OPEN ACCESS

Volume: 12

Special Issue:1

Month: February

Year: 2025

P-ISSN: 2321-788X

E-ISSN: 2582-0397

Received: 25.12.2024

Accepted: 12.01.2025

Published: 28.02.2025

Citation:
Dominic Donald, RM, and N. Vedhaa. "Impact of Technology on Enhancing Service Delivery." *Shanlax International Journal of Arts, Science and Humanities*, vol. 12, no. S1, 2025, pp. 334-41.

DOI:
https://doi.org/10.34293/sijash.v12iS1-Feb.9664.

Impact of Technology on Enhancing Service Delivery

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Abstract

This paper weighs up the potential of technology in enhancing service delivery and focuses on task effect, privacy concerns as well as customer satisfaction. The research examines the connection between the issue of pride and the issue of privacy, the impacts of technology adoption on service performance and the influence of user satisfaction on the frequency of the era usage. A quantitative research design of comfort sampling was to be used, in order to collect responses of individuals that were readily available and could take part in the survey. The reason behind the choice of this method is that it is applicable and can easily access the respondents, but it can also lead to bias because it also limits the scope of the pattern and can fail to capture the actual picture of the wider population; and statistical methods including correlation analysis and chi-square checks. The findings indicate that, though generation affects task advent, there is no strong relationship between genders and impact on process. Privacy concerns are loosely connected with pleasure, but there is no apparent effect of the frequency of era use on the level of satisfaction. The paper cites a few limitations, such as a move-sectional design, sampling bias, small sample size, and the statistics that were lost in the qualitative direction. It identifies a gap in our knowledge about the impact of particular technologies on provider transport and proposes some similar studies with more participants. Some of the ways to enrich provider delivery include strengthening records privacy, providing technological training, and adding different comment ways.

Keywords: Task Influence, Privateness Concerns, Era Adoption, Service Shipping, And Person Delight.

Advent

With the introduction of technology, the way businesses deliver their products to their clients has totally transformed. Technology has become a significant resource that businesses can use to stay competitive as the need to have faster, more effective and tailor made services increases. Carrier shipping has altered the way companies are run and they are now able to enhance buyer reports, optimize processes and save on efficiency. This newsletter explores the possible ways of how technology can enhance carrier shipping, focusing on the benefits, challenges and possible directions of technological changes in provider transportation. Technology greatly enhances service delivery through automation of tasks, improvement of communication, maximisation of strategies and real-time monitoring. This leads to reduced response time taken, minimization of errors, reduction in costs, and eventually customer satisfaction in various industries.

Important Ways that Technology Enhances Carrier Transit Include

Automation:

Repetitive tasks can be automated with software and frameworks to improve efficiency, reduce human error, and increase productivity.

More Beneficial Message

Online chatbots, social media, and email are examples of digital channels that provide quicker and more convenient spoken communication with customers.

Facts Analytic

By examining customer data, organisations can identify patterns, personalise offerings, and anticipate and address customer requirements.

Augmented Reality

In industries like remodelling and repair, augmented reality (AR) can offer visual overlays with relevant facts to adorn service transportation.

Literature Review

In his article, Karim, M. A. (2003) wrote that, A growing number of so-called digital citizens are insisting on improved (and increased) services of the government, and this has a large effect on the way the services are offered. The major transformation processes that maximise information and communication technology adopted by many governments via e-government projects include trying to improve the delivery of government services and create a more cooperative and workable administrative environment. To make sure that the services can be delivered to the citizens in a smooth way, e-government has to fight a series of tough and diverse challenges that demand novel technical solutions. Besides the discussion of the experience of e-government in Malaysia, the article outlines other interesting initiatives and lessons learnt. Also, the governments must undertake the continuous and active monitoring and evaluation of the e-government results.

According to a recent article by Anshari, M., Hamdan, M., Ahmad, N., and Ali, E. (2025), recent technological breakthroughs have promoted the use of digital technologies by the United Nations in the quest to achieve the Sustainable Development Goals (SDGs). Besides business efforts, there is an evolving range of evidence that public sector organisations might benefit by pursuing digital transformation. The use of digital technology, particularly artificial intelligence (AI) in the provision of the public service delivery (PSD) remains a matter under contemplation by policymakers across the globe, given the potential benefits and challenges to the public sector. Thus, examining the effect of AI on PSD, the study will contribute to the SDG agenda.

Suitability The objectives of this research, as defined by Kulal, A., Rahiman, H. U., Suvarna, H., Abhishek, N., and Dinesh, S. (2024) are to investigate the impact of the application of artificial intelligence (AI) on the efficacy of the delivery of government services in India. It addresses a significant gap in the current literature by looking at the impact of AI implementation on the quality of public service performance in India, an area where little literature is presently available. The research measures the effectiveness of AI applications in enhancing the provision of government services in the light of a comparative analysis research design. The study has a quantitative research design as Chief Information Officers (CIOs) are the main respondents based on previous research on AI integration in governance. The findings indicate that AI utilization has had a tremendous effect on enhancing municipal processes and services that are citizen-oriented. It is found out that the influence on anthropocentric features is moderate. Another important aspect that is highlighted

by the study is the importance of infrastructure preparedness in the successful implementation of AI.

Pramana, M. B., Ramadiansyah, S. A., and Pramana, I. B. G. A. Y. (2024) Latupeirissa, J. J. P., Dewi, N. L. Y., Prayana, I. K. R., Srikandi, M. B., Ramadiansyah, S. A., and Pramana, I. B. G. A. Y. (2024)

According to a recent article, it was mentioned that the digital transformation improves the way people get served with the combination of digital technologies. The rise of digitization in the public sector can also be a source of isolation of people who do not have access to digital platforms or are not accustomed to them. This may lead to a digital divide, which increases inequalities by marginalizing people who are unable to use such digital services. The study will be examining how digital transformation initiatives are influencing the delivery of public services in the local governments. The paper adopts the extensive review of the literature and analyzes the case studies of the digital transformation activities in different countries. Scopus was used to search and analyze the relevant content and recent research on the digitization of the public sector, papers, and publications. The study had a variety of opinions about the subject.The study took into consideration a variety of opinions on the subject. The analysis showed that digital transformation increases efficiency, citizen engagement, and responsibility when providing public services. Nevertheless, there might be obstacles that should be overcome in the process. This paper indicated that enhancing organizational efficiency, meeting citizen expectations, and responding to expanded requirements by those in higher positions drive digital development in the provision of public services.

According to the article, the integration of technology has already been shown to significantly increase the efficiency and productivity of the service delivery process (Manyika, J., Chui, M., Bisson, P., Woetzel, J., and Stolyar, 2017). A study by McKinsey and company concluded that technology can drive up service delivery efficiency by up to 30 percent (Manyika et al., 2017). This study highlighted the potential of automation, artificial intelligence and data analytics to help optimize service delivery processes. As an illustration, robot process automation (RPA) can be enabled to deal with repetitive work, and the employees can focus on more valuable activities. Similarly, the use of artificial intelligence (AI) can assist organizations to process large quantities of data, identify patterns, and predict results, thereby enabling them to use data analysis as a foundation to make decisions.

[6] Selden. L, (2019) In the article, it was mentioned that technology can be a great way of enhancing customer experiences. According to a study led by Gartner, companies which use technology to deliver personalized experiences have their customer satisfaction increase up to 20 percent (Selden, 2019). The study has pointed out the need to use data and analytics in understanding customer needs and preferences. To illustrate, by adopting customer relationship management (CRM) systems, organizations are able to track how they interact with customers, interpret customer data, and make personalized recommendations. Similarly through the use of chat bots and virtual assistants organizations are able to provide customer service 24 hours a day, which increases convenience and customer satisfaction.

World Bank (2019) claimed that ease of access and convenience among users has also been improved by the integration of technology. In a study by the World Bank, digital technologies have the potential to enhance access to services by underserved populations (World Bank, 2019). The study highlighted the power of mobile technologies, digital payment systems, and online platforms in the expansion of the services. The example of mobile banking is that customers can remotely access the financial services, which promotes financial inclusion. Similarly, online services allow clients to access services like healthcare, education and government services remotely thereby enhancing access and convenience.

According to studies, organizations have been able to make decisions grounded on data based on technology (Brynjolfsson, E., & McAfee, A. 2014). In a research conducted by Harvard Business Review, it was found that companies that use data analytics to inform their decision-making process have an increased productivity by 5-6% (Brynjolfsson and McAfee, 2014). This study has brought to the fore the importance of using data to guide the decision making process and improve service delivery. To illustrate, data analytics may assist companies to track the key performance indicators (KPIs), identify areas that require enhancement, and make data-informed decisions. Moreover, by using machine learning algorithms, organizations can analyze large volumes of information, identify patterns, and make predictions, and make well-informed decisions.

According to Accenture. (2020), in addition to the emerging cybersecurity threats posed by the technology advancement, new cyber threats have also been introduced. Accenture has found in a study that cybersecurity risks are one of the major concerns that businesses relying on technology to deliver services have (Accenture, 2020). The study highlighted the importance of implementing effective cybersecurity practices to protect customer data and prevent service interruptions. As an illustration, the use of encryption can assist organizations in preserving the data on customers, with the use of firewalls and intrusion detection systems also aiding in preventing cyber attacks.

According to the article, Chen, T., Guo, W., Gao, X., and Liang, Z. (2021), like in their article, it is mentioned that the application of AI-driven self-service technology (SST) is becoming more popular in the industry of institutions of the type of work as it allows to increase work efficiency, improve user experience, reduce the cost of services, and reduce the workload of staff members. Still, little is known about the factors influencing the experience of citizens when they interact with services assisted by AI-based SST. Thus, based on the Consumer Value Theory, the purpose of this study is to investigate which factors are important to AI-based SST user experience and how the factor of trust in government moderates it. A survey done on site in China among 379 citizens of the country at one of their public services shows that user experience is positively correlated with personalization and aesthetics and is negatively correlated with the perceived duration of using the AI-based self-service machines.

Objectives of the Study

The objectives of this study are to analyze how technology can enhance customer satisfaction and improve service efficiency.

- To explore the impact of technology utilization on employment;
- To evaluate how concerns regarding privacy influence user satisfaction;
- To identify the challenges users face when adopting technology for service delivery.

Research Approach

50 respondents' answers to a standardized questionnaire are gathered to provide primary data. Referencing the internet and other sources yields secondary data.

Research Type

The research employs a descriptive, correlational, and quantitative methodology:

- **Descriptive:** Highlighting job-related implications, privacy concerns, and levels of satisfaction.
- **Correlational:** Examining the relationships between technology usage, satisfaction, and privacy concerns.
- **Inferential:** Establishing connections through regression, correlation, and chi-square analyses.

Type of Sampling

The study probably utilized convenience sampling, gathering responses from individuals who were readily available and willing to take part in the survey.

Research And Discussions

1) Chi-Square Test: Gender vs. Job Impact

- Chi-Square Statistic: 4.70
- Degrees of Freedom: 2
- P-Value: 0.095

Gender	Created more jobs	No significant change	Reduced jobs	Total
Female	18 (60.0%)	4 (13.3%)	8 (26.7%)	30
Male	8 (40.0%)	8 (40.0%)	4 (20.0%)	20
Total	**26**	**12**	**12**	**50**

Interpretation

With a p-value of 0.095 (just above 0.05), there is no strong evidence of a relationship between gender and job impact, though there is a noticeable difference in how females report job creation vs. males.

2) Descriptive Statistics: Privacy Concerns and Satisfaction

Metric	Privacy Concerns	Satisfaction
Count	50	50
Mean	3.68	3.76
Std Dev	0.98	0.59
Min	1.00	3.00
25th %ile	3.00	3.00
Median	4.00	4.00
75th %ile	4.00	4.00
Max	5.00	5.00

Interpretation

- Privacy Concerns: Most respondents scored 3 or 4, suggesting moderate concern about data privacy.
- Satisfaction: Most responses ranged from 3 to 5, with a median of 4 — indicating overall positive satisfaction.

3) Correlation: Privacy Concerns vs. Satisfaction

Variables	Correlation Coefficient
Privacy Concerns vs. Satisfaction	**0.288**

Interpretation

There is a weak positive correlation (0.288) between privacy concerns and satisfaction — suggesting that higher privacy concerns slightly correlate with higher satisfaction, though the link is not strong.

4) Regression Analysis: Predicting Satisfaction

- Dependent Variable: Satisfaction
- Independent Variables: Privacy Concerns, Tech Usage Frequency

Predictor	Coefficient	Standard Error	t-Value	P-Value
Intercept (constant)	3.239	0.435	7.454	0.000
Privacy Concerns	0.188	0.091	2.066	**0.044**
Tech Usage Frequency	-0.042	0.102	-0.409	0.685

- R-squared: 0.086 (8.6% of variance in satisfaction explained by the model)
- F-statistic p-value: 0.120

Interpretation

- Privacy Concerns: Statistically significant (p = 0.044), showing a small but meaningful relationship with satisfaction — higher privacy concerns predict slightly higher satisfaction.
- Tech Usage Frequency: Not significant (p = 0.685), meaning it doesn't strongly influence satisfaction in this model.

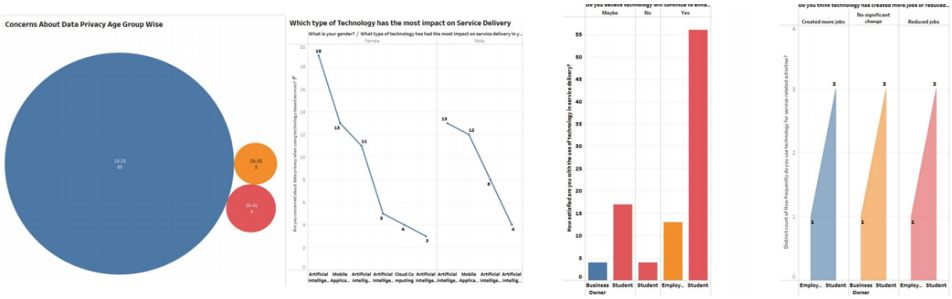
Hypothesis

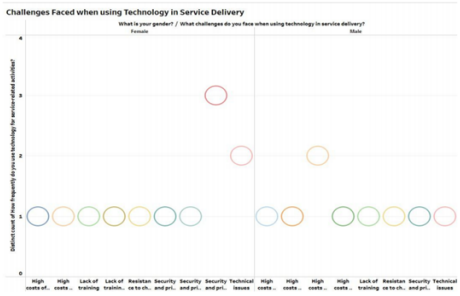
- H0: There is a significant relationship between gender and job impact due to technology.
- H1: There is a positive correlation between privacy concerns and satisfaction with technology.
- H2: Technology usage frequency significantly affects satisfaction levels.

Findings

1. There is no statistically significant relationship between gender and job impact (p = 0.095).
2. The average satisfaction level was found to be 3.76 out of 5, reflecting moderate to high satisfaction. Privacy concerns averaged 3.68 out of 5, indicating a moderate level of worry regarding data security.
3. A weak positive correlation (0.288) implies that greater privacy concerns are somewhat associated with higher satisfaction, although the relationship is not strong.
4. Privacy concerns had a significant effect on satisfaction (p = 0.044). The frequency of tech usage did not have a significant effect on satisfaction (p = 0.685).

Data Visualization





Research Gap

- Narrow Focus: The research does not thoroughly examine how particular technologies (such as AI and mobile applications) affect service delivery results.
- Demographic Variety: Including a more varied sample (in terms of age groups and industries) could yield more profound insights.
- Temporal Effects: The research is cross-sectional; observing the effects of technology over time would provide more comprehensive data.
- Qualitative Perspectives: The study is missing open-ended responses regarding why participants feel content or have concerns about privacy.

Limitations of The Study

1. The use of convenience sampling may mean that the data primarily represents the views of individuals who are readily accessible, which could introduce bias and reduce the variety of responses.
2. The study collects data from a single moment, which overlooks how the effects of technology on service delivery might change over time. A longitudinal study could provide more comprehensive insights.
3. Although the study includes statistical analysis, it fails to capture the in-depth experiences, suggestions, or challenges faced by respondents regarding technology use. Incorporating open-ended questions could enhance the findings.

Suggestions of The Study

1. Implementing focused training initiatives could help mitigate job losses associated with technology.
2. Establishing clear data protection policies would help address user apprehensions.
3. It might be beneficial to investigate how AI and automation can enhance service delivery and improve customer satisfaction.

Conclusion of the Study

According to the research, there is an intermediary level of satisfaction with the use of technology in service provision, and more worries about privacy. Even though privacy concerns are slightly correlated with satisfaction, the number of times using technology has no significant effect on satisfaction. The effects of jobs have identifiable gender differences but this is not significant. To mitigate such problems, organizations ought to focus more on how to enhance their data security, increase their technology training initiatives, and collect more elaborate feedbacks. Tactics of service delivery will be further enhanced by continuous evaluation of the impact of the adoption of technology.

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