

Analysis of Satisfaction of Consumers of Public Services

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Abstract: The study presents the results of the integrated survey for the 2014 where the object of the study are the consumers of Public Services (PS) provided by the Employment Centers (EC) of Moscow. The integrated assessment of efficiency of the Moscow employment centers plays a special role, since on the territory of the city 11 employment centers, 52 territorial subdivisions servicing about 7.5 million of citizens operate. The analyses of the experience of interaction by entities rendering public services relating to employment of the unemployed citizens allows identifying the best practices of such interaction and develop recommendations as to improvement of interaction. There is a topical proposal to introduce in the operation of the Moscow employment agency the system of monitoring of the unemployed citizens' satisfaction with the quality of public services rendered. The assessment on the part of consumers may be used for formation of a new culture and new style of work of the government authorities with the focus on the population demand and needs, enhancement of responsibility for distribution of services and resources.

Key words: Employment of population, efficiency, unemployed, public services, management technologies

INTRODUCTION

Employment management may be characterized as a special kind of social management that is inextricably related to the social-economic, political and spiritual life of the society and the unemployment rate is the main indicator characterizing the condition of the labor and population employment market.

Due to the topicality of the specified issue the integrated survey was performed in July-August of 2014 the purpose of which was assessment of efficiency of the employment service agencies of the constituent entities of the Russian Federation by means of analyzing the satisfaction level in consumers of public services rendered by the Moscow employment bureaus (Anonymous, 2008, 2013). The tasks of the integrated survey of unemployed citizens included the following aspects:

- Awareness of the public services rendered by the government agencies subordinated to the Labor and Employment Department of Moscow
- The reasons of applying to the government agencies subordinated to the Labor and Employment Department of Moscow
- The barriers of applying to the government agencies subordinated to the Labor and Employment Department of Moscow

- Satisfaction with the public services rendered at the government agencies subordinated to the Labor and Employment Department of Moscow

The results of the survey allow stating the necessity of introduction of changes to operation of the Moscow employment service where the efficient feedback with citizens is possible through organization of an information network uniting the wide territories horizontally and allowing combining efforts for solution of the social-economic tasks where the initiator of the feedback is a citizen himself.

MATERIALS AND METHODS

The experimental methods used analysis of documentation, observation based on the results of which a questionnaire was designed by the research group.

The questionnaire for analysis of satisfaction of unemployed citizens receiving public services consisted of the following sections: general questions for making a profile and questions relating to regulation of activities and assessment of the work of the employment service officers.

A substantial part of questions in the questionnaire relating to 'sensitive' issues features implicit nature (the questions concerning not the respondent himself but possible issues), the purpose is to decrease the level of

psychological tension and make the questions more reliable; some questions feature projective nature (Kalinina, 2015).

Questioning of the unemployed was performed at the employment centers and at the territorial subdivisions upon obtainment of the public services. The procedure of the data processing was conducted with the use of the SPSS software.

RESULTS AND DISCUSSION

The survey included 300 unemployed registered at 11 districts of Moscow. The distribution of the respondents surveyed by districts was uniform and made 27-28 persons per each district.

The average age of the respondents surveyed made 40 years whereas the minimum age made 16 years and the maximum age 59 years.

The overwhelming majority of consumers of public services rendered by the employment center have higher education (the number of respondents 199 persons). Another relevant group is respondents with the secondary education (73 persons). Other respondents had secondary (completed) education (19 persons), primary and basic education (8 persons) and elementary vocational education (1 person).

If we consider the gender differences, then among the consumers of public services women prevail including both those being on a decree leave and interested in an additional job position (Kalinina, 2015).

This trend of searching for work is also typical for the young age: more schoolgirls or female school graduates apply for temporary employment to the employment center then the male age mates.

It shall be noted that primarily women that applied for services have higher education. The analysis of results of the survey of the employment center apprehension showed that the employment centers are well-known institutions with a clear mission (47% answers of respondents). People apply to employment centers mostly following the recommendations of relatives or friends (24% answers of respondents) whereas Employment Centers are government agencies performing a social function (Fig. 1). In Fig. 1 some aspect given follows:

- The standard opinion about the employment center is: this is a well-known organization with a clear mission (47% of respondents)
- The frequent applications to the employment center happen because of the recommendations of friends or relatives (24% of respondents)

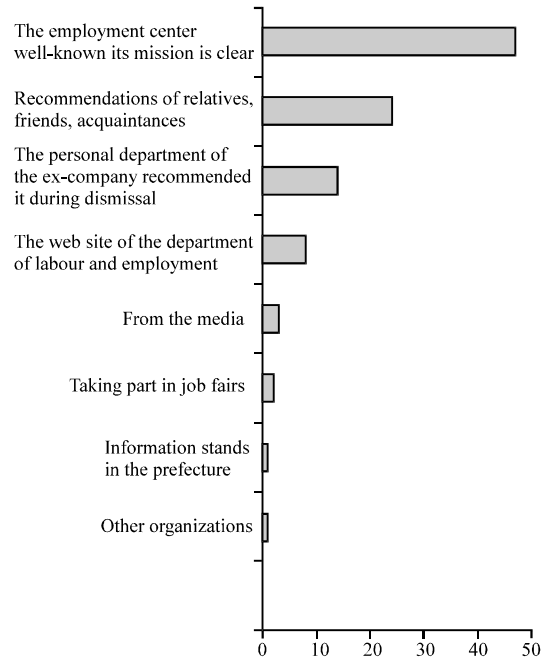


Fig. 1: Awareness level on the activities of the employment center among unemployed citizens

- The employment centers are not popular (known-famous) among the unemployed: relatives, friends and acquaintances are the important factor in informing the unemployed about the services of the employment center (24%)
- Even professional specialists represented by the personal department do not make recommendations about the employment service
- Not active enough policy to improve the awareness level on government services

The results of the survey concerning recommendations to apply to an employment center received by unemployed from the personnel department require special attention. It was found a trend that informing an unemployed through the direct stakeholder of an employment center (the personnel department) is not only inefficient but also constituting difficulties by the functional apprehension of the institution. The rating of the employment centers relating to the sources of the unemployed awareness of the employment center activities is presented below (Fig. 2). In Fig. 2 we can see acronyms given as follow:

- NWAD = North-Western Autonomous District
- ZAD = Zelenograd Autonomous District
- NAD = Northern Autonomous District

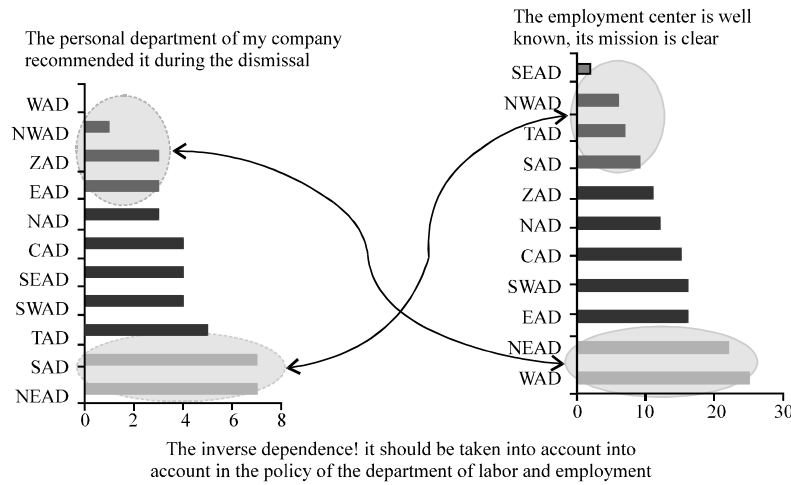


Fig. 2: The rating the employment center on the sources of awareness of unemployed citizens about GU

- SEAD = South-Eastern Autonomous District
- NEAD = North-Eastern Autonomous District
- SAD = Southern Autonomous District
- NEAD = North-East Autonomous District
- WAD = Western Autonomous District
- CAD = Central Autonomous District
- SWAD = South-Western Autonomous District
- TAD = Troitsky Autonomous District
- EAD = Eastern Autonomous District

Most respondents think that informing of the rules and procedures of rendering services at the stands and leaflets at the employment centers is performed 'well' (83%). Total 13% respondents experienced doubts by evaluating the respondents' awareness, a part of those surveyed (3.9%) was completely displeased with informing of the rules and procedures of rendering services at the stands and leaflets or were not interested in the information provided at all.

In case of negative evaluation of presentation of information concerning the rules and procedures of rendering services at the stands and leaflets at employment centers the respondents provided comments as to incomprehensibility of presentation (Table 1 and Fig. 3). In the case of positive assessment, we can see some points are as follow (Fig. 3):

- Positive assessment of internal information of the employment center about government services
- The specialists of the center make clear presentation of information about government services
- The specialists of the employment center provide full information about a government services that is demanded by the responded

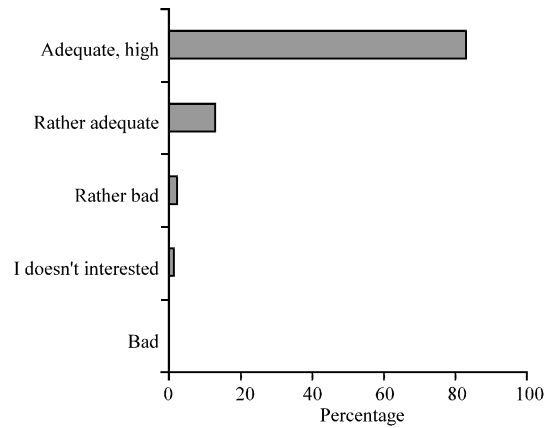


Fig. 3: Assessment of information about the rules and procedures of providing services made by the unemployed (on the stands, leaflets, etc.) in employment center

Table 1: The reasons of dissatisfaction of the unemployed respondents with information about the employment service

The reasons of a negative evaluation	Percentage
The information is difficult to be found, wrong place of the information posting	0.7
The information provided was outdated	0.3
Incomprehensible presentation of information	1.7

In case of negative assessment (Fig. 3), there are comments about the unclear information on the stands and leaflets in the employment centers about the providing services:

- It is hard to find information difficult to find the location of information is not correct
- The provided information is outdated
- Information is unclear

However, even subject to the respondents' opinion as to insufficient informing of the rules and procedures of rendering public services, all those surveyed knew of the conditions of rendering public services they obtained at the relevant moment.

The research on explaining the procedure of rendering the public services is performed also by the specialists of the employment center. This positive experience is confirmed by most of respondents: 86% of respondents find the explanations by the specialists to be absolutely clear and only 2% find them to be rather unclear.

It shall be noted that in most cases the respondents used a few services at the same time (used offer of other services 37%, rejected the offer 37 and 25% have not obtained information about other services).

The public service rendered by the Employment centers (Anonymous, 2014) and at the same time the most recognizable among the unemployed citizens is 'Promoting to self-employment of population' (Fig. 4). Some points, we can see in Fig. 4 given as follow:

- Awareness on the providing of government service "Promotion of self-employment" is high in spite of the district where survey was set
- All respondents were aware of the conditions of the providing of government service that was presented at the moment even in case the their idea about the lack of information
- Paradox: a high-level awareness of government service "Promotion of self-employment" occurs when it has relatively demanded among the unemployed

The high level of awareness of rendering such a service persists regardless of the district within which the survey was performed.

It shall also be noted that the high level of awareness of such service is observed along with the low demand for it among the unemployed. This result of the survey makes tumbling at the hierarchic relevance of the products offered to a customer and along with that at the marketing policy of the employment center.

The most demanded service as of the date of applying to the employment center is 'Informing of the labor situation' (over 14%).

No less popular public services among the respondents are: 'Assistance to citizens in searching for appropriate work to the employers in searching for candidates' (over 13%) and 'Social insurance benefits to unemployed citizens' (over 12%).

The public services that are directly aimed at searching for work are the most demanded among all categories that applied to an employment center. The public services 'Social adaptation of the unemployed' (6%) and 'Psychological support of unemployed citizens' (4%) appeared to be the least demanded.

These public services may be referred to the category "Self-cognition and reflection". The most common reasons for application to an employment center are related to searching for work because of dismissal from the previous position (55%). Other relevant reasons for applying to an employment center are the intent to get employment after a long-term period (13%) or wish to maintain the continuous employment period and social benefits (8%) (Table 2).

The territorial location of the employment centers and territorial subdivisions in general allows reaching them in <30 min (over 70% answers). Total 25% of respondents spend up to 1 h to reach the employment centers (Table 3).

The overwhelming majority of respondents find the territorial location of employment centers and territorial subdivisions to be convenient. A total of 96% provided



Fig. 4: Awareness assessment of the unemployed citizens about government services

Table 2: Reasons for application by an unemployed citizen to an employment center/territorial subdivision

Reasons for application	Total	Percentage
Searching for work as the result of dismissal from the previous position	172	57.3
Searching for additional job	19	6.3
Intent to change the current position for a new one	16	5.3
Intent to get employment after a long period of unemployment	39	13.0
Searching for work after graduation of a university college	12	4.0
Intent to maintain the continuous employment period and kept social benefits	24	8.0
To get vocational education	4	1.3
Starting the own business	3	1.0
Obtainment/execution of certificates	4	1.3
Miscellaneous	2	0.7
Don't know/No answer	5	1.7

Table 3: Duration of time that takes an unemployed citizen to travel from home to be employment center/territorial subdivision

Acceptable values	Frequencies	Percentage
<30 min	215	71.7
30 min, 1 h	75	25.0
>1 h	10	3.3
Total	300	100.0

positive answers as to the territorial location, only 4% are displeased with the location. The average time of waiting for a public service in a line makes 10 min. The average time of rendering a public service also makes 10-15 min. This is with the exception of the public service 'Psychological support', the average time of rendering this service makes 30 min.

The relevance of the parameter 'Conditions of service of the employment center/territorial subdivision' is emphasized by >90% of respondents.

By considering the level of convenience to consumers, according to the respondents' observations, in most cases the queuing system was available (69%), a quarter of respondents found it difficult to answer this question (19%) since not in all employment centers the queuing system (if any) is used. They also found it difficult to answer the questions concerning the availability of the WC cold water dispenser and internet.

The analysis of satisfaction of the unemployed citizens with conditions of rendering of public services by the employment centers showed that the most frequent output of rendering of a public service for respondents was obtainment of the list of options for selection of public services (over 47%); however, one third of respondents received as of the date of application the set of documents according to the selected option of the public service (29.7%) and absence of the positive output in respect of the vacancy options is the most common reason for dissatisfaction. Insufficient number of vacancies for the efficient searching for work is emphasized by 90% of respondents.

Summary: The continuous monitoring system is laid to the basis of the concept of the electronic government for implementation of the feedback between the executive authorities and population and plays an important role in democratization of the state power as it ensures the monitoring of response to the activities of the executive authorities and may be used by the state for improvement of the public services system (Maslennikov, 2011). The similar principles of operation of the monitoring system may be applied by the development of the system of rendering public services by employment centers.

The requirements to organization of the feedback with the population in terms of a citizen and government authority it is divided into an active one where the feedback initiator is a citizen and the passive one when an institution contacts a citizen in order to determine the level of satisfaction with services rendered.

By methods of expression the feedback may appear as complains, proposal, comments of activity. The establishment of the stable and reliable feedback between the government authorities and costumers is also essential by organization of work on development and implementation of the standards of rendering public services at employment centers (Maslennikov, 2011) where the feedback is performed through oral and written citizen appeals including records in the comments book, applying by telephone and post.

The local authorities also act as initiators of conducting regular surveys among the employees that directly contact with the population during the process of rendering public services for the purposes of detection of shortcomings and collection of proposals for achievement of the required level of the services quality, determine the trends of optimization of services rendered by centers by means of testing on the focus groups of the public services consumers, perform the monitoring of mass media in terms of operation of the 'one contact' system (Maslennikov and Skamay, 2011). The reports on the basis of analysis of the level of the population satisfaction constitute the basis for development of the modern 'intelligent business technologies'.

Thus, implementation of the feedback principle in practice allows to not only exercise the efficient and in-process control over executive officers rendering public services but also take timely measures aimed at improving the quality and procedure of service rendering by implementation of the 'intelligent business technologies' as the driver of growth in efficiency.

CONCLUSION

Thus, by analyzing the integrated survey data one may state that most of consumers of public services rendered by the employment centers have higher education; women are more active in searching for work regardless of whether they are already registered as employed or are considered to be employed citizens at the moment.

The analysis of satisfaction with the work of employment centers allows noting that those applied find the territorial location of employment centers to be

convenient for visiting, emphasize accessibility of information about services rendered by the employment center/territorial subdivision and compliance with deadlines of rendering services.

However, only one-third of those applied received certain positive results from a particular public service. By considering the level of convenience to the consumers of public services one should think of improvement of conditions.

The marketing policy in respect of formation of the positive apprehension of the employment center image among citizens requires significant adjustments. The official guidelines concerning applying to an employment center and the range of the products offered do not arouse interest in using the public services.

The results of the survey allow stating the necessity of introduction of changes to the operation of the Moscow employment service such as: availability of the labor market monitoring system (Maslennikov, 2011) as indicator of efficiency of rendering public services by subordinate agencies as well as assessment of satisfaction of unemployed citizens and employers with the quality of the public services rendered.

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