by focusing on the effect of political incumbents' role while controlling for other indicators to understand how predisposition to satisfaction based on performance varies across different indicators.

The implications of the mediation results for developing a predisposition to satisfaction are vital for local government policymakers in developing countries like Bangladesh. Generally, a developing country like Bangladesh suffers from a legacy of ineffective local government service delivery due to the problems of ensuring proper decentralization (Khan, 2016). As our results suggest that performance can play an essential role in developing a predisposition to the satisfaction, we think local government policymakers need to focus on revitalizing the mechanisms of decentralized service delivery so that the people can hold on to their predisposition to satisfaction as they would experience an improved decentralized service delivery. Importantly, predisposition to attitudes like satisfaction, wellbeing, and trust can get transmitted from one generation to another (Ljunge, 2014; Powdthavee & Vignoles, 2008). Thus, reforming different subjective indicators of performance would help the local government organization to ensure a sustained level of satisfaction of the citizens and communities.

However, sustained predisposition to behavioural attitudes may distort the trust-based relationship between the citizens and the local government organization. For example, Hardin (2002) discussed how a person becomes vulnerable when

she has a predisposition to trust someone. If citizens carry a general predisposition to satisfaction across generations, the local government organization would not feel pressured to adjust different modern service delivery mechanisms because the officials would know that the citizens tend to be satisfied no matter how the service is delivered. Hence, citizens become vulnerable to degraded quality of performance from the service deliverers, resulting in an increasing distrust between the citizens and local government organizations. Therefore, the policymakers would need to invest resources for keeping the service deliverers motivated for better performance. In that way, a positive chain of relationship will last between the citizens with a general predisposition to be satisfied, and the local government officials who would always look to perform better while delivering different services.

### **Conclusion**

This research examined the role of confidence as a mediator in the relationship between performance and satisfaction in Bangladesh's local government context. The study findings reveal that confidence in a local government organization is the result of the perceived quality of performance in service delivery at Paurashava level in Bangladesh. Importantly, in this study, we were able to understand that confidence partially mediates the relationship between performance and satisfaction. Therefore, this study contributes to the ED model discussion as there is a lack of evidence of how disconfirmation of expectation mediates within the public service delivery context at the local level. The contribution to the ED model essentially underscores that future studies can work on revising the ED model by incorporating 'confidence' as the proxy of disconfirmation that would play the role of a mediator.

The partial mediation of confidence provides future research on different factors that would affect the predisposition to satisfaction. Thus, future research would be required to understand if there is a variation in the level of mediation by service delivery procedure, elected and non-elected incumbents, and innovation in service delivery. Additional research could be carried out to see if the same factors moderate the effect of performance on confidence because theoretically, confidence is often generated by the gap between expectation and performance. To account for other important factors that possibly can mediate the relationship.

As with any study, the findings should be considered considering its limitations. The current study was cross-sectional. Sometimes, cross-sectional studies require further investigation with experiments and longitudinal analysis of behavioural

constructs like confidence and satisfaction. Thus, future studies focusing on analysing local service delivery and citizens satisfaction based on the ED framework can consider conducting experimental and longitudinal research.

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