ĐÁNH GIÁ SỰ HÀI LÒNG CỦA CÔNG DÂN ĐỐI VỚI CHẤT LƯỢNG DỊCH VỤ HÀNH CHÍNH CÔNG TRÊN ĐỊA BÀN THỦ ĐÔ HÀ NỘI

Nguyễn Danh Nam[1], Uông Thị Ngọc Lan[2]

Tóm tắt

Sự hài lòng của người dân là yếu tố cần thiết để đánh giá chất lượng dịch vụ hành chính công do cơ quan hành chính nhà nước cung cấp. Nghiên cứu nhằm xác định các yếu tố ảnh hưởng đến sự hài lòng của người dân đối với chất lượng dịch vụ hành chính công trên địa bàn Thủ đô Hà Nội. Nghiên cứu khảo sát 475 công dân đang sử dụng dịch vụ hành chính công tại các cơ quan hành chính Nhà nước. Kết quả phân tích hồi quy đã xác định được 5 yếu tố: (i) cơ sở vật chất; (ii) công khai và minh bạch; (iii) sự đảm bảo; (iv) khả năng đáp ứng; (v) độ tin cậy, ảnh hưởng đến sự hài lòng của người dân đối với chất lượng dịch vụ hành chính công của Thủ đô Hà Nội. Trên cơ sở kết quả nghiên cứu, tác giả đưa ra các giải pháp nâng cao chất lượng dịch vụ hành chính công trên địa bàn Thủ đô Hà Nội.
Từ khóa: *dịch vụ hành chính công, sự hài lòng, người dân, Hà Nội.*

EVALUATING THE CITIZEN SATISFACTION WITH THE QUALITY OF PUBLIC ADMINISTRATION SERVICES IN THE HANOI CAPITAL

Abstract

Citizen satisfaction is the essential factor to evaluate public administration services quality provided by State administrative agencies. The study aims to identify the factors affecting citizen satisfaction with the quality of public administration services in the Hanoi capital. The study surveyed 475 citizens who are using public administration services at State administrative agencies. The results of regression analysis identified five factors: (i) facilities; (ii) publicity and transparency; (iii) assurance; (iv) responsiveness; (v) reliability affecting citizen satisfaction with the quality of public administration services in the Hanoi capital. Based on the research results, the study proposes solutions to improve public administration services quality in the Hanoi capital.
Keywords: *public administration services, satisfaction, citizen, Hanoi.*

1. Introduction

Recent trends in public administration emphasize quality management, citizen orientation, and performance results (Alford, 2002; Heinrich, 2002; Kadir et al., 2000; Laszlo, 1997; Rowley, 1998; Wisniewski, 2001). Vietnam is not the exception. Service quality improvement is an essential strategy leading to success for public or private organizations (Parasuraman, Zeithaml, & Berry, 1985; Zeithaml, Bitner, & Gremler, 2009). Hanoi is the capital of Vietnam, with a population size of 8.053.663 citizens. The population growth in Hanoi is a cause public organizations are facing increasing pressure to provide quality and efficient public services to the people. Public service is an integral part of government operations in all countries to achieve economic, social, and human development targets (Ramseook-Munhurrun, Lukea-Bhiwajee, & Naidoo, 2010).

Providing public administration services is the simple function of government authorities. One of the factors to evaluate the effectiveness and credibility of the government assessed is by examining the quality of public administration. In the Hanoi capital, administrative procedure reform is a "hot" issue that government agencies at all levels, special, provincial authorities, are

focusing on implementing. These authorities are considered the supply aspect of government and have the heaviest impact on the quality of public administration services. The study focuses on the evaluation by citizens regarding the quality of public administration services provided by provincial authorities. It identifies the factors needed to focus on to improve the quality of public administration services. This study took place in the Hanoi capital, a dynamic local and active at innovation, administrative reform, and efforts to improve the quality of public administration services. The results are limited. So, it is necessary to evaluate the public administration service quality in the Hanoi capital and find ways to improve it.

2. Theoretical Background

2.1. Service quality

Service quality is customer comparison between the quality of service they expect and the actual quality of service they receive (Parasuraman et al., 1985). Gronroos (1984) argues that the quality of service includes technical quality and functional quality. Technical quality reflects what the customers obtain from the service experience. Hence, it takes into account the effectiveness of the service provided to the customers. Functional

quality, on the other hand, reflects the perception of how service is delivered. The quality of service is a customer's assessment of the better service. It is a form of attitude and the consequences from comparing with what is expected and received. (Zeithaml, 1996). Lehtinen (1982) said that the quality of service must be evaluated on two aspects: the process of service delivery and the results of the service.

The quality of public administration services is an essential measure for the operation of State administrative agencies. However, profitability is not the purpose of public authorities. Because they also have to perform many other functions such as stable support for growth, adjusting the pace of the development for social, and the direction of development. The quality of public administration services is the ability to satisfy people's requirements for public service delivery. So, the quality of public administration services is also not out of the general characteristics of service quality.

2.2. Citizen Satisfaction

Customer satisfaction or customer disappointment is the customer's response to the difference between the expectations before consuming the product and the perceived product after using the service (Fornell, 1995). Customer satisfaction is customer assessment for a product or a service that has met its needs and expectations (Zeithaml & Bitner, 2000). Satisfaction is the degree of a person's sensory state. It starts by comparing the results received from the product/service with the expectations of the person. Expectations are people's wishes or expectations. It comes from personal needs, previous experiences, and external information such as advertising, bulletin, word of mouth from friends, family, etc. Individual needs are the factors formed from people's perception of wanting to satisfy something as communication needs, eating, rest, etc. (Philip Kotler, 2001). Customer satisfaction is an overall customer attitude toward a service provider, or an emotional response to the difference between what a customer foresaw and what they receive, with the fulfillment of some needs, targets, or wants (Hansemark & Albinsson, 2004).

3. Methodology and Hypothesis
3.1. Hypothesis

Facilities: includes houses, equipment, information tools, scientific work processing lines, and other technical means of service. Good facilities mean meeting basic needs for people in

handling administrative procedures. Therefore, the first hypothesis proposed in this study is:

H1: Facilities has a positive effect on the quality of public administration services

Reliability: reliability is the ability to perform services correctly with what has been committed to the people. For example, solving work is correct and complies with the law, creating safety for people when handling administrative procedures. Thus, the second hypothesis proposed in this study is:

H2: Reliability has a positive effect on the quality of public administration services

Responsiveness: Mention the attitude of civil servants, desire, and willingness to help people when making transactions. A civil servant with a friendly attitude, respect for citizen satisfaction will help people feel comfortable when accessing public administration services, conducting transactions with State agencies, help citizens feel respected, mastered, and enjoy the services they require. So, the third hypothesis proposed in this study is:

H3: Responsiveness has a positive effect on the quality of public administration services

Assurance: assurance includes capacity, knowledge, skills, and experience in the work of civil servants. If civil servants have knowledge and skills, the processing of dossiers for people will be quick and effective. The fourth hypothesis proposed in this study is:

H4: Assurance has a positive effect on the quality of public administration services

Transparency: transparency is fairness and non-bureaucracy, corruption. Create the best conditions for people in handling administrative procedures, have good advice when people need a reminder, and take care of all the people. Therefore, the fifth hypothesis proposed in this study is:

H5: *Transparency has a positive effect on the quality of public administration services*

Publicity: publicity is the publicity of regulatory information, the process of solving work, and papers in the handling administrative procedures at State administrative agencies in the Hanoi capital so that people can compare in the process of handling work. So, the sixth hypothesis proposed in this study is:

H6: *Publicity has a positive effect on the quality of public administration services*

The relationship between service quality and citizen's satisfaction

Service quality and customer satisfaction are two different but closely related concepts in service research (Parasuraman et al., 1988).

Previous studies have shown that service quality causes customer satisfaction (Cronin & Taylor, 1992). Service quality includes different components and is a factor that leads to customer satisfaction (Parasuraman et al., 1985, 1988). Few studies focus on testing the level of an explanation of service quality components for customer satisfaction, particularly in public service (Lassar et al., 2000). Thus, the seventh hypothesis proposed in this study is:

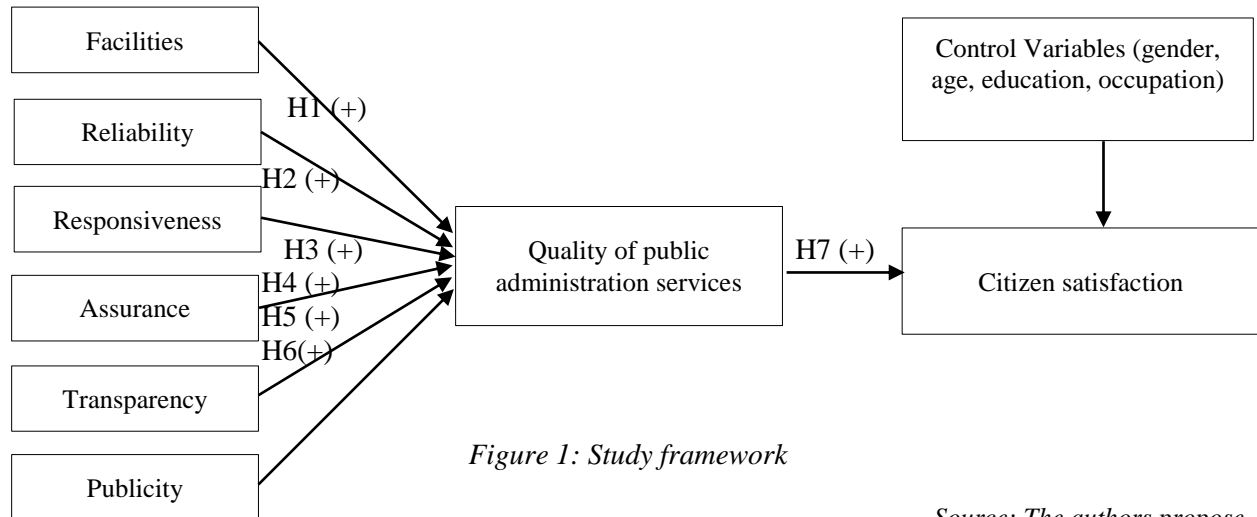*H7: The quality of public administration services has a positive effect on citizen satisfaction*

Figure 1: Study framework

Source: The authors propose

In the study, the observed variables using the 5-level Likert scale and details in Table 1. Table 1 shows that six groups of factors affecting citizen satisfaction with the quality of public administration services in the Hanoi capital.

Table 1: *The scale of factors affecting citizen satisfaction with the quality of public administration services*

Abbr	Variables	Source
	Facilities	Parasuraman, 1985
FAC1	The state agencies have a convenient location	
FAC2	Profile transaction offices are easy to recognize and reasonable to create an equal opportunity for communication.	
FAC3	Profile transaction office has enough seats for people to transact	
FAC4	Well-equipped with chairs, desks, computers for searching, procedures, and other supporting tools.	
FAC5	There are adequate drinking water, safe parking, and other ancillary facilities.	
	Reliability	Parasuraman, 1985
REL1	The agency has always followed the published work-handling process	
REL2	The agency secures the personal information of people.	
REL3	The agency is always interested in the problems of people.	
REL4	People and organizations always believe in the advisory work of the agency.	
REL5	People are always getting timely results from the agency.	
	Responsiveness	Parasuraman, 1985
RES1	Civil servants always handle work very on time	
RES2	Civil servants always listen to comments from people.	
RES3	Civil servants never refuse to answer the questions of people.	
RES4	The agency regularly updates timely changes in policies, processes, and regulations for administrative procedures.	
RES5	The agency regularly informs people about changes to administrative procedures in the media and mass media.	
	Assurance	Parasuraman, 1985
ASS1	Civil servants always have a courteous and peaceful attitude towards people and organizations in handling work.	
ASS2	Civil servants have the full professional knowledge to answer the questions and problems of people.	

ASS3	Civil servants have skills and flexibility in handling difficult situations.	
ASS4	Civil servants always guide people and organizations to complete administrative procedures.	
ASS5	Civil servants are experienced and knowledgeable about the legal provisions for administrative procedures.	
	Transparency	Le Dan, 2011
TRA1	The agency is always treating people fairly.	
TRA2	People and organizations do not have to pay extra for administrative procedures in a better way.	
TRA3	The agency will give the necessary advice if people need	
TRA4	Civil servants do not cause trouble, harassment with people.	
TRA5	Civil servants do not receive money from people.	
	Publicity	Authors' research
PUB1	Procedures for receiving, returning results, answering, and resolving administrative procedures publicized	
PUB2	The charges publicized	
PUB3	The civil servants always wear a civil servant card while working.	
PUB4	The civil servants always notify citizens at the right time when their requests have not been handling.	
PUB5	Time to receive and return results publicized.	
PUB6	People may give their opinions in many forms (document, telephone, email, or face to face meeting)	
	Quality of public administration services	Authors' research
Q1	The quality of public administration services is the same as expected of people.	
Q2	The quality of public administration services as committed to people	
Q3	The quality of public administration services is now much better than before	
	Citizen Satisfaction	Authors' research
CS1	You are satisfied with the facilities at the State agency.	
CS2	You are satisfied with the publicity at the State agency.	
CS3	You are satisfied with the service attitude at the State agency.	
CS4	You are satisfied with the responsiveness at the State agency.	
CS5	You are satisfied with the reliability of the State agency.	
CS6	You are satisfied with the transparency at the State agency.	
CS7	You are satisfied when coming to trade at the State agency.	

Source: Compiled by authors

3.2. Methodology
3.2.1. Sample size

The data analysis method used for this study is the analytical method based on the exploratory factor analysis model. This method also requires at least 200 observations (Gorsuch, 1997). Hatcher (1994) determines the minimal sample size to be equal to five times the observations. Another experience in defining the sample size for EFA is that the number of observed variables must be at least five times as much as the number of factors (Hoang and Chu, 2005). Besides, according to Comrey, 1973 and Roger, 2006, to get the best outcome from the regression, the minimal sample size must meet the requirement: $n \geq 5*m$ (where n is the sample size, m is the number of observations of a model). This study has 41 observed variables, so the number of samples needed is $41 * 5 = 205$. Besides, to avoid the low probability of a vote recovery, the authors will take the sample size of 500 observations and collect 475 appropriate surveys after cleaning the data. The survey

proceeded for citizens using public services at the People's Committees of Hanoi City from August 2020 to October 2020. Survey forms are sent directly to the citizen.

3.2.2. Data analysis

The valid questionnaires are tests for data analysis. All data coded, input, processed, and analyzed using SPSS 26. The data analyzed: evaluating the reliability through two tools includes a Cronbach Alpha coefficient and exploratory factor analysis (EFA). Cronbach Alpha coefficient uses to remove the trash variables. The variables with the Corrected item-total Correlation less than 0.3 will disqualify, and the scale will be selected when the Cronbach Alpha coefficient is higher than 0.6. Exploratory factor analysis with a factor loading of less than 0.5 and extracted into two factors with differences less than 0.3 will reject. The Eigenvalue is higher than 1.00, and the total variance extracted is higher than 50%. Besides, the KMO and Bartlett Test uses to test the validity of the data. F-test in

the variance analysis table is used to test a hypothesis about the suitability of the overall linear regression model. If Sig. <0.05 the regression model is suitable for the data set and can be used. The variance inflation factor (VIF) uses to check the multi-collinearity phenomenon (VIF <10).

4. Results and Discussion
4.1. Sample Characteristics
Data in table 2 describes the characteristics of the 475 public administration service users, specifically their gender, age, education, occupation.

***Table 2:** Sample characteristics*

Characteristics	Number	Percent
Gender		
Male	258	54.3
Female	217	45.7
Age		
Under 30	125	26.3
30 – 45	198	41.7
46 – 60	101	21.3
More than 60	51	10.7
Education		
Under high school	64	13.5
High school	75	15.8
Intermediate education and college	138	29.1
University and Post – Graduate	198	41.6
Occupation		
Students	25	5.3
Civil servants	82	17.3
Employee (all kinds of enterprises)	189	39.8
Freelance	113	23.8
Pensioner	27	5.6
Others	39	8.2

Source: Authors Analysis

The results showed that more than half of the respondents (54.3 percent) were males, and 45.7 percent were females. In terms of their age, 68 percent were aged 45 years and below. The results show that the education level of the citizens using public administration services at the People Committees of Hanoi City is higher than the average level because 41.6 percent of citizens have University degrees, and 29.1 percent of them have Intermediate education and College qualification. About career, 39.8 percents are employees or staff working in enterprises (all kinds of enterprises). 23.8 percents are

freelancers. Civil servants working in State organizations account for 17.3%.
4.2. Reliability Test of Scales
Table 3 showed the Cronbach Alpha coefficient of the scales. All scales have a Cronbach Alpha coefficient which is higher than 0.6. The highest one is "Reliability" with a coefficient of 0.850, and the lowest one is "Citizen Satisfaction" with a coefficient of 0.884. All 41 items have a Corrected item-total correlation greater than 0.3. So, all scales meet the reliable requirement for further analysis.

***Table 3:** Results of Reliability Test of Scales*

Factors	Cronbach's Alpha
Facilities (FAC)	0.842
Reliability (REL)	0.850
Responsiveness (RES)	0.844
Assurance (ASS)	0.845
Transparency (TRA)	0.843
Publicity (PUB)	0.840
Quality of public administration services (Q)	0.784
Citizen Satisfaction (CS)	0.749

Source: Authors Analysis

4.3. Exploratory Factor Analysis (EFA)
EFA with Scale of Independent Variables: The 31 items were subjected to Exploratory factor analysis to test the significance of the scales. The result of Exploratory factor analysis shows that the observed variables including three groups.

And each component of them has a dependent relationship in the comparison in the main factor being higher than 0.5.

The result of Bartlett's test shows that the variables are generally in correlation with each other with Sig = 0.000; KMO coefficient = 0.570; Eigenvalue coefficient = 1.273; Sums of Squared Loadings = 81.4 percent. This test proves that the scales are appropriate.

Table 4: Results of EFA of Independent Variables

Observed variables	Component				
	1	**2**	**3**	**4**	**5**
PUB4	0.892				
TRA5	0.881				
TRA1	0.879				
TRA3	0.878				
PUB5	0.874				
PUB6	0.864				
PUB1	0.859				
TRA2	0.829				
PUB2	0.828				
TRA4	0.814				
PUB3	0.801				
RES3		0.874			
RES1		0.840			
RES4		0.826			
RES5		0.820			
RES2		0.819			
REL3			0.842		
REL4			0.822		
REL5			0.800		
REL2			0.783		
REL1			0.756		
ASS3				0.830	
ASS2				0.821	
ASS4				0.813	
ASS1				0.803	
ASS5				0.789	
FAC4					0.853
FAC5					0.846
FAC1					0.800
FAC2					0.800
FAC3					0.710
KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.570					
Bartlett's Test of Sphericity	Approx. Chi-Square			7832.748	
	df			465	
	Sig.			0.000	
Sums of Squared Loadings				81.4%	

EFA with Scale of Dependent Variable
EFA with Scale of Quality of Public Administration Services Variable

EFA with Scale of Quality of Public Administration Services Variable

The three items of quality of public administration services variable were subjected to Exploratory factor analysis to test the significance of the scales. The result of the Exploratory factor analysis showed that the observed factors divide into a group. And each of them has a dependent relationship in comparison with the factor loading being higher than 0.5.

The result of Bartlett's test shows that the variables are generally in correlation with each other (Sig = 0.000; KMO coefficient = 0.733; Eigenvalue coefficient = 2.435; Sums of Squared Loadings = 81.17 percent). This test proves that the scales are appropriate.

Table 5: Results of EFA of quality of public administration services variable

Observed variables	Component
	1
Q2	0.819
Q3	0.809
Q1	0.774
KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.733	
Bartlett's Test of Sphericity Approx. Chi-Square	223.631
df	3
Sig.	0.000
Sums of Squared Loadings	81.17%

Source: Authors analysis

EFA with Scale of Citizen Satisfaction Variable

The scale of the dependent variable Citizen Satisfaction includes three items used in Exploratory factor analysis. The results show that all seven items belong to a single element with a high coefficient value. Moreover, the Bartlett's test shows that the overall variation is in correlation with each other (Sig = 0.000; KMO coefficient = 0.907; Eigenvalue coefficient = 5.388; Sums of Squared Loadings = 76.97 percent). The proves that the scale of Citizen Satisfaction is appropriate for further analysis.

Table 6: Results of EFA of Citizen Satisfaction Variable

Observed variables	Component
	1
CS6	0.899
CS7	0.896
CS2	0.886
CS5	0.878
CS3	0.869
CS1	0.860
CS4	0.853
KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.907	
Bartlett's Test of Sphericity Approx. Chi-Square	885.534
df	21
Sig.	0.000
Sums of Squared Loadings	76.97%

Source: Authors analysis

Reliability Test of Scales with New Variables

Since the dependent variable Citizen Satisfaction and the quality of public administration services variable have no changes in the composition of the scales, there was no need to test again for reliability. However, a reliability test of scale for the five independent variables performed. All of the new variables have a Cronbach Alpha coefficient higher than 0.6. Thus, all of the variables and scales meet the reliability requirements for the regression analysis.

Five independent variables that modify by the results of exploratory factor analysis become (1) Facilities; (2) Publicity and transparency; (3) Assurance; (4) Responsiveness; (5) Reliability.
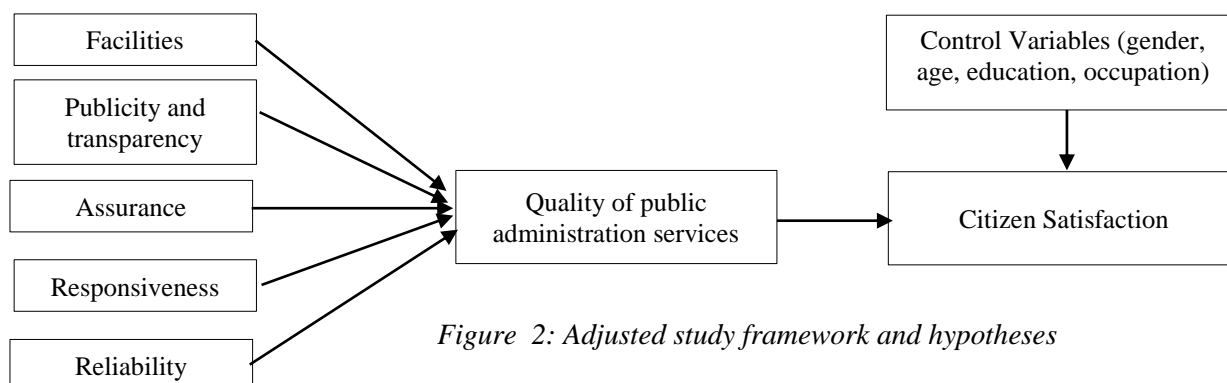

Figure 2: Adjusted study framework and hypotheses

4.4. Correlation Analysis

Correlation analyses use to establish the relationships among the service-quality dimensions. As is evident from Table 7, there were positive correlations among the various dimensions. Correlation analysis showed that the three dimensions that correlated most strongly with the quality of public administration services were "reliability" (r = 0.545), "service attitude" (r = 0.511), and "facilities" (r = 0.498). In addition, the quality of public administration services has correlated with citizen satisfaction (r = 0.484).

Table 7: Results of correlation analysis

		CS	Q	FAC	PUB	ASS	RES	REL
CS	Pearson Correlation	1	0.484**	0.483**	0.504**	0.418**	0.535**	0.419**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
	N	475	475	475	475	475	475	475
Q	Pearson Correlation	0.484**	1	0.498**	0.416**	0.511**	0.474**	0.545**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000
	N	475	475	475	475	475	475	475
FAC	Pearson Correlation	0.483**	0.498**	1	0.333**	0.372**	0.579**	0.630**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000
	N	475	475	475	475	475	475	475
PUB	Pearson Correlation	0.504**	0.416**	0.333**	1	0.534**	0.335**	0.399**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000
	N	475	475	475	475	475	475	475
ASS	Pearson Correlation	0.418**	0.511**	0.372**	0.534**	1	0.451**	0.516**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000
	N	475	475	475	475	475	475	475
RES	Pearson Correlation	0.535**	0.474**	0.579**	0.335**	0.451**	1	0.474**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000
	N	475	475	475	475	475	475	475
REL	Pearson Correlation	0.419**	0.545**	0.630**	0.399**	0.516**	0.474**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	475	475	475	475	475	475	475

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Authors Analysis

4.5. The Regression Results

According to hypotheses and the relationship between the factors in the proposed model, research will conduct a regression analysis to identify factors that affect citizen satisfaction.

The authors will analyze 2 regression model are as follows:

Model 1: Quality of Public Administration Services (Y1) = β0 + β1 * Facilities + β2 * Publicity and transparency + β3 * Assurance + β4 * Responsiveness + β5 * Reliability

Model 2: Citizen Satisfaction (Y2) = β0 + β1 * Quality of Public Administration Services.

The first regression model has the quality of public administration services as the dependent variable and five factors (Reliability; Responsiveness; Assurance; Publicity and transparency; Facilities) as the independent variable. Regression results showed that six factors had positive and statistically significant coefficients with Sig. < 0.05. That shows a positive relationship between the five factors and the quality of public administration services. This result is consistent with the research hypothesis. At the same time, the regression coefficient of the reliability factor was highest, reaching β5 = 0.223, followed by assurance (β3 = 0.213) and facilities (β1 = 0.159). As a result, reliability is the most influential factor in the quality of public administration services. The least impact factor is the publicity, transparency factor with β2 = 0.113.

So, the regression model of quality of public administration services is the following:

Quality of Public Administration Services (Y1) = 0.159 * Facilities + 0.113 * Publicity and transparency + 0.213 * Assurance + 0.143 * Responsiveness + 0.223 * Reliability

Table 8: Results of Regression Analysis of model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.617	0.281		2.199	0.036		
	FAC	0.148	0.089	0.159	1.675	0.000	0.498	2.006
	PUB	0.112	0.080	0.113	1.402	0.000	0.687	1.456
	SA	0.193	0.080	0.213	2.409	0.017	0.573	1.745
	RES	0.131	0.079	0.143	1.649	0.000	0.597	1.674
	REL	0.204	0.086	0.223	2.369	0.019	0.505	1.980

a. Dependent Variable: Q

Source: Authors Analysi

The second regression model has citizen satisfaction as the dependent variable and quality of public administration services as the independent variable. Regression results showed that the quality of public administration services factor had positive and statistically significant coefficients with Sig. < 0.05. That shows a positive relationship between the quality of public administration services and citizen satisfaction. This result is consistent with the research hypothesis. The regression model of citizen satisfaction is:

Citizen Satisfaction (Y2) = 0.484 * Quality of Public Administration Services

Table 9: Results of Regression Analysis between the quality of public administration services and citizen satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.760	0.230		7.639	0.000		
	Q	0.447	0.070	0.484	6.373	0.000	1.000	1.000

a. Dependent Variable: CS

Source: Authors Analysis

6. Conclusion

This study develops a model and empirically tests its applicability in service delivery at a grassroots level. The study has tested the scales of the public administration service quality based on the SERVQUAL model and the scale of the previous studies. There are five components when considering public administration services and citizen satisfaction in Vietnam. To compare with the other studies, the factors and impact levels on citizen satisfaction have some differences. Thus, it can say that the service quality commented on by customers is different in different fields. Hence, the previous judgment is correct in saying that the elements of service quality are changeable due to the market and research sectors. Public administration services have their features, so it is necessary to adjust some scales.

The findings show that the relationship between citizen perceptions of public administration service quality and citizen satisfaction with the service of public administrative agencies at the People Committee of Hanoi City. Five factors that affect citizen satisfaction include reliability, responsiveness, assurance, publicity and transparency, facilities.

Reliability and assurance are the most considerable impact on the quality of public administration services and citizen satisfaction. This trend requires the operational capacity of government at all levels and civil servant knowledge. It plays a vital role in the administrative reform that Vietnam has just achieved in enhancing the knowledge quality of civil servants, especially for the ones working at the grassroots level. In the market economy, people pay more attention to the ethical values of the officials to gradually build up a new public institution to serve citizens well. More and more people will be satisfied with public administrative services when moral principles and standards have been codified into legal enforcement and observed strictly by the civil servants.

This study provides helpful information for City People Committees as the foundation for build policy to advance citizen satisfaction with the public administration services at the grassroots level. Although government agencies traditionally focus on internal measures of performance, external performance measures from a citizen perspective employed. The latter approach generally takes citizen satisfaction surveys or other relevant survey data measuring government

performance perceived by citizens. Thus, the results from the surveys at Hanoi City have practical significance when the country has initiated administrative procedure reform for a long time. The OSS model also has been confirmed as to its effectiveness in delivering public administrative services to the citizens. Government officials at all levels may also find some relevance in this study.

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Thông tin tác giả:
1. Nguyễn Danh Nam
- Đơn vị công tác: Trường Đại học Tài nguyên và Môi trường Hà Nội
- Địa chỉ email: *ndnam.dr.90@gmail.com*
2. Uông Thị Ngọc Lan
- Đơn vị công tác: Trường Đại học Tài nguyên và Môi trường Hà Nội