

Factors Affecting People's Satisfaction With The Quality Of Public Administrative Services At The People's Committee Of Pho Yen City, Thai Nguyen Province

Dr. Bui Thi Thu Huong⁽¹⁾, Dinh Thi Ngoc Oanh⁽²⁾

⁽¹⁾Thai Nguyen University of Economics and Business Administration

⁽²⁾Thai Nguyen University of Information and Communication Technology

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ABSTRACT

The objective of this study is to identify factors affecting people's satisfaction with the quality of public administrative services at the People's Committee of Pho Yen City, Thai Nguyen province. Cronbach's Alpha testing methods, exploratory factor analysis (EFA) and multivariate linear regression were used in the study. The research data was collected from 300 people using public administrative services. Research results have shown four factors that affect satisfaction, which are administrative procedures, people, trust and facilities. Among them, administrative procedures are the factor that has the strongest influence on people's satisfaction.

Keywords: The factors affecting, people's satisfaction, public administrative services

I. ASK THE PROBLEM

Administrative reform is being seen as a strong driving force to promote economic growth, democratic development and other aspects of life. Administrative reform in Vietnam is moving in the direction of making the administrative apparatus more complete, operating more effectively and efficiently, serving the people more and more according to the law, and gradually transforming the administration from an agency to an agency. governance into an agency serving the people.

Pho Yen city is located in the suburbs but is a densely populated area of the province. Although the city is always at the forefront of reforming administrative procedures, there are still many limitations such as cumbersome and complicated procedures, causing difficulties and troubles for people and organizations. To overcome these problems, it is necessary to put the quality of public administrative services first. People's satisfaction with public administrative services will be a measure of loyalty and trust in the public apparatus, a determining factor in the stability and consensus of society. Therefore, researching the factors affecting people's satisfaction with public administrative services at the People's Committee

of Pho Yen city, Thai Nguyen province has practical significance to provide the necessary information to help Local governments improve the quality of service provision, contributing to the implementation of common goals of the city as well as the province.

II. THEORETICAL BASIS

Public administrative services are services related to law enforcement activities, not for profit, provided by competent state agencies (or authorized organizations or enterprises) to organizations, individuals in the form of legally valid documents in the fields managed by that state agency.

This type of service is associated with state management functions to meet people's requirements. Therefore, up to now, the only providers of these public services are public agencies or established state agencies authorized to provide public administrative services. This is part of the state management function. To perform this function, the state must conduct direct service activities such as issuing licenses, certificates, registration, notarization, visas, and civil status. People enjoy these services not according to the relationship of supply and demand or market price parity, but through paying fees or charges to state administrative agencies. This fee is intended to support the state budget.

Service quality is an important measure of the operations of state administrative agencies, and is one of the main performance results of these agencies. However, profit is not the main purpose of agencies, because they also have to perform many other functions such as supporting growth, adjusting the pace of growth and directing growth. The quality of public administrative services can be understood as the ability to satisfy the requirements of organizations and individuals regarding the provision of public administrative services with specific products being administrative decisions. People's satisfaction with public administrative services is satisfaction with whether this service

can meet their expectations above or below. When it comes to the aspect of service quality or people's satisfaction, the requirement for administrative agencies is to shorten the gap between people's expectations and their ability to meet reality. administrative agency. On the other hand, people's satisfaction is a subjective state, not quantifiable, so measurement will not be accurate, requiring sampling and statistical analysis.

Based on the results of previous studies and the actual situation at the People's Committee of Pho Yen City, Thai Nguyen province, this study selects factors that affect people's satisfaction when using passenger services government, including:

- Trust: is the people's expectations about the implementation of commitments made by state administrative agencies to them in the process of performing the function of providing public administrative services.
- Service provision facilities: include elements such as service provision places, equipment, tools and other technical means, especially equipment in the reception room, where people receive contact with civil servants representing administrative agencies.
- Staff capacity: includes skills and professional capacity to successfully complete assigned tasks. This is a very important criterion, demonstrating decisiveness in public administrative services.
- Service attitude: for civil servants working in administrative services, they must know how to listen, be patient and restrained, express themselves clearly, have a friendly attitude, solve tasks promptly and have an active demeanor.
- Empathy of employees: that is, the concern of civil servants, this is a fundamental requirement of the organization, demonstrating dedication to serving the people through finding reasonable

solutions in every situation. situations to resolve people's requests.

- Administrative procedures: including requirements for input dossier components, dossier processing procedures, and contact stages between processing staff and individuals using the service. Procedures must be improved during application because the current reality is that administrative procedures are still cumbersome and regulations are overlapping.

III. RESEARCH METHODS

Primary data was collected through distributing questionnaires to 300 people who came to the People's Committee of Pho Yen city, Thai Nguyen province to use public administrative services.

Research on the theoretical model of people's satisfaction when using public administrative services includes 5 groups of influencing factors (independent variables):

- Trust (X_1): measured by 4 observed variables from TC1 to TC4
- Facilities (X_2): measured by 5 observed variables from CS1 to CS4
- Employee capacity (X_3): measured by 5 observed variables from NL1 to NL4
- Service attitude (X_4): measured by 5 observed variables from TD1 to TD5
- Employee empathy (X_5): measured by 4 observed variables from DC1 to DC4
- Administrative procedures (X_6): measured by 5 observed variables from QT1 to QT4

People's satisfaction (Y- dependent variable) is measured by 3 observed variables from HL1 to HL3.

In this study, a Likert scale with scores from 1 to 5 is used to measure observed variables.

Table 1: Variables in the model

Administrative service procedures and procedures are made transparent by the agency	TC1	Officials receive and process documents to serve all people fairly	TD3
Records must be free from errors or loss	TC2	Document receiving officers have a high sense of responsibility for citizens' documents	TD4
People do not have to travel many times to file documents	TC3	Document receiving officers have a high sense of responsibility for citizens' documents	TD5
This is a trusted place for people to contact to resolve public administrative procedures	TC4	People can easily contact the officials handling the documents	DC1
The room for receiving and returning documents is spacious and airy	CS1	Staff handle documents flexibly and promptly	DC2
The reception and return room is	CS2	Reasonable requests from people are	DC3

fully equipped and modern		handled by officials	
The layout and arrangement of places to receive and return documents is reasonable	CS3	Officials easily understand people's requests	DC4
Administrative procedures and forms are fully posted	CS4	Require reasonable composition of administrative records at the People's Committee of Pho Yen City, Thai Nguyen Province	QT1
The officer receiving documents has good communication skills	NL1	Document processing time according to reasonable listing process	QT2
The staff receiving documents has job-solving skills	NL3	Appropriate legal regulations on public administrative procedures	QT4
Officials receive, accept, advise, and satisfactorily resolve people's problems	NL4	I am satisfied with public administrative services	HL1
The officer receiving documents has a polite attitude when receiving and returning documents	TD1	I am completely satisfied with the service of the People's Committee of Pho Yen City, Thai Nguyen province	HL2
Receiving officers do not cause trouble for people when processing documents	TD2	I am satisfied when performing public administrative services at the People's Committee of Pho Yen city, Thai Nguyen province	HL3

(Source: Compiled by the author)

From there, the model to evaluate people's satisfaction with public administrative services at the People's Committee of Pho Yen City, Thai Nguyen province was established as follows:

Satisfaction with public administrative services (Y) = f(X₁, X₂, X₃, X₄, X₅, X₆)

In which: Y is the dependent variable and X₁, X₂, X₃, X₄, X₅, X₆ are the independent variables

IV. RESEARCH RESULTS AND DISCUSSION

Table 2. Results of Cronbach's Alpha analysis of measurement scales

	Factor	Observed variables	Cronbach's Alpha
1	Trust	TC1, TC2, TC3, TC4	0.802
2	Facilities	CS1, CS2, CS3, CS4	0.828
3	Employee capacity	NL1, NL2, NL3, NL4	0.843
4	Service attitude	TD1, TD2, TD3, TD4, TD5	0.832
6	Administrative procedures	QT1, QT2, QT3, QT4	0.814
7	People's satisfaction	HL1, HL2, HL3	0.849

(Source: Results of processing survey data by the author)

The results of Cronbach's Alpha coefficient analysis measuring factors affecting people's satisfaction with public administrative services at the People's Committee of Pho Yen City, Thai Nguyen province are presented in Table 2. This result shows that All scales ensure reliability, the lowest Cronbach's Alpha coefficient is 0.802 and the highest is 0.843 which is accepted, the total variable correlation coefficient is above 0.3, the scales all meet the requirements and are continued. continue to be included in EFA analysis. After EFA exploratory factor analysis using the

Principal Component Analist factor extraction method with Varimax rotation, the resulting KMO value is 0.78A5 with a significance level of Sig. = 0.000 shows that using factor analysis in this scale is appropriate for the data.

The results of EFA exploratory factor analysis for the dependent variable have confirmed that the scale meets the requirements with a total variance extracted of 68.2% (>50%) and all factors are large 0.5; Extracted 1 factor with Eigenvalue > 1. The results of EFA exploratory factor analysis for the independent variables confirmed that the

scale met the requirements with a total variance extracted of 65.154% (>50%) and all factors were

large. 0.5; Extracted 4 factors with Eigenvalue > 1.

Table 3. Results of EFA analysis for independent variables

Observed variables	1	2	3	4
TD5	.751			
DC1	.758			
TD3	.745			
DC3	.736			
NL1	.717			
NL2	.669			
TD1	.643			
TD2	.637			
NL3	.619			
QT2		.833		
QT3		.756		
QT1		.678		
QT4		.693		
CS3			.854	
CS4			.846	
CS1			.797	
CS2			.756	
TC2				.864
TC1				.793
TC3				.675

(Source: Results of processing survey data by the author)

From the results of the above factor analysis, four factors have been identified that affect people's satisfaction when using public administrative services:

- Factor 1 includes observed variables NL1, NL2, NL3, TD1, TD2, TD3, TD5, DC1, DC3, the authors renamed it "human factor".
- Factor 2 includes observed variables QT1, QT2, QT3, QT4, the authors renamed it "administrative procedure factor".

- Factor 3 includes observed variables CS1, CS2, CS3, CS4, the authors renamed it "facility factor".

- Factor 4 includes observed variables TC1, TC2, TC3, the authors renamed it "trust factor".

These 4 newly renamed factors will be the 4 explanatory variables included in the regression model.

Table 4. Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	.253	.032		3.062	.002		
	X ₁	.413	.029	.423	10.736	.004	.685	2.389
	X ₂	.532	.057	.530	11.149	.000	.464	1.724
	X ₃	.232	.086	.243	4.750	.000	.666	2.534
	X ₄	.379	.066	.375	6.347	.000	.549	1.945

(Source: Results of processing survey data by the author)

Through Table 4, we have the following regression equation:

$$Y = 0.253 + 0.413X_1 + 0.532X_2 + 0.232X_3 + 0.379X_4$$

The above linear regression equation helps us draw conclusions from the research sample, people's satisfaction with the quality of public administrative services depends on 4 factors, which are human factors, administrative procedures and procedures, facilities and reliability. Because all independent variables are measured using a Likert scale (same unit), from this regression equation we can also see the influence of each factor on satisfaction. Among them, administrative procedures have the strongest influence, followed by human factors, trust and facilities have the lowest influence. If administrative procedures are increased by 1 level, satisfaction with service quality will increase by an average of 0.413 levels. Similarly, an increase of one level in human factors, trust, and facilities will help satisfaction with service quality increase by 0.532; 0.232; 0.379.

V. CONCLUSION

The research results have identified factors affecting people's satisfaction with public administrative services at the People's Committee of Pho Yen City, Thai Nguyen province in order of importance: administrative procedures, people, reliability and facilities. To improve people's satisfaction with public administrative services, the authors propose some basic solutions as follows:

The solution group belongs to administrative procedures

- Ensure implementation of procedures in accordance with the law, regularly review and find solutions to simplify administrative procedures in different areas, and develop methods to notify people of additional documents. via phone or email.
- Overcome the notification of additional documents on the date of appointment for returning results, this is one of the things that causes discomfort for people, it needs to be adjusted promptly by clearly defining the time for the stages. processed and applied to all administrative processes.

The solution group belongs to the human factor

- It is necessary to build a team of cadres and civil servants who meet prescribed standards, have political qualities, ethics, revolutionary lifestyle, have professional capacity to meet needs, and have communication and behavioral skills. suitable for specific tasks.
- Conduct annual quality assessment of officials and civil servants. On that basis, develop a training and fostering plan and build a human resources database to serve the management of civil

servants using the information system at Pho Yen People's Committee.

The solution group belongs to trust

- Develop civil servant profiles to monitor the working process, stipulate binding responsibilities between agencies and each officer, to ensure that the output results are accurate documents and administrative papers.

- There needs to be close coordination between specialized departments, regularly reviewing and improving procedures from receiving, processing, circulating and returning results, on time.

The solution group belongs to facilities

It is necessary to upgrade infrastructure, provide modern equipment, build an electronic document warehouse, and apply and use information technology tools in management.

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