



## Measuring Villagers' Satisfaction about Performance of Village Government at Shemiranat in Large Lavasan: a Scope for the Use of Models

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### Abstract

Today due to complexity of problems and requirement and necessity of availability to development, we need professional organization in local management such as rural governments. Each service organization needs evaluation of programs and activities assessment in deciding best policy and modifying procedures and existing programs. Rural government is the main organization of rural management has influential effect in providing public services and organizing rural life. Their satisfaction of the people may be based on scientific methods. This preliminary study measures the satisfaction of villagers in large Lavasan village about performance of rural government using models such as Teboul method, Lacking of expectation realization model, Nour Yakey Kano model, American Customer Satisfaction Index Model (ACSI), Servqual model, Researcher's suggestive model. Ninety households were randomly selected as sample and questionnaires were distributed among them. Preliminary information was noted based on the survey.

### 1. Introduction

No organization, society and government can overlook the satisfaction of customers, users and receivers of services. Rural government is the most important rural management unit, its survive depends on satisfaction and confidence of the villagers about performance.

In definition, rural management includes organizing process and directing rural community in shaping organizations and institutions working in the rural areas. People's satisfaction about rural government has the important role in success of this organization toward achieving its goals. Villagers who are satisfied by their rural governments, participate and cooperate in it to complete the programs which is measured as villagers' satisfaction about performance of rural governments. Various models may be used in deciding the performance of local government.

### 2. Materials and Methods

Research subject includes measuring satisfaction of villagers about performance of rural governments of large Lavasan villagers of Shemiranat city, including villages Nicknamdeh, large Lavasan, Rasnan and Kalan which were surveyed in 2011. Sta-

tistical sample includes 908 rural households. Different models have been described suitable to such study- Teboul method, Lacking of expectation realization model, Nour Yakey Kano model, American Customer Satisfaction Index Model (ACSI), Servqual model, Researcher's suggestive model to

### 3. Description and Discussion

To determine the sample size of rural households, Cochran formula was used. For this purpose, at first a pilot study (pre-test) including 25 people was conducted and performance variance of rural government was calculated and in this order sample size was calculated as follows:

Questionnaire was prepared for rural households included 25 questions in Likert scale and questions were developed keeping in mind of the hypotheses and analytical models. Then testing of two ratio comparison was conducted and calculations showed that the responses of the two ratios are equal, means that questionnaire had validity.

In proposed model of research, different scientific models were discussed to measure satisfaction.

#### 3.1. Teboul method

Villagers' satisfaction rate may be described by Teboul model



(Figure 1). In this model, the needs of farmers and services which are provided by the rural government were showed with a circle and the square, respectively. Perfect satisfaction is provided when services can cover all needs and expectations of villagers. On the other hand, circle to be located inside the square.

### 3.2. Lacking of expectation realization model

Expectations of customer or citizen are about the performance of a product or service which are resulted from previous experience. Expectation and performance act as vice-versa. Lacking of realization in this model includes difference between expected quality and received or experienced quality of product or service. The difference can be positive or negative (Figure 2).

### 3.3. Nour Yakey Kano model

It has presented a model which explains the manner of relation between quality and customer satisfaction perfectly (Figure 3). In this model, the quality or characteristics of goods or services are divided into three categories as described in model.

### 3.4. American Customer Satisfaction Index Model (ACSI)

The American Customer Satisfaction Index (ACSI) is a new type of market-based performance measure for firms, industries, economic sectors, and national economies. The authors

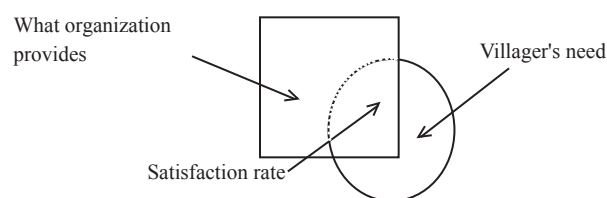


Figure 1: Teboul Model

discuss the nature and purpose of ACSI and explain the theory underlying the ACSI model, the nation-wide survey methodology used to collect the data, and the econometric approach employed to estimate the indices. This model provides variables of the mean and discrepancy parameters for customer satisfaction and its results for an organization, evaluates the effect of variables on each other. Highlights of the findings include that (i) customization is more important than reliability in determining customer satisfaction, (ii) customer expectations play a greater role in sectors in which variance in production and consumption is relatively low, and (iii) customer satisfaction is more quality-driven than value- or price-driven. (Figure 4).

### 3.5. Servqual model

In 1980, concern about satisfaction of customers and service recipients was an important issue which made industry and universities to focus on this by the three researchers named Parasoman, Leonardbery and Zitamel who studied this issue

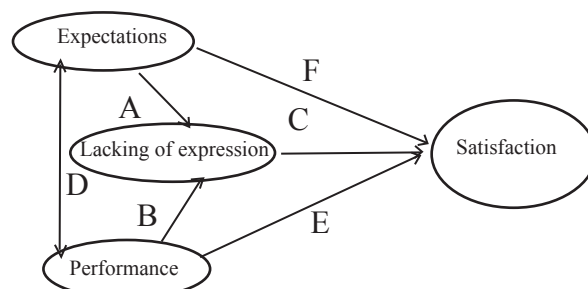


Figure 2: Lacking of expectation realization model

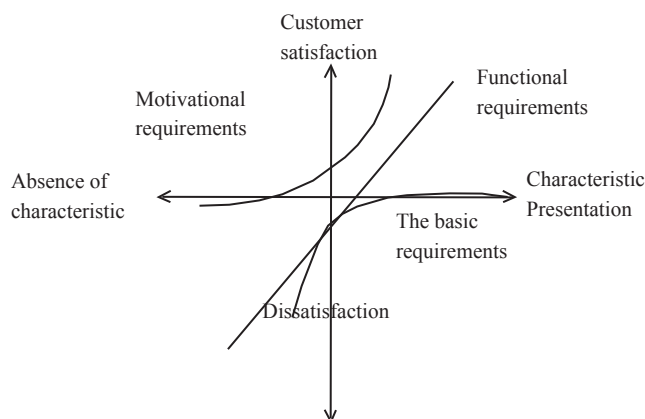


Figure 3: Kano Model

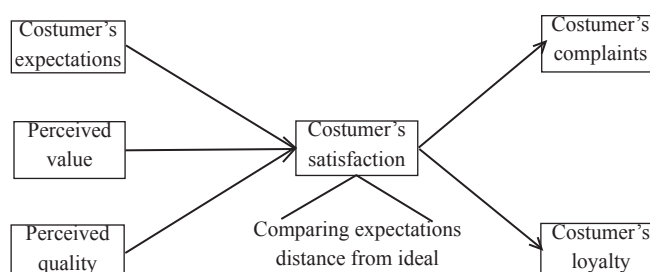


Figure 4: Model general satisfaction index of America's National ACSI

scientifically. In 1996, they published their opinion about measuring service quality or Servqual method. They published a conceptual paper introducing five gaps as follows:

- Difference between expectations of service recipients and managers' awareness about their expectations.
- Difference between awareness of expectations of service recipients and services quality.
- Difference between service quality and received service.
- Difference between received services and what related to services to rural consumer.
- Difference between expectations of service recipients and received services

Parasoraman et al. (1985) created five major criteria to measure service quality which is known as Servqual model: tangible or physical items (appearance) includes observing equipment,

personnel, facilities or modern equipment; confidence, i.e. ability and willingness to help service recipients and providing services to them; responsiveness, i.e. ability and willingness to help service recipients and providing services to them; trust (guarantee), i.e. necessary knowledge and confidence of employees to give ensure to service recipients; and empathy, i.e. enough care about service recipients (Figure 5).

### 3.6. Researcher's suggestive model

Here different scientific models of satisfaction measurement were used and researcher's suggestive model resulted from combining all these models to measure villagers' satisfaction

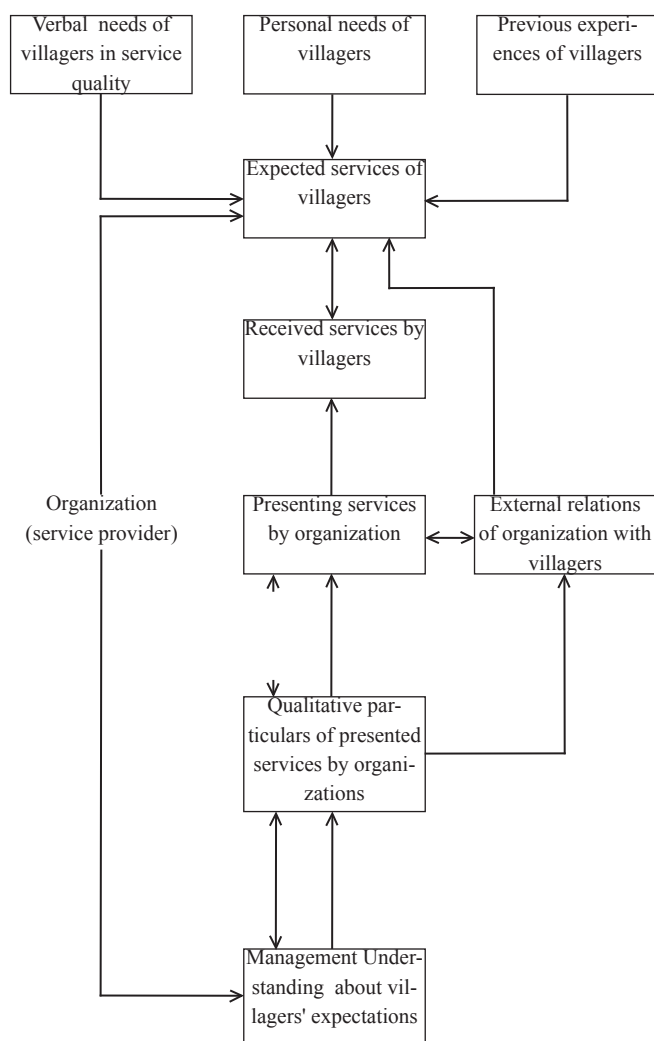


Figure 5: Model Servqual method

about performance of rural governments was designed. This model was formed from two geometrical figures, circle (needs of the villagers) and rectangular (what rural governments offer) based on the Teboul model.

### 4. Conclusion

Based on the views of the different models, it is concluded that customers's satisfaction and expectations are correlated with each other. Based on the criteria, model may be selected and described accordingly. This could be a platform for the analysis of the performance of the local government.

### 5. References

Parasuraman, A., Zeithaml, V., Berry, L., 1985. A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing* 49 (Fall), 41-50.