Assessing factors influencing resident satisfaction in enlarged communities

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Խոշորացված համայնքներում բնակիչների բավարարվածության վրա ազդող գործոնների գնահատումը

Պետրոսյան Սամսոն Մ.
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Ամփոփագիր. Տեղական ինքնակառավարման հիմնադրույթները քննարկելիս, կառավարման տեսաբանները և տնտեսագետները կարևորվում են քաղաքացիական հասարակունության հզորացումը և կայացումը՝ ի հաշիվ արդյունավետ, հաշվետու, մասնակցային տեղական ինքնակառավարման համակարգի: Քաղաքացիները տեղական ինքնակառավարման առաջնային և անմիջական շահառուներն են, ուստի նրանց բավարարվածությունը տեղական ինքնակառավարման մարմինների գործունեությունից լավագույնս արտահայտում է համակարգի արդյունավետությունը: Ֆինանսական գործոններից զատ, համայնքների խոշորացումը առաջացրեց մի շարք այլ գործոններ, որոնք հնարավոր կառավարման խնդիրների պատճառ կարող էին հանդիսանալ՝ բնակչության մասնակցությունը համայնքի կառավարմանը, հանրային իրազեկվածության մակարդակը, հանրային կարծիքը և վստահելիությունը տեղական ինքնակառավարման մարմինների գործունեությանը և այլն:

Հանգուցաբառեր՝ խոշորացված համայնքներ, իրազեկվածություն, մասնակցություն, հանրային կարծիք, բավարարվածություն, տեղական ինքնակառավարման արդյունավետություն, տվյալների գնահատման մոդել

Оценка факторов, влияющих на удовлетворенность жителей в расширенных сообществах

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Аннотация. При обсуждении основ местного самоуправления теоретики управления и экономисты делают акцент на расширении прав и возможностей и создании гражданского общества за счет эффективной, подотчетной, основанной на участии системы местного самоуправления. Граждане являются первичными и непосредственными бенефициарами местного самоуправления, поэтому их удовлетворенность деятельностью органов местного самоуправления лучше всего выражает эффективность системы. Помимо финансовых факторов, укрупнение сообществ представило ряд других факторов, которые могли быть причиной возможных управленческих проблем: участие населения в управлении сообществом, уровень информированности населения, общественное мнение и доверие к деятельность органов местного самоуправления и др.

Ключевые слова: расширенные сообщества, осведомленность, участие, общественное мнение, удовлетворенность, эффективность местного самоуправления, модель оценки данных

In this research, we will study in detail the factors affecting the satisfaction of the population and the assessment of their impact. In the professional literature, there are many factors affecting the efficiency of local self-government (LSG) [1; 2; 3; 4; 5], the selection of factors in this study was made on the basis of researches in the lite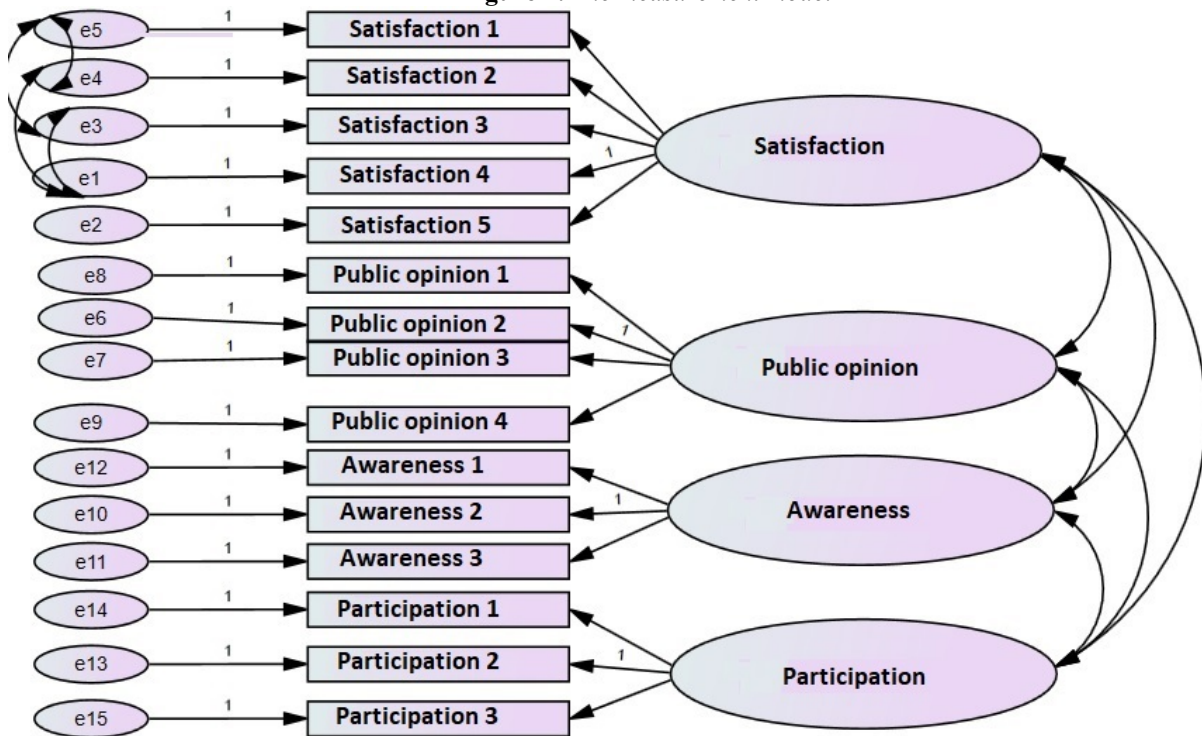rature [6; 7; 8; 9], the population was selected for analysis. satisfaction with local government, public participation in LSG, public awareness and public opinion and trust in LSG.

The basis of information for the analysis was the results of the survey conducted in the enlarged communities of RA. The econometric modeling computer programs "IBM SPSS AMOS 26" and "Microsoft Excel 2016" were used for the analysis.

The program "Microsoft Excel 2016" was used for database development and management, and the program "IBM SPSS AMOS 26" was used for building the data evaluation model. The measurement model was built with a sample of N=407, where each quadrant (Item / Observed Variable-B1, B2, M2, H1, I2, I3, etc.) includes one question from the questionnaire, and in the oval (Latent Variable-Satisfaction, Public Opinion, Awareness, Participation) factors are characterized by rectangles related to them, and e1, e2,..., e15 indicated in the regions are the corresponding random error values in the model. In the measurement model, public awareness was characterized by 3 characteristics, public satisfaction by 5 characteristics, public participation by 3 characteristics, and public opinion by 4 characteristics.

Figure 1: *The measurement model*

The characteristics summarized in the assessment model are presented in Table 1 with their respective designations.

Table 1: *Characteristics included in the data evaluation model and their designations*
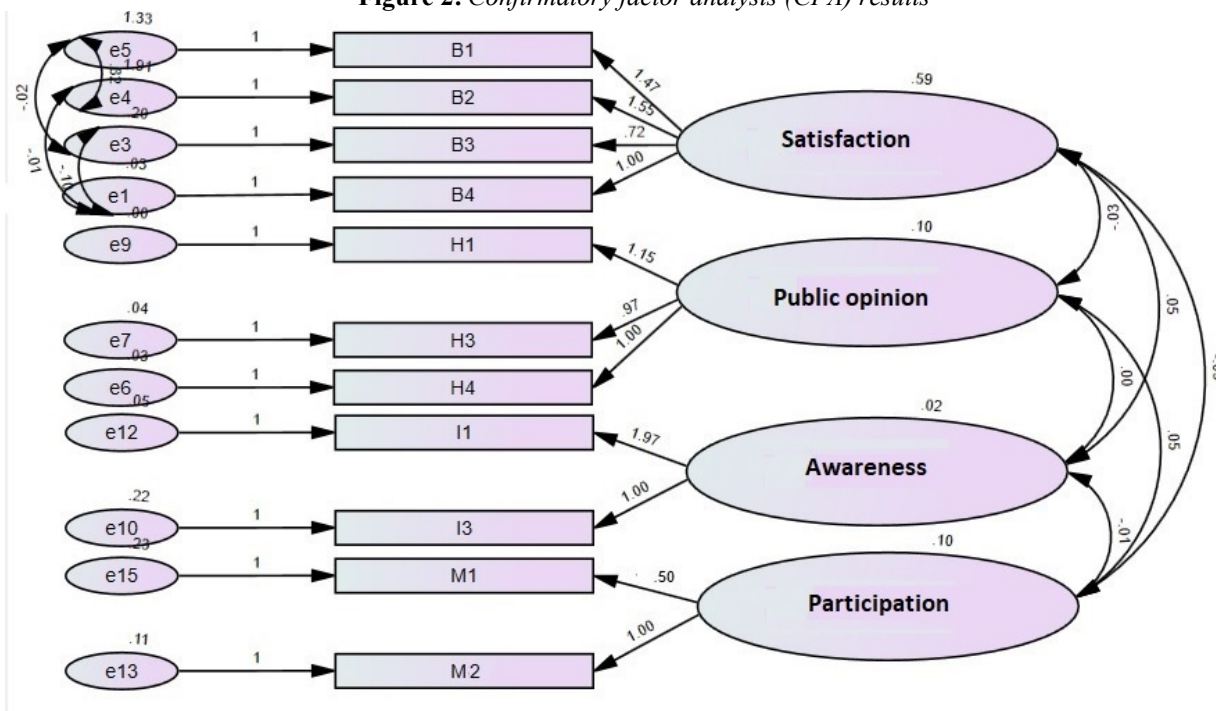
Characteristic	Designation	Question
Satisfaction 1	B1	How satisfied are you with the activities of the council of elders of your community?
Satisfaction 2	B2	How satisfied are you with the activity of your community leader (Please rate on a 0-5 point system, where 0 is very bad, 5 is excellent).
Satisfaction 3	B3	How do you feel about the current local self-government bodies?
Satisfaction 4	B4	Are you satisfied with the quality of services provided by your local self-government bodies?
Satisfaction 5	B5	If you have dealt with local self-government bodies in the last 5 years, how satisfied are you with the resolution of your question/problem (Please rate on a 0-5 point system, where 0 is very bad, 5 is excellent).
Public opinion 1	PO 1	Are you experiencing difficulties using the services of the municipality?
Public opinion 2	PO 2	Are you having trouble paying your taxes?
Public opinion 3	PO 3	How would you rate the transparency of the activities of your local governments?
Public opinion 4	PO 4	In general, how would you rate the level of accountability of your local governments?
Awareness 1	I1	Do you know who is the head of the administrative district of your community?

Awareness 2	I2	Are you aware of the types of taxes in the community?
Awareness 3	I3	Do you know who is the administrative representative of your place of residence?
Participation 1	M1	Have you dealt with local self-government bodies in the last 5 years?
Participation 2	M2	During the last 5 years, have you participated in any kind of community management process?
Participation 3	M3	Did you participate in the last local elections?

After building the data estimation model, the next step was to conduct a confirmatory factor analysis (CFA). The purpose of confirmatory factor analysis is to reveal the relationship or correlation between factors and characteristics [**10**]. Figure 2 shows the results of the confirmatory factor analysis.

Figure 2: *Confirmatory factor analysis (CFA) results*

The evaluation of the model was carried out using the maximum likelihood method [**10**]. Diagnostic checks of the model such as Reliability, Goodness of Fit, Validity, Normality checks satisfy the requirements of the model. Let us present the structural equation modeling [**12**]. Structural equation modeling (SEM) is a multivariate analysis that enables the estimation of multifactorial causal relationships [**13**]. Structural equation modeling differs from other modeling approaches because it allows testing direct and indirect effects based on pre-specified hypotheses.

Within the framework of this analysis, we proposed the following hypotheses:

H1. There is a significant positive relationship between public awareness and public participation

H2. There is a significant positive relationship between public awareness and public opinion

H3. The link between public participation and public opinion is mediated by public awareness.

H4. There is a significant positive relationship between public participation and public satisfaction

H5: There is a significant positive relationship between public awareness and public satisfaction

H6: There is a significant positive relationship between public opinion and public satisfaction.

It is obvious from Figure 3 that there is a direct or mediated relationship between the proposed hypotheses. There is a direct positive relationship between public awareness, public participation and public opinion, which justifies the assumption that as public participation and awareness increase, positive public opinion increases. In the event of an increase in public awareness and public participation, public opinion increases by 0.274 and 0.481 points, respectively (Table 2).

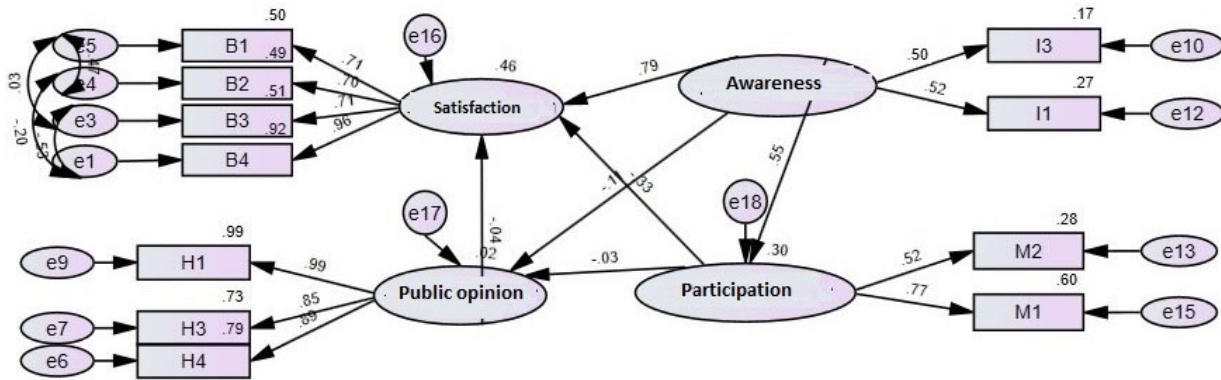**Figure 3:** *The structural model according to the presented hypotheses*

Table 2: *Regression weights and standard error*

Hypotheses	Effect	Weight	Standart error	Critical ratio
H2 (+)	Public opinion <--- Public awareness	0.274	0.269	2.017
H3 (+)	Public opinion <--- Public participation	0.481	0.194	6.202
H4 (+)	Public satisfaction <--- Public participation	0.546	0.126	5.433
H5 (+)	Public satisfaction <--- Public opinion	0.347	0.0691	5.194

Public participation and public opinion, in turn, have a positive direct relationship with public satisfaction, that is, public satisfaction increases when public participation and public opinion increase. A unit increase in public participation and public opinion increases public satisfaction by 0.546 and 0.347 points, respectively (Table 2).

There is a mediated relationship between public awareness and public participation and public satisfaction. From Figure 3, it is clear that 46% of the variation in public satisfaction is explained by the variables included in the structural model, and 30% by public participation and public opinion. Thus, through the construction of a structural model, we came to the conclusion that the mentioned factors are significant in the local self-government system in RA, because as mentioned above, there is a positive direct connection between the mentioned factors, and there are also mediated connections.

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