Workers Creative Ability and Service Quality of Local Governments in Anambra State

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Abstract: The study examined the workers creative ability and service quality of Local Governments in Anambra state. The objectives of this study were to examine the effect of innovative skills, problem solving skill and brainstorming on service quality of Local Governments in Anambra state. Relevant theoretical and empirical literatures were reviewed. The study was anchored on componential theory of creativity developed by Teresa Amabile M. (1996). The study collected data from primary and secondary sources. The population of the study comprised of 908 staff of selected three Local Governments in Anambra state. 908 copies of the questionnaires was duly completed and returned. Formulated hypothesis were tested using regression analysis. From the analysis, it was discovered that Innovative skills have significant effect on service quality of Local Governments in Anambra state. Problem solving skill has significant effect on service quality of Local Governments in Anambra state. Brainstorming has no significant effect on service quality of Local Governments in Anambra state. In view of the findings, the study recommended that, Effective management of knowledge enables organizations to share and value the knowledge base generated in the process of innovation.

Key Words: Innovative skills, problem solving skill, brainstorming, service quality

INTRODUCTION

1.1 Background of the Study

Workers creative ability is defined as shared beliefs, values, and expected behaviour within an organization that fosters originality and novel work, emphasizing the generation of new and inventive ideas. The basic reflections of a workers creative ability include a risk- taking ethos, team work, workplace autonomy and workplace transparency (Sonenshein, 2016). A creative culture is believed to be a potential determinant of increased employee engagement this owes to the fact that a creative culture can prevent expression of creativity among employees and it can also encourage creative behaviours within an organization (Falola et al., 2018). Therefore, establishing a clear creative environment in an organization encourages employees to use intrinsic motivation to generate creative ideas (Zhou & Hoever, 2014). Workers creative ability not only plays a vital role for an employee but for organizations as well.

As we, all know that in this 21st century technology is rapidly taking over so it is very important that all employees develop such technical and innovative mind set. It is also affecting the economy positively (Runco 2004). It is very important to match employees with problem solving experiences that would help them stretch themselves intellectually. (Kremer, Villamor and Aguinis 2018). Nowadays it has become a necessity for the employees to be creative and open to new challenges. Creative business ideas set companies apart from one another. All the organizations in today's world demand creativity. It is also very important for an organization to stress upon creativity. There should also be a culture of rewards and appreciation in an organization so that staffs are enthused to contribute ideas and reflect critically. According to (Wang, MS; Noe, 2010) for creative performance of an individual, the assistance of knowledge sharing is very vital. In fact, creativity is developed due to information distribution. For workers creative ability to occur, there is also required sustained investment from organization in learning activities of employees in order to develop their creativity and work-related skills (Yousie & Harjee, 2013). By focusing on employee's reflection, insight, and awareness, employee creativity can be fostered. A study by Toumi-Grohn (2003) pointed out that when organization provide staff learning opportunities, it helps in promoting creativity among staff. The work of Kerosuo and Toiviainen (2011) showed that workers creative ability leads to the higher quality of work among different sector employees. Previous studies show that workers show positive attitude when they come across interesting jobs (White & Bednar, 1991). Thus, employee's work may not be tightly controlled, deskilled, or fragmented and instead characterized by variety and autonomy for enhancing staff learning and development. Researchers has been suggesting that workers creative ability is the generation of new and useful ideas. It is critical for the company existence & its competiveness (George & Zhou, 2002;).

1.2 Statement of the Problem

Workers creative ability enables an organization to become the market leaders in their fields based on improved efficiency in proffering solutions to consumer problems (Amabile & Mueller, 2008). However, many organizations do not have this fundamental capacity. A key factor in this shortcoming is a failure of organizations to build up a culture where workers creative ability is given the topmost priority because organizations don't become creative by simply hiring creative people but mostly by creating creative cultures (Moses et al., 2016). (Landry, 2012) opined that when workers are creatively engaged, they propose new and beneficial products, concepts, or processes that make available important raw materials to an organization for improvement and success. Hence, organizations should be in search of how to nurture individual originality and teamwork because it is a key basis for novelty that is essential in the market. The process of workers creative ability engagement can be triggered by creating a creative culture (Gichohi, 2014; Nawaz et al., 2014). Hence, creativity is a philosophy and principle that should be adopted by every organization desiring success and performance on the part of employees (Schneider et al., 2009; Adeyeye et al., 2016). However, many organizations especially in Nigeria

do   not   take creativity into consideration; rather they set stringent rules and regulations which employees must follow which mostly foster routines in carrying out work roles (Sonenshein, 2016). In this kind of setting, employees are not allowed to bring out new ideas or ways of carrying out activities. To this end the study seeks to examine the effect of workers creative ability on service quality of Local Governments in Anambra state.

1.3 Objectives of the Study

The main objective of the study is to ascertain the effect of workers creative ability on service quality of Local Governments in Anambra state. Specifically, the study seeks to:

1. Examine the effect of innovative skills on service quality of Local Governments in Anambra state.

2. To evaluate the effect of problem solving skill on service quality of Local Governments in Anambra state.

3. Investigate the effect of brainstorming on service quality of Local Governments in Anambra state.

1.4   Hypotheses

The followings hypotheses were formulated to guide the research questions;

Ho_1:   Innovative skills have no significant effect on service quality of Local Governments in Anambra state.

Ho_1:   Problem solving skill has no significant effect on service quality of Local Governments in Anambra state.

Ho_1:   Brainstorming has no significant effect on service quality of Local Governments in Anambra state.

REVIEW OF RELATED LITERATURE

2.1 Conceptual Review

2.1.1 Workers creativity
Creativity can be explained as production of new ideas; a creative employee is one who can come up with new suggestions/ideas for the services to be constructed, the flood of the communication and understanding it in the same way which would affect the work done by the employee during his working hour (Amabile, 1988). Creativity is explained as a design in which the employee make such innovative construction in which the work related problems are resolved in rightful manner with step by step process, some explain it as the ability of the individuals how they can develop useful solution to meet the challenges and overcome the

problem them self individually Olokundun, Ibidunni, Moses, Olowookere, Omotoyinbo, & Ogueyungbo, (2019)

A creative employee is one who has the ability to be aware of the organization and must be sensitive so that he can tackle the problem, he must have sharp mind so he is able to remember his task for long time, and he must be adaptive, it is because due to Globalization there is rapid change in the technology as well the culture so a creative employee would be one who is able to
adapt all the changes before time, in this way he would be termed as creative (Evans, 1991). It has been long observed that employee's creativity is mostly seen by the large organization and team. Creativity is mostly involved in the generation of change in product, due to working in team the employee are constantly engaged in learning new knowledge, skills which are the necessary requirements needed by the organization from the employee so they can achieve timely goals (Amabile, 1988,). Creativity can be explained as introducing new techniques by individual or group of people in organization for achieving the maximum potential of human labor which will result in achieving goals effectively, due to innovation and globalization if a firm wants to compete with its competitor they must hire creative employee who are extroverts, feeling easy to work in groups. Employees with proactive personalities are the one which are mostly admired to make constructive change (Zhou and George 2001).

Employee's creativity can be most commonly be referred to an individual who has new ideas for his work & working style, he must be flexible in order to work in team rather than individually completing a project, a creative employee is one who has better skills of understanding   and   is
adaptable in order if new technology is introduced in the firm so he should be able to use it in no time, all these values indicate employee's are empowered so they can complete the task as they are feeling comfortable all these characteristics would help in getting to know new opportunities,
use of advance technology all these changes are part of everyday life (Runco, 2004). Creativity is adapted by the individual to do production with new ideas. The creativity may depend on the employee or situation; an employee may want to be in contact at highest or lowest level although he or she has great potential. Employee may use all of his/her capabilities, skill knowledge in effort to produce creative outcomes (Drazin et al., 1999).

2.2 Theoretical Framework

Componential theory of creativity

This thesis is anchored on componential theory of creativity developed by Teresa Amabile M. (1996). Amabile, a Professor of Business Administration in Harvard Business School introduced the componential theory of creativity which describes the theory as a "comprehensive model of social and psychological components necessary for an individual to produce creative work.

This theory is grounded in a definition of creativity as the generation of ideas or outcomes that are novel and useful to achieve organisational goals.

Hence, componential theory of creativity is designed to be comprehensively useful for both psychological and organisational creativity research. Amabile's belief is that the theory describes the creative process and various influences on the process and it's outcome. She further argues that, no innovation is possible without creative processes that mark the front end of the processes. According to this Theorist, those processes are:-

- Identifying important problems and opportunities.
- Gathering relevant information.
- Generating new and novel ideas.
- Exploring the validity of those ideas.

In this theory, four components are necessary for any creative response. Though, three are dominant components within the individual while the other is outside the individual.

1. **Domain Relevant Skills (Expertise):-** Which includes knowledge, expertise, technical skills, intelligence and talent in the particular domain where the problem-solver is working.

2. **Creativity Relevant Skills (Creative thinking):-** Which includes a cognitive style and personality characteristics that are conducive to independence, risk-taking and taking new perspectives on problems as well as a disciplined work style and skills in generating ideas.
Amabile cited examples of creative thinking skills as problem solving, writing, visual art, communication skills and open mindedness.

3. **Task Motivation (Intrinsic):-** This is a motivational variables that determines an individual's approach to a given task. People become more creative when they are internally motivated hence, they work without the promise of reward. The component outside the individual is the social environment in which the individual is working and this connects perfectly well with the second theory which is Interactionist Perspective of Organizational Creativity by Woodman & Co. (1993). Which stipulates that creativity is a complex interaction between individual and his work situation.

2.3 Empirical Study

Juliana, Hui, Clement, Solomon, and Elvis, (2021) investigate the relationship between creativity and innovation on entrepreneurship development. Before doing so, we marry the insights of several pieces of works of literature on creativity, innovation, and entrepreneurship stemming from Joseph Schumpeter's perspectives, theory, and research on innovation and entrepreneurship development. A survey design was adopted for the study. A valid sample of 257 impacted the study using Yemane sample size determination formulae. The research employed the Ordinary Least Square method and ANOVA Test for data analysis. In this study, we accept hypotheses H2 and H5 due to their significant and mutual relationship on the

measured variable whereas H1, H3, and H4 were not accepted owing to their insignificant impact on the independent variable (entrepreneurship development). The most significant variables in this research are technological advancement and strategy. The findings of this research are quite different from the influential factors (Ali Al Qudah 2018). The two measured significant variables can then be considered as major factors or requirements for innovation and the success of a country's entrepreneurship development. Having established this fact is a call on policy support and frame- work-specific not only for Nigeria but to any other country which is striving to achieve economic success. Interestingly, the matrix analysis established a strong relationship between creative thinking and innovative ability, as well as technological advancement although was negatively estimated on entrepreneurship development. This indicates that technological advancement is support for creativity and innovation. However, its direct effect on entrepreneurship development was not significantly estimated. This can further be investigated to ascertain reality. Therefore, this is a call on policy support and framework not only for Nigeria but to any other country which is striving to achieve economic success.

Zainal, (2018) examine creative and innovative management culture. Malaysia's efforts as a developing country in preparing its citizens to become a useful human capital that is innovating and has high creativity is an indispensable requirement to be used in the development of administrative and organizational, economic and social management. The cultures of these two skills are seen as a rewarding initiative as they are able to enhance their competitiveness in their respective fields of expertise which in turn constitute the fundamental pillar of fresh and fresh ideas. This study highlights the issue of creative and innovative management practices in assisting the achievement of a sound goal in an organization. Creativity is generally the ability to find original solutions and answers to problems or challenges faced in the workplace, business, science and the arts. The cultivation of this innovation and creativity is not limited to a single community, but it must be understood and practiced by all levels of society in various fields of expertise.

Hisham .&. Ibrahim, (2016) examined skills, attitude and knowledge as the key employee competencies that affect service performance. The study is a descriptive, cross-sectional; a quantitative method has been used and self-completion questionnaire developed by the researcher, using convenient sampling technique has been distributed to the customers of Sudanese telecommunication companies (Khartoum State was study area), to test the relationship between employee competencies and service performance from the standpoint of customers based on customer experience. The findings reveal that employee competencies have a direct impact on the service performance and customer experience and it is significant, and that customer experience has a direct impact on service performance, findings also reveal that customer experience has a mediating effect although it is not significant .skills have a significant positive and direct impact on service performance. The role of customer experience as a mediator between employee competencies and service performance is not significant. Employee skills are vital for better performance in service business. Managers need to pay more attention for employee skills to ensure successful service performance. Previous studies

have used employee self-reports or manager reports of employee competencies, both of which have major weaknesses when used to predict customer outcomes. This research investigates employee competencies from the customer standpoint. We adopted a customer perspective of employee competencies and used customer experience to predict the customer outcomes

Kankam-Kwarteng, Amo, Osei, & Bediako. (2021) examine the relationship between service innovation, service quality and marketing performance of SMEs in Ghana. Methods: Data were obtained from 164 SMEs in the Kumasi metropolis of Ghana through a structured questionnaire. Convenience sampling techniques was used to select respondents. The paths of the relationships were estimated and tested using t-values and coefficient weights. The study made use of Statistical Package for Social Science (SPSS version 21) and AMOS in conducting the analysis. Results: The study found that service innovation has significant positive influence on marketing performance of SMEs. Service quality was also found to significantly influence marketing performance of SMEs. The results also showed that relationship between service innovation and service quality was positive.. This research has several managerial implications based on the results of the descriptive estimates and the inferential results. Future research should estimate relationships between service innovation, service quality, and marketing performances in other developing economies to expand understanding of the interactive effects of service quality and service innovative on marketing performance of SMEs and support in providing more insights into how its implementation will impact on overall marketing performance. Originality: Based on the research findings the study has added to the continuous research in the area of performance of SMEs, specifically marketing performance. This paper would be significant to service innovation and service quality dimensions in the operations of SMEs.

Oboreh & Aruoren (2020) examined the effect of creativity on human capital development of Nigeria graduates entrepreneurs. The paper became necessary due to high rate of graduates unemployment in Nigeria. The study is a survey research design and data used were generated randomly from 2019 batch C stream II currently undergoing their mandatory one year National Youth Service Corps (NYSC) in Delta State Orientation camp. The data collected were analyzed with descriptive statistics while one tail t-test statistics was used to test the hypothesis formulated
at 0.05 level of significance. The results indicated that there is a positive significant relationship between independent variables which have a positive influence on human capital development of
graduate. It was recommended that graduates should seek to test new ideas and techniques available and ready to make mistakes and learn from them.

Dimnwobi. Ekesiobi, and.Mgbemena, (2016) Creativity, Innovation and Competitiveness in Nigeria: An Economic Exploration Creativity and innovation are important determinants of competitiveness, without which a nation or economy hardly becomes competitive. They are central to the development of any economy and as such a country must constantly keep abreast and adapt continuously to pave the way for significant improvement in contemporary

times. The study attempts an economic discourse of creativity, innovation and competitiveness using various indices for their measurements and examining critically where Nigeria (the country of interest) is positioned. The study reveals that Nigeria has a very low degree of creativity, innovation and competitiveness, when compared to other nations and this poses a threat to the diversification of the Nigerian economy championed by the present administration. The study recommends that Nigeria should take urgent concrete steps in addressing weaknesses in infrastructure, macroeconomic policy and security; while adequate investment should be made on human capital development.

METHODOLOGY

3.1: Research Design

The study adopted a descriptive survey design. This design is considered to be appropriate because, the study involves data collection in a natural setting. We also use it to seek clarifications and convenience on the part of the respondent given schedules.

3.2   Source of Data

The most crucial operation in the executive of a research work is collection of data because such information and data are necessary for arriving at the solution of the problem being investigated. Under going research of this nature call for the use of both primary and secondary source of data to make the work more reliable.

i.   Primary Sources of data

Primary data refers to the first hand data gathered by the researcher himself. Primary data sources include surveys, observations, experiments, and questionnaire.

ii.   Secondary Sources of Data

The secondary Source of data was obtained from the review of related literature. In other words the researcher consulted published and unpublished books, workshops, newspapers, magazines, annual reports e.t.c.

3.3: Population of the Study.

This describes number of people working in local government in Anambra, which constitute the universe of this study. The population of interest therefore consists of all staff working in local government in Anambra state. Thus the researcher selected three Local Governments such as Anocha (540), Onitsha North (280) and Nnewi South 88, which give the total population of 908. This population figure was derived from human resources personnel of selected local government. Since the population is not up to 1000, the researcher sampled all.

3.4: Method of Data Collection.

In this study the method use for data collection is structured questionnaire

3.5: Validity Test of Instrument

Validity in research refers to the degree to which a research instrument measures what it intends to measure. The study adopted the content validity test. The research instrument was given to five (5) business consultants to ensure that the questionnaire was well written and rid of ambiguities after which it was given to the supervisors for validation so as to ensure that the questionnaire captured the key concepts it was supposed to measure.

3.6: Reliability Test of Instrument

Reliability of a measure concerns its ability to produce similar results when repeated measurements are made under identical condition (Borden, Manion, and Morrison, 2008).To ensure that the instrument is reliable, a test-re-test method was adopted in which 20 copies of the questionnaire were distributed to the selected local government staff Anambra State understudy; two copies to each firms. The instrument was re-distributed for the second time (two weeks interval). The outcome was subject test using the spearman rank order correlation coefficient the result gave a reliability coefficient of r = 0.83, showing that there is high degree items is consistence. The result will be seen in appendix 3

3.7: Method of Data Analysis.

Statistics such as frequency count and percentages will be put to use in the analysis of research questions while hypotheses will be tested using correlation analysis and simple regression analysis. The hypotheses will be tested at 0.05 level of significance. Analysis will be carried out with the aid of Statistical Package for Social Sciences (SPSS).
Decision rule: we will accept Ho, if p-value is greater than 5% level of significance; otherwise we will reject Ho, to accept Hi

3.8 Model Specification

The fundamental linear equation which forms the model is drawn from the theoretical and empirical literatures reviewed in the previous chapters, it is observed that there is a casual link between the workers creative ability **and** service quality of Local Governments in Anambra state**.**. This approach is to modify the model by specifying a multiple regression equation made up of workers creative ability as a function of the service quality. As a result, the model is specified below,

SQ = f (INS, PSS, BRS)
Where

SQ = Service quality

INS = Innovative skill

PSS= Problem solving skill

BRS= Brainstorming

f=Functional Notation

The above equation can be put in an econometric form as;

$SQ = b_0 + b_1 INS + b_2 PSS + b_3 BRS + + \mu$

Where;

b0   =   Autonomous or intercept

b_1 =   Coefficient of parameter INS

b_2 =   Coefficient of parameter PSS

b_3 =   Coefficient of parameter BRS

μ =   Stochastic variable or error term

DATA PRESENTATION AND ANALYSIS

In this section, the data generated from the staff of the sampled firms were presented, analyzed and interpreted. Nine hundred and eight (908) questionnaires were administered; however, eight hundred and seventy-three (873) questionnaires were retrieved who shows 93.2% rate of returned questionnaire. Therefore the analysis and interpretation of data were based on the returned questionnaires.. The method used was the percentage tables. And ANOVA regression was used for the hypothesis testing. The first section covers the demographic features of the respondents. The second section analyzed the data relevant to research questions.

4.1 Demographic Characteristics of the Respondents

In this section, the demographic features of the respondents such as gender, marital status, age bracket, educational qualification and working experience are presented and analyzed. A total of eight hundred and seventy-three respondents were sampled and the results are presented in the table below.

Table 4.1: Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	387	49.1	46.2	42.0
	Female	486	51.9	53.8	100.0
	Total	873	98.9	100.0	

Source: Field Survey, 2023/SPSS

The above table reveals that the 46.2% of the respondents which represents three hundred and eighty-seven (387) persons were male respondents, while four hundred and eighty-six (486) respondents which represent 53.8% were female respondents. By implication, female respondents were more than male respondents by 7.6% in our selected population sample for this study. The implication of this is to enable us to know the number of female and male that successfully returned their questionnaire.

Table 4.1.2: Marital Status of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	380	40	43.5	40
	Married	486	58	55.6	58
	Others	7	2	1	
	Total	873	100	100.0	100.0

Source: Field Survey, 2023/SPSS

In the table above, out of the three hundred and eighty (380) respondents, representing 43.5% are single while four hundred and eighty (480) respondents which represent 55.6 percent are married. While seven respondents (7) which represents 1% were among widowed, divorced and separated. It is therefore glaring that the majority of the respondents are single as at the time of this study. Thus marital status table help us to know the number of single, married, and divorce respondents that answered the distributed questionnaires.

Table 4.1.3: Age Bracket of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 30 years	330	35	35	48.6
	31 - 40 years	220	24	24	74.0
	41 - 50 years	198	21.1	21.1	89.7
	51 years and above	189	20.1	20.1	100.0
	Total	873	98.9	100.0	

Source: Field Survey, 2023/SPSS

Table 4.3 above depicted the age bracket of the respondents. The distribution shows that 35% of the respondents are between the age brackets of 18 to 30 years while 220 respondents representing 24% are within the age bracket of 31 - 40 years. On the same note, 21.1% of the respondents are within the age bracket of 41 - 50 years while the remaining respondents representing 20.1% are within the age bracket of 51 years and above.

4.2 Multiple Regression Analysis

Table 4.4 Summary of the Regression Result

The result of the multiple regressions formulated in chapter three is presented in the tables below

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
					Change Statistics					
1	.803[a]	.645	.643	.70378	.645	394.223	4	868	.000	1.881

a. Predictors: (Constant), INS, PSS, BRS,
b. Dependent Variable: SQ

Table 3 shows that R^2 which measures the strength of the effect of independent variable on the dependent variable have the value of 80%. This implies that 80% of the variation in service quality is explained by variations in innovative skill, problem solving skill and brainstorming. This was supported by adjusted R^2 of 64%.

In order to check for autocorrelation in the model, Durbin-Watson statistics was employed. Durbin-Watson statistics of 1.881 in table above shows that the variables in the model are not auto correlated and that the model is reliable for predications.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	781.041	4	195.260	39.4223	.000^b
	Residual	429.923	868	.495		
	Total	1210.964	872			

a. Dependent Variable: SQ
b. Predictors: (Constant), INS, PSS, BRS,

The f-statistics value of 39 in table above with f-statistics probability of 0.000 shows that the independent variables has significant effect on dependent variables such as innovative skill, problem solving skill and brainstorming, can collectively explain the variations in service quality.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-.011	.054		-.197	.844	-.117	.095
	INS	.487	.030	.413	16.469	.000	.429	.545
	PSS	.549	.034	.549	16.360	.000	.483	.615
	BRA	.050	.023	-.055	2.142	.032	-.095	-.004

a. Dependent Variable: SQ

The a'priori expectation is determined by the existing business theory and it indicates the signs of the business relationship under consideration. From the result of our estimated model it was discovered that innovative skill has a positive sign given its value as 0.487. This implies that increase innovative skill increase the service quality of selected local government by 48%.

Problem solving skill has positive sign given its value as 0.549, this means that increase in Problem solving skill increase the service quality of selected local government by 54%, and this conforms to our a'priori expectation. Brainstorming has a positive sign given its value as .050. This suggests increase in Brainstorming by 5, which will translate to a meaningful impact on service quality; this conforms to our theoretical expectation.

Table above shows the coefficient of the individual variables and their probability values. Innovative skill has regression t-value of 16.469 with a probability value of .0.000. This implies that Innovative skill have a positive and significant effect on service quality. Problem solving skill has a regression t-test of 16.360 with a probability value of 0.000 implying that Problem solving skill variables have a positive and significant effect on service quality. On a similar note, brainstorming variable has a significant value of 2.142 and a probability value of 0032. This shows that brainstorming has a positive and significant effect on service quality

4.3 Hypothesis Testing

The need to examine the relationship between the collected data and the stated hypothesis has called for this section. This result will be compared with the statistical criteria to see if the preconceived notion in this research work holds or not.

Ho$_1$:   Innovative skills have no significant effect on service quality of Local Governments in Anambra state.

From the result of our test in table 4.3 above, we found out that the value of our t–test for Innovative skills is 16.469 with a probability of 0.000; this probability value is greater than the desired level of significance (0.05). We reject the null hypothesis and accept the alternative hypothesis, which says that Innovative skills have significant effect on service quality of Local Governments in Anambra state.

Hypothesis Two

Ho$_1$:   Problem solving skill has no significant effect on service quality of Local Governments in Anambra state
From the result of our test in the table 4.3 above, we found out the value of our T–test for Problem solving skill is 16.360 with a probability of 0.0000, this probability value is less than the desired level of significance (0.05). We reject the null and accept the alternative hypothesis, which says that Problem solving skill has significant effect on service quality of Local Governments in Anambra state

Hypothesis Three
Ho$_1$:   Brainstorming has no significant effect on service quality of Local Governments in Anambra state.

T–test for Brainstorming is 2.142 with a probability of 0.032; this probability value is less than the desired level of significance (0.05). We reject the null hypothesis and accept the alternative hypothesis, which says that Brainstorming have no significant effect on service quality of Local Governments in Anambra state.

CONCLUSION AND RECOMMENDATIONS

Creativity is indispensable factor in the entrepreneurial development process in any organization. Workers creativity ability is important in modern-day business developers whose quality   services   are contributing in moving organizations forward in the face of acute technological advancement and
competition. These variations have transformed the roles of staff throwing up enormous challenges to Local Governments. Innovations, problems solving skills and brainstorming are essential for the growth of organization especially Local Governments

Moreso, transformation must be made so that staff within the organization, regardless of which sector can produce productive workers and indirectly improves the image of the organization

and

the country. More planned efforts need to be made to develop the culture of innovation and creativity in the public and private sectors in line with the government's aspiration, the national transformation agenda must be innovative and creative. Effective management of knowledge enables organizations to share and value the knowledge base generated in the process of innovation. In conclusion, everything planned is needed to develop the culture of innovation and creativity in the organization.

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