

# Chapter 9

## Citizen Satisfaction With the Quality of Public Administrative Services: Public Administration Reform in Vietnam

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### ABSTRACT

*The chapter analyzes citizen satisfaction with the quality of public administrative services, focusing on factors affecting citizen experience, including transparency, service quality, processing time, and accountability are assessed in detail to determine the level of effectiveness in administrative reform at localities. Based on the Satisfaction Index of Public Administration Services, the chapter clarifies the causes of differences in public service delivery. The chapter emphasizes the role of local governments in improving the quality of public services, including deploying online public services, building public administration centers, and developing a team of professional civil servants. Policy recommendations are made, such as promoting digitalization, enhancing transparency and accountability, and encouraging people's participation in administrative processes. The book chapter provides a comprehensive view of public administrative service provision, and offers practical solutions to improve people's satisfaction, promoting more effective and sustainable administrative reform.*

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## INTRODUCTION

In the context of the transition from a management-based to a service-based administration, people's satisfaction with the quality of public administrative services is increasingly becoming an important indicator in assessing the performance of state agencies. The concept of “people's satisfaction” does not simply reflect personal feelings, but is a synthesis of people's perceptions, practical experiences, and expectations for the quality, efficiency, and fairness in the provision of public services (Chien & Thanh, 2022). This is also the focus of modern administrative reform, especially in the context of the global move towards citizen-centric governance and digital government.

In the world, countries such as Singapore, Korea, and Estonia have shown the importance of measuring and improving citizen satisfaction as an essential part of the administrative modernization process. According to OECD (2020), high levels of satisfaction are associated with trust in government, increased compliance with the law, and active participation of citizens in public decision-making. In particular, in the post-COVID-19 context, ensuring citizen satisfaction through flexible, digital, and humane public services is becoming more urgent.

In Vietnam, administrative reform has been and is one of the pillars in the process of state modernization (Duong, 2021). With the implementation of the Comprehensive Programs for State Administrative Reform in the 2001–2010, 2011–2020, and now 2021–2030 periods, the Government has set the goal of “taking people as the center” in all public service activities. In that context, the SIPAS Index (Satisfaction Index of People and Organizations with the Services of State Administrative Agencies) was developed and implemented nationwide to objectively assess the level of satisfaction, thereby reflecting the actual effectiveness of administrative reform in each locality (Li, 2021).

However, despite many remarkable advances such as building public administrative centers, deploying online public services, and improving the skills of civil servants, the level of people's satisfaction still varies widely between localities. For example, according to the SIPAS 2023 report, provinces such as Quang Ninh, Hai Duong, and Thai Nguyen have a satisfaction rate of over 88%, while some localities such as An Giang, Bac Lieu, and Cao Bang are still below 80%. This reflects not only the gap in administrative capacity and technological infrastructure but also deeper issues related to the way public services are provided, accountability, and citizen participation in the administrative supervision process (Pham, 2018).

From that reality, this chapter aims to systematically study the factors affecting citizen satisfaction with the quality of public administrative services in Vietnam, based on approaches from modern public administration theory, customer satisfaction theory, and analytical frameworks of international organizations such as UNDP, WB,

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