

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

Phan Nhan Trung

Inspection Division, Thu Dau Mot University, Binh Duong, Vietnam.



**ABSTRACT:** The correlation between individuals and policies has been a longstanding concern within the realm of public policy analysis. However, scant attention has been paid to rigorous investigations into people's contentment with existing policies. Research focusing on good governance, characterized by attributes such as participatory, consensus-oriented, transparent and accountable, responsive and effective, efficient, equitable, inclusive and following the rule of law, has laid the groundwork for a constructive evaluation framework for each nation's governance, particularly in the evaluation of public policies. The evaluation of people's satisfaction constitutes a pivotal component of policy assessment. Individuals possess the right to understand and be informed about policy issues, their underlying rationales, and the benefits they accrue to the populace at large, thereby ensuring alignment with the country's political directives and policies. Evaluating satisfaction through the lens of good governance theory enriches analyses and discussions concerning the determinants of public satisfaction with the policy-making process, thereby broadening the discourse on policies centered around human welfare. Consequently, it offers insightful implications for national strategies. Vietnam is one of the developing countries that always listens to the thoughts and aspirations of the people, improves policies in accordance with reality, and ensures the leadership of the Party and State. The article uses qualitative methods to systematize the research model and uses quantitative methods to show factors affecting people's policy satisfaction.

**KEYWORDS:** public policy; citizen-centered policy process; citizen-satisfaction.

### INTRODUCTION

In today's diverse and complex society, ensuring the satisfaction of citizens with public policies is both a major goal and challenge for administrators and politicians. Citizen satisfaction not only reflects acceptance and support for the government but also influences their level of engagement in political and social decisions, as well as fostering a stable and prosperous environment for the nation. Since the late 1980s, the quality and effectiveness of government operations have become crucial issues both academically and in policy circles. The concept of "good governance" has garnered attention from the development community and received financial support from various sources, with criteria such as: public awareness of policies (Houston et al., 2016; Rahn & Rudolph, 2005), representative policy-making (Miller and Stokes, 1963; Soroka & Wlezien, 2010; Achen & Bartels, 2017; Huber & Powell, 1994; Parsons & Weber, 2011; Rovny, 2012), and citizen participation in policy processes (Adams, 1997; Heinrich & Fioramonti, 2007). Organizations such as the World Bank, IMF, United Nations (especially UNDP), OECD, and other funding agencies have played crucial roles in shaping and promoting governance-related policy concepts. According to the United Nations, "governance" can be defined as "the process of decision-making and the process of (or not) implementing decisions". This definition is an example of the development community's understanding of governance, reflected in the World Bank's six-dimensional definition of good governance. Factors such as voice and accountability, political stability, government effectiveness, rule of law, and control of corruption are all considered. Despite commendable efforts by international organizations to improve governance in developing countries, they often face severe criticism. The central issue often revolves around measuring the quality of governance, with metrics often criticized for being ineffective and not reflective of reality. Additionally, conditions attached to aid and allegations of aid projects being politicized are common challenges. In today's diverse and complex society, ensuring citizen satisfaction with public policies is not only a goal but also a significant challenge for administrators and politicians. Citizen satisfaction not only reflects acceptance and support for the government but also influences their level of engagement in political and social decisions, as well as fostering a stable and prosperous environment for the nation. Good governance can be understood as a set of societal criteria aimed at promoting and ensuring the harmonious and sustainable development of the nation. Good governance includes requirements such as rule of law, human rights protection, transparency, accountability, and public participation. Following the theory of good governance, this study will focus on assessing citizen satisfaction and carefully analyzing the factors influencing this satisfaction. This includes evaluating the transparency and fairness of decision-making processes, the effectiveness and efficiency

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

of policies, as well as the quality of public services provided by the government. The author hopes that this research will provide theoretical foundations and policy implications by capturing community opinions and reflecting the needs of citizens in policy and political decisions. Appropriately, it contributes to refining the policy process and making citizen-centered policy processes.

Public policy planning began when Vietnam gained independence and established a new political system in 1945. Since then, Vietnam has implemented many policies with the goal of economic development and improving quality of life for people and promote sustainable development of the country. However, due to many different factors, including the influence of war and political upheavals, the public policy making process in Vietnam has encountered many difficulties and challenges. From there, the policies applied and implemented may not be effective enough and not meet the country's development requirements well. After more than 35 years of innovation, public policy planning has been continuously improved and improved in both quantity and quality. In the process of implementing the role and function of social management and administration, the State of Vietnam has developed, planned and promulgated many public policies. These public policies and other comprehensive and synchronous systems of policies and solutions have promoted their value and effectiveness, contributing to the achievements of growth, economic development, progress and social justice of the country. Currently, Vietnam has focused on perfecting mechanisms and policies to improve management efficiency and public policy implementation. Authorities are also making efforts to introduce policies suitable to the country's development situation and meet the requirements of the market and people.

Besides the achievements in public policy planning, there are still many shortcomings and limitations leading to low efficiency. First, the subjective factor still dominates policy-making activities, and the full participation and contribution of stakeholders, including experts, businesses, social organizations and people. This can lead to a lack of motivation and effectiveness of public policies.

Policy must reflect real life and solve problems posed by real life. Meanwhile, real life arises from social relationships with the participation of many subjects: state agencies; enterprise; social organizations and people. Therefore, policies can only reflect and solve problems from real life, provided there is consultation and input from non-state actors (businesses, social organizations), the people – referred to as “the public” for short). Thus, the indispensable participant in the policy-making process is the public.

Second, the forecasting capacity of policymakers is still limited. Lack of data and information is the main cause of this situation. For research, strategic and policy planning to be truly quality and effective, meeting practical management needs, it is necessary to meet necessary and sufficient conditions, in which information and data are the key factors. one of the important factors determining the quality and feasibility of a strategy or policy. Public policy planning still faces difficulties in collecting and analyzing data and information to make effective policy decisions. Data is often incomplete and inaccurate, making it difficult to evaluate the impact of policies and provide appropriate solutions.

Third, public policy planning has not yet achieved a long-term orientation, and also depends heavily on short-term situations, difficulties and pressures from practice, leading to instability and sustainability of policies. Our country is in a period of international integration, each policy when issued has a great impact on the socio-economic life of the country and its people. Vietnam's socio-economic environment is changing rapidly and complexly, with many new challenges emerging. In addition, current policy planning lacks close coordination between ministries, often just a list of policies without a specific action plan. Each ministry and sector has many plans but priority areas cannot be identified. Introducing policies appropriate to the new situation also requires authorities to have the skills and resources to respond promptly and effectively.

Short-term support policies for businesses when there is an economic crisis, instead of focusing on long-term policies to improve businesses' competitiveness. Providing short-term financial support to businesses can help minimize risks and maintain business operations during difficult times, however, without consistent long-term policies to improve improving the business environment and enhancing the competitiveness of businesses, economic problems may reappear in the near future. Therefore, after Covid-19, Vietnam needs a long-term economic development strategy, focusing on improving the competitiveness of businesses through policies and improving the business environment, replacing because it only focuses on short-term relief when there is a crisis.

Fourth, public policy planning in Vietnam has not yet achieved consistency and synchronization in planning, designing and implementing public policies. Duplication, overlap or contradictions between policies may occur, and connectivity and synchronization between levels, sectors and localities are not guaranteed.

## LITERATURE REVIEW

Public policy is a set of related decisions to "select" goals, policy solutions, and tools to solve policy problems according to the overall goals determined by the ruling political party rights (Hai, 2017). From the perspective of a policy approach from the policy process, public policy can be understood as the response of organizations to the internal and external environment through a series of actions from identifying policy issues, considering and selecting options, put the options into practice, evaluate the results and adjust the response to a better response (Son, 2022).

According to Jean-Pierre et al. (2008), citizen satisfaction lies in the content of policy evaluation. Citizen satisfaction with government performance is essential to enhance the performance of a government agency (Sumaryati et al., 2020). People are the most critical actors in any country, and their perception of the government is significant (Andoko, 2020). The government is

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

responsible for providing citizens with policy-related services (Nurdin, 2021). When people are satisfied with government performance, they will create positive attitudes, and their responses and behavior will be approved (Napitupulu et al., 2018). In fact, Basri (2019) correctly noted that people in any country will only be satisfied if the role of government is expanded to ensure sustainable development and public satisfaction.

Additionally, government services must be of high quality because those who want to improve the adequate performance of the government sector will benefit from better government services (Lanin & Hermanto, 2019). Additionally, policy implementation with government support can be achieved when newly enacted policies reflect public needs (Sarnoto & Hayatina, 2021). The government must provide citizens with reliable guidance to increase their satisfaction with the government (Refly & Esti, 2020).

Another noteworthy point is that citizen satisfaction with public policy is entirely consistent with criteria from good governance theory. Good governance originated in the West and was popular among businesses, then expanded globally through cooperative relationships between countries and international organizations and countries. There are many criteria for good governance, specifically:

- Concept of the United Nations Development Program (UNDP): ensuring participation; the justice of the law; transparency; responsiveness to all stakeholders towards consensus; equality; effectiveness and efficiency; accountability; strategic vision.
- World Bank concept: public and predictable policy-making process; professional public administration; accountable executive apparatus; people's active participation in public activities; fair law.
- Concept of the Asian Development Bank (ADB): accountability; ensure participation (of stakeholders in the policy-making process); predictable; transparent.

In short, good governance is the effective implementation of state affairs with the participation of many subjects in society, satisfying the needs and ensuring the rights of citizens and organizations. From the above concept, the essential characteristics of good state governance can be drawn as follows:

Firstly, mobilize and ensure the participation of social actors, especially people, in state governance. The most typical feature of this model is the increased participation of people and social organizations in the activities of the administrative system from central to local levels. Individuals and organizations in society can participate in government activities (specifically, participate in issuing administrative decisions, policies, and action measures) directly or indirectly communicated through representatives or legal organizations.

Second, governance is in the spirit of the rule of law: good governance requires complete legal regulations that ensure objectivity and fairness. Laws must create a safe, legal framework to protect human rights, especially protecting the rights of ethnic minorities and disadvantaged groups. It requires an independent, strict, fair, and objective court system to judge violations of the law without excluding any cases.

Third, fairness and transparency: a government with good governance is a government that serves fairly and equally to all different subjects in society, regardless of class, ethnicity, religion, or gender. Transparency in good state governance is reflected in the fact that government activities must be continuously and accurately informed to all individuals and organizations in society in a complete, easy-to-access, timely manner, and easy to understand. The right to information is a legitimate right of the people.

Fourth, flexibly adapt to changes in the governance environment: a well-governed government can face and handle all changes well. Those changes can take place within the government system of each country. They can also be due to the impact of the international environment in the face of internationalization and globalization trends. The government's adaptation is reflected in the timeliness and correctness of legal regulations and clearly in its creativity and flexibility in making management decisions to meet the requirements of changes and people's expectations.

Fifth, direction and consensus: Good governance must show how to find social consensus for the government through activities to harmonize the interests of citizens and organizations and the state, establish a consensus society, and ensure the benefits of the entire community. At the same time, the government needs to pay attention to strategic policies to aim for sustainable development while achieving social stability and economic growth and preserving a clean environment for future generations. It requires administrators to clearly understand the characteristics of a society or community's history, culture, people, and resources.

Sixth, reporting and accountability are essential requirements for good governance. The entities that promulgate and implement laws and policies are accountable not only to superior agencies and elected bodies but also to the private sector and other stakeholders, such as social organizations and the public and relevant parties, regarding the provisions of policies and laws. However, accountability must ensure transparency, clarity, and a complete and accurate system of legal regulations and guidelines.

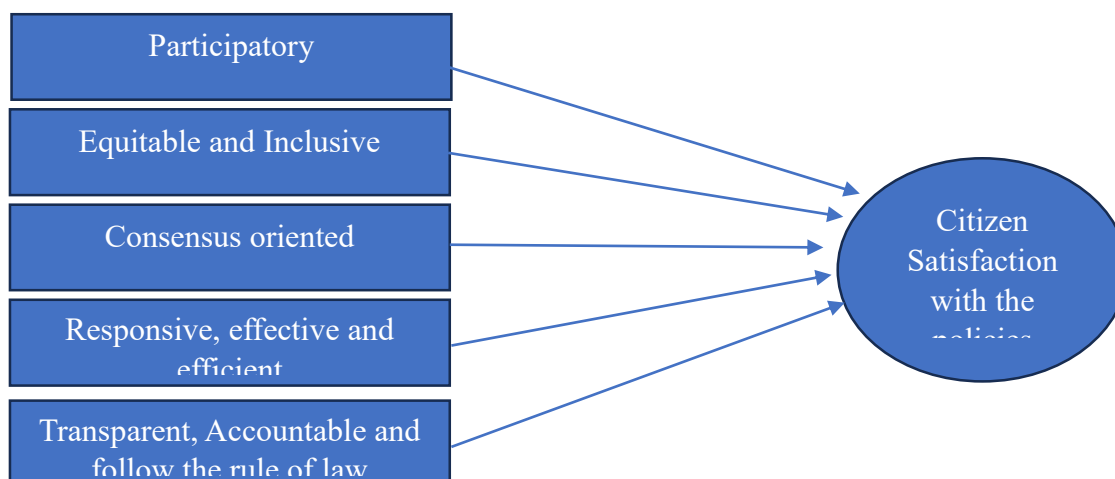
Seventh, effectiveness and efficiency: good governance means that the result of the process of promulgating and implementing legal regulations and policies must ensure compliance for regulated subjects. At the same time, the results achieved must meet the needs of society in terms of the reasonable and economical use of resources, the sustainable use of natural resources, and the protection of the ecological environment. Effective and efficient governance means creating competitive advantages for the country's sustainable development.

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

With the above characteristics, it can be affirmed that good governance is an ideal model, but it is difficult for any government to ensure absolute implementation. However, to achieve sustainable development, researching and applying this model is a requirement for most countries today.

**RESEARCH METHODOLOGY**The article focuses on synthesizing, collecting, and researching foreign documents on the research object of people's satisfaction with policies based on the theory of good state governance on criteria such as participatory, consensus oriented, transparent and accountable, responsive and effective, efficient, equitable, inclusive and follow the rule of law (WB, 1992; ADB, 2000), thereby building a comprehensive and selective theoretical data system, suitable for the practice of public policy assessment. with countries in the current context. Sources of information are collected from a variety of articles in highly reliable scientific journals at home and abroad, specifically listed in the references section according to Alphabet. From there, it shows that the theoretical research is appropriate, ensuring reliability, thereby showing that the research results and discussion of some contents are practical, objective, ensuring a certain scientific content. From the theoretical basis, the author conducts analysis and discussion based on the collected case studies and divides them into discussion topics, specifically: people's awareness of the policy (Houston et al. events, 2016; Rahn & Rudolph, 2005), Policy representation regime (Miller and Stokes, 1963; Soroka and Wlezien, 2010; Achen & Bartels, 2017; Huber and Powell's, 1994; Parsons and Weber, 2011; Rovny, 2012), Citizen participation in the policy process (Adams, 1997; Fioramonti & Heinrich, 2007; Court et al., 2006), thereby proposing recommendations and policy implications based on analysis, evaluation, and case studies based on collected documents.

**Diagram1.** Citizen satisfaction with policies



## RESULT AND DISCUSSION

The research was conducted from January 2024 to March 2024 and applied the following specific methods: Qualitative research through synthesis of theories and results of previous researchers related to the people's satisfaction with the policy, thereby proposing hypotheses and building a research model in the direction of adjustment, supplementation, and ensuring compatibility with the policy context in Vietnam; After that, the author conducted discussions with 10 experts (managers and policy makers) to calibrate and supplement measurement scales and research models to better suit the reality of the research context. Quantitative research was conducted by the author through basic analyzes such as statistics, Cronbach's alpha reliability assessment, EFA factor analysis, linear regression models from survey data of 250 subjects. The subjects are people in provinces and cities in Vietnam and 230 valid samples were collected with data collection period from April 2024 to May 2024.

**Table 1. Summary of survey samples**

No	Area	Number of survey form issued	Number of valid survey forms
1	Nothern	85	75
2	Central	80	78
3	Southern	85	77
	Total	250	230

Source: Compiled by author

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

Quantitative research results specifically reflect factors affecting people's satisfaction with policies. The sample size applied in the study is based on the requirements of exploratory factor analysis (EFA). According to research by Hair et al. (1998), according to Trong. H., Ngoc. C.N.M. (2008) from Bollen's (1989) study, the sample size must be at least 5 times the number of variables in the factor analysis. With the number of observed variables being 25, the minimum sample size must be 125. With the expectation that a valid sample will account for more than 50% of the total sample collected, the study chose a sample size of  $n = 250$ . The research sample was conducted randomly, mostly workers and freelance workers in boarding houses in 20 provinces and cities across the country.

The study sent out 250 questionnaires (50 online and 200 in person), receiving 230 responses (30 online and 200 in person). The income survey form was checked for validity and reliability to eliminate unsatisfactory answer sheets, including blank answer sheets, inappropriate answer sheets, and answer sheets with only 01 answer. . answer most of the questions... For online answer sheets, the study used statistical functions on Excel software to select. With direct paper answer sheets, selective research is carried out using the manual ballot counting method. After screening, the remaining answer sheets were 226, which were coded and analyzed using SPSS 20 software.

The study took random data, evenly distributed on gender variables: female (45.7%) and male (54.3%). Regarding academic level, the data focuses on Elementary/ High school (80.4%). Regarding age, the data shows that the majority of people surveyed are long-time workers with a lot of experience, focusing on the age group under 25 years old (31.7%) and the group from 25 to 35 years old (30.5%). Regarding work, the survey focuses on workers and free labor, so workers make up the majority (52.2%).

**Table 2. Descriptive statistical results**

Variable	Content	Frequency (person)	Rate (%)
Gender	Female	105	45.7
	Male	125	54.3
Academic level	Elementary/ High school	185	80.4
	Bachelor Degree	30	13.0
	Post graduate	15	6.6
Age	Under 25	73	31.7
	From 25 to 35	70	30.5
	From 35 to 45	61	26.5
	Over 45	26	11.3
Job	Worker	120	52.2
	Free Labor	80	34.8
	Office staff	20	8.7
	Public Servant	10	4.3

Source: SPSS 20 analysis results

Table 3 below presents the results of the scale of factors in the research model, based on the criteria presented in the theoretical overview of the research, including: connectivity, human resources, management of education, infrastructure and finance.

**Table 3. Scales of factors in the research model**

No	Factor	Encode	Scale	Source
1	Participatory	PP1	People participate in policy development directly at local governments and residential groups.	UNDP (2009)
		PP2	People participate in policy making indirectly (through representative agencies such as the National Assembly and People's Councils at all levels).	
		PP3	People are fully informed about policy content on the websites of governments from central to local levels, press and media agencies...	
		PP4	People are fully informed about policy content at local authorities and residential groups.	
		PP5	People can participate in giving comments and amending inappropriate policies	
2	Transparent, Accountable	RL1	Fair policy for all subjects and members of society, without bias or cover-up, ensuring respect for the law.	UNDP (2009)

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

No	Factor	Encode	Scale	Source
3	and follow the rule of law	RL2	Accountability in the policy process of competent agencies and individuals.	UNDP (2009)
		RL3	Policy content is appropriate, specific, clear, and within authority.	
		RL4	Direct citizen supervision of the entire policy process.	
		RL5	Indirect supervision through elected representatives (National Assembly, People's Councils at all levels) and through supervision and social criticism of socio-political organizations (Fatherland Front, Communist Youth Union...) for the process policy.	
			RE1	
	Responsive, effective and efficient	RE2	Complying with policies contributes to ensuring state discipline and social order and safety.	
		RE3	Ensure the provisions of the Constitution and laws when making policies.	
		RE4	Implement synchronous and unified policies from central to local levels.	
		CO1	Policies appropriate to regional cultural characteristics.	
		CO2	Policies affect socio-economic development.	
4	Consensus oriented	CO3	Appropriate policies contribute to improving people's lives.	UNDP (2009)
		CO4	Compliance with policies contributes to ensuring state and citizen responsibility.	
		CO5	Strengthen advocacy, propaganda and education to raise people's legal awareness in complying with policies.	
5	Equitable and Inclusive	EI1	Correct policies contribute to overcoming the policy situation.	UNDP (2009)
		EI2	The issued policy is consistent with the practical situation and national and world trends.	
		EI3	Policies help people adapt to legal regulations in the policy context.	
		EI4	When policies are put into effect, compliance needs to be checked regularly and irregularly.	
		EI5	Comply with policies to ensure the goal of building a rule of law state; build an urban government model; decentralization and decentralization of power in local governance.	
		CS1	People's agreement with good governance factors affects citizen satisfaction with policies.	
6	Citizen Satisfaction with the policy	CS2	People understand the importance of good governance factors that affect citizen satisfaction with policies.	Compiled by Author
		CS3	People agree with the application of good governance elements to the public policy process.	

## RESULT AND DISCUSSION

Assessing the reliability of Cronbach's alpha is the first step in implementing a linear regression model, with 27 variables of 6 factor groups included in the analysis, including: PP (Participatory), RL (Transparent, Accountable and follow the rule of law), RE

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

(Responsive, effective and efficient), CO (Consensus oriented), EI (Equitable and Inclusive) and CS (Citizen Satisfaction with the policy), all variables meet the requirements (total variable correlation coefficients are greater than 0.3). Along with that, all Cronbach's Alpha coefficients are 0.6 or higher.

**Table 4. Summary of Cronbach's alpha coefficient**

Factor	Number of initial variables	Cronbach's alpha coefficient	Number of valid variables
Participatory	5	0.829	5
Transparent, Accountable and follow the rule of law	5	0.848	5
Responsive, effective and efficient	4	0.803	4
Consensus oriented	5	0.789	5
Equitable and Inclusive	5	0.860	5
Citizen Satisfaction with the policy	3	0.641	3

### Source: SPSS 20 analysis results

Thus, after evaluating the reliability of Cronbach's alpha, the study had 27 suitable variables belonging to 6 factors to include in the EFA factor analysis to explore the scale structure of 05 independent factor groups, namely PP (Participatory), RL (Transparent, Accountable and follow the rule of law), RE (Responsive, effective and efficient), CO (Consensus oriented), EI (Equitable and Inclusive) and 01 dependent factor is CS (Citizen Satisfaction with the policy). Results of EFA factor analysis of variables belonging to independent factors with KMO coefficient reaching 0.737, greater than 0.5; this confirms that the EFA results of the variables belonging to the independent factors are completely suitable for exploring the structure of the scales; along with that, Barlett test with Sig coefficient less than 5%, showing that the results of EFA factor analysis of variables belonging to independent factors are completely statistically significant.

**Table 5. Results of EFA analysis of variables belonging to independent factors**

	Component				
	1	2	3	4	5
EI2	.859				
EI3	.805				
EI5	.782				
EI1	.771				
EI4	.766				
RL2		.858			
RL3		.795			
RL1		.781			
RL5		.781			
RL4		.711			
PP2			.860		
PP5			.785		
PP4			.746		
PP3			.743		
PP1			.697		
CO1				.823	
CO4				.806	
CO2				.756	
CO3				.728	
CO5				.555	
RE4					.836
RE2					.831
RE1					.791
RE3					.688
KMO = 0.737; Bartlett's Test of Sphericity = 2372.023; Sig. = 0.000					
Eigenvalues	4.108	2.963	2.857	2.569	2.334
Variance (%)	17.118	12.347	11.950	10.703	9.727

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

Cumulative (%)	17.118	29.465	41.370	52.072	61.799
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Source: SPSS 20 analysis results

Besides, the results of EFA factor analysis of variables belonging to independent factors show that the breakpoint is at the 5th line with an eigenvalue of 2.334 greater than 1, this confirms that the variables included in the analysis are arranged into 5 groups of factors and the cumulative in the 5th line is 61.799%, greater than 50%; shows that the variability of the data is explained up to 61.799%. Not only that, the factor rotation results show that 24 variables belonging to the independent factors included in the analysis are specifically arranged into 05 factor groups PP (Participatory), RL (Transparent, Accountable and follow the rule of law), RE (Responsive, effective and efficient), CO (Consensus oriented), EI (Equitable and Inclusive) in Table 5.

**Table 6. Results of EFA analysis of variables belonging to the dependent factor**

	Component
CS1	.840
CS2	.833
CS3	.613
KMO = 0.595; Bartlett's Test of Sphericity = 112.800; Sig. = 0.000	
Eigenvalues	1.775
Cumulative (%)	59.175

Source: SPSS 20 analysis results

Along with that, the results of EFA factor analysis of variables belonging to CS (Citizen Satisfaction with the policy) in table 6 show that the KMO value is 0.595, greater than 0.5; This confirms the KMO value, ensuring the appropriateness of exploratory factor analysis and the meaningfulness of the data included in factor analysis. The Chi-Square statistic of the Bartlett test has a value of 112.800 with a significance level of Sig. = 0.000 is less than 0.05, this shows that the KMO test results are completely statistically significant at the 5% significance level.

The analysis of the cumulative for the dependent variables shows that the cumulative reaches a value of 59.175%, this value is at an average level, so 59.175% of the variation in the data is explained by 01 factor, measurement scales were derived and accepted. The stopping point when extracting factors at the first factor with Eigenvalues is 1.735. The factor loading coefficients of the component variables CS1, CS2, CS3 are respectively 0.840; 0.833; 0.613 is greater than 0.5; This shows that the component variables of the entrepreneurial intention factor warrant inclusion in data analysis.

Based on the results of correlation analysis of factors in Table 7, we see that the dependent factor of entrepreneurial intention has a positive/same direction correlation with the independent factors, specifically, the Pearson correlation value of the factors PP (Participatory), RL (Transparent, Accountable and follow the rule of law), RE (Responsive, effective and efficient), CO (Consensus oriented), EI (Equitable and Inclusive) with CS (Citizen Satisfaction with the policy) are respectively 0.403; 0.395; 0.306; 0.324; 0.337 is greater than 0 and the coefficients Sig. of the factors are all less than 0.05. This ensures that the correlation between factors is statistically significant for the author to conduct linear regression model analysis.

**Table 7. Results of Pearson correlation analysis**

		Consensus oriented	Equitable and Inclusive	Transparent, Accountable and follow the rule of law	Participatory	Responsive-effective and efficient	Citizen Satisfaction with the policy
Consensus oriented	Pearson Correlation	1					
	Sig. (2-tailed)						
Equitable and Inclusive	Pearson Correlation	.026	1				
	Sig. (2-tailed)	.697					
Transparent, Accountable and follow the rule of law	Pearson Correlation	.007	.100	1			
	Sig. (2-tailed)	.914	.132				



## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

Participatory	Pearson Correlation	.071	.115	.111	1		
	Sig. (2-tailed)	.280	.083	.093			
Responsive, effective and efficient	Pearson Correlation	.003	.101	.161*	.067	1	
	Sig. (2-tailed)	.967	.129	.015	.315		
Citizen Satisfaction with the policy	Pearson Correlation	.324**	.337**	.395**	.403**	.306**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

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

Listwise N=230

### Source: SPSS 20 analysis results

The results of the regression model analysis in Table 8 show that factors affecting CS (Citizen Satisfaction with the policy), including: PP (Participatory), RL (Transparent, Accountable and follow the rule of law), RE (Responsive, effective and efficient), CO (Consensus oriented), EI (Equitable and Inclusive); that is, these variables affect CS (Citizen Satisfaction with the policy) in the same direction. And R square is 0.584; this result shows that the model's suitability is 58.4%, or in other words, 58.4% of the variation in the Citizen Satisfaction with the policy is explained by 05 factors: PP (Participatory), RL (Transparent, Accountable and follow the rule of law), RE (Responsive, effective and efficient), CO (Consensus oriented), EI (Equitable and Inclusive). Using the F test in ANOVA analysis of variance shows that the F value is 101.960 with a significance level of Sig. is 0.000 less than 0.05; This shows that the combination of five independent factors in the model can explain the change in the Citizen Satisfaction with the policy.

**Table 8. Results of linear regression analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.005	.231		-.024	.981		
Consensus oriented	.203	.033	.293	6.081	.000	.995	1.005
Equitable and Inclusive	.149	.030	.243	4.995	.000	.972	1.028
1 Transparent, Accountable and follow the rule of law	.184	.030	.300	6.127	.000	.959	1.043
Participatory	.191	.030	.307	6.292	.000	.971	1.030
Responsive, effective and efficient	.132	.030	.212	4.330	.000	.965	1.036

R square = 0.584; Adjusted R square = 0.572; F = 101.960 (Sig. = 0.000); Durbin Watson = 1.541

Dependent Variable: Citizen Satisfaction with the policy.

Source: SPSS 20 analysis results

Thus, the regression analysis model is implemented as follows:

$$RS = \beta_0 + \beta_1CO + \beta_2EI + \beta_3RL + \beta_4PP + \beta_5RE + \varepsilon$$

The unstandardized regression equation shows the relationship between factors affecting CS (The Citizen Satisfaction with the policy) as follows:

$$RS = -0.05 + 0.203*CO + 0.149*EI + 0.184*RL + 0.191*PP + 0.132*RE + \varepsilon$$

The regression equation according to the standardized coefficient Beta shows the relationship between factors affecting RS (The Citizen Satisfaction with the policy) as follows:

$$RS = 0.293*CO + 0.243*EI + 0.300*RL + 0.307*PP + 0.212*RE + \varepsilon$$

Based on the standardized Beta coefficient, we can see that the highest level of influence on RS (The Citizen Satisfaction with the policy) is the Participatory factor (PP has Beta = 0.307; influence in the same direction), when the Participatory factor is better (increased by 1 unit), the role of the Citizen Satisfaction with the policy to 0.307 units. Next, the Accountable and follow the rule of law factor (RL has Beta = 0.300; same direction effect), when the Accountable and follow the rule of law factor is better (increased

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

by 1 unit), the role of the Citizen Satisfaction with the policy increases to 0.300 units. Consensus oriented factor (CO has Beta = 0.293; influence in the same direction), when the Consensus oriented factor (increases by 1 unit), the Citizen Satisfaction with the policy increases by 0.293 units. Equitable and Inclusive factor (EI has Beta = 0.243; influence in the same direction), when the Equitable and Inclusive factor is better (increased by 1 unit), the Citizen Satisfaction with the policy increases to 0.243 units. Finally, there is the Responsive, effective and efficient factor (RE has Beta = 0.212; influence in the same direction). When the Responsive, effective and efficient factor is better (increased by 1 unit), the Citizen Satisfaction with the policy increases by 0.212 units.

Along with that, the results show that the VIF coefficient of the factors PP (Participatory), RL (Transparent, Accountable and follow the rule of law), RE (Responsive, effective and efficient), CO (Consensus oriented), EI (Equitable and Inclusive) are respectively 1.030; 1.043; 1.036; 1.005; 1.028 is within the allowable level (less than 2), showing that the model does not suffer from multicollinearity. And the value  $d$  (Durbin Watson) = 1.541 is in the acceptance range (from 1.5 to 2.5), meaning the model does not have autocorrelation at lag 1.

## CONCLUSION

This study focuses on clarifying the factors affecting the Citizen Satisfaction with the policy in Vietnam today. Thereby, the author has presented relevant foundational theories. Based on the results of previous studies, the author has synthesized measurement scales and proposed a research model, and used SPSS 20 statistical software to conduct qualitative research, adjust scales and model to suit the real context.

The results of the study show the factors affecting the Citizen Satisfaction with the policy in Vietnam today, including: (1) Participatory, (2) Transparent, Accountable and follow the rule of law, (3) Responsive, effective and efficient, (4) Consensus oriented, (5) Equitable and Inclusive.

Based on the results of the research model, the author proposes the following recommendations to ensure people's satisfaction with the policy:

**Participatory:** Create forums, community meetings, and online channels so people can contribute opinions on policies and decisions; Ensure the participation of all groups in society, including those from disadvantaged groups, so that their voices are heard and considered; Enhance education and information: Provide complete and easy-to-understand information about policies and participation methods so that people can contribute their opinions effectively.

**Transparent, Accountable and follow the rule of law:** All policy decisions and decision-making processes should be disclosed in the mass media and the government's electronic information portal; Ensure that all public expenditures and projects using state budget are made public and have periodic audit reports; Policies must be developed and enforced based on the provisions of law, ensuring rule of law and fairness.

**Accountability and efficiency:** Create mechanisms to monitor and evaluate the effectiveness of policies, including soliciting feedback from people and independent organizations; Agencies, organizations and individuals involved in policy implementation need to be accountable for the results and effectiveness of their work; Reduce complex administrative procedures, improve working processes to improve efficiency and people's satisfaction.

**Consensus oriented:** Before implementing major policies, it is necessary to organize meetings, discuss and collect opinions from the community to achieve high consensus; Develop mechanisms to resolve conflicts and disputes that arise fairly and quickly; Strengthen cooperation between social organizations, businesses and the state in implementing and monitoring policies.

**Equitable and Inclusive:** Regularly evaluate and update policies to suit reality and new social changes; Establish mechanisms to be able to respond quickly and promptly to emergency situations or sudden changes in society; Allocating adequate and effective resources to ensure policies can be implemented in a timely and highly effective manner.

Public participation in the policy-making process is extremely important and brings many benefits. The government cannot impose its own decisions but needs to continuously seek to re-establish its authority through public participation. This helps create more transparent and trustworthy policies, thereby increasing trust between the government and the people. Research has shown that active citizen participation in the policy-making process not only produces more considered decisions but also generates community consensus and support. This increases the effectiveness and transparency of policies, thereby creating support and trust from the community.

However, it is necessary to be aware of the challenges and limitations in implementing public participation. Some public officials may oppose citizen participation in policy decisions and have political conflicts of interest. At the same time, to facilitate public participation, there needs to be commitment and effort on the part of the government to ensure that people's opinions are heard and contribute to the decision-making process. To overcome these challenges, governments need to create mechanisms and strategies that encourage and protect fair and equitable participation. It is important to build the capacity and knowledge of communities so they can participate actively and effectively. Investment in education and public information is needed to build participation and capacity of communities, thereby creating policy decisions that are consistent with people's needs and desires.

It is necessary to adopt a policy process that focuses on people, placing them at the center of the decision-making process. An effective policy process should start by listening to people's opinions and needs from the planning stage through to policy

## Factors Affecting the Citizen Satisfaction With Public Policy in Vietnam

implementation and evaluation. During the planning stage, it is necessary to organize seminars, public opinion polls and policy exchanges to collect people's opinions. This helps the government better understand the needs and desires of the community, thereby developing policies that truly reflect their needs.

During the policy implementation process, it is necessary to establish monitoring and feedback mechanisms from the people to ensure that the policy is implemented in a transparent and fair manner. This helps create trust and support from the community, thereby enhancing the effectiveness of the policy. Policy evaluation needs to be carried out comprehensively, by measuring not only the target outcomes but also the impact and feedback from citizens. This helps the government better understand the effectiveness and impact of policies on the community, thereby adjusting and improving policies continuously.

In short, applying a citizen-centered policy process is an important way to create policies that truly reflect the needs and desires of communities. This not only increases citizen satisfaction with the policy but also creates trust and support from the community, thereby building a fair and developed society.

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