

FACTORS AFFECTING PEOPLE'S SATISFACTION TO THE QUALITY OF PUBLIC ADMINISTRATIVE SERVICES - DISTRICT SPECIFIC RESEARCH MODELS IN THAI NGUYEN PROVINCE

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ABSTRACT

Assessing people's satisfaction with the quality of public administrative services (QPAS) has received much attention from researchers and authorities at the level of administration from the commune to the central level. Within the scope of district-level research content, the authors selected 6 District in Thai Nguyen Province as the main research area and provide the management authorities a theoretical basis and a model of people's satisfaction in accordance with the context and local situation. The research team chose regression analysis method to show the relationship between independent and dependent variables. The research results show that there are 5 influencing factors including facilities, quality of cadres, working procedures, results of work performance, monitoring mechanisms.

Keyword: *Quality, service, public administration, satisfaction*

1. INTRODUCTION

Evaluation of people's satisfaction with the quality of public administrative services is an important content in the Project on Measuring the satisfaction of citizens and organizations with the service of governmental administrative agency in the period of 2017-2020. Through that, governmental administrative agency can be clear about the requirements and desires of people and organizations, thereby taking measures to improve service quality and service provision to meet the needs and interests of citizens, ensuring social security, promoting local socio-economic development.

However, for each locality, the method of approaching as well as conducting research on people's satisfaction with the quality of public administrative services is different. Therefore, in order to be able to build models as well as criteria for assessing satisfaction in accordance with the conditions and circumstances of each locality, it is necessary to have a specific study on the characteristics of the supply chain system providing public service quality in that locality.

The research results on the factors affecting people's satisfaction with the quality of public services at district level in Thai Nguyen province have great scientific significance and contribute to the theoretical basis as well as the practice models for district authorities to apply in the near future.

2. THEORETICAL BASIS

2.1. Public administrative service quality and service user satisfaction

Public administrative services are services related to law enforcement activities, not for profit, provided by a competent governmental agency (or authorized organization or enterprise) to an organization, individuals in the form of documents with legal value in the fields under the management of that governmental agency.[4]

Public administrative services quality is understood as all the features and characteristics that a public service brings to meet the needs which are set by customers - citizens and businesses. Therefore, it is also possible to define the quality of public services as the gap between the expectations of customers (citizens and businesses) and their perception when experience public services. [4]

Satisfaction according to Parasuraman (1988) is the combined result of service quality, product quality, and price. In other words, service user satisfaction is the customer's perceived value. The value here is understood as "what will I get for what I spend".[5].

2.2. Research models can be applied to assess people's satisfaction with the quality of public administrative services.

Evaluation model Satisfaction Index of Public Administrative Services. (SIPAS)

The public administrative service satisfaction index (SIPAS) applied to governmental administrative agencies in general; There are 3 mentioned factors including: 1) Quality of administrative procedures including; 2) The public service including; 3) The result of administrative procedure settlement including. [2]

Research model of Le Dan (2011).

There are 8 factors affecting people's satisfaction when accessing public administrative services: Accessibility to services; An easy-to-understand administrative system; Flexible and fast supply capacity; Service receptivity; Transparency; Professional competence of service staff; Staff politeness and enthusiasm; Credibility in service delivery. [1].

3. RESEARCH MODEL AND METHODS

3.1. Proposed research model

Based on theory, the authors propose a research model consisting of 4 factors affecting people's satisfaction with district-level public administrative services in Thai Nguyen province, including: Infrastructure, Quality of Civil Servants, Working Procedures, Performance Results, in addition, the authors added the element of Monitoring Mechanism. To examine the role of each of these factors affecting people's satisfaction with the quality of public administrative at district level in Thai Nguyen province, the authors tested the correlation between 5 independent variables with the dependent variable is people's satisfaction with the quality of public administrative services at district level in Thai Nguyen province

3.2 Research method

According to Yamane (1967-1986), the formula for calculating the sample for a population with a small scale of less than 10.000 units is: $n = N/(1+N(e)^2)$

To be specific:

- n: The sample size needed for research
- N: Population
- e: the level of accuracy

Based on the overall quantity of administrative service documents received at district level in Thai Nguyen province in the last 3 years, about 4000 files each year and 350 transactions per month, authors allow the study to have the error of 5% and the confidence level of 95% (i.e., $e=0.05$). So, following formula, the survey sample size is 360 people.

Table 1-Variables in research model

Num	Encode	Content
I	WORKING PROCEDURES (WP)	
1	A1	The content of WP is concise and easy to understand
2	A2	WP is publicly listed

3	A3	WP is regularly reviewed and adjusted simply and flexibly
4	A4	Forms, document, and procedures are always completely and timely updated
II QUALITY OF CIVIL SERVANTS (CS)		
5	B1	CS wear ID card, nametag seriously and go to work on time
6	B2	CS do not cause trouble, bossy, or endless when dealing with work/records
7	B3	CS have a nice, enthusiastic, respectful, polite, and willing attitude to serve
8	B4	CS have a professional, thoughtful, careful, and meticulous working style
9	B5	CS have a good working ability, knowledgeable about work/ records
III INFRASTRUCTURE		
10	C1	The layout of the office is placed in an easy-to-see and easy-to-understand place
11	C2	Invest in modern equipment, apply IT and internet to serve people
12	C3	Office area is airy, clean, with comfortable seats
13	C4	There is full range of lightning equipment, machinery, and support services to serve citizen
IV PERFORMANCE RESULTS		
14	D1	Complete the jobs as committed
15	D2	Work results/ records are notified in a timely manner by IT application
16	D3	Work/ documents are handled quickly and on time
17	D4	Results of completed work must be accurate without any errors
V MONITORING MECHANISM		
18	E1	Use various methods to receive comments and suggestions both directly and indirectly
19	E2	Regularly respond to suggestions and comments publicly, transparently and quickly
20	E3	CS respond to complaints and questions satisfactorily and clearly
VII CITIZEN'S SATISFACTION		
24	HL1	Feeling happy when having administrative service
25	HL2	Feeling comfortable when having administrative service
26	HL3	Feeling safe when having administrative service
27	HL4	Feeling satisfied when having administrative service
28	HL5	Willing to have administrative service one more time
29	HL6	Would like to recommend administrative service to friends and relatives

To measure the level of concepts in the study, the authors use Likert scale with 5 levels: (1) – Strongly disagree; (2) – Disagree; (3) – No comments; (4) – Agree; (5) – Strongly agree. In order to test the factors included in the research model, the authors used SPSS18 software to conduct this study.

4. RESEARCH'S RESULTS

4.1 Test confidence level of the data

To assess the confidence level of factors included in the model, the authors first test the confidence level of the scale.

Table -2: Testing results for independent variables

Observable variables	Corrected item – Total Correlation	Cronbach' s Alpha if item deleted
Working Procedures: Cronbach' s Alpha = .860		
A1	.701	.824
A2	.738	.808
A3	.759	.801
A4	.630	.851
Quality of civil servants: Cronbach' s Alpha = .826		
B1	.602	.798
B2	.601	.801

B3	.699	.770
B4	.695	.769
B5	.552	.818
Infrastructure: Cronbach's Alpha = .849		
C1	.695	.805
C2	.679	.813
C3	.702	.802
C4	.676	.814
Performance results: Cronbach's Alpha = .870		
D1	.716	.836
D2	.632	.869
D3	.756	.820
D4	.796	.805
Monitoring Mechanism: Cronbach's Alpha = .789		
E1	.624	.719
E2	.691	.643
E3	.578	.766

(Source: Survey)

The results of independent variable test in Table 2 show that the corrected item total correlation coefficients are all greater than 0.3, the Cronbach's Alpha value if the type of small observable variables is lower than the Cronbach's Alpha value of each big observable variable. Therefore, the observable variables are suitable for the next research period.

Table 3-Testing results or dependent variables

Observable variables	Corrected item – Total Correlation	Cronbach's Alpha if item deleted
People's satisfaction Cronbach's alpha = .868		
HL1	.609	.860
HL2	.668	.845
HL3	.758	.829
HL4	.681	.842
HL5	.747	.830
HL6	.638	.851

(Source: Survey)

The test result of the dependent variables in Table 3 show that the confidence level of the scale is 0.868; the corrected item total correlation coefficients are all greater than 0.3, the Cronbach's Alpha value if all variables deleted are less than 0.868. Therefore, the observable variables are suitable for the research period.

4.2. Factors analysis

Working procedure scale: Eigen value = 2.824 converges on 1 common factor; The factor loading coefficients of A3, A2, A1, A4 respectively are: 0.875, 0.861, 0.837, 0.785 > 0.5 are considered significant; KMO value of 0.811 > 0.5 shows that factor analysis is appropriate; Bartlett's test is statistically significant because Sig. = 0.0000 < 0.05 so the observed variables are correlated with each other in the population; The explanatory level of the observed variables is high, reaching a value of 70.6%.

Quality of Civil Servant scale: Eigen value = 2.291 converges on 1 common factor; The factor loading coefficients of B4, B5, B1, B2, B3 respectively are: 0.774, 0.739, 0.698, 0.607, 0.540 > 0.5 are considered significant; KMO value of 0.736 > 0.5 shows that factor analysis is appropriate; Bartlett's test is statistically significant because Sig. = 0.0000 < 0.05 so the observed variables are correlated with each other in the population; The explanatory level of the observed variables is high, reaching a value of 65,8%.

Infrastructure scale: Eigen value = 2.756 converges on 1 common factor; The factor loading coefficients of C3, C1, C2, C4 respectively are: 0.840, 0.835, 0.823, 0.821 > 0.5 are considered significant; KMO value of 0.824 > 0.5 shows that factor analysis is appropriate; Bartlett's test is statistically significant because Sig. = 0.0000 < 0.05 so the

observed variables are correlated with each other in the population; The explanatory level of the observed variables is high, reaching a value of 68,9%.

Performance Results scale: Eigen value = 2.894 converges on 1 common factor; The factor loading coefficients of D4, D3, D1, D2 respectively are: 0.898, 0.874, 0.845, 0.780 > 0.5 are considered significant; KMO value of 0.819 > 0.5 shows that factor analysis is appropriate; Bartlett's test is statistically significant because Sig. = 0.0000 < 0.05 so the observed variables are correlated with each other in the population; The explanatory level of the observed variables is high, reaching a value of 72,3%.

Monitoring Mechanism scale: Eigen value = 1.956 converges on 1 common factor; The factor loading coefficients of E3, E1, E2 respectively are: 0.859, 0.805, 0.755 > 0.5 are considered significant; KMO value of 0.654 > 0.5 shows that factor analysis is appropriate; Bartlett's test is statistically significant because Sig. = 0.0000 < 0.05 so the observed variables are correlated with each other in the population; The explanatory level of the observed variables is high, reaching a value of 65,2%.

These results of the factors analysis showed that the independent variables were all significant and were used for the subsequent analysis.

4.3. Regression Analysis

In order to evaluate the influence of concerned factors to the satisfaction of the inhabitants to the public administrative services in Thai Nguyen Province, the research group decided to carry out regression analysis based on below linear model:

$$HL = \beta_0 + \beta_1A + \beta_2B + \beta_3C + \beta_4D + \beta_5E$$

To be specific: HL stands for Dependent Variable

A, B, C, D, E: Independent Variables

β_i : Regression Parameters (i=0,1,2,3,4,5)

Table – 4: Result of multivariate regression

Independent Variables	Correlation Coefficient β	Sig	VIF
Constant	.785	.005	
A	.262	.002	2.025
B	.213	.008	1.785
C	.322	.004	2.558
D	.294	.003	2.469
E	.345	.007	3.189
R value	.886		
Durbin-Watson	2.053		
ANOVA	F = 76.859 ; sig. = 0.000		

(Source: Survey)

This result in: $R^2 = 0,886$; R^2 value shows that independent variables in given model are able to give explanation to 88,6% of the changes of dependent variable.

In order to verify the autocorrelation of population regression model, Durbin-Watson statistics in the regression analysis table is taken into consideration. Since the overall number of observations is 360 samples, the number of independent variables is 6, the significance level is 0.05, so the values $dL=1,613$ and $du=1,735$, therefore, Durbin-Watson value 2.053 will stay at the average of $\{du=1.735, 4-du=2.265\}$. This leads to the conclusion that the regression model does not violate autocorrelation.

To test the suitability of the overall regression model, we consider to the F value from the ANOVA analysis table. It can be seen that the F value = 76,859 and the sig value = 0.000, initially shows that the multiple linear regression model matches the data set and is available to use.

To test the multicollinearity phenomenon, we consider the VIF value in the regression results table, it can be concluded that the variance inflation factor (VIF) of each independent variable has a value less than 10, proving that

the regression model does not violate the phenomenon of multicollinearity, which means the independent variables are not strongly correlated with each other.

Also based on the results of multivariable regression, it shows that all 5 independent variables of the model have the $p_value < 0.05$, in addition, the regression coefficients β are all greater than 0, so it is concluded that the independent variables are all significant and affects the dependent variable which is people's satisfaction with the quality of public services.

According to the results of above table, the multiple regression equation is determined:

The satisfaction of the inhabitants to the quality of the district public administrative services = 0.785 + 0.262*Working procedures + 0.213*Quality of Civil servants + 0.322*Facilities + 0.294*Results of work performance + 0.345*Monitoring mechanisms.

In conclusion, all 5 mentioned factors have influence on the satisfaction of the inhabitants to the quality of the district public administrative services in Thai Nguyen Province.

5. CONCLUSIONS

Research results show that in order to improve people's satisfaction with the quality of public administrative services at the district level, the People's Committees of districts in Thai Nguyen province need to have a comprehensive impact on issues such as infrastructure investment, modern equipment and machinery, professional and hygienic working environment; Improve the quality of civil servants performing their duties, organize training courses on communication skills with inhabitants, assure the attitude of staff to serve the people in a friendly and cheerful manner; In addition, regularly reviewing and renewing flexible and streamlined working procedures, applying IT to processing, settling and reporting results; Moreover, always being ready to receive people's suggestions in any form and has a timely and satisfactory response mechanism.

6. REFERENCES

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