

The Implication of the Quality of Care with the Level of Satisfaction of the Administered of a State Entity in the Lambayeque Region

Santoyo Taboada, Cynthia Magaly, Dr. Villón Prieto, Rafael Damian

Universidad César Vallejo

Email: staboadacm@ucvvirtual.edu.pe

KEYWORDS

quality of care,
satisfaction level,
state entities.

ABSTRACT

The quality of care provided to the citizens by state entities is a significant factor in organizations because measuring satisfaction levels strengthens trust in governmental institutions. The objective of this article is to establish the relationship between service quality and citizen satisfaction levels within a state entity in the Lambayeque Region. According to the literature reviewed, it was found that there is a significant positive relationship between service quality and user satisfaction in public entities. This means that as service quality improves, user satisfaction levels also increase. Conversely, a decrease in service quality tends to negatively impact user satisfaction. This finding underscores the importance of enhancing and maintaining high standards of service quality provided by state entities to ensure a satisfactory experience for users.

1. Introduction

One of the main components of the modernization of public management is the improvement of the quality of services provided to citizens. This means that, when designing and developing these products, it is necessary to understand the needs and expectations of the population, considering the models of quality of care, communication between the administered and state institutions, and the use of information technology.

From Jordan, Alibraheem et al. (2024) concluded in their research that there is a strong correlation between the level of customer satisfaction and the quality of service; in addition, they indicated that investments should be made in high-quality computer systems and a solid internal management system to increase customer satisfaction, according to Indonesian research Junaidi et al. (2024) that in order to improve the understanding and participation of customers, It is extremely important to have potential digital platforms. In addition, they stated that governments should recognize the relevance of efficient communication and digital engagement to obtain an informed and satisfied citizenry. Tailored communication initiatives are important to foster user understanding and engagement and contribute to improving public satisfaction.

In La Libertad, Araujo (2023) in his research on the quality of care and level of satisfaction of external users in a health facility in La Libertad, concluded that the quality of care contributes directly to increasing the satisfaction of the external user; that is, when care is provided with a higher level of quality, the better the level of satisfaction of the external user, Alvarado (2022) in Lima, indicated that it is essential that the attention personnel listen, demonstrate empathy, have understandable language, effective communication, safety, effectiveness, and use the time required to provide solutions, the most outstanding was empathy, but it is also considered a group of procedures to improve the levels of attention to the public, such as: attention with specialists in the field, waiting environment, adequate toilets, confidential information, quality infrastructure, active listening, empathy, understandable language, effectiveness in care, safety when expressing oneself, efficiency, effectiveness.

Failoc (2020) from Lambayeque argues that there is a correspondence between the quality of the services provided and the level of satisfaction per outpatient consultation at the Lambayeque Regional Hospital; recommending the use of a Comprehensive Model of effectiveness in care to increase the levels of satisfaction of the outpatient public of the Lambayeque Regional Hospital.

In Lambayeque, we also found that Huaman (2023) identified the management of the authorities as the key factor in optimizing the quality of service and determined that public service offices that have inefficiency require a model of administration of public resources based on the theory of production and accountability and the theory of new public management.

That is why, as a general objective of this research, it was proposed to determine the implication of the quality

of care with the level of satisfaction of the administered of a state entity in the Lambayeque Region.

The specific objectives proposed were to estimate the relevance of the use of information and communication technology in the degree of satisfaction of the administrated; as well as, identify different aspects that must be enhanced in care to guarantee a quality service.

2. Methodology

The methodology has a quantitative research approach, with a non-experimental study design, since it does not involve the manipulation of constructs, but focuses on analyzing already existing situations. According to Palella & Martins (2010), these studies are characterized by not deliberately altering any variable. The researcher does not intentionally modify the constructs in the environment or in a specific period for their analysis; In this design, a particular situation is not created, but the current conditions are observed as they are.

It is considered an indeterminate population and is defined by the total flow of taxpayers of a state entity in the Lambayeque Region, the inclusion criteria are taken to those who are interested in collaborating in the research study will sign a consent with the corresponding information. Among the instruments for data collection and reliability, we find the survey, which according to Carrasco (2005), defines it as a method in which the person in charge distributes a questionnaire to the participants selected in the sample, with the aim of collecting their opinions, this will allow the collection of information according to the sampling technique used.

The researcher carries out a questionnaire, based on various theoretical concepts in relation to variables considering this context of the new state management, thus Casas et al. (2003) affirm that the questionnaire is the fundamental tool used in survey studies, it is a document that collects information in a clear and orderly manner on the dimensions of the constructs linked to the objective of the survey. Meneses (2016) points out that survey methodology refers to the organized set of steps to design, manage and collect the data obtained, this distinction is relevant, although the terms are often confused, using "survey" to refer to a specific questionnaire, the essential thing is to understand the difference between the research method that provides the context to make decisions about the design of the research with questionnaires and the tool that the researcher creates to collect data in the fieldwork.

The process of collecting information begins by requesting the necessary permits from the state entity, through a document to the institution under study, to obtain authorization for the research and collection of information, the criterion of validity is taken into account, for the verification by expert judgment of the questions that will measure the variables; Almenara & Llorente (2013) indicated that expert judgment is the evaluation with a very useful approach to obtain informed opinions on different topics, its benefits include the quality of the answers, since experts provide well-founded information thanks to their experience; in addition, it allows a more in-depth analysis of the aspects evaluated; This method is easy to implement, as it does not require complex resources and offers flexibility in the way information is collected, using techniques such as interviews or surveys depending on what is needed; It also facilitates a detailed compilation that provides a more complete vision of the object of study, the diversity of the experts further enriches the analysis, providing different perspectives that make it more balanced. The use of Cronbach's Alpha to recognize the level of reliability, the deductive method is used to select conclusions in a general way and then be detailed, starting with the investigation of previous studies and theoretical bases that can be applied to specific or particular circumstances, the instrument must be verified and validated, it only needs an application of the measuring instrument and generates values that vary between 0 and 1 being its main advantage that it is not necessary to divide the items into two halves; it is enough to apply the measurement and calculate the coefficient (Hernández et al., 2014).

The research is carried out taking into account ethical aspects, such as the informed consent of each participant during data collection. The necessary data is provided to ensure that your participation in the study is completely voluntary. This includes the implementation of consent and informed assent procedures, in addition to other criteria established in the UCV Code of Research Ethics. The confidentiality of the data collected is also taken into account, emphasizing that they are used for the purposes of the proposed study.

3. Result (Talk)

To determine the implication of the quality of care with the level of satisfaction of the administered of a state entity in the Lambayeque Region, Salas (2020) obtained as a result that there is evidence of a positive correlation of a high level between organizational communication that directly influences the quality of the service provided by a state entity to citizens. For his part, Torres (2020) from La Libertad, considered theories on the quality of

care and Administrative Management and tested the hypothesis of his study, concluding that there is a very good and significant implication between the quality of care in the public entity of the city of Trujillo and its administrative management.

Salguero (2021) concluded that the administered feel satisfied with the services received, but in the process of executing the phases of attention used by public servants, the modernization policy is not considered, in the sense of the three cross-cutting axes: open government, electronic government, and inter-institutional articulation.

Rodas (2021) found that the level of satisfaction of users of the Pharmacy service is high with 67.3%, and 55.4% indicated greater satisfaction with the quality of care, 13.9% showed high satisfaction but with a medium quality of service. It was shown that there is a significant relationship between the level of satisfaction and the quality of care in users, ($P=0.000 < 0.05$), concluding that the relationship between the quality of care and the degree of satisfaction of those administered coexists; that is, the higher the quality of care, the greater the satisfaction.

Morales et al. (2021) conducted a study at the UGEL 01 in Lima to determine the relationship between service quality and user satisfaction. The study was quantitative with a correlational descriptive design. It was applied to a total of 559 teachers who belonged to the UGEL, while the sample of 436 teachers was an intentional sample. The questionnaire survey was used as an instrument for the collection of information. The authors' conclusion indicated that there is a positively high association between quality of service and user satisfaction, with $r=0.7145$ and $p=0.00$. In addition, 69% of those administered by UGEL 01 affirm that the quality of service is good. (3) 76% of users of UGEL 01 felt satisfied with the services provided.

From the literature consulted, it was appreciated that there is a deep and high relationship on the quality of attention to the administered of public entities and the level of satisfaction perceived by them, being relevant that state institutions execute management plans or models within the framework of the modernization of the state, which includes a greater emphasis on the improvement of organizational communication and specialized training to the servants who are dedicated to providing attention to the public.

With respect to estimating the relevance of the use of information and communication technology in the degree of satisfaction of the administrated; Palmisano F. & Sacchi, A. (2023) found in their study that virtual interaction between the population and public institutions is a mitigating means, as it contributes to reducing the effect of inequality on institutional trust, specifically with the most vulnerable levels of citizens, who have a low level of education and who are unemployed. The use of digitalization would be useful for the government to comply with the purpose of transparency and provide virtual public services. Redistribution policies coupled with a well-planned electronic partnership between citizens and governments can be the means to restore trust in institutions.

One of the services served by state entities are the complaints made by the administrated, Kim, S., An, M., Lee, H. & Kang, J. (2024), in South Korea, used a method for the study and processing of data of complaints filed online efficiently with the use of data mining and big data. Inefficient handling of complaints negatively impacts both whistleblowers and government officials; However, existing studies have focused primarily on the whistleblower's perspective. They considered the National User Satisfaction Index and classified the complaints into three categories: high, medium and low materiality. After that, with the use of modeling techniques, they analyzed the complaint issues according to their levels of materiality. Finally, taking into account the findings of the analysis, they proposed an effective method for handling complaints, in which both the complaining parties and the officials of public institutions will experience greater satisfaction.

Ramos et al. (2021) concluded that information technologies have a significant influence on the clarification of doubts and procedures carried out by the administrated, in order to improve the quality of service and the level of user satisfaction. They analyzed a population of 157 citizens, where it was obtained as a result that the use of information technologies significantly increases the administrative management of the Provincial Municipality of Lambayeque in the approaches of transparency and efficiency, transparency.

From the review of the reference databases, it can be inferred that the use of information technology intervenes positively to improve the level of satisfaction in the attention of the various services in state entities.

Regarding the identification of different aspects that must be enhanced in care to guarantee quality service, Phetogo M., Olumide J., Chux G. & Cheneso C. (2020), in Botswana, carried out research that used as an instrument a survey applied to 135 people with basic education levels in the Tonota Subregion, finding that the dimensions of service quality that were raised as the response capacity, empathy, tangibility and security have

a favorable impact on the level of user satisfaction, they recommended training employees in record management, complaint management and in increasing the reliability of care to improve the quality of service. A strategy and policy of customer satisfaction levels was suggested, aimed at service standards to promote the provision of higher quality services; They also suggest that officials take advantage of the results of the research to increase the levels of job satisfaction of public sector employees and in this way, better services can be delivered to users.

Zygiaris et al. (2022) in Saudi Arabia, conducted research to analyze the relationship between service quality and the degree of user satisfaction in automobile businesses, using the model, the population was made up of customers of automobile workshops in the Eastern Province of Saudi Arabia. They took a sample of 117 users, applying a survey to collect information. The result was that the quality of the service is potentially significant in the degree of customer satisfaction in 73.8% ($r=0.859$, $p<0.001$), and also, it was concluded that the level of customer satisfaction has a highly positive relationship with the dimensions identified for the quality of the service, obtaining a $p<0.001$: reliability (0.946), tangibility ($r=0.961$), empathy ($r=0.958$), responsiveness ($r=0.968$) and security ($r=0.958$).

In his research, Izquierdo (2020) proposed that a quantitative approach methodology, with variables that were quantified in the use of statistics, to measure the procedures of administration of people and the level of satisfaction of those administered in the income area of the District Municipality of Pimentel. The design of his research was non-experimental, since the variables are not maneuvered, only the analysis of the facts as they are shown in their natural environment is carried out. It uses customer satisfaction as a dependent variable and human talent management as an independent variable.

The unit of analysis was the income area of the District Municipality of Pimentel and the population was considered to be the thirty collaborators who work in the income area of the District Municipality of Pimentel, who allowed the study of the independent variable human talent management. In the same way, it used as a second population the users of the income area of the District Municipality of Pimentel for the analysis of the dependent variable customer satisfaction. The first sample was made up of the 30 collaborators of the income area of the District Municipality of Pimentel and the second was obtained through simple random sampling, with a degree of confidence of 90%. For data collection, the survey was considered, using as an instrument the questionnaire with closed questions with ordinal scale of type Likert. La information collection was face-to-face and the participation of the sample was sought by obtaining their voluntary consent to complete the questionnaire. Subsequently, it was tabulated in a double-entry matrix to calculate the averages and indicators of the information, using the deductive data analysis method.

It used the Perez (2022) methodology in the quantitative approach, whose study design was non-experimental cross-sectional, so the entity identified in the research was not altered, the data was only collected at a set time and its purpose was to describe the variables to be studied. The study units were those administered who go to the headquarters of the Sullana-Ayabaca Piura Fiscal District and a population of 85 people seeking care in the Sullana-Ayabaca Piura 2021 Fiscal District was considered, with an age range between 18 and 65 years. Their analysis was non-probabilistic and for the convenience of the researcher, so no sampling was performed. The technique used was a survey, carried out to the study population, using questions that have been established for the variable under investigation; In addition, they used data analysis, which made it possible to identify the situation of the state institution, through the collection of information using the questionnaire, as an instrument, which consisted of 22 questions.

4. Conclusions

1. According to the literature consulted, it was determined that there is a significantly strong positive implication between the quality of care and user satisfaction in state entities; that is, the better the quality of the service, the greater the degree of user satisfaction and vice versa.
2. The formulation and execution of strategies is needed to achieve an electronic government that allows for the improvement of administrative management, in an efficient, transparent and user-friendly manner, based on a situational diagnosis that allows increasing the capacities of the collaborators who provide care to the administered to increase their level of satisfaction.
3. The different aspects that must be enhanced in care to guarantee a quality service were identified, identifying dimensions of the quality of the service, a $p<0.001$ was obtained: reliability (0.946), tangibility

($r=0.961$), empathy ($r=0.958$), responsiveness ($r=0.968$) and safety ($r=0.958$). By enhancing the dimensions, you will get better user satisfaction and vice versa.

References

- [1] Alibraheem, M., Siam, I., Al-Daoud, K., Alkhazaali, A., Freihat, B., Ahmad, A., . . . Al Zoubi, M. (2024). The moderating role of internal control system on the relationship between service quality of accounting information system and customer satisfaction: a study of some selected customers from commercial banks in Jordan. *Uncertain Supply Chain Management*, 1, 567-572. doi:<https://doi.org/10.5267/j.uscm.2023.8.015>
- [2] Almenara, J. C., & Llorente Cejudo, M. d. (2013). The application of expert judgment as an evaluation technique for information and communication technologies (ICT). . *Eduweb Magazine*, 7(2), 11-22.
- [3] Alvarado, U. (2022). Analysis of the quality of service from the perception of the user in a Health Provider Institution, Lima – 2021. File. Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/94475>
- [4] Araujo, D. (2023). Quality of care and level of satisfaction of external users in a health facility in La Libertad, 2022. Institutional digital repository Universidad Cesar Vallejo. . Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/113112>
- [5] Casas, J., Repullo, J., & Donado, J. (2003). The survey as a research technique. *Questionnaire development and statistical data processing (I)*. 8, 527-538.
- [6] Failoc, D. (2020). Comprehensive model of quality of care to improve the satisfaction of outpatient users of the Lambayeque Regional Hospital. Institutional digital repository Universidad Cesar Vallejo. . Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/43453>
- [7] Hernández Sampieri, R., Fernández Collado, C., & Baptista Lucio, P. (2014). *Research Methodology (Sixth Edition ed.)*.
- [8] Huaman, A. (2023). Public resources management model for a quality service in a university in the Lambayeque region. Institutional digital repository Universidad Cesar Vallejo. . Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/123840>
- [9] Izquierdo, J. (2021). Human talent management model for the satisfaction of users of the income area of the District Municipality of Pimentel. Institutional digital repository Universidad Cesar Vallejo. Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/67829>
- [10] Junaidi, A., Basrowib, Sabtohad, J., Wibowo, A., Wibowo, S., Asgar, A., . . . Yenti, E. (2024). he role of public administration and social media educational socialization in influencing public satisfaction on population services: The mediating role of population literacy awareness. *International Journal of Data and Network Science*, 8(1), 345 - 356. Obtenido de <https://doi.org/10.5267/j.ijdns.2023.9.019>
- [11] Kim, S., An, M., Lee, H., & Kang, J. (2024). Materiality-Based Online Complaint Classification: An Analytical Framework For Efficient Public Service Using Text Mining. *ICIC Express Letters, Part B: Applications*, 15(1), 51-60. doi:<https://doi.org/10.24507/icicelb.15.01.51>
- [12] Llaque, A. (2020). Performance management model to improve the quality of services in the local governments of Cajamarca. Institutional digital repository Universidad Cesar Vallejo . Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/53880>
- [13] Meneses, J. (2016). *The questionnaire*.
- [14] Morales, G., Paucar, Y., León, C., Matos, J., Pujay, O., & Gutiérrez, E. (2021). The quality of service and the satisfaction of the users of the Local Educational Management Unit 01 – San Juan de Miraflores. *Ciencia Latina Revista Científica Multidisciplinar*, 5(2), 1311-1325. Retrieved from https://doi.org/10.37811/cl_rcm.v5i2.329
- [15] Palella, S., & Martins, F. (2010). *Quantitative research methodology*. 3rd ed.
- [16] Palmisan, F., & Sacchi , A. (2023). Trust in public institutions, inequality, and digital interaction: Empirical evidence from European Union countries. *Journal of Macroeconomics*, 79(1). doi:<https://doi.org/10.1016/j.jmacro.2023.103582>
- [17] Pérez, W. (2022). Management model by administrative processes for the quality of care in the Sullana-Ayabaca Fiscal District. . Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/78337>
- [18] Phetogo, M., Olumide, J., Chux, G., & Cheneso, C. (2020). Examining the relationship between service quality and customer satisfaction in the public service. The case of Botswana. *Wseas Transactions On Business And Economics*, 17(1), 579-593. doi:<https://doi.org/10.37394/23207.2020.17.57>
- [19] Ramos Gonzales, A. A., Quispe de los Santos, J. M., & Ventura Seclén, G. (2021). Electronic government strategies for the quality of service in the provincial municipality of Lambayeque. *Ciencia Latina Revista Científica Multidisciplinar*, 5(5), 9929-9938. doi:https://doi.org/10.37811/cl_rcm.v5i5.1045
- [20] Rodas, K. (2021). Level of User Satisfaction and Quality of Care Provided in the Pharmacy Service. *Miraflores Alto*

- Chimbote Health Center. Institutional repository Universidad Católica Los Ángeles de Chimbote. Retrieved from <https://repositorio.uladech.edu.pe/handle/20.500.13032/33021>
- [21] Salas, M. (2022). Organizational communication and quality of care for users in the District Municipality of Acocro, Ayacucho region, 2021. Institutional digital repository Universidad Cesar Vallejo. Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/116344>
- [22] Salguero, G. (2021). The process of attention and satisfaction of the users of a public entity in the framework of the modernization of the state, 2020. Institutional digital repository Universidad Cesar Vallejo. Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/70886>
- [23] Torres, L. (2020). Administrative management and quality of care in a public entity in the city of Trujillo, 2020. Institutional digital repository Universidad Cesar Vallejo. Retrieved from <https://repositorio.ucv.edu.pe/handle/20.500.12692/49686>
- [24] Zygiaris, S., Hameed, Z., Ayidh Alsubaie, M., & Rehman, S. (2022). Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry. Journal Frontiers in Psychology, 13. Obtenido de <https://www.frontiersin.org/article/10.3389/fpsyg.2022.842141>