

OVERVIEW

This research examines the relationship between Service Quality and Servant Leadership in Information & eGovernment Authority (iGA) service centres. The paper determined the level of customer's perceptions of service quality in three iGA service centres. Additionally, the paper analysed how iGA employees perceived the dimensions of Servant Leadership of their leaders.

The research is one of a few studies investigating the relationship between servant leadership and service quality and the only research that addressed this relationship in the GCC region.

PROBLEM

The absence of a clear plan in many government institutions to develop the services and achieve the highest levels of customer satisfaction, in accordance with the principles of Excellence, quality and competitiveness, Supporting a culture of creativity and innovation, based on Bahrain Economic Vision 2030. Additionally, there is a lack of focus on the importance of the relationship between employees and leadership and its impact on service quality in government agencies and committees concerned with raising the efficiency of government performance.

METHODOLOGY

The methodology used in this study is the descriptive-analytical quantitative method, field surveys to collect data using two questionnaire tools supported by leading researchers in the field of Service Quality and Servant leadership.

The servant leadership Questionnaire consists of 28 questions covering seven dimensions and the RATER Model Questionnaire consists of 22 questions covering five dimensions have been conducted to explore the Service quality and the leadership competencies in three of iGA's service centres by doing the questionnaire for 80 employees and 354 customers.

FINDINGS

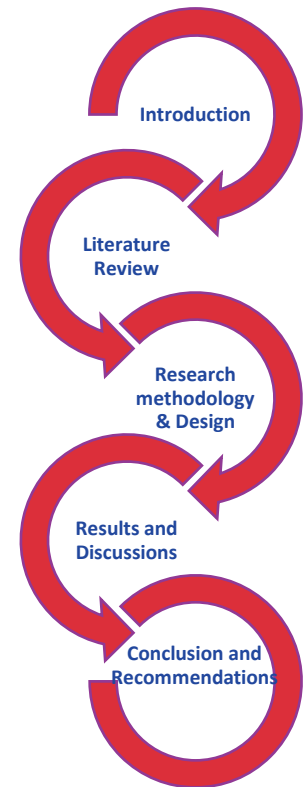
The findings revealed that there is a significant relationship between servant leadership and service quality. As Four of seven dimensions of servant leadership have been correlated positively with the Quality of service dimensions and Two of the dimensions related to employee support by their superiors did not correlated, while "Empowering" dimension correlated negatively which implies that employees prefer centralised management and unwillingness to take responsibilities.

RECOMMENDATIONS

-Seven initiatives have been proposed to highlight the importance of servant leadership to enhance service quality in the public sector by focusing on the servant leadership dimensions in the training programs and in the service centres' evaluation criteria that are applied by the relevant committees.

-Further study and research to change the perceptions of empowering employees because empowerment is commonly associated with higher performance and better Quality of services.

Thesis Structure



To what extent do the leaders of service centres demonstrate servant leadership style?
 Are there differences in servant leadership between the three centres?
 What are the levels of service quality in the service centres?
 Are there differences in perceived service quality between the three centres?
 Are there differences in perceived service quality between the four types of provided services?
 Is there a relationship between servant leadership and employee perception of service quality in iGA?

Service quality Analysis

Reliability
Assurance
Tangibles
Empathy
Responsiveness

Servant Leadership Analysis

Emotional healing
Creating value for the community
Conceptual skills
Empowering
Helping subordinates grow & succeed
Putting subordinates first
Behaving ethically

Analysis

- Recommendations
- Seven initiatives