


SERVICE QUALITY DELIVERY OF BENADIR LOCAL GOVERNMENT IN SOMALIA

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 10 March 2023</p> <p>Accepted 07 June 2023</p>	<p>Purpose: In today’s competitive and rapidly moving world, local governments lose so many citizens because of the poor quality of public services they provide for these products, because of the quality and/or lack of products and the lack of ability to provide quality service. The purpose of this study is to examine the service quality delivery of the Benadir local government in Somalia.</p>
<p>Keywords:</p> <p>SERVQUAL Model; Five Dimensions of Service Quality Delivery; Citizen Satisfaction.</p> 	<p>Theoretical framework: This research studied the degree service quality delivery offered of the Benadir local government in Somalia. Service quality has been defined as a difference between customers' service perception and expectations.</p> <p>Methodology: To achieve the objectives of this study, data was collected through online questionnaire from a sample of 354 major customers of the Benadir local government in Mogadishu-Somalia. These respondents were selected using convenient random sampling method. The data collected from the online questionnaire were analyzed using Descriptive Statistical tools such as compute, percentage, mean, and standard deviation.</p> <p>Findings: The results of this study indicate that the three out five dimensions of level quality service delivery (reliability, responsiveness, and assurance) have slightly positive satisfied and except two elements empathy and tangibility have negative satisfied with customers' expectations and perception. Furthermore, customers were most a little satisfied with the three dimensions of service quality delivery by the Benadir local administration in Mogadishu-Somalia. On the contrary, customers were negative satisfied with tangibility and empathy dimensions of service quality.</p> <p>Research limitation/ implication: The researcher forwards some recommendations for the Benadir local government in Somalia. In order to improve the level of citizen satisfaction in terms of quality service delivery offered by the Benadir local government in Somalia, the Benadir local government should come up with policies and programs that prioritize the level of citizen satisfaction and should develop and contribute the level client expectation and perception of dimensions quality service delivery by the Benadir local government in Somalia, the Benadir local government should make the information easily obtainable and can get prompt service delivery by the citizens, therefore, the study recommends that a strategy should be put in place to gain these benefit. The limitations faced by the study included time constraints and limited resources taken to complete the study.</p> <p>Originality/Value: This investigation differs from previous explores as it examines the influence of level service quality delivery in Benadir local government on outcomes and operations in particular. Furthermore, this study is specifically based on the Benadir Regional Government.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i6.2308</p>

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PRESTAÇÃO DE SERVIÇOS DE QUALIDADE DO GOVERNO LOCAL DE BENADIR NA SOMÁLIA

RESUMO

Objetivo: No mundo competitivo e em rápida evolução de hoje, os governos locais perdem muitos cidadãos por causa da má qualidade dos serviços públicos que prestam, devido à qualidade e/ou falta de produtos e à falta de capacidade de prestar serviços de qualidade. O objetivo deste estudo é examinar a qualidade da prestação de serviços do governo local de Benadir, na Somália.

Estrutura teórica: Esta pesquisa estudou o grau de qualidade dos serviços prestados pelo governo local de Benadir, na Somália. A qualidade do serviço foi definida como uma diferença entre a percepção e as expectativas dos clientes em relação ao serviço.

Metodologia: Para atingir os objetivos deste estudo, os dados foram coletados por meio de questionário on-line de uma amostra de 354 clientes principais do governo local de Benadir em Mogadíscio, na Somália. Esses entrevistados foram selecionados usando o método de amostragem aleatória conveniente. Os dados coletados do questionário on-line foram analisados usando ferramentas de estatística descritiva, como cálculo, porcentagem, média e desvio padrão.

Conclusões: Os resultados deste estudo indicam que as três das cinco dimensões do nível de qualidade da prestação de serviços (confiabilidade, capacidade de resposta e garantia) têm satisfação ligeiramente positiva e, com exceção de dois elementos, empatia e tangibilidade têm satisfação negativa em relação às expectativas e à percepção dos clientes. Além disso, os clientes ficaram um pouco mais satisfeitos com as três dimensões da prestação de serviços de qualidade da administração local de Benadir, em Mogadíscio, na Somália. Por outro lado, os clientes ficaram negativamente satisfeitos com as dimensões de tangibilidade e empatia da qualidade do serviço.

Limitações/implicações da pesquisa: O pesquisador apresenta algumas recomendações para o governo local de Benadir, na Somália. Para melhorar o nível de satisfação do cidadão em termos de qualidade da prestação de serviços oferecida pelo governo local de Benadir, na Somália, o governo local de Benadir deve criar políticas e programas que priorizem o nível de satisfação do cidadão e deve desenvolver e contribuir com o nível de expectativa e percepção do cliente em relação às dimensões da qualidade da prestação de serviços pelo governo local de Benadir, na Somália. As limitações enfrentadas pelo estudo incluíram restrições de tempo e recursos limitados para a conclusão do estudo.

Originalidade/valor: Esta investigação difere das anteriores, pois examina a influência do nível de qualidade da prestação de serviços no governo local de Benadir sobre os resultados e as operações em particular. Além disso, este estudo se baseia especificamente no governo regional de Benadir.

Palavras-chave: Modelo SERVQUAL, Cinco Dimensões da Prestação de Qualidade de Serviço, Satisfação do Cidadão.

PRESTACIÓN DE SERVICIOS DE CALIDAD POR EL GOBIERNO LOCAL DE BENADIR EN SOMALIA

RESUMEN

Propósito: En el mundo competitivo y rápidamente cambiante de hoy, los gobiernos locales pierden a muchos ciudadanos por la mala calidad de los servicios públicos que prestan, debido a la calidad y/o falta de productos y a la falta de capacidad para prestar servicios de calidad. El objetivo de este estudio es examinar la calidad de la prestación de servicios del gobierno local de Benadir, en Somalia.

Marco teórico: Esta investigación estudió el grado de calidad de la prestación de servicios del gobierno local de Benadir en Somalia. La calidad del servicio se definió como la diferencia entre la percepción de los clientes y sus expectativas del servicio.

Metodología: Para alcanzar los objetivos de este estudio, se recopilaron datos a través de un cuestionario en línea de una muestra de 354 clientes principales del gobierno local de Benadir en Mogadiscio, Somalia. Estos encuestados fueron seleccionados mediante el método de muestreo aleatorio conveniente. Los datos recogidos del cuestionario en línea se analizaron utilizando herramientas de estadística descriptiva como el cómputo, el porcentaje, la media y la desviación estándar.

Conclusiones: Los resultados de este estudio indican que las tres de las cinco dimensiones del nivel de calidad de la prestación de servicios (fiabilidad, capacidad de respuesta y garantía) tienen una satisfacción ligeramente positiva y, excepto dos elementos, la empatía y la tangibilidad, tienen una satisfacción negativa en relación con las expectativas y la percepción de los clientes. Además, los clientes estaban ligeramente más satisfechos con las tres dimensiones de la calidad de la prestación de servicios del gobierno local de Benadir, en Mogadiscio (Somalia). Por otro lado, los clientes se mostraron negativamente satisfechos con las dimensiones de tangibilidad y empatía de la calidad del servicio.

Limitaciones/implicaciones de la investigación: El investigador presenta algunas recomendaciones para el gobierno local de Benadir en Somalia. Con el fin de mejorar el nivel de satisfacción de los ciudadanos en cuanto a la calidad de la prestación de servicios ofrecida por el gobierno local de Benadir en Somalia, el gobierno local de Benadir debería crear políticas y programas que prioricen el nivel de satisfacción de los ciudadanos y debería desarrollar y contribuir al nivel de expectativas y percepción de los clientes en relación con las dimensiones de la calidad de la prestación de servicios por parte del gobierno local de Benadir en Somalia. Las limitaciones a las que se enfrentó el estudio incluyeron las restricciones de tiempo y los recursos limitados para la realización del estudio.

Originalidad/valor: Esta investigación difiere de las anteriores en que examina la influencia del nivel de calidad de la prestación de servicios en el gobierno local de Benadir sobre los resultados y las operaciones en particular. Además, este estudio se basa específicamente en el gobierno regional de Benadir.

Palabras clave: Modelo SERVQUAL, Cinco Dimensiones de la Calidad de la Prestación de Servicios, Satisfacción de los Ciudadanos.

INTRODUCTION

In today's competitive and rapidly moving world, local governments lose so many citizens because of the poor quality of public services they provide for these products, but rather, because of the quality and/or lack of products and the lack of ability to provide quality service. A service local government is essential to offer quality service and its safety (Poister & Harris, 1996). Municipalities are one of the clients serving the worlds in public sector. Municipalities provide a variety of services such as parking, environmental monitoring, economic recovery, city police, transportation services, health services, taxation, city management and Service quality of service delivery (Glaser & Hildreth, 1999).

The Benadir local government service has received many complaints from customers that did not indicate the quality they were paying for. This is mainly due to the poor quality of service. Subscribers complain about the quality of various services offered by local governments. According to Santos (2003), service quality is very important, and organizations should pay special attention to it to reduce competition. Service delivery, in particular, helps ensure the success of competitive services. Competitive services are slightly different from many companies that offer similar services, such as the way local governments sell services. The only difference might be quality. This differentiation can lead to higher financial success or consumer failure (Franca & Agu, 2013). It is important to have plans to continually improve the customer experience in order to retain customers who can benefit from it, build a good image, lead the market, and build loyalty (Kugytė & Šliburytė, 2005). According to Zeithaml, Berry, and Parasuraman (1988).

Developed the most extensively used model to degree perceived quality service. It is called dimension of SERVQUAL. Based on these five factors, the model of SERVQUAL model defines quality as the difference between service perception and user expectations. The

latter measures quality and encourages respondents to answer a series of questions on the same topic (Robledo, 2001). User service is also very important in local governments. Our expertise in service is our in-depth communication with customers who require various customized solutions. This is one of the most serious problems and important of success. In today's competitive business environment, these effects can affect a local government's market share and user loyalty (Setó-Pamies, 2012). Meet users who buy more products. Good user relationships bring joy to our customers, and users are happy to maintain their loyalty (Frimpong & Boateng, 2014).

Regarding user quality service and user satisfaction, many empirical and conceptual studies have been conducted. According to Sadeq (2011), found that service quality is an important requirement for improving user satisfaction. According to (González, Comesaña, & Brea, 2007), "local government believe that a high service quality is significant for the survival and profitability of our local administration . Therefore, according to Ford's findings (2001), the researchers understand that: The poor quality of services negatively affects the local government administration's profitability. Consequently, the study assessed the five levels of quality service delivery by the Benadir local government in Somalia. The researcher tries to identify problems in providing high quality services and suggest possible solutions to the problems encountered.

However, in recent years, the municipality of Benadir in Somalia has faced many challenges due to the low quality of services and increased competition. As an outcome, a diversity of user retention approaches has been developed and improved service is seen as a key to victory. Ensuring the quality of service is especially important for local government services because it ensures a high degree of user satisfaction and is the key to achieving competitive advantage (Kaura, 2015).

The quality of service is receiving a lot of attention today because of the obvious link between cost, financial performance, user loyalty and satisfaction (Anderson, 1994). User satisfaction is also considered user centric because it is based on the quality of service provided by many local government leaders. Local government will be rewarded with high income and loyalty. As a result, Benadir local administration in the same local government segment need to evaluate the services of their quality to attract and retain their users. Satisfied user are the key to long-term business success (Williams, 1998).

Banadir's local government is currently facing poor provision of quality public services, network outages, corruption, lack of transparency, lack of accountability, lack of community

involvement and delays in providing services due to the involuntary location of clients living in institutions governmental and forced to live (Masuku, 2019). As we know, Benadir Local Government (BLG) improved rapidly after the implementation of Business Process Reengineering (BPR). Network outages, power outages, inefficient quality services, high levels of inadequate management, ineffective quality of service delivery (QSD), inefficiency, irresponsibility, availability, poor reliability and limited scheduling and poor customer loyalty (Mutter, 2008).

There have been many studies on the level of service quality delivery and user satisfaction in the Benadir local government in Somalia, but few studies on the local government of the Benadir (JNR, 2012). Conducted a study on user satisfaction and service quality, conducted its own research according to the quality method. The results showed that the local Banadir administration (BLA) is particularly concerned about the quality of the service. He has addressed various problems and conducted research in similar areas Benadir local Municipality (BLM). Therefore, the researcher wanted to assess the five-levels of quality service delivery by the Banadir local government in Somalia. The overall purpose of this research is to determine and understand the quality of service delivery offered by the Benadir local government in Somalia.

LITERATURE REVIEW

In today's more and more competitive local government of service quality delivery situation, quality of service is critical to the victory of any local government. The quality of service provided is a significant feature that impacts the competitiveness of the local government. Local governments need to constantly improve service quality, as there is no guarantee that the current high-quality service will be applied in the future. Therefore, local governments need to develop new strategies to provide quality services to meet the needs of their users and gain a greater competitive advantage over their competitors (Richards, 2011).

According to Nguyen (2018), defined the provision of high-quality services based on need. This definition means that the local government requirements should be defined and specific references. Once these requirements and design specifications are defined, the purpose of the various function standards of the local government is to adhere severely to them. Quality is also defined from a different perspective than the customer. It means quality, usability, customer satisfaction, process, process design, quality and compliance. Service quality can also be defined as the degree of fineness at an affordable value from a product fact of view, which

means the best mixture of cost and efficiency from a cost perspective. A solid foundation for the definition and measurement of Quality service was demonstrated in the mid-1980s (Nguyen, 2018). and (Zeithaml, Parasuraman, & Berry, 1985). Quality service delivery was the developer of service science and the first scientist to establish its definition.

The importance depends on the degree and focus of the user's expectations and perceived. Service quality and service quality are different, but they are relatively important and may affect future shopper behavior. This definition clearly shows the quality of our customer service. Evaluate their perceived and expectations of service expectations. The customer's perception of service quality is derived by comparing the expectations of the first service with the actual service experience. The quality of the services provided depends on the services we provide and the services we provide to our customers (Zeithaml et al., 1985).

If client expectations are met or exceeded, it can be assumed that the company will provide better service. On the other hand, if user level of expectations is not met, the local government will not only encounter dissatisfied and hostile customers, but also betray competitors. Customer expectations are the basis for evaluating service quality because if outcome exceeds expectations, quality service is high degree and if output does not meet expectations, quality service is low. In quality of service literature, expectations are the expectations or needs of consumers, that is, what they think service providers should provide rather than provide (Zeithaml, Parasuraman, & Berry, 1988).

Contributes to quality service evaluation of delivery service processes and results. As already mentioned, (Gronroos, 1982), Two forms of service requirements are available: service delivery of functional quality and service delivery of technical quality. The researcher will summarize the meaning of quality service delivery applies, at a simple level, to a customer's contrast of service requirements and the experiences of what the service provider currently provides.

Five Elements of Quality Service Delivery

SERVQUAL model is “a reliable multi-element measurement that enables reliable and relevant researchers to better understand consumer expectations and perceptions of services and thus improve their services” (Johnston, 1995). SERVQUAL was chosen because it can be used to track service quality delivery movements and in mixture with other service quality materials (Nadiri, Kandampully, & Hussain, 2009).

Tangibility service element

Tangibility extends to staff's physical facilities, appliances, and presence (Jamal & Anastasiadou, 2009). It suggested that customers in the municipal government could make consumer dealings by providing added intangible and tangible basics of the core outcomes with the tangibility factor of service quality in the local government (Loke, Taiwo, Salim, Downe, & PETRONAS, 2011).

Reliability service element

Reliability includes the ability to and reliably execute the promised service dependence. "In addition to great personal service, personnel attitude, experience and expertise, reliability is an critical factor in quality of product ((Nupur, 2010). "It is observed that service reliability is the "heart" service for most consumers and bosses should take every chance to cultivate a "do-it-right-first" mentality (Korda & Snoj, 2010).

Responsiveness service element

Responsiveness means readiness to support and also provide timely service to consumers. "clients of service companies are very open to the working atmosphere of workers" (Purcărea, Gheorghe, & Petrescu, 2013). According to Chow and Luk (2005), indicated that the correct balancing between the strengths of workers and the needs of consumers resulted in greater quality of service for consumers.

Assurance service element

Assurance shows employee awareness and respect and their capability to encourage confidence and trust. According to Chen (2005), in addition to reliability and reaction to client satisfaction, assurance has been found to be a significant factor in service efficiency. "Assurance has" the largest effect on consumer loyalty and contributes to a favorable result of recommendations from friends "(Chadwick, 2002).

Empathy service dimension

Empathy relates to the local government's loving, personalized commitment to its clients (Astawa, 2018), which showed that bank clients felt empathy was an important aspect to the victory of service. It is proposed that the dedication of staff to provide reliable care,

skillful conflict management and effective service delivery contributed to long-term gains for happy consumers (Zhou, 2004).

Features of Service Quality Delivery

Several features of operation have been proposed to better differentiate services and products in the previous years. The convergence of these features provides the unique meaning in which their advertising policies must be formulated by community groups. While various scholars propose distinct service features, According to Brown (2018), lists service delivery quality perishability, service delivery quality variability, service delivery quality inseparability, and service delivery quality intangibility, as the mutual features' services quality delivery.

Feature of intangibility model

According to Brown (2018), services are essentially indomitable resources, allowing service marketers to spread the word with evidence and write invisible services or indomitable data. According to Laihonon (2010), the concept of service as part of the sale or purchase of a product is also presented as an activity, profit or satisfaction.

Feature of inseparability service model

According to Hume (2008), Service of quality delivery inseparability is taken to reflect the real-time delivery and use of services. It is believed that, inseparability of service enables clients to affect or shape the quality and performance of the service (Debasish & Dey, 2015).

Feature of variability service model

Service quality variability depends on who delivers the service, how and where it is delivered. Realizing this, three stages for quality management can be taken by service providers (Han, 2011). The first is to hire and have outstanding instruction for the best staff, regardless whether they're specialists or low-skilled workers. The step two is the organization-wide standardization of the overall service process. The third and final step is to check customer loyalty through recommendations, device enforcement, and customer feedback. With this in mind, in order to enhance their provision of services, network operators should incorporate these measures in their society.

Feature of perishability service model

Products should not be preserved and brought on to the upcoming time frame, in comparison to actual products (Wang & Li, 2012). When request is stable, the perishability of commodities is not a concern. Service providers have difficulties as market conditions change.

Theories of Service Quality Delivery Models

There are two models that best describe the distribution of quality services, such as the paradigm of disconfirmation and the principle of expectation-value (Edyburn, 2001). Both are generally accepted consumer psychology models, but none discusses the correlation between customer loyalty and real purchasing behavior. When the perception of the service provided does not meet customer expectations, it will stand out. This distinction is made to identify and implement strategies that affect perception and/or expectations (Ravichandran, Mani, Kumar, & Prabhakaran, 2010). According to Ravichandran et al. (2010).

SERVQUAL is designed to be used for comprehensive services, the format can be customized to meet specific needs, and it is very valuable to monitor service quality trends from time to time. Said. It happened. He suggests extending the server model to measure quality gaps and use it as a diagnostic tool to help administrators identify service quality gaps. The evaluation of the range is calculated by truncating the accept statement with a wait statement. A positive difference value indicates high expectations (Pena, Silva, Tronchin, & Melleiro, 2013).

This helps service administrators to verify if services need to be re-deployed to places of poor performance. The SERVQUAL tool then calculates the degree of service efficiency depending on the five main parameters and also defines what and to where degree service gaps occur. GAP One: (the positioning difference) the views of administrators of customer preferences and the perceived significance of the customer difference is added to the efficiency element. (GAP Two) The discrepancy between what administration thinks the customer needs and what customers want the firm to deliver (the specification gap) GAP third (Not delivering to quality values).

This applies to the discrepancy between the Benadir local government worker's quality and the administration requirements, GAP Four (the contact gap) the assurances communicated to the customer by the firm do not meet the aspirations of the customers of those external assurances, Gap Fifth (gap in understanding): the disparity between the expectation of services and perception of the customer.

Level of Service Quality Delivery

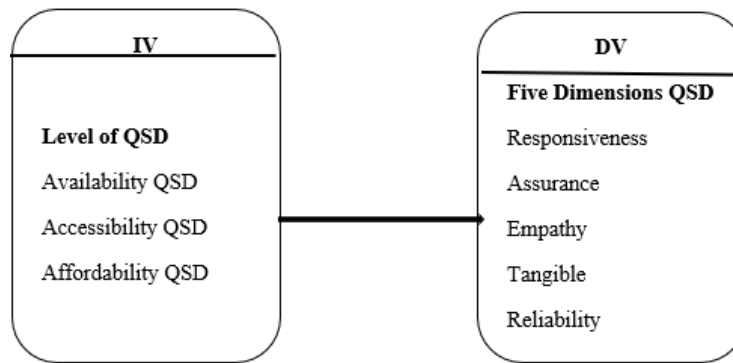
Although local government plays a key role in achieving sustainable human growth and poverty reduction, they are unable to accomplish these targets alone. Successful governance in global society means collaboration or alliances through which local government, through democratic, open and participatory procurement, collaborate collaboratively with lower levels of local governance, public administration, civil society organizations, other states, the private sector, and international organizations (Zeithaml et al., 1990).

- a) **Level of Availability:** this related to the tangible access or functionality of facilities which comply with the minimum norm. The above also includes requirements in terms of service delivery components, such as essential services, medications and supplies, health professionals (presence and training), and care recommendations.
- b) **Level of Affordability:** It applies to the client's capacity to pay for the facilities. Information can be recorded by facility inspections or through household surveys. The above is presumably a more precise reflection about what the customer has paid for.
- c) **Level of Accessibility:** The distribution of utility programs primarily has a socio-psychological component that can be better assessed by sample survey. As those who keep away from either the facility due to socio-cultural obstacles would be skipped, user performance appraisals are a selective study.

Research Framework

The purpose of this unit is to review the definition of previous studies and to highlight the helps to this field of research. Thus, this section begins with the concept created and surveys with the contribution. The overall principle from the previous works is that there is a connection between independent factors and dependent factors; with the use of the SERVQUAL measure, the service level may also be measured. This theory provides an inference that the five factors of the SERVQUAL paradigm may be specifically connected to the happiness of people.

Figure 1.0 Research Framework of the Level QSD by the Benadir Local Government in Somalia



Source: Designed by The Researcher Using SERVQUAL MODEL.

METHODOLOGY OF THE STUDY

In order to evaluate the relationship between combinations of independent and dependent factors, this research adopted a quantitative analysis method using online survey planning. The rationale for selecting a quantitative analysis method was to analyze how an independent variable influences a dependent factor in order to achieve its goal. The study also employed analytical and explanatory analysis to clearly examine the objectives of the study. The target population is the population who live under the administration of Benadir local government. However, through purposive sampling process and with the use of Krejcie and Morgan (1970) sampling formula, we sampled 384 respondents from 17 residential districts within the main area of the Benadir local government.

RESULTS AND DISCUSSIONS

Demographical of Respondents

Gender, marital status, age, qualification, job experience and class district level are the demographic profile of the participants. This part of the data collection deals with the collection of personal data on questionnaire respondents. The following table summarizes the specifics of the participants' attributes and their percentages.

Table 1: Demographical Information

Demographic questions		Frequency	Percentage (%)
Gender	Male	229	64.7%
	Female	125	35.3%
Total		354	100
Marital status	Single	83	23.4%
	Married	189	53.4%
	Divorced	63	17.8%
	Widowed	19	5.4%
Total		354	100
	20-30	93	26.3%

Ages	31-40	107	30.2%
	41-50	79	22.3%
	51and Above	75	21.2%
Total		354	100
Level of qualification	Primary School Age 6-10	113	31.9%
	Middle School Age 11-14	72	20.3%
	High School Age 15-18	69	19.5%
	Tertiary Age 18 and above	100	28.2%
Total		354	100
work experience	Less 2Years	120	33.9%
	2-3Years	174	49.2%
	4-5Years	55	15.5%
	5years and above	5	1.4%
Total		354	100
Level of Classes Districts	Upper class	28	7.9%
	Middle class	120	33.9%
	Lower class	206	58.2%
Total		354	100

Source: Researcher primary data 2022

As seen in the table above 1 most participants of gender were 64.7% male, while 35.7% were female. The results of the study revealed a big support of both genders in the surveyed residents of Benadir, with each gender getting at least 30 percent representation in the local community of Benadir. In terms of the participants' marital status, 83 of the voters were single. Among the participants, 189 were married. 63 were divorced from the voters, and 19 respondents were widowed. According to this result, 23.4% are single; 54.4% are married; 17.8% have been divorced, and 5.4% have been widowed. Much of the participants were, however, married. Regarding the age majority of participants indicated that 30.2 percent of the general participants were between 31-40 years of age, while 26.3 percent were between 41 and 50 years of age, 22.3 percent were between 20-30 years of age, and 21.2 percent were 51 years of age and above. This indicates that the local people of Benadir are between 31 and 40 years of age, respectively.

With respect to the degree of qualification, 31.9 % of respondents were from 6 to 10 years of age in primary school, while 20.3 % were 11-14 years of age in middle school. In comparison, 19.5 % of respondents were from 15-18 years of age at the high school level, and 28.2 % were 18 years of age and above the members' ages. Therefore, most of the residents of Benadir were between the ages of 6 and 10, at the level of primary school. Regards of job experience, 49.2% of the participants had 2-3 years of job experience. Although 33.9 % had career experience of less than 2 years. Although 15.5% of respondents had 4-5 years of experience. In comparison, 1.4 percent of respondents had 5 years of experience at work and beyond. Consequently, most of the residents of Benadir had 2 or 3 years of contact with residents of Benadir. Lastly, demonstrates that 58.2 percent of the group was lower income.

Although 33.9% came from the middle class. Although 7.9% were Upper Class members. Therefore, in the Benadir Local Citizens, most of the residents in Benadir were lower class.

Level of Quality Service Delivery by the Benadir Local Government in Somalia

The gap service quality framework established by SERVQUAL model (1985) has been used for more than 30 years as a basis for investigation in many sectors, including government departments, private organization. The model indicates four differences that contribute to a fifth gap between the perceived and experiences of clients. A knowledge gap, architecture gap, contact gap, efficiency gap, and client gap include the frequently occurring holes in delivery of services. The gap model will encourage administration to find causes for its institution's bad results and to take effective steps to enhance the same results (Blesic et al., 2011).

Table 2 the Gap Analysis between Expectation and Perceived Total Level of QSD of the BLG in Somalia

Ranks	Elements of Level QSD	Average gap scores b/w P-E	Satisfaction level QSD
1	Reliability quality service delivery	0.02375	Slightly satisfied level QSD
2	Responsiveness quality service delivery	0.01125	Slightly satisfied level QSD
3	Assurance quality service delivery	0.25813	Slightly satisfied level QSD
4	Empathy quality service delivery	0.1974	Slightly satisfied level QSD
5	Tangibility quality service delivery	-0.2885	Slightly Dissatisfaction level QSD
Total of five Dimension Score QSD		0.20203	Slightly satisfied of level SQD

Source: Prepared by the authors (2023)

The gap score investigation in table 2 enables us to discovery out how customers perceive service and expectation quality service by the Benadir local government and try to identify what elements of quality service customers pleased with. And sought to demonstrate the overall score for each quality dimension of the service. According to Parasuraman et al. (1985, p.48), the higher the impression (P) minus expectation (E) score (more positive), the higher the perceived quality of service and thus leads to an advanced level of client satisfaction. The distance gap scores were determined in this context on the basis of the disparity between the views of people and the standards of quality service delivery delivered by BLG in Somalia.

In fact, it was observed that the views of citizens of the quality of service standard rendered by the municipal government of Benadir in Somalia fulfilled little of their standards (all four gaps score the elements are slightly positive and the only tangibility element is negative). Descriptions of measurements as listed below;

Table 3 Level of Quality Service Delivery on Reliability Dimensions

RELIABILITY	Level Expectation		Level Perceived		Gap P-E	Meanings Level Quality Service
	Mean	St. Deviation	Mean	Std. Deviation		
1. The Benadir local government fulfills promises to supply service within a specific time.	3.38	1.072	3.33	1.13	-0.05	Slightly level QSD
2. The office provider has sincere interest to solve the problem of the citizen.	3.41	1.15	3.26	1.18	-0.15	Slightly level QSD
3. The office provider gives accurate information to the citizen.	3.46	1.12	3.52	1.1	0.06	Slightly level QSD
4. The Benadir local government is provided on time as promised.	3.48	1.12	3.46	1.16	-0.02	Slightly quality Dissatisfied level QSD
5. Sufficient manpower and material at LG are kept avoiding the interruption of service provision.	3.45	1.12	3.48	1.12	0.03	Slightly quality Satisfied
6. The employees of the Benadir local government perform service right the first time.	3.5	1.12	3.63	1.03	0.13	Slightly Satisfied level QSD
7. The employees of the Benadir local government perform service right the first time.	3.45	1.14	3.54	1.13	0.09	Slightly Satisfied level QSD
8. Staffs of the Benadir local government promise to do something by a certain time, they do so.	3.46	1.14	3.56	1.09	0.1	Slightly Satisfied level QSD
Average mean score of level RSQD of the BLG in Somalia	3.45	1.23	3.47	1.12	0.02375	Slightly Satisfied level QSD

Source: Prepared by the authors (2023)

Table 3 above indicates the difference scores on 9 elements that were meant to assess the Benadir local government's level of quality service delivery in Somalia. The distance scores of all items, except for three items, are negative here, suggesting that the BLG did not do enough to fulfill the needs of customers. The distance score for the eighth item of responsiveness questions, however, is marginally optimistic and a modest satisfaction. This shows that the BLG workers are still able to assist customers. The mean average score was 0.02375.

Table 4 Level of QSD on the Responsiveness Dimensions

Responsiveness	Level expectation		Level expectation		Gap P-E	Classification of level QSD
	Mean	St. Deviation	Mean	Std. Deviation		
1. The employees of the Benadir local government makes the information easily obtainable.	3.57	1.1	3.58	1.08	0.01	Slightly Satisfied level QSD

2.The employees of the Benadir local government gives prompt service delivery.	3.54	1.06	3.56	1.1	0.02	Slightly Satisfied level QSD
3. The employees of the Benadir local government are happy and willing to serve the citizen.	3.44	1.12	3.54	1.06	0.1	Slightly Satisfied level QSD
4.The employees of the Benadir local government are not too busy to respond to the citizen requests.	3.43	1.11	3.43	1.12	0	Zero Satisfied level QSD
5. Employees are never too busy to respond to citizens' requests.	3.46	1.11	3.44	1.11	-0.02	Slightly dissatisfied level QSD
6. When users have a problem, Workers of benadir local government show a sincere interest in solving it.	3.52	1.09	3.51	1.1	-0.01	Slightly dissatisfied level QSD
7. Providers of the Benadir local government give clients prompt service.	3.51	1.09	3.5	1.1	-0.01	Slightly dissatisfied level QSD
8. The Benadir of local government are always willing to help me.	3.46	1.13	3.46	1.14	0	Zero satisfied level QSD
Average mean score of RSQD of the BLG in Somalia	3.49125	1.10125	3.5025	1.10125	0.01125	Slightly satisfied level QSD

Source: Prepared by the authors (2023)

Table 4 above indicates the difference scores on 8 elements that were meant to assess the Benadir local government's level of quality service delivery in Somalia. The distance scores of all items, except for three items, are negative here, suggesting that the BLG did not do enough to fulfill the needs of customers. The distance score for the eighth item of responsiveness questions, however, is marginally optimistic and a modest satisfaction. This shows that the BLG workers are still able to assist customers. The mean average score was 0.01125.

Table 5 Level of quality service delivery on the Assurance Dimension

Assurance	Level expectation		Level perceived		Gap P-E	Classification of level QSD
	Mean	Std. Deviation	Mean	Std. Deviation		
1. The employees of the Benadir local government have the required skill in providing services.	3.4463	1.10815	3.6215	0.99756	0.1752	Slightly Satisfied level QSD
2. The citizens feel safe on the service provided by the employees.	3.096	1.24224	3.661	1.01172	0.565	Slightly Satisfied level QSD
3. The employee of the Benadir local government trustworthy.	3.1695	1.38571	3.5593	1.0474	0.3898	Slightly Satisfied level QSD

4. The employees of the Benadir local government inspire confidence.	3.1497	1.24033	3.5452	1.05886	0.3955	Slightly satisfied level QSD
5. The employees of the service provider polite to the citizen.	3.6271	1.16217	3.5593	1.1053	-0.0678	Slightly Dissatisfied level QSD
6. The employees are consistently courteous with citizen.	3.1977	1.25294	3.5056	1.0836	0.3079	Slightly satisfied level QSD
7. Workers of the Benadir local government conduct themselves professionally.	3.4294	1.10206	3.5141	1.11191	0.0847	Slightly satisfied level QSD
8. Staffs of the Benadir local government have the knowledge to answer citizen's question.	3.3333	1.16447	3.548	1.06938	0.2147	Slightly satisfied level QSD
Average mean score of level ASQD of the BLG in Somalia	3.30612	1.2072588	3.56425	1.0607163	0.25813	Slightly Satisfied level QSD

Source: Prepared by the authors (2023)

Above that the table 5 indicates the difference scores on 8 elements that were meant to calculate the Benadir local government's level of service quality delivery in Somalia. Here the distance scores for all products except item one is negative, suggesting that the BLG was doing well to satisfy the needs of consumers. The distance score for the eighth assurance factor item is, however, marginally optimistic. It means that the workers of the BLG are still respectful to the public. The mean average score was 0.25813.

Table 6 Level of QSD on the Empathy Dimension

Empathy	Level expectation		Level perceived		Gap P-E	Classification of level QSD
	Mean	Std. Deviation	Mean	Std. Deviation		
1. The service provider employees usually give individual attention.	3.6073	1.09909	3.435	1.16731	-0.1723	Slightly Dissatisfied level QSD
2. The employees do know promptly what your needs are.	3.5339	1.12163	3.6158	1.16092	0.0819	Slightly Satisfied level QSD
3. The service provider and its employees have the customers best interest at heart.	3.5621	1.09225	3.3588	1.08223	-0.2033	Slightly Dissatisfied level QSD
4. The service provider has operating hours convenient to the customers.	3.5791	1.04337	3.339	1.12318	-0.2401	Slightly Dissatisfied level QSD
5. The Benadir local government has citizens' best interests at heart.	3.5819	1.05127	3.3305	1.11178	-0.2514	Slightly Dissatisfied level QSD
6. The benadir local government understands users' specific needs.	3.6384	1.06145	3.3333	1.0994	-0.3051	Slightly Dissatisfied level QSD
7. The benadir local government gives users individual attention.	3.5593	1.14804	3.3305	1.1469	-0.2288	Slightly Dissatisfied level QSD
8. The service provider gives client personal attention.	3.5056	1.05981	3.2458	1.2156	-0.2598	Slightly Dissatisfied level QSD

Average mean score of level ESQD of the BLG in Somalia	3.5709	1.0846138	3.37359	1.138415	-0.1974	Slightly Dissatisfied level QSD
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Source: Prepared by the authors (2023)

The negative distance scores in Table 6 suggest the presence of a weakness in the standard of efficiency of the QSD since the service offered did not sufficiently satisfy the standards of the customers. The larger negative difference score indicates that consumers are severely deficient and unhappy with the level of service offered. This dilemma also requires the closer attention of management to allow changes in service efficiency outputs. The optimistic difference ranking, on the other hand indicates higher than anticipated service, and consumers are satisfied with the level of service offered. If negative satisfaction exists with the average mean score (-0.1974), it means that service efficiency is as expected, and consumers have a neutral feeling according to expectation disconfirmation theory.

Table 7 Level of QSD on the Tangibility Dimensions

Tangible	Level expectation		Level perceived		Gap P-E	Classification of level QSD
	Mean	Std. Deviation	Mean	Std. Deviation		
1. The quality of public service deliverer of the Benadir local government has modern equipment.	3.6638	1.05781	3.3785	1.05819	-0.2853	Slightly Dissatisfied level QSD
2. The quality of public service deliverer of the Benadir local government has attractive physical facilities.	3.5169	1.15927	3.2797	1.12065	-0.2372	Slightly Dissatisfied level QSD
3. The employees delivering the services are neat, disciplined, professional in their appearance.	3.8362	0.99075	3.1356	0.95729	-0.7006	Slightly Dissatisfied level QSD
4. Materials associated with the delivery quality public service delivery (pamphlets, signposts etc.) are visually appealing.	3.5678	1.12009	3.3588	1.09005	-0.209	Slightly Dissatisfied level QSD
6. The Benadir local government has modern-looking equipment.	3.6158	1.04807	2.9576	0.88161	-0.6582	Slightly Dissatisfied level QSD
7. The Benadir local government possess visually appealing facilities.	3.4605	1.14395	3.4266	1.14475	-0.0339	Slightly Dissatisfied level QSD
8. The Benadir local government has visually appealing materials.	3.5565	1.06631	3.339	1.10794	-0.2175	Slightly Dissatisfied level QSD
TE and TPQ8: Employees of the Benadir local government have a neat appearance.	3.4435	1.14324	3.4774	1.20471	0.0339	Slightly satisfied level QSD
Average mean score of level TSQD of the BLG in Somalia	3.5826 25	1.0911863	3.2941 5	1.0706488	-0.2885	Slightly Dissatisfied level QSD

Source: Prepared by the authors (2023)

The negative tangibility distance scores in Table 7 reflect the presence of a weakness in the efficiency of the service since the service offered did not sufficiently satisfy the requirements of the consumers. The larger negative difference indicates that clients are severely inadequate and unhappy with the level of service provided. This dilemma also requires closer consideration from management to enhance the efficiency of the operation. The optimistic difference ranking, on the other hand indicates higher than anticipated service and consumers are pleased with the level of service offered. If the average mean score is negative, it means that the standard of service is as anticipated and consumers in the local government of Benadir are disappointed with the expectation disconfirmation principle.

RESULTS AND DISCUSSION

This segment highlights the study's aims and the participants' exploration of each target and interprets it to the viewpoint of the investigator. The outcomes of this research show that the three out five dimensions of level quality service delivery (reliability, responsiveness, and assurance) have slightly positive satisfied and except two elements empathy and tangibility have negative satisfied with customers' expectations and perception. Furthermore, customers were most a little satisfied with the three dimensions of service quality delivery by the Benadir local administration in Mogadishu-Somalia. On the contrary, customers were negative satisfied with tangibility and empathy dimensions of service quality.

CONCLUSIONS

In conclusion, the research tried to explore out the level of quality service delivery by the Benadir local government in Somalia. The aim of this research was as follows: To determine the level of quality service delivery offered by the Benadir local government in Somalia.

The study attempted to examine factors that the level of quality service delivery offered by the Benadir local government in Somalia. Based on the findings, the study noted that there were some factors that slightly significantly impact Benadir local citizen satisfaction in Somalia. These factors include reliability, responsiveness, and assurance, and excepts two elements empath and tangibility are negative significantly.

The study findings presented here show that the level of satisfaction in the Benadir local citizen is relatively slightly satisfied with quality service delivery by the BLG in Somalia and acceptable as the results showed that a total of five dimensions means score (0.20203). However, the level of the quality service delivery by the Benadir local government is very low

satisfaction as the study indicated that about total mean score (-.10210). This result requires the BLG to improve citizen satisfaction, BLG fulfills promises to supply service with in specific time, solve the problem of the citizen level satisfaction, makes the information easily obtainable, give prompt service delivery, create truth worth, and to pay close attention to the kinds of quality service delivery by the Benadir local government in Somalia.

Based on the findings of the study, the researcher forwards some recommendations for the Benadir local government in Somalia. In order to improve the level of citizen satisfaction in terms of quality service delivery by the Benadir local government in Somalia, the Benadir local government should come up with policies and programs that prioritize the level of citizen satisfaction and should develop and contribute the level client expectation and perception of dimensions quality service delivery by the Benadir local government in Somalia, the Benadir local government should make the information easily obtainable and can get prompt service delivery by the citizens, the Benadir service providers should give customer attention and create confidence in citizens.

The Benadir local government must improve the overall dimension of service quality delivery and secure better level of customer satisfaction, quality service delivery can benefit many sectors including economic, social, environmental and health benefits, therefore, the study recommends that a strategy should be put in place to gain these benefit. Nevertheless, the limitations faced by the study included time constraints and limited resources taken to complete the study.

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