STUDY ON PEOPLE'S SATISFACTION WITH THE QUALITY OF PUBLIC ADMINISTRATIVE SERVICES AT THE PEOPLE'S COMMITTEE OF TUY PHONG DISTRICT, BINH THUAN PROVINCE

Vo Khac Thuong[1,*], Do Quoc Vuong[2]

[1]*University of Phan Thiet, Binh Thuan Province, Vietnam*

[2]*Party Committee of Chi Cong Commune, Tuy Phong District, Binh Thuan Province, Vietnam*

Abstract: *The study aims to identify factors affecting people's satisfaction with the quality of public administrative services at the People's Committee of Tuy Phong district, Binh Thuan province. Survey data was collected by interviewing 287 people who needed to use public administrative services in Tuy Phong district. Research results show that there are six factors affecting people's satisfaction, with the level of impact in order from strongest to lowest as follows: (1) Staff capacity (Beta = 0.285); (2) Service attitude (Beta = 0.161); (3) Monitoring and commenting mechanism (Beta = 0.160); (4) Reliability (Beta = 0.148); (5) Facilities (Beta = 0.133); and (6) Procedures (Beta = 0.125). Based on the results, the authors propose a number of implications appropriate to the characteristics of the locality for the leaders of the People's Committee of Tuy Phong district to research solutions to improve the quality of public administrative services in the district.*

Keywords: *people's satisfaction, public administration, service quality, Tuy Phong district.*

1. INTRODUCTION

The People's Committee of Tuy Phong district has been considering proposing solutions to improve state administration, in which administrative procedure reform is especially focused on meeting the satisfaction of people and organizations, such as collecting surveys on people's satisfaction with service provision activities from the Department of Public Administration. Through the summary assessment of 10 years of district administrative reform, in the period 2011–2020, the District People's Committee always pays attention to directing the implementation of administrative reform, especially administrative procedure reform and providing online public services at levels 3 and 4. Besides the results achieved, there are still some limitations, such as the fact that the publication of administrative procedures still faces many difficulties because many administrative procedures have changed; evaluating people's satisfaction when handling administrative documents is not in accordance with the process, and there is no mechanism for inspection and supervision.

Because of the above necessity, the topic "Study on people's satisfaction with the quality of public administrative services at the people's committee of Tuy Phong district, Binh Thuan province" was carried out to identify factors affecting people's satisfaction with the quality of public administrative services at the Tuy Phong district People's Committee. And thereby, some implications are proposed to improve people's satisfaction with the quality of public administrative services at the Tuy

Phong district People's Committee in the coming time.

2. LITERATURE REVIEW AND RESEARCH METHODS

2.1 Literature review and research model

The quality of service is defined in different ways depending on the object of study and the research environment. Service quality is the degree to which a service meets the needs and expectations of its customers. According to Parasuraman et al. (1985, 1988), service quality is the gap between customer expectations and their perception when using the service. To measure service quality, Parasuraman et al. (1985) developed and verified a five-component scale of service quality called the Servqual scale, consisting of 22 variables. The authors concluded that this scale is appropriate for all types of services after numerous tests and adjustments.

According to Kotler (2006), satisfaction is the degree of a person's sensory state derived from comparing the results obtained from a product or service with the expectations of that person. Customer satisfaction is seen as a comparison between expectations before and after purchasing a product or service (Oliver and Swan, 1989).

According to Parasuraman (1985), service quality and satisfaction are closely related in the study of service. Cronin and Taylor (1992) examined this relationship and concluded that perceived service quality leads to customer satisfaction. Studies conclude that service quality is the premise of satisfaction and a major factor affecting customer satisfaction.

Based on Parasuraman's SERVQUAL model, Cronin & Taylor (1994) modified and constructed the SERVPERF model. According to the SERVPERF model, service quality is equal to perceived level (instead of measuring both perceived quality and

expectations, like SERVQUAL). The model assumes that service quality is weighted by five components: tangible means, reliability, responsiveness, service capacity, and empathy.

Based on the theoretical basis and relevant previous studies, including Mokhlis et al. (2011), Lê Minh Trung (2017), Nguyễn Trung Lợi (2018), Bùi Đức Nam (2018), Chikwawawa (2019), Do Minh Tuan (2019), Pham Dang Nam (2019), Huynh Van Thai et al. (2020), and Doan Pham Quang Ly (2020), the authors proposed the research model as Figure 1.
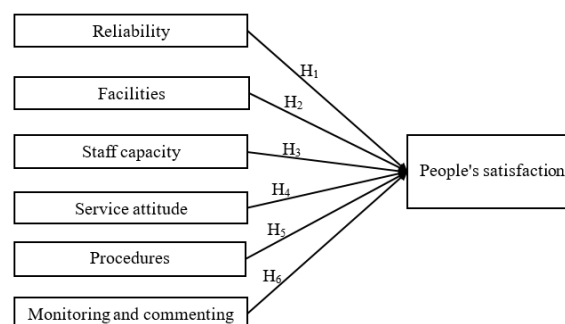

Figure 1. Proposed Research Model

Hypothesis 1 (H1). Reliability has a positive influence on people's satisfaction with the quality of public administrative services at the People's Committee of Tuy Phong district, Binh Thuan province.

Hypothesis 2 (H2). Facilities have a positive influence on people's satisfaction with the quality of public administrative services at the People's Committee of Tuy Phong district, Binh Thuan province.

Hypothesis 3 (H3). Staff capacity has a positive influence on people's satisfaction with the quality of public administrative services at the People's Committee of Tuy Phong district, Binh Thuan province.

Hypothesis 4 (H4). Service attitude has a positive influence on people's satisfaction with the quality of public administrative services at the People's Committee of Tuy Phong district, Binh Thuan province.

Hypothesis 5 (H5). Procedures have a positive influence on people's satisfaction with the quality of public administrative services at the People's Committee of Tuy Phong district, Binh Thuan province.

Hypothesis 6 (H6). Monitoring and commenting mechanisms have a positive influence on people's satisfaction with the quality of public administrative services at the People's Committee of Tuy Phong district, Binh Thuan province.

2.2 Research methods

The objective of the paper is to assess and determine the level of people's satisfaction with the quality of public administrative services at the people's committee of Tuy Phong district, Binh Thuan province. Based on that, the authors propose a number of solutions and recommendations to improve people's satisfaction with the quality of public administrative services at the People's Committee of Tuy Phong district, Binh Thuan province.

Qualitative and quantitative research methods were used to conduct the research. The qualitative study was conducted to collect the opinions of experts in the field of management with many years of experience related to administrative procedure reform in the district. Quantitative research was performed by interviewing people through surveys when they came to transact at the receiving and returning results department of

the Tuy Phong district People's Committee. Data collected from the survey will be screened and processed with SPSS 20.0 software to verify and analyze each factor.

According to Hair et al. (2006), the sample size in exploratory factor analysis (EFA) is based on the minimum and number of variables included in the analysis. The minimum is 50, preferably 100, and the variable ratio is 5:1, preferably 10:1 or higher.

According to Green (1991), the sample size used for regression analysis is determined with the following formula: $n \geq 50 + 5p$ (p is the number of independent variables in the model).

The research used exploratory factor analysis methods, combined with linear regression. This study consisted of 33 variables, of which 1 was a dependent variable and 6 independent variables. The minimum sample size is:

EFA method: $n = 5*33 = 165$.

Regression method: $n = 50 + 5*6 = 80$.

On that basis, the authors selected a sample size of 300 samples, suitable for both EFA and linear regression. The respondents are people performing administrative services at the receiving and returning departments of the Tuy Phong district People's Committee. As a result, 278 valid surveys were used as data for EFA and linear regression analysis.

3. RESULTS AND DISCUSSION

3.1 Research results

3.1.1 Sample descriptive statistics

Table 1. Data descriptive statistics

Sample information		Frequency	Percentage %	Total %
Gender	Male	169	58.89	100
	Female	118	41.11	
Age	Under 25	23	8.01	100
	25-35	59	20.56	
	36-45	103	35.89	
	Over 45 years old	102	35.54	

Education	High school	224	78.05	100
	Undergraduate	48	16.72	
	Graduate	15	5.23	
Profession	Officers	14	04.88	100
	Business	70	24.39	
	Domestic	57	19.86	
	Different	146	50.87	
Job Description	Land sector	126	43.90	100
	Business registration	43	14.98	
	Judicial-Civil Status	40	13.94	
	Construction	21	7.32	
	Environment	19	6.62	
	Different	38	13.24	

Source: Authors synthesized from SPSS software

3.1.2 Verify variable reliability

Table 2. Data inspection results

No.	Variable	Variable eliminated	Alpha coefficient	Conclude
1	TC	Not	0.821	Good quality
2	VC	Not	0.869	Good quality
3	TT	Not	0.756	Quality
4	NL	Not	0.904	Good quality
5	PV	Not	0.907	Good quality
6	GS	Not	0.758	Quality
7	HL	Not	0.855	Good quality

Source: Authors synthesized from SPSS software

After verifying variables by using Cronbach's alpha confidence coefficient method, all scales satisfied the evaluation criteria with a coefficient ≥ 0.6 and a total variable correlation ≥ 0.3, none of the variables were excluded from the scale (Table 2).

3.1.3 Exploratory Factor Analysis

Table 3. Exploratory Factor Analysis Results

Variables	Independent variables						Dependent variables	
	1	2	3	4	5	6	1	
PV2	0.804						HL1	0.727
PV1	0.748						HL2	0.810
PV4	0.724						HL3	0.792
PV3	0.714							
PV5	0.711							
PV6	0.637							
NL3		0.746						
NL4		0.743						
NL1		0.726						
NL5		0.674						
NL2		0.579						
TC3			0.674					
TC2			0.644					

TC1			0.642						
TC4			0.623						
TC5			0.612						
VC1				0.770					
VC3				0.761					
VC4				0.698					
VC2				0.681					
TT3					0.723				
TT4					0.675				
TT1					0.615				
TT2					0.585				
TT5					0.576				
GS4						0.660			
GS3						0.653			
GS1						0.614			
GS2						0.607			
GS5						0.557			
KMO coefficient						**0.947**			**0.723**
Sig.						**0.000**			**0.000**
Eigenvalue						**1.054**			**2.329**
Extraction variance						**63.238**			**77.632**

Source: Authors synthesized from SPSS software

The EFA result (Table 3) of independent variables shows that there are 6 factors extracted at Eigenvalue with a value of 1.054 (> 1), satisfactory extraction variance of 63.238 (> 50%), KMO ratio of 0.947 ($0.5 \leq KMO \leq 1$), and Sig. = 0.00 (< 0.05). The rotation matrix results show that all variables have a factor loading greater than 0.55. Thus, EFA is consistent, and statistical reliability is achieved. The results of EFA's dependent variables also show that the results are consistent with the evaluation criteria of factor analysis methods.

3.1.4 Regression analysis

Table 4. Results of the regression analysis

B	Unstandardized Coefficients		Standardized Coefficients	t	Sig. Tolerance	Collinearity Statistics	
	Std. Error	Beta				VIF	
(Constant)	-0.571	0.197		-2.898	0.004		
PV	0.180	0.058	0.161	3.127	0.002	0.457	2.186
NL	0.301	0.058	0.285	5.221	0.000	0.407	2.455
TC	0.192	0.067	0.148	2.865	0.004	0.456	2.194
VC	0.132	0.049	0.133	2.669	0.008	0.487	2.052
TT	0.178	0.066	0.125	2.705	0.007	0.569	1.757
GS	0.224	0.068	0.160	3.283	0.001	0.509	1.964

Source: Authors synthesized from SPSS software

Table 4's significance level column (Sig.) shows the independent variables NL (staff capacity), GS (monitoring and commenting mechanism), PV (service attitude), TC (reliability), TT (procedures), and VC (facilities) all have Sig. < 0.01. Thus, all independent variables meaningfully correlate with the dependent variable with 99% confidence. All independent variables have a VIF coefficient of < 10. Therefore, the model has no linear multi-additive phenomenon.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.812a	0.660	0.652	0.43713421	1.335

Source: Authors synthesized from SPSS software

In Table 5, the adjusted R square is 0.652 (Test F, Sig. ≤ 0.01). As a result, independent variables account for 65.2% of the dependent variable's changes and are therefore certain to be meaningful with a confidence level above 99%. The Durbin–Watson statistical value d is 1.932 (1 < d < 3) so the residuals are independent of each other, the independence of the residuals has been ensured, and there is no self-correlation in the residual.

Table 6. Variance Analysis (ANOVA)

ANOVA					
Model	Total squared	Df	Mean squared	F	Significance level
1 Regression	103.714	6	17.286	90.460	0.000b
Residual	53.504	280	0.191		
Sum	157.219	286			

Source: Authors synthesized from SPSS software

In Table 6, the regression model has Sig. = 0.000 ≤ 0.01. Thus, overall, the independent variables are linearly correlated with the dependent variable with 99% confidence. Therefore, the linear regression model given is consistent with the actual data. The results also show that there is no change in residual variance.

3.2 Discussion

Table 7: Impact of independent variables

Factor	Absolute Value Beta	%	Position of impact
PV	0.161	15.91	2
NL	0.285	28.16	1
TC	0.148	14.63	4
VC	0.133	13.14	5
TT	0.125	12.35	6
GS	0.160	15.81	3
Sum	1.012	100	

Source: Authors synthesized from SPSS software

As shown in Table 7, based on the value of the standardized coefficient Beta, we determine the degree of impact of the independent variables on the dependent variable in order from high to low as follows: Staff capacity (NL), service attitude (PV), monitoring and commenting mechanism (GS), reliability (TC), facilities (VC), and procedures (TT).

In general, the results have achieved the initial goals set with positive results, basically assessing the impact of each factor on people's satisfaction. However, there are still limitations on the scale, and the number of survey samples is not large. The above limitations are also suggestions for the following studies for authors who choose similar topics and should spend more time collecting information, data, and survey areas to achieve better results.

4. CONCLUSION AND IMPLICATIONS

4.1. Conclusion

The model inspection ensures the conditions and requirements set by the hypotheses, and the results identify six factors that all have a positive impact on people's satisfaction with the quality of public administrative services at the People's Committee of Tuy Phong district, Binh Thuan province, in order from high to low, as follows: Staff capacity (NL) (Beta = 0.285), service attitude (PV) (Beta = 0.161), monitoring and commenting mechanism (GS) (Beta = 0.160), reliability (TC) (Beta = 0.148), facilities (VC) (Beta = 0.133), and procedures (TT) (Beta = 0.125). The results of the analysis and basic assessment of the situation and quality of public administrative services here, in which human resources (cadres, civil servants) are determined to be the most important factor in determining the success or failure of a type of service, meeting the satisfaction of the people, customers when using the service.

4.2. Implications

The authors proposed some implications to further improve people's satisfaction with the quality of public administrative services at Tuy Phong District People's Committee, Binh Thuan Province, based on the research results.

4.2.1. Staff capacity

This factor has the highest level of influence on people's satisfaction with the quality of public administrative services at Tuy Phong District People's Committee, Binh Thuan Province. Therefore, it is necessary to pay attention to organizing training courses on professional skills and soft skills for staff. Officers must be flexible, strictly guided, enthusiastic, and non-discriminatory in processing information. Regularly correct, discipline, and strictly handle civil servants with non-standard attitudes.

4.2.2. Service attitude

To strengthen political and ideological education, train moral qualities and lifestyles, and raise the sense of responsibility and public service ethics for civil servants. Staff must show a high sense of responsibility and enthusiasm when solving assigned tasks; give detailed, specific, dedicated instructions; and always pay attention to people's feedback because nowadays administrative procedures are constantly changing.

4.2.3. Monitoring and commenting mechanism

Civil servants should strictly comply with the regulation on receiving, processing, and responding to complaints and petitions of people and enterprises on the government's portal; publish information received, reflecting recommendations of organizations and citizens on handling administrative procedures of the District People's Committee, so that people know and assess the level of satisfaction when using public

services. Strictly handle acts of officials causing difficulties, arbitrarily setting up procedures that are not in accordance with regulations, and obstructing people and organizations when performing transactions.

4.2.4. Reliability

It is necessary to continue implementing well-publicized administrative procedures, specific to each field, so that people can easily access them. Promote the roles and responsibilities of leaders of the People's Committee of Tuy Phong district, especially agencies directly involved in receiving and settling quickly, effectively adjusting, and solving problems in the implementation process.

4.2.5. Facilities

Upgrading and expanding the working room area of the one-stop mechanism is crucial; it must be fully equipped with equipment to serve people, creating a friendly and close environment for transactions between civil servants and people. It is necessary to invest additionally and regularly repair information lookup machines so that people can conveniently search for legal documents, forms, declarations, status, and results of settling documents easily, thereby reducing pressure for officials and civil servants in guiding procedures and answering questions.

4.2.6. Procedures

Continue to promote the reform of administrative procedures to make them simpler and more convenient for the people; regularly update legal documents, review and eliminate unnecessary procedures. Along with that is the public listing; according to regulations, any document that expires or is torn shall be replaced and supplemented promptly. Regularly improve procedures for receiving, processing, advising on settlement, and returning results on time according to appointment papers for people and organizations.

Author Information:

Assoc. Prof. Dr. Vo Khac Thuong *(*Corresponding author)*, University of Phan Thiet, Binh Thuan Province, Vietnam.

Email: thuongvk@upt.edu.vn

M.A. Do Quoc Vuong, Party Committee of Chi Cong Commune, Tuy Phong District, Binh Thuan Province.

Email: doquyentp@gmail.com

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NGHIÊN CỨU SỰ HÀI LÒNG CỦA NGƯỜI DÂN ĐỐI VỚI CHẤT LƯỢNG DỊCH VỤ HÀNH CHÍNH CÔNG TẠI ỦY BAN NHÂN DÂN HUYỆN TUY PHONG, TỈNH BÌNH THUẬN

Võ Khắc Thường[1,*], Đỗ Quốc Vương[2]

[1]Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam

[2]Đảng uỷ xã Chí Công, huyện Tuy Phong, tỉnh Bình Thuận, Việt Nam

Tóm tắt: *Nghiên cứu nhằm xác định các yếu tố tác động đến sự hài lòng của người dân đối với chất lượng dịch vụ hành chính công tại UBND huyện Tuy Phong, tỉnh Bình Thuận. Dữ liệu khảo sát được thu thập bằng cách phỏng vấn 287 người dân có nhu cầu sử dụng dịch vụ hành chính công huyện Tuy Phong và áp dụng mô hình phân tích nhân tố khám phá. Kết quả nghiên cứu cho thấy có sáu yếu tố tác động đến sự hài lòng của người dân với mức độ tác động theo thứ tự mạnh nhất tới thấp nhất như sau: (1) Năng lực cán bộ (Beta = 0,285); (2) Thái độ phục vụ của cán bộ (Beta = 0,161); (3) Cơ chế giám sát, góp ý (Beta = 0,160); (4) Sự tin cậy (Beta = 0,148); (5) Cơ sở vật chất (Beta = 0,133) và (6) Quy trình thủ tục (Beta = 0,125). Dựa trên mức độ ảnh hưởng của từng yếu tố, nhóm tác giả đề xuất một số hàm ý quản trị phù hợp với tình hình, đặc điểm của địa phương để lãnh đạo Ủy ban nhân dân huyện Tuy Phong nghiên cứu ra những giải pháp nhằm nâng cao chất lượng dịch vụ hành chính công trên địa bàn huyện.*

Từ khóa: *chất lượng dịch vụ, hành chính công, sự hài lòng của người dân, huyện Tuy Phong.*

Thông tin tác giả:

PGS. TS. Võ Khắc Thường *(*Tác giả liên hệ),* Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam.

Email: thuongvk@upt.edu.vn

ThS. Đỗ Quốc Vương, Đảng uỷ xã Chí Công, huyện Tuy Phong, tỉnh Bình Thuận, Việt Nam.

Email: doquyentp@gmail.com