

Research on the Status Quo of Rural Public Service Supply from the Perspective of Satisfaction

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Abstract: the Quality of Public Service Supply in Rural Communities is Related to the Survival and Development of Villagers. Based on the Data and Information Obtained from the Questionnaire Survey and in-Depth Interviews with 293 Villagers in Gaogang Village and Yujia Village of Ya'an City, This Paper Empirically Analyzes the Current Situation of Rural Public Services from the Perspective of Satisfaction, Analyzes the Problems and Causes, and Proposes a Series of Countermeasures Have Certain Practical Significance for Improving Rural Public Services..

1. Introduction

1.1 Survey Method and Sample Characteristics

In This Paper, 295 Questionnaires Were Sent to Gaogang Village and Yujiacun in Ya'an City, and 293 Questionnaires Were Returned. the Effective Recovery Rate Was 99.3%. the Family Members of the Villagers Surveyed in This Survey Have a Simple Structure and the Number is 3-5. among the Rural Residents Surveyed, 64.98% Were over 40 Years Old, and the Education Level Was Generally in Junior High School and Below.

1.2 Questionnaire Design and Data Processing

The five types of public service project indicators such as infrastructure, organization construction, government affairs development, ecological environment and economic construction are used in this paper. The satisfaction survey uses a 5-point scale to measure the villagers' satisfaction with 20 rural public services. For each public service, they are very satisfied, full, general, less satisfied, and very dissatisfied. The scores of 80, 60, 40 and 20, the arithmetic mean of the score is the satisfaction score of the item.

2. Empirical Analysis

Table 1 Rural Public Service Satisfaction Scores

classification	project	Frequency					Satisfaction score	Sort
		Very satisfied	Quite satisfied	general	Not so satisfied	Very dissatisfied		
infrastructure	1. The road is smooth, the water and electricity are complete	116	111	53	11	2	82.39	1
	2. Fitness facilities, library, cultural square, etc.	54	116	99	24	0	73.65	7
	3. There are supporting health centers or clinics nearby	34	109	115	35	0	69.69	9
	4. Public toilets are convenient and clean	17	89	115	64	8	62.94	16
Organizational construction	5. The two committees of the village can play a greater role	40	78	115	57	3	66.48	13
	6. Residents can participate in major business decisions	34	64	115	57	3	60.61	19

	within the community							
	7. System construction is more humane	39	89	128	37	0	68.87	10
Ecological environment construction	8. Greening construction makes people feel comfortable	77	143	53	20	0	78.91	3
	9. All types of garbage and sewage can be treated centrally	86	142	53	9	3	80.41	2
	10. Abandoned resources can be recycled	36	121	117	18	1	71.81	8
	11. Residents have strong environmental awareness and no environmental damage behavior	46	178	61	8	0	77.88	4
The development of government affairs	12. Government purchase service projects in the past 3 years	18	60	173	42	0	63.69	14
	13. Resident social organizations enrich the lives of residents	29	96	136	32	0	68.33	11
	14. Security organizations provide security for "people, animals, and things"	56	150	73	14	0	76.93	5
	15. Neighbourhood disputes can be adjusted in time	45	137	97	14	0	74.54	6
	16. Cultural and sports activities will be carried out frequently	30	95	131	37	0	68.05	12
	17. Community conducts different adult skills training to promote employment for residents	24	47	131	91	0	60.27	18
economic development	18. Have more than one collective industry	26	64	135	67	1	63.21	15
	19. The economic industry can carry out specialized production and large-scale operation	23	68	129	71	2	62.66	17
	20. Focus on agricultural science and technology innovation and talent introduction	24	20	158	91	0	58.43	20

2.1 Specific Evaluation

In terms of infrastructure construction, villagers are more satisfied with infrastructure because the government has invested a lot of money in infrastructure and has made significant improvements in infrastructure. Secondly, most of the infrastructures such as education, fitness, and medical care are configured according to the 'urban model', resulting in a partial disconnection between the actual needs of the villagers and the lower satisfaction. Third, the villagers' overall satisfaction with the use of public toilets in the community is low. However, the rural community is located in a region with lagging economic development, with poor organizational development and lack of funds and service personnel to manage and maintain the public infrastructure.

In terms of organizational construction, the villagers' overall satisfaction with rural public services is low. The villagers generally believe that the village committees have little effect. First, the two village committees lacked a standardized feedback mechanism based on the needs of villagers, which caused some actual needs to be unresolved, eventually resulting in mismatching of public service supply and demand. Second, village committees were often limited by financial and financial resources. Focus on the specific work. Secondly, due to the lack of effective ways for villagers to participate in business decisions, the participation efficiency is low, and this satisfaction is very low. Finally, on the issue of "community building community system is more humanized", the overall satisfaction is not high. The reason is that the government lacks interaction with the

villagers and fails to repair the system in light of the actual needs of the villagers, resulting in some systems failing to play a substantial role.

In terms of ecological environment construction, villagers have higher satisfaction. The material production is extremely rich, and the rapid development of science and technology has created favorable conditions for public participation in environmental governance. The 18th National Congress of the Communist Party of China has incorporated ecological civilization into the general layout of the 'five in one'. The state has paid more and more attention to the ideological dissemination of the ecological environment. The concept of 'green green hills is Jinshan Yinshan' has spread widely, providing a solid foundation for cultivating the public's eco-friendly literacy. Guarantee. It can be seen from Table 1 that the villagers are highly satisfied with the community greening construction, garbage and sewage treatment, and human settlement environmental awareness. This is directly related to the government's efforts to increase environmental governance and cultivate residents' awareness of environmental protection.

In terms of the development of government affairs, the satisfaction of villagers is generally low. From the perspective of "government purchase service project", it is a new social service mode with obvious welfare trend, which has little effect on rural communities like this research group. Most of the services purchased for rural communities are general, unforeseen scientific investigations, and services that cannot be guaranteed in terms of quantity and quality, which leads to low satisfaction of villagers in purchasing services from the government. From the perspective of "residents living in villages and enriching residents' lives", the size of resident communities is generally small, there is no fixed place and source of funds, and there is a lack of manpower and material resources. These objective situations directly lead to the public service of social organizations in the villages. The scope, level, quantity, quality, etc. cannot meet the real needs of community development and villagers.

In terms of economic construction, the villagers showed low satisfaction with various indicators. The communities surveyed by the research group belong to the development and cultivation community. The resident population is the villagers engaged in agricultural production. This requires the government to provide more public services to support economic development to alleviate the burden on the villagers. However, according to interviews and research, the community has no collective economic industry and does not pay enough attention to the introduction of advanced talents. This aspect is because the towns and villages depend on the government's financial support limit and cannot invest in the rural industrial economy. On the other hand, the overall quality of the employees engaged in rural public services is not high, and the economic industry is not paid enough attention. Relatively backward economic conditions also restrict the introduction of cutting-edge talents in the region.

3. Research on the Countermeasures of Rural Public Service Supply

3.1 Improve the Public Service Capacity of the Supply Entity.

Supply entities play an important role in the supply of rural public services. Therefore, it is necessary to incorporate the construction of public service facilities in rural communities into the national budget. The government should increase financial input and continuously improve the financial input system for rural public service construction. For the problem of lack of talents, high-end talents can be introduced through policies such as selection of students, selection of one village, and introduction of talents. For the incumbent rural public service practitioners, in order to avoid problems such as "can't stay, business is poor", we should start from two aspects of improving treatment and strengthening training, and improve the quality of life and happiness of employees by raising salaries and benefits; Regular training strengthens the business ability of practitioners, enhances the professionalism of employees, and establishes professional ethics and professional beliefs. In order to realize the diversity of public service types, a governance pattern of "multiple governance" can be formed. The government can influence other governance entities from top to bottom through laws and regulations, while villagers, enterprises, and resident social organizations

can also be top-down. Acting on the government, multi-subjects cooperate and coordinate with each other to promote the comprehensive and comprehensive development of public service supply types.

3.2 Establish a Supply Decision-Making Mechanism with Villagers as the Main Body.

The participation mechanism supporting the main body should fully consider the comprehensive quality of the villagers, broaden the channels of participation, innovative ways of participation, raise the awareness of the villagers, and enable the villagers to participate in the rural supply affairs. The cultivation of the villagers' sense of subject and responsibility cannot be achieved overnight. It is necessary to increase publicity, organize various trainings, and improve the cultural quality of villagers. At the same time, in the process of building public service facilities in rural communities, a set of up and down negotiation mechanisms should be formed to allow villagers to fully express their opinions and make villagers truly become the leaders of rural community public service supply decision-making.

3.3 Construct Effective Supply and Demand Feedback Channels.

Coordinating the balance between supply and demand is the main task of public service supply. An effective demand feedback mechanism can achieve the connection between rural public service supply and demand. The effective demand feedback channel should be grounded, based on the consideration of the comprehensive quality of the villagers. Similarly, an effective supply feedback channel should take the interests of the villagers as a guide, abandon the untargeted and inefficient public services, and develop the public services that the villagers like to see, based on the actual needs of the villagers, so as to achieve accurate supply of rural public services.

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