

Verification of Criteria for Assessing Citizens' Satisfaction Issued by the Ministry of Home Affairs at a One-stop Office in the Industry and Trade Department of Binh Duong Province, Vietnam

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Abstract

The study includes two research objectives: (1) identify and measure the factors affecting people's satisfaction; and (2) assess the importance of factors affecting people's satisfaction, thereby proposing suggestions to improve the set of criteria that are designed to assess people's satisfaction issued by the Ministry of Home Affairs of Vietnam. The essay employs a quantitative analytic approach to find elements impacting people's contentment. The survey sample was randomly selected from 350 individuals who had transactions at the one-stop shop of the Department of Industry and Trade of Binh Duong Province, Vietnam. The paper performs data processing using SPSS 20.0 software to examine the reliability of the scale using Cronbach's alpha coefficient, exploratory component analysis (EFA), correlation analysis, regression, and model testing theory. The findings showed that there are only 4 factors (with statistical significance) affecting people's satisfaction, including approachability (coefficient 0.316), administrative procedures (coefficient 0.384), civil servants (coefficient 0.529), and receiving and solving complaints and feedback (coefficient 0.145). The Ministry of Home Affairs should modify the criteria for assessing citizens' satisfaction with less focus on the results of public administrative service provision as this factor has no correlation with citizens' satisfaction.

Keywords: Administrative Services; Department of Industry and Trade of Binh Duong province, Ministry of Home Affairs; One-stop shop; Satisfaction, Vietnam

INTRODUCTION

Cardozo (1965, cited in Wenting, 2015) first used the term "public satisfaction" in 1965 to describe consumer perceptions of how well a product or service performed in comparison to expectations. In Vietnam, The Prime Minister's Decision No. 225/QD-TTg dated February 4, 2016, promulgated the State Administrative Reform Plan for the 2016-2020 period and assigned the Ministry of Home Affairs to implement the Project on Measuring Customer Satisfaction of People and Organizations for the service of state administrative agencies (Thu tuong Chinh phu, 2016). On that basis, on October 10, 2017, the Minister of Home Affairs (2017) issued Decision No. 2640/QD-BNV approving the Scheme on measuring the satisfaction of people and organizations with the service of state administrative organizations, specifying the purposes, objectives, requirements, contents, methods, solutions, responsibilities, time, and budget for implementing the measurement of people's satisfaction and organization for the service of state administrative agencies at the request of the Government, the Prime Minister, in this period.

To measure the satisfaction of people and organizations, the Ministry of Home Affairs provides five basic elements based on the process of providing public administrative services, with 22 criteria applied. The criteria are determined for those who conduct direct transactions at administrative agencies as follows:

(1) The approachability of public administrative services of state administrative agencies is evaluated on several criteria: enough seats to sit and wait at the one-stop office; equipment to serve people and organizations at the one-stop office; modern equipment and facilities for people and organizations at the one-stop office; easy usage of equipment to serve people and organizations at the one-stop office.

(2) Administrative procedures, including full and accurate public disclosure; - Administrative procedures have transparent public disclosure; The composition of the dossier that people and organizations must submit is in accordance with regulations. Fees that people and organizations must pay are in accordance with regulations.

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The time duration for settlement (from the date the application is received to the date the result is returned) is in accordance with regulations.

(3) Civil servants with a polite communication attitude while directly handling work Public servants listen attentively to the opinions of the people or representatives of the organization; they fully answer the requests of the people or representatives of the organization; and they guide the declaration of dossiers enthusiastically and thoughtfully. Civil servants' guides and explanations are understandable; public servants strictly comply with regulations in dealing with work.

(4) Results of public administrative service provision, including results in accordance with regulations, contain complete and accurate information.

(5) Receive and manage comments, feedback, and suggestions. This factor is applied to cases where people and

organizations have made comments, reflections, and recommendations related to the provision of public administrative services. The satisfaction measurement criteria for this factor include: the agency handling administrative procedures; the department receiving and returning results; and having arranged a form to receive comments, feedback, and recommendations. People and organizations make comments, reflections, and recommendations easily; the agency dealing with administrative procedures or department receives and handles positive comments, reflections, and recommendations; the agency handling administrative procedures or department that receives and returns the results shall notify the results of handling comments, complaints, and recommendations in a timely manner.

(6) The above set of criteria is converted into a scale included in the research model, as shown in Table 1 below:

Table 1: Items used in the research model

1. The approachability of public administrative services of state administrative agencies	TCDV	Nguồn
- There are enough seats to sit and wait at the one-stop office	TCDV1	The Ministry of Home Affairs (2017)
- Equipment to serve people and organizations at the one-stop office is enough	TCDV2	
- Equipment and facilities for people and organizations at the one-stop office is modern	TCDV3	
- Equipment to serve people and organizations at the one-stop office is easy to use.	TCDV4	
2. Administrative procedures	TTHC	
- Administrative procedures have full and accurate public disclosure.	TTHC1	The Ministry of Home Affairs (2017)
- Administrative procedures have transparent public disclosure.	TTHC2	
- The composition of the dossier that people and organizations must submit is in accordance with regulations.	TTHC3	
Fees that people and organizations must pay are in accordance with regulations	TTHC4	
- The time duration for settlement (from the date the application is received to the date the result is returned) is in accordance with regulations.	TTHC5	
3. Civil servants in charge	CCTT	
- Civil servants with a polite communication attitude while directly handling work.	CCTT1	The Ministry of Home Affairs (2017)
- Public servants listen attentively to the opinions of the people or representatives of the organization.	CCTT2	
- Public servants fully answer the requests of the people or representatives of the organization	CCTT3	
- Public servants guide the declaration of dossiers enthusiastically and thoughtfully.	CCTT4	
- Civil servants' guide and explanation are understandable.	CCTT5	
- Public servants strictly comply with regulations in dealing with work.	CCTT6	
4. Results of public administrative service provision	KQCU	
- Results in accordance with regulations	KQCU1	The Ministry of Home Affairs (2017)
- The results contain complete information	KQCU2	
- The results contain accurate information	KQCU3	
5. Receiving and managing comments, feedback, and suggestions	PAKN	
- The administrative procedure agency organises a place to receive contributions, feedback and recommendations.	PAKN1	The Ministry of Home Affairs (2017)
Citizens and organisations are easily contributions, feedback, and recommendations.	PAKN2	
- The agency dealing with administrative procedures or department receives and handles positive comments, reflections, and recommendations.	PAKN3	
- The agency handling administrative procedures or the department that receives and returns the results shall notify the results of handling comments, complaints, and recommendations in a timely manner.	PAKN4	

6. Satisfaction	SHL	
I am highly satisfied with the public administrative services provided in the agency.	SHL1	The Ministry of Home Affairs (2017)
I am highly satisfied with the service provision manners of public servants at the one stop office.	SHL2	
I am going to recommend to others about the high quality of service provision in the one stop office.	SHL3	

Source: The Ministry of Home Affairs, 2017

In 2022, the level of satisfaction among citizens with the service provided by state administrative organisations nationwide was 80.08% (Anh, 2023). Specifically, satisfaction with policy development, organization, and implementation was at 79.72%, while satisfaction with the provision of public administrative services was at 80.43%. Across the 63 provinces and cities, Quang Ninh had the highest satisfaction index at 87.59%, while Binh Thuan had the lowest at 72.54%. In Ho Chi Minh City, the overall satisfaction level of citizens with the service provided by state administrative agencies was 78.38% (Anh, 2023). Although the report indicates a notable level of satisfaction among citizens regarding public administrative services. However, it is important to note that the execution of administrative procedures remains sluggish in practice, and the digital transformation process is still in its early stages, leading to several constraints. This inquiry pertains to the rationality of the satisfaction index of public service criteria set, specifically in terms of its comprehensiveness in capturing essential factors for assessing the quality of public administrative services, as well as its ability to effectively address the needs and preferences of citizens.

Accordingly, the verification of this set of criteria is necessary because it does not only help to answer the research question "Can the set of criteria issued by the Ministry of Home Affairs be a valid and reliable tool to measure people's satisfaction or not? And "How should this set of criteria be improved?" In order to answer these two research questions, the paper selects the Department of Industry and Trade of Binh Duong province as its research area. The objective of this research is to test the validity and reliability of the current citizen satisfaction criteria in Vietnam and then propose an appropriate modification of it.

Theoretical background

Service quality can be defined as an overall judgment that is comparable to an attitude towards the service, and it is generally accepted as an antecedent of overall customer satisfaction, (Parasuraman et al., 1988 cited in Zeithaml and Bitner, 1996). According to Parasuraman et al. (1988), service quality is defined as the capacity of the organization to meet or exceed the expectations of the customer. It is the gap between what customers expect to receive in terms of service and what they actually receive (Zeithaml et al., 1990). Customers make comparisons between their expectations and their perceptions of the service that is actually provided by vendors, and the end result is perceived service quality (Zeithaml et al., 1990). When a company's performance falls short of expectations, the customer's perception of the quality of the product or service falls below what is considered satisfactory, which leads to customer dissatisfaction (Parasuraman et al., 1985; Lewis and Mitchell, 1990). Service quality is subjective and refers to service performance excellence (Zeithaml, V. A., et al., 2011). Thus, customers evaluate the service based on how well it meets their needs and expectations and compare it to what they expected (Ennew and Waite, 2013, Kant &

Jaiswal, 2017). Service quality is a customer attitude that results from comparing consumer expectations for services with their performance, according to several authors (Tan et al., 2010).

Service Quality Theory (SQ) has been widely implemented in numerous industries, including healthcare, hospitality, transportation, and retail, in an effort to increase customer satisfaction and loyalty. SQ is a conceptual framework that explains customer satisfaction in the context of service encounters. According to this theory, customers assess the quality of a service based on their perceptions of the performance of the service provider. SQ emphasizes meeting or exceeding customer expectations in order to achieve high levels of customer satisfaction. SQ is measured with multidimensional scales that evaluate numerous facets of service quality, such as dependability, responsiveness, assurance, empathy, and tangibles (Parasuraman, Zeithaml, & Berry, 1988). These dimensions represent customers' expectations of a service and their perceptions of the performance of the service provider in delivering the service. SQ posits that customer satisfaction is proportional to the gap between customers' expectations and their perceptions of the service provider's performance. Customers will be satisfied if the performance of the service provider meets or exceeds their expectations. Customers will be dissatisfied if the service provider fails to meet their expectations for performance (Parasuraman, Zeithaml, & Berry, 1985).

In another words, the research revealed that there are two schools of thought prevalent in management. The first model, known as SERVQUAL, is based on a gap model, which means that it compares the expectations and perceptions of customers (Gronroos 1984; Parasuram et al. 1985, 1988). The second model, known as SERVPERF, is a performance-based model (Cronin and Taylor 1992, 1994). The SERVQUAL scale was initially developed by Parasuram et al. (1985, 1988), i.e. (P-E). This scale is based on a model which is the difference or disconfirmation between the customers' perception (P) and their expectations (E) along 22 variables divided into five dimensions. This scale is widely used for measuring the quality of services across a variety of service domains. The following characteristics are included in this category: tangibility, reliability, assurance, responsiveness, and empathy.

Hypothesis and research model

The quality of administrative service provision has a strong relationship with the satisfaction of citizens. The first thing is the assess ability of administrative services. Olorunnivo & Hsu (2006) argued for a variety of dimensions for the measurement items that can be operationalized, among which is "tangibility.". This item includes the physical facilities and equipment. The assessability of administrative service also indicates the ease or favourite conditions created for citizens when they have opportunities to enjoy administrative services provided by state organisations. The assessability of administrative service involves the assessability of facilities, such as waiting areas and seats,

that are modern and friendly. Furthermore, having access to cutting-edge technology and effective procedures can raise citizens' satisfaction with one-stop shops. These elements may help shorten wait times, simplify procedures, and offer citizens more convenient services. The better the assessability of administrative service, the higher the satisfaction of citizens (Per & Tom, 2005). Hypothesis 1 is constructed as below.

H1. The good assessability of administrative service increases the satisfaction of citizens.

Administrative procedure is identified as a factor that has a relationship with people's satisfaction. Administrative procedures include the state's regulations on how to provide administrative services to the people. This independent variable includes the publicity, accuracy, and compliance with the provisions of administrative procedures, as well as the fees, charges, and duration of handling administrative procedures. The simpler, clearer, more accurate, and easier to implement administrative procedures are, the higher the satisfaction of the people. Hypothesis 2 is constructed as below.

H2. Simplified administrative procedures have a positive impact on people's satisfaction.

Public servants at the one-stop shop are also factors contributing to people's satisfaction. Their attitude, attentive listening, full explanation, specific instructions, enthusiasm, thoughtfulness, understanding, and compliance with government regulations make people more comfortable and satisfied when they come to state agencies (Wenting, 2015). Additionally, it is shown that civil servants' cultural practices have favorable effects on the satisfaction of the general public (Priyadi & Kim, 2021). In other words, civil servants directly working at the one-stop

shop have an influence on people's satisfaction. Hypothesis 3 is constructed as below.

H3. Public servants directly deal with service provision that affects people's satisfaction.

Among the factors affecting satisfaction, the outcome of public administrative service delivery is theoretically considered to have the most direct influence. This is the most important factor because, for the people, the results of the provision of public administrative services have the most direct impact. The results of public administrative service provision positively affect people's satisfaction (Tung & Ly, 2021). Hypothesis 4 is constructed as below:

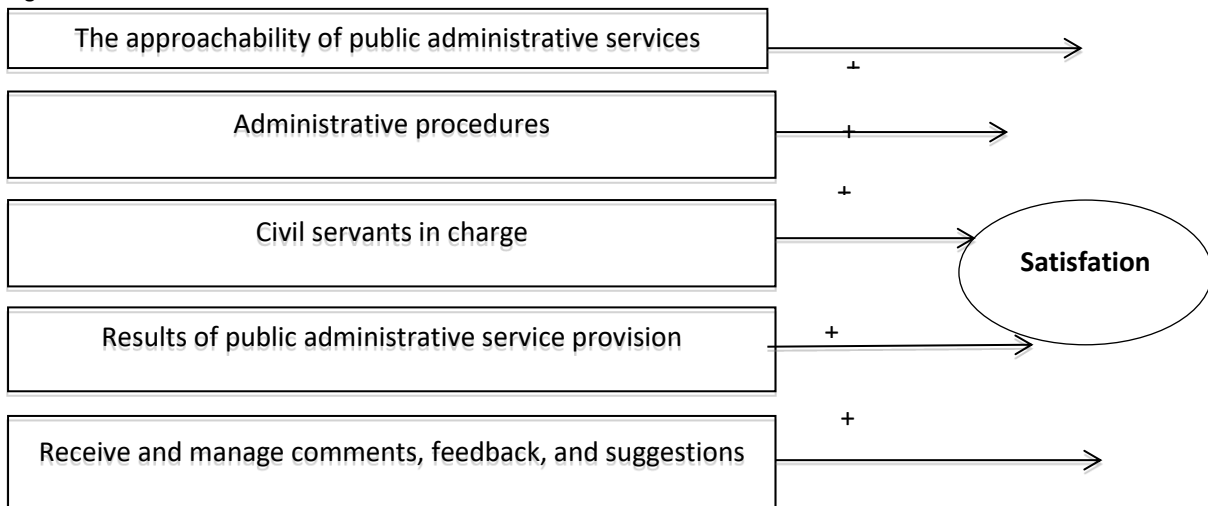
H4. The results of public administrative service delivery affect people's satisfaction.

According to the Ministry of Home Affairs (2018), the issue of receiving and handling people's feedback also has an impact on their satisfaction. To make sure that the public's feedback is taken into account and addressed in a timely manner, it is critical for public administrators to give priority to and improve their communication channels with the public (Christian et al., 2016). This may result in more people having faith in the government's capacity to deliver high-quality services. People will be more satisfied if the government handles feedback and suggestions from the public and responds promptly and fully (Christian et al., 2016). They feel more confident and content because the state is interested in hearing their opinions, assessments, and feedback. Hypothesis 5 is constructed as below:

H5. Receiving and dealing with comments, reflections and recommendations of the State positively affects people's satisfaction

From there, the article proposes a research model as shown in Figure 1 below:

Figure 1. Research model



Source: Ministry of Home Affairs, 2017

Methodology

This paper employs a quantitative approach to collect data and analyze the relationship between customers' perceptions and expectations in order to evaluate the quality of services offered. It also seeks to identify any potential gaps between customer expectations and actual service delivery, thereby providing valuable information for service improvement strategies.

To choose the right sample size for factor analysis (EFA), the minimum sample size is $N \geq 5 \times x$ (where x is the total number

of observed variables) (Trong & Ngoc 2008). In this study, there are all 25 observed variables that need to be estimated, so the minimum sample size is 125. Therefore, to ensure the research results are reliable and more representative, and to prevent unexpected errors in the case of a no answer or an incomplete answer, the author will choose a sample size of 350 observations. The sample was selected by a convenient random method by surveying those who use public administrative services at the department's one-Stop-Shop

The data collection process was conducted in three steps. Step 1 is to select 350 target respondents who are involved in public administrative services at the Department of Industry and Trade. Step 2 involves receiving the questionnaires answered; in cases where the meaning of the answers is not clear, the author will clarify them at the time of the survey. Step 3: summarize the collected questions and screen for valid and invalid ones. Finally, the author uses SPSS software to conduct data entry and analysis.

To assess the reliability of the scales, the author conducts an analysis of Cronbach's alpha coefficients, which were used first to remove inappropriate variables. Regarding Cronbach's alpha coefficient, many researchers agree that from 0.8 or more to close to 1, the scale is good. From 0.7 to nearly 0.8 is usable. However, there are also researchers who suggest that a Cronbach's alpha of 0.6 or higher can be used in cases where the concept being studied is new to respondents in the research context (Trong & Ngoc 2008). For this study, a Cronbach's alpha of 0.6 and above is acceptable. Variables with total correlation coefficients less than 0.30 and scale components with Cronbach's alpha

coefficients less than 0.60 will be considered for elimination (Trong & Ngoc 2008).

The purpose of using exploratory factor analysis is to evaluate the validity of the scale (Tho, 2011). In this thesis, the author uses the principal component analysis method, Varimax rotation, and stops when extracting factors with an eigenvalue > 1. The items have factor loading > 0.3, total variance extracted > 0.05, and coefficient KM > 0.05. Person correlation coefficient (r) to express the degree of closeness between two quantitative variables. The coefficient r ranges from -1 to 1. Linear regression analysis is used to assess the impact of factors on people's satisfaction. The dependent variable is people's satisfaction; the independent variable is the factors affecting people's satisfaction drawn from EFA analysis; and the significance level used to test is 5%.

Findings and discussion

Sample description

The author distributed 350 questionnaires and collected 350, of which 325 were valid. Information about the survey sample is shown in Table 2 below.

Table 2. Sample description

	Details	Quantity	%
Gender	Male	136	41.8
	Female	189	58.2
Age	From 20	49	15.1
	21 – 30	178	54.8
	31 – 40	81	24.9
	Above 40	17	5.2
Occupation	Student	30	9.2
	Business person	144	44.3
	Teacher	29	8.9
	Office person	109	33.5
	Others	13	4.0
Income	Below 3 millions Vietnam Dong	45	13.8
	3-7 millions Vietnam Dong	110	33.8
	8 - 15 millions Vietnam Dong	138	42.5
	Above 15 millions Vietnam Dong	32	9.8

According to the survey, the number of women participating in the survey is higher than that of men. The number of women accounted for 58.2%, while the number of their counterparties accounted for only about 41.8%. Among the interviewees, people aged 21–30 years old accounted for the largest proportion, 54.8%. Next is the age group from 31 to 40, accounting for 24.9%. The age group over 40 accounts for a low percentage of only 5.2%. Regarding occupation, among the respondents to the survey, business people accounted for the highest proportion at 44.3%, and then office workers took the second position with 33.5%. Teachers, students, and others make up a very small percentage, with only 8.9%, 9.2%, and 4.0% respectively. According to the above table, the number of survey participants with incomes between 8 and 35 million VN accounts for the highest proportion, with 42.5%. The number of people with incomes over 15 million VN accounts for the lowest rate, only about 9.8%.

Reliability test

The reliability coefficients of the variables are all higher than 0.6. Their correlation coefficients for total variables are higher than 0.3 at the same time. Thus, all items of the *service approachability variable, the administrative procedure, civil servants, provision result, receiving and managing comments, feedback, and suggestions, and satisfaction variable* are reliable.

Exploratory Factor Analysis (EFA)

The author uses the principal component analysis method, variable max rotation, and breakpoint when extracting factors with an eigenvalue > 1. Items with factor loading > 0.3, total variance extracted > 0.05, and coefficient KMO > 0.05 (Hair et al., 2006, cited by Huy, 2009) The results show that there are 22 variables included in the factor analysis, with six factors created. The total variance extracted is 65.837% >50%, indicating that these six factors explain

65.837% of the variation of the data. KMO coefficient = 0.785 (>0.5) is satisfactory and suitable for factor analysis. The Sig significance level of the Barlett test is 0.000 = 5%.

Comparing the standards of statistical significance that Hair et al. (2006) provided, it can be concluded that these variables are all correlated.

Table 3. Rotated component matrix^a for independent variables final round

Rotated component matrix						
	Components					
	1	2	3	4	5	6
CCTT4	.849					
CCTT6	.849					
CCTT2	.826					
CCTT5	.815					
CCTT3	.811					
CCTT1	.750					
TCDV3		.866				
TCDV1		.822				
TVDV4		.811				
TTHC1			.834			
TTHC3			.820			
TTHC2			.777			
KQCU2				.856		
KQCU1				.826		
KQCU3				.811		
PAKN3					.779	
PAKN1					.750	
PAKN2					.742	
TCDV2					.374	
PAKN4					.348	
TTHC4						.847
TTHC5						.641
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 6 iterations.						

Source: Primary data

According to the above EFA analysis, the variables PAKN4 and TCDV2 are uploaded to two groups, so this variable is not suitable and is excluded. The variable PAKN4 is "The agency handling administrative procedures or the department that receives and returns the results shall notify the results of handling comments, complaints, and recommendations in a timely manner". In fact, when asked, people who came to work with the department said, "If I am angry, I will only reflect, but after reflecting, I will not know how they take them into account and respond to them. If there is a complaint, they will listen, yes, but do not write any minutes. And I didn't hear them promising to answer any complaints. "So I said it mainly to relieve discomfort, not to solve anything" (source: People's interview).

TCDV2 item, "Equipment to serve people and organizations at the one-stop office is enough". Practically, it is perfectly

appropriate when this variable is excluded. "We don't know what is enough facility." I just know that it's good to come here to work and have a seat, so it's good to be less crowded" (source: People's interview).

The results of the EFA analysis revealed that KMO = 0.689. This is 0.5 more than the standard statistic. The significance level of sig = 0,000 is also satisfactory. The total variance extracted (71.63%) ensures statistical significance because it is greater than 50%. Thus, after this analysis, it is possible to select six factors affecting people's satisfaction that meet the requirements of reliability. It is service approachability, administrative procedures, civil servants directly in charge, the provision results provided and received, settling complaints, feedback, and satisfaction.

Correlation analysis

The results of the correlation coefficient test are shown in Table 5 below:

Table 4. Correlation analysis

correlation							
		THHC	CCTT	KQCU	PAKN	TCDV	SHL
THHC	Pearson Correlation	1	.313**	-.031	.167**	.172**	.521**
	Sig. (2-tailed)		.000	.572	.002	.002	.000
	N	325	325	325	325	325	325
CCTT	Pearson Correlation	.313**	1	-.037	.151**	.214**	.567**
	Sig. (2-tailed)	.000		.502	.006	.000	.000
	N	325	325	325	325	325	325
KQCU	Pearson Correlation	-.031	-.037	1	-.003	-.064	-.048

	Sig. (2-tailed)	.572	.502		.956	.249	.385
	N	325	325	325	325	325	325
PAKN	Pearson Correlation	.167**	.151**	-.003	1	.175**	.275**
	Sig. (2-tailed)	.002	.006	.956		.002	.000
	N	325	325	325	325	325	325
TCDV	Pearson Correlation	.172**	.214**	-.064	.175**	1	.419**
	Sig. (2-tailed)	.002	.000	.249	.002		.000
	N	325	325	325	325	325	325
SHL	Pearson Correlation	.521**	.567**	-.048	.275**	.419**	1
	Sig. (2-tailed)	.000	.000	.385	.000	.000	
	N	325	325	325	325	325	325

** . Correlation is significant at the 0,01 level (2-tailed).

Table 5. Regression analysis

Models		Unstandardized coefficients		Standardized coefficients	t	Sig.	Multicollinear Statistics	
		B	Std. Error	Beta			Tolerance	B
1	(Constan)	-1.233	.251		-4.920	.000		
	THHC	.384	.046	.336	8.259	.000	.879	1.137
	CCTT	.529	.056	.389	9.526	.000	.870	1.150
	PAKN	.145	.049	.115	2.932	.004	.943	1.060
	TCDV	.316	.048	.258	6.512	.000	.925	1.081

a. Dependent Variable: SHL

ANOVA ^a						
Models		Sum of squares	df	Mean squared	F	Sig.
1	Regression	178.115	4	44.529	92.148	.000 ^b
	Residual	154.635	320	.483		
	Total	332.750	324			

a. Dependent Variable: SHL
b. Predictors: (Constant), TCDV, THHC, PAKN, CCTT

Source: Primary data

The table above shows that the independent and dependent variables are correlated with each other except for KQCU. The KQCU variable has no correlation with other independent variables or dependent variables. Therefore, this variable was excluded from the regression analysis. The correlation of each pair of independent variables is always smaller than that of the dependent variable; in some cases, it is even negative, so the independent variables are reliable. Independent variable/dependent variable Pearson measure of 0.4–0.5 is also acceptable.

Regression analysis

The processing results show that the coefficient R²=0,535 ≠0, so the analysis result system of the model is valid. Test results: F = 92.148 and sig = 0.000. Besides, the tolerance of

the observations is large (ranging from 0.870 to 0.943), and the VIF of the largest variable is 1.137 < 10. So the model fits the data, and there is no multicollinearity.

Looking at Table 6, we see that all variables have a significance less than 0.05, so the variables are statistically significant and not excluded. Accordingly, the regression model is represented as follows:

$$SHL = -1.233 + 0.384* THHC + 0.529* CCTT + 0.145* PAKN + 0.316* TCDV.$$

The regression equation shows that the variable CCTT has the most influence on people's satisfaction (coefficient 0.529). Next are the variables THHC (coefficient 0.384), TCDV (coefficient 0.316), and PAKN (coefficient 0.145).

After using the regression method, the hypothesis testing shown in Table 6 is as follows:

Table 6. Hypothesis testing

Hypothesis	Description	Testing
H1	H1. The good assessability of administrative service increases the satisfaction of citizens	Accepted
H2	H2. Simplified administrative procedures have a positive impact on people's satisfaction.	Accepted
H3	H3. Public servants directly deal with service provision that affects people's satisfaction.	Accepted
H4	The results of public administrative service delivery affect people's satisfaction	Not accepted
H5	Receiving and dealing with comments, reflections and recommendations of the State positively affects people's satisfaction	Accepted

It can be seen that the results of providing public administrative services are not a factor affecting people's satisfaction. The results of public administrative services are shown in the final stage of the process of receiving and handling administrative procedures. It happens after all the other steps. So once other stages are not guaranteed, people are not satisfied, and no matter what the results of administrative procedures are, it will not remove the dissatisfaction in them that has formed in the previous steps. This is also consistent with some previous quantitative studies in the context of Vietnam, specifically as follows:

This is also consistent with the results of the research of Pham Thi Dinh (2013) on people's satisfaction with public administrative services at the People's Committee of Ngu Hanh Son District, Da Nang, Vietnam. The author performs regression with a SEM structural model to measure the impact of variables on the quality of public administrative services. The results of the regression analysis with the SEM structural model are considered appropriate when the $P < 0.05$ has a 95% significance level or the $P < 0.1$ value can be accepted at the 90% significance level. All P-values of tangibles, reliability, responsiveness, assurance, and sympathy are less than 0.1, so these variables affect satisfaction. Thus, the original proposed model is kept unchanged for five variables after performing a series of analyses.

In addition to the above study, Vo Thanh Thuan (2016, cited in Dau, 2019), when assessing taxpayers' satisfaction with the quality of propaganda and support work at the Tax Department of Hau Giang province, Vietnam, also shows that facilities, transparency, service capacity, responsiveness, reliability, democracy, and empathy affect the satisfaction of taxpayers. In this list of 7 variables, there is also no public service outcome variable.

The third study by author Phạm Thành Đấu (2019), also supports this conclusion. The author points out that there are six factors affecting people's satisfaction with the services provided by Tra Vinh Department of Transport: Reliability (STC); Staff capacity (NLNV); Employee Attitude (TDNV); Employee Empathy (SDC); Procedures (QTTT) and Service fees (PDV); there is no service result variable. In other words, in the author's model, the outcome variable is completely absent. In this research, the outcome factor of administrative procedures has a positive impact on people's satisfaction. However, this variable's regression coefficient $\beta = 0.150$ was very low compared to other factors in the model. This result proved that the outcome of administrative procedures by the Vietnamese government did not significantly influence the public's satisfaction.

CONCLUSION

The objective of this study was to ascertain and quantify the various factors that influence individuals' satisfaction levels at a one-stop shop within the Department of Industry and Trade of Binh Duong Province, Vietnam. A random sample of 350 individuals was selected from a population of 350 transactions for the purpose of conducting a survey. The findings of the study indicate that there are four factors that have a significant impact on individuals' satisfaction levels. These factors include approachability, administrative procedures, civil servants, and the handling of complaints and feedback. It is recommended that the Ministry of Home Affairs consider revising the criteria used to evaluate citizens' satisfaction, placing less emphasis on the outcomes

of public administrative service provision. This adjustment is warranted due to the lack of correlation between these outcomes and citizens' overall satisfaction. The study also places emphasis on the agency responsible for managing administrative procedures, the department tasked with receiving and returning results, and the establishment of a feedback mechanism in the form of a comment and suggestion submission form. The significance of service quality in relation to customer satisfaction cannot be overstated. It is imperative for the Ministry of Home Affairs to make appropriate adjustments to the existing criteria in order to effectively uphold service quality and thereby sustain customer satisfaction. The study revealed that each component of the service approachability variable, namely the administrative procedure, civil servants, provision result, receiving and managing comments, feedback, and suggestions, as well as the satisfaction variable, demonstrated high levels of reliability. The study additionally revealed that the highest proportion of survey participants, accounting for 42.5%, reported incomes ranging from 8 to 35 million VN. The impact of public administrative service delivery on individuals' satisfaction is not found to be statistically significant, as it occurs during the concluding phase of the administrative procedure reception and handling process. The rejection of the H4 hypothesis necessitates consideration of the Ministry of Home Affairs' model for evaluating public administrative service quality satisfaction. It is recommended that this model be either eliminated or its significance reduced in relation to other variables. By doing so, the Ministry of Home Affairs' model can more accurately assess people's satisfaction levels. In other terms, it is important to acknowledge the Ministry of Home Affairs' model as a factor that should be given less significance when evaluating individuals' satisfaction with the quality of public administrative services, in order to obtain a more accurate assessment.

The generalizability of the findings from the research conducted within a specific provincial department may be limited when extrapolating to other departments. It is recommended that further investigations be undertaken in other departments in order to corroborate the validity and reliability of the obtained findings. In order to gain a more comprehensive understanding of the factors contributing to the rejection of H4, it is advisable to engage in interviews with relevant stakeholders. This approach has the potential to facilitate the identification of areas that may benefit from improvement and contribute to the generation of knowledge for future research endeavors.

The inclusion of additional theories on service quality, such as Public Value theory and Citizen Participation theory, has the potential to enhance the comprehensiveness of our understanding regarding the determinants of satisfaction with Public Administrative Services. This has the potential to facilitate the creation of a satisfaction index that is better tailored and more efficient for these particular services. Ensuring the fulfillment of citizens' needs and expectations necessitates the ongoing pursuit of research and enhancement of the satisfaction index pertaining to Public Administrative Services in Vietnam.

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