

Satisfaction of Residents of the Stavropol Region with Services of Cultural and Leisure Establishments as an Indicator of the Quality of Life of the Population

Elena Zritneva

Department of Social Technologies
Federal State "North-Caucasian Federal University"
Stavropol, Russia
E-mail: zritneva@mail.ru

Andrey Mikhaylov

Philosophy and Sociology Department
Adygei State University
Maykop, Russia
E-mail: alexandr01.87@mail.ru

Valentina Ivashova

Project Management Department
Stavropol State Agrarian University
Stavropol, Russia
E-mail: vivashov@mail.ru

Leila Kuznetsova

Social and Humanitarian Disciplines Department
Don State Technical University, Branch in the Town of
Shakhty
Shakhty, Russia
E-mail: kuznezleila@list.ru

Abstract—The article presents the results of a study of the satisfaction of the residents of the Stavropol Territory with the services of cultural and leisure institutions. Cultural services and their consumption are considered as an indicator of the quality of life of the population, since their satisfaction characterizes the level of development of the needs of the population. The research results show that not only physiological, security, social needs, but also prestige needs (self-esteem, respect from others, recognition, success) and spiritual needs are satisfied.

Keywords—*culture and leisure of the population; satisfaction with services; satisfaction of needs in the field of culture and leisure; variety of services and comfort of their receipt*

I. INTRODUCTION

A "service" is traditionally interpreted as an act performed in the interests of an individual or group client to satisfy his need. In turn, the quality of the service is a set of characteristics of the service that determine its ability to meet the established or perceived needs of the consumer.

The concept of "satisfaction of the service" initially accompanied the scientific category "quality of life." It is defined as the degree of development and fullness of satisfaction of the whole complex of interests and needs of people, which manifest themselves both in various areas of life and in social well-being, social satisfaction, etc. The problem of the quality of life includes the results, conditions and nature of work, environmental, demographic, ethnographic aspects of the life of society. In this problem there are political and legal aspects that are associated with

freedoms of rights, psychological and behavioral aspects, a common cultural and ideological background.

The purpose of the study is to assess the level of public satisfaction with the quality of cultural and leisure services.

II. THE RESULTS OF MONITORING THE SATISFACTION OF RESIDENTS OF THE STAVROPOL TERRITORY WITH THE SERVICES OF CULTURAL AND LEISURE INSTITUTIONS

Monitoring the satisfaction of residents of Stavropol region with the services of cultural and leisure institutions in October-November 2018 with help method of individual questionnaires. In total, the survey took part 416 people who represent residents of different types of people points: regional center — 26.0%; cities-district centers and regional subordination — 40.4%; rural district centers — 17.8%; villages over 3 thousand people — 9.1%; villages less than 3 thousand people — 6.7%. Men and women were interviewed approximately equally. The rest of the socio-demographic characteristics in general confirm the correctness of the sample, and the results studies can be extrapolated to the entire population Stavropol region.

About one-third of the survey participants are people who often visit a club, half of participants — visit a club 2-3 times a year and 15.1% of those who came one's first time ("Table I").

TABLE I. YOUR FREQUENCY OF VISITING THE CLUB, HOUSE OF FOLK ART, CENTER OF LEISURE (%)

Answer options	%
1. Often 2 times a week	7,6
2. 1-2 times a week	6,2
3. 2-3 times a month	20,4
4. 2-3 times a year	50,7
5. Came for the first time	15,1

Assessments of public satisfaction with the quality of these events are mostly positive.

Two thirds of survey participants say that events that managed to visit; they liked (30.3%) or mostly liked (36.5%). Both liked and not — 22.3% of respondents said. At mostly didn't like and didn't like at all — they said respectively 6.2% and 4.7% ("Table II").

TABLE II. WHETHER YOU ENJOY THE EVENTS YOU ATTENDED OR NOT (%)

Answer options	%
1. Yes, we liked	30,3
2. mostly liked	36,5
3. And yes and no	22,3
4. Mostly not liked	6,2
5. Didn't like at all	4,7

Also it reveals positive assessment from population of the diversity of these events held by cultural institutions of the Stavropol region, fully satisfied with the variety of 37.2% of survey participants. Rather satisfied with what is not — 29.0% of respondents. And yes and no, they said 19.8% respondents. 14.0% of respondents expressed negative opinions ("Table III").

TABLE III. WHETHER THERE ARE ENOUGH VARIED, IN YOUR OPINION, HELD IN CULTURAL AND LEISURE INSTITUTION ACTIVITIES (%)

Answer options	%
1 Yes, quite	37,2
2 rather yes	29,0
3 And yes and no	19,8
4 Rather not	9,7
5 No	4,3

A positive assessment of the territorial availability of cultural and leisure institutions 60.2% and other participants are not comfortable to reach for 39.8% ("Table IV").

TABLE IV. WHETHER IT IS CONVENIENT FOR YOU TO GET TO A CULTURAL AND LEISURE ESTABLISHMENT (%)

Answer options	%
1. Yes	60,2
2. No	39,8

Inconvenience arise due to the fact that a long walk to get to cultural and leisure institutions — 43.8% of respondents, problems with parking is relevant for 18.5% of respondents; rarely goes public transport — noted 17.5% of respondents; unsatisfactory condition pedestrian zone — said 11.3% of respondents; public stop transport is far away – noted 5.0% ("Table V").

TABLE V. THE REASON WHY IT IS INCONVENIENT (%)

Answer options	%
1. The road on foot (by transport) takes a lot of time	43,8
2. Rarely goes (not goes) public transport.	17,5
3. Public transport stop located long away	5,0
4. Parking problems	18,5
5. Unsatisfactory condition of the pedestrian zone	11,3
6. Unsatisfactory condition or absence ramps	1,3
7. Other	3,6

External improvement of the territories adjacent to the House of Culture, the club, on average, consumers from the number of survey participants are rated at 3.85 points on a five-point scale. Scatter of ratings small, which indicates a high level of consistency of these assessments ("Table VI").

TABLE VI. THE WAY YOU ASSESS THE EXTERNAL IMPROVEMENT OF CULTURAL AND LEISURE INSTITUTIONS (HOUSE OF CULTURE, CLUB, HOUSE OF FOLK ART, LEISURE CENTER, ETC.) (AVERAGE SCORE)

Answer options	5 point scale
1. Illumination of the area around the building	4,0
2. Clean area around the institution	4,0
3. Availability and convenience of car parking	3,7
4. Availability / convenience of public transport stops	3,6
5. Convenient (non-slippery, asphalt) tracks near the institution	3,8
6. Illumination, acoustics (sound) of outdoor events	4,0

The highest marks were given to light, purity areas around institutions and acoustics of outdoor activities – on average by 4 points. The lowest score is the convenience of public stops transport — 3.6 points.

The comfort of visiting cultural and leisure facilities in on average, consumers among the survey participants are rated at 3.9 points for five-point scale. The scatter of ratings is small, which indicates high level of consistency of these assessments.

Ranking assessments of the comfort of visiting cultural and leisure institutions have shown that more visitors are satisfied room illumination (4.3 points), stage illumination (4.1 points), cleanliness of the rooms (4.0 points), and acoustics of the main hall (4.0 points).

Improvements are needed for the temperature regime of the rooms, film video equipment, and wardrobe work.

It is estimated that almost 80.0% of visitors are cultural workers leisure establishments are polite, friendly, know their business well.

Survey participants expressed their opinion on convenience work schedule of cultural and leisure

institutions: the majority — 52.9% respondents noted that opening hours are convenient for visitors and 37.5% — that events are held at a convenient time for visitors. Categorical negative statements about not convenient working hours and carrying out mass events were few.

Important point in the activities of cultural and leisure institutions is additional services, the development of which gives both inflow visitors, so financial means.

During the survey, residents of the Stavropol region expressed their opinion about provision of additional services.

According to the survey participants, they work well: buffets (32.4%), kiosks with printed and souvenir products (28.7%), playgrounds (27.8%).

There are no children's playrooms, noted 31.5% of participants survey; in some cases, underdeveloped (noted 18.8% of respondents) or there is no internet connection, Wi-Fi (28.5% of respondents noted), there is a bad sports ground (18.5%).

Describing the cost of services provided by institutions cultural and leisure type, survey participants note that mainly arranges the cost of concerts, performances, performances, clubs, sections, and excursions.

To a lesser extent, suits the cost of services and products that get consumers in the cafeteria, paid parking, gym and park of attraction.

To attract consumers, cultural institutions provide informing residents of Stavropol region on opportunities for cultural leisure.

Sources of information on cultural and leisure activities institutions the most popular are: the nearest circle of communication (37.9% of survey participants); at work, at the place of study (30.8% of participants survey); from different Internet resources (21.3% of survey participants). Less markedly population uses such sources as posters, newspapers, magazines, banners, flyers, flyers, the site of the institution, TV programs and plans of cultural institutions.

Residents of the Stavropol region, who took part in the survey, consider that they have enough information (35.6%) and rather enough than not (28.9%).

Experiencing a certain lack of information — 7.1% respondents and information is not enough, said 7.1% of respondents. Not were able to assess definitely whether they had enough information 21.3% survey participants.

Survey participants demonstrate high levels of satisfaction in general, services provided by cultural and leisure institutions. Fully satisfied with the services of 25.6% of respondents, rather satisfied than not — 41.7% of respondents.

In general, 9.0% of survey participants demonstrate different levels of dissatisfaction.

23.7% of survey participants were unable to say exactly.

Survey data confirm a high level of loyalty of consumers of cultural institutions. About whether you would advise your friends and acquaintances to apply again for services in a cultural and leisure institution 62.9% of respondents, only 14.2% of survey participants would not give such advice.

It is difficult to give a definite answer to 22.9% of respondents.

III. DISCUSSION

A review of publications on the assessment of consumer satisfaction with cultural and leisure services shows the relevance of the subject area of research.

In the article “Not just storages: The culture of service in music libraries [Non solo giacimenti: La Cultura del servizio nelle biblioteche musicali]” [1] the author, Bilotta A., considers the convenience of receiving the services of a cultural institution to increase the population's ability to consume cultural services. Thanks to the regular collection of data on the music library's services, its useful functions (cultural and social functions) were expanded and transformed into segmentation for consumers: students, music teachers, researchers, musicians, and all citizens. The article emphasizes that the evaluation of services is an important means for confirming and expanding the useful functions of cultural institutions.

In several works by modern authors [10], [11], the results of research on customer satisfaction of library services are also presented, and the importance of such monitoring is emphasized not only for improving the services themselves, but in general for improving the quality of life of various social groups.

The authors [2] Meikanda Ganesh Kumar R., Jothimurugan T., Anbuoli P. used the SERVQUAL model to study the quality of customer service. The analysis was carried out from the standpoint of cultural and socio-economic differences of consumers and the impact of these differences on the level of satisfaction. In general, this approach allows to improve the quality of services provided and to increase customer satisfaction. [3]

Satisfaction with cultural and leisure services was used by the authors of the article “Quality of life evaluation by the indigenous population of the arctic north of the Krasnoyarsk territory (Krai) based on Khatanga rural population” [4] as an important indicator of evaluation. In the study, the population was segmented by an objective and subjective assessment of their quality of life based on statistical data, including the degree of their satisfaction with the quality of education, security, local authorities, material well-being, and cultural services. This approach allows you to see the ranking of the significance of quality of life indicators and assess areas for improving the services provided.

The authors Cheng T.E., Wang J., Cao M.M., Zhang D.J., Bai H.X. [5] the study analyzes the relationship between quality of service, satisfaction, attachment to the place and environmentally responsible behavior of tourists at cultural heritage sites in Xi'an. On the basis of assessments of

satisfaction with quality of services, areas for improving activities at cultural heritage sites are formulated in order to ensure the sustainable development of China's cultural heritage.

Satisfaction with socio-cultural factors of life has a significant impact on the general issues of efficiency and inclusion of certain groups of the population in key processes according to their social status. Thus, the authors Srivastava A., Beri A. [6], considering the issues of satisfaction and loyalty of foreign students, come to the conclusion that successful socio-cultural adaptation has a positive effect on the satisfaction with studying at a university.

Authors Huang C.-H., Lin F.-S. in the article shows that in order to achieve sustainable development, museums should think about providing high-quality services that meet the expectations of visitors. [7] The study analyzed the approaches to studying the satisfaction of public services and identified acceptable indicators for evaluating the services of a mobile museum. Evaluation of customer satisfaction with non-profit services helps to organize the support of non-profit organizations and to purposefully improve their work. [8], [9]

IV. CONCLUSION

During the survey, residents of the Stavropol region expressed their opinion about first of all to improve the quality of services cultural and leisure facilities.

Ranking of areas for improving the quality of work cultural and leisure institutions shows that you need to start with informative update of events held in the Houses of Culture and clubs (35.6%), repair of premises (32.2%), acquisitions of new equipment (26.9%), lower prices for services (26.4%), access to on the Internet (24.0%), new circles and sections (23.1%).

The information obtained in the course of the research is important for improving the processes of providing cultural and leisure services, building the work of the authorities in charge of managing cultural institutions in the region. Research strategy can be complemented by a comparative analysis with other territories of Russia.

Monitoring studies of the issues of satisfaction of the population with the services of cultural institutions will help ensure the development and implementation of cultural policies aimed at more fully meeting the needs of the cultural sector and the reproduction of its identity and global cultural trends. [12], [13]

REFERENCES

- [1] Bilotta, A. Not just storages: The culture of service in music libraries | [Non solo giacimenti: La Cultura del servizio nelle biblioteche musicali] (2018) *AIB Studi*, 58(2), c. 319-333
- [2] Meikanda Ganesh Kumar, R., Jothimurugan, T., Anbuoli, P. Importance of SERVQUAL dimensions in leveraging service quality in insurance industry from the perspective of different cultural and socioeconomic environment - A SEM approach (2018) *International Journal of Services and Operations Management*, 30(1), c. 98-119
- [3] Jovic, D., Djonovic, N., Krajnovic, D., (...), Stojkov, S., Kocic, S. Cultural adaptation and examination of metric characteristics shirom-melamed burnout questionnaire (SMBQ) on a sample of pharmacists in Serbia (2018) *Indian Journal of Pharmaceutical Education and Research*, 52(1), c. 166-180
- [4] Kirko, V.I., Evseenko, E.A., Malakhova, E.V., Shadrin, A.I. Quality of life evaluation by the indigenous population of the arctic north of the Krasnoyarsk territory (Krai) based on Khatanga rural population (2018) *Journal of Siberian Federal University — Humanities and Social Sciences*, 11(10), c. 1547-1571
- [5] Cheng, T.E., Wang, J., Cao, M.M., Zhang, D.J., Bai, H.X. The relationships among interpretive service quality, satisfaction, place attachment and environmentally responsible behavior at the cultural heritage sites in Xi'an, China (2018) *Applied Ecology and Environmental Research*, 16(5), c. 6317-6339
- [6] Srivastava, A., Beri, A. Satisfaction and loyalty in relation to student engagement and socio-cultural adaptation among international students (2017) *Man in India*, 97(10), c. 65-70
- [7] Huang, C.-H., Lin, F.-S. Investigating the development of the "mobile museum" from the perspective of service (2016) *Curator*, 59(4), c. 387-410
- [8] Sha, M., Lai, J. A case study of improving and evaluating consumer survey translation (2016) *Translation and Interpreting*, 8(1), c. 86-100
- [9] Orgel, T., Höffernig, M., Bailer, W., Russegger, S. A metadata model and mapping approach for facilitating access to heterogeneous cultural heritage assets (2015) *International Journal on Digital Libraries*, 15(2-4), c. 189-207
- [10] Kovačević, J., Vrana, R. Library services from the patrons' point of view | [Pogled na knjižnične usluge iz perspektive korisnika] (2015) *Vjesnik Bibliotekara Hrvatske*, 58(1-2), c. 135-160
- [11] Grieves, K., Halpin, M. Developing a Quality Model at University Library Services Sunderland (2014) *Performance Measurement and Metrics*, 15 (1-2), c. 50-57
- [12] Havrdová Z., Huotari, P. Perceptions on ideal and real-world social and healthcare services management: Evidence from the Czech Republic, Finland, and Portugal comparison (2014) *Review of European Studies*, 6(3), c. 1-16
- [13] Heo, M., Toomey, N. User needs of cultural portals: A study of model invariance within the Korean population (2014) *Information Development*, 32(3), c. 688-700