



The Evaluation of Municipality's Performance of Oshnoyeh City Based on Measuring the Citizen's Satisfaction Toward Municipal Services

KEYWORDS

Performance evaluation - Citizen's satisfaction – Municipal Services - Municipality of Oshnoyeh city.

Hassan Houshyar

Department of Geography and Urban Planning, University of Payame Noor in Iran

ABSTRACT Assessment of municipal performance and the services that provide, has objective and subjective dimensions ,can be formed Objectively ,and measure the quality of services based on their performance relative to external standards of municipality And the subjective feelings of the people and their satisfaction toward city services, the quality of the municipality's performance . The main objective of this study was to measure citizen satisfaction of the city council and the factors affecting its performance Oshnoyeh.

This is the method using a questionnaire survey .The results indicate that a general satisfaction level of citizens toward the performance of municipality of Oshnoyeh is low.

But the social characteristics of the respondents such as gender, age, education indicate that there is a significant difference between variables.

Introduction

After the formation of life and time, human interaction in economic, social, and political, Was more complex (Bryman, 2006: 126). Economic development, industrial development, trade and technology-related phenomena in cities for urban living created numerous problems (Taheri, 2001: 10). And the formation of an organization to produce goods (golabi, 2006: 114) and services and manage citizens to accept responsibility (hekmat nia, 2008: 2) that is necessitated to Organizational development strategy, which was named the best city to meet the needs and expectations of the civilized world has been used in countless urban residents When municipalities achieve their goals and maintain a balance between present and future needs of the citizens they will be able to have the full satisfaction of performance (barekpour, 2011: 203).

Satisfaction of the citizens of the city and the services that municipalities provide is the important factor in motivating people to participate in urban development and improve the quality of our Location. While the public dissatisfaction of performance and feelings of discrimination in the provision of services which provide by the municipality, led to despair, hopelessness and lack of responsibility for the citizens. In this study, the Citizens' satisfaction toward Municipal Services , cultural and economic impact and various factors such as age, sex and cultural satisfaction was considered.

The importance and necessity of research

Today, all organizations have found that customer satisfaction guarantee organization. It is important to realize is that the increased number of clients; Attract and keep customers and achieve higher profits length of continuous service with the quality of institutions and service companies are concerned. Quality components such as, activities behavior and dealing with clients, the cost of Services, transparency and notification of appropriate factors the satisfaction of the people who receive services in connection with the organs, thereby increasing public confidence and support for the administrative system is the largest investor also provide (Massoudi, 2006, 76). So to minimize dissent and to achieve maximum satisfaction for the organization and for urban residents is of great importance importance. Therefore, the performance assessment organizations (especially municipalities) constitute an essential part of leading organizations. This type of evaluation from different perspectives and are based on different models, it is very common in Western countries and the comments urban citizens and has become a value. Among the various organiza-

tions, the municipality of devices that communicate regularly and closely with the public and various sectors, Such as the issuance of a building permit and a Certificate of Completion issued and amendment Unlike buildings, separation issuing permits, land use change, pay toll, business transactions, offenses and other issues such as clean streets and city council asphalt streets and related traffic and provide services to citizens. Therefore, this study because of the importance of municipal services is imperative for today's modern lifestyle is important because today's life without taking advantage of these services, on the other hand, urban residents and the satisfaction of the service is not possible.

Research objectives

Hence this investigation "Oshnoyeh citizen satisfaction survey of municipal performance of Oshnoyeh, in addition, in this study, the following detailed objectives are as follows:

Overall satisfaction rate of municipal citizens Oshnoyeh extent.

Comments and suggestions for improving the quality of citizen services are?

Research hypothesis

There is a significant relationship between age and satisfaction of the citizens toward the municipality's performance.

There is a significant relationship between gender and satisfaction of the citizens toward the municipality's performance.

There is a significant relationship between job and satisfaction of the citizens toward the municipality's performance.

There is a significant relationship between education and satisfaction of the citizens toward the municipality's performance.

Materials and Methods

Due to nature and components of the approach is the research method is survey research with questionnaire. In addition to strengthen the theoretical foundation and careful data collection, studying documents method has been used. Population of this study are Oshnoyeh citizens, which are 32,000 people (Iran Statistical Center, 2012), and the sample size was calculated using Cochran formula (Hafez nia , 2010: 117).that is equivalent of 375 questionnaires (n) .Range of sampling is Likert-type (n = 5) which is calculated with standard error of 5% and a confidence level of 95%.

In this research, to analyze data and hypothesis testing, descriptive and inferential statistics with Spss software has been used.

Analays of Data

Age and Satisfaction

To examine the relationship between age and satisfaction of citizens toward the performance of Municipality, Pearson correlation test was used. The results have been shown in Table 1.

| | | Satisfaction | Age |
|--------------|---------------------|--------------|--------|
| Satisfaction | Pearson Correlation | 1 | -.131* |
| | Sig. (2-tailed) | | .039 |
| | N | 250 | 250 |
| Age | Pearson Correlation | -.131* | 1 |
| | Sig. (2-tailed) | .039 | |
| | N | 250 | 250 |

*. Correlation is significant at the 0.05 level (2-tailed).

As it can be seen in the table, there is a relationship between these two variables and This conclusion is based on the significance level obtained from Table 1, which is equal to 0/039 and it is less than 0/05,so the null hypothesis is approved ,and H1 hypothesis is rejected.

Also, the correlation coefficient between the two variables equal to -0/13 which is indicative of an inverse relationship between these two variables, which means Whatever grow older , citizens will be less satisfied.

Sex and Satisfaction

To investigate this hypothesis, the t-test was used. The test results are shown in Table 2 and 3.

| Gender | | N | Mean | Std. Deviation | Std. Error Mean |
|--------------|--------|-----|--------|----------------|-----------------|
| Satisfaction | Female | 97 | 3.3851 | .62618 | .06358 |
| | male | 153 | 3.2813 | .71373 | .05770 |

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|--------------|-----------------------------|-----------------------------------------|------|------------------------------|---------|-----------------|-----------------|-----------------------|-------------------------------------------|--------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Satisfaction | Equal variances assumed | 1.526 | .218 | 1.174 | 248 | .242 | .10378 | .08841 | -.07035 | .27791 |
| | Equal variances not assumed | | | 1.209 | 223.506 | .228 | .10378 | .08586 | -.06542 | .27297 |

Table results suggest that the degree of satisfaction between men and women about the performance of the municipality is same, and there is no difference between their satisfactions toward the performance of municipality.

This conclusion is based on the significance level obtained from Table 3, which is equal to 0/242

And since this value is greater than the basis 0/05, so the null hypothesis is rejected, and H1 hypothesis is approved.

Job and satisfaction

To examine the relationship between job and satisfaction,

one way ANOVA was used.

The results are shown in Table 4 and 5.

| Satisfaction | | | | | |
|----------------|----------------|-----|-------------|-------|------|
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 5.265 | 4 | 1.316 | 2.920 | .022 |
| Within Groups | 110.447 | 245 | .451 | | |
| Total | 115.712 | 249 | | | |

| Satisfaction LSD | (I) Different | (J) Different | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|------------------|---------------|---------------|-----------------------|------------|------|-------------------------|-------------|
| | | | | | | Lower Bound | Upper Bound |
| free job | Shopkeeper | Employee | .04977 | .15826 | .753 | -.2619 | .3615 |
| | | Student | .06575 | .15518 | .672 | -.2399 | .3714 |
| | | Other jobs | -.20548 | .14557 | .159 | -.4922 | .0813 |
| | | free job | -.27097* | .13306 | .043 | -.5331 | -.0089 |
| Shopkeeper | Employee | free job | -.04977 | .15826 | .753 | -.3615 | .2619 |
| | | Student | .01598 | .15518 | .918 | -.2897 | .3216 |
| | | Other jobs | -.25525 | .14557 | .081 | -.5420 | .0315 |
| | | free job | -.32074* | .13306 | .017 | -.5828 | -.0587 |
| Employee | Shopkeeper | free job | -.06575 | .15518 | .672 | -.3714 | .2399 |
| | | Student | -.01598 | .15518 | .918 | -.3216 | .2897 |
| | | Other jobs | -.27123 | .14223 | .058 | -.5514 | .0089 |
| | | free job | -.33672* | .12939 | .010 | -.5916 | -.0819 |
| Student | free job | Shopkeeper | .20548 | .14557 | .159 | -.0813 | .4922 |
| | | Employee | .25525 | .14557 | .081 | -.0315 | .5420 |
| | | Other jobs | .27123 | .14223 | .058 | -.0089 | .5514 |
| | | free job | -.06549 | .11769 | .578 | -.2973 | .1663 |
| Other jobs | free job | Shopkeeper | .27097* | .13306 | .043 | .0089 | .5331 |
| | | Employee | .32074* | .13306 | .017 | .0587 | .5828 |
| | | Student | .33672* | .12939 | .010 | .0819 | .5916 |
| | | free job | .06549 | .11769 | .578 | -.1663 | .2973 |

*. The mean difference is significant at the 0.05 level.

This conclusion is based on the significance level obtained from Table5, which is equal to 0/02 and it is less than 0/05, so the null hypothesis is approved, and H1 hypothesis is rejected.

So we can say that between the types of jobs and people who are working in these jobs and their satisfaction toward the performance of municipality is different. In order to investigate this difference, post hoc test was carried out, Based on LSD test ,these differences among employed jobs and other jobs (/04),shopkeeper and other jobs(/017) and between employee and student jobs(/05) and between employee and other jobs(/01) is obtained. In other words, this hypothesis is approved that type of job can impact the citizen's s satisfaction toward the performance of Municipality.

Relationship between education and satisfaction

To investigate the relationship between education and satisfaction of citizens, one-way ANOVA was used. The results are shown in Table 6 and 7.

Table 6: ANOVA

| Satisfaction | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 8.077 | 2 | 4.039 | 9.268 | .000 |
| Within Groups | 107.634 | 247 | .436 | | |
| Total | 115.712 | 249 | | | |

Table 7: Multiple Comparisons

| Satisfaction LSD | (I) Education | (J) Education | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|------------------|---------------|---------------|-----------------------|------------|------|-------------------------|-------------|
| | | | | | | Lower Bound | Upper Bound |
| Illiterate | Guidance | Collegiate | .44010* | .15065 | .004 | .1434 | .7368 |
| | | Collegiate | .45910* | .10790 | .000 | .2466 | .6716 |
| Guidance | Illiterate | Collegiate | -.44010* | .15065 | .004 | -.7368 | -.1434 |
| | | Collegiate | .01900 | .12720 | .881 | -.2315 | .2695 |
| Collegiate | Illiterate | Guidance | -.45910* | .10790 | .000 | -.6716 | -.2466 |
| | | Guidance | -.01900 | .12720 | .881 | -.2695 | .2315 |

*. The mean difference is significant at the 0.05 level.

Conclusion

This conclusion is based on the significance level obtained from Table 4, and since this value is less than the basis 0/05, so the null hypothesis is approved, and H1 hypothesis is rejected. Thus, the relationship among respondents with different education and their satisfaction toward the performance of municipality is different. In order to investigate this difference, post hoc test was carried out, Based on this test ,the difference between illiterates and primary school education(/000), and illiterates and guidance school education(0/004), and illiterates and high school education(0.007),and illiterates and Collegiate education(0/000),and Collegiate education and primary school education(/02) were obtained.

In other words, these classes have different degrees of satisfaction toward municipal services.

Suggestions

- The expectation was that one of the variables has inverse relationship satisfaction rate urbanites. This means that

the higher the expectations of urbanites rate their satisfaction decreases and vice versa, the results of this analysis, it "is evident. Therefore is necessary due to the high expectations of citizens, necessary measures should be taken to enhance the quality of service.

- The analysis showed that the attitude of the citizens of the municipality, has a tendency towards more negative, this indicates that people than status of Municipality. The use of financial Resources State for Municipal affairs and the NGO and public information and are not aware of. Thus, it is necessary to inform the public opinion about this can be done and than be aware of this.
- Due to the age and level of satisfaction, the older a higher the satisfaction rate has dropped, it is necessary in providing municipal of his services to all age groups to consider.

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