Hue University Journal of Science: Agriculture and Rural Development
pISSN: 2588-1191; eISSN: 2615-9708
Vol. 131, No. 3C, 2022, P. 13–26, DOI: 10.26459/hueunijard.v131i3C.6702

LAND USER SATISFACTION WITH PUBLIC ADMINISTRATIVE SERVICES AT LAND REGISTRATION OFFICE BRANCH IN BINH SON DISTRICT, QUANG NGAI PROVINCE

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(*Received: February 16, 2022; Accepted: May 18, 2022*)

Abstract. Land user satisfaction is one of the essential factors reflecting the quality of public administrative services provided by state administrative agencies. The study is based on a survey of 164 people using public administrative services at the Branch in 2018–2020. Exploratory Factor Analysis and Multivariate Regression Analysis indicate that six factors affect user satisfaction: Reliability, Responsiveness, Competence of staff, Processes and procedures, Tangibility, and Service Attitude. Reliability has the most significant influence, while Service Attitude is the lowest. The study has also proposed several solutions to improve the quality of the land services at the Branch.

Keywords: Binh Son, Land Registration Office, land services, satisfaction

1 Introduction

In the context of developing a socialist-oriented market economy and international integration, Vietnam needs to further accelerate the reform of state administration. The administrative reform aims at building a strong democratic, transparent administrative system, gradually modernizing it to better serve basic and essential needs and ensuring the rights and basic obligations of the people [1]. In particular, the renewal of roles and responsibilities of the Government and the state administrative apparatus in the management and organization of public service provision is an essential task that needs to be solved [2]. Regarding land management in Vietnam, although the implementation of the rights of land users has been prescribed by law, these regulations are not easily accessible, and the legal documents regulating and guiding implementation are ununiform [3]. This makes land users face numerous difficulties in carrying out the procedures when dealing with land. It is necessary to mention the procedures for declaration and registration at competent state agencies, and this is a mandatory requirement for land users when performing transaction rights related to land [4]. The survey results of the Provincial Governance and Public

Administration Performance Index in Vietnam (PAPI) in 2018 show a negligible improvement in the Public Administration Procedures Index from 2011 to the present [5].

However, implementing public administrative services at the branch of the Land Registration Office in Binh Son district, Quang Ngai province, has not yet met the requirements. According to the statistical results of the Binh Son Land Registration Office in 2021, the rate of delay in the application for new issuance of a land-use-right certificate is 3.7%, and the delay rate in the application for registration of land change is 5.6%. Besides, administrative procedures at the office are still complicated for people, etc. [6]. This directly affects the people's work settlement, reducing people's trust in the state administrative apparatus. Because of the above reasons, the study of factors affecting people's satisfaction with the quality of public administrative services at the Branch of Land Registration Office in Binh Son District, Quang Ngai Province, serves as a basis for proposing solutions to improve the quality of public administrative services at the unit is very necessary and has high practical significance.

2 Methods

2.1 Theoretical basis

Public administrative service on land

According to Decree No. 43/2011/ND-CP, dated June 13, 2011, on the provision of online information and public services on websites or web portals of state agencies, Public administrative service is a not-for-profit service related to law enforcement in the domains managed by a state agency providing organizations and individuals with legally valid papers. Each public administrative service is associated with an administrative procedure to completely settle a specific issue related to an organization or a person [7]. Thus, it can be understood that public administrative services on land management are activities of State administrative agencies that solve problems related to the rights and obligations of land users according to their competence. At a Land Registration Office, public administrative services include implementing issuance of certificates of land-use rights, registering changes in land, and registering transactions secured by land-use rights [8].

Service quality

Kotler defined the term 'service quality' as a service that a firm can hang on to its customer. That is, in their opinion, customer retention is the best measure of service quality [9]. Gronroos suggested that the quality of service perceived by the customer has two dimensions – technical or outcome dimension and the process-related dimension [10]. Parasuraman, Zeitham, and Berry

defined service quality as "the delivery of excellent or superior service relative to customer expectation" [11].

Satisfaction

Each researcher has different views on satisfaction (customers' satisfaction). For example, Bachelet argues that "Customer's satisfaction is an emotional response of customers, resulting from their experience with that product or service" [12]. Kotler defines satisfaction as "Satisfaction is a feeling of satisfaction or disappointment of a person as a result of comparing the actual received product (or outcome) in relation to their other expectations" [13]. Zeithaml & Bitner define: "Customer's satisfaction is the customer's evaluation of a product or service in terms of whether the product or service meets the needs and expectations of the customer or not" [14]. According to Kotler and Keller, satisfaction is "The degree to which a person's sensory state is derived from comparing the perception of a product with his or her expectations" [15].

Overall, satisfaction is the comparison between actual perceived benefits and expectations. If actual benefits are not as expected, customers will be disappointed. If the actual benefits meet the set expectations, the customer will be satisfied; if the actual benefits are higher than the customer's expectations, the phenomenon of higher satisfaction or satisfaction will be created.

The relationship between service quality and customer satisfaction

According to Sureshchandar et al., strong relationships exist between service quality and customer satisfaction while emphasizing that these two are conceptually distinct constructs from the customers' point of view. Customer satisfaction and service quality are interrelated. The higher the service quality, the higher the customer satisfaction [16]. As Kotler and Keller state: "Satisfaction depends upon product and service quality". There is no doubt that sustainable competitive advantage lies in delivering high-quality service that will, in turn, result in satisfied customers [15]. Hui and Zheng claimed that higher service and management quality increases customer satisfaction levels, and the effect of service quality is more significant than the effect of management quality [17].

2.2 Methodology

Data collection

We collected the primary data through direct interviews with people by using a pre-designed survey form on the content related to people's satisfaction with the quality of administrative services in three commune-level administrative units. These communes are selected via geographic areas. To be more specific, Chau O town is a representative of the district centre; Binh

Tri commune represents a coastal area, and Binh Minh commune is a representative for a mountainous area.

Sample size. According to Tabachnick and Fidell [18], for Multivariable Regression Analysis, the minimum sample size for the survey is calculated according to the formula

$$n = 50 + 8 \times m \quad (1)$$

where n is the number of samples in the survey, and m is the number of independent variables.

Therefore, the minimum sample size with six independent variables (Reliability, Responsiveness, Competence of staff, Processes and procedures, Tangibility, and Service Attitude) is $n = 50 + 8 \times 6 = 96$.

Exploratory Factor Analysis. According to Hair et al. [19], the minimum sample size is five times the total number of observed variables.

$$n = 5 \times m \quad (2)$$

where n is the number of samples to be investigated, and m is the number of observed variables.

The research has 31 observed variables; therefore, the minimum sample size 155.

To satisfy these requirements, the minimum number of samples is 155 to estimate the factors affecting people's satisfaction with the quality of public administration at the Branch of Land Registration Office in Binh Son district. However, to increase the reliability of the survey data and avoid the case that many people do not answer or misunderstand the content of the question, we set 10% more (16 questionnaires). After one month, from April 5th to May 5th, 2021, we received 164 valued feedbacks.

Sampling. We used a simple random sampling method based on the list of people who came to conduct transactions at the branch of the Land Registration Office in Binh Son district, Quang Ngai, in 2018–2020.

Data processing

The collected data were entered into the SPSS software and sorted by removing duplicate or unrelated values, fixing structure errors, filtering out unexpected exceptions, handling missing data, etc. This can help to avoid using incorrect information that leads to wrong conclusions.

Data analysis

Reliability of the scale

We used the 5-level Likert scale and evaluated the reliability of the scale by using Cronbach's Alpha coefficient. Cronbach's Alpha coefficient, named after the American educational

psychologist Lee Joseph Cronbach, represents a statistical test used to check the rigor and correlation between observed variables [20]. It is used first to remove inappropriate variables.

Conclusion rule:

0.8 ≤ Cronbach's Alpha ≤ 1: Good scale

0.7 ≤ Cronbach's Alpha ≤ 0.8: Usable scale

0.6 ≤ Cronbach's Alpha ≤ 0.7: Can be used if the concept being studied is new or new to respondents in the research context.

The item-total correlation coefficient greater than 0.3 shows that the corresponding variables are correlated with the whole scale [20].

Therefore, the criterion for choosing the scale in the study is the Cronbach's Alpha coefficient of 0.6 or higher, and the item-total correlation coefficient is greater than 0.3.

Exploratory Factor Analysis

The KMO coefficient (Kaiser-Meyer-Olkin) is an index used to consider the appropriateness of Exploratory Factor Analysis (EFA). The value of KMO must reach a value from 0.5 to 1, which is a sufficient condition for factor analysis to be appropriate [20].

The Bartlett's test of sphericity is used to consider if the observed variables in the factor are correlated or not. The Bartlett's test has a statistical significance (Sig. Bartlett's test < 0.05), showing that observed variables are correlated with each other in the factor [20].

The eigenvalue represents the variation explained by each factor, and only those with an intinial eigenvalue ≥ 1 are kept in the analytical model.

Total Variance Explained. The percentage variation of the observed variables explained by the factors must be greater than 50%. The extracted variance used is Principal Component Analysis with Varimax Rotation to minimize the number of variables with large coefficients at the same factor, and the factors are not correlated.

Factor loading, also known as a factor weight, represents the correlation relationship between the observed variable and the factor. The higher the factor loading coefficient, the greater the correlation between that observed variable and the factor [20]. In the rotation matrix table, the coefficient of the uploaded observations should be greater than 0.5 (50%).

Multivariate regression analysis

Based on previous research [2, 21–23], as well as characteristics of public administrative services, we built a research model for the factors affecting customers satisfaction on administrative

services in Binh Son district, Quang Ngai province, on the SERVQUAL scale. The regression model is written in the following form

$$Y = \beta_1 \times X_1 + \beta_2 \times X_2 + \beta_3 \times X_3 + \beta_4 \times X_4 + \beta_5 \times X_5 + \beta_6 \times X_6 + \varepsilon \quad (3)$$

where Y is the customer satisfaction; X_i is independence variables (Reliability, Responsiveness, Competence of staff, Processes and procedures, Tangibility and Service Attitude); β_i is the regression coefficient of the dependent variables; ε is the regression error.

Table 1. Factors affecting people's satisfaction with the quality of public administrative services at Binh Son Land Registration Office and its items

No	Factors and items	Factor ID
I	**Tangibility**	
1	Fully equipped application reception and result return area	TAN1
2	Relatively modern equipment for receiving records and returning results	TAN2
3	The area for receiving documents and returning results is logically arranged and scientifically convenient for transactions .	TAN3
4	The department that receives documents and returns results is spacious, airy, and clean.	TAN4
5	The sanitary block is clean and hygienic.	TAN5
6	The parking area is spacious, comfortable and convenient for travelling.	TAN6
II	**Processes and procedures**	
7	The requirements for the composition of documents and procedures are reasonable and legal.	PROC1
8	The procedures are transparent and clear, and the processing steps are reasonable.	PROC2
9	The time to process dossiers follows a reasonable listing process.	PROC3
10	The time to return documents is not late compared with the appointment letter.	PROC4
11	The fees for application procedures are appropriate.	PROC5
III	**Service attitude**	
12	The staff have a polite attitude when receiving dossiers and returning results.	ATT1
13	The staff do not discriminate but serve equally for all people.	ATT2
14	The staff have a friendly and enthusiastic attitude when answering people's questions.	ATT3
15	The staff clearly and thoroughly guide the process of handling documents.	ATT4
16	The staff do not have an unpleasant or troublesome attitude when handling documents.	ATT5
IV	**Responsiveness**	
17	People can easily contact and communicate with the document handling staff.	RES1
18	The staff try to understand the needs and aspirations of the people.	RES2

19	The people's questions are answered enthusiastically and satisfactorily by the staff.	RES3
20	People can express their opinions directly to the leader.	RES4
21	The staff have special attention and guidance for difficult cases.	RES5
V	**Reliability**	
22	The documents are returned to people without errors, omissions, or losses.	REL1
23	People do not have to make several visits to process the application.	REL2
24	The meeting schedule is public and convenient for transactions.	REL3
VI	**Competence of staff**	
25	The staff receiving applications have good communication skills.	COM1
26	The staff receiving applications have the knowledge and skills to handle the job.	COM2
27	The staff receiving the application are skilled in professional ability.	COM3
28	The staff can answer questions and give proper instructions when people need advice.	COM4

After running the regression model, we evaluated and verified the parameters of the regression analysis. To test the fit of the model, we used $R^2_{adjusted}$ for the sample data set. However, $R^2_{adjusted}$ may not be valid when generalizing, so the F test must be used.

Besides, it is necessary to check the multicollinearity with the Variance Inflation Factor (VIF) (VIF < 2) for studies using the Likert scale. In addition, the independence of errors or the correlation of the residuals can be tested by using the Durbin Watson test. Lastly, the higher the standardized Beta coefficient of a variable, the stronger the impact of that variable on customer satisfaction.

3 Research results and discussion

3.1 The reliability of the scale

The reliability of scale in Table 2 shows that the Cronbach's Alpha coefficient of all factor groups is greater than 0.6. Besides, the item-total correlation coefficients of the component variables are all greater than 0.3. Thus, the scale with six factors and 28 observed variables ensures good quality.

Table 2. The results of analysis of scale quality with Cronbach's Alpha coefficients

No	Factor	Number of variable	Cronbach's Alpha
1	Tangibility	6	0.804
2	Competence of staff	4	0.775
3	Service Attitude	5	0.803
4	Processes and procedures	5	0.797
5	Responsiveness	5	0.815
6	Reliability	3	0.832

Source: SPSS data processing results

3.2 Analysis of factors affecting people's satisfaction

The factor analysis shows that KMO is 0.695, which satisfies $0.5 \leq KMO \leq 1$, so EFA is suitable for actual data. In addition, Bartlett's test of sphericity has zero statistical significance; thus, it can be concluded that the observed variables are linearly correlated with each other in each factor group.

The total value of cumulation is 60.565% (>50%). In addition, the eigenvalues of the factors are all greater than one, and the sixth factor has the lowest eigenvalue of 1.727 (>1). Besides, the factor loading coefficients of all variables are greater than 0.5. Thus, EFA with the factor extraction method and varimax factor rotation acquires six independent variables and 25 observed variables (after running the analysis EFA four times, three invalid variables, namely ATT4, RES5, and COM1, are removed) affecting people's satisfaction with the quality of administrative services at the Branch of Land Registration Office at Binh Son district.

Factor 1 has six items, including TAN1, TAN2, TAN3, TAN4, TAN5, and TAN6. These items are related to people's perception of Tangibility and are encoded as *F*1.

Factor 2 has five items, including PROC1, PROC2, PROC3, PROC4, and PROC5. These items are related to people's perception of Processes/procedures and are encoded as *F*2.

Factor 3 has four items, including ATT1, ATT2, ATT3, and ATT5. These items are related to people's perception of Service Attitude and are encoded as *F*3.

Factor 4 has four items, including RES1, RES2, RES3, and RES4. These items are related to people's perception of Responsiveness and are encoded as *F*4.

Factor 5 has three items, including REL1, REL2, and REL3. These items are related to people's perception of Reliability and are encoded as *F*5.

Factor 6 has three items, including COM2, COM3, and COM4. These items are related to people's perception of the Competence of staff and are encoded as *F*6.

Table 3. KMO, Bartlett's test, eigenvalues and cumulative variance

Index	Value	Criteria	Conclusion
KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy)	0.695	0.5 < KMO < 1	Qualified
SigBartlett's Test of Sphericity	0.000	<0.05	Qualified
Eigenvalues	1.727	>1	Qualified
Cumulative (Total Variance Explained) (%)	60.565	>50	Qualified

Source: SPSS data processing results

Table 4. Factor analysis

Items	Factor					
	***F*1**	***F*2**	***F*3**	***F*4**	***F*5**	***F*6**
TAN1	0.656					
TAN2	0.741					
TAN3	0.712					
TAN4	0.713					
TAN5	0.677					
TAN6	0.744					
PROC1		0.665				
PROC2		0.787				
PROC3		0.811				
PROC4		0.701				
PROC5		0.718				
ATT1			0.790			
ATT2			0.655			
ATT3			0.780			
ATT5			0.836			
RES1				0.691		
RES2				0.786		
RES3				0.788		
RES4				0.725		
REL1					0.863	
REL2					0.847	
REL3					0.858	
COM2						0.837
COM3						0.820
COM4						0.766

Source: SPSS data processing results

3.3 Multivariate regression analysis

To identify the factors affecting people's satisfaction, we use the overall correlation model as the following function.

$$Y = f(F_1, F_2, F_3, F_4, F_5, F_6) \quad (4)$$

where Y is the dependent variable; F_1, F_2, F_3, F_4, F_5, and F_6 are independent variables. The linear regression equation has the following form.

$$Y = \beta_1 \times F_1 + \beta_2 \times F_2 + \beta_3 \times F_3 + \beta_4 \times F_4 + \beta_5 \times F_5 + \beta_6 \times F_6 \quad (5)$$

The values are presented in Table 5.

The results in Table 5 show that $R^2_{adjusted}$ is 0.522, which means that the independent variables explain 52.2% of the variation of the dependent variable "Satisfaction", and the remaining 47.8% is changed by out-of-model factors such as service quality (the knowledge and courtesy, politeness of employees, and their ability to inspire trust and confidence) in the service quality model of Parasuraman et al. [23]. The corporate image dimensions (which is the result of how customers perceive the firm/office) in the service quality model of Lewis [24], Social responsibility in the service quality model of Sureshchandar et al. [16], etc.

The value of the F-test is 30.652 with a zero significance level. Thus, the linear regression model is suitable for the population and can be used.

Table 5. Result of regression model on satisfaction

Factor	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	–3.346	0.533		–6.276	0		
Tangibility ($F1$)	0.281	0.067	0.23	4.162	0	0.963	1.039
Processes and procedures ($F2$)	0.333	0.066	0.28	5.015	0	0.943	1.06
Service Attitude ($F3$)	0.259	0.062	0.229	4.16	0	0.97	1.031
Responsiveness ($F4$)	0.337	0.061	0.305	5.553	0	0.973	1.028
Reliability ($F5$)	0.353	0.058	0.338	6.111	0	0.959	1.043
Competence of staff ($F6$)	0.349	0.063	0.303	5.518	0	0.976	1.024
F = 30.652 (Sig. = 0)							
$R^2_{adjusted}$ = 0.522							
Durbin Watson = 1.991							

Source: SPSS data processing results

The Variance Inflation Factor of the variables is all less than 2, showing that there is no multicollinearity phenomenon.

The Durbin-Watson coefficient of the model is 1.991. After looking up the Durbin-Watson table with six independent variables (k = 6) and 164 samples (150 < n < 200), we can see that dL = 1.707; dU = 1.831, and therefore, 4 – dU = 2.169. According to the Durbin-Watson test, it shows that 1.831 × dU < d (=1.991, <2.169 × (4 – dU)). Thus, the errors are independent of each other, and there is no autocorrelation between the residuals.

Normal distribution of residuals assumption. Theoretically, a normal distribution has a mean equal to 0 and a variance equal to 1. As Figure 3 shows, the normalized residuals are distributed according to the shape of the normal distribution. The histogram shows a curve superimposed on the histogram. This curve has a bell shape and it is similar to the graph of the standard distribution, with Mean = –2.58E–16, close to 0, standard deviation = 0.981, which is close to 1. Thus the residual distribution is approximately normal.

On the other hand, in Figure 3, the Normal *P*–*P* plot shows that the percentiles of the residuals are distributed close to a diagonal, showing that the normalized residuals have a normal distribution. That means the data set has a normalized residual close to the normal distribution. As a result, the assumption of the normal distribution of the residuals is satisfied.

The Sig. values of all independent variables are zero. Therefore, it can be said that all independent variables affect people's satisfaction. The general regression equation of the model is rewritten as follows:

$$Y = 0.230 \times F_1 + 0.280 \times F_2 + 0.229 \times F_3 + 0.305 \times F_4 + 0.338 \times F_5 + 0.303 \times F_6 \quad (6)$$

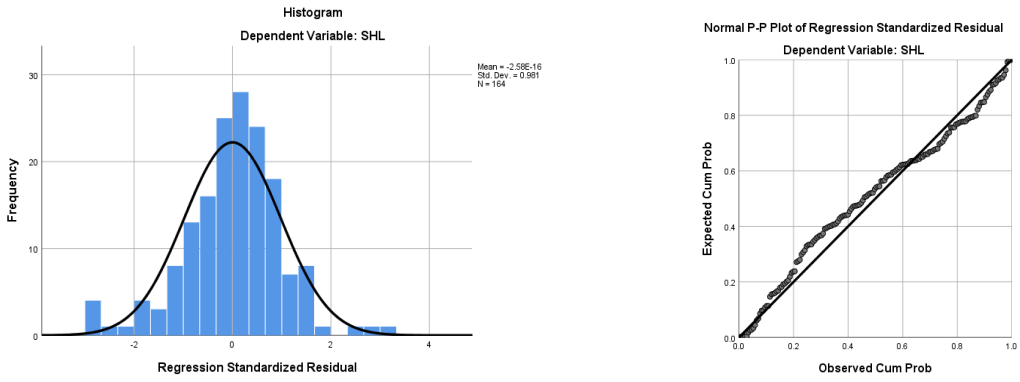

Figure 3. Normal distribution test of residuals

Source: SPSS data processing results

The regression model shows that all independent variables have a positive relationship with the dependent variable Y. That is to say, when these identified factors get better, people's satisfaction increases and vice versa. Besides, the research result shows that the importance of factors affecting people's satisfaction is different according to the Beta coefficients in the regression equation. In which, the Reliability has the greatest influence ($\beta_5 = 0.338$). It is followed by Service level ($\beta_4 = 0.305$), Competence of staff ($\beta_6 = 0.303$), Processes and procedures ($\beta_2 = 0.280$) and Tangibility ($\beta_1 = 0.230$), while Service attitude has the smallest effect ($\beta_3 = 0.229$).

3.4 Proposing some solutions to improve people's satisfaction with the quality of public administrative services

For the reliability

It is necessary to arrange more professional staff to guide the application process carefully to facilitate the ease of the procedure.

For the Responsiveness

Regularly organize training courses on political theory and ethics for staff. Publicize the hotline, comment box, and phone number of the leaders so that people can claim their rights.

For the Competence of staff

It is necessary to renovate the form of training and retraining, the content of training and retraining for specific real situations so that the cadres and civil servants can solve in practice. The staff must know the procedures and practices well.

For the Processes and procedures

It is necessary to arrange information and administrative procedures where easy to reach.

For the tangibility

It is necessary to invest in equipment and machinery at the Department of receiving dossiers and returning results such as installing more computers to look up information, a barcode scanning system to check the results of processing documents, as well as installing large screens or display the latest updated information for people to learn, watch the news, and understand the information.

For the service attitude

Regularly organize training courses on political theory, ethics, lifestyle, and communication skill. This is to help cadres and civil servants to improve their civil and professional official duties and

obligations to serve the Party, the State, and the people effectively.

4 Conclusion

The study of factors affecting people's satisfaction with the quality of public administrative services will help the Branch of Land Registration Office in Binh Son district, Quang Ngai province, promote positive and important factors, as well to limit negative factors, to contribute to improving the quality of public administrative services.

To achieve the above research objective, we surveyed 164 people who are using public administrative services at the branch of the Land Registration Office in Binh Son district. Six factors affect people's satisfaction in the order of importance, including (1) Reliability, (2) Responsiveness, (3) Competence of staff, (4) Processes and procedures, (5) Tangibility, and (6) Service attitude. On the basis of influencing factors, a number of solutions are proposed to improve the quality of public administrative services at the Branch in the order of priority according to the factors' influence.

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