Citizen Satisfaction with Electronic-Government Services: A Case Study of Huduma Centre Mombasa

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Abstract: Governments all over the globe have recently demonstrated a rising interest in reshaping the public sector to better serve their citizens and other stakeholders by utilizing Information Communication Technology (ICT). This procedure is known as "e-government" Between citizens' intentions to continue using the service and the quality of the service, perceived service value acts as a potent mediator. The intention to use is influenced by the service's value, quality, and satisfaction. The goal of the study is to establish citizen satisfaction and e-government services at Huduma Centre in Mombasa. Specifically, it is to establish the influence of user skills and provide information. The study model is built on the Technology Acceptance Model (TAM), and the primary anchor theory of the research is ECP Theory, which is backed by the UTAUT. For this study, a census and a descriptive research methodology with a target of 85 respondents were used. Validity and reliability tests were conducted on the research instrument. Data regression and correlation analysis were performed using SPSS version 26 to analyze the relationship between the variables under research. We shall present the quantitative facts in tables and figures. We will utilize Pearson correlation coefficients to show the relationships between the variables.

Keywords: Citizen Satisfaction; E-Government Services, user Skills and Provision Information.

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I. INTRODUCTION

Background of the Study

Organizations may gauge consumer expectations by assessing the degree to which clients are content with the goods and services they obtain. Contented Customers are more likely to refer their friends, which creates a snowball effect of satisfied recurring business that increases revenue and profit margins. Establishing a rapport with the public is necessary for both public and commercial entities to provide good services (Casas Arce, Lourenço, & Martnez Jerez, 2017). Electronic-government (E-government) services are often felt at the first interaction with the business, typically at the front desk reception, and following the provision of services and goods. Whether the client will return for further services depends on how well the service went. More often than not, individuals choose to concentrate on factors like cost, efficacy, impartiality, ongoing product improvement, and organizational responsiveness (Khadka & Maharjan, 2017). Organizations must be aware of the preferences and

cost implications of the services that they provide to their customers. Numerous variables, including internal and external influences, may affect e-government services (Baharon, Yap, Ashar, Mohd, & Mohd, 2017). The degree to which service meets the needs of the customer, the degree to which customers are informed, the employees' product knowledge level, the organization's business, professionalism, friendliness, expertise, and the after-sale service offered are some of the factors that are likely to affect e-government services.

According to Lvarez, López, and Perry (2014), it is important to satisfy consumers since they enable firms to generate revenue. The front desk is typically where customer service begins in offices. In more recent instances, customer service begins with the initial interaction, which can be with the security guards at the gate. This being the first opportunity that any company has to make a positive first impression with its clients, it is important to instil in front desk staff the importance of offering superior customer

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service. Zhao, Xu, and Wang (2019) assert that the degree to which customers' expectations of the services are fulfilled is a determining factor in customer satisfaction and that these expectations are dynamic. In addition, Kotler (2019) stated that keeping your word and not making unfeasible promises to customers are two other important aspects of providing excellent customer service. To provide exceptional customer service, the business should go above and beyond for its clients.

Governments all over the globe have recently demonstrated a rising interest in reshaping the public sector to better serve their citizens and other stakeholders by utilizing information and communication technologies (ICTs) (Bai & Liu, 2020). This procedure is known as "egovernment" according to the United Nations (Samuel, Doctor, Christian, & Baradi, 2020). ICTs are being used increasingly often by governments in both developing and wealthy nations as mediators to address citizens' concerns about improved accountability, corporate responsibility, and interactions between citizens and government organizations to access information (Chaudhary, 2017). The perceived value, quality, and intention to use e-government services are all taken into consideration by this chain model, along with the elements that affect people's intention to use them consistently. Furthermore, the results demonstrated that the concept of e-government service quality is related to all eight contributing characteristics of system quality: accessibility, security, dependability, interactivity, and responsiveness (Yan & Shang, 2020).

As a major project in its manifesto, The Government of Kenya launched the Huduma Kenya Program in October 2013 to comply with the nation's constitutional mandates on the calibre and accessibility of public services. The government sought to change the public service into a professional, customer-focused organization. Huduma Centre is a physical one-stop service delivery centre where customers can access a variety of National and County Government services. Huduma Centers were established, ensuring that high levels of compliance were attained. The demands of governance, openness, and accountability have advanced significantly (Oyugi, 2015).

The public's faith in the government has been restored thanks to people now identifying the new government brand with freshness, newness, and high standards in the delivery of public services. This new government brand is linked to leadership, making decisions and managing change. Due in large part to the accountability framework, the efficiency of the public service has increased considerably overall. Huduma Kenya is a "one-stop shop" strategy for Kenyan public sector service delivery reform. In Huduma Kenya, services are supplied under one roof, effectively allowing users to access them conveniently without having to go from one building to another. This brings services closer to the people. This will allow you to receive a multitude of services, including driver's licenses, police abstracts, birth certificates, passports, national identity cards, company name registration, marriage license applications, and more, all in one convenient spot (Oyugi, 2015). Pham and

Ahammad (2017) assert that maintaining e-government service levels is still essential to fostering loyalty and swaying future buying decisions. E-government service levels are established by looking at a user's previous experiences with certain services (Filieri & Lin, 2017). Therefore, if users are satisfied with such services, they will inevitably use them more and get more involved with them, which may also affect their plans. Previous research has shown a direct, beneficial relationship between satisfaction, buyer behavioural intentions, and intentions to repurchase (Pham & Ahammad, 2017). Therefore, it follows that individuals are more inclined to continue using and recommending the uptake of electronic government services if they are content with the features offered. Additionally, it has been shown that e-government services have a direct correlation with the adoption of e-services (Filieri & Lin, 2017).

The government hopes to enable residents to use the Huduma to get integrated public services in Kenya platform via smartphones, laptops, and PDAs. The new location is also expected to close corruption loopholes and enhance service delivery (GoK, 2017). Businesses and the government alike need to recognize the significance of combining satisfaction, quality, and service delivery. Customers or consumers must be happy with the product or service to be loyal to a brand or business. Similar to the majority of residents in every nation, their allegiance to the party in power at the moment is what motivates them. Citizens continually evaluate how well the government is doing, and discontent might result in unintentional strikes. There hasn't been research to determine how the Huduma Centers and Huduma Platform's launch in Kenya affected citizens' satisfaction. Thus, the Huduma Center in Mombasa's e-government services and e-government service utilization would be the main subjects of this study.

Statement of the Problem

Delays and disappointments have historically marred the experiences of customers using government services (Baharon, Yap, Ashar, Mohd, & Mohd, 2017). The services have been made worse by the challenges of evaluating the results, the public and press scrutiny, and the tight restrictions between the necessity for judgments to be based on the law and the flexibility to improvise. In addition, a lack of work ethics, political participation, nepotism, unethical practices, and excessive bureaucracy have all been said to exist in the services (Ebijuwa & Mabawonku, 2019). People who use government offices to obtain public services have long lamented how difficult it may be and how unethical quick payment practices-bribing bureaucrats in government offices—cause delays. Furthermore, investors are strongly put off by the lack of transparency and sometimes feel compelled to pay bribes to achieve their investment goals (Ke & Su, 2018). To receive permissions, they must additionally pay unrecorded and receipted fees. Huduma Center was thus established to improve the management of public social services and hence foster sustainable economic growth, Kenya wants to create new public administrative frameworks and systems that are highly efficient, have coordinated operations, standard

legalized behaviour, fairness, transparency, and honesty. The construction of Huduma centres is intended to overcome inherent problems that have limited the number of linked Citizens to whom services can be provided since all these characteristics of contemporary public service delivery have been lacking.

Therefore, there is a growing demand in the public sector to show that their services are client-focused and that they are delivering ongoing performance improvement. The Kenyan government has been attempting to improve the public's access to services by boosting service delivery efficiency and effectiveness. Huduma centres and establishments have sometimes been referred to as one-stop shopping for public services by the government during the past 10 years. These facilities are designed to be able to provide many government services from a single location. With government more accessible than ever and public awareness at an all-time high thanks to 24-hour news coverage, Any administration should be monitoring the aims of consumers, whether private or commercial, and how they convert into action through social media. There are still numerous unanswered issues regarding the satisfaction brought by Huduma centres, which were created to increase service delivery. Further most research has discussed the impacts of e-government services while others address UTAUT variables in assessing satisfaction, this research looks at user-centred variables to user satisfaction. A case study of the Huduma Center in Mombasa aims to investigate how e-government services are used and how satisfied customers are with Kenyan government institutions.

➢ Research Objectives

- To establish the effects of user skills on e-government services.
- To examine the effects of information sources on egovernment services.

The purpose is to look into how the Huduma Center Mombasa's customers are satisfied and how they use egovernment services. The project will gather data from 85 Huduma Centre Mombasa workers, including senior, middle-level, and non-management personnel, to see how the organization manages e-government services and communicates with communities through its e-portal. It will also gather information from employees on their perceptions and experiences with Huduma Centre Mombasa's e-services, as well as their link to e-government services in terms of user skills, value for money, providing information, and system reliability. The data obtained from the participants was analyzed using the descriptive design.

> Limitations

First, the Huduma Center's location in Mombasa County poses a geographical constraint on the study, and the findings may not apply to other parts of the country, such as towns and cities, because the organization is based in a coastal setting with a different step-up of vehicle registration as the main activity. To overcome this restriction, the researcher will construct study questions that are diverse, thorough, and extensive to acquire as much information as feasible. Respondents may be apprehensive about the information source for the survey. However, the researcher will reassure them that their data was handled with the highest confidentiality and that the study is solely for academic purposes.

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II. THEORETICAL LITERATURE REVIEW

Expectation Confirmation Theory

Oliver (1980) introduced the ECT in the context of commercial decision-making. (Alawneh, Al-Refai, & Batiha, 2013) ECT attempts to research e-government services and repurchase behaviour. According to Limayem and Cheung's (2008) argument, contentment is essential to creating and maintaining a base of loval long-term customers. As a result, Bhattacheriee (2001) used ECT from the literature on consumer behaviour to create a model of information system continuity known as the expectation confirmation model. The information system's anticipation and the fulfilment of the expectation after actual use are the two constructs that, according to ECT, define user pleasure (Alawneh, Al-Refai, & Batiha, 2013). Users evaluate confirmation to identify their evaluative reaction or level of satisfaction using expectations as a benchmark (Bhattacherjee, 2001). The quality of services the government offers determines the citizen's anticipation that they would utilize e-government services, according to this study. Confirmation is the perception by customers of the alignment between the anticipated and actual use of an egovernment service.

This study used perceived usefulness to gauge respondents' beliefs about the extent to which adopting egovernment services will increase their productivity at work. Its foundation is the ECT that Bhattacherjee (2001). As a result, perceived utility, confirmation, and service quality are the variables used to gauge how satisfied individuals are with e-services. Previous research has also shown that enhancing citizen satisfaction may enhance citizens' inclination to use e-government services (Santa, MacDonald, & Ferrer, 2018). Thus, the connection between the satisfaction of residents and their utilization of egovernment services can be mediated through citizen interaction. The theory supports the study of variable user skills, providing information, and system reliability.

➤ Unified Theory of Acceptance and use of Technology (UTAUT)

Venkatesh and a group of researchers produced the theory in 2003 after reviewing eight (8) theories of technological adoption, from which they developed this theory. The idea has evolved and been split into two lines of sociological and psychological research (Momani & Jamous, 2017). The theory seeks to explain user intents while using information systems as well as end-user behaviours when adopting new technology (Sivathanu, 2019). The true use of technology is defined by behavioural intention, according to the UTAUT theoretical paradigm. Four main dimensions—performance expectancy, effort expectancy, social influence, and enabling variables—have a

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direct impact on the estimated likelihood of technology adoption. In the literary realm, UTAUT has produced several works. To gain an empirical understanding of technology acceptance, the method contrasts widely held beliefs on technology acceptability, which frequently offer incomplete or contradictory viewpoints. Unlike other technological acceptance models, UTAUT shows that the suggested variables explain 70% of the variance in usage intention (Al-Qeisi, Dennis, Hegazy, & Abbad, 2015). This suggests that the proposed components have a higher predictive potential. According to Venkatesh et al. (2003), the interaction effect of several constructs with personal and demographic aspects illustrates the complexity of the technological adoption process, which is dependent on an individual's age, gender, and experience.

The Unified Theory of Adoption and Usage of Technology can be used to measure technology adoption and usage holistically. Despite the rigorous nature of the model, UTAUT has some theoretical and methodological shortcomings that were not addressed in subsequent research. (Davis, Hennington & Janz, 2007). UTAUT drew criticism for failing to define behavioural objectives in numerous situations. Due to the model's poor external validity, subsequent research sought to broaden it by adding fresh behavioural motivators including perceived danger, trust, computer self-efficacy, innovation, and self-efficacy (Im, Hong, & Kang, 2011). See the review by Venkatesh, Thong, and Xu (2016) for additional information. The model was further expanded by adding new moderating influences, such as income, geography, culture, and technological preparedness. However, some critical traits, including computer self-efficacy, are still not well understood. Despite evidence that this component influences behavioural intent (Bandura & Locke, 2003), Self-efficacy's indirect impact on intention was the only factor considered during UTAUT's development (Venkatesh, Morris, Davis, & Davis, 2003). The UTAUT concept is designed to apply to both voluntary and required usage scenarios. It was chosen based on behavioural intention and, consequently, usage behaviour. The theory supports the study of variable user skills and provides information.

> Technology Acceptance Model (TAM)

At the time, the IS literature lacked a psychological perspective on human behaviour, which was provided by the Theory of Reasoned Action (Davis, 1989), and formed the basis of the model. Researchers have used a variety of theoretical stances to describe how information systems are used. Davis (1989) proposed TAM, which is one of these speculative points of view. The TAM, as proposed by Carter and Bélanger (2005), is the most compelling, uncomplicated, trustworthy, and often-used theory for explaining how new information systems are accepted and employed. TAM is a three-step process whereby external stimuli (system design features) cause cognitive reactions (like perceived usefulness and ease of use), which then produce an effective response (like intention and attitude toward using the technology), which influences usage behaviour (Davis, 1993).

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It is now simpler to understand the cognitive and affective elements influencing how system features influence technology adoption thanks to constructions that demonstrate a strong and meaningful association with usage behaviour. As per Davis (1989), the TAM identifies perceived utility and perceived ease of use as the primary determinants that impact the reception of information systems. As stated by Davis (1989), perceived ease of use is the belief that using a new information system is simple, while perceived usefulness is the belief that doing so will result in a significant increase in productivity.

The theory's application has been questioned in TAM research due to methodological flaws and a concentration on system usage at the expense of other significant variables and linkages (Venkatesh, Thong, & Xu, 2012). Nevertheless, the theory's shortcomings are not greater than its successes. It's been demonstrated that TAM is a robust predictor of people's intention to use over roughly thirty years and is conceptually sound. Before its vital necessity for IS research and implementation, TAM served as the initial theory to explain why people utilize information systems (Goodhue, 2007). TAM states that attitudes affect how new systems are employed and attitudes influence how a system is used (Davis, 1989). According to Davis (1989), a person's perception of their likelihood of adopting a specific system is known as their behavioural intention. Since the TAM is well-established, widely used, and supported by several studies, it will not be modified for this investigation. The impact of government capacity and egovernment performance (Mensah, 2020), the relationship between the e-government system and citizen satisfaction (Mishra & Geleta, 2020), and the evaluation of egovernment services are a few recent studies that support the applicability of TAM in the context of e-government service adoption (Saraswati & Madyatmadja, 2020). The model also fits well with the study's independent variables (user skills, providing information, value for money and system reliability) and dependent variables (e-government services).

The perceived usefulness has been employed in the context of this study to evaluate the extent to which a citizen feels that adopting e-government services would be satisfactory. The adoption of e-government services can be limited by such user skills as literacy skills, uploading skills, downloading skills and computer skills as established by various studies. Expectation confirmation theory in the context of commercial decision-making attempts to research e-government services by providing information (friendly and flexible, easy to use, understandable and interactive). The Technology Acceptance Model describes technology acceptance as a three-stage process in which external factors (system design features) set off cognitive reactions (perceived ease of use and perceived usefulness), which then produce an effective response through availability, effectiveness, fast and dependability while other factors such as system reliable contributes to E-government services.

Achieving the best possible level of overall performance for a firm depends heavily on e-government services. The government can only meet customer

expectations if it acknowledges that customers require personalized responses to routine questions. Paying staff to create value for consumers instead of just following preconceived plans is crucial for public institutions that prioritize e-government services. The study creates and adopts a conceptual framework to interpret events, imagine and explain the link between independent and dependent variables and in most cases, they are designed to test and contribute to existing information within the boundaries of the research premise. The independent variables include and are limited to user skills and provide information.

III. EMPIRICAL LITERATURE

➤ User Skills and E-Government Services

The level of the user's ICT abilities determines how well information is disseminated and retrieved through digital technologies (Habiba & Ahmed, 2020). Users of eservices must be able to find, access, assess, and use the eservices to be effective (Ebijuwa & Mabawonku, 2019). According to Habiba and Ahmed (2020), controlling, evaluating, and utilizing electronic resources to solve challenges requires ICT skills. They also mentioned that ICT abilities cover a variety of technological procedures that citizens may use to access, alter, download, receive, distribute, and send or email information. Includes technology that accesses the internet quickly and cellphones with the capacity to manipulate information using particular software (Habiba & Ahmed, 2020). According to Ebijuwa and Mabawonku (2019), the best way to describe ICT skills is a citizen's ability to recognize, create, incorporate, manage, and deliver messages utilizing ICT tools.

ICT skills are critical for making use of e-services. According to Stehr (2018), persons who are not exposed to technology training in school typically struggle to embrace technology adoption and even train in technology when utilizing technology-based services. A barrier to internet and computer use for both adopters and non-adopters is a lack of IT expertise. ICTs are being incorporated into procedures, structures, and products across corporations, governments, and communities (Stehr, 2018).

The use of online materials is influenced and determined computer self-efficacy is the origin of this, and studies show that it is essential for pupils to have access to electronic information Ebijuwa and Mabawonku (2019) on the connection between computer self-efficacy and undergraduates' use of electronic library resources. The study's findings additionally indicated that computer proficiency is necessary to access internet resources. The availability of ICT skills for medical personnel at Kenyan medical schools was further explored by Gatero (2016), and it was determined that medical staff use ICT skills to obtain medical material in their clinical and coursework. The research has revealed a regional disparity that this study needs to look into.

Kenya's Vision 2030 was analyzed by Muyaka and Gachara (2018) about tutor ICT skills. The study examined how this policy was carried out at Primary Teacher's

Colleges. To assess whether and where there are inconsistencies between the government's declared policy intended to guide on how ICTs should be used for both real practice and teaching and learning throughout the deployment phase. The study locations were four PTCs, also known as P1 institutions, in Kenya that provided certificate programs. These three public PTCs and one private college were aimed at ministry of education representatives, college deans of curriculum, tutors, and students. The study used a variety of case study methodologies to gather perspectives, experiences, and viewpoints about the execution of government ICT policy. The data was gathered using a variety of research tools. These comprised questionnaires, interviews, and timetables for observation. Using SPSS, the data was evaluated on both a qualitative and quantitative level. The study's findings showed that there were some discrepancies in both the actual practice used to execute government policies influence how ICTs are used in education, in addition to the policies themselves (Muyaka & Gachara, 2018).

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Maine (2019) investigated the ICT adoption and use skill challenges in Kenyan public secondary schools. For the investigation, the study methodology used was a descriptive survey. Using stratified sampling was used to choose 105 (30%) out of the 350 schools that made up the study's target group. 315 responders made up the random sample. 220 (69.8%) of the surveys were correctly filled out and sent in. Tables were used to display the findings of the analysis of the gathered data using both descriptive and inferential statistical methods. The study's conclusions showed that Kenya lacks sufficient ICT instructors with the necessary qualifications. For them to successfully offer an ICT-based curriculum, more ICT instructors should be hired and trained in public secondary schools. Teachers should be able to learn ICT skills through the design of in-service courses. The successful integration of ICT in classrooms depends in large part on the ongoing professional development of teachers. In general, instructors were in favour of ICT implementation and use in classrooms. The study provides an empirical gap as well as a contextual gap that was examined through user skills in the use of e-services.

➢ Provide Information and E-Government Services.

A word from the TAM, perceived ease of use, is one of the factors influencing how satisfied consumers are with egovernment websites. The adoption of many technologies, including Web portal services, has been predicted using TAM (Gefen & Straub, 2016). When discussing egovernment portals, perceived ease of use relates to how easy a citizen believes using the portals would be (Davis, 2019). Perceived ease of use may improve portal execution, according to Mohd Suki and Ramayah (2020), who contend that apparent value is inversely correlated with convenience. The public is more satisfied with e-government services if an e-government portal interface is simple to use, accessible, and easy to navigate (Dobrica & Colesca, 2018). Perceived usefulness is the idea that a system's utilization would increase if it were adopted. The extent to which a person believes using e-government services will improve their ability to provide services will determine how satisfied they

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are with those services. Previous research by Colesca and Dobrica (2018) suggests that the perceived utility of egovernment services has a favourable effect on people's contentment with them. Perceived ease of use is the notion that a novel technology would be simple to operate. Customers' level of satisfaction with e-government services may depend on how easy it is for them to utilize the system. Prior studies have demonstrated a strong correlation between satisfaction with e-services and how easy they are regarded to use (Baharon et al., 2017).

Chen, Le, and Florence (2021) looked into the responsiveness and usefulness the impact of an AI chatbot on e-retailing customers' online experiences. This study looks into how e-retail customer experience and online consumer satisfaction are impacted by AI chatbots. One possible explanation for the relationship between chatbot adoption, online customer experience, and e-government services is to employ an information system success model and a technological acceptance model-based research methodology. The mode's moderator is personality. The study examined the measurement model and proposed theories using SPSS and SmartPLS. They collected 425 relevant online questions using a quantitative approach. The usability of the chatbot enhanced extrinsic customer experience values, but its responsiveness had a considerable impact on intrinsic customer experience values. Additionally, a relationship between e-government services and the online customer experience was discovered, and personality affected the relationship between the chatbot's usability and the external components of the customer experience. This study closes the empirical gap and broadens our understanding of how chatbots in e-retailing interact with online customers. That requires investigation locally.

Ke and Su (2018) looked at the mediating impacts of user experience usability through an empirical study on mobile library applications in China. The purpose of this research is to ascertain whether the relationship between the net benefit and the success characteristics of information systems is mediated by the usability of the user experience for mobile library applications. The theoretical framework of "information system success factor-user experience usability-net benefit" was selected for construction. At Nankai University, a survey was done. Employing hierarchical linear regression and structural equations, the study investigated the relationship between information system success characteristics, net benefit, and a mobile library application's usability. The quality of the data, systems, and services is strongly connected with the utility of user experiences. Second, in the relationship between net benefit and information system success criteria, the usability of the user experience is a key mediating factor. It provides a theoretical framework for examining user-mobile library application interactions, enabling a local examination of Kenya's e-government services.

Regarding usability, Gezmen and Eken (2021) examined the increasing levels of e-government services in the digitalized world using mobile applications. To increase user satisfaction with the Hepsiburada mobile application, the study aims to offer enhancement recommendations. An established persona was used to choose individuals for the usability test. Regarding this character, a survey has been done, and participants in the research must also fulfil the operational requirements. Ten individuals were used in the study's user-based usability test. After the study, usability issues with the Hepsiburada application's use were identified, and fixes were provided. The study has provided a contextual gap for local examination.

Conceptual Framework

Dawson (2019) defines a conceptual framework as variables and their relationships. A collection of concepts that integrate and clarify evidence is called a conceptual framework. The investigation filled in conceptual gaps in the literature review, which served as the conceptual basis for the study.



Fig 1 Conceptual Framework

The framework is adopted from research conducted by Visser and Twinomurinzi (2001)

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IV. RESEARCH METHODOLOGY

Research Design

For this study, a descriptive research design was used to gather as much information as possible from the respondents. The approach is ideal since it guarantees that data collected from the field will provide appropriate answers to clarify the objective of the research. In the words of Kothari and Garg (2015), it is a strategy that leads to data gathering and analysis in a research project. Cooper and Schindler (2018) highlight that researchers may also utilize research design as a strategy to aid in instrument selection and data analysis techniques that answer study questions. According to Dawson (2019), the many concerns contained in a review configuration identify with the review rationale, the technique of examination, the type of example utilized, the methods used for data gathering, and the procedure employed during data analysis. The selected research design attempts to collect information that will systematically explain a scenario or event that will assist the study in answering the where, what, when, and how research questions concerning the research topic.

The research's design is utilized to accurately reflect the participants based on the characteristics of the population under investigation. Descriptive research design therefore attempts to identify a group of individuals and other entities employed in the study, with the primary purpose of reporting on and assessing how things are (Kothari & Garg, 2015). The descriptive research design must have enough safeguards to prevent bias and maximize reliability; consequently, it is classified as a rigid research design (Cooper & Schindler, 2018). Given that the purpose of the study is to establish the correlation between the predictor and outcome variables, the design was employed. The descriptive approach is also preferable because the investigation will not change any variables. Because the researcher is familiar with the phenomena, the descriptive survey design will allow the researcher to meet objectives. The goal is to collect quantitative data, which was summarized numerically.

Population of the Study

Kothari and Garg (2015) refer population as a broad collection or group of things or humans with the same or some similar qualities that a researcher utilizes to generalize study results. While Cooper and Schindler (2018) it is an accumulation of materials employed or embraced by a research study to conclude within the confines of a specific study. Dawson (2019) agrees, adding that factors with similar identifiable qualities are employed in deciding study conclusions. According to Saunders, Lewis, and Thornhill (2018), the target population is a factor that a study uses to generalize study findings. As stated in Table 3.1, the study's target group includes non-management, intermediate managers, and executive participants. The nature of this study influences the respondents' selection since they have the appropriate power and are engaged in the organization's daily operations. Distribution of the target demographic by response type.

Table	1 Target	Population	ì
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Category	Target population	Percentage		
Executives	3	2		
Intermediate managers	12	18		
Non-Management Staff	70	80		
Total	85	100		

Sample Size and Sampling Technique

The sampling technique, defined by Saunders, Lewis, and Thornhill (2016), specifies the sample size, sample unit, sampling methods, and sample structure. Cooper and Schindler (2018) Describe how the sample framework generates an inventory of every unit that the sample is taken from. The number of items in the ideal demographic is reflected in the sample size, according to Saunders, et al (2018). The representative size of any study Should not be too big or too small. (Cooper & Schindler, 2018). The study used a census method. In this context, a census is a technique that collects and records information about a certain population in a systematic manner. It is also a formal survey and frequently happens for a given demographic (Bickman & Rog, 2018). This strategy was employed since the researcher plans to sample and gather information from every employee across all categories at the Mombasa Huduma Center in Kenya. The target number was 85 employees in total. As a result, the study's sample size was 85 people.

➢ Data Collection Instrument

Collection of data is defined by Dawson (2019) as the systematic, precise collection of pertinent information to the study's Sub-problems using approaches such as assessments, discussions in focus groups, participant observations, and narratives, whereas according to Saunders, Lewis, and Thornhill (2018), data collecting involves obtaining data to form an investigation's selected subjects. Ouestionnaires were adopted, and the factors and objectives were used to structure the questionnaires. A drop-in survey with respondents was used for the investigation. The study likes to employ questionnaires since they are the most appropriate and often suggested method for collecting data in quantitative research (Bordens & Abbott, 2021). The questionnaire was constructed with the following components: two sections for biodata, and section two for study variables, which will include the key study questions that represent the study variables. Structured questions used a 5-point Likert. Respondents were expected to provide their ideas and opinions. Questionnaires are the greatest datagathering devices since the responder is coached on what to answer (Dawson, 2019).

Validity Test for a Research Tool

To determine the quality of the questions that were used in the questionnaires, the researcher will employ content validity. How much research influences a questionnaire is known as its validity. Are accurately reflected in the whole research that attempts to evaluate study variables (Saunders, Lewis, & Thornhill, 2018). The amount to which items are valid is shown by their validity in data collecting instruments, which indicates an appropriate operational conceptualization of the variables under inquiry. Cooper and Schindler (2018) defined validity as a measure of data-collecting instrument accuracy. They go on to say that proper research instrument measurement should be an accurate indicator of what the study wants to examine.

Converging validity, validity of content, in-person validity, criteria validity, and the validity of constructs are only a few types of validity testing. Face and concept validity tests were used in the current study. This is because the tests assess how well the scale items in the questionnaire predict the existence of the target ideas (Saunders, Lewis, & Thornhill, 2018). Exploratory factor analysis using Average Variance Extracted and its Square Root SQRT and correlation analysis was used to assess discriminant validity, convergent validity, construct validity, and content validity in this study. The relationship is assessed using a correlation coefficient (r) on a range of -1 to 1, with r = -1 representing negative perfect relationship, r = 1 representing positive perfect relationship, and r = 0 indicating no relationship at all. Face validity was checked by debating the questionnaire items with strategic management department lecturers. The field lectures will validate their understanding of what the questions attempt to measure. This is due to the tests that assess how well the scale items in the questionnaire predict the existence of the target concepts (Saunders, Lewis, & Thornhill, 2018).

Reliability of Research Instruments

Bickman and Rog (2018) define reliability as the consistency and precision of research outcomes, whereas Kothari and Garg (2015) Reliability is defined as the efficiency of a study's data collection tools. Bickman and Rog (2018), the reliability of research instruments should be able to deliver a comparable result if the same test is conducted more than once. Cooper and Schindler (2018) describe it as the level at which research questions consistently provide consistent outcomes. According to Kothari and Garg (2015), a dependable questionnaire may offer identical findings when administered and the results are the same. The purpose is to identify flaws in data collection equipment so that the researcher may make necessary changes before administering the actual questionnaire. When assessing the research purpose, Cronbach's alpha is typically used to approximate how the data collection technique can be relied on, in terms of the

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intrinsic coherence of the measurement. The dependability of this investigation was assessed using Cronbach's alpha. In this study, reliability is extremely important since the study's emphasis is influenced by consistency and accuracy, which may be fully removed or decreased if the tool is effectively created after testing. In the opinion of Dawson (2019), this metric evaluates the measure's quality by focusing on instrument stability and consistency. Cronbach's alpha coefficient values vary from 0-1, and it's believed when the value is very high, the instrument items are very highly correlated with each other, implying internal consistency in assessing the intended variables (Creswell & Creswell, 2018). Dawson (2019) defines fit as a coefficient value of 0.7 or above; hence, the 0.7 cut-off point was used in this investigation to establish the instrument's consistency (Dawson, 2019).

> Analysis of Data and Presentation

The data was analyzed using descriptive statistics. The study will specifically employ means, averages, and percentages. To show the relationship between the studied variables, inferential statistics was employed in this investigation. Regression analysis and correlations were used. For the investigation, a Pearson correlation matrix was utilized. To help forecast and explain the strength and direction of the relationship between the variables, Pearson correlation analysis can be used. The 2-tailed correlation test was performed at the 5% level of significance. Concerning importance, the relationship is considered negligible above the critical value of 0.025, and vice versa. The analysis of variance (ANOVA) was looked at to ascertain the model. The tabulated f statistic was contrasted with the computed f statistic in detail. It was decided whether or not the whole model was significant using a crucial p-value of 0.05. The impact of the independent factors on the dependent variable was evaluated for significance using a multiple linear regression model.

Ethical Considerations

The researcher will adhere to the social science ethical principles, which include professional competence, honesty, certified and technical accountability, research for research participation rights, and social duty of social researchers. To investigate groups with individuals of various characteristics with sensitivity and individuality, the researcher will accept the rights of others to have beliefs and attitudes that differ from their own throughout the study (Saunders, Lewis, & Thornhill, 2018). Verbal informed permission was obtained from the subjects by the researcher. The respondents will thus be informed of the aforementioned requirement before they participate in the study. There was no compulsion to participate; it was optional. All information gathered from participants was explained to them, informing them that it would remain anonymous. The given information will all be treated in confidence.

V. FINDINGS, DISCUSSION AND RECOMMENDATIONS

	Ν	Mean	Std. Deviation
The services offered at Huduma Centre require simple literacy skills so that any person can	73	3.31	.769
use the e-portal			
Members of the public can log in to the government e-portal databases with ease and	73	3.78	.857
upload the required documents			
One can easily download and print documents from the Huduma Centre e-portal.	73	3.84	.831
Basic computer skills are required to use the Huduma Center online services	73	3.73	.941
E-portals require the use of keywords in searching and locating government services	73	3.65	.850

Respondents were asked to rate the statements on user skills that were tabulated and shown in Table 2 using the Likert scale, respondents' responses are as follows: With a mean of 3.31 and an SD of.769, which shows that the majority agreed that the services offered at Huduma Centre require simple literacy skills so that any person can use the e-portal. The mean and SD for the second statement were 3.78 and.857, respectively, demonstrating that the majority of those surveyed agreed that the Members of the public can log in to the government e-portal databases with ease and upload the required documents. With a mean of 3.64 and an SD of.834, indicating that most respondents agreed that one can easily download and print documents from the Huduma Centre e-portal. The mean and SD for the fourth statement were 3.72 and 9.41, respectively. Shows that respondents agreed that Basic computer skills are required to use the Huduma Center online services. Finally, the E-portal required the use of keywords in searching and locating government services had an SD of.850 and mean of 3.651. user skills as the study variable had a mean of 3.62 and SD of .850 which suggests that user skills significantly influence e-government services, which accounts for the variation in e-government services usage among citizens. The study's conclusions are comparable to those of some previous studies that have looked at other fields, such as the findings by Habiba and Ahmed (2020), Ebijuwa and Mabawonku (2019), Stehr (2018), Muyaka and Gachara (2018) and Maine (2019).

Table 3 Provides Information

	Ν	Mean	Std. Deviation
The e-services offered by Huduma Center provide the services that are required by citizens	73	3.42	.775
The e-services websites are easy to navigate and information is readily accessible	73	3.73	.919
The e-government portal is simplified, and any person can use the services with ease, information		3.63	.833
is regularly updated			
The e-services are informative making them user friendly	73	3.35	.925
E-portals require the use of keywords in searching and locating government services	73	3.43	.877

Examining the statements on the provision of information in Table 3, the following conclusions are reached: The first mean was 3.42 and an SD of.775, which shows that the majority agreed that the e-services offered by Huduma Centre provide the services that are required by citizens. The mean and SD for the second statement were 3.73 and.919, respectively, which demonstrates that the majority agreed the e-services websites are easy to navigate and information is readily accessible. Question three had a mean of 3.63 and an SD of.884, indicating they agreed that the e-government portal is simplified, any person can use the services with ease, and information is regularly updated. The mean and SD for the fourth statement were 3.35 and .925, respectively, which shows the e-services are informative,

making them user-friendly. The mean and SD for the fifth statement were 3.44 and .877, respectively, which implies that the e-portal requires the use of keywords in searching and locating government services. Provide information as the study variable had a 3.44 and the SD was 878. This suggests that providing information significantly influences e-government services, which accounts for the variation in e-government services among citizens. The study's conclusions are comparable to those of some previous studies that have looked at other studies and fields. Gefen and Straub (2016), Davis (2019); Mohd Suki and Ramayah (2020), Dobrica and Colesca (2018); Colesca and Dobrica (2018); Baharon et al. (2017); hen, Le, and Florence (2021); Ke and Su (2018); Gezmen and Eken (2021).

	Ν	Mean	Std. Deviation
Kenyans' issues are swiftly solved using government online services	73	3.78	.857
Government e-services are driven towards meeting public demands	73	3.38	.717
The accessibility of e-services has slowed down the process of acquiring documents		3.98	.868
that citizens need			
Long service turnaround time due to long queues has been greatly reduced.	73	3.41	.627
The accuracy of the information is high because the information is self-provided	73	3.28	.671

Table 4 presents the results of an assessment of egovernment services. 3.78 as the mean and SD of.857, which shows that the majority agreed that government services are swiftly solved using government online services 3.38 as the mean and.771 as the SD, it demonstrates that the majority agreed that Government e-services are driven towards meeting public demands. The third question mean was 3.98 and SD of.868, indicating that the accessibility of e-services has slowed down the process of acquiring documents that citizens need. 3.41 as the mean and.617 as the SD show the long service turnaround time due to long queues has been greatly reduced. The mean and SD for the

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fifth statement were 3.28 and 7.71, respectively, which implies that the accuracy of the information is high because the information is self-provided. E-government services had an SD of.770 and an overall mean of 3.578. This suggests that e-government services influence citizen satisfaction with digital government services, The study's conclusions are comparable to those of some previous studies that have looked at other fields, such as Pham and Ahammad (2017), Filieri and Lin, (2017) and Ajibade, Ibietan and Ayelabola (2017).

> Multi Regression Analysis

Table 5 Model Summary Multivariate Analysis							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate			
1	.674 ^a	.478	.450	.58189			

a. Predictors: (Constant) provide information, user skills

Regression analysis was performed using data from 73 respondents who were tested for e-government services. The findings indicate a positive correlation between R = .674 and R2 = .478. It indicates that the 47.8% difference in citizen

satisfaction with e-government services can be explained by providing information, and user skills as seen in Table 5, however, 52.2% of the variation may be explained by other factors not included in this investigation.

Table 6 ANOVA ^a Results for Model Summary							
Model	Sum of Squares	df	Mean Square	F	Sig.		
Regression	37.677	2	8.269	24.209	.000 ^b		
1 Residual	32.117	71	.337				
Total	69.794	73					
	a. Dependen	t Variable: E-gov	ernment services				
	b. Predictors: (Con	stant) provide inf	ormation and user skills				

The values of F = 24.209 show that all of the predictor parameters statistically and e-government services fit the data well. The dependent variable is highly predicted by the

complete regression model at the level of significance of 0.000, or less than 0.05, as shown in Table 6.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	В	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.1571	.377		1.514	001	.876	2.271
User skills	.368	.128	.339	3.127	003	.123	.582
Provide information	.311	.124	.284	2.687	000	.181	.512

Table 7 Regression Coefficients for Multivariate Analysis

a. Dependent Variable: E-government services

As a result, the regression model for the study is: Y= $\beta 0 + \beta 1X1 + \beta 2X2$ E-government services = .1571 + .368 (user skills) +.311 (provide information)

The results of the study showed that e-government services are significantly improved by the predictor variables. The results show a substantial association between e-government services and citizen satisfaction, p 0.05 (P = 0.00). Therefore, increasing the mean index of the predictor variables should improve the e-government services enterprises, as the values of the predictor factors are statistically significant with a p-value of 0.05. The results are summarized in Table 15. The model found that the predictor variable with the biggest impact on e-government services was value for money, followed by user skills, information provision, and system reliability, which had the least impact.

Discussion of Key Findings

The overall mean for user skills was 3.651, with an SD of.850. This implies that user skills have a major impact on e-government services, which explains why citizens' egovernment services differ from one another. Additionally, the study found a substantial correlation (r = .758, p = .000) between user skills and e-government services. This suggested that since user skills had a positive and significant impact, an improvement would result in better e-government services. The SD of .877 and a mean of 3.43 implies that information provision has a major impact on e-government services, which explains why citizens' e-government experiences vary so much. Information provision has a significant positive correlation with e-government services (r = .633, P = .000). This also implies that while information provision has a minor effect, enhancing it will boost egovernment services and business performance.

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VI. CONCLUSION

The precise goals and corresponding findings of the study are supported by the conclusion. About the first particular aim, which was to analyze the relationship between user skills and e-government services, the study concluded that user skills and utilisation of government eservices were statistically significantly related and that an improvement and focus on user skills would lead to better usage of e-government services for citizen satisfaction since user skills had a good and substantial influence. The second particular goal of the investigation was to examine the effect of information provision by e-government services. It can be concluded that providing information, having a favourable relationship with e-government services substantially, and improving information provision will result in better utilisation and usage of e-government services.

> Policy Recommendations

Citizen satisfaction, which has a strong correlation with e-government services, informs the policy suggestions. It was discovered that e-government services were statistically significantly impacted by citizen satisfaction factors. Reliable e-government services have the potential to improve citizen satisfaction when used properly. First, this study suggests that e-government portals' information, service, and system quality greatly enhance user satisfaction. Government officials must give the delivery of precise, thorough, and timely information in a safe, user-friendly digital environment free from technical hiccups priority while developing e-government services. Users' satisfaction can be increased by deploying an interactive, user-friendly interface, guaranteeing accessibility, dependability, and compatibility across several devices and operating systems around the clock, and putting in place a quick enquiry resolution process.

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Contribution to Knowledge

Owing to the importance of this field, numerous contributions in several forms have been contributed to the literature. Other researchers may choose to employ the sound-specific objectives and related objectives used in this study in other situations. The research offers the following theoretical foundations for citizen satisfaction and egovernment services: Researchers from different fields can also use these theories. The study provides a thorough conceptual framework that illustrates the fundamental connection between e-government services and citizen satisfaction. This framework will serve as a roadmap for future research. This paper presents a comprehensive, feasible empirical model based on direct and mediated effects. This will improve modelling efficacy even further in future studies. The report makes several policy and practice suggestions that, if followed, will improve the e-government services. To steer and provide guidance for future research in this field of study, suggestions for more research have been documented.

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