

Research on Residents' Satisfaction with Government Social Public Services—Based on the Social and Public Service Evaluation Data of Liaoning Province in 2018

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Abstract. Public services are basic guarantee and necessity for the survival and development of all members of a society. The research evaluates the satisfaction rate of residents in Liaoning Province towards the government-provided social public services in areas including banking services, insurance services, e-commerce, logistics and express delivery services, tourism services, telecommunication services, health services, compulsory education, public rental housing, public transportation, public order administration, public utilities services, environmental management, public culture and sports services, pension services and convenient administration. The research concludes that residents in Liaoning Province are “reasonably satisfied” with the social public services provided by the government.

1. Evaluation Method

The evaluation on the social satisfaction rate of public services quality in Liaoning Province started from June 26, 2018. The research was conducted by 29 persons, including 1 supervisor and 28 interviewers or examiners. They carried out in-depth surveys throughout the province, and collected 3708 valid samples. The survey process strictly followed related requirements of statistical sampling, and comprehensively adopted quality control methods such as logic examination, data composition and spot check, so as to ensure the survey quality and data authenticity. The evaluation covered 6 competitive services sectors, namely banking services, insurance services, e-commerce, logistics and express delivery services, tourism services, telecommunication services, and 10 public services sectors, namely health services, compulsory education, public rental housing, public transportation, public order administration, public utilities services, environmental management, public culture and sports services, elderly nursing services and convenient administration.

Table 1 Survey Indicators of Public Satisfaction Rate of Public Services

First Class Indicators	Second Class Indicators	Detailed Survey Items
Public Transportation	Short-Distance Transportation	Bus, subway, taxi, etc.
	Long-Distance Transportation	Train, plane, ship
Social Life Services		Public rental housing
		Tourism services
		Telecommunication and Internet services
		Banking services
		Insurance services
		E-commerce services
Environmental Management	Logistics and express delivery services	
	Water Quality	Quality of rivers and lakes
	Living	Noise, magnetic field, waste

	Environment	
	Air Quality	Air
Convenient Administration	Awareness of Consulting, Complaining and Reporting of Quality Problems	Residents' awareness of consulting, complaining and reporting of quality problems
	Feedbacks and Handling of Consultations, Complaints and Reports	Government's handling of consultations, complaints and reports
	Information Disclosure and Publicity	Disclosure of quality and safety problems, and quality publicity
	Emergency Handling	Contingency services of major emergencies
Compulsory Education	Compulsory Education	Teachers' quality, allocation of educational resources, and students' safety
Health Services	Health Service	Convenience for seeking treatment, effectiveness of treatment, medical expenses, and medical professionals' attitude
Security Supervision	Condition of Public Order	Personal safety, property safety, crimes such as theft, robbery and deception
Elderly Nursing Scheme	Elderly Service	Public elderly nursing system, community nursing system, residential care system, etc.
Culture and Sports	Culture and Sports	Library, cultural center, gymnasium, broadcast television, etc.

2. Overview

The satisfaction rate of residents in Liaoning Province towards public services is measured in accordance with the evaluation standards of Customer Satisfaction Index (CSI)¹, which is the internationally recognized index for evaluating service quality. According to the tracking survey of *Fortune* Magazine on the Fortune Global 500 firms, every 1 percentage point increase in CSI would translate into 11.3% increase of the Return on Average Assets (ROAA) in 5 years. The public satisfaction rate of public services in Liaoning Province in 2018 was 68.38, which was rated as "reasonably satisfied".

2.1 Public services rated as "most satisfied"

As indicated by evaluation results, residents are most satisfied with the following 5 services, namely logistics and express delivery services (rated 74.35), e-commerce services (rated 71.91), municipal public services such as heating supply (rated 71.41), short-distance transportation (rated 71.41) and long-distance transportation (rated 70.80) (Fig.1).

¹Customer Satisfaction Index (CSI) indicates the attitude of satisfied or dissatisfied of customers after having used certain products or enjoyed certain services. CSI is an indicator internationally recognized for evaluating service quality with a scale of 1 to 100. Research has found out that consumers with relatively high satisfaction rate would generally increase the amount of consumption, purchase again or recommend to others, thus helping companies in increasing profits, building brands and laying foundation for sustainable development. Therefore, CSI is frequently viewed as a leading indicator for an increase in profits and size.

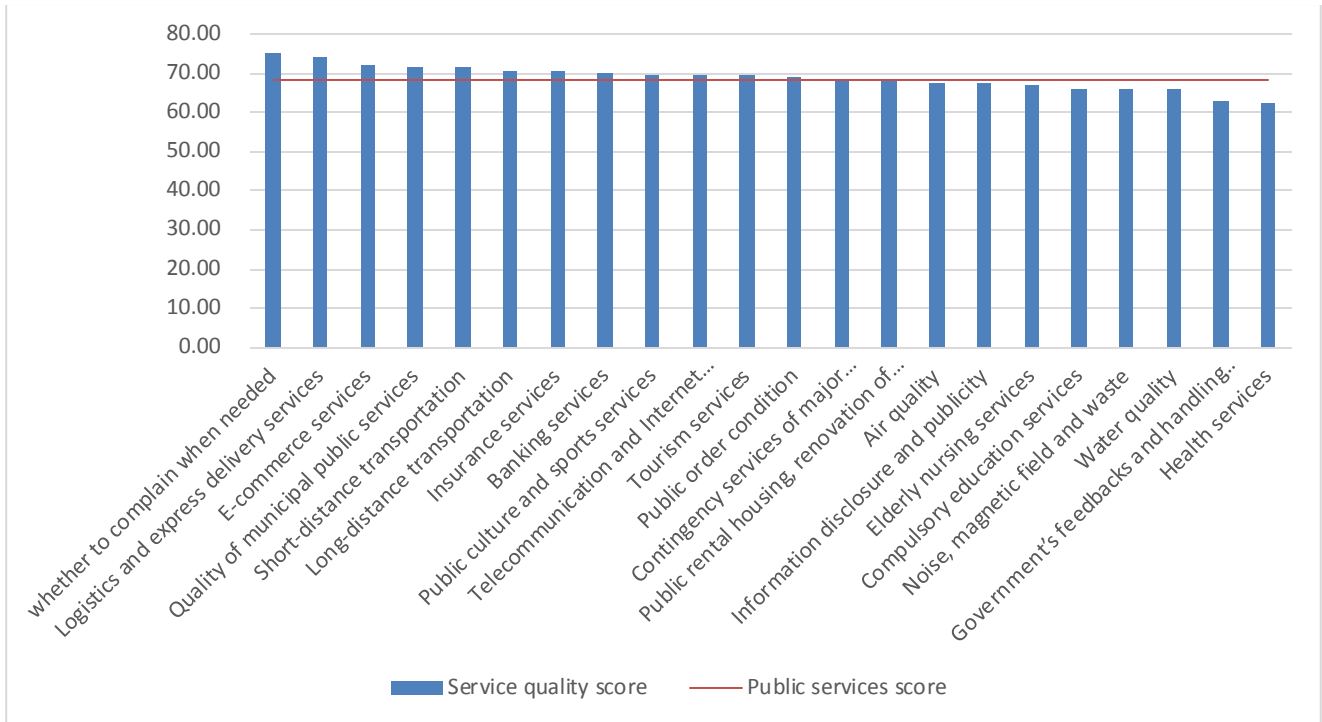


Fig.1 Public Satisfaction Rate on Various Services

2.2 Public services rated as “most dissatisfied”

As indicated by evaluation results, residents are most dissatisfied with the following 5 services, namely health services (rated 62.62), government’s feedbacks and handling of consultations, complaints and reports (rated 63.01), water quality (rated 65.83), handling of noise, magnetic field and waste (rated 66.01) and compulsory education (rated 66.05).

3. Satisfaction Rates Among Different Groups of Residents

Judging from genders, female residents hold a satisfaction rate on public services of 69.37, while male residents hold 67.55. Therefore, female residents are more satisfied with public services compared with male residents (as shown in Fig.2).

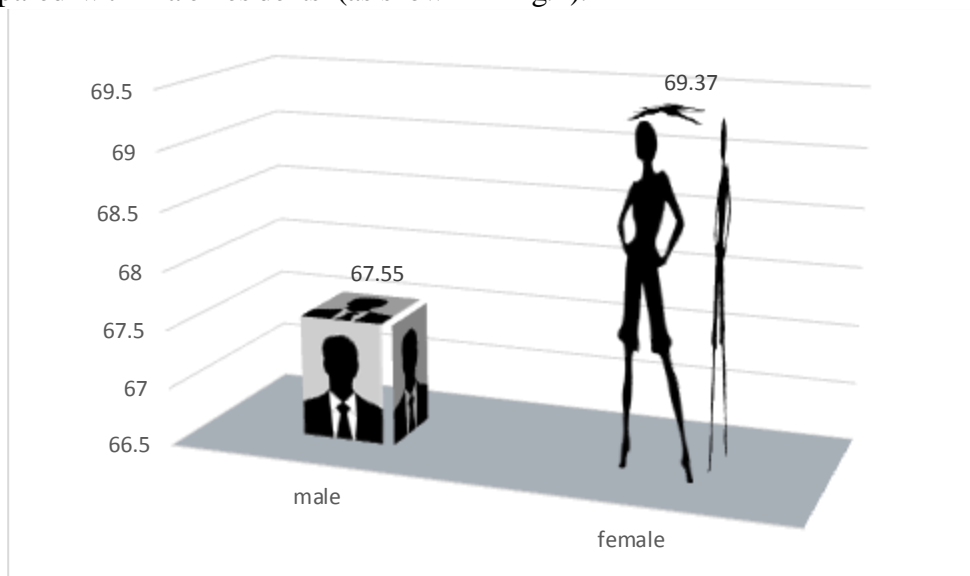


Fig. 2 Satisfaction Rate of Different Genders Towards Public Services

Judging from educational backgrounds, groups with different educational backgrounds differ significantly in their satisfaction rate of public services. The satisfaction rate of public services increases steadily with the increase of educational backgrounds, which is relevant with the diversity

of channels and individual capability for groups of different educational backgrounds in acquiring public services (Fig. 3).

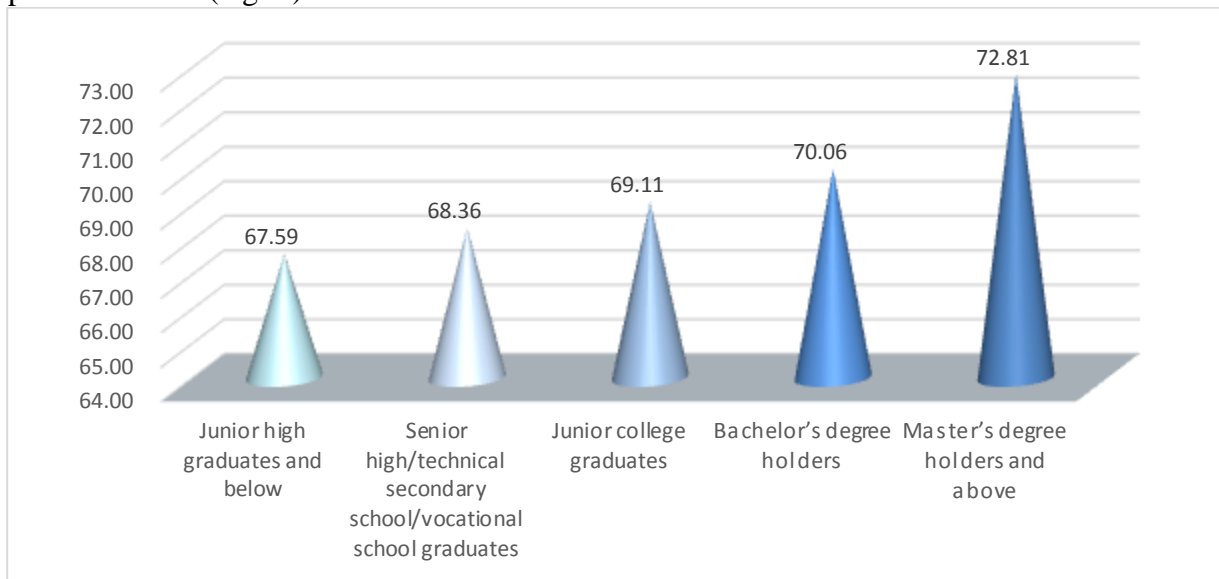


Fig. 3 Satisfaction Rate of Residents of Different Educational Backgrounds Towards Public Services

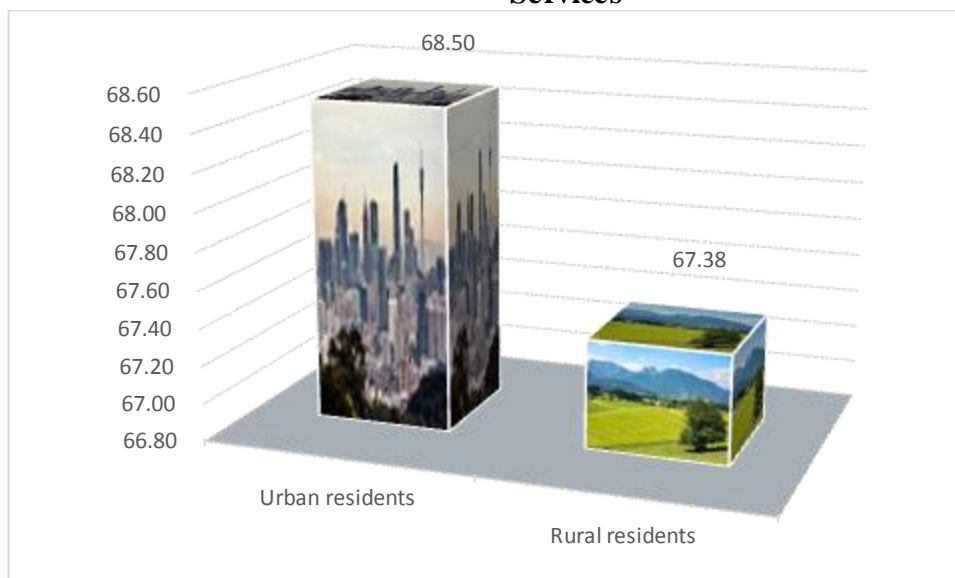


Fig. 4 Satisfaction Rate of Public Services of Urban Dwellers and Rural Dwellers

Judging from residential areas, urban dwellers enjoy a satisfaction rate of 68.50 towards government's public services, which is higher than rural dwellers' satisfaction rate of 67.38, for the public services in cities are better than those of rural areas (Fig.4).

4. Existing Problems

4.1 Public services are challenged by fast changing demographics as the society enters the phase of rapid aging.

According to the *Report on the Elderly Population Information and the Condition of Aging Industries Growth of Liaoning Province in 2017*, as of the end of 2017, the population of Liaoning Province continued to age as its total number reached 42,325,700, among whom 9,587,400 were the elderly aging 60 or above (accounting for 22.65%). Compared with the national elderly population of 240 million (accounting for 17.3%), the elderly population in Liaoning Province was 5.35 percentage point higher than the national total. Demographic structure determines a society's future development. Liaoning Province is currently confronted with challenges such as a rapidly aging population, the outflow of young workers, and a below-average fertility rate. Such unsustainable

demographic structure and trend of population growth would pose major adverse effects to the sound and sustainable development of the economy and society in Liaoning Province.

4.2 Long-term uneven allocation of resources hinders the equal allocation of public services.

Problems are very outstanding with the contradiction between the overall insufficiency of public services and ever-increasing public demands, as well as the uneven supply of public services. The long-term urban and rural dual structures of economy and society, and the varied economic development in different regions have led to the lasting influence and restriction of equalization of basic public services. More specifically, resources are unevenly allocated; quality education and health resources are mainly distributed in large and medium-sized cities, and relatively great disparity exists between cities and rural areas in terms of inter-regional basic public services. The public services distributed between cities and rural areas are outstandingly uneven.

4.3 Supports for social development are weakening in the phase of economic transformation and upgrading.

As an old industrial base, Liaoning Province contributed greatly to the establishment of an independent and complete industrial system in China. With the supply-side structural reform, Liaoning Province has been vigorously carrying out 5 tasks, i.e. capacity reduction, de-stocking, deleveraging, cost reduction, and improving underdeveloped areas. Liaoning Province has weathered through the tough and painstaking phase of economic transformation, with its key economic indicators being negative, including the total output value, fixed investments, fiscal revenue, and industrial added value. Liaoning Province still faces tight fiscal revenue, while the supply of public services requires the support of fiscal revenue. Therefore, the economy undergoing structural transformation would show a weakening support for social development, which indirectly affect the supply of public services.

5. Suggestions and Countermeasures

5.1 The change of demographic structure shall be comprehensively taken into consideration as soon as possible in developing economy and society

Population factor must be comprehensively taken into consideration as soon as possible when developing economy and society. Liaoning Province must establish a comprehensive decision-making mechanism of economic development with population viewed as a factor. It is running late to discuss in-depth the solutions to implementing elderly care scheme and increasing fertility rate. The future demands for public services would continue to expand when it comes to elderly caring and child rearing. These all pose increasing challenges to the capability of government in analyzing, judging, planning and implementing. Public services resources hold the key to people's livelihood. Therefore, limited fiscal revenue must by all means be truly spent on improving weak links.

5.2 The coordination between public services in various areas and economic and social development shall be strengthened.

It is suggested that Liaoning Province needs to first of all deal with problems that most concern the people, most direct and relevant. While handling these problems, Liaoning Province needs to go all out within our capabilities in a sustainable manner that maintains basics, allocates evenly, and shares benefits. It also needs to improve the system of basic public services, steadily increase the equalization of basic public services, vigorously promote social harmony, fairness and justice, strive to enhance people's sense of acquisition, fairness, security and happiness, boost the process of structural adjustment, encourage innovation and entrepreneurship, as well as guarantee and improve people's livelihood.

5.3 Avail the opportunity of reform and innovation to focus on enhancing the support of economy to social development.

Liaoning Province needs to transform from an extensive mode of economic growth, featuring expanding investments by increasing input, low utilization of factors of production, and high cost of resources and environment, to a low-cost mode of economic growth, featuring high scientific and technological contents, considerable economic returns, low resources consumption, less environment pollution, and sufficient advantages of human resources.

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