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**ASSESSING RECYCLING OF E-WASTE SERVICE: A PERSPECTIVE OF HOUSEHOLD IN PUTRAJAYA**

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**ABSTRACT**

Assessing of e-waste services in modern cities is one form of measurement its claim to be a green city. This study was carried out to evaluate the level of satisfaction of households (consumers) with regard to the e-waste service performance in Putrajaya employing the critical incident technique (CIT). This method solicits household preferences through questionnaires that had been priorly tested for reliability. Five services measurement constructs were identified during the analysis, namely, (i) warm-glow effect, (ii) clear and secured-environment, (iii) satisfaction in services provided, (iv) educational-enhanced level of understanding, and (v) adequate peer pressure. The findings also reported the recovery strategies reported by the households surveyed.