

RESEARCH FACTORS AFFECTING PEOPLE'S SATISFACTION TO THE PUBLIC ADMINISTRATIVE SERVICES IN THE PEOPLE'S COMMITTEE OF THUAN PHUOC WARD, DA NANG CITY

Author: Le Anh Tuan¹

Faculty of Accounting, Duy Tan University, Da Nang city, Viet Nam

Email: latuan0507@gmail.com

<10.26821/IJSRC.7.2.2019.7206>

Abstract:

The purpose of this study is to determine the factors affecting people's satisfaction with public administrative services at the People's Committee of Thuan Phuoc Ward, Da Nang City. Through the mixed research method on the basis of surveying 350 people in different ages and different professions and especially in different public administrative services with a hypothetical model with 5 image elements to the satisfaction of the people: (1) Confidence, (2) Facilities, (3) Employees, (4) Administrative procedures, (5) Costs. Quantitative statistical results show that the two factors that have the greatest impact on people's satisfaction are: trust and attitude and staff capacity. Besides, the remaining factors also have significant influence on people's satisfaction with public administrative services. The article also gave some implications for policy leaders to improve people's satisfaction when serving.

Keywords: Satisfaction, public administrative service, Thuan Phuoc ward, Da Nang.

1. INTRODUCTION

Administrative service reform will create favorable conditions for localities to improve service quality, thereby improving competitiveness. When the competitiveness has been enhanced, localities will have the opportunity to attract investment capital, improve the operational efficiency of the authorities at all levels. Therefore, administrative service reforms to improve the quality of administrative services are concerned by the authorities. However, during the implementation process, there were many difficulties in viewpoints, documents, experiences and quality assessment methods. While evaluating the quality of service, attention should be paid to analytical models, questionnaires, analytical processes, tools and analytical facilities.

It can be said that the annoyance of promoting administrative procedure reform not only from the economic aspect, ie saving money, is to build a legal environment for economic sectors and investors. peace of mind to do business, develop; not only from the social aspect, but to create favorable conditions for people to exercise their rights and obligations to the State. Moreover, it also comes from the arrangement and organization of apparatus in the direction of compact, modern; renewing the training and retraining of officials and public servants in terms of professionalism and professionalism towards professionalization; contributing to the elimination of bureaucracy, governmental rights, bribery, cleaning the state apparatus.

At Thuan Phuoc Ward People's Committee, although reforming administrative procedures has been carried out for many years, in general, it is still complicated and troublesome for people and businesses. The results according to the 2016 People's Committee report on the satisfaction level of the people still have some opinions that the records are still late, the attitude of the officials is not good.

2. SUBJECTS AND SCOPE OF RESEARCH

Research object of the article is people using public administrative services in Thuan Phuoc Ward, Hai Chau District, Da Nang City. In order to diversify the objects, the author has randomly sampled for subjects of different ages, education levels and administrative fields at ward People's Committees. Scope of time: The study was conducted 4 months from August 2017 to December 2017.

3. RESEARCH METHOD

To be able to provide readers with a thorough look, the topic uses a mixed method or is the research method that has a combination of qualitative and quantitative research methods. Qualitative research is conducted in the first phase to determine the model and measurement variables to suit the research context. Quantitative research: is based on the information obtained from survey by question to solve the research objectives of the topic. Likert scale five levels are used to measure the value of variables. Because this is a quantitative study, the sampling method is the non-probability sampling design with convenient sampling. The questionnaire will be used as a tool to collect information and data needed for the above quantitative analysis. The model of alpha correlation coefficient of Cronbach (Cronbach's Alpha) and the method of exploratory factor analysis EFA is used to evaluate the reliability and value of the scale, test the research model through correlation coefficient Pearson. Interpretation of data through a number of descriptive statistics and inference statistics tools implemented by SPSS 20.0 statistics processing software.

4. RESARCH MODEL

Based on the customer perception model of quality and satisfaction, previous research models combine the study of legal normative documents, models of people's satisfaction with service quality. Public administration at Thuan Phuoc Ward People's Committee is formed and presented in:

- Confidence: Confidence is the expectation of the people about the commitment of the state administrative agency in the process of implementing the function of providing public services, affecting people's satisfaction.
- Facilities: including service providers, equipment, information tools and other technical facilities, which have an impact on people's satisfaction.
- Employees: this is a very important criterion, reflecting the decisive role in the process of providing public administrative services. If cadres and civil servants have quality, responsibility and ability (especially skills and skills), they will well fulfill their assigned tasks.
- Procedures: including the requirements of input documents, process of processing dossiers, impact on people's satisfaction.
- Costs: including the amount that people have to pay to the People's Committee during the process of making procedures and papers at the People's Committee.

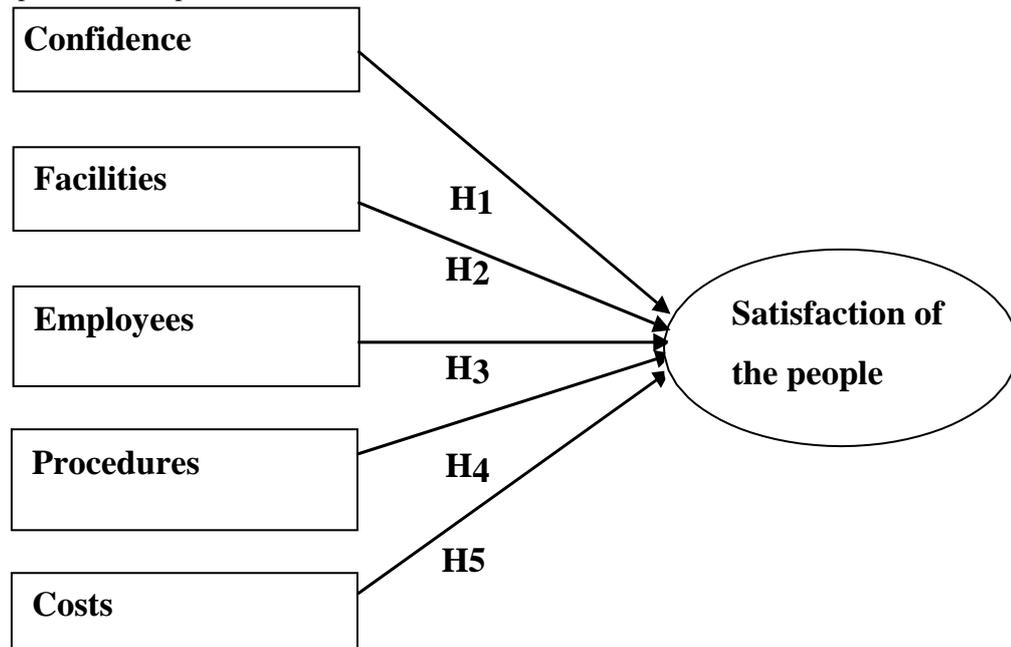


Figure 1: Recommended research model

5. RESEARCH RESULT

Overview of the research sample

In this study, the author selects the sample by convenient method, directs people to the transaction at the receiving and returning department of Thuan Phuoc Ward People's Committee. Before conducting a quantitative survey, the author conducted a qualitative survey through a group discussion of about 10 experts in the field of public administration in advance.

After the preliminary quantitative survey step, the author conducts an official survey. The time of taking the survey is from August 8, 2017 to December 15, 2017 at the Department for receiving and returning the results of People's Committee of Thuan Phuoc ward.

The number of votes issued was 360 votes (including 100 preliminary surveys), collected 350 votes (the rate reached 97.2%), removed 10 invalid votes. So the final sample size is 350 and some key characteristics are as follows:

Table 1: Sample distribution table according to some attributes of surveyed people

Characteristics		No	%
Sex	Male	166	48
	Female	184	52
Age	20 – 30	106	30
	31 – 40	93	27
	41 – 50	72	20
	>50	79	23
Academic level	Not graduated from high school	22	6
	High school	78	22
	College	96	27
	University	134	38
	Postgraduate	20	7
Work	Housewife	48	14
	Students	55	15,7
	Workers and Employees	140	40
	Retired cadres	56	16
	Others	51	14,3
Administrative service used	Authentication	198	56,6
	Social Protection	77	22
	Build	55	15,7
	Measurement and land	56	16
	Others	55	15,71

Quality control of scale with Cronbach'Alpha coefficient

Table 2: Results of reliability analysis of variable groups by Cronbach'Alpha coefficient

(Source: General Author)

No	Variables	Number of observed variables	Cronbach Alpha
1	Confidence	4	0.855
2	Facilities	3	0.931
3	Employees	7	0.904
4	Procedurs	4	0.858
5	Costs	3	0.714
6	Sastisfaction	5	0.860

Through the analysis of Cronbach's Alpha coefficient, we found that 6 scales of service satisfaction assessment and dependency factors all have a reliability greater than 0.6, so they are reliable to use. The built-in scale is significant in statistics and reaches the required reliability factor. It should be further included in the EFA discovery factor analysis.

Factor analysis explores EFA of independent variables

First to check whether the independent factors are suitable for inclusion in the EFA discovery factor analysis, we conduct Bartlett's and KMO coefficients:

Table 3. KMO coefficient and verification of Bartlett's of independent factors

KMO coefficient		0,873
Testing Bartlett's	Approx. Chi-Square	6730,011
	Df	210
	Sig.	,000

Based on Table 3, having a KMO value of 0.873 > 0.5 and a Sig value of Bartlett's test equal to 0.000 < 0.05 shows that the variables are correlated, so the model is suitable to include in the exploratory factor analysis.

The method of extracting in factor analysis requires that the values of Eigenvalue must be greater than 1 to be retained in the analysis model. 5 factors are extracted with Eigenvalue value greater than 1 and a stop when extracting elements at factor 5 with Eigenvalue of 1.060 > 1. Total variance extracted of 5 factors by 80.031% > 50% of this shows that the ability to use these 5 components explains 80.031% of variation of observed variables. Based on the factor rotation matrix when running EFA, 21 remaining variables are extracted into 5 factors and no variables are excluded.

Factor analysis explores EFA factor satisfaction

The results of EFA discovery factor analysis with KMO are 0.778 > 0.5 and Bartlett's testing has a 0.000 < 0.05 level, so it is possible to confirm the appropriate data for factor analysis. (Table 4)

Table 4. KMO coefficient and verification of Bartlett's of satisfaction factor

KMO coefficient		.778
Testing Bartlett's	Approx. Chi-Square	900,603
	Df	10
	Sig.	.000

The analysis extracted from 5 variables assessing adaptation into a major factor with Eigenvalue of 3.225 and total variance extracted 64.497% > 50% (Table 5)

Table 5 Total variance extracted from the adaptation factor

STT	Eigenvalues coefficient			Squared load factor		
	Total	% variance	% accumulated variance	Total	% variance	% accumulated variance
1	3.225	64.497	64.497	3.225	64.497	64.497
2	.720	14.399	78.895			
3	.539	10.775	89.670			
4	.343	6.869	96.539			
5	.173	3.461	100.000			

After Cronbach Alpha accreditation and EFA discovery factor analysis, the original 5 factors remain unchanged. Thus, 23 observable variables into 5 independent factors and 5 group assessment variables into 1 factor to assess people's satisfaction with the service.

Analysis of regression models

After extracting the factors from the analysis of the exploratory factor, we conduct a regression analysis to determine the factors affecting career adaptation. Regression analysis will be carried out with 5 independent factors: facilities, competencies and attitudes of employees, trustworthiness, administrative procedures, service usage costs.

. The value of each factor used to run regression is the average of the observed variables of that factor.

The multivariate linear regression equation of this study takes the form:

Regression is not standardized will be:

$$SHL = 0.5672 + 0.079VC + 0.147NV + 0.168TC + 0.137TTHC + 0.119CP + e.$$

Regression has standardized to be:

$$shl * = 0.132vc * + 0.187nv * + 0.242tc * + 0.168tthc * + 0.152cp *$$

6. Recommendations

According to research results, the quality of public administrative services is influenced by the factors: trust, facilities, capabilities and attitudes of employees, procedures and cost of using services service. From the research results and some of the above reviewers, the group presents some recommendations as follows:

Firstly, about improving the reliability factor:

- + Need to build a contingent of civil servants to meet the requirements of assigned tasks.
- + Build up records to monitor the work process, set the responsibility for binding between departments, each staff, to ensure the output is accurate.
- + There must be close coordination between specialized departments, regularly review and improve procedures and procedures from the reception, acceptance, rotation and return of results on time.
- + It is necessary to build a rational reward regime, and must deal immediately with officials who show negative signs, not to recur those negatives in the future.

Second, about facilities:

- + Need to expand more cool work space, arrange each part reasonably, create a friendly environment in communication between civil servants and people nearby should arrange more staff at the reception desk to advise ways and records of steps to proceed with filing.
- + At the office, it is necessary to arrange a number of areas for people to find out information, watch news, read e-newspapers, print records, pay via bank on the spot.
- + Free wireless access during the waiting period, viewing exhibitions and enjoying public services at a discounted price.
- + The system evaluates the level of satisfaction of the people with the staff receiving the documents who need the guidance and at the same time these petitions will be transferred to the management leaders. There are samples of processes, legal documents and forms, declarations to help people easily make dossiers according to the form.
- + Automatic digital loaders should be popularly used in working sessions to create fairness for all people when they come to the ward to make a dossier.

Third, about the staff:

- + Focus on fostering and improving intellectual capacity for civil servants such as acumen, ability to think quickly and scientifically, properly and timely analysis of newly arising issues and training for staff Ministry of civil servants, skills classes and communication skills, besides, need to recruit capable and enthusiastic staff.
- + Renovating forms of training and retraining, training contents should set out specific situations in practice so that cadres and civil servants can solve them to improve job-solving skills and avoid downward learning theory, not associated with reality. Receiving feedback from the people for the exchange to bring two-way information, to help transaction officers catch information promptly and flexibly handle advisory files for leaders to make the best and the best way to do it, and reduce unnecessary administrative procedures in the transaction.
- + There is a reward regime at the right time to create motivation for civil servants to strive to fulfill their tasks and to regularly check their working process to timely detect violations and take forms proper handling.
- + It is necessary to well implement the political education, ideology and sense of responsibility for the people and the country of cadres and civil servants.
- + More enthusiastic in the process of advising people on how to make dossiers, fill out forms.

Fourth, about the procedure:

- + Regularly review or abolish inappropriate regulations to simplify administrative procedures in order to eliminate cumbersome and anti-cross procedures
- + Administrative procedures must be flexible and flexible to help the application of management subjects easily because there cannot be a single administrative procedure for all state administrative activities that it interleaves complex factors that make administrative management activities very vivid, so administrative procedures need to be flexible and flexible in order to respond promptly and best to the needs of society
- + Authorities and authorities have the authority to promulgate regulations on administrative procedures that need consultation from staff, officials who directly perform the service.
- + Continuing to improve and consolidate the "one-door" mechanism model, proceeding to build a "one-stop shop" mechanism between departments and agencies with the function of settling administrative procedures.
- + There is a clear assignment of the working committee to create a fast working order.
- + In order for the people not to travel many times to the ward without a record, the ward can inform them of the files that have been resolved on the portal on the INTERNET (formulating the online public administration form above). portal)

Fifth, about costs:

+ Need to hang the price list of services used so that people can directly receive them.

+ Charge all administrative services that need to have clear documents so as not to cause questions to the people.

7. Limitations of the topic and subsequent research directions

First, the study only performed in a short time with a sample size of 350 still small. This shows that the overall ability of the research topic is not high. Subsequent research requires a longer time, a larger sample size for more efficient data collection.

Secondly, the study selects samples by convenient and non-probability methods so the representation is still low, the ability to generalize to the crowd is not high. Subsequent research should be stratified, one of the methods of probability sampling, the statistical efficiency will be higher.

Thirdly, the research model only considers the impact of the five factors (reliability, facilities, capabilities and attitudes of employees, Process procedures and service usage costs). perceived value of the people. There may be many more factors affecting the perceived value of the people, customers are not considered such as social value, rational factors, value of knowledge, ... This is also a direction for the research. next.

Fifthly, the study only evaluated the scale by the method of analyzing Cronbach's Alpha coefficient, analyzing factors of EFA discovery and testing theoretical models by multiple linear regression analysis. For better measurement and testing of theoretical models, modern analytical methods should be used as an application of SEM linear structure model.

Stemming from the above limitations along with the practical meaning of the research problem is the basis for making the next research direction.

- Further studies will fix and overcome the shortcomings of this study to have a more complete research, more effective application.

- Further studies will test other models, build a more standard set of scales and expand research objects to ensure higher generalization.

- Subsequent studies may expand across all public administrative areas.

REFERENCES

[1]. Le Chi Mai (2003), "Public administrative service reform in Vietnam", ministerial-level scientific project, National Academy of Public Administration.

[2]. Le Dan (2010), "Evaluating the satisfaction of public administrative services in Da Nang city: Implementation situation and some recommendations", Journal of Reasoning Activities.

[3]. Le Dan (2010), "Evaluating the satisfaction of public services in Da Nang", Journal of Numbers and Events.

[4]. Le Dan (2011), "The plan to evaluate the satisfaction of public services by citizens and organizations", Journal of Science and Technology.

[5]. Research institute of socio-economic development of Da Nang (2011), reporting on survey results, assessing the satisfaction level of citizens for public services in Da Nang city.