

Developing a Model for Customer Satisfaction with Government Digital Services in Kuwait: A conceptual Study

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Abstract:

Little research has examined the drivers of customer satisfaction with government digital services in Kuwait, and we address this gap by proposing a literature-grounded model in which five interrelated antecedents—service quality, accessibility, ease of use, perceived security, and perceived trust—shape citizens' experiences and overall satisfaction with digital government platforms. By integrating these constructs, the model offers a coherent theoretical foundation for designing secure, user-friendly, and inclusive services that build public trust and foster engagement, thereby advancing digital transformation agendas in the region. We also derive actionable implications for policymakers and practitioners on where to prioritize investments and interventions to elevate citizen satisfaction. As an avenue for future research, we will empirically validate the model in the Kuwaiti context and invite researchers to test and refine it across diverse cultural and technological settings to assess its generalizability and boundary conditions, contributing to more effective and citizen-centric digital government strategies.

Keywords:

Digitalisation, digital transformation, public sector, service quality, Kuwait, e-government, digital satisfaction.