

# Research on Influencing Factors of Local Government Public Service Satisfaction in the Digital Age

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**Abstract:** Focusing on local government satisfaction with public services is a key initiative to improve the quality of public services and promote the balanced development of public services. On the basis of establishing the evaluation index system of local government's public service satisfaction, this paper discusses the status quo and influencing factors of public service satisfaction with factor analysis in the context of the digital era. The results show that the influencing factors of local government's satisfaction with public services are public perception, public support and complaints, public expectation, and public satisfaction according to the contribution rate; And to some extent, it can improve the satisfaction of public services in the survey area. Based on this, relevant suggestions are put forward.

**Keywords:** Public Service Satisfaction; Local Government; Influence Factors; Digital Age

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## 1. Introduction

With the rapid development of digital technology, the digital data age has become the symbol of modern society. Under the impetus of government digital technology, the government has modernized social governance, collected, stored and analysed data by using technologies such as Internet and Internet of Things, and fully perceived social issues and public needs [1]. Modern governments can use digital technology to provide high quality public services by better developing government work and giving the public a more convenient way to follow and interact with government information through information technology platforms. Report to the 20th CPC National Congress emphasized that "we should realize, safeguard and develop the fundamental interests of the overwhelming majority of the people, improve the basic public service system, improve the level of public services and enhance the balance and accessibility" [2]. The quality of public services is closely linked to the public's perception of public services. Enhancing the perceived quality of public services, improving public service satisfaction and strengthening people's sense of well-being is an important part of the transformation to a service-oriented government. Public service satisfaction is a quantitative description of the perceived public service from the public's perspective. It depends on the public's experience after receiving a product or service compared to the public's expectations before receiving it.

Paying attention to public service satisfaction will help the government to better explore how to build a service-oriented government, improve the design of government services and enhance the quality of public service supply from the public perspective. Based on the background of the digital era of big data development, this paper uses a questionnaire to obtain data on local government public service satisfaction and to explore the factors influencing public service satisfaction.

## 2. Research design

### 2.1 Evaluation index system of local government public service satisfaction

Based on the evaluation model of public satisfaction discussed by relevant scholars [3-4], this paper establishes an evaluation index system of local government public service satisfaction, which is a first-class index: local government public service satisfaction;

4 secondary indicators: public perception, public satisfaction, public support and complaints, and public expectation; 21 three-level indicators: health care satisfaction, social security satisfaction, public transportation satisfaction, public education satisfaction, employment environment satisfaction, sports and leisure satisfaction, public participation satisfaction, public safety satisfaction, government efficiency satisfaction, information disclosure satisfaction, amenity construction satisfaction, online government satisfaction, community service satisfaction, overall satisfaction, Expected post-comparison satisfaction, action support, psychological confidence, complaints, grievances, overall expectation, and partial expectation (online government). These indicators are marked X1, X2..., X21 according to the order of the questionnaire for subsequent analysis.

## 2.2 Research data source

On the basis of establishing the evaluation index system, the questionnaire is designed, and the data are obtained through offline and online distribution. The questionnaire is composed of 2 parts: demography and satisfaction index. The former includes gender, age, highest education level, household registration, occupation, and individual monthly income. The latter uses the indicators of the local government public service satisfaction evaluation system as the questions, and uses the Likert scale of five points to score the satisfaction of each indicator, ranging from very dissatisfied to very satisfied (totally disagreeing to totally agreeing), with a score range of 1 to 5. A total of 191 samples were collected, 24 invalid questionnaires were deleted, and the valid sample size was 167.

# 3. Analysis of factors influencing satisfaction with local government public services

## 3.1 Data reliability test

According to KMO and Bartlett's spherical test data, the results show that KMO value is 0.898 (> 0.7) and P value is 0.000 (< 0.05), so the research data is suitable for factor analysis.

### Extraction factor

21 third-level indicators are set as variables for factor analysis, and one factor that does not meet the standard is eliminated. According to the analysis that the eigenvalue is greater than 1, four common factors are obtained, and the cumulative contribution rate is 69.192% (shown in Table 1).

Table 1 Total Variance Explained.

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.880	44.398	44.398	7.393	36.963	36.963
2	2.645	13.224	57.622	2.600	13.000	49.963
3	1.313	6.564	64.185	2.107	10.536	60.499
4	1.001	5.007	69.192	1.739	8.693	69.192

## 3.2 Explanation of factor naming

The common factors are named according to the rotation component matrix. Component 1 is named as public perception. Variables X13, X8, X15, X18, X17, X11, X14, X9, X12, X16, X10, X22, and X7 have a large factor load in component 1, which indicates that public perception can interpret these 13 indicators; Similarly, component 2 is named as public support and complaint, and the explanatory variables are X26, X27 and X23; Component 3 is named as public expectation, with explanatory variables X20 and X21; Component 4 is named as public satisfaction, with explanatory variables X25 and X24 (shown in Table 2).

Table 2 Rotated Component Matrix.

	Component			
	1	2	3	4
Employment environment satisfaction	.881			
Health care satisfaction	.829			

Sports and leisure satisfaction	.826		
Information disclosure satisfaction	.795		
Government efficiency satisfaction	.793		
Public education satisfaction	.787		
Online government satisfaction	.778		
Social security satisfaction	.766		
Amenity construction satisfaction	.738		
Community service satisfaction	.660		
Public transportation satisfaction	.535		
Public participation satisfaction	.535		
Public safety satisfaction	.494		
Action support		.899	
Psychological confidence		.887	
Complaints		.501	
Overall expectation			.868
Partial expectation (online government)			.745
Overall satisfaction			.819
Expected post-comparison satisfaction			.642

## 4. Conclusions and Recommendations

In this paper, a questionnaire is designed based on the establishment of the local government's public service satisfaction evaluation system. By analysing the obtained data, it is found that the average value of 21 indicators in the sample is 3.68 (the highest value is 5, the lowest value is 1), which indicates that the public service satisfaction in the investigated area can be further improved. Through factor analysis, this paper concludes that the influencing factors of local government public service satisfaction, in order of contribution, are public perception, public support and complaints, public expectation, and public satisfaction. Among them, public perception is the first priority, indicating that public satisfaction with the quality of public services in their areas is mostly judged by their perception of the various public services provided in their areas. At the same time, local governments also need to pay attention to public satisfaction and feedback of public complaints, so as to respond to public expectations to the greatest extent.

Based on the above findings it is recommended that.

First, local governments can take the service expectations and needs of local residents as the central orientation, and promote the balanced development of basic public services in their areas based on the supply capacity of basic public services in their areas to make up for the shortcomings and strengthen the advantages, thus enhancing the public perception value.

Second, online government services play a significant role in enhancing public satisfaction with public services and increasing people's sense of access [5]. Therefore, local governments should strengthen the integration of online government service platforms and vigorously promote the standardized development of online government service processes, thus promoting public satisfaction.

Third, public feedback interaction has been an important factor affecting public service satisfaction. Therefore, local governments should pay attention to the construction of online and offline feedback and communication mechanisms, and further promote the satisfaction of public expectations by promoting the construction of "good and bad reviews" of government services and improving the effectiveness of the government services hotline.

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