

Evaluation and Improvement of Local Government Public Service Quality Based on SERVQUAL Model

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Abstract: With the development of the economy and society and the improvement of people's living standards, the people look forward to getting better public services. In order to meet the people's personalized and diversified needs for public services, the state has promoted the building of a service-oriented government and continued to improve the quality of public services. Based on the SERVQUAL model, this paper constructs a public service quality evaluation system and puts forward effective strategies for improving the public service quality of local governments.

Keywords: Local Government; Public Service; Quality Valuation and Improvement

1. Introduction

The Chinese government has always taken as the unswerving goal of enhancing the people's sense of gain, happiness and security, and meeting their ever-growing needs for a better life. The national "14th Five-Year Plan" pointed out that "basic public services should be equalized", "speed up the improvement of basic public service shortcomings, focus on strengthening the weaknesses of non-basic public services, and strive to improve the quality and level of public services"^[1]. The Fifth Plenary Session of the 19th CPC Central Committee pointed out for the effective use of cloud computing, blockchain, big data, artificial intelligence and other digital technologies to improve the quality, level and efficiency of public services, and promote the high-quality development of public services.^[2]This requires continuous optimization of government governance processes, model innovation, and improvement of the ability to perform duties, promote high-quality economic and social development, and continuously enhance the people's sense of gain, happiness, and security, in order to promote the modernization of the national governance system and governance capabilities. Provide strong support. Based on the public orientation, this study discusses the establishment of local government public service quality standard, the construction of public service quality evaluation system, and the improvement of public service quality.

2. Establishment of quality standards for local government public services

Standards, namely quantitative or qualitative weights and measures, are the basis for the government to provide public services. In order to meet the diversified and personalized needs of the public for public services, local governments must have scientific standards for public service quality when carrying out the work based on local conditions, otherwise, the quality and level of public services are difficult to be measured objectively measured. We will improve public service quality standards in terms of public service quality planning, public service quality control, and public service quality improvement.

2.1 Public service quality planning

The core goal of public service quality standards is to take the public as the center, continuously improve service quality, meet the needs and expectations of the public, externalize the public's psychological expectations, introduce standardized concepts, principles

and methods into public service departments, clarify quality standards, Refine work responsibilities, standardize work procedures, and form a systematic public service quality standard system to achieve the purpose of improving the level of public management and public service quality, and meet the quality needs of citizens.

2.2 Quality control of public services

Paying attention to the process management of public service quality and strengthening process supervision and control are the keys to building a sound public service quality evaluation system. Based on the SERVQUAL model, evaluate the quality of public services from the aspects of tangibility, responsiveness, empathy, compliance, etc., explore service needs, formulate clear quality standards for service goals, service methods and service processes and strictly implement them to achieve quality monitoring^[3]. full, full-process, all-round coverage.

2.3 Improvement of the quality of public services

Public service quality evaluation in government public management is the basis for continuous quality improvement. A sound public service quality improvement mechanism can ensure the dynamic cycle of quality and achieve sustainability. Therefore, it is necessary to establish and improve the public service quality improvement mechanism, give play to the guiding role of the quality evaluation results, and continuously feed back into the quality improvement, so as to realize the closed loop of continuous improvement of public service quality.

3. Construction of local government public service quality evaluation system

Based on the SERVQUAL model, on the basis of tangible nature, responsiveness and empathy, we refer to the original mature scale, increase information, effectiveness, compliance and public satisfaction, and build a local government public service quality evaluation system based on public perception based on seven dimensions. The visibility, responsiveness and empathy in SERVQUAL are consistent with the quality of government public services, and the information and compliance comply with the characteristics of the new era. The effectiveness is the result of judging the quality of government services, and is a powerful basis for evaluating public services^[4]. Public satisfaction is used to measure the overall quality and level of public services of local governments, reflecting the service concept of "public-centered" services.

Serial Number	Dimension	Content
1	Tangibility	The government has modern service facilities
2		Reasonable layout of government departments and clear instructions
3		Government staff are well-dressed and well-groomed
4		Government departments have special guides or service desks to provide Q&A consultation services
5	Responsiveness	Government staff will respond to public needs in a timely manner, no matter how busy they are
6		Government departments provide punctual service hours to the public and provide services within those hours
7		In response to public complaints, the government can actively handle and resolve them in a timely manner
8		Positive and enthusiastic attitude of government staff
9	Empathy	Government can provide personalized service
10		The public services provided by the government meet my expectations
11		In the process of doing things, the staff of government departments can think of me
12		Government staff can correctly understand my needs

13	Informational	The information provided by government departments or their websites is updated and made public in a timely manner
14		Smooth access to government information
15		Through the Internet, hotline and other channels to keep abreast of progress
16		Complaint channels are public
17	Validity	Every time I go to the government department to do things, I can gain something
18		My matter was resolved within the stipulated time
19		In the process of doing things, all departments cooperate with each other, and the work efficiency is high
20	Compliance	Government staff serve or do things for me in strict accordance with policies and regulations
21		Government staff treat everyone fairly
22		Government staff are honest and honest and do not abuse their power
23	Public Satisfaction	High quality experience of government public services
24		I am satisfied with the quality of the latest government public service
25		I am satisfied with the overall public service quality of the government

Table 1 Evaluation index system of local government public service quality based on public perception

4. Improvement Strategies of Local Government's Public Service Quality

4.1 Guided by public perception, change service concept

Responding to the call of building a service-oriented government, establish a service concept of "taking the public as the center", change the original official-based thinking, take the public's needs as the focus and direction of work development, achieve the effect of public satisfaction, and promote a service-oriented government. building

4.2 Strengthen organizational and institutional construction, and improve the public service quality system

Local governments shall, in accordance with the functions of public service management, establish and improve organizational structures, cultivate public service quality management teams, and improve public service quality management capabilities; design an overall plan for public service quality management, and guide the implementation of public service quality. In addition, improve the public service quality management system, including the responsibility system, control system, evaluation system and continuous improvement system for quality management, and form a complete public service quality management system.

4.3 Encourage public participation and form a collaborative quality improvement mechanism

In the field of public goods and public services, the public is the end user of public goods and public services, and their evaluation of quality is the presentation of service results. Taking public satisfaction as an indicator of quality answers the purpose and direction of quality improvement, strengthens the interaction between the government and the public, involves the public in the decision-making, production and evaluation of public services, provides a platform for the public to express their needs and wishes, listen to The opinions and voices of the public provide suggestions for improving the quality of public services.

4.4 Using digital technology to promote government process reengineering

Improving e-government, widely apply digital technology to government management services, promote electronic, parallel, dynamic and departmental integration of service processes through advanced technology, and promote government governance process reengineering and model optimization. Service efficiency, while meeting the needs of the public and improving public satisfaction.

4.5 Establish the concept of quality first and cultivate a culture of quality in the public sector

Establishing the concept of quality first, and further improve the public service quality standard system and evaluation system. Improve the quality standards of public services, serve as a reference model for public service provision, and regulate the public behavior of local governments^[5]. Establish and improve the evaluation system, emphasize the application of results, better promote the improvement of public service quality through the result feedback mechanism, and then promote and expand the improvement of public service quality and the modernization of government governance capabilities, and form a full-staff, all-round and whole-process quality culture.

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