**Citizen Satisfaction with Web-Based Public Services:**

**In Bagerhat Sadar Upazila**

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# **CHAPTER TWO**

* 1. **Literature Review:**

Dwivedi et al. (2017) explored the global adoption of e-government services, focusing on factors influencing their success and challenges in implementation. Their findings suggest that citizens' satisfaction with such services depends heavily on accessibility, ease of use, and perceived usefulness. The study highlights that while e-government initiatives aim to make public services more efficient, challenges such as lack of digital literacy, trust in online platforms, and infrastructure deficits persist. These findings are relevant to Baruipara Union, where limited awareness of web-based services might hinder adoption despite government efforts to improve service delivery.

Heeks (2002) emphasized the concept of the "digital divide," particularly in rural and underdeveloped regions. His research underscores that access to digital resources is often unequal due to socio-economic disparities. Rural areas, like Baruipara Union, frequently face issues such as inadequate internet infrastructure, low levels of education, and financial constraints that prevent the widespread use of web-based public services. Addressing these barriers is critical to enhancing citizen satisfaction and ensuring equitable access to government services.

Hossain et al. (2019) conducted a study on the effectiveness of web-based service delivery in developing countries, with a specific focus on South Asia. Their research identified that while web-based services have the potential to bridge gaps in traditional service delivery, a lack of awareness and trust in these platforms remains a significant hurdle. The study also emphasized that proper training programs and promotional campaigns are essential to educate citizens about the benefits of online services, a recommendation that could be applied to Baruipara Union.

According to Carter and Bélanger (2005), citizen satisfaction in e-governance initiatives is largely driven by a citizen-centric approach that prioritizes user needs. Their research shows that services designed with the end-user in mind—incorporating user-friendly interfaces, multilingual support, and responsive customer service—are more likely to succeed. For Baruipara Union, applying such principles could significantly enhance satisfaction levels by addressing local needs and preferences.

A study by Sharma and Gupta (2020) highlighted the critical role of awareness campaigns in promoting the adoption of web-based public services. They found that many citizens in rural areas are unaware of available digital platforms or how to access them. This lack of awareness contributes to low adoption rates. In the context of Baruipara Union, initiatives like workshops or community outreach programs could be vital in bridging the knowledge gap and fostering trust in online services.

Siddiqui et al. (2018) examined the role of Union Digital Centers (UDCs) in promoting e-governance in Bangladesh. Their study concluded that while UDCs have significantly improved access to government services, challenges such as limited internet speed, outdated equipment, and a lack of skilled personnel persist. These issues are particularly relevant to Baruipara Union, where UDCs might serve as a primary point of access for web-based services. Strengthening these centers could enhance citizen satisfaction.

Gefen et al. (2003) explored the role of trust in the adoption of e-services, arguing that a lack of trust in online platforms can deter users from engaging with them. Their research found that trust is influenced by factors such as perceived security, reliability, and the transparency of service providers. For Baruipara Union, building trust through secure platforms and effective communication could significantly improve the uptake of web-based public services.

Misra et al. (2021) investigated the infrastructural challenges that rural areas face when adopting e-governance services. Their findings revealed that poor internet connectivity, frequent power outages, and lack of technical support are major barriers to effective service delivery. These challenges resonate with the conditions in Baruipara Union, where infrastructural improvements are necessary to ensure the smooth functioning of web-based services.

Zhao et al. (2016) highlighted the importance of digital literacy in determining citizen satisfaction with online services. Their study found that citizens who lack basic computer skills are less likely to benefit from e-governance initiatives. This finding is directly applicable to Baruipara Union, where efforts to improve digital literacy through training programs could lead to higher satisfaction rates.

A study by Alam and Mahbub (2022) in Bangladesh identified the perceived benefits and challenges associated with e-government services. While citizens recognized the convenience and time-saving aspects of online platforms, they also reported frustrations due to technical glitches, slow responses, and lack of assistance. These insights suggest that addressing such issues could play a crucial role in enhancing the effectiveness of web-based services in Baruipara Union.