

MỨC ĐỘ HÀI LÒNG CỦA NGƯỜI DÂN ĐỐI VỚI CHẤT LƯỢNG DỊCH VỤ HÀNH CHÍNH CÔNG NGÀNH THỦY SẢN - MỘT ĐIỀU TRA TRÊN ĐỊA BÀN TỈNH THÁI BÌNH

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Tóm tắt

Nghiên cứu nhằm đánh giá mức độ hài lòng của người dân đối với chất lượng dịch vụ hành chính công ngành thủy sản trên địa bàn tỉnh Thái Bình. Dựa trên dữ liệu thu thập từ 280 công dân, nghiên cứu đã sử dụng các phương pháp phân tích dữ liệu bao gồm thống kê mô tả, kiểm định Cronbach's Alpha, phân tích nhân tố khám phá, phân tích nhân tố khẳng định và mô hình phương trình cấu trúc. Kết quả chỉ ra rằng hình ảnh cơ quan có tác động trực tiếp đến sự hài lòng của người dân đối với chất lượng dịch vụ hành chính công ngành thủy sản. Ngoài ra, chất lượng kỹ thuật và chất lượng chức năng có tác động gián tiếp đến sự hài lòng của người dân. Trên cơ sở kết quả đạt được, nghiên cứu đưa ra một số đề xuất quản lý quan trọng nhằm nâng cao sự hài lòng của người dân đối với chất lượng dịch vụ hành chính công ngành thủy sản của tỉnh Thái Bình trong thời gian tới.

Keywords: hình ảnh cơ quan; sự hài lòng của người dân; chất lượng chức năng; chất lượng kỹ thuật; dịch vụ hành chính công ngành thủy sản.

CITIZEN SATISFACTION WITH THE QUALITY OF FISHERY PUBLIC ADMINISTRATION SERVICES – AN EMPIRICAL INVESTIGATION IN THAI BINH PROVINCE

Abstract

This study aims to evaluate the citizen satisfaction of the quality of fishery public administration services in Thai Binh province. Based on data collected from 280 citizens, the study used data analysis methods including descriptive statistics, Cronbach's Alpha test, exploratory factor analysis, confirmatory factor analysis, and structural equation modelling. The results indicated that agency image has a direct impact on citizen satisfaction of the quality of fishery public administration services. In addition, technical quality and functional quality have an indirect impact on citizen satisfaction. Based on the results, the study puts forward some important managerial implications to improve citizen satisfaction of the quality of fishery public administration services in Thai Binh province in the future.

Keywords: agency image, citizen satisfaction; functional quality; technical quality; fishery public administration services.

JEL classification: M38; Z18.

1. Introduction

The new public management emphasizes performance measurement in the public sector, and it is accepted as an important component in determining government performance. It was first time, Osborne & Gaebler (1992) came up with "Innovation Government", where they considered the citizen as a customer. Citizens are the most important consumers of public goods and services, and they are also the direct objects of public policy. Citizen participation in public service quality assessment is essential to building a close relationship between the Government and the citizens through a level of trust.

In the past decades, the public sector has changed related to management methods after treating people as customers. At the same time, they are the center of management. Therefore, citizen satisfaction has become a topic of interest for researchers and public managers. At the same time, citizen satisfaction is an integral part of government performance evaluation. The citizens' satisfaction index is a tool to determine the quality of public service delivery and the service of state administrative agencies for the citizens. Citizen satisfaction is directly linked to

the results of administrative actions to stimulate reform in the Government sector.

Thai Binh is a coastal province located in the North of Vietnam, with a coastline of 54 kilometers and a diversity of coastal natural resources, so it has great potential for marine economic development. In which, the fishery is the most developed industry in Thai Binh province. Hence, the fishery public administrative services aim to goodness services for the citizens and ensure their rights in using public administration services. In the period from 2016 to 2020 in Thai Binh province, administrative reform has created significant improvements, changes in the organization and operation of the administrative apparatus, promoting reform and innovation step by step, contributing to an important role in the development of the fishing and aquaculture sectors. Besides the accomplished results, there are still difficulties such as complicated administrative procedures, lack of publicity, civil servants being weak in new public management skills, lack of sensitivity, and lack of responsibility in performing official duties. Thus, it has not yet brought about good results, reducing citizen satisfaction with the quality of fishery public administration services

provided by the Government. The study of Nguyen (2020) analyzed the impact of public administration services on citizen satisfaction at Chau Phu district, An Giang province. Additionally, Bui & Nong (2019) evaluated factors affecting people's satisfaction with the local public administration services in Tam Nong district, Phu Tho province. Although the above studies were analyzed the impact of public administration services on citizen satisfaction, they were not in the fishery sector. In Particular, until now, there has not been a survey conducted to go over the correlation between the quality of fishery public administration services and citizen satisfaction in Thai Binh province.

With the above situation and the research gap, the article aims to evaluate the quality aspects of fishery public administration services in Thai Binh province. Based on the analysis results, the study suggests managerial implications to enhance citizen satisfaction of the quality of fishery public administration services in Thai Binh province in the future.

2. Theoretical background

2.1. The quality of fishery public administration services

Parasuraman et al. (1985, 1988) stated that service quality is the gap between service expectations and customer perception after using that service. Zeithaml (1987) explained that service quality 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. Besides, Edvardsson et al. (1994) defined service quality is a service that meets customers' expectations and satisfies their needs. Although there are different views on service quality, they have the same point of meeting customer expectations. In addition, the highlight is that customers can only evaluate service quality after purchasing and using the service. Customers evaluate service quality based on subjective attitudes and are capable perceive it.

Decree No. 43/2011/ND-CP dated June 13th, 2011 of the Government defined public administration services as services related to law enforcement activities, not for profit, provided by a State agency to an organization or individual in the form of legally valid papers in the fields under the management of that State agency. Consequently, public administration service quality is the totality of features and characteristics of administrative services to meet the needs of the citizens (Vu, 2017). In this study, public administrative service quality is the gap

between citizen expectations and their perception after using public administrative services.

The technical and functional quality model (Gronroos, 1984), SERVQUAL model (Parasuraman, 1985, 1988), and SERVPERF model (Cronin & Taylor, 1992) have been used and tested with diverse types of services to measure service quality. In which, the SERVQUAL model is very famous and widely applied to assess service quality, but Gronroos (1990) argued that the SERVQUAL model only focuses on the delivery process without considering the output of service quality or functional quality factors. Hence, for this study, the authors used the technical and functional quality model of Gronroos to assess citizen satisfaction with the quality of fishery public administration services to overcome the limitations of the SERVQUAL model. Accordingly, three factors impact on the quality of fishery public administration services including functional quality, technical quality, and image.

2.1.1. Functional quality

Functional quality answers the question related to how the service will be delivered to the customer. It is the interaction process between the customer and the service provider, in other words, how to deliver the service to the customer (Gronroos, 1984). It is similar to perceived service quality measurement in the SERVQUAL model.

For the fishery public administration services, functional quality is the feelings or perceptions of citizens in handling administrative procedures at public administration service delivery agencies. Qualitative research combined with discussions with experts in the field of public services, this study uses the SERVPERF model to measure functional quality (without considering customer expectations) consisting of factors (i) reliability, (ii) guarantee, (iii) reactivity, (iv) empathy, (v) tangibility as follows:

- Reliability is related to the ability to perform services in compliance with the provisions of the law, on time as committed, and meet the citizen requirements.

- Guarantee is related to the attitude, professional qualifications, and sense of responsibility of civil servants in handling administrative procedures for the citizen.

- Reactivity is the desire and willingness of civil servants to provide timely services to the citizen.

- Empathy is the concern and understanding of citizens' wishes in handling administrative procedures.

- Tangibility is related to facilities, equipment, forms of civil servants, and space at State agencies providing fishery public administration services.

2.1.2. Technical quality

Technical quality will provide the customer “what?” (Gronross, 1984). It is the result of the service operation, which means what the customer gets. Hence, it concerns the effectiveness of the service provided to the customer. For the public administration services, technical quality is the result of handling administrative procedures of the citizens, with the received documents are not missing or incorrect, the dossiers fully meeting the regulations of other receiving agencies, and under the provisions of current law.

2.1.3. Agency image

The organization’s image reflects customers’ perception of service quality based on their former experience with the organization. And it is influenced by functional quality and technical quality. Positive experiences are beneficial for building a positive image of the service provider. It will affect the way customers perceive the services. Customers can overlook small mistakes due to a well-organized image. On the contrary, they will pay more attention to small mistakes if the organization’s impress is not good. The organization’s image acts as a filter to adjust customer perception of positive or negative service quality (Gronross, 1988). In this study, agency image is emotions and impressions about the process of providing fishery public administration services. They are kept in citizens’ minds after the experience. The better the agency’s image, the more satisfied the citizen are.

2.2. Citizen satisfaction

Customer satisfaction is the emotional or perceived response of a customer to a service provider based on comparing the difference

between what the customer received with the previous expectation (Oliver, 1999; Zineldin, 2000). Kotler (2003) defined satisfaction as the degree of a person’s sensory state derived by comparing the results obtained from a product or service with the person’s expectations. Satisfaction is the customer’s evaluation of the value they receive after purchasing a product or using a service compared to what they expect (Engel et al., 1995).

Thus, in this study, citizen satisfaction is the evaluation and feeling of the citizens after using the fishery public administration services provided by the State administrative agencies.

2.3. The relationship between service quality and citizen satisfaction

Service quality and customer satisfaction are two different concepts but closely related in service studies (Parasuraman et al., 1988). The previous studies pointed out that service quality creates customer satisfaction (Cronin & Taylor, 1992). Parasuraman et al. (1985, 1988) indicated that service quality includes different components. At the same time, it is the factor that causes customer satisfaction. Moreover, few studies examine the explanatory level of service quality components for customer satisfaction, especially in public administration services (Lassar et al., 2000).

3. Research model and methods

3.1. Research model

This study comes into the research model of Gronroos (1984). Therefore, the research model builds on the hypothesis that functional quality and technical quality have a direct impact on agency image, and agency image has a direct impact on citizen satisfaction. Accordingly, the authors propose the research model by following (see Figure 1).

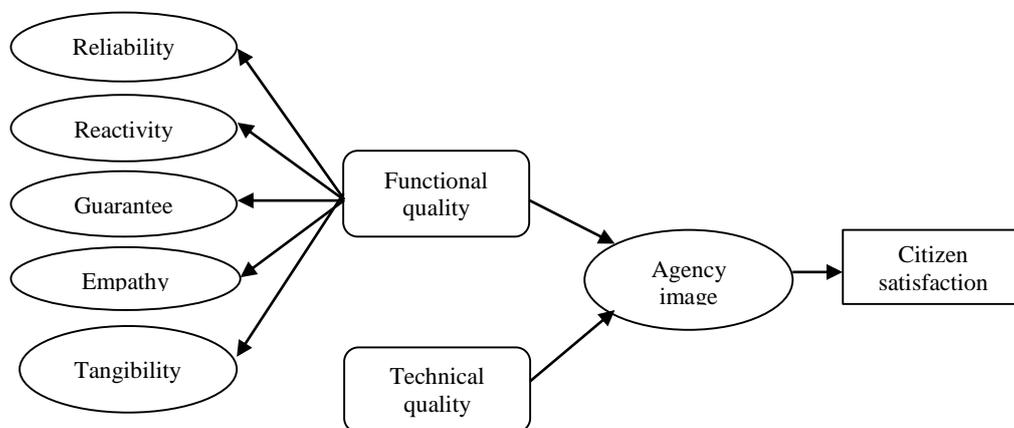


Figure 1. Research Model

Source: The authors proposal

Thus, the research hypotheses are as follows:

H1: Functional quality has a significant positive impact on agency image.

H2: Technical quality has a significant positive impact on agency image.

H3: Agency image has a significant positive impact on citizen satisfaction.

3.2. Research methods

3.2.1. Scale design

The preliminary scale is built based on the factors in the study framework and inherited from foreign studies. Meanwhile, the scale of functional quality using the SERVPERF model came by Cronin & Taylor (1992) includes twenty-two manifest variables. The scale of technical quality has four manifest variables inherited from Gronroos (1984). The scale of the agency image of Gronroos (1984) includes four manifest variables.

The authors conducted a talk over with ten citizens who used fishery public administration services in Thai Binh province to adjust and supplement the content of observed variables and measure research concepts. Moreover, the authors executed in-depth interviews with three experts in the field of public services to go over the connection between factors, adjust the research model, and problem solving during the discussion and in-depth interview. The qualitative research results show that everyone agrees with the constructs in the research model are suitable. However, the authors need to adjust words to be consistent for the survey object and context in the public sector. The survey items for all the variables used in the study are presented in Table 1.

3.2.2. Sample and Data collection

Hair et al. (2014) stated that the minimum sample size to use exploratory factor analysis is 50 observations, preferably 100 or more observations. The ratio of observations on an analytic variable of 5:1 or 10:1 will provide the

minimum sample size of the study to ensure reliability. In this study, the authors use the 5:1 rule. This study has 44 manifest variables, so the number of minimum sample size is $44 \times 5 = 220$. Besides, to avoid the low probability of a vote recovery, the authors will take the sample size of 286 survey sheets.

The study used a convenient sampling method. The survey period is from March to April, 2021. The survey forms were sent directly to citizens using fishery public administration services at the Fisheries Sub-Department of Thai Binh province.

After processing the obtained data, there remain 280 valid answers with a recovery rate of 97.9%. In which, 46.3% of respondents were female and 53.7% were male, 92.8% of respondents were above 40 years old, and about 2 part 3 of respondents only graduated from secondary school (65%). In addition, 94.7% of respondents have a small production area, less than 5,000 square meters (0.5 hectares). The characteristics of the survey sample are consistent with the fact of the fisheries industry in Vietnam. Fishermen are mainly male, middle-aged, with low education level, and small and fragmented production scale.

4. Findings

4.1. Reliability, Validity and Discriminant validity test of the constructs in the research model

Table 1 showed that the test results of scales accomplished internal consistency (the factor loading of the manifest variables is higher than 0.7, the Cronbach's Alpha value and composite reliability are higher than 0.7). At the same time, the Average Variance Extracted from the scales is higher than 0.5. Thus, the scales in the research model achieved convergent value (Nguyen & Vu, 2020; Hulland, 1999).

Table 1: The content of manifest variables and reliability, convergent value of the scales

Abbr.	Items	Source	Factor Loading	Cronbach's Alpha	Composite reliability	Average Variance Extracted
Tangibility						
Tan1	The facilities are spacious.		0.896			
Tan2	The agency has a convenient location.		0.889			
Tan3	The agency has a safe parking space.		0.871			
Tan4	There are enough seats for people during the waiting time.	Cronin & Taylor (1992)	0.863	0.841	0.855	0.810
Tan5	The equipment (telephone, networked computer, copier, etc.) is adequate.		0.850			
Tan6	The public servants with polite clothes, wearing tags during the working time.		0.847			
Reliability						
Rel1	The legal papers are paid on time as committed.	Cronin & Taylor (1992)	0.895	0.846	0.857	0.819
Rel2	The content of legal papers is consistent with the requirements of the citizens.		0.890			

Rel3	Ensure the privacy and security of the citizens.		0.885			
Rel4	The agency works on time.		0.865			
		Reactivity				
Rea1	The administrative procedures are simple.		0.892			
Rea2	Service is provided quickly.		0.872			
Rea3	The public servants inform citizens about the time the service is performed.	Cronin & Taylor (1992);	0.862			
Rea4	The public servants respond to all legitimate aspirations of the citizens.	Self-developed	0.855	0.855	0.823	0.706
Rea5	The citizens are guided detailed during the preparation of legal papers.		0.832			
Rea6	Citizens' complaints are satisfactorily resolved.		0.799			
		Guarantee				
Gua1	The public servants create trust with the citizens.		0.891			
Gua2	The public servants are courteous to the citizens.		0.886			
Gua3	The public servants have the professional knowledge.	Cronin & Taylor (1992);	0.854			
Gua4	The public servants are responsible.	Self-developed	0.838	0.853	0.874	0.779
Gua5	The public servants solve the work quickly.		0.840			
Gua6	The public servants deal with work in order.		0.816			
Gua7	The fees are public.		0.790			
Gua8	The types of administrative procedures are public.		0.764			
		Empathy				
Emp1	The public servants understand the requirements of the citizens.		0.881			
Emp2	The public servants bring the best benefits to the citizens.	Cronin & Taylor (1992)	0.838			
Emp3	The public servants are interested in solving the problems of the citizens.		0.815	0.844	0.883	0.752
Emp4	The public servants prioritize the handling of legal documents for unusual subjects.		0.789			
Emp5	The agency creates favorable conditions based on the needs of the citizens.		0.743			
		Technical quality				
TQ1	The legal papers are not crumpled or lost.		0.878			
TQ2	The legal papers have no content errors.	Gronroos (1984);	0.867			
TQ3	The legal papers comply with the provisions of the law.	Self-developed	0.850			
TQ4	The legal papers are accepted by the receiving agencies.		0.822	0.860	0.869	0.761
TQ5	The legal papers are saved on computer software.		0.813			
		Agency Image				
AI1	I feel very comfortable when I go to the administrative agency to do legal papers.	Gronroos (1984);	0.865	0.794	0.801	0.800
AI2	I trust the administrative agency.	Self-developed	0.848			
AI3	I have a good impression with the administrative agency.		0.839			
AI4	I feel friendly with the public servants.		0.833			
AI5	The agency has changed after receiving feedback from citizens.		0.826			
		Citizen Satisfaction				
CS1	I am satisfied with the administrative procedures.		0.829			
CS2	I am satisfied with the time to process legal papers.	Self-developed	0.826			
CS3	I am satisfied with the attitude of public servants.		0.824	0.789	0.805	0.799
CS4	I am satisfied with the professional knowledge of public servants.		0.820			
CS5	I am satisfied with the responsibilities of public servants.		0.817			

Source: Authors' Analysis

For the discriminant validity, the previous studies tend to use the Fornell – Lacker criterion to assess the discrimination. However, Henseler et al. (2015) stated that using simulation studies to demonstrate discriminant validity is better measured by the Heterotrait–Monotrait (HTMT)

index developed by them. Therefore, this study uses the HTMT index to evaluate the discrimination of the scales. The standard HTMT of the pairs of scales to achieve discriminant value is 0.85 ($\leq 0,85$) (Kline, 2015).

Table 2: Heterotrait Monotrait Ratio (HTMT)

	Tan	Rel	Rea	Gua	Emp	AI	CS
Tan							
Rel	0.061						
Rea	0.296	0.131					
Gua	0.396	0.038	0.353				
Emp	0.097	0.080	0.147	0.212			
AI	0.601	0.087	0.434	0.710	0.110		
CS	0.458	0.086	0.102	0.300	0.099	0.595	

Source: Authors' Analysis

4.2. Structural Equation Model and Hypothesis Testing

The analysis results pointed out that the Chi-square/df index = 2.764 < 3 (Carmines & McIver, 1981); GFI = 0.901; CFI = 0.913; TLI = 0.905 are

all higher than 0.9 (Tabachnick & Fidell, 2007); RMSEA = 0.059 < 0.08 (Hu & Bentler, 1999). Therefore, the research model is consistent with the market data (Figure 2).

Chi-square=421.743; df=1321; P=.000; Chi-square/df=2.764; GFI=0.901; TLI=0.905; CFI=0.913; RMSEA=.059

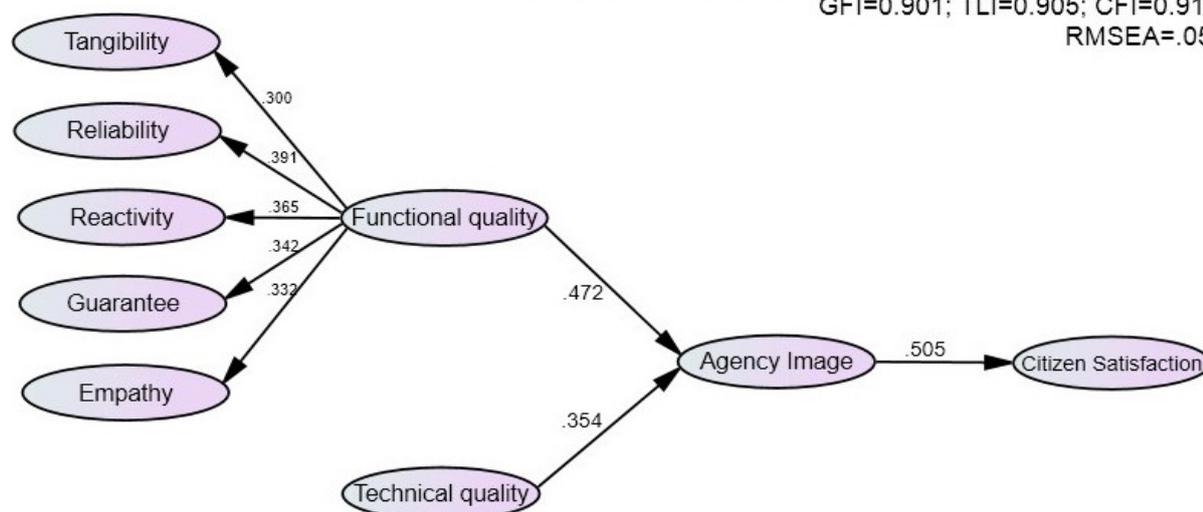


Figure 2. The results of the standardized SEM model

Source: Authors' Analysis

Moreover, the analysis results also showed that the probability value of the impact relationships between the constructs is less than 0.05. In which, technical quality and functional quality have a positive impact on the agency's

image with a standardized estimate of 0.354, 0.472. Citizen satisfaction is positively affected by agency image with 95% confidence and the standardized estimate of 0.505. Therefore, hypotheses H1, H2, H3 are accepted.

Table 3: The relationship between the constructs in the research model

	Correlation	Estimate	S.E	C.R	P
Functional quality	→ Agency image	0.472	0.082	3.653	0.000
Technical quality	→ Agency image	0.354	0.074	4.869	0.000
Agency image	→ Citizen satisfaction	0.505	0.060	3.852	0.000
Functional quality	→ Tangibility	0.300	0.073	2.134	0.000
Functional quality	→ Reliability	0.391	0.112	1.342	0.000
Functional quality	→ Reactivity	0.365	0.046	2.673	0.000
Functional quality	→ Guarantee	0.342	0.102	1.783	0.000
Functional quality	→ Empathy	0.332	0.021	2.564	0.000

Source: Authors' Analysis

The direct, indirect, and synthetic impact coefficients are used to assess the influence of factors on citizen satisfaction. The result showed that the highest impact on citizen satisfaction

belongs to agency image ($\lambda = 0.505$), followed by functional quality ($\lambda = 0.472$) and the lowest impact on citizen satisfaction is technical quality ($\lambda = 0.354$).

Table 4: The impact of factors on citizen satisfaction

Variables	Impacts	Technical quality	Functional quality	Agency image
Agency image	Direct	0.354	0.472	0.000
	Indirect	0.000	0.000	0.000
	Synthetic	0.354	0.472	0.000
Citizen satisfaction	Direct	0.000	0.000	0.505
	Indirect	0.345	0.460	0.000
	Synthetic	0.345	0.460	0.505

Source: Authors' Analysis

In summary, this study discovered the impact of agency image, technical and functional quality on citizen satisfaction of fishery public administration services quality.

The results of the study also show the research model in accordance with market data, as well as the acceptance of the hypotheses proposed in this research model, which has brought practical implications to many different subjects. Particularly, the subjects include (i) the Fisheries Sub-Department of Thai Binh province, (ii) citizen using fishery public administration services, (iii) academic researchers in the field of public services.

On the whole, the agency image has direct impact on citizen satisfaction. In addition, technical and functional quality have indirect impact on citizen satisfaction. That is the highlight of the study and making a difference from the studies of Nguyen (2020), Bui & Nong (2019). Because the previous studies did not measure citizen satisfaction with the quality of fishery public administration services based on Gronroos's service quality model. Hence, the study could create a paradigm for future studies on measuring citizen satisfaction with the quality of public services.

5. Discussion and managerial implications

The study recorded that the number of respondents as male and female is quite balanced in using fishery public administration services in Thai Binh provinces. This sign shows that gender equality in Vietnam has improved significantly. Women become more users of fishery public administration services than men. In addition, the age group using fishery public administration services tends to focus on people above 40 years old, accounting for 92.8%.

The research results indicated that the technical and functional quality model of Gronroos is reliable in assessing the quality of fishery public administration services in Thai Binh province. In Vietnam, Nguyen (2008) compared the technical and functional quality

model with the SERVQUAL model in e-banking services in Ho Chi Minh City. As the result, the researchers tend to use the SERVQUAL model more in assessing service quality and customer satisfaction because of its simplicity and reliability. Therefore, this study reaffirms the reliability of the technical and functional quality model as a solid model to assess the impact of fishery public administration service quality on citizen satisfaction. The authors find the technical and functional quality model is suitable. Because it comprehensively considers the service quality factors both terms in functional quality, technical quality, and image of the agency, without focusing much on the functional quality factor in the SERVQUAL model. This study also shows that the technical quality factor is not a multi-directional scale. That is the highlight of the study and makes a difference from the previous studies.

The obtained results show that technical and functional quality factors impact an agency's image. In which, functional quality has a higher impact than technical quality. It means, the current situation of fishery public administration service quality in terms of "technical" is worse. Moreover, the agency image factor has a direct impact on citizen satisfaction. And the technical and functional quality factors have an indirect impact on citizen satisfaction.

Based on the analysis results, the study suggests managerial implications to advance the quality of fishery public administration services in Thai Binh province as follow:

Firstly, the Fisheries Sub-Department of Thai Binh province needs to strengthen training and foster more professional skills and communication skills for civil servants to improve capacity in public service delivery ($\beta = 0.342$).

Secondly, the Department of Fisheries of Thai Binh province needs to arrange a room to receive and return legal papers that is large, airy, and fully equipped to satisfy the needs of citizens so that they feel comfortable ($\beta = 0.300$).

Next, the Fisheries Sub-Department of Thai Binh province should avoid errors in handling the legal papers of the citizens. Ensure that citizens receive accurate and timely results. Therefore, it will create citizen trust ($\beta = 0.354$).

Moreover, the Fisheries Sub-Department of Thai Binh province needs to improve the publicity of administrative requirements so that citizens can understand the information.

Finally, the Fisheries Sub-Department of Thai Binh province needs to build an image of transparency, honesty and serving the citizens ($\beta = 0.505$).

Thus, although the study has achieved the original purpose of assessing the impact of

functional and technical quality on the agency's image as well as citizen satisfaction. However, there are still some limitations of this study. Firstly, the study only surveyed a single province, so the generalizability of the study may be limited. The study results are not representative of other regions in Vietnam with diverse characteristics consisting of Hai Phong, Quang Ninh, and Da Nang. Secondly, this study was carried out over a short period, so its representativeness may also be limited. Hence, further studies should be conducted in different areas and times to get an overview picture of the impact of functional and technical quality on agency image and citizen satisfaction.

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