THE IMPACT OF PROACTIVE SERVICES ON ACHIEVING QUALITY OF LIFE IN THE UNITED ARAB EMIRATES: AN APPLIED STUDY ON THE FEDERAL AUTHORITY FOR IDENTITY, CITIZENSHIP, CUSTOMS, AND PORT SECURITY

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Abstract

This study examines the impact of proactive services on achieving quality of life in the United Arab Emirates through an applied study on customers of the Federal Authority for Identity, Citizenship, Customs, and Port Security. Using a quantitative descriptive-analytical approach, data were collected through a structured questionnaire and analyzed using SPSS. The findings reveal a statistically significant positive effect of proactive services on quality of life, explaining 67% of its variance. The security dimension was the most affected, followed by the social and psychological dimensions. The study highlights the importance of proactive service provision in enhancing citizens' well-being and supports the UAE's strategic orientation toward proactive and smart government services.

Keywords: Proactive Services; Quality of Life; Digital Government; Customer-Centered Services; United Arab Emirates

1. INTRODUCTION

Public sectors around the world are undergoing a fundamental transformation driven by digitalization, data integration, and rising societal expectations for high-quality public services. Traditional reactive service delivery models—where citizens initiate requests and governments respond—are increasingly perceived as insufficient in addressing contemporary governance challenges (OECD, 2020; Dunleavy et al., 2006). As a result, governments have begun to adopt proactive service delivery as an advanced governance model that emphasizes anticipation, personalization, and citizen-centric design (Mergel, Edelmann, & Haug, 2019; Janssen & van den Hoven, 2015). The linkage between proactive public services and quality of life has gained growing attention in recent academic and policy-oriented studies. Scholars argue that proactive services contribute directly to quality of life by reducing uncertainty, minimizing service delays, and enhancing individuals' sense of security and control over life events (Osborne, Radnor, & Nasi, 2013; Madsen & Kræmmergaard, 2016). Moreover, proactive governance supports psychological comfort and social stability by ensuring continuity of services and reducing citizens' exposure to bureaucratic complexity (Lips, 2020; Nam, 2019).

The United Arab Emirates (UAE) represents a leading international example in adopting proactive government services as part of its broader digital transformation agenda. Over the past decade, the UAE has introduced ambitious initiatives aimed at advancing government excellence, customer happiness, and future readiness (Al-Khouri, 2014; World Government Summit, 2021). National frameworks such as the UAE Government Excellence Model (GEM 2.0) and the National Quality of Life Strategy 2031 explicitly position proactive services as a key mechanism for enhancing societal well-being and improving public service outcomes (UAE Prime Minister's Office, 2020; UAE Government Portal, 2021).

Within this strategic context, the Federal Authority for Identity, Citizenship, Customs, and Port Security (ICP) plays a pivotal role due to the scale, sensitivity, and societal impact of the services it provides. The Authority is responsible for services that directly influence individuals' mobility, legal status, security, and access to opportunities, making it a critical institutional actor in shaping citizens' and residents' quality of life (Al-Hammadi & Hussain, 2020). Given increasing population growth, rising mobility rates, and expanding service demand, the adoption of proactive service models has become essential for sustaining service quality and operational effectiveness (United Nations, 2022).

Despite these advancements, empirical evidence on the actual impact of proactive services on quality of life within UAE government institutions remains limited. While strategic documents emphasize anticipation and integration, there is a need for systematic, data-driven assessment of how proactive services are perceived by service beneficiaries and whether they meaningfully enhance psychological, social, and security-related dimensions of quality of life. This study addresses this gap by empirically examining the impact of proactive services on improving quality of life in the UAE through a case study of the Federal Authority for Identity, Citizenship, Customs, and Port Security

Problem Statement

Although the UAE government has made significant progress in transitioning toward proactive service delivery, a discernible gap persists between strategic intentions and practical implementation in some public sector institutions. Large service-oriented authorities, in particular, face structural and operational challenges related to service complexity, regulatory changes, and heterogeneous customer segments, which may hinder the full realization of proactive service models (OECD, 2019; Janssen & Estevez, 2013).

The Federal Authority for Identity, Citizenship, Customs, and Port Security operates within a highly dynamic and sensitive environment characterized by continuous legislative updates, increased population mobility, and growing service volumes. Official reports indicate a substantial rise in customer transactions and service inquiries in recent years, especially concerning proactive services and eligibility-related procedures (UAE Government Portal, 2024). Such trends suggest that many customers may not fully understand, access, or benefit from proactive service mechanisms, despite the Authority's strategic commitment to anticipatory service delivery.

This situation reflects a potential misalignment between the availability of proactive services and customers' awareness, readiness, and perceived value of these services. Previous studies emphasize that the effectiveness of proactive services depends not only on technological readiness but also on organizational integration, communication strategies, and customer engagement (Mergel et al., 2019; Nam, 2019). A lack of clarity in service pathways or insufficient user awareness can significantly reduce the perceived impact of proactive initiatives on quality of life outcomes (Osborne et al., 2013).

Furthermore, existing literature highlights a research gap regarding the empirical relationship between proactive public services and quality of life, particularly in the context of security-related and identity-based government services (Lips, 2020; Al-Khouri, 2021). While several studies examine service quality or customer satisfaction, fewer investigations focus on broader quality of life dimensions such as psychological comfort, social stability, and perceived security.

Accordingly, the research problem of this study can be articulated as follows: To what extent are proactive services available and effectively implemented within the Federal Authority for Identity, Citizenship, Customs, and Port Security, and how do these services contribute to improving customers' quality of life in the United Arab Emirates? Addressing this problem is essential for assessing the practical value of proactive governance and informing future public sector reforms

3. Research Questions

In line with the research problem and the theoretical foundations of proactive governance and quality of life, this study seeks to address the following research questions:

1. What is the level of availability of proactive services at the Federal Authority for Identity, Citizenship, Customs, and Port Security from the perspective of service beneficiaries?

2. To what extent do proactive services contribute to improving quality of life among customers of the Authority?

3. What is the statistical impact of proactive services on quality of life, considering their key dimensions (service provision proactivity, service demand prediction, and on-demand service delivery)?

4. Are there statistically significant differences in customers' perceptions of proactive services and quality of life attributable to demographic variables (gender, age, and educational level)?

4. Research Objectives

Based on the research questions, the study aims to achieve the following objectives:

1. To measure the level of availability of proactive services at the Federal Authority for Identity, Citizenship, Customs, and Port Security from the customers' perspective.

2. To assess the level of quality of life among customers of the Authority in light of the services provided.

3. To analyze the impact of proactive services on improving quality of life, focusing on psychological, social, and security dimensions.

4. To examine demographic differences in customers' perceptions of proactive services and quality of life.

5. SIGNIFICANCE OF THE STUDY

5.1 Theoretical Significance

From a theoretical perspective, this study contributes to the growing body of literature on proactive public services and digital government by empirically examining their relationship with quality of life. While previous studies have explored proactive governance primarily in terms of service efficiency, innovation, and customer satisfaction (Linders, 2012; Meijer et al., 2012; Janssen & van den Hoven, 2015), limited empirical attention has been given to broader societal outcomes such as psychological well-being, social stability, and perceived security.

By integrating proactive service delivery with quality of life theory, this study extends existing conceptual frameworks and provides empirical evidence on how anticipatory public services influence multidimensional quality of life outcomes (Abu Salim, 2022). It also contributes to the public value literature by demonstrating how digital and proactive services can generate value beyond administrative efficiency, supporting arguments advanced by Osborne et al. (2013), Veenhoven (2015), and Stiglitz et al. (2009).

Furthermore, the study enriches the literature on public administration in the Middle East and the Gulf region, where empirical studies on proactive services and quality of life remain relatively scarce (Al-Khouri, 2014; Al-Hammadi & Hussain, 2020). By focusing on a major federal authority in the UAE, the research provides context-specific insights that can inform comparative studies and theoretical generalization.

5.2 Practical Significance

From a practical standpoint, the study offers valuable insights for policymakers and public sector leaders involved in service design and digital transformation. The findings provide evidence-based guidance on how proactive services can be leveraged to enhance citizens' and residents' quality of life, particularly in high-impact service areas related to identity, residency, and security.

The results are expected to support government decision-makers in:

- Improving the design and integration of proactive services,
- Enhancing communication strategies to raise customer awareness and utilization, and
- Aligning service innovation initiatives with national quality of life objectives.

Moreover, the study contributes to the implementation of the UAE National Quality of Life Strategy 2031 and the Government Excellence Model (GEM 2.0) by offering empirical indicators that link proactive service performance with societal well-being outcomes (UAE Prime Minister's Office, 2020; UAE Government Portal, 2021). The findings may also assist other government entities in adopting best practices and benchmarking their proactive service initiatives.

6. RESEARCH METHODOLOGY

6.1 Research Design

This study adopts a descriptive-analytical research design using a quantitative approach. This design is appropriate for examining relationships between variables and assessing perceptions of service beneficiaries regarding proactive services and quality of life (Creswell, 2014; Sekaran & Bougie, 2020).

6.2 Population and Sample

The study population consists of customers of the Federal Authority for Identity, Citizenship, Customs, and Port Security in the United Arab Emirates. A random sample of 384 respondents was selected, which is consistent with sample size recommendations for large populations at a 95% confidence level (Krejcie & Morgan, 1970).

6.3 Data Collection Instrument

Data were collected using a structured questionnaire developed based on relevant literature and government service frameworks. The questionnaire comprised three main sections:

- Demographic characteristics,
- Proactive services (three dimensions: proactive service provision, service demand prediction, and on-demand service delivery),
- Quality of life (psychological, social, and security dimensions).

6.4 Reliability and Validity

Instrument validity was ensured through expert review and content validation, while reliability was assessed using **Cronbach's Alpha**, with coefficients exceeding the acceptable threshold of 0.70, indicating high internal consistency (Hair et al., 2019; Pallant, 2020).

6.5 Data Analysis Techniques

Data were analyzed using SPSS software. The analysis included:

- Descriptive statistics (means and standard deviations),
- Pearson correlation analysis,
- Multiple and stepwise regression analysis,
- ANOVA tests to examine demographic differences.

These techniques are widely used in public administration and service quality research to test hypotheses and interpret relationships among variables (Al-Bayyari, 2018).

7. THEORETICAL FRAMEWORK AND LITERATURE REVIEW

7.1 Proactive Services in Public Administration

Proactive services represent an advanced stage in the evolution of public service delivery, moving beyond traditional reactive and transactional models toward anticipatory, data-driven, and citizen-centered governance. In classical public administration, services were primarily delivered in response to explicit requests, often resulting in procedural complexity, service delays, and administrative burden for citizens (Dunleavy et al., 2006; Osborne,

2010). However, the acceleration of digital transformation and the availability of big data analytics have enabled governments to redesign service delivery models based on anticipation rather than reaction (Hassan, 2022).

Proactivity in public services refers to the ability of government institutions to predict citizens' needs and deliver appropriate services before formal demand is expressed, relying on integrated data systems, predictive analytics, and cross-agency collaboration (OECD, 2019; Mergel et al., 2019). This concept aligns with the broader shift toward digital-era governance, which emphasizes integration, user-centricity, and outcome-oriented public value creation (Al-Hakim & Al-Taie, 2019)

Within public service management literature, proactive services are often conceptualized through multiple dimensions. These typically include proactive service provision, where services are initiated by the government; service demand prediction, which relies on data-driven forecasting of life events; and on-demand personalization, which allows services to be delivered flexibly based on individual preferences (Hamad, 2018). These dimensions form the analytical basis for evaluating proactive service performance and outcomes in empirical research.

7.2 Importance of Proactive Services for Public Sector Performance

The importance of proactive services lies in their ability to enhance both operational efficiency and societal outcomes. From an administrative perspective, proactive services reduce duplication, minimize processing time, and lower service delivery costs by preventing errors and incomplete applications (Eggers & Bellman, 2015; OECD, 2019). From a citizen perspective, they simplify service journeys, reduce uncertainty, and improve satisfaction with government interactions (Osborne et al., 2013).

Empirical studies indicate that proactive service delivery contributes to higher levels of trust in government institutions by signaling responsiveness, competence, and care for citizens' needs (Meijer et al., 2012; United Nations, 2022). Trust, in turn, plays a crucial role in shaping citizens' perceptions of public service quality and their willingness to engage with digital government platforms (Al-Dissi, 2018).

Moreover, proactive services are increasingly linked to innovation and competitiveness in the public sector. Governments that adopt anticipatory service models are better positioned to respond to demographic changes, technological disruptions, and societal crises, as demonstrated during the COVID-19 pandemic (Al-Rumaithi, 2020). These findings underscore the strategic value of proactive services as a governance tool rather than a purely operational mechanism.

7.3 Quality of Life: Concept and Dimensions

Quality of life is a multidimensional construct that has been widely examined across disciplines such as psychology, sociology, economics, and public policy. It generally refers to individuals' overall evaluation of their living conditions, encompassing material well-being, psychological health, social relationships, personal security, and satisfaction with public services (Salem, 2023).

In public administration research, quality of life is increasingly viewed as a key outcome of government performance rather than a peripheral social indicator (Stiglitz et al., 2009; OECD, 2020). Governments are expected not only to provide services efficiently but also to enhance citizens' sense of well-being, safety, and life satisfaction through effective policies and service delivery systems (Osborne, 2010; United Nations, 2022).

Several frameworks conceptualize quality of life through distinct dimensions. Psychological quality of life relates to emotional well-being, stress reduction, and perceived control over life events (Diener et al., 2018). Social quality of life reflects social cohesion, inclusion, and the quality of interpersonal relationships (Veenhoven, 2015). Security-related quality of life encompasses feelings of safety, legal certainty, and protection from risks, particularly in contexts involving identity, residency, and border services (Al-Zahrani, 2022).

7.4 Proactive Services and Quality of Life: Theoretical Linkages

The relationship between proactive services and quality of life can be explained through several theoretical lenses. From a public value perspective, proactive services create value by reducing administrative burden, enhancing accessibility, and improving service outcomes that matter to citizens' daily lives (Moore, 1995; Osborne et al., 2013). By anticipating needs and minimizing effort, proactive services contribute to psychological comfort and reduce stress associated with bureaucratic processes.

From a service-dominant logic, citizens are co-creators of value, and proactive services enhance value co-creation by aligning service delivery with users' expectations and life events (Vargo & Lusch, 2008; Osborne et al., 2013). This alignment strengthens satisfaction and perceived quality of life by ensuring services are timely, relevant, and personalized.

Additionally, institutional trust theory suggests that proactive services enhance trust in government by demonstrating competence, reliability, and concern for citizens' well-being (Meijer et al., 2012; Madsen & Kræmmergaard, 2016). Increased trust is positively associated with perceptions of security, social stability, and overall life satisfaction, reinforcing the indirect impact of proactive services on quality of life.

7.5 Review of Empirical Studies

Previous empirical studies have examined proactive services and related constructs from different perspectives. Studies focusing on proactive governance have found positive relationships between anticipatory service delivery and customer satisfaction, service efficiency, and institutional trust (Linders, 2012; Mergel et al., 2019). Other studies emphasize the role of data integration and organizational readiness in enabling successful proactive service implementation (Janssen & Estevez, 2013; Nam, 2019).

Research on quality of life in public service contexts highlights the importance of service accessibility, reliability, and security in shaping individuals' well-being (Diener et al., 2018; OECD, 2020). Studies conducted in Gulf and Middle Eastern contexts indicate that government service quality significantly influences citizens' perceptions of safety, satisfaction, and trust in public institutions (Al-Khouri, 2014; Al-Hammadi & Hussain, 2020).

However, despite the growing body of literature, a notable gap remains in empirical studies that directly examine the impact of proactive services on quality of life, particularly within security-oriented government institutions. Most existing research focuses on service satisfaction or efficiency, leaving broader quality of life outcomes underexplored (Lips, 2020; United Nations, 2022). This gap is especially evident in the UAE context, where proactive services are a strategic priority but empirical assessments of their societal impact are still limited.

7.6 Research Gap

Based on the reviewed literature, it is evident that while proactive services are widely recognized as a key component of modern public administration, their impact on quality of life has not been sufficiently examined through empirical, data-driven studies. Existing research often treats proactive services as an operational innovation rather than a determinant of societal well-being.

Therefore, this study addresses a critical research gap by empirically investigating the relationship between proactive services and quality of life within a major UAE federal authority. By integrating service delivery dimensions with psychological, social, and security-related quality of life indicators, the study provides a comprehensive framework for understanding the broader societal value of proactive governance

8. Data Analysis

This analysis is conducted based on the statistical methods adopted in the study, which include calculating arithmetic means, standard deviations, general orientation levels, and relative importance for each item. In the second part of this chapter, the hypotheses of the study are tested using the appropriate statistical methods, through which the main research question can be answered:

What is the impact of proactive services on achieving quality of life in the United Arab Emirates? A field study applied to the Federal Authority for Identity, Citizenship, Customs, and Port Security

8.1 Analysis of Demographic Data

This section addresses the analysis of demographic data related to describing the personal characteristics of the study sample by presenting frequencies and percentages, as illustrated in Table (1).

Table (1): Demographic Analysis of the Study Sample

Variable	Category	Frequency	Percentage
Gender	Male	254	66.15%
	Female	130	33.85%
	Total	384	100%
Age	Less than 20	24	6.25%
	20 to less than 30	81	21.10%
	30 to less than 40	145	37.76%
	40 to less than 50	96	25.00%
	50 and above	38	9.80%
	Total	384	100%
Educational Level	Secondary or less	33	8.60%
	Bachelor's	221	57.55%
	Master's	81	21.10%
	PhD	49	12.75%
	Total	384	100%

Based on Table (1), the data indicate that most of the study participants are males, representing 66.15%, while females account for 33.85%. This distribution reflects a higher tendency among males to interact with the services of the Federal Authority for Identity, Citizenship, Customs, and Port Security. This may be related to the nature of the services provided or to prevailing social patterns associated with these services. Nevertheless, the percentage of female participation highlights the importance of achieving inclusiveness in service provision to meet the needs of all segments fairly.

The data also show clear diversity in the age groups of the participants. The most represented age group in the sample is from 30 to less than 40 years, accounting for 37.76%, followed by the age group from 40 to less than 50 years at 25%. This indicates that most service users belong to mature age groups that rely heavily on government services in their daily lives. The age group from 20 to less than 30 years represents 21.10%, reflecting notable interest among young people in the digital services provided. The least represented age groups are those under 20 years at 6.25% and those aged 50 years and above at 9.80%, indicating the existence of an opportunity to enhance awareness of services among these less represented age groups.

The data further indicate that most participants hold a bachelor's degree, accounting for 57.55%, which reflects the interest of this educational group in interacting with the Authority's services. This is followed by master's

degree holders at 21.10%, indicating a considerable proportion of highly educated service users who expect advanced and innovative services. Participants with secondary education or less represent 8.60%, reflecting a lower level of representation, which may indicate the need to enhance awareness of services among less educated users. Finally, PhD holders account for 12.75%, reflecting a noticeable interest among academic elites in the services provided.

8.2 Descriptive Analysis of the Study Variables

This section addresses the descriptive analysis of the study variables, which include **proactive services** with their dimensions as the independent variable, and **quality of life** with its dimensions as the dependent variable. Accordingly, the researcher relies on presenting the analysis of each variable separately in order to enable answering the research questions of the study.

8.2.1. Analysis of the First Objective: Measuring the Level of Availability of Proactive Services at the Federal Authority for Identity, Citizenship, Customs, and Port Security from the Customers' Perspective

The independent variable related to proactive services, according to the study model, comprises a set of dimensions represented by proactivity in service provision, prediction of service demand, and on-demand service delivery. After distributing the questionnaire and using the SPSS statistical analysis software, these dimensions were analyzed by calculating arithmetic means, standard deviations, and identifying the general orientation level for each item. The following results were obtained.

Table (2): Analysis of the Proactive Services Variable

No.	Dimension	Mean	Std. Deviation	Percentage	Level	Rank
1	Proactivity in Service Provision	4.36	0.814	87.32%	High	1
2	Prediction of Service Demand	4.24	0.812	84.88%	High	2
3	On-Demand Service Delivery	4.05	0.811	80.05%	High	3
4	**Overall Mean of Proactive Services**	**4.21**	**0.812**	**84.33%**	**High**	—

Based on Table (2), the overall mean of the proactive services variable reached (4.21), with a standard deviation of (0.812) and a percentage of (84.33%), which places it within a high level. This reflects the Authority's ability to provide proactive services that meet customers' needs through its various dimensions, thereby supporting customer satisfaction and enhancing the quality of services provided.

The dimension *"Proactivity in Service Provision"* ranked first, with a mean of (4.36), a standard deviation of (0.814), and a percentage of (87.32%). This reflects the Authority's excellence in proactively delivering services by anticipating customers' needs and working to meet them effectively. It also indicates that the Authority places significant importance on developing its strategies to enhance proactivity in service provision.

The *"Prediction of Service Demand"* dimension ranked second, with a mean of (4.24), a standard deviation of (0.812), and a percentage of (84.88%). This indicates the Authority's ability to anticipate the future and analyze customers' expectations, enhancing its readiness to deliver proactive services that accurately meet their needs.

Finally, the *"On-Demand Service Delivery"* dimension ranked last, with a mean of (4.05), a standard deviation of (0.811), and a percentage of (80.05%). Although this dimension still falls within a high level, it indicates the existence of room for improvement, particularly in delivering services that better match customers' individual needs based on their direct requests.

8.2.2 Analysis of the Second Objective: Measuring the Level of Quality of Life among Customers of the Federal Authority for Identity, Citizenship, Customs, and Port Security considering the Services Provided

Table (3): Analysis of the Quality of Life Variable

No.	Dimension	Mean	Std. Deviation	Percentage	Level	Rank
1	Psychological Dimension	4.01	0.815	80.40%	High	3
2	Social Dimension	4.26	0.814	85.32%	High	1
3	Security Dimension	4.07	0.809	81.40%	High	2
4	**Overall Mean of Quality of Life**	**4.11**	**0.812**	**82.99%**	**High**	—

The results in Table (3) show that the overall mean of the dependent variable, quality of life, reached (4.11), with a standard deviation of (0.812) and a percentage of (82.99%), indicating a high level. This reflects the Authority's good performance in enhancing customers' quality of life by improving the psychological, social, and security dimensions.

The *social dimension* ranked first with a mean of (4.26), a standard deviation of (0.814), and a percentage of (85.32%), indicating that the Authority excels in enhancing customers' social quality of life through strengthening social interaction, building respectful relationships, and providing services that support social cohesion and family stability.

The *security dimension* ranked second with a mean of (4.07), a standard deviation of (0.809), and a percentage of (81.40%), reflecting the Authority's success in ensuring data confidentiality and enhancing customers' sense of security through proactive and smart services.

Finally, the *psychological dimension* ranked third with a mean of (4.01), a standard deviation of (0.815), and a percentage of (80.40%). Although this dimension remains within a high level, it indicates the existence of room

for improvement, particularly in enhancing customer satisfaction with the Authority's strategic plans and further strengthening psychological comfort and happiness during service delivery.

The researcher believes that these results indicate that the Authority achieves a good level in enhancing customers' quality of life through focusing on the three dimensions (psychological, social, and security). The social dimension achieved the highest performance, highlighting the importance of positive relationships and interaction in improving customer experience. Nevertheless, the findings indicate opportunities for improvement in the psychological dimension, especially in enhancing customer satisfaction with strategic planning and further promoting comfort and well-being during service delivery.

8.3 Results of Hypotheses Testing

There is no statistically significant effect at the significance level ($\alpha \leq 0.05$) of proactive services on achieving quality of life in the United Arab Emirates.

The results of testing the first main hypothesis are presented in the table below

Table (4): Results of Testing the Effect of Proactive Services on Achieving Quality of Life in the United Arab Emirates

Dependent Variable	Model Summary		ANOVA			Coefficients				
Quality of Life	R	R²	Calculated F	DF	Sig. F	Variable	B	Std. Error	Beta	Calculated T
	0.819	0.67	80.90	3 / 381	0.017	Proactivity in Service Provision	0.112	0.039	0.134	2.876
						Prediction of Service Demand	0.170	0.035	0.221	4.809
						On-Demand Service Delivery	0.251	0.032	0.317	7.826

* Statistically significant at the significance level ($\alpha \leq 0.05$)

Based on Table (4), the correlation coefficient (R = 0.819) indicates the existence of a strong and positive correlation between proactive services and quality of life. The coefficient of determination ($R^2 = 0.67$) indicates that proactive services explain approximately 67% of the variance in quality of life. This reflects the importance of proactive services in improving quality of life, as they have a direct impact on the psychological, social, and security dimensions of customers.

Through the analysis of variance (ANOVA), the calculated F value (F = 80.90) with a significance level (Sig. F = 0.017) indicates that the statistical model is highly significant. This means that the relationship between proactive services and quality of life is not random, demonstrating that proactive services have a substantial and positive effect on quality of life.

Through the analysis of the coefficients table, it is evident that the psychological dimension recorded a value of B = 0.112, with a standard error of 0.039, a Beta coefficient of 0.134, and a calculated T value of 2.876 at a significance level (Sig. t = 0.004). These results indicate that proactive services have a positive and statistically significant effect on the psychological dimension of customers.

Meanwhile, the social dimension recorded a value of B = 0.170, a standard error of 0.035, a Beta coefficient of 0.221, and a calculated T value of 4.809 at a significance level (Sig. t = 0.000). This indicates a stronger effect of proactive services on the social dimension compared to the psychological dimension, reflecting the role of proactive services in strengthening social relationships.

As for the security dimension, it recorded a value of B = 0.251, a standard error of 0.032, a Beta coefficient of 0.317, and a calculated T value of 7.826 at a significance level (Sig. t = 0.000). This represents the strongest effect among all dimensions, confirming that proactive services play a major role in enhancing customers' sense of security.

9. DISCUSSION OF RESULTS

This study aimed to examine the impact of proactive services on achieving quality of life in the United Arab Emirates through an applied study on customers of the Federal Authority for Identity, Citizenship, Customs, and Port Security. The statistical analysis results revealed a statistically significant and positive effect of proactive services on quality of life, reflecting the qualitative transformation of UAE government institutions toward proactive, customer-centered service models.

The results of testing the main hypothesis demonstrated a strong and positive correlation between proactive services and quality of life, with a correlation coefficient of (R = 0.819). This indicates a high degree of association between the two variables. Furthermore, the coefficient of determination (R^2 = 0.67) showed that proactive services explain approximately 67% of the variance in quality of life. This high explanatory power highlights the central role of proactive services in improving quality of life across its psychological, social, and security dimensions. These findings are consistent with previous studies, such as OECD (2020), which emphasized that proactive government services contribute significantly to reducing administrative burden and enhancing citizens' well-being.

The analysis of variance (ANOVA) results confirmed the statistical significance of the regression model, with a calculated F value of (80.90) at a significance level of (Sig. = 0.017). This indicates that the relationship between proactive services and quality of life is not random, but rather reflects a meaningful and substantial causal relationship. This result demonstrates the effectiveness of proactive services as a strategic tool for improving quality of life, in line with the UAE government's orientation toward proactive and smart governance.

At the dimensional level, the regression coefficients revealed that the security dimension was the most influenced by proactive services, recording the highest standardized coefficient (Beta = 0.317), followed by the social dimension (Beta = 0.221), and then the psychological dimension (Beta = 0.134). This ranking reflects the nature of the services provided by the Authority, which are closely linked to identity management, security, data protection, and public safety. Such services naturally enhance customers' sense of security and stability. These findings are consistent with United Nations (2022), which emphasized that government services related to security and identity play a critical role in strengthening citizens' sense of safety and quality of life.

Moreover, the results of the stepwise multiple regression analysis indicated that proactivity in service provision was the most influential dimension in explaining variations in quality of life, accounting for 54.8% of the variance when entered alone into the model. This finding highlights the importance of initiating services before customers formally request them, as proactive service delivery significantly enhances customer experience and overall quality of life. This result supports the conclusions of Linders (2012), who argued that proactive services represent a paradigm shift from reactive service delivery toward creating public value through anticipation and prevention.

10. Findings

Based on the results of the statistical analysis, the study reached the following key findings:

1. Proactive services have a statistically significant and positive effect on achieving quality of life among customers of the Federal Authority for Identity, Citizenship, Customs, and Port Security.
2. There is a strong and positive correlation between proactive services and quality of life, indicating the importance of adopting proactive service models in government institutions.
3. Proactive services explain a high proportion (67%) of the variance in quality of life, demonstrating their strong explanatory and predictive power.
4. The security dimension was the most affected by proactive services, followed by the social dimension, and then the psychological dimension.
5. Proactivity in service provision was the most influential dimension in improving quality of life compared to prediction of service demand and on-demand service delivery.
6. The integration of proactive service dimensions enhances their overall ability to predict and improve quality of life.

11. Recommendations

In light of the study findings, the researcher recommends the following:

1. Strengthening the adoption of proactive services across all government institutions due to their proven impact on improving quality of life.
2. Placing greater emphasis on enhancing proactivity in service provision, as it represents the most influential dimension in improving quality of life.
3. Investing in artificial intelligence and big data analytics to improve the prediction of customers' future needs and support proactive decision-making.
4. Enhancing digital security and data privacy measures, given their direct impact on customers' sense of safety and trust in government services.
5. Developing awareness programs to educate customers about proactive services and how to benefit from them, thereby increasing satisfaction and trust.
6. Encouraging future research to examine the impact of proactive services in other government sectors or to explore additional mediating or moderating variables.

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