
| RESEARCH ARTICLE

Measuring the Level of Citizens' Satisfaction with the Performance of the Municipality: A Case Study of Pul-e-Khumri Municipality

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| ABSTRACT

This article tries to use the perspective of the citizens of Pul-e-Khumri city to measure their satisfaction with the performance of the city manager in the field of urban services understudy and measurement. For this evaluation, using theoretical studies, 32 types of municipal services in three sections public services, infrastructure, and culture were selected. In the next step, a research questionnaire was designed based on these services. Then 415 questionnaires were distributed among the citizens of the study city. In the next step, 395 complete and error-free questionnaires were collected and entered into SPSS software. Finally, the research results were analyzed using a one-sample t-test. The results showed that the average satisfaction of citizens with the quality of public services in Pul-e-Khumri was equal to 2.34. The average satisfaction with the quality of infrastructure services in Pul-e-Khumri is equal to 2.05, and also the average satisfaction with the quality of cultural services in Pul-e-Khumri is equal to 2.02. It can be said that the level of citizens' satisfaction in the three sectors of services mentioned is below the average level (3). The results of statistical analysis showed that concerning all municipal services, the results have a significant level of less than 0.05. Citizens' satisfaction with municipal services is below average because the average difference between all municipal services with the test statistic is calculated negatively and is lower than the average (3). The level of satisfaction of the citizens of Pul-e-Khumri city with all municipal services is below average.

| KEYWORDS

Satisfaction, Urban management, Urban services, Municipality, Pul-e-Khumri city.

| ARTICLE INFORMATION

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1. Introduction

The municipality is one of the institutions of civil society that is considered in the constitution within the framework of governance in social, local, and urban areas as part of the development and participatory structure of the country and is one of the necessities of the social system that necessarily deals with structures only through intervention. The people may appear, and in fact, the municipal organization has been created as a local and non-governmental organization to manage local affairs and provide the necessary services for management and infrastructure, economic and social development in and around the city. It is to meet the common needs of citizens that each individual is not able to meet alone (Rajab Salahi:2002,112). The main function of the municipality is to provide a suitable and favorable environment for the flourishing of desirable standards of urbanization and the promotion of citizenship culture (Diggers:2005,87)

Municipalities will succeed in achieving their goals and maintaining a balance between present and future needs when citizens are most satisfied with their performance. Citizens' satisfaction will enable them to be active in performing their duties and responsibilities, and citizen participation will be considered the main axis of decision-making because the social dissatisfaction of the majority of citizens or a significant segment of them is dangerous for any social order and organizational performance because its continuation and expansion have reduced the commitment of citizens to the value system and the people of the organization, etc., which is the source of many anomalies. (Hekmat Niazi and Mousavi:2007, 2)

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The present study examines the situation of providing urban services and public affairs, infrastructure and urban planning, and cultural and social affairs of the municipality to the citizens of Pul-e-Khumri from the people's point of view and measuring their satisfaction with the activities today, the increasing development of urbanization and population growth in the world has led to the expansion of cities. It is clear that citizens create different interests, interests, and strata due to the diversity of needs, wants, customs, and their access to these studies depends on the citizens on the one hand and urban management on the other (Barakpour and Contributors: 2006.1). The spread of various problems of cities has made clear the need for comprehensive attention to strategies and useful solutions to improve the lives of city dwellers. Any social activity without organized management that defines the goals and tools to achieve them and coordinates the activities disintegrates and leads to disorder, including the city, which is one of the most complex and diverse parts of life. In itself - Max Sur considers the city as a complete model of social life (Rostami et al.:2015,20).

2. Research purposes

1. Measuring the level of satisfaction of the citizens of Pul-e-Khumri with the quality of urban services in the field of three indicators (public services, infrastructure services, and cultural services).

2.1 Hypotheses

- 1. Assumption zero = citizens' satisfaction with the quality of municipal services is average (3).
- 2. Assumption one = Citizens' satisfaction with the quality of municipal services is not equal to the average (3).

3. Research Methodology

The main purpose of this study is to investigate the level of satisfaction of the citizens of Pul-e-Khumri with the quality of urban performance in the field of urban services. Due to the nature of the subject and the studied components, the approach of this research is a descriptive-survey method using a questionnaire. In addition, to strengthen the theoretical foundations and accuracy in collecting information, documentary study methods were used and then, taking into account the economic and social conditions of the study area, variables or indicators of citizens' satisfaction with the municipality's performance in the field. The provision of public services, infrastructure services, and cultural services is determined according to (Figure 1). The sample size was determined randomly using Cochran's formula. Through the mentioned formula, a total of 395 questionnaires were distributed to the citizens of Pul-e-Khumri to collect information. The reliability of the questionnaire was calculated using Cronbach's alpha in an SPSS environment with 395 samples and 32 questions about 0.86. In this study, to analyze the data and test the hypotheses, descriptive and inferential statistical methods such as frequency distribution tables, graphs, and one-sample T-tests were used using SPSS software.

3.1 Evaluate the quality of municipal public services

The results of evaluations of the quality of public services in Pul-e-Khumri city are presented in Table (2). Low, 191 people were evaluated at the medium level and 43 people at the high level. In general, the average satisfaction with the services of the municipality and the response to citizens is calculated with an average of 2.75. The results are presented in detail in Table (2).

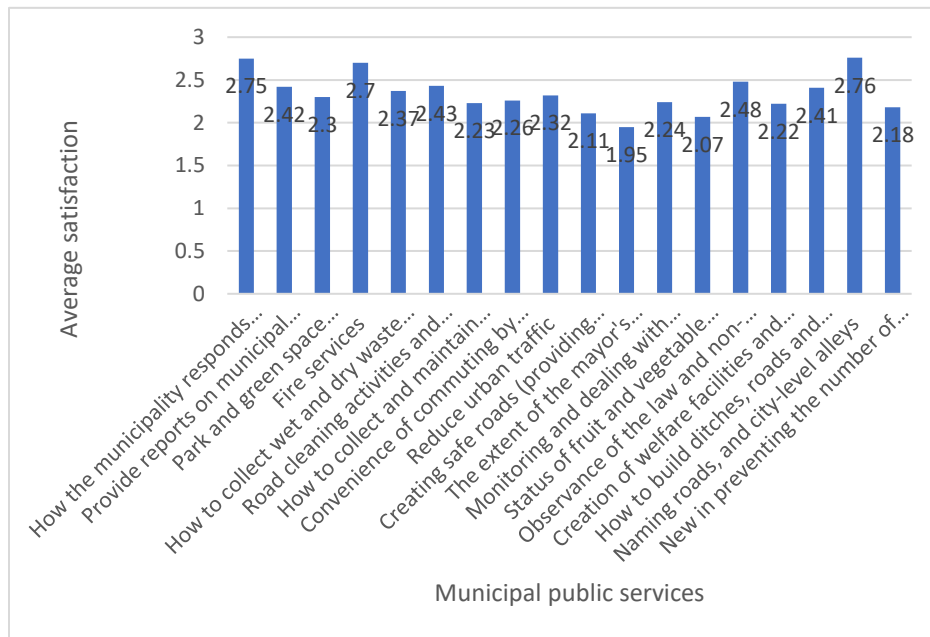
Table (2) Evaluation of the quality of public services in Pul-e-Khumri City from the perspective of citizens (Source: Author).

Public Service	very little	Low	medium	Much	very much	Total	Average
How the municipality responds and responds	17	132	191	43	12	395	2.75
Provide reports on municipal activities	83	130	123	53	6	395	2.42
Park and green space development and maintenance activities	92	141	123	29	10	395	2.30
Fire services	62	99	143	77	14	395	2.70
How to collect the wet and dry waste regularly	99	130	103	48	15	395	2.37
Road cleaning activities and urban areas	98	113	106	72	6	395	2.43
How to collect and maintain homeless coins	127	118	97	40	13	395	2.23
The convenience of commuting by public transport	92	130	150	23	0	395	2.26

Reduce urban traffic	76	163	121	23	12	395	2.32
Creating safe roads (providing street lighting, sidewalk markings)	140	123	86	42	4	395	2.11
The extent of the mayor's relationship with the people	143	150	81	19	2	395	1.95
Monitoring and dealing with unauthorized construction	99	157	101	22	16	395	2.24
Status of fruit and vegetable markets and places	118	155	98	24	0	395	2.07
Observance of the law and non-discrimination in municipal services	77	131	135	23	29	395	2.48
Creation of welfare facilities and paving by the municipality	97	159	98	37	4	395	2.22
How to build ditches, roads, and sidewalks	68	159	120	50	9	395	2.41
Naming roads, and city-level alleys	57	132	108	43	55	395	2.76
New in preventing the number of floors of apartments	111	158	89	18	19	395	2.18
The overall average quality of urban public services: 2.34							

Source: Research Findings

In comparing the average of each public service of Pul-e-Khumri municipality, it can be said that the highest level of satisfaction with the naming services of roads and alleys in the city is the municipality's treatment of people and fire services, with an average satisfaction of 2.76, 2.75 and 2.70 has been evaluated. The lowest level of satisfaction in services such as. The mayor's relationship with the people, the situation of markets and places of fruit and vegetables, and the creation of safe roads (supply and lighting of roads, sidewalks) have been evaluated with an average satisfaction of 1.95, 2.07, and 2.11. In general, the average quality of public services from the perspective of the citizens of Pul-e-Khumri is 2.34. Considering Table (2), it can be said that the evaluation of the quality of public services in Pul-e-Khumri is lower than the average level of satisfaction (3). Also, Figure (5) of the results of public services is shown in detail.



Source: Research Findings

Figure 5 Comparison of the average quality of public services in Pul-e-Khumri city from the perspective of citizens (Source: Author).

3.2 Evaluate the quality of infrastructure services

The results of studies on the quality of infrastructure services are in Table (3). Provided. Regarding the index of renovation and reconstruction of old urban blocks, out of a total of 395 people, 168 respondents rated their satisfaction as very low and 2 as very high with these services. The results are presented in detail in Table (3).

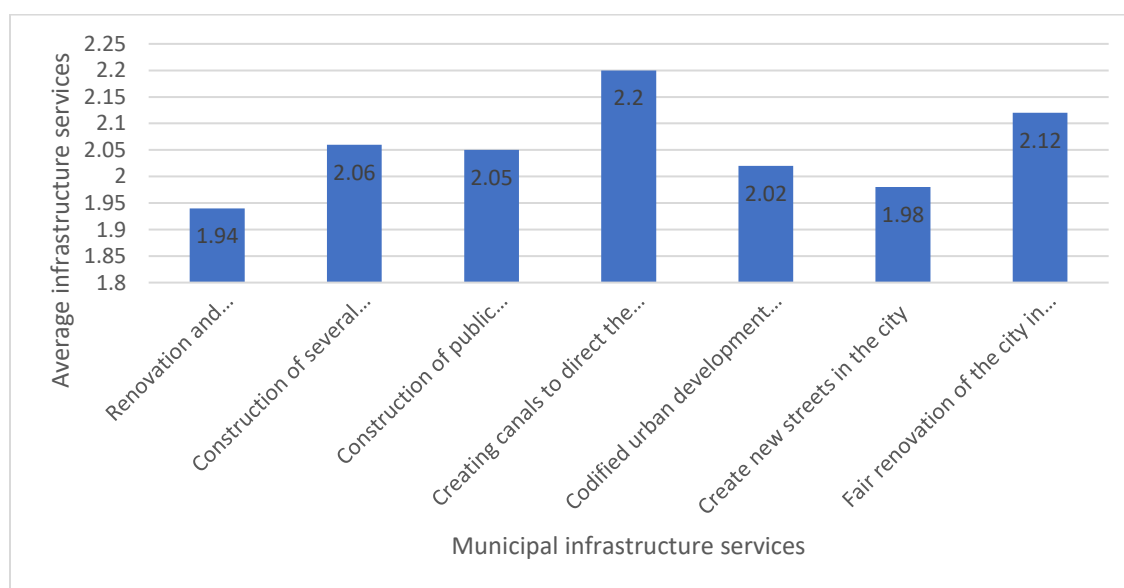
Table 3 Evaluation of the quality of technical and infrastructure services in Pul-e-Khumri City from the perspective of citizens

Infrastructure services	very little	Low	medium	Much	very much	Total	Average
Renovation and reconstruction of old urban blocks	168	113	85	27	2	395	1.94
Construction of several amusement parks in the city	149	106	114	18	8	395	2.06
Construction of public buildings and structures, including health services, slaughterhouses, children's playgrounds, and stadiums	134	144	83	32	2	395	2.05
Creating canals to direct the surface water of the city	94	164	112	15	10	395	2.20
Codified urban development planning by the municipality	129	156	84	26	0	395	2.02
Create new streets in the city	129	176	65	18	7	395	1.98
Fair renovation of the city in all areas of the city	113	153	103	21	5	395	2.12

The overall average quality of urban infrastructure services: 2.05

Source: Research Findings

A comparison of the average of infrastructure service indicators shows that the creation of canals to direct the surface water of the city with an average of 2.20 is in the first place. Fair renovation of the city in all areas of the city, with an average of 2.12, is in second place. Similarly, other indicators of services with a very low average satisfaction shows the dissatisfaction of citizens with the infrastructure services of the municipality. In total, the average quality of infrastructure services in the city of Pul-e-Khumri is equal to 2.05. Figure (6) shows the results in detail.



Source: Research Findings

Figure (6) Comparison of the average quality of infrastructure services in Pul-e-Khumri city from the perspective of citizens.

3.3 Evaluate the quality of cultural services

The third part of the evaluation is related to the quality of cultural services, the results of which are summarized in Table (4). One of the important results in this section is that out of 395 respondents in all indicators, the majority of respondents have shown their satisfaction with the cultural services of Pul-e-Khumri Municipality very little.

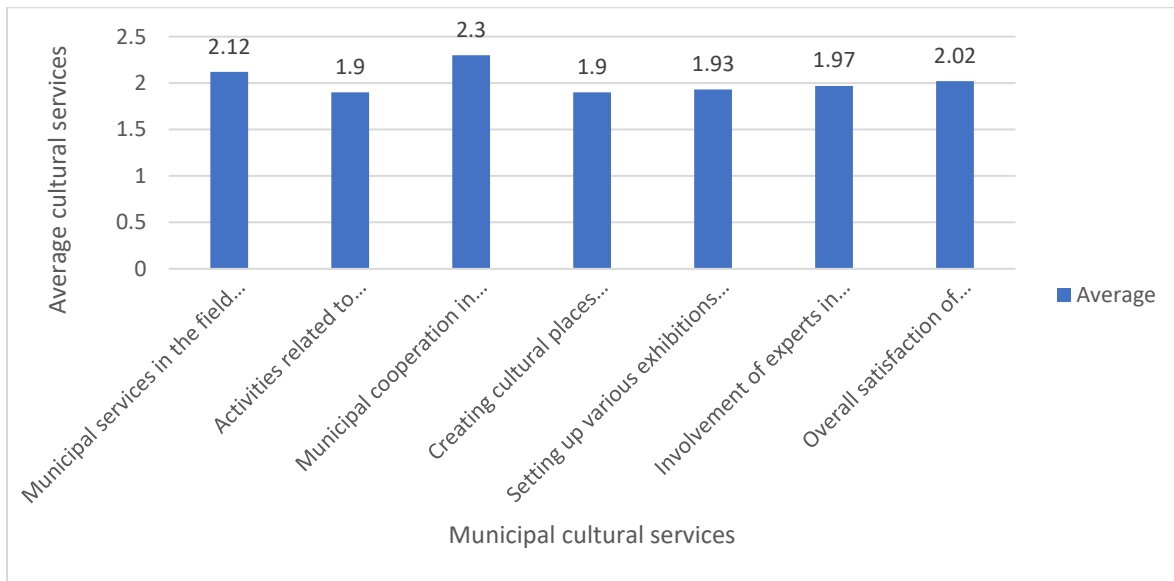
Table 4 Evaluation of the quality of cultural services in Pul-e-Khumri City from the perspective of citizens

Cultural services	very little	Low	medium	Much	very much	Total	Average
Municipal services in the field of reconstruction and maintenance of ancient sites	115	150	105	19	6	395	2.12
Activities related to educating citizens by the municipality	150	160	60	23	2	395	1.90
Municipal cooperation in sending and supporting sports teams	106	124	113	45	7	395	2.30
Creating cultural places (cultural centers and reading houses, etc.) in the neighborhoods of the city	158	141	81	7	8	395	1.90
Setting up various exhibitions in the city	157	137	77	19	5	395	1.93
Involvement of experts in decision making	137	143	106	9	0	395	1.97
Overall satisfaction of municipal cultural services	134	136	110	15	0	395	2.02

The overall average quality of urban cultural services: 2.02

Source: Research Findings

Based on the averages calculated for each of the cultural services, the municipal cooperation index in the field of sending and supporting sports teams with an average of 2.30 in the first rank, urban planning services in the field of reconstruction and maintenance of ancient sites with an average of 2.12 in the second rank, Overall satisfaction of municipal cultural services with an average of 2.02 is in the third place. Similarly, other indicators of cultural services with an average of very low satisfaction have been evaluated. In total, the average quality of cultural services in Pul-e-Khumri is equal to 2.02, which is lower than the average satisfaction (3). Figure (7) shows the results in detail.



Source: Research Findings

Figure (7) Comparison of the average quality of cultural services in Pul-e-Khumri city from the perspective of citizens (Author's source).

3.4 One sample T-test

To analyze the research findings, a one-sample t-test in an SPSS environment was used. This test has two assumptions as follows.

1. Assumption zero = citizens' satisfaction with the quality of municipal services is average (3).
2. Assumption one = Citizens' satisfaction with the quality of municipal services is not equal to the average (3).

According to the questionnaire, the scores are between 1 and 5, so we have considered the amount of the test equal to 3, which is the average level of citizens' satisfaction. If the average satisfaction is more than 3, it indicates more impact and an average of less than 3 indicates less impact, according to Table (5), which is output from SPSS software. A significant amount or level must be interpreted. In this regard, it should be said that if the value of the significant level of Sig is greater than 0.05, we accept the null hypothesis. This means that the data distribution is equal to the average. On the other hand, if the value of Sig is less than 0.05, the null hypothesis is rejected.

Table (5) Results of one-sample t-test (Source: Author)

One-Sample Test
Test Value = 3

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
q1.1	-6.060	394	.000	-.251	-.33	-.17
q1.2	-11.479	394	.000	-.585	-.68	-.48
q1.3	-14.046	394	.000	-.699	-.80	-.60
q1.4	-5.588	394	.000	-.299	-.40	-.19
q1.5	-11.447	394	.000	-.633	-.74	-.52
q1.6	-10.334	394	.000	-.570	-.68	-.46
q1.7	-13.935	394	.000	-.775	-.88	-.67
q1.8	-16.598	394	.000	-.737	-.82	-.65
q1.9	-14.183	394	.000	-.678	-.77	-.58
q1.10	-17.091	394	.000	-.894	-1.00	-.79
q1.11	-23.160	394	.000	-1.046	-1.13	-.96
q1.12	-14.853	394	.000	-.762	-.86	-.66
q1.13	-20.817	394	.000	-.929	-1.02	-.84
q1.14	-9.372	394	.000	-.516	-.62	-.41
q1.15	-16.216	394	.000	-.780	-.87	-.69
q1.16	-12.703	394	.000	-.590	-.68	-.50
q1.17	-3.788	394	.000	-.235	-.36	-.11
q1.18	-15.601	394	.000	-.820	-.92	-.72
q2.19	-21.482	394	.000	-1.058	-1.16	-.96
q2.20	-18.353	394	.000	-.937	-1.04	-.84
q2.21	-19.735	394	.000	-.952	-1.05	-.86
q2.22	-17.155	394	.000	-.803	-.89	-.71
q2.23	-21.769	394	.000	-.982	-1.07	-.89
q2.24	-22.139	394	.000	-1.018	-1.11	-.93
q2.25	-18.865	394	.000	-.881	-.97	-.79
q3.26	-18.775	394	.000	-.884	-.98	-.79
q3.27	-24.314	394	.000	-1.096	-1.18	-1.01
q3.28	-13.392	394	.000	-.701	-.80	-.60
q3.29	-23.677	394	.000	-1.099	-1.19	-1.01
q3.30	-22.427	394	.000	-1.068	-1.16	-.97
q3.31	-24.414	394	.000	-1.033	-1.12	-.95
q3.32	-22.286	394	.000	-.985	-1.07	-.90

Source: Research Findings

According to Table (5), in relation to all municipal services, the results have a significant level of less than 0.05. Citizens' satisfaction with municipal services is below average because the average difference between all municipal services with the test statistic is calculated negatively and is lower than the average. The level of satisfaction of the citizens of Pul-e-Khumri with all municipal services is low.

4. Conclusion

In this study, the level of satisfaction of the citizens of Pul-e-Khumri city with the urban management of this city in the field of urban services was examined. The results of the theoretical foundation's section showed that urban services could be studied in three groups: public services, technical and investment services, and cultural services. In this study, 32 types of urban services in the form of three groups were identified. Then, using the questionnaire technique and the light spectrum, the level of citizens' satisfaction with each of the municipal services was examined.

The results of evaluations of the quality of public services in Pul-e-Khumri showed that the index of naming services for roads and alleys in the city with an average of 2.76 is in the first place. In second place is the index of response services and how to deal with clients, with an average satisfaction of 2.75, and in third place is the index of fire services, with an average satisfaction of 2.70. Public service rank. In total, the average of public services in Pul-e-Khumri city is equal to 2.34, which can be said that the level of citizens' satisfaction with public services in Pul-e-Khumri municipality is lower than the average level of satisfaction.

A comparison of the average of investment indices shows that the index of creating canals to direct urban water levels with an average satisfaction of 2.20 is in the first place, the index of fair urban renewal in all urban areas with an average satisfaction of 2.12 is in second place, the index of construction of public buildings and structures, including health services, slaughterhouses, children's playgrounds and stadiums with an average satisfaction of 2.05 is in third place, and finally, the index of services for creating new streets in the city with an average Satisfaction 1.98 is at the lowest level of infrastructure service satisfaction. In total, the average quality of technical and infrastructure services of Pul-e-Khumri municipality from the citizens' point of view is equal to 2.05, which is lower than the average level of citizen satisfaction.

Based on the averages calculated for each of the cultural services, the Municipal Cooperation Index in the field of sending and supporting sports teams with an average satisfaction of 2.30 is in first place, the Municipal Services Index in the field of reconstruction and maintenance of ancient places with an average satisfaction 2.12 is in second place, the index of municipal cultural services with an average satisfaction of 2.02 is in third place, and finally the indicators of activities related to the education of citizens by the municipality and the creation of cultural places (cultural centers and reading houses, etc.) They are located in the neighborhoods of the city with the lowest average satisfaction of 1.90. In general, it can be said that the average satisfaction of citizens with the cultural services of Pul-e-Khumri Municipality is equal to an average of 2.02, which is lower than the average (3). And shows the general dissatisfaction with Pul-e-Khumri municipality services from the citizens' point of view.

At the end of the research, a one-sample t-test was used to analyze the data. Analysis results Concerning all municipal services, the results have a significant level of less than 0.05. Citizens' satisfaction with municipal services is below average because the average difference between all municipal services with the test statistic is calculated negatively and is lower than the average. The level of satisfaction of the citizens of Pul-e-Khumri with all municipal services is low.

5. Practical suggestions

According to the research results, it is suggested that Paul-e-Khumri municipality, by examining and analyzing the main reasons for the low level of citizen satisfaction in general in all municipal service indicators and also diagnosing the current situation of Pul-e-Khumri municipality, have measurable and tangible goals. To improve the current situation and improve the service indicators, determine and take practical steps to improve the current situation by setting up programs, as well as the accurate implementation of codified programs and their continuous measurement. According to the results of this study, the following items are suggested to improve and relatively improve the status of citizens' satisfaction indicators of municipal services.

1. Presenting an annual report by the municipality on the amount budget and current administrative and service costs of the city, which causes public satisfaction of citizens and prevents possible violations.
2. Evaluate the effectiveness of infrastructure projects and projects before their implementation, which ensures their effectiveness before spending a lot of money.
3. Using citizens' surveys to examine the needs of the people of the city and take the necessary measures in this regard.
4. Equitable distribution of facilities is one of the missions of the municipality. It is, therefore, desirable that the level of service be evenly distributed on both main and secondary roads and away from communication axes.
5. Creating and developing cultural facilities of the city, including stadiums and cultural places ... to increase the level of health and satisfaction of citizens.

6. Attention of municipal district managers regarding the need to use environmental management tools for a clean and healthy environment.

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