

# The impact of the local administration on achieving local development in the municipality of Al-Muwaqar from the point of view of Customers

Yasmeen Mohammad Qublan Aljahni

A Civil Engineer, The Ministry of Local Administration, local development Unit, the municipality of Al-Muwaqar, Amman, Jordan

## Abstract

The study aimed to identify the impact of the local administration on achieving local development in the municipality of Al-Muwaqar from the point of view of customers. A strong positivity between the local administration by clients and the achievement of local development, as it was found that the auditors' answers to the questionnaire phrases were positive, and that the average answer in general exceeded the standard average of the answers. The study also recommended: the need to rehabilitate employees and train them on effective strategies in providing services through workshops and training courses. The employees in the municipality must be familiar with all means of communication and communication.

**Keywords:** local administration, achieving local development.

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## 1. Introduction

The importance of local authorities lies in the role they play in serving the citizen and in development and development. Local authorities are always in daily and direct contact with all aspects of the citizen's daily life. Local government institutions, and municipalities in particular (Al-Mubayedeem, 2020), are a major nerve in the general structure of modern countries. In addition to being a basic pillar of the political process at the local level of society, it bears major administrative and service responsibilities and burdens that affect various areas of community life. Therefore, the effectiveness and efficiency of these institutions in performing their political role and carrying out their various tasks are considered important indicators of the vitality of the political system. Within the state, and with the development of the concept and field of development in recent decades (Shintawi, 2002), several names appeared alongside the term economic development, such as social development, sustainable human development, and human development. Several concepts have emerged that mean defining the scope of development, such as national (national) development. Regionalism, and local development, the latter were not raised until the beginning of the eighties of the twentieth century, when development tended to be within a self-styled mechanism in which all segments of society contribute and respond to the needs of the population, while abandoning the sporadic and unorganized development work, as well as the necessity of reviving local centers that make optimal use of local natural and human resources (Al-Ta'amna, 2005). Non-governmental organizations have contributed to consolidating the conviction of the importance of local development through self-development and solidarity programs, stabilizing residents in their original locations, preserving the environment, creating the local space, and attributing government development programs that have adopted and implemented them in poor and isolated areas.

The concept of local development is based on two main elements: popular participation in local development efforts to improve the standard of living and quality of life, and the provision of various services and local development projects in a manner that encourages self-reliance and participation (Allawi, 2022).

### 1.2 The problem of the Study

The concept of local development has emerged after the increased interest in local communities because they are a means to achieve comprehensive development at the local level. Self-efforts and popular participation are no less important than governmental efforts in achieving development, through the population's contribution to the development and implementation of development projects, which requires concerted local efforts and government efforts. To improve the quality of the economic, social, cultural and civilizational life of local communities, and to integrate them into local development. Through this, we can clarify the problem of the study by answering the following question:

What is the impact of the local administration on achieving local development in municipality of Al Muwaqar from the point of view of customers?

### 1.3 The importance of the study

The importance of the study can be divided into:

#### First: Theoretical importance:

The importance of this study lies in the theoretical aspect in its dealing with a vital topic characterized by modernity, as it examines the issue of the impact of local administration on achieving local development in the Muwaqar municipality from the point of view of customers, and therefore it is hoped that the current study will constitute a modern scientific addition to researchers and specialists in this field.

#### Second: Practical importance:

The importance of the study is to draw the attention of decision-makers in the Ministry of Local Administration to the importance of the impact of local administration on achieving local development, which is reflected in raising the level of application of modern practices of local administration to achieve local development in the municipality of Muwaqar from the point of view of customers, which is directly reflected on the performance and development Local Administration.

### 1.4 The objectives of the study

1. Identifying the impact of the local administration on achieving local development in the Al Muwaqar municipality from the point of view of customers.
2. Provide recommendations to decision makers in the Ministry of Local Administration on the importance of the impact of local administration on achieving local development.

### 1.5 The hypothesis of the study:

The hypothesis of the study: There is a statistically significant effect at the level of significance ( $\alpha \geq 0.05$ ) for the local administration in achieving local development in the municipality of Al Muwaqar from the point of view of customers.

### 1.6 Terminology of study

**Local administration:** An administrative method that ensures the provision of a degree of independence to the local authorities in their specific competencies in the field of the administrative function carried out by the central authority in the state mainly with the aim of developing their societies and satisfying the needs of their members, while these facilities are subject to a degree of oversight from the central authority (Shatnawi, 2002).

**Local development:** It has been defined as a process through which individuals' efforts are unified with government efforts with the aim of improving the economic, social and cultural conditions of local communities within the general framework of the state in a way that contributes to the nation's progress.

### 1.7 limits of the study:

Temporal boundaries: 2022.

Spatial boundaries: in the municipality of Al Muwaqar.

## 2. Literature review

This chapter deals with an overview of the study variables in terms of the concepts addressed by previous researchers, as well as the dimensions in which the study variables were measured. This chapter also provides a review of the scientific literature that discussed the variables and linked them, in addition to clarifying what distinguishes this study and the extent to which previous studies have benefited.

### 2.1 The concept of local administration:

Local administration is a form of local organization, according to which administrative tasks are distributed between the central government and elected and independent local bodies, which perform their function under the supervision and control of the central government, while others go to define it as those elected councils in which local units are concentrated, and are accountable to the residents These units carry out tasks complementary to the task of the central government, while some define them as a distribution of administrative functions between the central government and elected local bodies that carry out their tasks under the supervision and control of the government (Naji, 2009). While "Darson" go to the definition of local administration as a method of administrative organization of the state, based on the distribution of state activities and tasks between central and local agencies

that are efficient in managing local affairs. Local administration is that the administrative organization of a country's territory, according to which the central government resorts to distributing some administrative tasks and assigning them to independent and elected local bodies that exercise their tasks on a specific geographical region, and are responsible to their local community, and their performance is monitored by the central government (Shintawi, 2002).

### **2.2 Foundations of local administration:**

The local administration is based on a set of foundations, the most important of which are the following (Al-Ta'minah, 2005):

1- Division of the state into geographical and administrative entities, and its enjoyment of legal personality:

It is the basis that determines its independence from the central government and indicates whether the administration is decentralized or not. What is meant by a legal personality is its legal capacity to assume its full responsibilities in terms of exercising its functions in accordance with the mandate granted to it by the central government, and thus it is independent of its originators and affiliates, and enjoys independent financial disclosure. A legal personality sues others before the law.

2- It is embodied in elected local councils:

Recognition of the local administration as a legal personality is not sufficient to carry out its tasks due to the inability of the residents of the local region to carry out their tasks collectively, which requires the selection of those who represent them and represent them in this local body, which is done by election according to specific criteria.

3- The elected councils are independent and subject to the central government:

The central government reserves the right to supervise and monitor the work of the local administration to ensure the proper conduct of its tasks in accordance with the general objectives and in accordance with the policies established to fulfill the requirements of the local affairs of the population, in accordance with legal texts that define the tasks and how to best perform them, and the local administration as a sound and successful system based on the decision-making of the local population of a local character through their freely and directly elected representatives.

4- Enabling local citizens to manage their local resources without hindrance tutelage from the central authorities.

The role of the central government remains when setting public policies, monitoring, following up and directing local performance.

### **2.3 Objectives of the local administration:**

There is no doubt that every country adopts the local administration system, but resorts to it in order to achieve many goals, the most important of which are the following (Shintawi, 2002):

1. Political objectives: It is represented in the promotion of democracy and participation through the free choice of representatives of the population at the local level through elections in a manner that enshrines the principle of people's self-governance and training the local population in managing their affairs, and making decisions concerning their affairs in a democratic atmosphere, which will give them political experience in managing The public issue, which leads to the strengthening of national unity and the achievement of national integration and limits the monopoly of certain political parties on political action and the strengthening of the political, economic and social construction of the state.

2. Administrative objectives: They are represented in achieving administrative efficiency, especially in urgent economic aspects, which are often on the agenda of local affairs, eliminating the bureaucracy of central government departments, and creating an atmosphere of competition between different local groups and benefiting from each other's experiences.

3. Social goals: where the local community contributes to linking the central government with its popular base, which is positively reflected on the local population and meeting their economic needs. It also contributes to establishing trust in the citizen and respecting his desires to participate in managing public affairs, as well as developing a sense of belonging to the homeland among citizens.

### **2.4 Local Governance System Problems:**

The local administration is not from anyone, but it is the necessity of a government that cares about the concerns of its citizens and their participation, the importance of the local decision regarding local issues, and the distance from the hierarchy of power and the associated slowness of procedures and the blockage of communication channels between the base of the pyramid and its top. Those who are able to manage their services themselves and then take responsibility for their own public decision and search for the best ways to meet their needs and public interests, the local administration is an expression of democracy, as the contemporary state found itself

distinguished in involving citizens in managing their local affairs by participating in the management of councils and training them on the principles of work. The political and the rule of the people by themselves and for themselves without guardianship or guardianship from anyone, in addition to considering local public bodies a practical school to graduate the best members of the legislative representative councils in the state. The local administration system also helps to educate the electorate with a valid political education, then it is what provides the parliamentary system with secondary representative bodies besides the legislative body in the country. Undoubtedly, local democracy is the most important component of a comprehensive national democracy, and local freedoms are an important branch of freedoms. Nationalism, and one of the most important reasons for the emergence of the local administration system is the necessity of increasing the state's functions, after its function was limited to maintaining internal security, repelling external attacks and establishing justice among people, while it has intervened in many fields to achieve social and economic goals, and the division of labor where there are services that provide The central government, and there are local services undertaken by the local administration, and the diversity of management methods according to local conditions, to ensure that services are performed in a manner that is compatible with the local environment of each administrative unit, and the local administration is more aware of local needs, training in governance methods, and justice in the distribution of financial burdens. Simplifying procedures and eliminating red tape and disparities between the regions of the state, and the introduction of democratic systems of government (Al-Mubaideen, 2020).

### **2.5 The local administration in Jordan:**

Municipalities are among the most important units of local administration, based on Article No. 21 of Municipal Law No. 22 of 2021, municipalities are classified into three categories according to the following:

The first category: municipalities of governorate centers, and municipalities with a population of more than two hundred thousand people.

The second category: Municipalities of district centers, and municipalities whose population ranges between fifty thousand and two hundred thousand people.

The third category: other municipalities that were not included in the first and second categories.

### **2.6 The developmental role of local administration according to Jordanian law:**

It is the responsibility of the municipal council and the municipality to carry out many tasks and functions within the boundaries of its municipality, and they have the right to carry out the tasks through the employees and users of the municipality, in partnership and coordination with other government departments and with the competent authorities, and based on the Municipal Law, the council has the authority and powers that enable it to carry out. It has many tasks and powers, and these tasks are represented in the following (Municipalities Law No. 22, 2021):

- 1- Approval of the municipality's annual budgets, financial statements and schedule of formations and their approval by the minister, in addition to approving the indicative municipal budget for the next four years, and approving the projects of development and strategic plans that meet the needs and requirements of citizens within the municipality area and submitting them to the Executive Council.
- 2- Urban and urban planning for the municipality, carrying out tasks related to the creation and planning of streets, their encroachment and cancellation, determining their dimensions, working to open and paving them, constructing and beautifying sidewalks, cleaning and lighting them, maintaining and planting streets and sidewalks, preventing encroachment on them, naming or numbering them and numbering the buildings adjacent to them, taking all measures related to the protection of streets, and monitoring The neighboring lands and inviting their owners to erect fences around them, pay attention to the general appearance of the city, and take decisions related to beautifying and improving any property that harms the general view.
- 3- Working to achieve sustainable development through the preparation of programs aimed at achieving them and following up their implementation, with the participation of the local community, in addition to managing all projects, services and local facilities through the municipality's employees and partners working as its subsidiaries or other municipalities or partnership with the private sector and local community institutions, Approving development projects and working to implement them for the benefit of the residents of the municipality's areas.
- 4- Coordination with all concerned parties regarding the management and organization of the distribution of water, electricity and gas among the population, and coordination for the establishment of sewage networks, the establishment of public markets and cemeteries and their organization, defining their specifications and selecting appropriate sites for them, organizing industries and crafts and defining special places for them, and coordinating to locate sites Electricity transfer stations, locating schools and places of worship, working on their maintenance, licensing advertisements and billboards, and determining their locations and alternatives.

- 5- Contribute to the development and organization of transportation networks and parking lots within the municipality's borders, and work to provide green spaces, parks, public bathrooms and facilities that contribute to meeting the needs of citizens.
- 6- Taking precautions related to preventing damage and natural disasters such as fires, floods, floods and earthquakes, and taking all measures related to protecting the local population and preserving their lives, in addition to the necessary precautions and measures to preserve the public health of citizens and prevent the spread of diseases and epidemics, in coordination with the competent authorities.
- 7- Supporting social and cultural activities through the establishment of public libraries, museums, cultural, artistic and sports clubs, and contributing to the preservation of tourism and heritage places, and working on taking care, managing and investing them in the correct manner, and organizing and managing restaurants, cafes, theaters and clubs in the correct manner.
- 8- Preserving the environment, preventing pollution, removing and recycling or destroying waste, preserving natural resources and making optimal use of them.
- 9- Taking the necessary measures and measures to demolish the buildings that are in danger of collapse and to preserve the aesthetic appearance of the city.
- 10- Investing the municipality's movable and immovable properties and funds, and providing an investment environment by encouraging the establishment and practice of economic activities and projects, simplifying procedures for investors, managing municipal properties and establishing municipal-owned investment projects.
- 11- Forming voluntary and charitable committees to carry out work that serves the regions, research topics and issues that are submitted to the Municipal Council, and take appropriate action for them, and carry out any tasks or powers of a municipal nature or what is delegated or entrusted to municipalities by official or public institutions, provided approval Council of Ministers, and to meet the financial costs incurred in carrying out these tasks.

## 2.5 Previous studies

The following are the most prominent of these studies:

**Allawi's study (2022)** aimed to review the concept of sustainable local development, explain its dimensions, the role of local administration in achieving it, and identify the challenges facing the municipality in achieving sustainable local development, and the study relied on the descriptive approach. The study concluded that sustainable development is a way of life and a way of living, and it requires that official and local bodies develop integrated management methods through which society is dealt with as an integrated system and includes a set of systems such as the economic, social and environmental system. The study recommended the development of a new law for local administration that defines a clear role for local units in achieving sustainable local development, and developing methods for selecting local leaders provided they have experience and scientific qualification, and work to establish information centers in local councils, and the need for sound strategic planning, implementation and follow-up in order to achieve sustainable local development And the contribution of community participation in this planning as one of the most important functions of the administration.

**The Giljal study (2017)** aimed to identify the role of local administration in achieving sustainable development. The study relied on the historical and analytical method. The study reached several results, the most important of which are: Sustainable development plays a major role in the promotion and advancement of societies. Sustainable development is a process that everyone seeks. Countries to improve social, environmental and economic life to serve current and future generations. The local administration aims to alleviate poverty and social problems by providing sustainable social services. The most important recommendations of the study were: to rely on the existing competencies in the local administration to manage the development process, and it is necessary to develop and support local planning and raise the efficiency of the local administration through training and employing qualified frameworks, in addition to developing mechanisms for administrative control over local bodies, and encouraging popular participation. and organized volunteer work.

**Naji's study (2009)** aimed to analyze the role of local administration in local development in light of the economic and political transformations that some developing countries have experienced, by addressing the functions and tasks of local units and their relations with the central authority and non-governmental organizations, focusing on the local (municipal) administration model in Algeria, in order to familiarize researchers and scholars with the local system with its components, principles, levels, legislation and public policies in the Algerian experience. The study relied on the descriptive analysis methodology to monitor organizational relations, interpret field practices and analyze factors affecting the performance of the local administration, in addition to the institutional legal

approach by studying the documents, laws, decisions and public policies of the municipality. The study started from a main question centered on the role of local administration in making and implementing local development policies. It tried to give an integrated picture of local administration that combines legal texts and reality, and description and analysis, with suggestions and recommendations to develop the effectiveness of the role of local administration in Algeria.

### **Commenting on previous studies**

By reviewing previous studies, the following is noted:

The efforts of previous researchers were benefited by defining the dimensions of the study to measure the study variables, in addition to building the theoretical framework for this study by making use of the concepts and definitions that the researchers dealt with related to the study variables. A questionnaire was developed for this study, through which data were collected from the study population, based on published research, and the study questions were formulated based on previous studies from previous researchers.

### **3.method and procedures:**

#### **3.1 Study methodology and tools:**

The study relied on the descriptive analytical method because it is the appropriate method for this study, with the aim of identifying the impact of the local administration on achieving local development in the municipality of Al Muwaqar from the point of view of customers.

#### **3.2 Study population:**

The study relied on the descriptive analytical method because it is the appropriate method for this study, with the aim of identifying the impact of the local administration on achieving local development in the municipality of Al Muwaqar from the point of view of customers.

#### **3.3 The study sample:**

A random sample of 75 customers in the municipality of Al Muwaqar in Jordan.

#### **3.4 Sources for collecting information:**

The study relied on two sources of data collection, namely:

Secondary sources: These are the previously collected data, such as: library and electronic sources, studies and research published on the study variables.

Primary sources: They are the sources used to obtain data from the study sample through a questionnaire that was designed and developed based on previous studies as a tool for collecting information from the study sample.

#### **3.5 Statistical methods used:**

The study data was analyzed based on the Statistical Package for Social Sciences (SPSS) program, and it includes the following statistical methods:

Descriptive statistics: through the arithmetic mean, standard deviation, frequencies and percentages, in order to describe the study variables and the characteristics of the study sample.

Multiple regression analysis: to study the effect of the independent variable (local administration) on the dependent variable (achievement of local development).

Cronbach's alpha test: by measuring the reliability of the questionnaire that was used.

Pearson correlation coefficient: to measure the strength of the relationship between variables.

#### **3.6 Research procedures and work plan program:**

To achieve the objectives of the study, the researcher did the following:

1. Develop a study plan and present it to specialists in scientific research methods.
2. Previous literary studies related to study variables and reference to books and periodicals were collected in order to prepare the second chapter, which is (theoretical framework).
3. The method that was adopted and the method of selecting the sample size and conducting the validity and reliability tests for the study tool were shown. The researcher made the study tool (the questionnaire) by referring to the previous studies and then distributing it to the sample represented by the study community itself (Chapter III - Method and Procedures).
4. After distributing the questionnaire, the data was collected and then analyzed through the statistical program (SPSS), where the characteristics of the study sample were described, the variables were described, the hypotheses were tested, the results were analyzed and the necessary recommendations were made (Chapter IV - the results of

the study and discussion of the results).

#### 4. Statistical Analysis

The data was unloaded, results were monitored, tabulated and entered into the computer (computer) and statistical analyzes were performed using the (Statistical Package for Social Sciences) (SPSS). The t-test was used to test the hypothesis of the study. And to verify the stability of the distributed questionnaires, the internal consistency coefficient (Cronbach's alpha) was calculated, which amounted to (0.81), which is a value that can be considered acceptable for the purposes of the study. (75) questionnaires were distributed to the clients of Al-Muwaqar Municipality, and (60) valid questionnaires were accepted for the purpose of statistical analysis.

##### 4.1 Characteristics of the study sample:

Table No. (1) shows the personal characteristics of the study sample, which consisted of 60 references, where we find that 48 references from the sample are males, with an amount of 80% of the sample size, while the size of females in the sample did not exceed 20%.

Table No. (1) also indicates that the age group from 20 years to less than 25 years amounted to 36.7%, which is the largest percentage for age groups, as for other age groups, we find that 10% is from the age group from 25 years to less than 30 years and 26.7 and that the age group from 30 years to less than 35 years 10% for the age group from 35 years to less than 40 years and 16.7% for the age group 40 years and over.

	Category	Repetition	percentage
<b>Gender</b>	Male	48	80%
	Female	12	20%
	<b>Total</b>	<b>60</b>	<b>100%</b>
<b>Age</b>	From 20 years to less than 25 years	22	36.7%
	From 25 years to less than 30 years	6	10%
	From 30 years to less than 35 years	61	26.7%
	From 35 years to less than 40 years	6	10%
	40 years and over	10	16.7%
	<b>Total</b>	<b>60</b>	<b>100%</b>

##### 4.2 Descriptive statistics for the sample answers:

Assign each paragraph a specific mark so that the employee gets 5 marks if he answers (strongly agree), 4 marks if he answers (agree), 3 marks if he answers (neutral), two marks if he answers (disagrees), and one mark if he answers (strongly disagrees), After collecting these marks and dividing them by their number (5), then we have the standard mean, which is (3), so if the average of the answers is higher than (3), the teachers' attitudes towards the questions are positive.

It is clear to us from Table No. (2) regarding the analysis of the study's hypothesis phrases: There is a statistically significant effect at the level of significance ( $\alpha \geq 0.05$ ) for the local administration in achieving local development in Al Muwaqar municipality from the customers' point of view. It was found that customers' attitudes were positive towards these statements, where phrase 1 and phrase 9,10 got the highest score with an arithmetic mean of 4.47, and phrases 2, 3, 4, 7, 8 at a medium degree, and the lowest score were phrases 5, 6 and these The result is considered positive.

**Table (4) the arithmetic mean of the hypothesis statements:**

No	Texts	Strongly agree	agree	neutral	Not agree	strongly refuse	SMA	standard deviation
1	The municipality constantly seeks information related to citizens' needs in order to implement them.	34	20	6	0	0	4.46	.675
2	The municipality provides quality programs that contribute to the development of the local community.	16	44	0	0	0	4.26	.445
3	I believe that the neighborhood development teams formed by the authority contribute to the community's participation in decision-making.	32	16	12	0	0	4.36	.795
4	The municipality provides sufficient services to support and empower the local community's programs.	30	20	10	0	0	4.33	.751
5	The municipality provides sufficient support for youth and sports programs.	10	38	19	10	6	3.19	.434
6	The municipality provides enough parks and recreational places for the family.	8	20	15	9	11	3.05	.716
7	Employees deal equally and without discrimination with the recipient of the service	39	18	6	2	0	4.44	.766
8	The municipality actively responds to environmental complaints	33	24	17	6	0	4.17	.726
9	I think that the location of the municipality is in an easily accessible place	38	22	0	4	0	4.47	.474
10	Ease of access for the employee concerned with providing the service.	28	24	0	0	0	4.48	.734
<b>Total</b>		<b>60%</b>					<b>4.122</b>	

#### 4.3 Testing hypothesis of the study:

To test the hypothesis of the study, we conducted a simple regression analysis between the questions, the impact of the local administration on achieving local development in the Al-Muwaqar municipality from the point of view of customers. Table No. (3) indicates the results of the analysis.

The value of the correlation coefficient (R) was 0.86, and this indicates a positive and strong relationship between local administration and local development.

The value of the coefficient of determination ( $R^2$ ) was 0.71, and this indicates that the local administration determines about 71% of the changes in achieving local development.

**Table No. (3) The results of the resolution analysis using simple regression analysis**

Test (T)	correlation coefficient (R)	Beta value	Morale degree
	0.86	0.19	$\alpha \leq 0.05$
calculated (T)	Tabular (T)	coefficient of determination ( $R^2$ )	hypothesis result
1.932	1.671	0.71	reject the null hypothesis

The general rule for hypothesis testing includes accepting the main hypothesis if the calculated (t) value is less than the tabular (t) value, and rejecting the null hypothesis if the calculated (t) value is greater than the tabular (t) value. Referring to the results of the analysis in Table (4), we find that the calculated (t) value amounted to 1.932, which is greater than the tabular (t) value of 1.671 at a significant ( $\alpha \leq 0.05$ ) and a confidence degree

(0.95%), and therefore we reject the null hypothesis of the study, which It says, "There is no statistically significant effect at the level of significance ( $\alpha \leq 0.05$ ) for the local administration in achieving local development in the municipality of Al- Muwaqar from the point of view of customers.

And we accept the main hypothesis which says: There is a statistically significant effect at the level of significance ( $\alpha \leq 0.05$ ) for the local administration in achieving local development in the municipality of Al- Muwaqar from the point of view of customers.

### 5.Conclusion

The results of the study indicated that there is a strong positive relationship between the local administration by the auditors and the achievement of local development, since the correlation coefficient ( $r$ ) was about 86%, and this is a strong and positive percentage. The results also indicate the importance of local administration, and we can infer this from the value of the coefficient of determination, which is  $R^2$ ) 71%, which is the value that determines the extent to which the achievement of local development is affected.

As for the questionnaire statements, it was found that the auditors' attitudes regarding the statements related to the impact of local administration in achieving local development in the municipality of Al- Muwaqar from the point of view of customers were positive, and that the average answer to the statements in total exceeded the standard average of the answers.

Based on the hypotheses testing, the study rejected the null hypothesis that "there is no statistically significant effect at the level of significance ( $\alpha \geq 0.05$ ) for local administration in achieving local development in the municipality of Al- Muwaqar from the point of view of customers. And the acceptance of the main hypothesis that says: There is no statistically significant effect at the level of significance ( $\alpha \geq 0.05$ ) for the local administration in achieving local development in the municipality of Al- Muwaqar from the point of view of customers. The study recommended the necessity of rehabilitating employees and training them on effective strategies in providing services through workshops and training courses. The employees in the municipality must be familiar with all means of communication. In addition to working on the establishment of parks and places of entertainment sufficient.

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