

**FACTOR THAT INFLUENCE PUBLIC  
SATISFACTION TOWARDS LOCAL  
GOVERNMENT SERVICES:  
AN EMPIRICAL STUDY IN MAJLIS  
DAERAH KUBANG PASU (MDKP)**

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**MASTER OF SCIENCE (MANAGEMENT)  
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**By**

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**Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business,  
Universiti Utara Malaysia,  
In Partial Fulfillment of the Requirement for the Master of Science (Management)**

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## **ABSTRACT**

This paper aims to identify the factors that influence public satisfaction towards Majlis Daerah Kubang Pasu (MDKP) services. The study was held among the residents that reside within MDKP territory. The population size of this research is among 220,700 residents that live in 21 sub-districts under MDKP administration and the researchers had choose 385 respondents using convenience sampling. The variables have been tested in this study are public participation, service quality and service delivery. The type of analyse used in this research include descriptive analysis, reliability analysis, correlation analysis and regression analysis. The study found that, there is a significant relationship between all independent variables; public participation, service quality and service delivery towards public satisfaction with local government services in Majlis Daerah Kubang Pasu (MDKP).

Keyword: public participation, service quality, service delivery, public satisfaction , local government services

## **ABSTRAK**

Kertas kerja ini bertujuan untuk mengenal pasti faktor-faktor yang mempengaruhi kepuasan penduduk tempatan terhadap perkhidmatan Majlis Daerah Kubang Pasu (MDKP). Kajian ini telah diadakan di kalangan penduduk yang tinggal di kawasan daerah Kubang Pasu. Saiz populasi bagi kajian ini adalah di antara 220,700 orang dan adalah mereka yang tinggal di 21 daerah kecil di bawah pentadbiran MDKP. Penyelidik telah memilih sejumlah 385 responden dan menggunakan kaedah persampelan mudah. Pembolehubah yang telah diuji dalam kajian ini adalah penglibatan penduduk tempatan, kualiti perkhidmatan dan penyediaan perkhidmatan. Jenis analisis yang digunakan dalam kajian ini melibatkan analisis deskriptif, analisis kebolehpercayaan, analisis korelasi dan analisis regresi. Hasil kajian mendapati bahawa terdapat hubungan yang signifikan di antara semua pembolehubah iaitu penglibatan penduduk tempatan, kualiti perkhidmatan dan penyediaan perkhidmatan dalam menentukan faktor yang mempengaruhi ke atas kepuasan penduduk terhadap perkhidmatan yang disediakan oleh Majlis Daerah Kubang Pasu (MDKP).

Kata kunci: penglibatan penduduk tempatan, kualiti perkhidmatan, penyediaan perkhidmatan, kepuasan penduduk, dan perkhidmatan kerajaan tempatan

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## LIST OF ABBREVIATIONS

MUWHLG	Ministry of Urban Wellbeing, Housing and Local government	1
MHLG	Ministry of Housing and Local Government	1
MDKP	Majlis Daerah Kubang Pasu	3
MGPWA	Malaysia Government Portals and Websites Assessment	5
LR	Literature Review	8
LA 21	Local Agenda	9
UK	United Kingdom	10
FOI	Freedom of Information	13
MPAJO	Markazi Province Agricultural Jihad Organization	17
OPSC	Office of Public Service Commissioner's	19
CEO	Chief Executive Officer	21
NPM	New Public Management	24
ISF	Improvement Service Fund	26
ICT	Information And Communications Technology	28
TQM	Total Quality Management	38
IV	Independent Variable	40
DV	Dependent Variable	40
PP	Public Participation	40
SQ	Service Quality	40
SD	Service Delivery	40
PS	Public Satisfaction	40
PPPs	Public-Private Partnerships	42
CSOs	Participation of Civil Society (CSOs)	42
ACELG	Australian Centre of Excellence for Local Government	50
SPSS	Statistical Package for the Social Sciences	52

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Study

The local government is known as a governing entity which entitles authority over a sub national territory, or also known as a sub state territorially demarcated area. Monsour (2008) defines local government as the entity entrusted with the delivery of goods and services by, and, for the government at the national, regional or local level.

The definition and function of local government have evolved from years as its responsibility becomes wider and influenced by the growth of its the population. Quoted by the Government of Malaysia (1970), local government is a “subsystem operating within or between a number of other subsystems. Higher government gave its one body handled on local issues that represent the power, whether from the federal government or state government, which has limited autonomy in terms of fiscal and administration, have power to sue and sued by others and have legal property”. Meanwhile, Ministry of Urban Wellbeing, Housing and Local government (MUWHLG), Malaysia (formerly known as the Ministry of Housing and Local government (MHLG)) (1980) define local government as an “infra sovereign, geographic subdivision of a sovereign nation or a quasi sovereign nation, exercising the power of jurisdiction in a particular area”.

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