Quality of the municipal service and satisfaction of the citizens of Piura 2021

Calidad del servicio municipal y satisfacción de los ciudadanos de Piura 2021

Qualidade do serviço municipal e satisfação dos cidadãos de Piura 2021

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ABSTRACT

The objective of the research has been to determine the relationship between the quality of the municipal service and the satisfaction of the citizens of Piura 2021.

To meet this objective, we collected data using the survey technique and, as an instrument, the questionnaire, which we applied to a random sample of 384 citizens.

Once the data was collected, we created a database using SPSS Version 25, from which we described the variables (descriptive statistics) and the corresponding hypothesis tests (inferential statistics).

The main conclusion we have reached, with the investigation, has been that there is a significant relationship between the quality of the municipal service and the satisfaction of the citizens of Piura 2021.

Keywords: Service quality, satisfaction.

RESUMEN

El objetivo de la investigación ha sido determinar la relación que existe entre la calidad del servicio municipal y la satisfacción de los ciudadanos de Piura 2021.

Para cumplir con dicho objetivo, recogimos los datos utilizando la técnica de la encuesta y, como instrumento, el cuestionario, que aplicamos a una muestra aleatoria de 384 ciudadanos.

Una vez recogidos los datos, elaboramos una base de datos utilizando el SPSS Versión 25, a partir de la cual hicimos la descripción de las variables (la estadística descriptiva) y las pruebas de hipótesis correspondientes (la estadística inferencial).

La principal conclusión a que hemos arribado, con la investigación, ha sido que existe una relación significativa entre la calidad del servicio municipal y la satisfacción de los ciudadanos de Piura 2021.

Palabras clave: Calidad del servicio, satisfacción.

RESUMO

O objetivo da pesquisa foi determinar a relação entre a qualidade do serviço municipal e a satisfação dos cidadãos de Piura 2021.

Para cumprir este objetivo, recolhemos dados utilizando a técnica de inquérito e, como instrumento, o questionário, que aplicámos a uma amostra aleatória de 384 cidadãos.

Uma vez coletados os dados, criamos um banco de dados no SPSS Versão 25, a partir do qual descrevemos as variáveis (estatística descritiva) e os correspondentes testes de hipóteses (estatística inferencial).

A principal conclusão a que chegamos, com a investigação, foi que existe uma relação significativa entre a qualidade do serviço municipal e a satisfação dos munícipes de Piura 2021.

Palavras-chave: Qualidade do serviço, satisfação.

INTRODUCTION

In general, institutions must make efficient and effective use of their resources. When it comes to private institutions, logically, the owners try to satisfy their clients and obtain the maximum return on their investments. In any case, if you are not successful in your undertaking, the losses are the individual or the group that owns the company. On the other hand, when it comes to public institutions (central government, regional governments, local governments, etc.), it is about offering the best service, to achieve maximum citizen satisfaction. In this case, if public management is not successful, resources that belong to all citizens will have been wasted.

Regarding the quality of service, there are various definitions. The Royal Spanish Academy (2014) maintains that quality is the "Property or set of properties inherent to something, which allow its value to be judged".

Ishikawa (1986) states that quality is intended to "develop, design, manufacture and maintain the product (...) that is the most economical, the most useful and always satisfactory for the consumer" (p. 40).

Sanabria et al. (2014) consider quality "as a process that goes through and affects the entire organization, from its smallest unit to the one that is directly related to the total functioning of the system, multidimensionalizing the value chain and the actors involved" (p. 205).

Duque (2005) considers that quality, from the client's perspective, "is the perceived quality and its evaluation depends on the specific characteristics of the service, the clients and the context in which they operate" (p. 76).

Matsumoto (2014) defines service quality as an "evaluation process where the consumer compares their expectations against their perceptions. That is to say, the measurement of quality is carried out through the difference between the service that the client expects, and the one that he receives from the company (pp. 184-185).

Villalba (2013) maintains that, in a synthesis of the different perspectives, the authors agree that the measurement of service quality can be seen in principle as "a subjective construct that owes its essence to the way consumers perceive said quality, so that the best way to measure it is through the perception emitted by the final judge, who is the consumer" (pp. 69-70).

Regarding satisfaction, there are also different definitions. Zeithaml and Bitner (2002) argue that customer satisfaction is "the evaluation made by the

customer regarding a product or service, in terms of whether it met their needs and expectations" (p. 103).

Douglas (2007) states that customer satisfaction "is a term to measure in a specific transaction, if the perception regarding the service received by the customer meets or exceeds their expectations" (p. 329).

Kotler (2002) considers that customer satisfaction is a function of "perceived performance and expectations, if performance matches expectations, the customer is satisfied" (p. 21).

Dutka (1994) argues that satisfaction is the expectations and demands of the client and determines to what extent a company and its main competitors are successful in satisfying those expectations and demands" (p. 9).

Vavra (2003) maintains that satisfaction is a subjective judgment of the client who experiences when evaluating what is perceived of his previous experience of our product or service and of the organization with the true performance of our product or service and the contact with our organization.

Regarding the relationship between the quality of service and satisfaction, many investigations have been carried out.

Garay (2020), in his thesis, set out to "Evaluate citizen satisfaction and the quality of the service of the Social Concentration Directorate of the municipality of Monterrey during the 2015-2018 administration" (p. 14), in a correlational investigation , with a non-experimental and cross-sectional design, using the survey technique and, as an instrument, the questionnaire that was applied to 186 citizens, reaching the conclusion that "the satisfaction of the citizens and the quality of the service of the Directorate of Social Concertation, it was observed that the citizens who made complaints are in the middle ground" (p. 113).

Bernal et al. (2017), in their article, set out to "analyze service quality, user satisfaction and the relationship that exists between these two study variables" (p. 37), in a correlational, non-experimental and non-experimental design research. cross-sectional, using the survey technique and, as an instrument, the questionnaire that was applied to 876 users of eight public hospitals in the state of Tamaulipas, Mexico, reaching the conclusion that "there is a good

perception by the beneficiaries, statistically their level of satisfaction will be favored, as shown by this research where both variables studied were rated with trends whose responses mainly range between good and excellent" (p. 45).

Mosquera (2020), in his article, set out to "analyze the information on the quality of service in the care provided to the user in the Ministry of Labor, Regional Guayaquil", in a correlational investigation, of non-experimental design and of cross-sectional, using the survey technique and, as an instrument, the questionnaire that was applied to 136 users, concluding that 90.44% feel satisfied with the care they received, which demonstrated the importance of officials As an element to measure satisfaction, however, there were aspects such as the waiting time and the knowledge of the officials, which were considered of good quality.

Figueroa (2020), in his thesis, set out to "Determine the incidence of Service Quality of the MAC Center on user satisfaction, Ventanilla, 2019" (p. 6), in a correlational investigation, with a non-experimental design and cut cross-sectional, using the survey technique and, as an instrument, the questionnaire that was applied to 62 users, concluding that there has been a significant relationship between the quality of the MAC Center service and user satisfaction in Ventanilla, 2019.

Santos, (2019), in his thesis, set out to "Determine the relationship that exists between the quality of the service and the satisfaction of the user under the institutional political perception in the administration of justice of Huancayo-2018" (p. 44), in a correlational research, non-experimental design and cross-sectional, using the survey technique and, as an instrument, the questionnaire that was applied to 250 defendants, reaching the conclusion that "there is a high significant relationship between the quality of the service and the user satisfaction under institutional political perception in the justice administration of Huancayo-2018" (p. 140).

Velásquez (2019), in his thesis, set out to "determine the impact of service quality on outpatient user satisfaction in a Network of the Ministry of Health, in 2019" (p. 7), in a correlational investigation, with a non-experimental and cross-sectional design, using the survey technique and, as an instrument, the questionnaire that was applied to 242 users,

concluding that there is a significant relationship between service quality and user satisfaction.

Our article raised the following general problem: What is the relationship between the quality of the municipal service and the satisfaction of the citizens of Piura 2021? From which the following specific problems were derived: 1. What relationship exists between the tangibility of the municipal service and the satisfaction of the citizens of Piura 2021? 2. What relationship exists between the reliability of the municipal service and the satisfaction of the citizens of Piura 2021? 3. What relationship exists between the response capacity of the municipal service and the satisfaction of the citizens of Piura 2021?

In accordance with these research problems, the article raised the following objectives. General objective: Determine the relationship between the quality of the municipal service and the satisfaction of the citizens of Piura 2021. Specific objectives: 1. Determine the relationship between the tangibility of the municipal service and the satisfaction of the citizens of Piura 2021. 2. Determine the relationship between the reliability of the municipal service and the satisfaction of the citizens of Piura 2021. 3. Determine the relationship between the responsiveness of the municipal service and the satisfaction of the citizens of Piura 2021.

And in response to the formulated research problems, we proposed the following hypotheses. General hypothesis: There is a significant relationship between the quality of the municipal service and the satisfaction of the citizens of Piura 2021. Specific hypotheses: 1. There is a significant relationship between the tangibility of the municipal service and the satisfaction of the citizens of Piura 2021. 2. There is a significant relationship between the reliability of the municipal service and the satisfaction of the citizens of Piura 2021. 3. There is a significant relationship between the responsiveness of the municipal service and the satisfaction of the citizens of Piura 2021.

METHOD

The research is of a correlational type, with a non-experimental and cross-sectional design.

Utilizó el método estadístico que consiste en recopilar datos (en este caso utilizando la encuesta y, como instrumento, el cuestionario), organizar los datos (a través de tablas), presentar los datos (en este caso, a través de gráficos de barras), describir los datos (utilizando frecuencias absolutas, relativas y acumuladas) y realizar las pruebas de hipótesis (en este caso utilizando el test chi cuadrado).

It used the statistical method that consists of collecting data (in this case using the survey and, as an instrument, the questionnaire), organizing the data (through tables), presenting the data (in this case, through bar graphs) , describe the data (using absolute, relative and cumulative frequencies) and perform the hypothesis tests (in this case using the chi square test).

The sample size was obtained using the statistical formula for large populations, which is as follows.

$$n = \frac{Z^2 * p * q}{E^2}$$

Where: n is the sample size for large populations; Z is the value of the abscissa in the standardized normal, p is the probability of hitting, q is the probability of not hitting and E is the allowed error. With a significance level of 5%, a maximum variance (which is equivalent to p = q = 0.5) and an allowed error of 5%, a value for n = 384 was obtained.

To prepare the questionnaire, each of the variables was disaggregated into three dimensions; each dimension was measured with three indicators and each indicator with three questions, so that each questionnaire had a total of 27 questions. The people surveyed were adults, half of whom were men and half women.

To measure the reliability of the instrument, Cronbach's alpha was used, whose value reached 0.99 and its validation was done through the judgment of three experts, doctors with experience and knowledge in this type of research.

With the data obtained by applying the questionnaire, a database was created using the SPSS software, which allowed us to obtain the descriptive and inferential results of the research.

RESULTADOS

Descriptive results on the quality of the service

Table 1

Presents the answers of the respondents on the tangibility of the service provided by the Municipality of Piura.

Table 1

Results on the tangibility of the service

Class	Frequency	Percentage	Accumulated percentage
Strongly disagree	67	17.4	17.4
In disagreement	129	33.6	51.0
Neither agree nor disagree	98	25.5	76.6
In agreement	43	11.2	87.8
Totally agree	47	12.2	100.0
Total	384	100.0	

Source: The survey

Said table shows that the majority of those surveyed (33.6%) disagree with the tangibility of the service provided by the Municipality of Piura; 25.5% neither agree nor disagree; 17.4% completely agree; 12.2% strongly agree and 11.2% agree, as illustrated in figure 1.

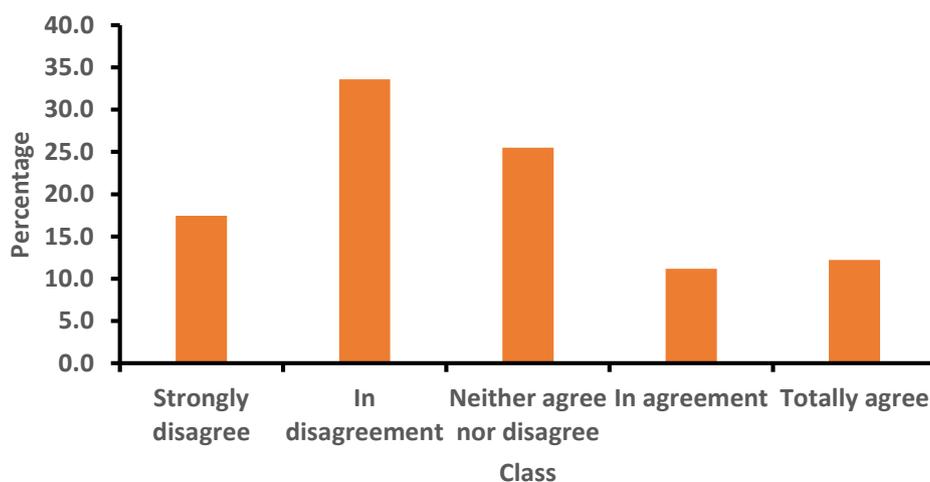**Figure 1 Results on the tangibility of the service**

Table 2

Presents the responses of those surveyed on the reliability of the service provided by the Municipality of Piura.

Table 2

Results on service reliability

Class	Frequency	Percentage	Accumulated percentage
Strongly disagree	107	27.9	27.9
In disagreement	146	38.0	65.9
Neither agree nor disagree	52	13.5	79.4
In agreement	29	7.6	87.0
Totally agree	50	13.0	100.0
Total	384	100.0	

Source: The survey

Said table shows that the majority of those surveyed (38.0%) disagree with the reliability of the service provided by the Municipality of Piura; 27.9% strongly disagree; 13.5% neither agree nor disagree; 13.0% strongly agree and 7.6% agree, as illustrated in figure 2.
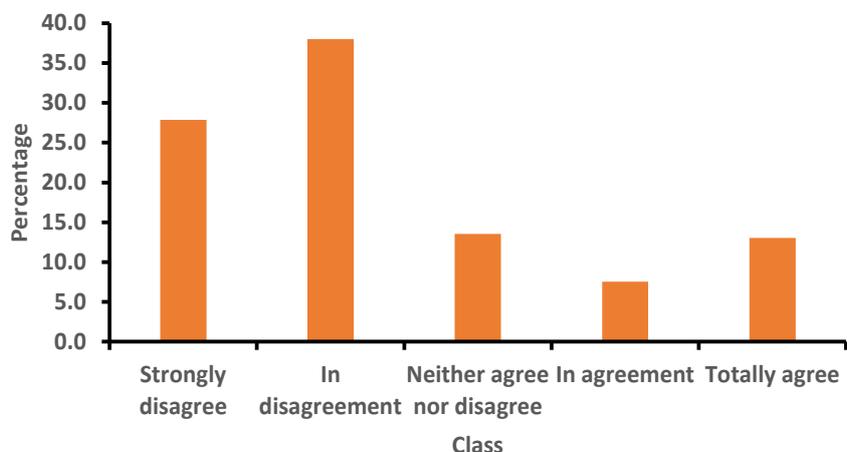
Figure 2 Results on service reliability

Table 3

Presents the responses of those surveyed on the response capacity of the service provided by the Municipality of Piura.

Table 3

Results on the response capacity of the service

Class	Frequency	Percentage	Accumulated percentage
Strongly disagree	6	1.6	1.6
In disagreement	84	21.9	23.4
Neither agree nor disagree	202	52.6	76.0
In agreement	38	9.9	85.9
Totally agree	54	14.1	100.0
Total	384	100.0	

Source: The survey

Said table shows that the majority of those surveyed (52.6%) neither agree nor disagree with the response capacity of the service provided by the Municipality of Piura; 21.9% disagree; 14.1% strongly agree; 9.9% agree and 1.6% strongly disagree, as illustrated in figure 3.

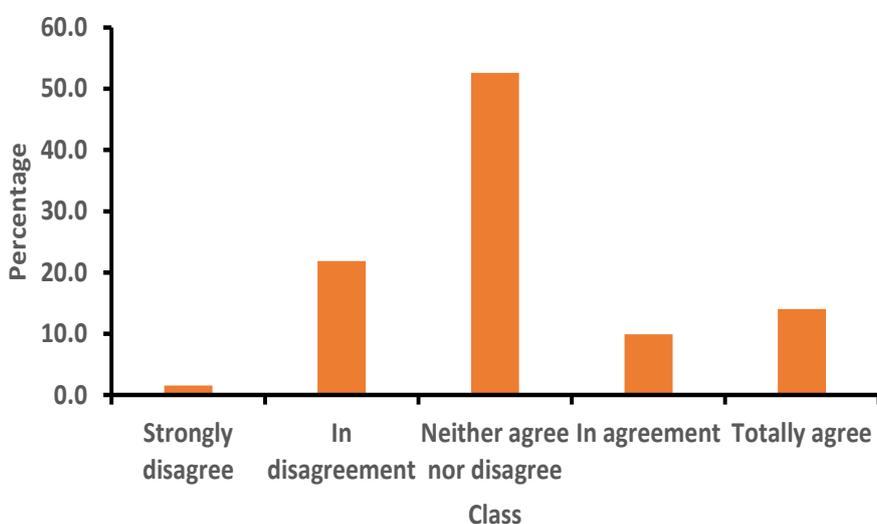**Figure 3 Results on the capacity of the service**

Presents the responses of those surveyed on the quality of the service provided by the Municipality of Piura.
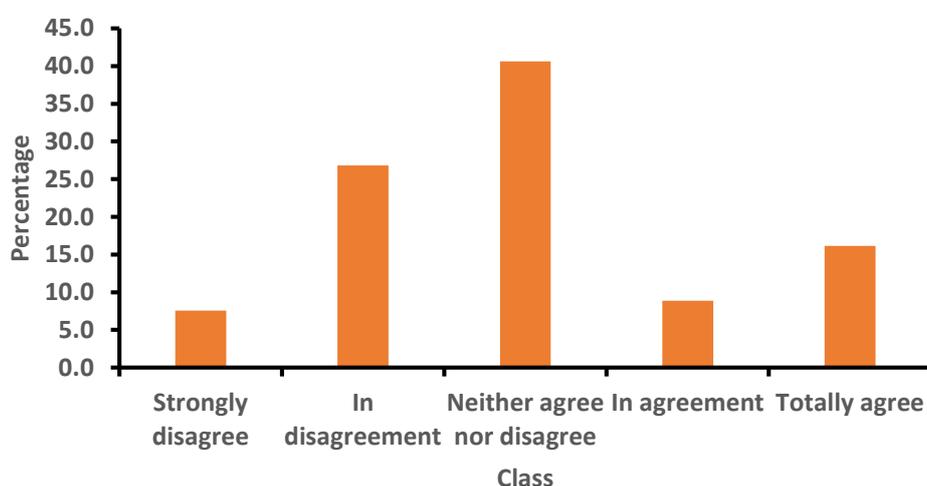
Table 4

Results on the quality of service

Class	Frequency	Percentage	Accumulated percentage
Strongly disagree	29	7.6	7.6
In disagreement	103	26.8	34.4
Neither agree nor disagree	156	40.6	75.0
In agreement	34	8.9	83.9
Totally agree	62	16.1	100.0
Total	384	100.0	

Source: The survey

Said table shows that the majority of those surveyed (40.6%) neither agree nor disagree with the quality of the service provided by the Municipality of Piura; 26.8% disagree; 16.1% totally agree; 8.9% agree and 7.6% strongly disagree, as illustrated in figure 4.

Figure 4 Results on the quality of service

Descriptive results on citizen satisfaction

Table 5

Presents the responses of those surveyed on the satisfaction of citizens with the service provided by the Municipality of Piura.

Table 5

Results on service satisfaction

Class	Frequency	Percentage	Accumulated percentage
Strongly disagree	82	21.4	21.4
In disagreement	120	31.3	52.6
Neither agree nor disagree	75	19.5	72.1
In agreement	59	15.4	87.5
Totally agree	48	12.5	100.0
Total	384	100.0	

Source: The survey

This table shows that the majority of respondents (31.3%) disagree that the service provided by the Municipality of Piura is satisfactory; 21.4% strongly disagree; 19.5% neither agree nor disagree; 15.4% agree and 12.5% strongly agree, as illustrated in figure 5.
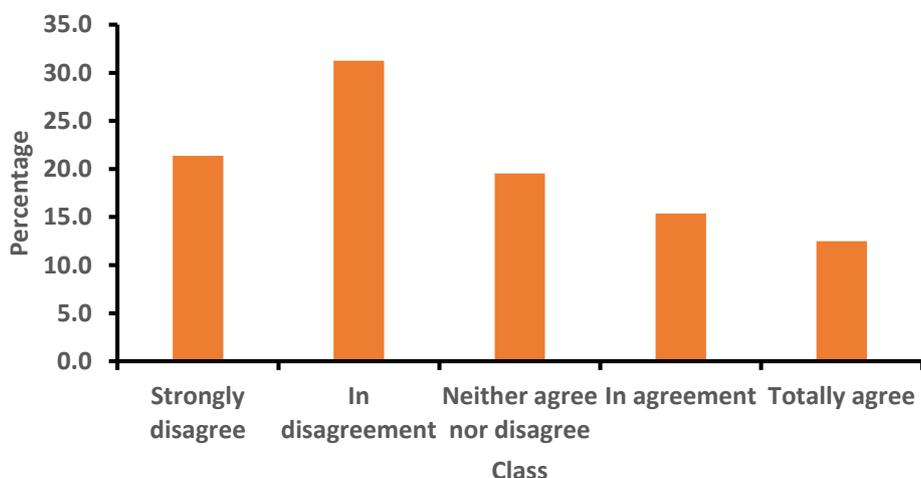
Figure 5 Results on service satisfaction

Table 6

Presents the responses of those surveyed on the satisfaction of citizens with the performance of the authorities of the Municipality of Piura.

Table 6

Results on satisfaction with the performance of the authorities

Class	Frequency	Percentage	Accumulated percentage
Strongly disagree	77	20.1	20.1
In disagreement	145	37.8	57.8
Neither agree nor disagree	59	15.4	73.2
In agreement	42	10.9	84.1
Totally agree	61	15.9	100.0
Total	384	100.0	

Source: The survey

Said table shows that the majority of those surveyed (37.8%) disagree with the performance of the authorities of the Municipality of Piura; 20.1% strongly disagree; 15.9% totally agree; 15.4% neither agree nor disagree and 10.9% agree, as illustrated in figure 6.

Figure 6 Results on satisfaction with the performance of the authorities
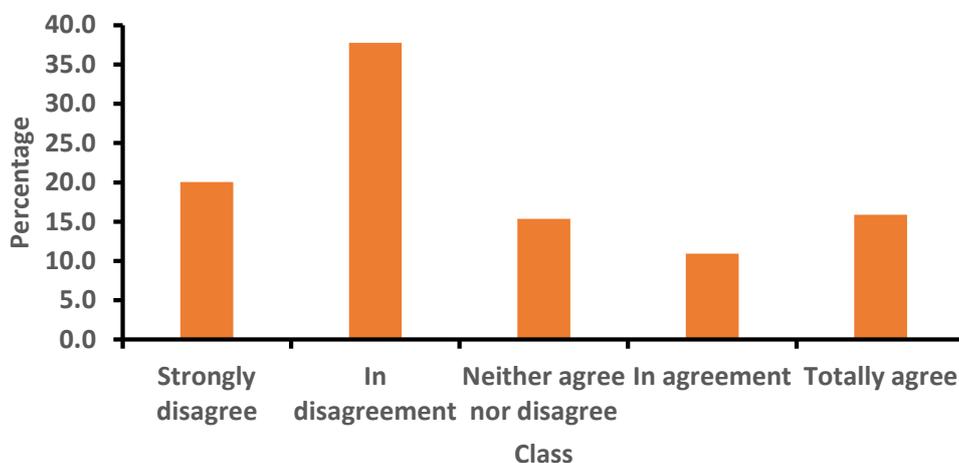
Table 7

Presents the answers of those surveyed about the performance of the workers of the Municipality of Piura.

Table 7

Results on satisfaction with the performance of workers

Class	Frequency	Percentage	Accumulated percentage
Strongly disagree	62	16.1	16.1
In disagreement	177	46.1	62.2
Neither agree nor disagree	51	13.3	75.5
In agreement	45	11.7	87.2
Totally agree	49	12.8	100.0
Total	384	100.0	

Source: The survey

Said table shows that the majority of those surveyed (46.1%) do not agree with the performance of the workers who provide services in the Municipality of Piura; 16.1% strongly disagree; 13.3% neither agree nor disagree; 12.8% strongly agree and 11.7% agree, as illustrated in figure 7.

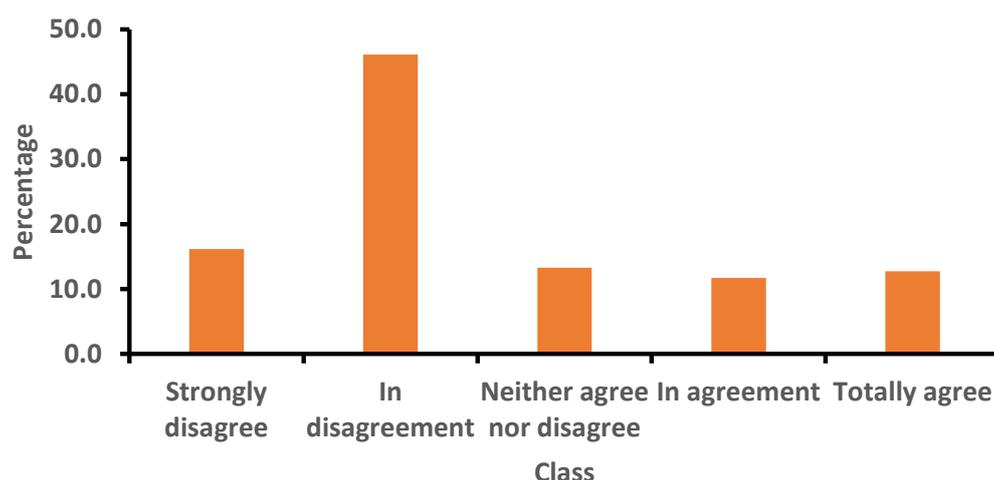**Figure 7 Results on satisfaction with the performance of workers**

Table 8

Presents the responses of those surveyed on the satisfaction of citizens with the service provided by the Municipality of Piura.

Table 8

Results on citizen satisfaction

Class	Frequency	Percentage	Accumulated percentage
Strongly disagree	75	19.5	19.5
In disagreement	105	27.3	46.9
Neither agree nor disagree	95	24.7	71.6
In agreement	45	11.7	83.3
Totally agree	64	16.7	100.0
Total	384	100.0	

Fuente: La encuesta

Said table shows that the majority of those surveyed (27.3%) are not satisfied with the service provided by the Municipality of Piura; 24.7% neither agree nor disagree; 19.5% strongly disagree; 16.7% strongly agree and 11.7% agree, as illustrated in figure 8.

Figure 8 Results on citizen satisfaction
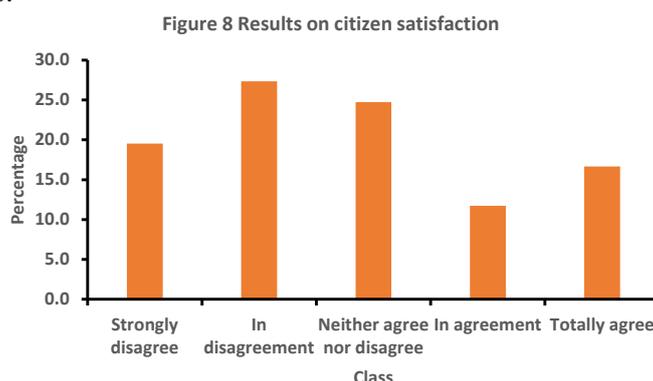
Inferential results

To test the hypothesis, we have used the chi-square test, taking into account the following criteria for accepting or rejecting the null hypothesis:

If the p value is greater than the level of significance established, then the null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected.

If the p value is less than the level of significance established, then the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted.

In the investigation we have used a significance level of 5% ($\alpha = 0.05$).

Regarding the first specific hypothesis, the hypothesis to be tested were the following:

H1: Existe una relación significativa entre la tangibilidad del servicio municipal y la satisfacción de los ciudadanos de Piura 2021.

H1: There is a significant relationship between the tangibility of the municipal service and the satisfaction of the citizens of Piura 2021.

From the database, the SPSS Version 25 software, we have obtained the cross table between the tangibility and the satisfaction of the citizens of Piura, which is shown in table 9.

Table 9
Cross table between tangibility and citizen satisfaction

Tangibility	Citizen satisfaction					Total
	Strongly disagree	In disagreement	Neither agree nor disagree	In agreement	Totally agree	
Strongly disagree	31	24	12	0	0	67
In disagreement	32	66	31	0	0	129
Neither agree nor disagree	12	15	52	19	0	98
In agreement	0	0	0	26	17	43
Totally agree	0	0	0	0	47	47
Total	75	105	95	45	64	384

Source: The survey

Using the data in table 9, SPSS Version 25 software has applied the chi-square test, the results of which are shown in table 10.

Table 10
Chi square test between tangibility and citizen satisfaction

	Value	df	p value
Pearson chi-square	539,173	16	0.000
Likelihood ratio	507.876	16	0.000
Linear by Linear Association	259.464	1	0.000
N of valid cases	384		

According to the established criteria and the results shown in table 10, we have that:

$$\text{p value} = 0.000 < \square = 0.05$$

Therefore, we reject the null hypothesis and accept the alternative hypothesis.

Regarding the second specific hypothesis, the hypothesis to be tested were the following:

H0: There is no significant relationship between the reliability of the municipal service and the satisfaction of the citizens of Piura 2021.

H1: There is a significant relationship between the reliability of the municipal service and the satisfaction of the citizens of Piura 2021.

From the database and, applying the SPSS Version 25 software, we have obtained the cross table between the reliability and the satisfaction of the citizens of Piura, which is shown in table 11.

Table 11

Cross table between reliability and citizen satisfaction

Reliability	Citizen satisfaction					Total
	Strongly disagree	In disagreement	Neither agree nor disagree	In agreement	Totally agree	
Strongly disagree	47	42	18	0	0	107
In disagreement	25	60	56	5	0	146
Neither agree nor disagree	3	3	21	25	0	52
In agreement	0	0	0	15	14	29
Totally agree	0	0	0	0	50	50
Total	75	105	95	45	64	384

Source: The survey

Using the data in table 11, SPSS Version 25 software has applied the chi-square test, the results of which are shown in table 12.

Table 12

Chi square test between reliability and satisfaction

	Value	df	p value
Pearson chi-square	539,732	16	0.000
Likelihood ratio	499.797	16	0.000
Linear by Linear Association	272.823	1	0.000
N of valid cases	384		

According to the established criteria and the results shown in table 12, we have that:

$$\text{p valor} = 0.000 < \alpha = 0.05$$

Therefore, we reject the null hypothesis and accept the alternative hypothesis.

Regarding the third specific hypothesis, the hypothesis to be tested were the following:

H0: There is no significant relationship between the response capacity of the municipal service and the satisfaction of the citizens of Piura 2021.

H1: There is a significant relationship between the response capacity of the municipal service and the satisfaction of the citizens of Piura 2021.

From the database and, applying the SPSS Version 25 software, we have obtained the cross table between the response capacity and the satisfaction of the citizens of Piura, which is shown in table 13.

Table 13

Cross table between response capacity and citizen satisfaction

Response capacity	Citizen satisfaction					Total
	Strongly disagree	In disagreement	Neither agree nor disagree	In agreement	Totally agree	
Strongly disagree	3	3	0	0	0	6
In disagreement	40	35	5	4	0	84
Neither agree nor disagree	32	67	88	15	0	202
In agreement	0	0	2	26	10	38
Totally agree	0	0	0	0	54	54
Total	75	105	95	45	64	384

Source: The survey

Using the data in table 13, SPSS Version 25 software has applied the chi-square test, the results of which are shown in table 14.

Table 14

Chi square test between response capacity and satisfaction

	Value	df	p value
Pearson chi-square	546,562	16	0.000
Likelihood ratio	475.177	16	0.000
Linear by Linear Association	252.481	1	0.000
N of valid cases	384		

According to the established criteria and the results shown in table 14, we have that:

$$p \text{ valor} = 0.000 < \alpha = 0.05$$

Therefore, we reject the null hypothesis and accept the alternative hypothesis.

Regarding the general hypothesis, the hypothesis to be tested were the following:

H0: There is no significant relationship between the quality of the municipal service and the satisfaction of the citizens of Piura 2021.

H1: There is a significant relationship between the quality of the municipal service and the satisfaction of the citizens of Piura 2021.

From the database and, applying the SPSS Version 25 software, we have obtained the cross table between the quality of the service and the satisfaction of the citizens of Piura, which is shown in table 15.

Table 15

Cross table between service quality and citizen satisfaction

Service quality	Citizen satisfaction					Total
	Strongly disagree	In disagreement	Neither agree nor disagree	In agreement	Totally agree	
Strongly disagree	23	6	0	0	0	29
In disagreement	32	50	21	0	0	103
Neither agree nor disagree	20	49	74	13	0	156
In agreement	0	0	0	32	2	34
Totally agree	0	0	0	0	62	62
Total	75	105	95	45	64	384

Source: The survey

Using the data in table 15, SPSS Version 25 software has applied the chi-square test, the results of which are shown in table 16.

Table 16

Chi square test between service quality and citizen satisfaction

	Value	df	p value
Pearson chi-square	721,167	16	0.000
Likelihood ratio	575.671	16	0.000
Linear by Linear Association	279.114	1	0.000
N of valid cases	384		

According to the established criteria and the results shown in table 16, we have that: p valor = 0.000 < □ = 0.05

Therefore, we reject the null hypothesis and accept the alternative hypothesis

DISCUSSION AND CONCLUSIONS

In the first place we must indicate that the results obtained in the investigation are congruent with the conclusions reached by the national and international antecedents that we have glossed, in the sense that the quality of the service is not independent of the satisfaction of the users, in this case the citizens of the city of Piura, that is, in other words, that they have a significant relationship.

Second, according to the research results, we can conclude that:

1. There is a significant relationship between the tangibility and the satisfaction of the citizens of the city of Piura.
2. There is a significant relationship between reliability and satisfaction of the citizens of the city of Piura.
3. There is a significant relationship between the response capacity and the satisfaction of the citizens of the city of Piura.
4. There is a significant relationship between the quality of the service and the satisfaction of the citizens of the city of Piura.

In fact, there is a relationship because citizens' perception of quality tends to be as low as their satisfaction.

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