The Logical Route of Research on Satisfaction of Government Service Centers from the Perspective of Administrative Burden

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ABSTRACT
To objectively examine the existing on the construction of government affairs service center, understand the degree of satisfaction "reality" and "ought to be" the gap between, improve satisfaction in the government affairs service center. This article embarks from the perspective of administrative burden, by "two dimensions" and the analytical framework of "three sides", from "service supply" and "service receives" two ports, using two ways of field investigation and questionnaire for data collection, based on "learning cost, compliance cost and psychological cost" three aspects, studies the government affairs service center operations.
Keywords: Administrative burden, government service center, satisfaction

1. INTRODUCTION

As a comprehensive service agency, the government service center carries multiple administrative functions such as administrative permits and administrative payments. In the process of project management, its work content is closely linked to the concept of "Administrative Burden".

Surveying the subjective perception of the degree of satisfaction of the government service by the public alone, the data obtained is subjective, and it cannot be matched with the specific cost of the government service center, which makes it difficult for the research results to make up for the actual construction of the center and the subjective perception of the public. The difference between them has the result of "the wrong medicine".

Therefore, using the perspective of administrative burden to conduct research through the "two-dimensional and three-sided" analysis framework will help to understand the "actual" and "supposed" of the construction of the government service center and improve the satisfaction.

2. ADMINISTRATIVE BURDEN

"Administrative Burden" is often used as "documentary burden" and "red tape" in research, and refers to the information obligation generated by government rules or policy documents. Relevant information obligations, such as management reports, documents, etc., mainly involve three subjects: government, business and citizens. The negative impact caused by these three subjects includes scientific research, business activities, government management, immigration and other fields. In the field of education, American scholar Alan i. Leshner (2008) found that 42% of the total time devoted to research by teachers was devoted to management activities before and after the grant[1]. In the business field, researchers in the United States, Slovakia, Italy, Belarus and many other countries have studied administrative burdens. Bianco and Bripi (2010) analyzed the impact of management burden on parts of Italy based on the data in the Business Environment Report[2]. Klju č nikov (2014) argue that the complexity of business regulations and administrative burden is a major obstacle to the development of local enterprises[3].Sebastian Jilke (2018) confirmed through empirical research that private for-profit suppliers did not discriminate on the basis of race based on administrative burdens in the perspective of administrative burden[4]. In the field of government management, Rex Arendsen(2004) introduced from two perspectives of government and business to discuss ways to reduce administrative burden by using e-government tools[5]. Through an empirical study on Wisconsin, Barry and David (2012) studied the impact of administrative Burden on bureaucratic policy concepts and their implementation[6].

The further development of the concept of administrative burden comes from the study of Donald Moynihan(2014). As an important variable in understanding how citizens experience the state, administrative burden is conceptualized as a function of the learning, psychological and compliance costs that citizens experience in their interactions with the government[7]. In this study, Donald Moynihan may and others on the development of Wisconsin medicaid case support, from the concept of administrative burden, the relationship between administrative burden and the political and administrative burden on citizens interact with countries to explore the role of three parts, the mechanism of action of mining administrative burden, provides a good perspective for later research.

Blandine Mesnel (2016) used the analytical framework of administrative burden to analyze the political and social consequences of red tape on farmers [8]. Carter David (2017) study how voluntary programs can set and adjust entry barriers to motivate participation while maintaining credibility [9]. In her study, Cristina Stanica (2018) explored the factors that influence the perception of romanian street bureaucrats on administration and rule burden [10]. Elizabeth Linos (2019) used administrative data and field experiments to analyze the impact of administrative burdens on the likelihood of candidates remaining in the recruitment process. The study found that reducing the friction cost of participation and simplifying the process can improve compliance [11]..

The theoretical tool of administrative burden has been applied all over the world. As of December 2019, there is still little application of this theory in China. Therefore, analyzing the satisfaction of government affairs service center from the perspective of administrative burden will provide a new perspective and thinking for various researches at present.

3. RESEARCH FRAMEWORK

In the interaction between citizens and the government, the concept of "Administrative Burden" cannot be removed. And if the government service center this kind of comprehensive office, is unable to escape a variety of administrative costs. Therefore, the use of "two-dimensional three" analysis framework, through the "service supply" and "service receives" two ports for data collection, from "learning costs - subject to cost and psychological cost" three aspects to study, is helpful to reduce the degree of satisfaction in the study of individual subjectivity, improve level of the research objective and scientific.

The analytical framework is mainly composed of "two dimensions and three aspects".

3.1. Two Dimensions

The two dimensions represent the "supply port" and the "receiving port" of the service, which correspond to the service providers - the staff of the government service center and the service recipients - the citizens.

The application of "two dimensions" in the study will reduce the subjectivity of the satisfaction data obtained. In the empirical research on satisfaction, its data are mainly collected through questionnaire survey, and then summarized and analyzed with some objective descriptive data, such as survey economic level and public service financial expenditure. In terms of satisfaction research, Gong jiaying (2017) used the 2015 Shanghai people's livelihood satisfaction survey project to analyze local per capita GDP and public service financial expenditure [12]. Cao Xianqiang(2019) use the satisfaction degree of the data

from 2017 cities in shandong province mass telephone interviews with 2017 public service satisfaction "shandong statistical yearbook data [13]. Government affairs service center satisfaction research, objective data is more targeted and concreteness. Wei Shiqiang (2015) used in the study area and facilities, traffic navigation and window handle affairs more specific objective data information [14]. Liu sa (2015) took the public as the object of investigation, and investigated environmental facilities, information familiarity and other aspects [15].

To some extent, the questionnaire survey of citizens reflects the satisfaction level of individuals to the service, and then through the overall analysis of the subjective data of individuals and the objective data of cities (regions), the different results generated can provide Suggestions for the improvement of satisfaction. However, it is worth noting that the data used will be unbalanced between individual subjectivity and regional objectivity. This imbalance is mainly manifested as: the regional objective data used are less targeted, which cannot provide strong support for the further exploration of the action principle of satisfaction, the personal subjective data used are arbitrary, which will weaken the connection with the objective reality.

Therefore, through the "two-dimensional" survey, the objective situation of the "service supply port" is recorded by field observation, and the real information of the "service receiving port" is obtained by questionnaire survey, which will help balance the personal subjectivity and regional objectivity of the data, and build a solid bridge for the satisfaction research.

3.2. Three Aspects

Three aspects mainly reveal the classification criteria of the obtained data. They represent different types of costs in the process of government service processing, which are "Learning Costs"," Compliance Cost " and "Psychological Costs".

The so-called learning cost refers to the cost of citizens' understanding and learning policy requirements, which mainly exists in the two stages of service acceptance and service processing. Compliance cost is related to the citizen having to meet the government's compliance review, such as filling out forms, proving identity, moving between departments, etc., which is the citizen's input in the process of receiving services. Psychological cost refers to the citizens when applying for social relief projects often have to bear the psychological burden of "stigmatized", or when the application due to suffer unfair treatment of depression, anxiety or panic, it can also be included in the service because of poor service attitude, the negative emotions, such as machine fault [16].

It is important to note that the similarity of concepts between learning costs and compliance costs can cause difficulty in defining the difference. Therefore, it is necessary to make clear in the research that the learning cost mainly refers to the cost of inquiring relevant documents

and filling in project information, and the compliance cost mainly refers to the process and state maintenance cost in the process of service processing.

4. RESEARCH CONTENT

Focusing on the research objectives of understanding the actual situation of the construction of the center and improving the satisfaction of the government service center, the study can use two methods of field surveys and questionnaires to collect three types of cost data related to the government service center to provide support for further research on improving satisfaction.
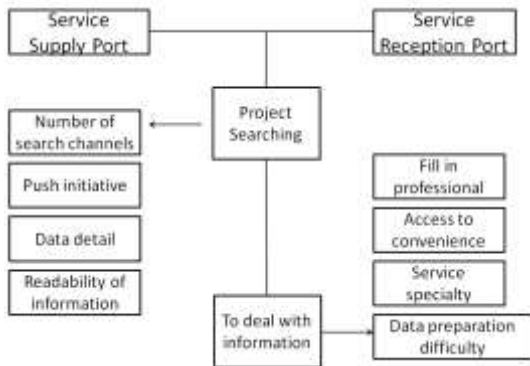
4.1. Learning Costs

Figure 1 Learning cost research framework

According to the definition, learning cost can be understood as an "information cost", which mainly exists in the two stages of service acceptance and service processing. In the early stage of service acceptance, the learning cost is mainly manifested in the search and search of specific service items. Such as search and access to relevant policy documents, service location and processing requirements. If the early learning costs cannot be met, the public will not be able to accept the service. In the process of service acceptance, the learning cost is mainly manifested in the fulfillment of the requirements for information filling, such as filling in specific project materials.

At present, project search can be roughly divided into the number of search channels, push initiative, data details and information readability.

The number of search channels refers to the number of channels providing service information, such as official websites, search platforms, WeChat public accounts, etc. Push initiative refers to whether relevant service information is informed and reminded by the authorities. On the one hand, it can represent good service level and service awareness, on the other hand, it can also reveal the data application ability of the department. Data detail and information readability refer to the accurate provision of service data and the detailed compilation of data content. It will reflect whether the relevant departments are

comprehensive in providing project information and whether the public can get enough information from the available materials.

4.2. Compliance Cost

Compliance costs correspond to "process costs", which can be understood as: time cost and state cost to receive the service.
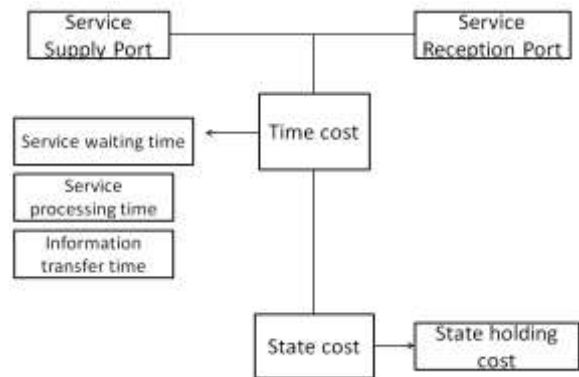

Figure 2 Compliance cost research framework

The time cost can be divided into three parts: service waiting time, service processing time and information transmission time. The service waiting time and service handling time can reflect the efficiency of the organization, the professional level of the service personnel, and the operation state and management level of the organization. The time of information transmission mainly exists in the service projects that need the cooperation of multiple departments, such as the joint approval of hotel industry needs the cooperation of multiple departments such as municipal planning bureau and municipal industrial and commercial bureau.

State cost can be simply understood as "state maintenance cost", which refers to the cost of maintaining a certain state in the process of handling a service. In application for "low" simple, for example, if you want to successful living allowances, applicants need to meet the "apply for 12 months before all the members of the family per capita income below the local minimum security" or "family without labor or labor less" application conditions, such as the applicant to apply for the conditions to give up the opportunity cost of belong to part of the costs of the state.

4.3. Psychological Cost

As a subjective cost, there are subjective differences in ideology between different respondents, so the psychological cost data is difficult to be quantified objectively and is not universal. Therefore, when measuring psychological cost, it is necessary to conduct scientific investigation on the actual situation to maintain the scientific nature of survey data.

The cost of service attitude mainly corresponds to the negative emotions caused by staff's attitude or unfair treatment in the process of service handling. Environmental cost refers to the psychological burden caused by specific environmental requirements in the process of project application, which often appears in the application of social relief projects.

Regardless of the cost, it is important to pay attention to the consistency of project subjects during the survey to ensure that the data of service "recipients" and "suppliers" are from the same survey content. In addition, the acquisition and addition of demographic variables and objective data will help improve the survey content, so that the obtained data can better reveal the generation path of service satisfaction, and explore the mechanism of action between the construction status of government service centers and the subjective satisfaction degree of the public.
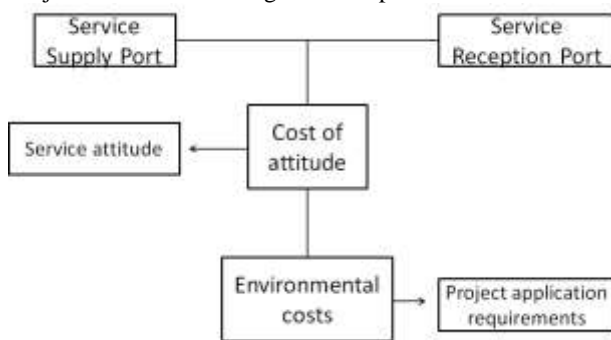
Figure 3 Psychological cost research framework

5. CONCLUSION

The analysis framework of "two dimensions and three sides" is conducive to improving the satisfaction research model of "one dimension", reducing the subjective difference of public perception in the research process, and filling in the perception dislocation caused by the defects of questionnaire survey.

Of course, there are problems with this analytical framework. Time consuming is the most obvious drawback. In order to ensure the objectivity and pertinence of the data obtained, researchers need to follow a public for a period of time, observe and record its service handling, and conduct a questionnaire survey on the public at the end of service handling. Secondly, limited time will lead to the reduction of sample size and survey scope. As the government affairs service center carries a number of processing functions, if there is a limit on the research time, only some Windows can be selected by sampling for investigation. Finally, it is impossible to confirm the actual effect of this kind of analysis framework, and can only be analyzed from the theoretical level.

Based on the above analysis, the future research direction can be proposed. Through the use of this analytical framework, we can combine specific investigations to dig deeper into the relationship between administrative burden

and satisfaction, so as to find effective ways to improve the service level of government affairs centers and enhance public satisfaction.

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