EVALUATION OF CITIZENS' SATISFACTION WITH THE QUALITY OF PUBLIC ADMINISTRATIVE SERVICES IN THE MEKONG DELTA, VIETNAM

Nguyen Chi HAI[*]
An Giang University, Vietnam National University Ho Chi Minh City, An Giang Province, Vietnam, e-mail: nchai@agu.edu.vn

Vu Thi Phuong LE
Vinh University, College of Social Sciences and Humanities, Faculty of
Politics and Journalism, Nghe An Province, Vietnam, e-mail: levtp@vinhuni.edu.vn

Nguyen Thai SON
Vinh University, College of Pedagogy, Faculty of Political
Education, Nghe An Province, Vietnam, e-mail: ntsdhv@gmail.com

Phan Van TUAN
Vinh University, College of Social Sciences and Humanities, Faculty of
Politics and Journalism, Nghe An Province, Vietnam, e-mail: phanvantuan94@yahoo.com

Abstract: Citizen satisfaction is one of the essential factors reflecting the quality of public administrative services provided by state administrative agencies. The study aims to assess citizens' satisfaction with the quality of public administrative services in the Mekong Delta, Vietnam. Research data were collected from survey results using questionnaires from 792 survey samples in the Mekong Delta, Vietnam. Research results have shown that citizens are satisfied with the quality of public administrative services in the Mekong Delta, Vietnam. At the same time, there are six factors affecting citizens' satisfaction with the quality of public administrative services, including (1) Reliability; (2) Service capacity of staff; (3) Service attitude of staff; (4) The service level of staff; (5) Infrastructure; (6) Administrative procedures. Research results show no difference in citizen satisfaction in gender, age and education groups. Besides, the survey area group has a difference in citizen satisfaction. The research results have theoretical and practical significance for public administration in Vietnam. From the research results, several contents are discussed and proposed to improve citizens' satisfaction with the quality of public administrative services in the Mekong Delta, Vietnam.

Key words: satisfaction, citizen, public administrative service quality, Mekong River Delta, Vietnam

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INTRODUCTION

Public administrative service is a type of service associated with the state management function to meet the requirements of the people (Lapuente and Van de Walle, 2020). General administrative services are designed to meet the community's needs, improve the quality of life, and ensure the rights and obligations of citizens. At the same time, the public administrative service clarifies the transparency, accountability and efficiency in the operation of public administrative agencies (Lakovic, 2021). These services can be provided in person at public administration agencies or online (Reddick et al., 2022). General administrative services include licensing, certificates, registration papers, notarization, visas, and civil status (Moteki, 2022). Characteristics of Vietnam's public administrative services include, firstly, providing general administrative services is always associated with legal authority and the activities of state administrative agencies in the country (Pribadi and Kim, 2022). The issuance of licenses; birth certificates; notarized; administrative handling and sanctioning; administrative inspection. State administrative agencies can only perform this type of service. The second serves the management activities of the State (Quang, 2022). The public administrative service does not belong to the state management function, but this activity is intended to serve the management function (Nor et al., 2022). Third, public administrative services are non-profit activities. Fourth, all citizens have equal rights in accessing and using public administrative services as subjects the State serves (Ngo et al., 2019).

Over the years, the Government of Vietnam has stepped up administrative reform, improving the state apparatus's management's effectiveness and efficiency. The Vietnamese government has focused on renewing and improving the quality of public administrative services, considering it a critical stage in implementing the state administrative reform program towards modernity and professionalism. Many ministries, branches, and localities have applied electronic and information technology means to improve the quality of public services (Rey-Moreno et al., 2018). Consider eliminating unnecessary administrative procedures and permits that make it difficult for citizens and businesses to access public

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[*] Corresponding author

administrative services, shortening service delivery time (Liu et al., 2020). In particular, the downsizing of payrolls and the merger of administrative units in a lean direction. People and businesses are facilitated in matters that need to be resolved with state agencies (Na et al., 2022). Besides the achieved results, public administrative services in Vietnam still have many limitations and weaknesses. General administrative services need to be more efficient. Necessary information about managerial procedures and the process of performing public administrative services has yet to be made public and transparent (Park and Blenkinsopp, 2011). Legal documents regulating the administrative functions of state agencies from central to local levels still need to be explained (Miyeon et al., 2021). The assignment and decentralization in the provision of public services need to be clarified. Inequality and discrimination in accessing public administrative services are still quite common. The professional capacity of civil servants providing services is still weak, and the civil service ethics of some civil servants directly dealing with public administrative services are not experienced (Zhang et al., 2022).

To improve the quality of public administrative services, the State should pay attention to solutions to improve efficiency (Yuguo and Hindy, 2018). The general administrative services are recognized as the responsibility of the State to serve the community, which is an expression of the State's role towards organizations and citizens (Phuong et al., 2022). Public administration service reform is becoming an important content in reforming the operation of the state apparatus in Vietnam and renovating public administrative services to improve the efficiency and effectiveness of the State's operations to meet citizens' needs better (Noda, 2019). They are assessing citizens' satisfaction with the quality of public administrative services for the government to develop a strategy to improve them (Alawneh et al., 2013). The improvement and enhancement of the quality of public administrative services will always be carried out. It will enhance citizens' confidence in the State. The study aims to assess citizens' satisfaction with the quality of public administrative services in the Mekong Delta, Vietnam. In addition, several discussions have suggested governance implications to improve the quality of public administrative services to increase citizen satisfaction.

LITERATURE REVIEW
1. Public administration and public administrative services
1.1. Public administration
Public administration is the activities of the State and State agencies. It carries state power and uses State power to manage to serve the common interests or legitimate private interests of citizens. Public administration can be understood as a form of state activity that does not belong to legislative or judicial actions (Yu, 2021). Public administration is promulgating administrative documents and performing administrative acts for the common good and purpose (Gaurav and Ram, 2020). Public administration is not for profit and is served by public authorities at all levels and voluntary organizations not part of the state apparatus but established and operated by the law (Wirtz and Kurtz, 2016).

Therefore, Public Administration is defined as the activity of the state; it has state power. Public administration uses state power to manage society to serve the common interests of everyone or the legitimate privacy interests of citizens (Gregg, 2015). Public administration appeared with the birth of the state. It is the management of the state's public affairs, ensuring balance, correctness, openness and citizen participation (Suzuki and Demircioglu, 2021).

1.2. Public administrative services
Public administrative service is a type of service associated with the state management function to meet the requirements of citizens. Therefore, the entity providing public administrative services is established by the State authorized to offer public administrative services. Public administrative service is a service to meet the general needs of society; it comes from the requirements of state management to perform the service function of the State (Denhardt and Denhardt, 2015). Public administrative service is a type of service it is provided by state administrative agencies or by organizations that are not part of state administrative agencies authorized by the State.

Public administrative services in this study are understood as services provided by state administrative agencies to individuals and organizations. General administrative services are associated with the authority of state administrative agencies (Tran and Dollery, 2023). It fulfils organizations' and citizens' legal rights and obligations, such as issuing licenses, birth certificates, notarization, and civil status (Wang and Ma, 2022). Organizations other than state administrative agencies cannot authorize these activities. The people's demand for public administrative services comes from the mandatory regulations of the State. The State obliges and encourages everyone to comply with these regulations to ensure social order and safety and perform the state management function in social life. Public administrative services to serve state management activities. General administrative services themselves do not belong to the state management function, but they are activities to help the state management function (Bland et al., 2021). Therefore, in legal and scientific research, problems have been raised around the separation of administrative procedures and management functions in the operation of state administrative agencies. Public administrative services are non-profit activities that do not directly benefit from the revenue. All citizens and organizations have equal rights in receiving and using public administrative services (Andrews and Van de Walle, 2013). Citizens are the subjects to be served; the State is responsible and obligated to do citizens on the principle of fairness, ensuring social management activities' stability, equality and effectiveness (Hai and Ngan, 2022).

2. Service quality and customer satisfaction with service quality
2.1. Service quality
Service quality is defined in many ways depending on the object of study and the research environment. Service quality is the degree to which a service meets the needs and expectations of customers. *Service quality* is a service that meets customers' expectations and satisfies their needs. According to Parasuraman et al. (1988), service quality is the gap between

customer expectations and their perception when using the service (Parasuraman et al., 1988). For a long time, many researchers have tried to define and measure service quality. Service quality must be assessed on the service delivery process and service results (Hai et al., 2023). Parasuraman et al. (1988) have developed a five-component service quality model: the SERVQUAL model, including Reliability; Response; Service capabilities; Empathetic; Tangibility.

2.2. Satisfaction

Satisfaction is the degree to which a person's sensory state results from comparing the perception of a product with the person's expectations. According to Zeithaml and Bitner (2000), customer satisfaction is the customer's evaluation of a product or service in terms of whether the product or service meets needs and expectations (Zeithaml and Bitner, 2000).

In public administration, citizens' satisfaction with this service is the satisfaction that what it provides can meet their expectations above or below. Service quality, the level of citizen satisfaction required by administrative agencies, is to shorten the gap between citizens' expectations and the actual ability of administrative agencies to meet them (Hai, 2022). In addition, people's satisfaction is subjective, not quantifiable, so the measurement will be inaccurate, requiring sampling and statistical analysis (Alemán et al., 2018).

2.3. The relationship between satisfaction and service quality

Service quality and satisfaction, although two different concepts are closely related in service research (Parasuraman et al., 1988). Zeithaml and Bitner (2000) argue that customer satisfaction is affected by many factors, including product quality, service quality, price, situational factors, and personal characteristics (Zeithaml and Bitner, 2000). Service quality is related to service delivery, and satisfaction can only be assessed after using the service. Thus, service quality is the cause of satisfaction and satisfaction. Service quality and customer satisfaction are related; high-quality service increases customer satisfaction (Badri et al., 2015). Measuring service quality should consider customer satisfaction (Cronin and Taylor, 1992). Research by Cronin and Taylor (1992) shows that service quality leads to customer satisfaction. Customer satisfaction has a more substantial impact on purchase intention than service quality.

This implies that managers should focus on customer satisfaction more than service quality. Cronin and Taylor (1992) proposed the SERVPERF model, a successor to the SERVQUAL model, to study service quality about satisfaction. In this study, the author will use the SERVPERF model to measure people's satisfaction expressed through their perceived value for the quality of public administrative services.

THEORETICAL FRAMEWORK AND RESEARCH STRUCTURE
1. Theoretical framework

Currently, many studies are using the SERVQUAL and SERVPERF models to measure service quality. Parasuraman et al. have also tested the SERVQUAL scale in many different services, and the results are similar when recording the impact of the components in the SERVQUAL scale on customer satisfaction. According to Buttle, the SERVQUAL scale is one of the most reliable and widely used scales in research on service quality. To overcome the difficulty in measuring the customer's expected value before using the service, the SERVPERF scale shows the same results as the SERVQUAL scale.

In the public administration sector, measuring citizen satisfaction with the services provided by the government system at all levels is one of the essential bases. It helps the state apparatus perform better and better its functions, to better meet the needs of the people. In the public sector, people are considered customers; they are people who directly use services provided by state agencies or organizations authorized by the state. Some studies show that the SERVPERF scale factors significantly impact people's satisfaction when using public sector services.

Many studies have shown citizen satisfaction with the quality of public administrative services. According to Hyun (2006), in the study "Measuring citizen satisfaction with contracted-out public service quality: An application of servqual measures", according to the author, the increasing use of private contractors to provide public services requires public organizations to develop and use tools to measure contractor performance. The study was based on the SERVQUAL model that classifies service quality into five components: intangibles, reliability, responsiveness, assurance and empathy (Hyun, 2006). Structural equation modelling (SEM) was used to test the measurement accuracy of the five service quality components and the predictive power of each for the overall service quality. The results confirm the applicability of SERVQUAL to measure the service quality of public services in Korea. According to Mai et al. (2016) in the study "Citizens' Satisfaction with public administrative services at the grassroots level case study of Tay Ho District". This study systematically investigates the distinctive features of public administrative services and their impact on people's satisfaction with public administrative services. The measurement scales in this study are adapted from the SERVPERF model with seven components of public administrative services, including (1) Reliability, (2) Competency of civil servants, (3) Service attitude of public servants, (4) Empathy, (5) Facilities, (6) Implementation process and (7) Time and cost (Mai et al., 2016). The findings of the study help in understanding the relationship between citizens' perceptions of components of public administrative services and the citizens' satisfaction with the public administrative services.

In the study "People's Satisfaction with public service quality when exercising land rights in Cao Lanh City, Dong Thap Province" by Ngo et al. (2019). The study uses the exploratory factor analysis method to determine the factors affecting the satisfaction of land users with the quality of public administrative services on land in Cao Lanh City, Dong Thap Province. The results show that three factors affect people's satisfaction with the quality of public administrative services on the ground, including civil servants, procedures and trust. In particular, the factor of civil servants has a significant influence on people's satisfaction (Ngo et al., 2019). According to Dung (2021), in the study "How do the quality dimensions of public administration services affect citizen satisfaction in Chau Phu District, An Giang

Province?". The author believes customer satisfaction is essential to service providers' success. The study aims to examine the quality of services provided at the Receiving and Outcomes Department and identify the service quality factors that influence people's satisfaction. The results show that five elements of the SERVPERF scale are valid to measure service quality in Chau Phu district; There are five factors of service quality, including Competence, Facilities, Trust, Service Attitude, and Empathy, all of which have a strong influence and increase satisfaction (Dung, 2021).

In the study "Factors affecting people's Satisfaction with the Quality of public administrative services at the Office of the People's Committee of Bao Loc City, Lam Dong Province" by Xuan (2021). The author believes that administrative reform and improving the quality of public administrative services are essential policies of the Government to build a democratic, clean, robust, modern and integrated administration. Quantitative research methods were used to evaluate factors affecting people's satisfaction with the quality of public administrative services at the Office of the People's Committee of Bao Loc City, Lam Dong Province. Research results show that there are six factors affecting people's satisfaction with the quality of public administrative services, including (1) service attitude; (2) administrative procedures; (3) publicity and transparency; (4) reliability; (5) facilities; and (6) service capacity (Xuan, 2021).

According to Manh et al. (2023) in the study "Establishing satisfaction objectives for public administrative services at the people's committee of Ninh Hoa Town, Khanh Hoa Province to 2025". The author believes that administrative reform must come from the interests of people and organizations; choose citizen satisfaction to evaluate state administrative agencies' service quality. The scale offers five factors, including "Access to services", "Administrative Procedures", "Civil servants directly handle work", "Service Results", and "Receiving and handling comments, reflections and recommendations", and 24 observed variables. The findings from the study have provided information to implement solutions to improve administrative services for people and organizations (Manh et al., 2023). Local governments view improving executive service satisfaction as central to local administrative reform.

2. Hypotheses

Hypothesis on the relationship between public administrative service quality and citizen satisfaction in the Mekong Delta, Vietnam. The author formulated the following research hypotheses:

Hypothesis H1: Citizens' perception of the trustworthiness of public administrative services has a positive relationship with citizen satisfaction. This means the more citizens trust the public executive service, the higher their satisfaction.

Hypothesis H2: Citizens' perception of staff's service capacity positively correlates with people's satisfaction. This means the more citizens appreciate the service capacity of public administrative staff, the higher the citizen's satisfaction with it.

Hypothesis H3: Citizens' perception of the service attitude of employees has a positive relationship with citizen satisfaction. This means the more citizens rate the employee's service attitude as better, the higher their satisfaction.

Hypothesis H4: Citizens' perception of Empathy has a positive relationship with citizen satisfaction. This means the higher the citizen perceived care from the administrative staff, the higher the citizen's satisfaction with it.

Hypothesis H5: Citizens' perception of facilities positively correlates with citizen satisfaction. This means the better the condition of the facilities at the service provider, the higher the citizen's satisfaction with the service.

Hypothesis H6: Citizens' perception of public administrative service procedures positively correlates with citizen satisfaction. This means citizens feel that the faster and more straightforward the process is, the higher the citizen's satisfaction with the service.

3. Research structure

Based on inheriting the SERVPERF service quality measurement model. We propose a model of citizen satisfaction with the quality of public administrative services in the Mekong Delta, Vietnam, with six factors including (1) Reliability; (2) Service capacity of staff; (3) Service attitude of staff; (4) The service level of staff; (5) Infrastructure; (6) Administrative procedures. The research structure is in Figure 1.
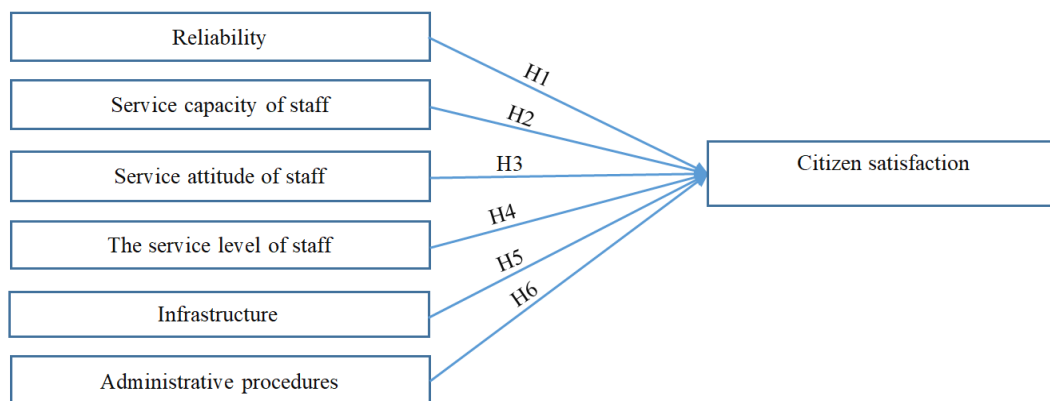

Figure 1. Overview of Research Structure

The factors in the research structure of citizen satisfaction with the quality of public administrative services in the Mekong Delta, Vietnam, include (1) Reliability; (2) Service capacity of staff; (3) Service attitude of staff; (4) The service level of staff; (5) Infrastructure; (6) Administrative procedures. It is shown in Table 1.

Table 1. Observed Variables in the Research Structure of citizen satisfaction with the quality of public administrative services

Factors in the research structure	Encode	Observed variables
Reliability	REL	(1) The administrative procedures are public and transparent; (2) The records are not erroneous or lost; (3) Citizens do not have to travel many times to process dossiers; (4) The application is handled on time; (5) The locality is a reliable place to handle administrative procedures.
Service capacity of staff	SCS	(1) The employee receiving the application has good communication skills; (2) Staff who receive dossiers are proficient in relevant expertise; (3) The employee receiving the application has relevant knowledge and skills to deal with the work; (4) Reception staff handle and satisfactorily settle citizens' problems.
Service attitude of the staff	SAS	(1) The staff receiving the application has a polite attitude; (2) Reception staff have a friendly attitude when answering citizens' inquiries; (3) The staff receiving documents enthusiastically answered citizens' questions; (4) Receptionists serve fairly and equally for all citizens; (5) The receiving staff has a high responsibility for the records; (6) Employees do not have a troublesome or harassing attitude when receiving dossiers.
The service level of staff	SLS	(1) Citizens can easily contact and communicate with the officer who handles the application; (2) The employee handles the application flexibly and in a timely manner; (3) The reasonable requests of the people are taken care of; (4) People's questions were answered satisfactorily by officials; (5) Citizens can communicate and express their opinions with the top leaders.
Infrastructure	INF	(1) The place to receive and return documents is reasonable and convenient for communicating and contacting employees; (2) The place to receive and return documents has full facilities; (3) A modern place to receive and return documents; (4) The instructions, forms and procedures are posted and pasted fully and conveniently; (5) The information instructions, forms, procedures are designed to facilitate the search; (6) Location and convenient way to park the car to come to the transaction.
Administrative procedures	ADP	(1) The procedure is transparent, clear and convenient for the transaction process; (2) Requesting all kinds of documents and procedures to be lawful; (3) The dossier is returned to the people without errors; (4) Time to return documents is not late compared to the appointment letter; (5) The meeting schedule is public and convenient for transactions.
Citizen satisfaction	CIS	(1) Citizens are satisfied with local public administration services; (2) Citizens are satisfied with the staff's service; (3) Citizens are satisfied with local administrative procedures; (4) In general, Citizens are satisfied with the performance of public administrative services in the locality.

RESEARCH METHODS

Evaluate citizen satisfaction with the quality of public administrative services in the Mekong Delta, Vietnam. The methods used include descriptive statistical analysis, exploratory factor analysis, and regression analysis to check the research structure. The steps of the research method are shown in Figure 2.
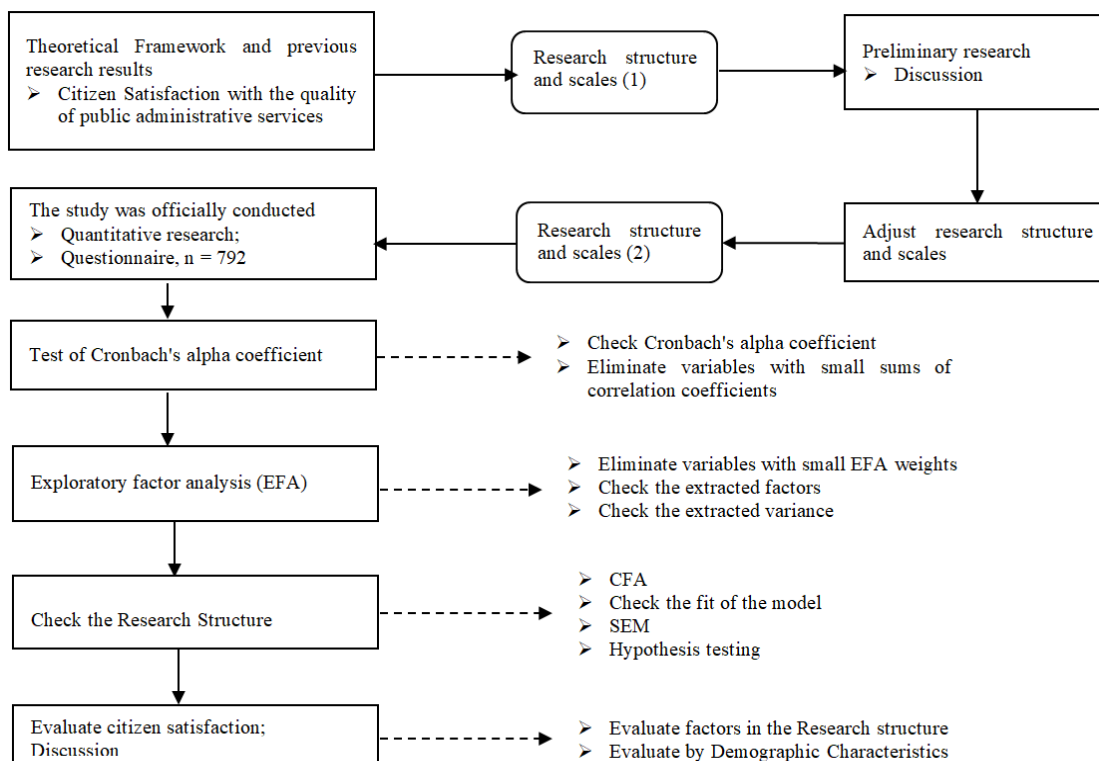

Figure 2. Flowchart of research methodology steps

1. Take a research sample

Based on preliminary discussion results from the research group, a questionnaire was developed on citizen satisfaction with the quality of public administrative services in the Mekong Delta, Vietnam. The questionnaire has 39 Likert items, including demographic questions about the survey area, gender, age, and education level in the Mekong

Delta region, and seven scales of citizen satisfaction with the quality of public administrative services. Data collection took place from October 2022 to March 2023. The Mekong Delta is a peninsula with three directions to the East, South and Southwest bordering the sea, the West is adjacent to Cambodia, and the North is adjacent to Ho Chi Minh City. According to the General Statistics Office of Vietnam, by 2019, the Mekong Delta has a natural population of 17,282,500 people. The Mekong Delta has 13 administrative units, including one city directly under the Central Government (Can Tho City) and 12 provinces (Long An, Dong Thap, An Giang, Tien Giang, Ben Tre, Vinh Long, Tra Vinh, Hau Giang, Kien Giang, Soc Trang, Bac Lieu và Ca Mau) (Nguyen, 2022). According to the principle of random selection, the study sample was taken from 8 localities in the Mekong Delta, including Tien Giang, Dong Thap, Can Tho, Vinh Long, An Giang, Tra Vinh, Ca Mau, and Kien Giang. The study area is shown in Figure 3.

2. Data Analysis

The Likert scale is used with a range of values from 1 to 5 to measure the perception of survey subjects (1) totally disagree, (2) disagree, (3) neutral, (4) agree, (5) totally agree. Respondents answered directly on the questionnaire. The study was conducted with the subjects' citizens in the Mekong Delta, Vietnam. Questionnaires were distributed to 800 citizens. There were 792 valid answer sheets collected. It is shown in Table 2. Responses from the survey were coded and analyzed using SPSS software version 20 and AMOS version 24. Evaluation of citizen satisfaction with the quality of public administrative services in the Mekong Delta, Vietnam, with four steps to carry out the analysis, including Assessing the scale's reliability using Cronbach's Alpha. The alpha coefficient was developed by Cronbach (1951) to measure the internal consistency of variables within the same group. Accordingly, Cronbach's Alpha coefficient can be used to evaluate the reliability of the scale and remove inappropriate variables from the research model; the Exploratory Factor Analysis (EFA) to assess the convergent and discriminant value of each variable in the factor groups; the Confirmatory Factor Analysis (CFA) to check the representativeness of observed variables; evaluated through criteria including reliability; convergence; and distinctiveness. Hypothesis testing by the linear structural model (SEM) citizen satisfaction with the quality of public administrative services and evaluating the citizen satisfaction with the quality of shared administrative services in the Mekong Delta, Vietnam.

RESULTS

1. The results of testing the reliability of the scales

Cronbach's Alpha coefficient was used to check the close correlation of the scales. According to researchers on the scale that can use Cronbach's Alpha coefficient > .6, the best scale ranges from .8 to 1. In addition, the variables that have a variable correlation coefficient < .3 will be excluded from the research model (Nunnally and Bernstein, 1994). The data processing results in Table 3 show that all seven scales have high reliability. Cronbach's Alpha coefficient is > .8, and the total correlation coefficient is > .3 (Cronbach, 1951). It represents the appropriateness of the scale.
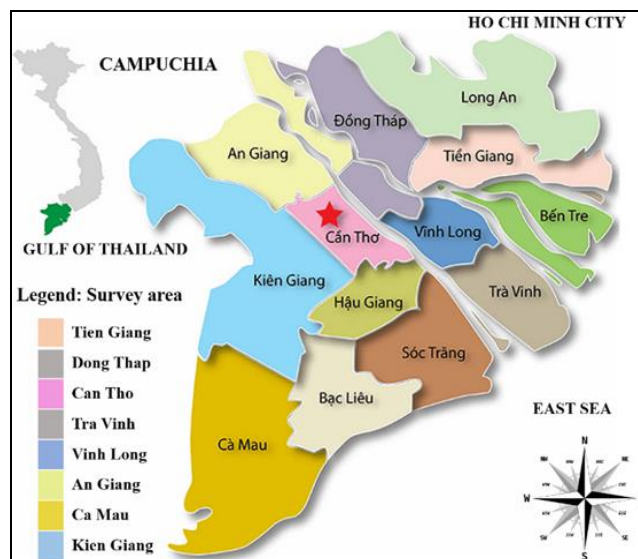

Figure 3. Survey area in the Mekong Delta, Vietnam

Table 2. Demographic Characteristics of the Survey Sample

Characteristics and Survey Area	Number of citizens	Percentage
1. Survey area	**792**	**100%**
Tien Giang	66	8.3
Dong Thap	115	14.5
Can Tho	60	7.6
Vinh Long	145	18.3
Tra Vinh	90	11.4
An Giang	138	17.4
Ca Mau	73	9.2
Kien Giang	105	13.3
2. The gender	**792**	**100%**
Male	403	50.9
Female	389	49.1
3. Age (years)	**792**	**100%**
< 30	222	28.0
30 - 40	203	25.6
40 - 50	156	19.7
> 50	211	26.6
4. Education	**792**	**100%**
Master	94	11.9
College	315	39.8
High school	177	22.3
Other	206	26.0

Table 3. Results of testing Cronbach's Alpha scales

Scales of measurement	Encode	No. of items	Cronbach's Alpha	Corrected Item-Total Correlation range	Mean
Reliability	REL	5	.860	.603 - .804	3.695
Service capacity of staff	SCS	4	.926	.775 - .866	3.120
Service attitude of the staff	SAS	6	.914	.688 - .853	3.033
The service level of staff	SLS	5	.900	.693 - .821	3.961
Infrastructure	INF	6	.886	.629 - .828	3.384
Administrative procedures	ADP	5	.944	.764 - .907	3.646
Citizen satisfaction	CIS	4	.951	.794 - .943	3.773

2. Exploratory Factor Analysis (EFA) for the scales

The results of the KMO and Bartlett tests in the KMO and Bartlett test tables show that the KMO value = .868 proves that this discovery coefficient is consistent with the scale. Bartlett test, Sig.= .000 (< .05) value shows that the variables are correlated in terms of factors.The eigenvalue parameter ≥ 1 is kept in the analytical model. The analysis showed that Eigenvalue = 1.304 (≥ 1), and seven factors were extracted with the best information synthesis meaning. The sum of squares of the cumulative factor loading (Cumulative) is 74.338% (≥ 50%), showing that the EFA model is suitable (Hair et al., 2010). Therefore, the research model keeps all seven factors unchanged, as shown in Table 4. The results of the rotation matrix in Table 4 show that 35 observed variables are classified into seven factors, all observed variables have factor loading coefficients greater than .5, and there are no terrible observed variables. Therefore, all seven factors are kept in the research model (Baumgartner and Homburg, 1996).

3. Confirmatory Factor Analysis (CFA) in the research structure

Confirmatory Factor Analysis (CFA) is a statistical technique of linear structural modelling (SEM). Confirmatory factor analysis was used to check the scales and the appropriateness of the research structure. Confirmatory factor analysis results are evaluated through the following criteria: reliability, Convergence, and distinction.

We tested Composite Reliability, Convergence, and Discrimination. It is shown in Table 5. Convergent validity tests include Composite Reliability and Average Variance Extracted. The test results show that Composite Reliability (CR) > (.7) means that the reliability of the scales is guaranteed; All Mean Variances are extracted Average Variance Extracted (AVE) ≥ (.5), and both indicators show guaranteed Convergence. We then tested Discriminant Validity, including Maximum Shared Variance (MSV); The square root of the mean-variance is extracted from the Square Root of AVE (SQRTAVE). The test results in Table 5 show that all Maximum Shared Variance (MSV) < Average Variance Extracted (AVE).

In addition, we tested the Discriminant Validity shown in the Square Root of AVE (SQRTAVE) > Inter-Construct Correlations. Thus, Discriminant Validity is guaranteed (Doll et al., 1994). Thus, the test results of convergence and discriminant validity shown in Tables 5 have shown the combined reliability; discriminant validity is guaranteed at all scales.

Table 4. Rotated component matrix

	Component						
	1	2	3	4	5	6	7
SAS5	.875						
SAS6	.844						
SAS3	.795						
SAS4	.790						
SAS1	.752						
SAS2	.743						
ADP4		.947					
ADP5		.931					
ADP3		.916					
ADP2		.863					
ADP1		.812					
INF6			.890				
INF5			.819				
INF4			.818				
INF2			.740				
INF1			.719				
INF3			.709				
SLS5				.882			
SLS4				.864			
SLS1				.814			
SLS2				.794			
SLS3				.773			
SCS3					.905		
SCS4					.897		
SCS2					.864		
SCS1					.827		
REL5						.840	
REL3						.779	
REL2						.766	
REL1						.742	
REL4						.688	
CIS2							.852
CIS4							.851
CIS1							.721
CIS3							.665

Table 5. Results test model validity

Factors construct	CR	AVE	MSV	MaxR(H)	SAS	ADP	INF	SLS	SCS	REL	CIS
SAS	.915	.645	.219	.932	**.803**						
ADP	.941	.763	.065	.972	-.014	**.874**					
INF	.888	.573	.116	.918	.257***	.018	**.757**				
SLS	.901	.647	.120	.910	.274***	.096*	.191***	**.804**			
SCS	.927	.760	.137	.933	.317***	-.021	.138***	.205***	**.872**		
REL	.862	.558	.197	.892	.406***	.141***	.262***	.265***	.252***	**.747**	
CIS	.950	.827	.219	.999	.468***	.255***	.341***	.346***	.370***	.444***	**.909**

Significance of Correlations: † p < .100; * p < .050; ** p < .010; *** p <.001

4. Structural model testing (SEM)

To check the suitability of the research structure, the results of analysis of the linear structural model (SEM) in Figure 4 shows that it has Chi-square = 3.399; CFI = .952; GFI = .889; RMSEA = .055; TLI = .945; PCLOSE = .002, the coefficients just shown are acceptable (Doll et al., 1994). The results of the linear structural model analysis (SEM) in Figure 4 show the appropriateness of the research structure. The results of testing the linear structure of the model citizens' satisfaction with the quality of public administrative services are shown in Figures 4 and Table 6. The data show the Sig values of the scales REL = .000 (<.05), SCS = .000 (<.05), SAS = .000 (<.05), SLS = .000 (<.05), INF = .000 (<.05), ADP = .000 (<.05) (Hu and Bentler, 1999). The Sig values it has been shown that there is an impact relationship between the independent variable and the dependent variable. The results of testing the impact of factors in the research structure are shown in Table 6. It shows that the larger the normalized regression coefficient, the stronger the independent variable. It strongly impacts the dependent variable, citizens' satisfaction (CIS). Factors affecting citizens' satisfaction in the Mekong Delta, Vietnam, include REL = .173, SCS = .191, SAS = .252, SLS = .137, INF = .175, and ADP = .228.

The results of testing the linear structure of the research model have R2 (Adjusted R Square) of CIS = .429, which means that the research model is suitable. The regression model explains that the independent variables affecting 42.9% of

the variation of the dependent variable are citizen satisfaction (CIS) in the research structure. Testing the linear structure of the research model shows that the scales are reliable and valid for model evaluation. The findings of the study show that there are six factors affecting citizen satisfaction, including (1) Reliability; (2) Service capacity of staff; (3) Service attitude of staff; (4) The service level of staff; (5) Infrastructure; (6) Administrative procedures.
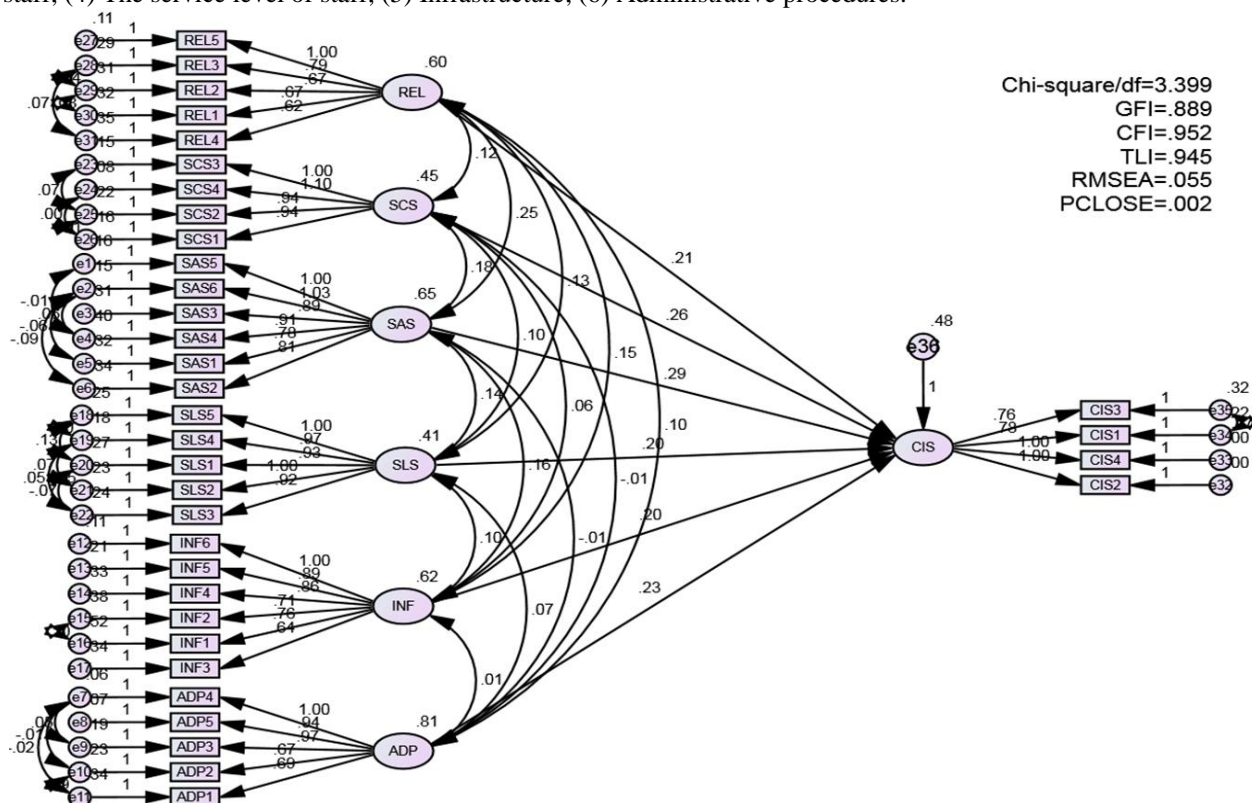

Figure 4. Results of the research structure citizens' satisfaction with the quality of public administrative services

Table 6. Factors affecting citizen satisfaction

The impact of independent variables on the dependent variable	Estimates	Sig	Standardized estimates
REL -----> CIS	.205	.000	.173
SCS -----> CIS	.261	.000	.191
SAS -----> CIS	.287	.000	.252
SLS -----> CIS	.196	.000	.137
INF ------> CIS	.205	.000	.175
SDP -----> CIS	.234	.000	.228

5. Assessment of citizen satisfaction by demographic group

Assessment of citizen satisfaction by gender group. We performed the Independent-Samples Test to assess the difference in citizen satisfaction between two groups of men and women. Citizen satisfaction has Sig test = .082 (>.05); there is no difference in variance between the two groups of men and women. We will use the test results of Equal variances assumed Sig test = .732 (>.05). Thus, satisfaction with the quality of public services is the same between male and female groups in the Mekong Delta. It shows in Table 7.

Table 7. Analysis of differences between male and female groups' citizen satisfaction

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean difference	Std. Error difference	95% Confidence interval of the difference	
									Lower	Upper
Citizens satisfaction	Equal variances assumed	3.036	**.082**	-.342	790	**.732**	-.02039	.05963	-.13744	.09665
	Equal variances not assumed			-.343	787.400	.732	-.02039	.05953	-.13724	.09646

Assessment of citizen satisfaction by age group. We perform a One-way ANOVA test to assess the difference in citizen satisfaction by age groups. Based on Table 8. Test of Homogeneity of Variances. There is a Sig Levene Statistic of .040 (<.05), meaning there is a difference in variance between age groups. We used the Welch test results in the Robust Tests of Equality of Means Table 9. The Welch test sig is .535 (>.05), meaning there is no difference in citizen satisfaction between age groups. Thus, there is no difference in citizen satisfaction with public administrative services at different ages.

Assessment of citizen satisfaction by education group. We perform a One-way ANOVA test to assess the difference in citizen satisfaction among education groups. Based on the Test of Homogeneity of Variances, there is a Sig Levene. Statistic of .333 (>.05), meaning there is no difference in variance between educational groups. We have used the results of the citizen satisfaction test in the ANOVA table. The ANOVA test sig is .069 (>.05), meaning there is no difference in mean citizen satisfaction between different educational groups. Thus, citizen satisfaction among citizens with varying levels of education is the same.Assessment of citizen satisfaction by survey area group. We perform a One-way ANOVA test to assess the difference in citizen satisfaction by Survey area groups. Based on Table 10. Test of Homogeneity of Variances by Survey area group. There is a Sig Levene Statistic of .000 (<.05), meaning there is a difference in variance between survey area groups.

We used the Welch test results in the Robust Tests of Equality of Means by Survey area group in Table 11. The Welch test sig is .003 (<.05), meaning there is a difference in citizen satisfaction between survey area groups. Thus, there is a difference in citizen satisfaction with public administrative services in other survey areas.

Table 8. Test of Homogeneity of variances by age group

Levene Statistic	df1	df2	Sig.
2.782	3	788	**.040**

Table 9. Robust tests of equality of means by age group

	Statistica	df1	df2	Sig.
Welch	.730	3	424.255	**.535**

Table 10. Test of homogeneity of variances by survey area group

Levene Statistic	df1	df2	**Sig.**
4.240	7	784	**.000**

Table 11. Robust tests of equality of means by survey area group

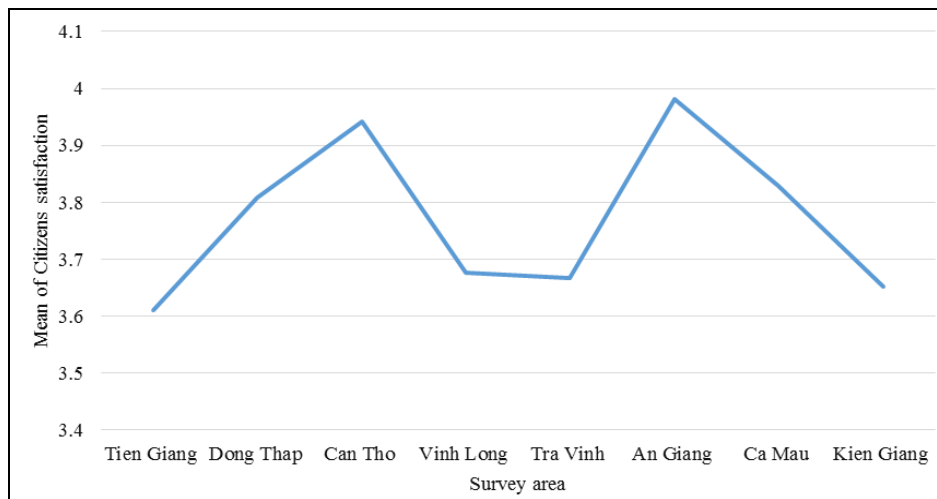|	Statistica	df1	df2	**Sig.**
Welch	3.201	7	293.405	**.003**

Figure 5. Mean value citizen satisfaction in survey areas

In addition, Figure 5. shows that the average value of citizen satisfaction in the provinces, including Tien Giang is 3.6098, Dong Thap is 3.8087, Can Tho is 3.9417, Vinh Long is 3.6759, Tra Vinh is 3.6667, An Giang is 3.9819, Ca Mau is 3.8288, Kien Giang is 3.6524. The findings show that citizens in the Mekong Delta provinces have different average satisfaction with the quality of public administrative services.

DISCUSSION

Research results show that the scales are reliable and valid for model evaluation. The study's findings show that six factors affect citizens' satisfaction with the quality of public administrative services, including Reliability; Service capacity of staff; Service attitude of staff; The service level of staff; Infrastructure; Administrative procedures.Reliability affects citizens' satisfaction is .173. Administrative procedures involve citizens' satisfaction is .228. According to the survey results, executive functions are listed publicly and transparently. We should build a process to handle managerial procedures so employees follow the working process (James and Moseley, 2014). Regulations on binding responsibilities between the agency and each employee ensure that records are circulated safely, and descriptions are not lost (Giannoccaro et al., 2008). The output is the correct administrative documents. At the same time, we should closely coordinate between specialized departments and regularly review and improve procedures from receiving, accepting, circulating and returning results on time.

The service capacity of staff affects citizens' satisfaction is .191. The survey results showed that citizens rated the staff's service capacity on average and the level of satisfaction with the service capacity. Improving knowledge and professional skills for employees is essential and rewarding (Saich, 2007). We should regularly organize professional training and communication skills for employees (Steppacher et al., 2021). In addition, selecting competent and dedicated employees with professional ethics is advisable for serving citizens.

The service attitude of staff affects citizens' satisfaction is .252. When performing administrative procedures, employees should have a cheerful attitude. Dedicated staff guides facilitate citizens to carry out the functions easily. Employees must deal with citizens' cases on time to feel secure (Bostanci and Erdem, 2020). Citizens think that trust in administrative

procedures and the quality of administrative agencies is increased. In addition, we should implement the form of "apologizing directly, writing a letter of apology, going to the house to apologize" to organizations and individuals when we handle administrative procedures not on time. We should implement a "thank you "

letter for organizations and individuals who contribute (Song et al., 2017). Regularly conducting staff quality assessments will contribute to human resource development and management and help arrange employees in the right places and with the exemplary forte (Na et al., 2022).

The service level of staff affects citizens' satisfaction is .137. Employees should be aware that people who come to transact at the application reception and return the results have different educational and professional qualifications (Tanny and Zafarullah, 2023). Staff should guide by the citizen's understanding. Ensure that the instructions are easy to follow for citizens, strictly comply with the regulations and working hours of the agency, and do not cause difficulties for citizens (Beuermann and Amelina, 2018). We should improve and make reasonable changes to public administrative services and reduce unnecessary managerial procedures in transactions. Flexible document processing offers improvements and best practices, reducing excessive transaction administrative procedures (To, 2023).

Infrastructure affects citizens' satisfaction is .175. We should arrange and rearrange each department reasonably, create a friendly environment for communication between employees and citizens, and equip more cabinets so that records are stored neatly (Besfat, 2022). The department that receives documents and returns results should have a screen to look up administrative procedures, necessary facilities and materials to serve people while waiting for transactions. We continue to apply information technology to state management and provide public administrative services to reduce people's travel costs and save costs for executive agencies (Sirgy et al., 2000). We should install a system to evaluate people's satisfaction with public administrative services at the department of receiving dossiers and returning results.

CONCLUSION

Based on the theoretical model that has been built, the research has built and tested the reliability of the scale of citizens' satisfaction with the quality of public administrative services in the Mekong Delta, Vietnam. The results of the analysis of the linear structural model (SEM) showed that the research model explained 42.9% of the overall relationship of the variables, including (1) Reliability; (2) Service capacity of staff; (3) Service attitude of staff; (4) The service level of staff; (5) Infrastructure; (6) Administrative procedures.

Assessment of citizen satisfaction by demographic group. The results show that there is no difference in mean satisfaction between groups by gender, and by age, by education. In addition, when analyzing ANOVA, the results show that citizens by area group have differences in average satisfaction with public administrative services. The limitation of the study is that the research sample is selected according to the traditional method; the collected data may be affected in part because the model needs to have general significance. Implementing research with a larger sample is an open direction for further studies in this field.

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