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A Study on the Factors Influencing the Satisfaction of Community Service: Focused on G metropolitan city

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Abstract

The purpose of this study is to investigate and analyze the service satisfaction of users using community service, and to suggest directions for continuous growth and high service of social service providers in the future. This study was conducted on G metropolitan cities. T-test and one-way ANOVA were conducted for the comparison of 476 users of social service users by gender, income level, and age. In addition, multiple regression analysis was conducted to identify factors affecting user satisfaction. The statistical package analyzed was SPSS 21.0.

As a result of the study, the application process, the satisfaction of the service period, and the satisfaction of the service provider were statistically significant at the income level. In addition, in the age group satisfaction, the application procedure, the satisfaction of the service period, the satisfaction of the service frequency, and the satisfaction of the workforce were statistically significant

Keywords: Service Satisfaction, Community Services, satisfying application process, Provide satisfactory period.

1. Introduction

With the revision of the Basic Law on Social Security in 2012, the institutional basis of social services has been established in Korea, and social service provision infrastructures including social service budgets and deregulation of providers have been gradually expanded. As the awareness of the responsibility of the existing social service delivery periods has been increasing, the organizations are making various efforts to improve the service quality and to improve the service satisfaction. An important change in social services is being emphasized in evaluation and performance management and how to improve the service satisfaction level of users rather than how much efficiency is secured in service provision process. Recently, subjective evaluation of the way of expressing the user's opinion directly to the service provided has been emphasized, and user satisfaction has been applied as an indispensable means to service quality [1]. As a result of these changes, social service providers have tried to improve the quality of service and have used various methods to measure services to utilize such results.

A study comparing the perceptions of users and providers about the subjective performance of social services, the purpose of this study is to compare the perceptions of service users on the subjective performance of services, [4]. In the analysis of the influence of the providers' competition and the choice of the providers of the users in the community service investment projects, the analysis of the effect of the user choice on the user satisfaction is as follows: female than male The satisfaction of the service provided by the children of many households is relatively high, and it is shown that the competition of the providers has a positive effect on satisfaction. [2]. In addition, "user satisfaction of community service investment project" is higher than that

of nonprofit service, and the level of user satisfaction with social service provided by institutions providing nonprofessional service is relatively high. The results showed that user satisfaction with service was relatively high [3].

Although there are many discussions about the change of social service environment and the importance of user - centered value, the recognition and management level of user satisfaction in the actual social service field is low. Although social service providers conduct their service satisfaction surveys twice a year through their own users, they are not very formal and simple to draw out differentiated results and implications [5-6].

In this study, we conducted a survey on the satisfaction of the subjects using the social service, and analyzed the results of the survey to find out the direction of the continuous growth of the social service providers in the future and to provide high quality services do.

2. Research method

2.1 Survey subject and data collection procedure

The purpose of this study is to investigate the factors affecting the satisfaction of community service users. The data collection required for the research was conducted by using the structured questionnaire, the research subjects were surveyed by self - report method, and if the service user was a child, the protector responded to the questionnaire. The survey was conducted on 476 community service users in G - metropolitan city.

2.2 Analysis method

In this study, to check the reliability of each measurement tool, reliability test was conducted and descriptive statistics and frequency analysis were conducted to understand the general characteristics of the study subjects. We performed T-test and ANOVA for the gender, income level, and age of service users, and conducted multiple regression analysis to identify the factors affecting user satisfaction. The analyzed statistical package utilizes SPSS 21.0.

3. Results

3.1 General characteristics of survey subjects

The socio - demographic characteristics of the users were 57.3% for female and 42.1% for male. The age group was 256 (51.8%) under the age of 19, 86 (17.4%) in the 70s. 30 people, 35 people (7.2%), 40 people 34 people (6.9%), 30 people over 80 years old (6.3%), 60 people 24 people (4.9%), 50 people 16 people (3.2% (1.0%), respectively.

Among the surveyed households, 321 (67.2%) households consisted of married couples and children, followed by 51 elderly (10.7%), followed by single parents (2.9%), grandparents and their children (2.9%), twelve under-64 (2.5%), three grandparents and a couple of households 0.6%), and two grandchildren (0.4%). The final education institutions were 217 (43.9%), 126 (25.5%), 58 (11.7%), 55 (11.1%), 14 (2.8) No academic background was 6 (1.2%), and table 1 summarized.

Table 1. General Status of Survey Respondents

Division		Frequency	(%)
Gender	man	208	42.1
	woman	283	57.3
age	under 19	12	2.7
	20's	8	1.6
	30's	126	25.8
	40's	162	33.2
	50's	36	7.4
	60's	24	4.9
	70's	87	17.8
	over 80 years old	32	6.6
furniture type	Grandparents + couple	3	0.6
	Grandparents + Couples + Children	14	2.9
	Couple + children	321	67.2
	Single Parent + Child	42	8.8
	Couple under 64	12	2.5
	Grandchild furniture	2	0.4
	Single elderly person (Over 65 years old)	51	10.7
	others	33	6.9
Respondent's Education	No academic background	6	1.3
	Elementary School	55	11.6
	middle School	58	12.1
	high school	126	26.5
	university	217	45.6
	graduate school	14	2.9
sum		476	100

3.2 Descriptive statistics and correlations of the main variables

The overall satisfaction rate of the service users is 4.20, and the service satisfaction level is the highest (4.41) and the service satisfaction level is the highest (4.40). Next, satisfaction with service delivery time (4.20). Satisfaction with service provision period (4.19), service provision frequency (4.11), and satisfaction with service provisioning process were the lowest (3.82). This implies that satisfaction of service quality, professionalism of the manpower provided, kindness, etc. Are satisfactory but the external aspect of the service such as administrative support is not satisfactory. The satisfaction of the service is shown in table 2.

Table 2. Service Satisfaction Average

Division	Frequency	Average	standard deviation
Satisfying application process	492	3.82	0.98
Provide satisfactory period	492	4.19	0.83
Satisfying hours provide	492	4.20	0.77
Satisfied number of times provided	492	4.11	0.84
Content Satisfaction	492	4.41	0.68
Providing staff satisfaction	492	4.40	0.71
Satisfied overall service	492	4.20	0.64

The correlation between the main variables was as shown in table 3. All of the main variables are significant and all show a static correlation.

Table 3. Correlation of main variable

	1	2	3	4	5	6
Satisfying application process	1					
Provide satisfactory period	.554***	1				
Satisfying hours provid	.509***	.723***	1			
Satisfied number of times provided	.554***	.660***	.754***	1		
Content Satisfaction	.414***	.645***	.675***	614***	1	
Providing staff satisfaction	.392***	.588***	.649***	.595***	.826***	1

*p < .05, **p < .01, ***p < .001

3.3 User satisfaction analysis result

■ **Verification of the difference in satisfaction by income level**

Service Satisfaction by users' level using community service investment project. The income level section is less than 1 million won, more than 1 million won ~ 2 million won, more than 2 million won ~ 3 million won, more than 3 million won ~ 4 million won, more than 4 million won ~ 5 million won, more than 5 million won, table 4 shows the results. (F = 4.34, p <.001), satisfaction with service period (F = 208, p <.05) and satisfaction with providing workforce (F = 2.45, p <.01) and other variables were found to be ineffective. In addition, satisfaction with the application process was less than 1 million won (M = 4.20), and satisfaction with the application period was more than 3 million won ~ 4 million won (M = 4.25) were the most satisfied. Satisfaction with the number of services provided was the highest at 5 million won or more (M = 3.95), and satisfaction with service delivery was the highest at less than 1 million won (M = 4.56). The results show that the service provision process is satisfactory when the income level is low, and satisfaction with service provision period and service provision period is similar regardless of income level. In addition, it can be interpreted that service users who provide social services provide satisfaction regardless of income.

Table 4. Service satisfaction by income level

(₩10,000)/M(SD)

	Less than 100	100 or more ~ less than 200	200 or more ~ less than 300	300 or more ~ less than 400	400 or more ~ less than 500	500 or more	F
Satisfying application process	4.20 (.93)	4.05 (.95)	3.67 (1.05)	3.67 (1.07)	3.53 (.86)	3.95 (.80)	4.34***
Provide satisfactory period	4.23 (.68)	4.21 (.85)	4.23 (.85)	4.25 (.86)	3.97 (.77)	4.20 (.82)	208*
Satisfying hours provid	4.38 (.70)	4.20 (.85)	4.12 (.77)	4.28 (.83)	4.07 (.67)	4.22 (.70)	1.20
Content Satisfaction	4.25 (.87)	4.11 (.90)	4.06 (.91)	4.15 (.91)	3.87 (.76)	4.29 (.611)	1.70*
Content Satisfaction	4.47 (.63)	4.39 (.75)	4.53 (.65)	4.39 (.823)	4.29 (.611)	4.37 (.54)	1.22
Providing staff satisfaction	4.56 (.60)	4.32 (.79)	4.50 (.72)	4.39 (.79)	4.16 (.63)	4.45 (.73)	2.45**

*p < .05, **p < .01, ***p < .001

■ **Verification of the difference of the respondents' age satisfaction**

Table 5 shows the differences in service satisfaction according to the respondents' age (F = 2.31, p <.05), satisfaction with the supply period (F = 0.89, p <.05), satisfaction with the supply frequency (F = 1.13, p < <.01) were statistically significant among the groups, and the other variables were not significant. Satisfaction with the application process was the highest in the 20s (M = 4.25), and satisfaction with the duration of the application was found to be satisfactory in the under 19s (M = 4.39). The number of services provided was in the order of 80 years or older (M = 4.40), 19 years (M = 4.31), 50 (M = 4.19), and 70 (M = 4.14). Satisfaction with the supply manpower showed higher satisfaction in the 30s, 40s, and 80s and over (M = 4.40).

As a result, it can be seen that the service satisfaction according to the ages of the respondents is high regardless of the age.

Table 5. Respondent's age service satisfaction

	Under 19	20's	30's	40's	50's	60's	70's	Over 80 years old	F
Satisfying application process	3.92 (1.03)	4.25 (.46)	3.76 (.95)	3.71 (.95)	3.64 (1.22)	3.54 (.93)	4.03 (.97)	4.12 (1.03)	2.31*
Provide satisfactory period	4.39 (.65)	4.13 (.64)	4.17 (.85)	4.17 (.81)	4.08 (.80)	3.91 (.58)	4.25 (.85)	4.38 (1.10)	0.89*

Satisfying hours provid	4.30 (.63)	4.00 (.93)	4.11 (.66)	4.21 (.66)	4.28 (.78)	3.91 (.41)	4.24 (.77)	4.38 (.98)	1.13
Content Satisfaction	4.31 (.86)	4.13 (.35)	4.07 (.93)	4.06 (.77)	4.19 (.86)	3.88 (.61)	4.14 (.85)	4.40 (1.02)	1.13*
Content Satisfaction	4.46 (.52)	4,50 (.53)	4.36 (.80)	4.43 (.60)	4.70 (.54)	4.33 (.48)	4.33 (.68)	4.50 (.95)	1.04*
Providing staff satisfaction	4.39 (.87)	4.25 (.46)	4.40 (.80)	4.40 (.60)	4.67 (.59)	4.38 (.49)	4.25 (.73)	4.40 (.71)	1.47**

*p < .05, **p < .01, ***p < .001

■　**Factors Influencing the Satisfaction of Community Service Investment Business**

Hierarchical regression analysis is conducted to examine the effect of demographic and sociological characteristics (gender, age, income) on the users of social services, the duration of service use, and the level of service support on user satisfaction. Table 6 shows the results of analyzing factors affecting user satisfaction with respondents. In Model 1, explanatory power is 1.5% and statistically significant at $p <.001$ level. The independent variables (β = -. 037) were statistically significant. In other words, the lower the income, the higher the user satisfaction. The explanatory power was 1.6% in the second stage of the service period variable, and statistically significant at the $p <.01$ level. In the second stage, too, the income variable has a statistically significant influence. In Model 3, where the last service help level was applied, explanatory power was statistically significant at 10.1% and $p <.001$ level. The independent variables (β = .031) and service support (β = .679) were found to have a significant effect. In other words, the lower the income, the higher the service satisfaction, the higher the service satisfaction.

Table 5. Respondent's age service satisfaction

(N=427)

division	model 1		model 2		model 3	
gender(ref=female)	-.065	-1.008	-.070	-1.076	-.054	0.858
age	.009	.455	.009	.415	.017	.869
income	-.037	-1.532*	-.037	-1.520*	-.031	-1.339*
Service period			.027	.642	.022	.536
Service assistance degree					.679	6.253***
Constant water port	4.39***		4.36***		2.98***	
F	2.13*		.412*		39.1***	
R2	.015		.016		.101	
R2 Variation			.001		.085	

*p < .05, **p < .01, ***p < .001

4. Conclusion

Today, the nation provides various forms of services to improve the quality of life of the people. As the supply of existing social services has diversified, it has been required to strengthen accountability to providers and to use transparently and effectively the costs that are paid by the state. The purpose of this study is to investigate the effect of community service on the service satisfaction of users using the service centered on G metropolitan city.

First, user satisfaction was classified by income and age. The results were as follows: F = 4.34, p <.001, F = 208, p <.05, (p <.05), satisfaction with the service provided (F = 0.89, p <.05), satisfaction with the service provided (p <.01) F = 1.13, p <.05) and providing workforce satisfaction (F = 1.47, p <.01) were statistically significant between the groups.

The results of this study are summarized as follows: (1) the effect of the service on the satisfaction of the community service investment was statistically significant with 10.1% (p <.001) explanatory power and the income variable (β = .031) and service support degree (β = .679). As a result of this study, the users who use the service know that they are satisfied with the service, and it is related to the quality of service. The higher the quality of service, the more users feel satisfied and can connect to repurchase.

The purpose of this study was to investigate the effect of age, income level, duration of service, and service support on service satisfaction. However, data collection was conducted for community service users who provided various services, but due to the nature of the service, it was somewhat lacking in not collecting abundant data by service due to diversity. Therefore, future studies should be conducted to collect various data by service and to grasp the relationship between satisfaction and other variables.

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