

# Factors Affecting People's Satisfaction on Public Administrative Services in Thai Nguyen Province - Vietnam

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**ABSTRACT:** This study is aimed to determine the factors that affect the level of citizens' satisfaction on quality of public services at people's committee Thai Nguyen, Viet Nam. The Cronbach's Alpha test, exploratory factor analysis (EFA) and multiple-variable linear regression analysis were used in the study. Research data from the study were collected from 200 people who use public services. The research results show that 4 factors affect the level of citizens' satisfaction, including: administrative procedures, people, trust and facilities. In particular, the factor administrative procedures has the most impact on citizens' satisfaction.

**Keywords:** service quality, public administration, the people, satisfaction, Thai Nguyen

## I. ASK A PROBLEM

Administrative reform is being seen as a powerful driving force to promote economic growth, democratic development and other aspects of life. The 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 in accordance with the law, and gradually shifting the administrative system from public agencies governing into an agency serving the people.

Thai Nguyen province is a northern mountainous midland region of Vietnam, which is the most densely populated part of the country. Although the province has always been at the forefront of administrative procedure reform, 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 on top. People's satisfaction with public administrative services will

be a measure of loyalty and trust in the public apparatus, a decisive factor for the stability and consensus of the society. Therefore, the study of factors affecting people's satisfaction with public administrative services in Thai Nguyen province, Vietnam has practical significance in order to provide the necessary amount of information to help local authorities method of improving service delivery quality, contributing to the realization of the country's common goals.

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

This is a type of service associated with the state management function to meet the requirements of the people. Therefore, so far, the only provider of these public services has been a public authority 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 licensing, certificates, registration, notarization, visas, civil status. People enjoy these services not according to the relationship of supply and demand, parity in the market, but through the payment of fees or charges to state administrative agencies. This fee is to support the state budget.

Service quality is an important measure of the performance of state administrative agencies, and is one of the main performance results of these agencies. However, profit is not the main purpose of agencies, as they also have to perform many other functions such as supporting growth, regulating growth rate and growth direction. It can

be understood that the quality of public administrative services is the ability to satisfy the requirements of organizations and individuals on the provision of public administrative services with specific products, which are administrative decisions. And people's satisfaction with public administrative services is the satisfaction about what this service provides can meet above or below their desired level. When it comes to the aspect of service quality or people's satisfaction, the requirement for administrative agencies is how to shorten the gap between people's expectations and the actual ability of the people to meet them. administrative agency. On the other hand, people's satisfaction is a subjective state, not quantifiable, so the measurement will not be accurate, requiring sampling and statistical analysis.

Based on the results of previous studies and the actual situation in Thai Nguyen province, Vietnam, this study selects the factors affecting people's satisfaction when using public administrative services, consists of:

- Reliability: is the people's expectation of fulfilling the commitments made by state administrative agencies to them in the process of performing the function of providing public administrative services.

- Service provision facilities: including elements such as service providers, equipment, tools and other technical means, especially equipment in reception rooms, where people receive services. contact with civil servants representing administrative agencies.

- Employee capacity: includes the capacity, skills and expertise to successfully complete the assigned tasks, this is a very important criterion, demonstrating the decisiveness in public administrative services.

- Service attitude: for civil servants doing administrative services, they must know how to listen, be patient and restrained, express themselves

clearly, have a friendly attitude, deal with work in a timely manner and act vivacious.

- Empathy of employees: ie the interest of officials and civil servants, this is the fundamental requirement of the organization, showing the dedication to serving the people through finding reasonable solutions in every situation. situations to address people's requirements.

- Administrative procedures: including requirements for input documents, processing of documents, contact stages between handlers and service users. Procedures must be improved in the application process because the current reality is that administrative procedures are cumbersome and regulations are still overlapping.

## II. RESEARCH METHODS

Primary data was collected through the distribution of questionnaires to 350 people to the People's Committee of Thai Nguyen province to use public administrative services.

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

- Reliability (X1): measured by 4 observed variables from TC1 to TC4
- Infrastructure(X2): measured by 5 observed variables from CS1 to CS4
- Employee capacity (X3): measured by 5 observed variables from NL1 to NL4
- Service attitude (X4): is measured by 5 observed variables from TD1 to TD5
- Employee empathy(X5): measured by 4 observed variables from DC1 to DC4
- Administrative procedures (X6): measured by 5 observed variables from QT1 to QT4

About people's satisfaction (dependant variable) is measured by 3 observed variables from HL1 to HL3.

In this study, the Likert scale was used with a score of 1 to 5 to measure observed variables.

**Table 1. Variables in the model**

Administrative procedures are public and transparent	TC1	Officials receive and process documents to serve all citizens fairly	TD3
The profile is not corrupted or lost	TC2	Dossier-receiving officers have a high sense of responsibility for citizens' records	TD4
People do not have to go back and forth many times to do the application	TC3	Dossier-receiving officers have a high sense of responsibility for citizens' records	TD5
This is the trusted place of	TC4	People can easily contact the officer	DC1

people when contacting to resolve public administrative procedures		handling the application	
Room to receive and return documents is spacious and airy	CS1	Employees handle documents flexibly and in a timely manner	DC2
Fully equipped, modern reception and return room	CS2	Reasonable requests of the people are taken care of by officials	DC3
The arrangement and arrangement of the place to receive and return the documents is reasonable	CS3	Officials easily understand requirements of the people	DC4
The administrative procedures and forms are fully listed	CS4	Requirement of administrative dossier composition in Thai Nguyen Province, Vietnam is reasonable	QT1
The officer receiving the application has good communication skills	NL1	Time to process dossiers according to reasonable listing process	QT2
The officer receiving the application has professional knowledge and skills to handle the job	NL2	The process and steps to handle the listed documents are reasonable	QT3
The officer receiving the application has job solving skills	NL3	Legal provisions on appropriate public administrative procedures	QT4
Officials receive, accept, advise, and properly resolve people's problems	NL4	I am satisfied with the public administrative service	HL1
Dossier-receiving officers have a polite attitude when receiving and returning documents	TD1	I am completely satisfied with the service	HL2
Receiving officers do not cause trouble for people when processing documents	TD2	I am satisfied when performing public administrative services	HL3

(Source: Compiled by the author)

From there, the model for assessing people's satisfaction with public administrative services in Thai Nguyen Province, Vietnam is established as follows:

Satisfaction with public administrative services

Y is the dependent variable ( $Y = f(X_1, X_2, X_3, X_4, X_5, X_6)$ ) and  $X_1, X_2, X_3, X_4, X_5, X_6$  are the independent variables

### III. RESEARCH RESULTS

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

Number	Factor	Observed variables	Cronbach's Alpha
1	Reliability	TC1, TC2, TC3, TC4	0.724

2	Infrastructure	CS1, CS2, CS3, CS4	0.835
3	Service capabilities	NL1, NL2, NL3, NL4	0.843
4	Service attitude	TD1, TD2, TD3, TD4, TD5	0.812
5	Empathy	DC1, DC2, DC3, DC4	0.898
6	Service procedures	QT1, QT2, QT3, QT4	0.822
7	Satisfaction	HL1, HL2, HL3	0.883

(Source: The author's survey data processing results)

The results of analysis of Cronbach's Alpha coefficient on the scale of factors affecting people's satisfaction with public administrative services in Thai Nguyen province, Vietnam are presented in Table 2. This result shows the scales all ensure reliability, the minimum Cronbach's Alpha coefficient is 0.724 and the highest is 0.898 is accepted, the total variable correlation coefficient is over 0.3, the scales are satisfactory and continue to be included EFA analysis.

After analyzing EFA exploratory factor by Principal Component Analyzer factor extraction method with Varimax rotation, the result KMO

value is 0.785 with Sig significance level. = 0.000 shows that the use of factor analysis in this scale is consistent with the data.

The results of factor analysis to explore EFA for the dependent variable confirmed that the scale was satisfactory with the total variance extracted was 64.2% (>50%) and all factors were 0.5; extracted 1 factor with Eigenvalue > 1. The results of factor analysis exploratory factor EFA for the independent variables confirmed that the scale was satisfactory with the total variance extracted was 67.474% (>50%) and the factors were all large. 0.5; Extract 4 factors with Eigenvalue > 1

**Table 3. EFA analysis results for independent variables**

Observable variables	1	2	3	4
TD5	.796			
DC1	.757			
TD3	.754			
DC3	.731			
NL1	.712			
NL2	.683			
TD1	.643			
TD2	.633			
NL3	.612			
QT2		.832		
QT3		.746		
QT1		.648		
QT4		.623		
CS3			.823	
CS4			.813	
CS1			.783	
CS2			.734	
TC2				.835
TC1				.783
TC3				.639

(Source: The author's survey data processing results)

From the above factor analysis results, it has been determined that there are 4 factors affecting 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, which the authors renamed "factor of administrative procedures".

- Factor 3 includes observed variables CS1, CS2, CS3, CS4, which the authors renamed as "facilities factor".

- Factor 4 includes observed variables TC1, TC2, TC3, which the authors renamed as "reliability factor".

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

**Table 4. Regression coefficients**

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>	<b>Collinearity Statistics</b>	
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>			<b>Tolerance</b>	<b>VIF</b>
1	(Const ant)	.224	.031	3.092	.002		
	X1	.423	.129			.675	2.589
	X2	.512	.067			.434	1.624
	X3	.212	.046			.696	2.134
	X4	.389	.076			.579	1.745

(Source: The author's survey data processing results)

From Table 4, we have the following regression equation:
$$Y = 0.224 + 0.423X_1 + 0.512X_2 + 0.212X_3 + 0.389X_4$$

The above linear regression equation helps us to draw conclusions from the research sample, that people's satisfaction with the quality of public administrative services depends on 4 factors, which are human factors, administrative procedures and processes, facilities and reliability. Because all the independent variables are measured by the Likert scale (with the same unit), we can also see the influence of each factor on satisfaction from this regression equation. In which, administrative procedures have the strongest influence, followed by human factors, trust and facilities have the lowest influence. If administrative procedures increase by 1 level, service quality satisfaction will increase by an average of 0.512 steps. Similarly, an increase of one level of human factors, reliability, and facilities will increase service quality satisfaction by 0.423; 0.389; 0.212.

#### IV. CONCLUSION

The research results have identified the factors affecting people's satisfaction with public administrative services in Thai Nguyen Province, Vietnam 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 group of solutions belongs to administrative procedures

- Ensure the implementation of procedures in accordance with the law, regularly review and find solutions to simplify administrative procedures in different fields, develop a method of notification of additional documents to the people. by phone, email.

- Overcoming the notification of additional documents on the date of the appointment to return the results, this is one of the things that causes discomfort to the people, it is necessary to make timely adjustments by specifying the time for the stages. handle and apply to all administrative processes.

#### The solution group belongs to the human element

- It is necessary to build a contingent of cadres and civil servants who meet the prescribed standards, have political and moral qualities, a revolutionary lifestyle, have professional capacity to meet demands, and have communication and behavioral skills. suitable for a particular task.

- Conduct annual quality assessment of cadres and civil servants. On that basis, develop a training and retraining plan and build a human resource database to serve the management of cadres and civil servants by means of a computer system.

#### The solution group belongs to trust

- Building records of civil servants to monitor the working process, specifying binding responsibilities between agencies and each cadre, in order to ensure that the output results are accurate administrative documents and papers.
- There should be close coordination between specialized departments, regularly reviewing and improving procedures from the stage of receiving, accepting, circulating and returning results, in a timely manner.

**The group of solutions belongs to facilities**

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

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