

Research on the Improvement of Local Government Public Service Quality from the Perspective of Public Satisfaction

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Abstract: The direction of China's public service construction is to take satisfying the people's yearning for a better life as the starting point and end point of the construction of a service-oriented government, emphasizing the legitimate rights of citizens, and improving public satisfaction. As the closest link with the public, the local government's service quality has attracted the public's attention and supervision. From the perspective of public satisfaction, this paper comprehensively analyzes the challenges faced by local government public service quality, and based on the characteristics of service quality, proposes effective strategies to improve the level of local government public service quality.

Keywords: Public Satisfaction; Local Government; Service Quality

1. Introduction

As for the Chinese government, enhancing people's sense of fulfillment, happiness and security, and meeting the people's ever-growing needs for a better life are its unswerving goals. Public service is an important institutional arrangement for the Communist Party and the government to respond to people's concerns and ensure that all people share the fruits of social and economic development. During the "Thirteenth Five-Year Plan" period, China has won the battle against poverty in an all-round way, and public services have entered a new stage of development. However, it can be seen that main contradiction in Chinese society has been transformed into the contradiction between the people's ever-growing needs for a better life and unbalanced and inadequate social and economic development. Chinese people expect better education, more stable jobs, more satisfactory income, more reliable social security, higher level of medical and health services, more comfortable living conditions, more beautiful environment, and abundant spirituality cultural life. Faced with the diverse, personalized and high-quality public service demands of people, how to improve the quality of local government public services has become an urgent problem.

2. The Necessity of Improving the Quality of Local Government Public Service

At present, Chinese government focuses the implementation and improvement of public service quality management to improve people's livelihood, and it is also the direction of efforts to promote the construction of the national basic public service system. The report of the 19th National Congress of the Communist Party of China put forward: "to build a moderately prosperous society in an all-round way", "to meet the people's growing needs for a better life", "to make the people's sense of gain, happiness and security more fulfilling, more secure and more sustainable". The point is to provide high-quality basic public services. In order to ensure and improve the quality of basic public services, the State Council issued the "Opinions on Strengthening the Construction of a Quality Certification System and Promoting Comprehensive Quality Management" in January, 2018, clearly requiring the introduction of a quality certification system, strengthening the quality management of government public services, and promoting high-quality basic public services. On December 28, 2021, the National Development and Reform Commission and other departments jointly issued the "14th Five-Year" Public Service Plan, focusing on promoting the modernization of the national governance system and capacity,

systematically designing the entire public service system, and promoting the key tasks for equalization of basic public services. . On the basis of promoting the construction of the basic public service standard system, more targeted, broader, more direct and more effective measures will be adopted to promote public service high-quality development and enhance people's sense of gain, happiness and security in key areas such as compulsory education, employment and social security, medical and health care, and elderly care services. It can be seen that the state attaches great importance to the improvement of public service quality, and has issued a series of policies to ensure the system construction and development of public service quality, and continuously improve the quality of public services.

The government, as the main body of public management, is the provider of public services. The level of public service quality it provides reflects the public's satisfaction. It is usually judged from five elements of service quality, including reliability, responsiveness, assurance, empathy and tangibility. In order to ensure the quality of public services, five elements are clearly defined. Reliability requires reliable and accurate fulfillment of service commitments; responsiveness requires helping customers and providing services quickly and effectively; assurance requires employees to have the required knowledge, etiquette and the ability to express confidence and credibility; empathy requires putting oneself in the customer's shoes and paying particular attention to the customer; tangibility concerns the appearance of tangible facilities, equipment, personnel, and communication materials. However, there are still problems such as unbalanced development of public services and insufficient attention to the efficiency and quality of public services, which seriously restrict the improvement of the quality of public services.

3. The Dilemma Faced by Local Government's Public Service Quality

3.1 The high cost of public services restricts the improvement of public service quality

The high cost of local government public services in my country is mainly caused by the following reasons. First of all, the public service sector has a large organization, bloated personnel, and unclear responsibilities, resulting in high operating costs. Secondly, government staff are not very aware of the cost, and the public finances are idle and wasteful, resulting in high operating costs. Finally, the decision-making of local governments lacks scientific nature and effective social research, which invisibly increases the cost of public services.

3.2 Weak service awareness of local government public service departments

As the provider of public services, the local government covers the most public services, including education, medical care, science and technology, culture, health and other fields, and represents the fundamental interests of the vast majority of the people. Correctly exercising its functions and serving the people wholeheartedly are local governments responsibilities. However, in the process of exercising its functions, the government is often a service provider, arranger, and producer, unable to accurately locate its service targets, ignoring the needs of the public, resulting in low efficiency of public service quality and Unable to meet the individual needs of the public.

3.3 Low level of public participation in public services

Insufficient public participation is another prominent problem in the service quality of functional departments. While the government vigorously promotes the improvement of service quality, the government is hot, the citizens are cold, and there is a lack of communication between the government and the public. On the one hand, the existing laws and regulations on the right of public participation need to be strengthened. On the other hand, most of the people have little desire to participate, their own quality is low, and they are indifferent to actively cooperating with government work.

3.4 The local government lacks a continuous improvement mechanism for the quality of public services

The ultimate purpose of quality evaluation is to continuously improve service quality and improve the level of public services. However, because the government lacks a correct understanding and positioning of its service objects, the service quality evaluation is limited to self-evaluation and self-satisfaction, resulting in the organization being content with the status quo and sticking to stereotypes. Faced with today's driven by big data, information technology, and digital economy, the service quality of local governments is difficult to meet the needs of the public, and an effective continuous improvement mechanism has not been established.

4. Strategies for improving the quality of local government public services

4.1 Change the service concept and strengthen the government's public service functions

4.1.1 Establish a new concept of public service management

Local governments should take economic development as a means, take the improvement of the quality of public services as the goal, and take the needs of public services as the starting point to change the traditional behavior of governing by administrative will, strengthen public services and management innovation, and establish the purpose of serving the people wholeheartedly, and comprehensively improve the public service capacity and level of local governments.

4.1.2 Change the role of public service

Through the differentiation of their own roles, local governments should rationally position themselves as "arrangers" and "providers" in public services, realize the separation of production and supply functions, and build good cooperative relations with enterprises and society. Increase the participation of enterprises, reduce the intervention of the government, and realize the common governance of the government, enterprises and third parties.

4.2 Improve the competition mechanism and improve the quality of government public services

4.2.1 Improve the competition mechanism

In order to improve the quality of government public services, establish the diversified and individualized needs of the public, and improve the satisfaction of the public, a service competition mechanism with enterprises and non-profit organizations should be introduced to improve the work efficiency of the government.

4.2.2 Improve the supply method

Give full play to the role of social public governance, combine different types of public services, characteristics and the needs of the public, adopt diversified supply methods, such as contract outsourcing, voluntary services, etc., to improve the level of public services of local governments.

4.3 Strengthen process monitoring and improve the public service supervision system

4.3.1 Build a public service supervision system with multi-party participation

In view of the imperfection of the current public service supervision mechanism, on the one hand, we should strengthen public service supervision within the government, and on the other hand, expand supervision channels, encourage public participation, strengthen public opinion supervision, and build a multi-party public service supervision system.

4.3.2 Build a digital public service information platform

In the context of the digital economy, it is necessary to make full use of new technologies such as big data, cloud computing, artificial intelligence, the Internet of Things, and blockchain, use information technology to empower public services, and use information technology to achieve effective linkage between the government and users. A scientific and effective public service supervision information platform to enhance the openness and transparency of government public services.

4.4 Strengthen continuous improvement and form a culture of public service quality

4.4.1 Establish a scientific quality assessment and evaluation system

In order to ensure the continuous improvement of the quality of public services, it is necessary to establish a scientific quality assessment and evaluation system, to evaluate the quality of public services from the perspective of public demand and satisfaction, to regularly evaluate the quality and development of public services of local governments, and to give full play to the quality of public services. The role of evaluation and the effect of continuous improvement, and the targeted designation of continuous improvement plans to comprehensively improve the quality of public services.

4.4.2 Establish a sound public service quality continuous improvement mechanism

The continuous improvement of public service quality is the functional goal of local governments. Therefore, local governments should identify the competent departments responsible for service quality assessment, undertake the work of public service quality assessment, and promote the scientific and standardized development of public service quality assessment. Take public satisfaction as the main way of social participation in public service quality evaluation, promote continuous improvement of public service quality through public participation in public service quality evaluation, and implement continuous rectification of evaluation results to truly achieve sustainable public service quality development, and promote the formation of a culture of public service quality.

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