

ASSESSING CUSTOMER SATISFACTION IN THE ADOPTION OF E-GOVERNANCE SERVICES IN MIZORAM

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Abstract:

This research endeavors to evaluate customer satisfaction towards e-governance services provided in Mizoram and the significance of accessibility, quality of service, digital literacy, and awareness in citizens. Although e-governance is largely used, issues such as poor internet connectivity, poor infrastructure, and unawareness empower its nonusability, particularly in rural regions. The study employs both primary and secondary data to measure these factors and their impact on citizens' perception of e-governance services. 100 participants from urban and rural areas of Mizoram will be provided with structured questionnaires with stratified random sampling. The collected data will be analyzed using descriptive statistics so that the trend of satisfaction and points of improvement could be determined. Apart from this, existing literature on past studies carried out on e-governance and customer satisfaction will be used to provide background and context to the analysis. The results will strive to provide pertinent information for improving delivery of e-governance services and customer satisfaction in general in the state.

Keywords: E-governance, Customer satisfaction, Digital literacy, Accessibility, Awareness, Mizoram, Service quality, Infrastructure, Public service delivery, Stratified random sampling.

1. INTRODUCTION

E-Governance refers to the use of information and communication technology (ICT) by government entities to enhance the delivery of public services, engage with citizens, and improve the transparency and accountability of administrative processes. It involves the application of digital tools and platforms for various governmental operations, ranging from online services to digital records management. E-Governance aims to make government services more accessible, efficient, and responsive to the needs of citizens, especially in the digital age. The concept of e-governance emerged in the late 20th century with the advent of the internet and advances in technology. Initially, e-governance focused on the use of computers and early digital tools to streamline internal administrative processes. Over time, it expanded to include the delivery of public services directly to citizens through online portals, mobile applications, and other digital

platforms. The goal was to bridge the gap between government institutions and citizens, providing a more inclusive, transparent, and user-friendly approach to governance.

The history of e-governance can be traced back to the 1960s and 1970s when the first computer systems were introduced in public administration. The early stages involved automating internal government functions, such as tax collection and social security services, through rudimentary computer systems. In the 1990s, the rise of the internet catalyzed the expansion of e-governance, allowing governments to communicate with citizens more directly.

By the early 2000s, countries across the world began implementing more comprehensive e-governance frameworks, recognizing the potential of digital tools to enhance governance. Internationally, nations such as Estonia, South Korea, and Singapore became pioneers in e-

governance by implementing robust digital platforms for public services, demonstrating its potential for improving efficiency and public satisfaction. In India, the government launched the National e-Governance Plan (NeGP) in 2006, aimed at enhancing governance through ICT across various sectors. The plan focused on providing government services to citizens in a convenient and accessible manner, particularly in rural and remote areas. Over the years, numerous initiatives such as Digital India have played a pivotal role in promoting e-governance, with a strong emphasis on digital literacy, infrastructure, and the expansion of online services.

The north-eastern Indian state of Mizoram has gone a long way in e-governance in the past few years. Various initiatives have been taken by the state government for digitalizing services like e-District and Mizoram State e-Governance Society (MSeGS) for efficient and citizen-friendly delivery of public services. In such projects, the government has attempted to overcome the problem of delivering effective public services in a geographically scattered state with a large rural population. The objective of this research is to evaluate customer satisfaction on the deployment of e-governance in Mizoram, that is, how effectively the state has done in fulfilling the expectations and requirements of its citizens in this process of going digital. The paper shall identify the role played by e-governance applications in delivering public services, in the users' experience, as well as barriers to their larger use.

E-Governance has played an enormous role when it comes to citizens' dealing with government services in that it yields both beneficial and rigid outcomes. The chief advantage of the e-governance for the citizens is the enhanced accessibility of the services. From websites, one is capable of having access to the government services such as seeking documents, paying, or applying without approaching the offices of the government. This ease of convenience is most appreciated in a state like Mizoram, whose topography can be burdensome on rural folks such that reaching government services there seems like an encumbrance. And for e-governance, in addition

to accessibility, there's the issue of transparency that enhances public faith in the administration mechanism. Adoption becomes its setback, though. Digital literacy remains one of the biggest challenges, especially to older generations or rural populations who may lack extensive exposure to technology. In addition, access to the internet and urban-rural inequalities in terms of digital access may hinder optimal exploitation of e-governance and leave some behind its advantages. Despite all these obstacles, the increased adoption of e-governance has made the citizenry stronger by offering them greater mastery over their interface with the government, reducing corruption, and enhancing the efficiency in delivery of services.

The introduction of e-governance in Mizoram has, to a large extent, impacted the delivery of public services, and government services are more efficient, accessible, and transparent. But despite all these developments, there are some issues that undermine the efficiency of e-governance and the satisfaction of the people. One of them is the poor internet connectivity in some areas, and due to this, citizens find it hard to access services from the government online. Other than this, there is a vast digital literacy gap, especially in rural areas, that keeps all of them away from the efficient use of e-governance portals. Further, the substandard infrastructure, such as no technological support and the required resources, hinders the smooth provision of these services.

Another critical issue is the unawareness of the citizens about the availability and utility of the e-governance services. The citizens are not aware of the online services of the government, and hence the usage is low and dissatisfaction is high. Unawareness also worsens the problems of the implementation of e-governance since citizens might not be aware of how to access or utilize the services.

The purpose of this research is to study how these impediments—weak internet connectivity, weak digital literacy rate, weak infrastructure, and unawareness—affect customer satisfaction with the Mizoram e-governance services. By determining the gap between the government's desires and people's realities, the research hopes to offer useful information for the successful

implementation of e-governance and customer satisfaction in general.

2. LITERATURE REVIEW

i. Nayak & Soni (2016).

E-Governance and Its Impact on Public Service Delivery.

This study explores how e-governance enhances public service delivery by improving transparency, accountability, and accessibility of government services. The authors highlight the growing importance of citizen satisfaction in the effective implementation of digital government systems.

ii. Reddick (2005).

Citizen Interaction with E-Government: From the Streets to Servers?

This research examines citizen engagement with e-government services, focusing on how online services improve user satisfaction and their potential to overcome barriers in service delivery.

iii. Kumar & Singh (2019).

Factors Influencing the Adoption of E-Governance in India.

This paper discusses the various factors influencing the adoption of e-governance in India, including infrastructural development, digital literacy, and government policies. The study emphasizes the importance of customer satisfaction in the widespread acceptance of e-governance.

iv. Sharma & Soni (2018).

E-Governance and Digital Transformation in Indian Public Administration.

This article focuses on how e-governance can transform public administration in India, improving customer satisfaction and reducing the inefficiencies of manual processes.

v. Jain & Mishra (2017).

Evaluating the Impact of E-Governance on Rural Development: A Case Study of Mizoram.

This case study highlights how e-governance has helped improve the delivery of government services in rural regions like Mizoram, focusing on citizen satisfaction.

vi. Gupta & Gupta. (2020).

A Comprehensive Review of E-Governance in India.

This review covers the major e-governance initiatives in India and their impact on customer satisfaction, with a focus on the barriers and challenges faced during implementation.

vii. Sharma & Verma (2015).

The Role of ICT in the Implementation of E-Governance in India.

This article discusses the role of Information and Communication Technology (ICT) in implementing e-governance, with a specific focus on improving customer satisfaction and the accessibility of public services.

viii. Bhatnagar (2004).

E-Governance: From Vision to Implementation.

Bhatnagar's book outlines the importance of e-governance in improving public sector efficiency and customer satisfaction. The author explores challenges in implementation and the strategies needed for success.

ix. United Nations E-Government Survey (2020).

E-Government for the Future We Want.

The United Nations' annual survey provides valuable insights into the current state of e-governance worldwide, offering data on its effectiveness in enhancing government services and increasing citizen satisfaction.

x. Koirala (2021)

E-Governance Implementation and Citizen Satisfaction: A Review of Literature.

This paper reviews various studies on the relationship between e-governance implementation and citizen satisfaction, highlighting factors like service quality, usability, and accessibility.

Although e-governance services have been growing in India, little attention has been paid to customer satisfaction with e-governance implementation in Mizoram. Although other research has touched upon the overall effects of digital governance on public service delivery marginally, few studies have been undertaken at

the regional level on the specific challenges facing citizens of Mizoram, such as accessibility, digital literacy, and infrastructural issues.

Earlier studies have mainly focused on the state or national-level adoption of e-governance but seldom probed deeply into the influence of local factors, like Mizoram's physical limitations and rural-urban digital divide, in shaping citizen satisfaction. Furthermore, though earlier studies have documented general obstacles to e-governance, few empirical studies have been conducted on how the issues directly relate to user experience and satisfaction in Mizoram.

This research is an effort to fill these research gaps by studying customer satisfaction of Mizoram e-governance services in relation to service quality, awareness, and accessibility. Drawing on the use of primary data from rural and urban respondents, this research seeks to articulate the particular issues and opportunities at the state level of e-governance with recommendations for better public service delivery and digital citizen engagement.

3. RESEARCH METHODOLOGY

Data shall be gathered for this study in a systematic questionnaire to measure customer satisfaction with Mizoram e-governance services. The questionnaire would be a mix of close-ended and open-ended questions about the most relevant aspects of accessibility, usability, service quality, awareness of e-governance services, and internet connectivity, digital literacy, and infrastructure problems. The survey will be conducted on approximately 100 respondents with a mix of urban and rural respondents from Mizoram. Stratified random sampling will be used to select participants, with a range of opinions and experiences. The data will be analyzed based on descriptive statistics in order to determine levels of satisfaction and trends in the determinants of e-governance services usage

As part of the analysis, Chi-square test was also utilized to test if there is any significant correlation between levels of digital literacy and satisfaction from the use of e-governance services. In the test, the p-value was more than 0.05 and thus there was no significant

correlation between the two variables. That is, while digital literacy is a significant factor, other factors like internet availability and service continuity can play a higher determining role towards user satisfaction.

Furthermore, secondary data will be collected through literature review of past studies, reports, and publications on customer satisfaction and e-governance. Literature review will identify other studies in related fields, government and organizational publications on the adoption and challenges of e-governance services. The secondary data will give the study a wider coverage, which will complement the findings and conclusions that have been gathered from the primary data collected.

4. DATA ANALYSIS

Survey results analysis proves valuable in shedding light on awareness level, availability, quality of services, and issues of paramount importance in Mizoram's e-governance services adoption.

i. Patterns of Awareness and Usage:

The results of the survey show that while most of the respondents know about e-governance services, they still do not have enough information about them. The usage is different, with others using the services on a daily or monthly basis and others never or rarely using them. This is to confirm that there should be increased awareness campaign in order to enhance user adoption.

ii. Accessibility and Service Quality:

User reviews regarding accessibility and service quality depict a mixed picture. Whereas there are services that are easy to use for some of the respondents, others have problems accessing them due to inadequate internet connections and inadequate infrastructure. The service quality was rated as neutral to unsatisfactory, which shows that there is a need to address responsiveness, ease of use, and transparency.

iii. Challenges Faced by Users

The prevailing issues recognized in the answers are internet connectivity problems, unawareness, language constraints, and

navigation issues with the user interface. Rural users particularly face the issue of access due to a lack of digital infrastructure. In addition, the majority of users trust manual services over the automated service, recognizing an e-governance system-based trust deficit.

Awareness of E-Governance Services

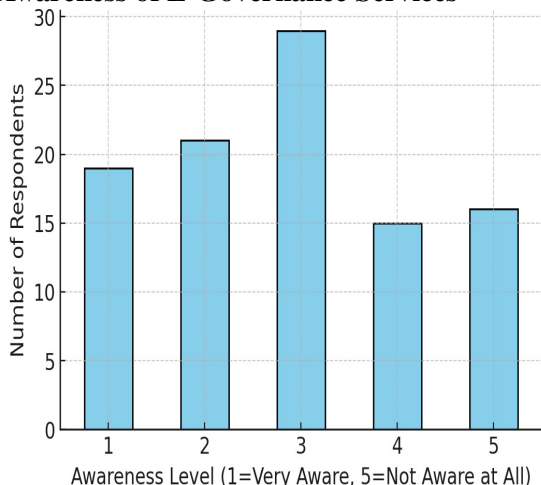


Figure 1.1

The figure above illustrates the level of awareness among respondents regarding e-governance services. While a majority are somewhat aware, a significant number still lack adequate knowledge about these services. This indicates the need for more awareness campaigns to promote e-governance in Mizoram.

Challenges in Using E-Governance Services

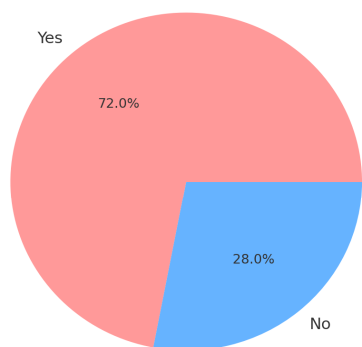


Figure 1.2

The figure highlights the primary challenges faced by users in adopting e-governance services. Poor internet connectivity and lack of awareness are the most common issues, particularly in rural areas. This suggests that

improving digital infrastructure and user education should be key priorities.

Table 1.1: Awareness of E-Governance Services

Mean	2.8
Standard Deviation (SD)	1.3

Interpretation:

The mean awareness score of 2.8 (on a scale of 1 to 5, where 1 = Very Aware and 5 = Not Aware at All) indicates that respondents have moderate awareness of e-governance services. The standard deviation of 1.3 suggests variability in awareness levels, with some respondents being very aware and others less so.

Table 1.2: Frequency of Use

Frequency	Percentage
Daily	15%
Weekly	20%
Monthly	25%
Rarely/Never	40%

Interpretation:

A significant portion of respondents (40%) reported rarely or never using e-governance services, while 25% reported monthly usage. This suggests that while some citizens are regular users, a large segment of the population is not actively engaging with these services.

Table 1.3 Ease of Access

Mean: 3.5	3.5
Standard Deviation (SD): 1.2	1.2

The mean ease of access score of 3.5 (on a scale of 1 to 5, where 1 = Very Difficult and 5 = Very Easy) indicates that respondents generally find e-governance services moderately easy to access. However, the standard deviation of 1.2 suggests that some users face significant difficulties.

Table 1.4 Satisfaction with Service Quality

Satisfaction Level	Percentage
Satisfied	35%
Neutral	45%
Unsatisfied	20%

Interpretation:

A large proportion of respondents (45%) expressed neutral satisfaction with service

quality, while 35% were satisfied and 20% were unsatisfied. This indicates room for improvement in service delivery.

Table 1.5: Cross-Tabulation: Urban vs. Rural Awareness:

Area of Residence	Very Aware (1)	Somewhat Aware (2)	Neutral (3)	Not Very Aware (4)	Not Aware at All (5)
Urban	30%	25%	20%	15%	10%
Rural	15%	20%	25%	25%	15%

Interpretation:

Urban respondents showed higher awareness levels, with 55% being very or somewhat aware (scores 1 and 2), compared to 35% of rural respondents.

Rural respondents had a higher percentage of individuals who were not very aware or not aware at all (40%), indicating a need for targeted awareness campaigns in rural areas.

5. CONCLUSION

The research indicates that although Mizoram's e-governance services have become more accessible and efficient, there are several barriers to its extensive use. The main challenges are low awareness, internet connectivity, and user interface. Even with these challenges, e-governance has great potential to enhance public service delivery if these issues are well addressed.

The research discovers that although Mizoram's e-governance services have improved accessibility and efficiency, there are considerable barriers. The survey results show that most of the respondents are familiar with e-governance services but many of them still lack access to them because of inadequate internet connectivity, unawareness, and digital illiteracy. Quality of service, response time, and transparency were scored as neutral, which reflects areas of improvement. Rural users also experienced more challenges than urban users, which supports the requirement for inclusive digital infrastructure.

For improving the outreach and impact of e-governance services, awareness drives targeting rural areas specifically are needed for increasing

both the awareness level and adoption of the services. Awareness drives in areas where digital literacy levels could be poor will help in promoting a greater use of e-governance portals. Besides this, resolution of issues like rural and remote rural internet connectivity issues is of paramount importance for application making all these services highly available to everyone in the country. Together with this, ease with simpler e-governance websites and multilinguality will serve various segments and enhance overall satisfaction. Improving service quality such as quicker responses and greater efficiency in services delivered will foster confidence and provide a positive perception regarding e-governance. Lastly, a robust feedback loop is required to monitor user experience continuously, identify areas of pain, and identify areas for improvement to ensure that e-governance is successful and meaningful on a continuous basis.

The policy implications of the research are also of great concern to policymakers, government ministries, and other digital governance stakeholders. Customer satisfaction with e-governance services is likely to result in increased usage and trust in government systems and promote transparency and efficiency. Creating digital infrastructure and minimizing the digital divide will result in inclusive governance with citizens everywhere being able to access full advantages of e-services irrespective of their location or technical skills. Besides, service quality issues can build trust on online platforms, decreasing reliance on the conventional offline systems.

Despite the extent of this research, certain limitations need to be considered. The sample population of 100 respondents being representational in nature could not possibly provide a picture of the convoluted experience of all Mizoram citizens. Also, individual prejudices and variations in digital literacy levels may have affected survey outcomes. The study also predominantly focuses on customer satisfaction to the neglect of other equally important fields such as cost-effectiveness and administrative efficiency that could provide a broad perspective regarding the implementation of e-governance.

Future studies can build on this research by examining the long-term effects of e-governance on the efficiency of government public services and transparency in governance. Comparative studies among other state or regional governments can provide best practices and policy lessons. Research on the applications of emerging technologies like artificial intelligence and blockchain to enhance e-governance services can also give useful directions for future development on this aspect. The research sheds light that though e-governance services have improved access and efficiency, various impediments are hindering their extensive use. Ignorance, infrastructure, and ease of use are still the primary impediments. It is crucial to overcome these challenges through enhanced digital literacy programs, quality of service delivery, and infrastructure to unlock the full potential of e-governance in Mizoram.

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