

SATISFACTION OF PUBLIC CULTURAL SERVICES QUALITY  
IN URBAN COMMUNITIES: A CASE STUDY ON  
BAIHEYUAN COMMUNITY IN NANAN DISTRICT,  
CHONGQING, CHINA



MASTER OF PUBLIC ADMINISTRATION IN PUBLIC ADMINISTRATION  
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XIN DENG

A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF PUBLIC  
ADMINISTRATION  
IN PUBLIC ADMINISTRATION  
ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY  
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ในเขตหนานหนาน ฉงชิ่ง ประเทศจีน

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### บทคัดย่อ

งานวิจัยนี้มีจุดมุ่งหมายเพื่อวัตถุประสงค์ 3 ประการดังต่อไปนี้ 1) เพื่อศึกษาคุณภาพการบริการพัฒนธรรมสาธารณะของชุมชนเมืองในปัจจุบันในเขตหนานหนาน 2) เพื่อศึกษาปัจจัยในการปรับปรุงคุณภาพการบริการพัฒนธรรมสาธารณะของชุมชนเมืองหนานหนาน มณฑลฉงชิ่ง และ 3) เพื่อปรับปรุงมาตรการความพึงพอใจต่อคุณภาพการบริการพัฒนธรรมสาธารณะในชุมชนเมืองชุมชนไปเหอหยวน เขตหนานหนาน มณฑลฉงชิ่ง รวบรวมข้อมูลโดยใช้แบบสอบถามเชิงปริมาณแบบอิเล็กทรอนิกส์กับกลุ่มตัวอย่างที่อาศัยอยู่ในชุมชนไปเหอหยวน เขตหนานหนาน มณฑลฉงชิ่ง และทำการรวบรวมข้อมูล ประมวลผลข้อมูลจากการทบทวนวรรณกรรม แบบสอบถาม และวิเคราะห์ข้อมูลที่ได้โดยใช้สถิติเชิงพรรณนา ทฤษฎีที่นำมาใช้ในงานวิจัยคือ ทฤษฎีคุณภาพการบริการและทฤษฎีความพึงพอใจของลูกค้า

ผลการศึกษามีดังต่อไปนี้ 1) ผู้ตอบแบบสอบถามมากกว่าครึ่งหนึ่ง (ร้อยละ 50) เห็นด้วยกับสภาพในปัจจุบันของการบริการพัฒนธรรมสาธารณะในชุมชนไปเหอหยวนในด้านความน่าเชื่อถือและการมีส่วนร่วม กล่าวคือทางชุมชนได้จัดสถานที่แห่งการเรียนรู้และการอ่านหนังสือ มีการกระตุ้นให้เจ้าหน้าที่บริการชุมชนได้จัดบริการพัฒนธรรมสาธารณะโดยการมีส่วนร่วมได้ค่อนข้างดี 2) หนึ่งในสาม (ร้อยละ 35) ของผู้ตอบแบบสอบถามเห็นด้วยกับการเข้าถึงนวัตกรรม ดังนั้นจึงมีสองปัจจัยหลักที่มีผลต่อคุณภาพของการบริการพัฒนธรรมสาธารณะ ได้แก่ความสะดวก เจ้าหน้าที่บริการชุมชนมีหน้าที่รับผิดชอบในการจัดการกับคำขอรับบริการพัฒนธรรมสาธารณะของประชาชนในชุมชนอย่างทันที และพนักงานบริการชุมชนควรดำเนินการอย่างรวดเร็วและถูกต้องแม่นยำ บันทึกความคิดเห็นของผู้อยู่อาศัยในชุมชนเกี่ยวกับบริการพัฒนธรรมสาธารณะ ในแง่ของนวัตกรรม มีการจัดการแสดงทางวัฒนธรรมและการแลกเปลี่ยน และองค์กรชุมชนดำเนินกิจกรรมบริการพัฒนธรรมสาธารณะที่หลากหลาย 3) วิธีการในการปรับปรุงคุณภาพการบริการพัฒนธรรมสาธารณะ คือการจัดกิจกรรมพัฒนธรรมของชุมชนให้มีความหลากหลาย มีการเน้นลักษณะเฉพาะของชุมชน ปรับปรุงสิ่งอำนวยความสะดวก

ความสะอาด และวัสดุ อุปกรณ์การบริการวัฒนธรรมสาธารณะของชุมชน และส่งเสริมให้เป็นชุมชนดิจิทัลและนวัตกรรมแห่งการบริการทางวัฒนธรรมสาธารณะ

ดังนั้นจึงขอแนะนำว่าชุมชนควรมีการปรับปรุงความสามารถทางนวัตกรรมของเจ้าหน้าที่บริการชุมชน และสนับสนุนให้พวกเขาดำเนินกิจกรรมชุมชนในทางสร้างสรรค์ให้มากยิ่งขึ้น ในขณะที่เดียวกันรัฐบาลควรส่งเสริมสร้างการบริหารจัดการและบำรุงรักษาสิ่งอำนวยความสะดวกและวัสดุอุปกรณ์ของชุมชนเพื่อการบริการวัฒนธรรมสาธารณะ

คำสำคัญ : ชุมชน, ความพึงพอใจ, คุณภาพการบริการวัฒนธรรมสาธารณะ



<b>Title</b>	SATISFACTION OF PUBLIC CULTURAL SERVICES QUALITY IN URBAN COMMUNITIES: A CASE STUDY ON BAIHEYUAN COMMUNITY IN NANAN DISTRICT, CHONGQING, CHINA
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### ABSTRACT

The research aims to the following 3 objectives: 1) To study the current those exist in the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing. 2) To investigate the factors improving the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing. 3) To improve the measures of satisfaction with the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing.

This study adopts a quantitative design, electronic questionnaire was distributed to residents who had lived in the Baiheyuan neighborhood of Nanan District, Chongqing for more than one year. the quantitative research method used mainly includes literature review, questionnaire, descriptive statistics for data collection as well as processing. The two theories used in this study are service quality theory and customer satisfaction theory.

The result of this study is 1) The current status of the quality of public cultural services in the urban community of Baiheyuan, Nanan District, Chongqing, was agreed by more than 50% of the respondents in terms of reliability and participation. As a result, community provision of reading and learning space venues in terms of reliability and community service workers' motivation to organize community public cultural services in terms of participation are relatively good. 2)

With only about 35% of respondents agreeing on both accessibility and innovation. Therefore, there are two main factors affecting the quality of public cultural services: in terms of convenience, community service workers have the responsibility to deal with community residents' requests for public cultural services in a timely manner, and community service workers should promptly and accurately record community residents' feedback on public cultural services; In terms of innovativeness, cultural performances and exchanges are organized, and community organizations carry out a wide variety of public cultural service activities, and 3)The way to improve the quality of community public cultural services is to organize diversified community cultural activities, highlight the characteristics of the community, improve and update the facilities and equipment of community public cultural services, and enhance the digitization and innovativeness of community public cultural services, so as to improve the satisfaction of the quality of public cultural services in Baiheyuan Community, Chongqing.

Therefore, it is recommended that communities should improve the innovative capacity of community service workers and encourage them to carry out community activities in a more creative way. At the same time, the Government should strengthen the management and maintenance of community facilities and equipment for public cultural services.

Keywords : community, satisfaction, quality of public cultural services

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# CHAPTER 1

## INTRODUCTION

### Background of the Study

In the 21st century, China has experienced rapid economic development, leading to a significant improvement in people's material living standards. As a result, people have increasingly pursued the satisfaction of their spiritual and cultural needs. Currently, there is a diverse and contemporary demand for culture, characterized by evident differences. People have raised extremely high expectations for the quality of public cultural services. Specifically, at the grassroots level, there is a substantial demand for cultural services. This creates a demand space for high-quality public cultural service provision and places new requirements on the government to provide high-quality cultural services.

In recent years, with the accelerated process of modernization, the community has emerged as a new field for grassroots social governance. The community serves as the final link in the construction of the public cultural service system and plays a crucial role as the last mile. From a locational perspective, the community is a place where residents gather and interact, encompassing a specific geographical area. It serves as a convergence point for various interests. In terms of constituent subjects, both the community and its residents are participating subjects in governance activities. Community public cultural services refer to the overall provision of different cultural resources, cultural facilities, and cultural services oriented towards the basic needs of residents within the scope of community services. The construction of high-quality public cultural services in the community plays a vital role in guaranteeing residents' basic cultural rights and enhancing their sense of political identity.



## Significant of the Research

Now, there is still a significant contradiction between the cultural demand and supply in China. There is a substantial gap between the supply capacity of community public cultural services and the rapidly growing demand for public cultural services.

After reviewing relevant literature and conducting field surveys, it was found that there are a series of issues of concern in the current public cultural services in the community, the existence of which may have far-reaching impacts on the cultural development of the community and the cultural life of the residents.

This study has the following significance: firstly, to promote the innovation of diversified cultural contents, secondly, to strengthen the cultivation and introduction of professional talents, and thirdly, to improve the status quo of public cultural facilities, so as to realize the optimization and enhancement of community public cultural services.

To address the aforementioned issues, it is not simply a matter of increasing the supply of public cultural services. It is necessary to analyze the existing problems and development level of community public cultural services and accurately assess the quality and level of these services. In other words, addressing these issues requires considering the evaluation of the satisfaction with the quality of community public cultural services. By defining the dimensions of evaluating the satisfaction with the quality of urban community public cultural services and comprehensively constructing an evaluation system, not only can the current status issues of the public cultural service system be objectively analyzed, but also the optimization and upgrading of each cultural service system itself can be achieved.

Therefore, based on the unique aspects of community public cultural services and drawing on existing research achievements in the evaluation of public service quality satisfaction, this study will clarify the evaluation dimensions, construct an evaluation system, and explore strategies to improve the satisfaction with the quality of community public cultural services that are suitable for the current era of development.

### Research Questions

1. What is the current situation with the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing?
2. What are factors to improve the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing?
3. How to improve the satisfaction with the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing?

### Research Objectives

The research objectives of this paper can be summarized as follows:

1. To study the current those exist in the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing.
2. To investigate the factors improving the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing.
3. To improve the measures of satisfaction with the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing.

### Scope and Limitation of the Study

1. The scope of this paper is the Baiheyuan community, Nanan District, Chongqing. The White Crane Court neighborhood is located in the southwestern part of the South Shore District affiliated with one of the 8 communities. (www.cqna.gov.com)
2. Residents of Baiheyuan Community, community residents are those who have lived here for more than one year, The resident population of the community is 13268. (www.cqna.gov.cn)

## Expected Results of the Study

The expected results of this study are as follows:

1. Provide a more comprehensive indicator system and evaluation method for assessing the satisfaction of public cultural service quality in urban communities, thus serving as a theoretical reference for future related research.
2. Based on the evaluation results, offer insightful recommendations to help improve the quality of public cultural services Baiheyuan urban community in Nanan District of Chongqing City, including enhancing public cultural service facilities and increasing residents' satisfaction and well-being.
3. Provide references and theoretical support for the development and improvement of public cultural service quality satisfaction in other urban communities.

## Operational Definition of Terms

In order to facilitate a better understanding of the concepts in this study, the following terms have been defined.

### 1. The urban community

The Baiheyuan community in Nanan District is an urban community that was created under the impetus of urbanization, informationization and industrialization. It is centered on residents, characterized by intelligence and sustainable development, and possesses a comprehensive service and management system that is efficient, convenient, comfortable, aesthetically pleasing, safe, and healthy. Modern urban communities have features such as humanization, intelligence, environmental protection, and diversity. They are committed to improving the quality of urban life and residents' well-being, promoting sustainable urban development. This definition emphasizes the diversified residential structure, comprehensive urban facilities, environmental protection and sustainability, social organizations and participation, and innovative technologies.

## **2. Public Service Quality**

The quality of public service directly relates to the interests of citizens and the public, and plays an important role in improving the level of social development and promoting social harmony and stability. The extent to which public services meet the public's demand for public services, which is based on the Government's ability to provide public services and provide excellent services, is ultimately reflected in the public's satisfaction or recognition of public services. Such satisfaction or recognition is premised on whether the public's needs are met, and depends mainly on whether the quantity of public services provided is sufficient, whether the structure is reasonable, and whether the attitude of the service process is good. Public service organizations should formulate scientific service standards and procedures based on the actual needs of the public, continuously improve service quality, and ensure that service quality keeps improving.

## **3. Public Cultural Services**

This article considers public cultural services to refer to culture-related services provided by the government or public institutions, aiming to meet the cultural needs of the public, promote cultural heritage, and drive the development of cultural and creative industries. The importance of urban community public cultural services can be seen in the following aspects: improving residents' cultural literacy, increasing community cohesion, promoting social progress, and driving community economic development. Urban community public cultural services provide residents with a wide range of diverse cultural activities and resources, which can enhance residents' cultural literacy and aesthetic levels.

## CHAPTER 2

### LITERATURE REVIEW

#### Introduction

This chapter is divided into four comprehensive subsections, each serving a specific purpose in contributing to the overall study. The first two sections are dedicated to presenting and discussing essential theoretical foundations related to the research topic, while the three section reviews pertinent literature. Finally, the four section outlines the conceptual framework upon which this study is based. They are as follows:

1. Service Quality Theory
2. Customer satisfaction theory
3. Related Research
4. Conception Framework

Section 1: Service Quality Theory. In this section, we will focus on explaining and exploring the key concepts and principles of service quality theory, as well as its application in the public cultural service domain. Service quality theory is a discipline that studies how to measure and improve service quality in the service industry, emphasizing customer evaluation, satisfaction, and the importance of providing high-quality services. In the context of public cultural services, enhancing service quality is crucial for meeting the cultural needs of the public and promoting cultural heritage preservation and dissemination.

Section 2: Consumer Satisfaction Theory. Consumer satisfaction theory is the central theme of this section, emphasizing the factors that contribute to consumer satisfaction and its significance in evaluating service quality. The chapter will delve into the elements that influence consumer perceptions and the determinants of their satisfaction levels. It will also discuss the various methods used to measure and assess consumer satisfaction, drawing on relevant studies and research to highlight its impact on public service evaluation.

Section 3: Related Research. In this section, a comprehensive review of existing literature related to the research topic will be conducted. It will encompass studies and scholarly articles that explore consumer satisfaction in the context of public services and evaluation practices. The synthesis of relevant findings and insights from prior research will provide a solid foundation for the conceptual framework developed in the following section.

Section 4: Conceptual Framework. The final section of this chapter will present the conceptual framework upon which the current study is based. This framework integrates the key theories and concepts discussed in Sections 1 to 2 and incorporates insights gathered from the literature review in Section 3. It will outline the research model, variables, and relationships that guide the study's investigation into the satisfaction of public cultural services in Baihe Yuan community, Nan'an District, Chongqing. The conceptual framework will serve as a roadmap for the subsequent data collection, analysis, and interpretation, ultimately aiding in drawing meaningful conclusions and providing valuable recommendations.

### **Service Quality Theory**

The initial proposers of the service quality theory were A. Parasuraman, Valarie Zeithaml, and Leonard L. Berry. They published a significant academic paper in 1985 titled "A Conceptual Model of Service Quality and Its Implications for Future Research," which laid the foundation for service quality research. In this paper, Parasuraman, Zeithaml, and Berry introduced the SERVQUAL model, which is an evaluation tool used to measure service quality. The SERVQUAL model consists of five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions cover customers' perceptions of service providers' performance in meeting their expectations (Parasuraman et al., 1985).

The service quality theory pertains to a range of theories and methods for measuring and evaluating how service providers meet customer needs and expectations. It encompasses various types of services, including business services, public services, and community services. Community public cultural service quality

refers to the level of quality presented by community services that provide cultural activities, cultural education, and cultural experiences to the public. Whether public needs are met depends largely on the adequacy of the quantity and structure of the public services provided and the attitude of the service delivery process. Li et al. (2015) used the service quality theory to conduct a spatial and temporal analysis of the differences in basic public service quality among cities in Liaoning Province. The results showed that the overall quality of basic public services in Liaoning Province was on an upward trend, exhibiting significant scale characteristics, with prominent extremes in Shenyang and Dalian cities. Chen (2021) applied the service quality theory to construct an evaluation index system for government public services in China. This paper focuses on public services and community services in service quality theory.

Afterwards, Denhardt and Denhardt (2015) a famous American scholar, proposed the New Public Service Theory, which arose on the basis of the Public Service Theory, which is a theory of public management aimed at improving the efficiency and quality of public services in order to meet the needs and expectations of citizens. This theory advocates changing the mode of delivering public services to enhance their efficiency, quality, and sustainability.

As the level of economic and social development progresses, the focus of domestic research on public service theory in China has also changed continuously. Early research primarily focused on the definition and nature of public services, basic public services, and equalization.

As of now, the domestic academic community in China has mainly defined the scope of public services into two categories. One category is based on the "mode of behavior" definition of public services. It believes that the difference between public services and private services lies in the different subjects and modes of provision. Public services are provided by the government using its authoritative resources, responding to social needs through public policies based on specific public values (such as rights, charity, and justice), and maximizing the welfare of the majority of people. The other category is based on the "nature of goods" definition of public services. It considers public services as a general term for the products and

services provided by the government to meet social public needs. Its main features are to satisfy social public needs and ensure equal enjoyment by citizens.

Wang and Zhu (2019) pointed out: "The new public service theory emphasizes the cultivation of civic rights and civic spirit, and through the process of co-governing society to achieve public interests, it can cultivate citizens with a stronger sense of responsibility. The new public service theory attaches importance to public service consciousness, civic rights, and public interests. The democratic value of citizen participation is beneficial for public administration in our country". Hu and Wang (2011) believe: "The new public service theory emphasizes that public administration should play a role of service in a governance system centered on citizens. This theory is of great significance for the reform of public service in China's transition from an economic development-oriented government and management-oriented government to a service-oriented government".

Li (2010) pointed out: "The research direction of Chinese scholars on the service-oriented government is to some extent in line with the new public service theory. This theory can provide beneficial inspiration for the value orientation, government role, government core competence, governance process, and other aspects of our service-oriented government". Liu (2009) believes: "The reform of building a service-oriented government in our country must break through the constraints of the new public management theory and carry out comprehensive and systematic ideological innovation and institutional reform.

The new public service theory emphasizes value rationality, civic rights, public interests, and public services, providing guidance for the development of public administration and government reform practices". Tan (2009) mentioned: "As a new modern theory of public administration, the new public service theory meets the requirements of building a service-oriented government. We should adopt an open-minded approach to absorb the innovative ideas of the new public service theory and explore a service-oriented government model with Chinese characteristics".



In the exercise of power, it is necessary to actively promote democracy and increase public participation, achieve scientific and democratic decision-making, and prioritize the interests of citizens continuing from the previous translation:

The primary function of the government is to serve, rather than exert control from a position of superiority. The government should establish platforms that fully express the demands of the masses and strive to help them meet their needs.

The recipients of government services are the people, and the government should prioritize the rights and interests of the people rather than capital and efficiency. There is an interdependent relationship between the government and the people, and it is essential to actively listen to the demands and opinions of the masses. In the process of power allocation and overall planning, democracy should be fully practiced through democratic and collective decision-making, in order to formulate scientific policies and achieve the intended goals.

Community service, as a type of service, is guided by the theory of service quality. Hu (2014) utilized the service quality theory to study the management of community service quality, providing fundamental tools for qualitative and quantitative evaluation of service quality in community service organizations. Wang and Xu (2009) conducted exploratory research on the service quality of a district's community service in Shanghai using the service quality theory. They analyzed the current status of community service quality in that area. They believed that the service quality theory can be used to understand the satisfaction level of community residents with community services and identify weak areas in community service quality, thus helping community service organizations improve their service quality.

Wang and Li (2010) analyzed the problems in community service quality management using the service quality theory and proposed countermeasures and suggestions to enhance the management of community service quality.

## Customer satisfaction theory

Customer Satisfaction Theory refers to the degree of satisfaction that consumers or customers experience when purchasing or using a particular product or service. The concept was first introduced by American psychologist Cardozo in 1965. Since then, researchers have conducted numerous studies on customer satisfaction.

Cardozo (1965) first introduced the concept of customer satisfaction and introduced satisfaction testing in the business field. Subsequently, Oliver and Linda (1981) used customer satisfaction theory conducted research and analysis on the mutual relationships among expectations, the effectiveness of services, and acceptance, found that customer satisfaction is a psychological state in which customers have a similar expectation and consumption distribution as a result of their past consumption experiences. When the effectiveness of the service obtained through the consumption experience exceeds the customer's expectations, their satisfaction is higher.

With the rise of the New Public Management movement since the 1980s, advocating a customer-centric management approach combined with public sector management, methods and theories from business management began to be applied to government management and gradually became a theoretical foundation in the field of government public services. Osborne and Gaebler (1995) found that the government, in providing public goods to the public, should embrace a customer-oriented mindset and view citizens as consumers in the process of delivering public services.

Regarding customer satisfaction, there are two main perspectives. One viewpoint defines customer satisfaction from a state perspective, considering the customer's satisfaction after a purchase. Howard and Sheth (1969) defined satisfaction as "the cognitive state of the buyer's feeling of reward concerning a purchase decision". Oliver and Gerald proposed that the most cognitively efficient explanation comes from Helson (1964) adaptation-level theory, which suggests that judgments of new perceived stimuli are influenced by the difference between prior

experience with the general class of objects and the level of the new stimulus compared to prior stimuli.

The other viewpoint defines customer satisfaction from a process viewpoint, where researchers define the behaviors that indicate customer satisfaction. Hunt (1977) considers satisfaction as "an evaluation of an experience as at least as good as it was supposed to be". Engel et al. (1986) view satisfaction as "an evaluation of the congruity of the chosen alternative with the decision maker's prior beliefs about the choice". Tse and Wilton (1988) believe that satisfaction is a general psychological phenomenon that describes the emotional state resulting from an evaluation of the discrepancy between the perceived pre-purchase expectations and the actual performance of the product.

The second viewpoint of customer satisfaction includes the buyer's experiences and demonstrates the developmental process of satisfaction, making it more practical than the first viewpoint. Therefore, this article adopts the second viewpoint. Customer satisfaction is commonly defined as an overall evaluation based on all experiences associated with a particular product or service. Luo et al. (2011) constructed a visitor satisfaction evaluation model from both emotional and cognitive perspectives using the satisfaction theory. Through the model, they found that pre-consumption emotional factors significantly influence tourists' experiential evaluations of tourism products. Li and Zhong (2008) investigated customer experiential value and customer satisfaction using the customer satisfaction theory. They suggested that in the context of experience economy, customer satisfaction and loyalty are more reliant, and the satisfaction level based on customer experiential value becomes crucial in experiential marketing. Wang and Luo (2008) analyzed the unique value of customer service experience and its importance in customer satisfaction evaluation using the satisfaction theory during the service process. They found that customer service experience directly determines the level of customer satisfaction.

## Related Research

### 1. Research on Service Quality Theory

Based on public service theory, public service quality refers to the public perception of public services and is an important concept in the field of public management.

Chen (2017) used theory of public services to define public service quality from the perspectives of meeting public demand, characteristics of public services, and public satisfaction, forming several divergent academic viewpoints. Xu (2001) used theory of public services to define it as "the degree to which social public needs and expectations are met". Based on theory of public services to, Jiang and Wen (2011) believe that public service quality exists objectively and is mainly determined by the level of characteristics inherent to public services, rather than relying on the subjective perception of the public.

According to theory of public services, Ding (2012) emphasizes defining public service quality from the perspective of public satisfaction with public services. Therefore, he found that public service quality "ultimately manifests as public satisfaction or acceptance of public services."

By used theory of public services, Guo and Liu (2017) found that public service quality is a comprehensive concept, and its first-level meaning is the overall characteristics and features that satisfy citizens' commitments or latent needs, i.e., "what kind of service citizens need". Lee (2019) used theory of public services to defines public service quality as the service quality of employees. According to used theory of public services, López-Lemus (2023) found that public service quality refers to government employees being polite, prioritizing user needs, and informing users of the capacity of the services they will receive.

Xie et al. (2020) used theory of public services to define public cultural services from four aspects: the input of public cultural services, the output of public culture, the guarantee mechanism of public culture, and the participation in public culture. To study found that the construction of the public cultural service system should not only meet the needs of the people but also create an atmosphere of

"everyone participating in culture and everyone enjoying culture," making the masses truly feel the desire to participate rather than feeling obligated to do so. According to used theory of public services, Chen et al. (2010) found that public cultural services refer to the provision of public cultural facilities, cultural products, cultural activities, and other related services that have significant historical accumulation, humanistic traditions, regional characteristics, and social features, with the main purpose of meeting the basic cultural needs of citizens, under government leadership and social participation.

In China, although the concept of public cultural services has not been around for long, the idea and practice of public cultural services have a long history and have undergone many changes. In 2004, the term "public cultural services" first appeared in government documents. In 2005, the Chinese government began to pay attention to the universality of public cultural services. Since then, public cultural services have gradually developed in China. Eventually, public culture was defined as "public cultural facilities, cultural products, cultural activities, and other related services provided by government leadership and social participation with the main purpose of meeting the basic cultural needs of citizens." The academic community has a high degree of consensus with the government's perspective on the content direction, goal similarity, and functional clarity of this definition. However, there are still some other definitions in the academic community.

By used theory of public services, Chen and Zhang (2012) found that public cultural services refer to the overall system and institutions that provide public cultural products and services to citizens, with the purpose of safeguarding citizens' basic cultural rights, mainly by government departments. After used theory of public services, Song (2011) found that public cultural services refer to the provision of public cultural products and services to safeguard citizens' basic cultural rights, covering the cultural sector that provides non-competitive and non-exclusive public cultural products and services to the whole society. Pu (2014) based on theory of public services propose that public cultural services refer to the service behavior of providing guarantee and creating conditions for social public participation in cultural activities through the development of public cultural undertakings, aiming to improve

the cultural literacy and quality of life of the general public and provide them with public cultural products and spiritual cultural enjoyment.

Hu and Xu (2021) used theory of public services to studied the problem of precise matching of supply and demand in community public cultural services from the perspective of social enterprises. Rong and Wang (2022) used theory of public services to conducted research on the providers of community public cultural services, the content of supply and demand, and the level of satisfaction.

The "funnel-shaped" supply structure of community public cultural services and the various problems it causes, such as fragmented supply and normalization of multiple management, supply orientation mismatched with public demand, and coexistence of oversupply and undersupply, have become the main factors hindering resource coordination and effective supply. Using public service theory, Jin and Liu (2020) found a conceptual shift and practice model for optimizing the supply structure of community public cultural services.

Kang (2022) used theory of public services to studied the influencing relationship of satisfaction with community public cultural services in the Jiaxing District of Shanghai and constructed a satisfaction model for community public cultural services in the neighborhood centers of the Jiaxing District based on insights from customer satisfaction models. Li et al. (2021) used theory of public services to conducted targeted analyses from multiple aspects such as community autonomy, service precision, talent team building, and service quality improvement, with a focus on how community public cultural services can satisfy community residents. The aim was to provide feasible suggestions for enhancing the satisfaction of community public cultural services in the Zhanyi District.

Sun (2022) used theory of public services to analyzed the problems existing in public cultural services by optimizing the public cultural service path in the Chongqing Street community in Changchun. These problems include incomplete institutional frameworks related to public cultural services, unreasonable allocation of facility resources, low level of public cultural services, and a single subject providing public cultural services. Based on theory of public services, Shi (2022) used

Hangzhou community as an example to demonstrate the necessity of active involvement of social forces in community public cultural services.

Xiong and Zhou (2021) used theory of public services to proposed a dual-driven analysis framework based on the quality of community public cultural services and residents' motivation for public service participation when discussing the issue of residents' participation in community public cultural services. Yang and Hua (2018) used theory of public services to explored the operating logic of endogenous social organizations participating in the supply of public cultural services and analyzed their utility and development limitations for community governance, thus exploring new mechanisms for the supply of community public cultural services.

With the acceleration of industrialization and the emergence of social issues, Western countries have gradually focused on community-provided public services.

By used theory of public services, Dunham (1965) found that communities aim to meet the resource allocation and problem-solving needs of the community residents. PLane (1939) used theory of public services to discussed the definition, characteristics, and scope of community organization. In the view of Western scholars, the role of community public services is to allocate community resources and achieve public welfare. After used theory of public services, Midgley and Hardiman (1982) argued that the government plays the most important role in community public service provision, maintaining macroeconomic stability, investing in basic social services, and protecting vulnerable groups.

By used theory of public services, Rondinelli (1991) found through their research on community management in developing countries, specifically in the context of water supply, which public services have gradually decentralized and are no longer monopolized by the government. Alan (2008) used theory of public services to defined community services as means to benefit community members through the provision of all public services, products, and other means.

Vass (1980) used theory of public services to found that communities often play an intermediary role between the government and community residents in seeking welfare for the community residents. After used theory of public services, McDonald and Marston (2002) found that nonprofit organizations act as bridges

between the state and citizens by providing social and personal services, serving as intermediaries in their relationship. By using theory of public services, White (2000) also highlighted the role of these organizations as intermediaries in fostering democratic transitions.

Hapel (2020) used public service theory to examine the impact of community involvement on library building and found that community members play an active role in community development. Afonso and Fernandes (2008) used theory of public services to explore how communities achieve mass participation and provide educational, cultural, and recreational services through their own operations. After using theory of public services, Box (1998) highly recognized the model of citizen governance and believed that communities should practice citizen self-governance.

Research on the quality of community public cultural services based on the service quality theory aims to assess and improve the public cultural services provided by the community through the application of service quality theory and methods. This type of research typically focuses on the needs, expectations, and satisfaction of community residents regarding public cultural services. It also examines the performance of service providers in terms of reliability, service accessibility, service experience, service innovation, participation, and social impact during the service delivery process.

Regarding service reliability, Yang (2017) used the service quality theory to conduct a study on the public service reliability of urban public transportation, focusing on the quality of city buses, exploring the construction of public cultural service platform system. Sui et al. (2015) applied the service quality theory to evaluate the quality of rural public services from the perspective of reliability. The research included a systematic theoretical study and empirical analysis of the existing problems. Chen and Cao (2019) built a user-centric evaluation model for the quality of public cultural services based on the service quality evaluation model. They employed confirmatory factor analysis and path analysis to examine the reliability and structural validity of the scale, and explored the impact of cultural and educational spaces on public cultural services. Dong (2014) incorporated the characteristics of government public cultural services to determine a perception-



based evaluation of government public cultural service quality, specifically considering reliability, studied the accuracy and efficiency of service personnel in conveying notices regarding public cultural services.

Regarding service accessibility, Wang and Wu (2015) developed a public cultural service accessibility evaluation framework based on the service quality theory. The framework consists of four dimensions: availability, proximity, acceptability, and adaptability, aiming to study the accessibility of public cultural services.

Qian and Chen (2017) used the service quality theory to analyze the current status and issues of public cultural service platforms, as well as the elements of accessibility in public digital cultural services, explored the professional knowledge of community management personnel in community-related work. They discovered that management personnel with relevant expertise are capable of promptly addressing public cultural service demands from local residents and accurately documenting feedback on public cultural services provided by the community. They proposed targeted suggestions to meet user needs, considering the accessibility element model and the varying expectations for platform services in different regions.

In the study of the "accessibility" examination and improvement path of public cultural services in digital rural libraries, Lang Ping (2023) discovered that service management personnel exhibit creativity in the development of public cultural services.

Qian and Wang (2022) employed the service quality theory to clarify the connotation of public cultural service accessibility, focusing on the "accessibility" perspective. They analyzed the elements of accessibility and the "4A" evaluation framework of public cultural services, suggesting key paths to enhance and optimize the construction of the public cultural service system in the new era. These paths include emphasizing government leadership and increasing cultural output from grassroots service centers, matching various cultural demands and integrating diverse resources, enhancing service efficiency, and strengthening government-social

cooperation to achieve precise public service supply through the establishment of a dynamic evaluation and feedback mechanism.

Wang et al. (2021) applied the service quality theory to assess the accessibility of public cultural services in commercial mixed-use urban reading spaces. They constructed an evaluation framework based on the theory of public-private cooperation and analyzed successful foreign cases to summarize collaborative construction models between commercial mixed-use developments and public cultural facilities. Based on their research, improving the accessibility of public cultural services in China requires a combination of factors, including balancing macro policies and public demands, leveraging institutional advantages for governance efficiency, and harnessing the positive role of society. Additionally, promoting the development of commercial mixed-use urban reading spaces can effectively address service gaps for working individuals and meet the learning needs of core social groups, thus promoting the construction of a lifelong learning system in China.

Regarding service experience, it is a crucial indicator for evaluating service quality, although there have been relatively few studies directly focusing on it in the context of public cultural service centers. Zhu and Yang (2022) utilized the service quality theory to research the factors influencing the service experience of community-based integrated medical and nursing care for patients with chronic diseases. The study found that integrated medical and nursing care services were recognized by patients, but there is still significant room for improvement in the service experience. To further enhance the service experience for chronic disease patients receiving integrated medical and nursing care, the researchers suggested approaches such as increasing the utilization rate of these services, providing diverse service options, leveraging the role of smart healthcare, and tailoring more personalized intervention plans for patients.

In the field of tourism, Hua et al. (2019) proposed two dimensions of experience, namely technological perception usability and content perception usefulness, and examined their relationship with usage intention, perceived behavioral control, travel intention, and decision quality in the context of tourism

information services. They constructed a structural model to understand the impact of the tourism information service experience on travel decision-making. The study confirmed the positive effect of the mobile tourism information service experience on usage intention and perceived behavioral control, and also revealed the positive influence of content perception usefulness on travel intention and decision quality. The research provided important insights into the mechanisms and relationships between the tourism information service experience and travelers' intentions and decision-making, and offered recommendations for future research, enterprise informationization strategies, and tourism information service development.

As for service innovation, Chen and Zhang (2012) applied the service quality theory to analyze the significant role of public libraries in the public cultural service system from the perspectives of important carriers, leading platforms, and infrastructure. They then expounded on the directions for service innovation in public libraries, including innovating service concepts, expanding service spaces, improving service methods, and enhancing service levels to meet the diverse spiritual and cultural needs of the people at various levels and in multiple dimensions.

Regarding participation, Li and Yu (2009) utilized the service quality theory and found that performance evaluation of rural public cultural services is conducive to establishing a multi-center governance mechanism for public culture, enhancing the participation and satisfaction of rural residents in public cultural activities, and ultimately improving the level of rural public cultural services. As for social impact, Gong (2010) applied the service quality theory to construct a rural public cultural service system. This contributes to promoting cultural prosperity and social harmony in rural areas, and is of significant importance for advancing the construction of a socialist new countryside.

Based on the research mentioned earlier, reliability refers to the ability of service providers to deliver services reliably and punctually. In the context of community public cultural services, reliability includes organizing cultural activities on time, providing accurate information, and ensuring the continuity and stability of services. Accessibility focuses on whether services can be equally accessible to all

members of the community. This includes ensuring that cultural services are widely accessible within the community, both in terms of geographical accessibility and inclusivity for different groups.

Service experience refers to the overall feelings and perceptions that customers experience during the service delivery process. The quality of the service experience in community public cultural services can be enhanced by increasing interactivity in activities, providing comfortable venues, and catering to customer needs. Service innovation involves service providers adopting new methods and strategies to meet the evolving needs and expectations of the community.

Innovation may involve the application of technology, such as using digital technology to provide online cultural experiences. The quality of community public cultural services is closely related to the level of community residents' participation. Increasing opportunities and willingness for community residents to participate can contribute to the improvement of the quality of community cultural services. The quality of community public a cultural service has a significant impact on the cultural ecosystem and social atmosphere of the entire community. High-quality cultural services can promote cultural prosperity and social cohesion within the community.

Urban community public cultural services play an important role in promoting the prosperity and development of community culture, as well as promoting social progress and the construction of community spiritual civilization. It not only provides a platform for communication and interaction among community residents, enhancing their cohesion and sense of belonging, but also brings many positive influences to the community.

Firstly, the construction of urban community public cultural services promotes the cultural prosperity of the community. By providing various cultural activities, artistic performances, cultural exhibitions, etc., community residents can enjoy diverse cultural experiences and artistic enjoyment. This not only enriches the lives of community residents but also stimulates their creativity and artistic talents. At the same time, community public cultural services also promote cultural heritage and innovation, injecting new cultural vitality into the community. Secondly, the construction of urban community public cultural services helps to enhance the

social civilization level of the community. Through cultural education and training activities, community residents can acquire knowledge and skills; improve their overall quality and cultural cultivation. Public cultural services can also disseminate advanced cultural concepts and values, guide residents' positive behaviors and social participation, and promote social progress in the community. In addition, the construction of urban community public cultural services has a positive impact on the economic development and prosperity of the community. High-quality public cultural services can attract tourists and investors, promoting the development of tourism and cultural and creative industries.

As a place with unique cultural charm, the community can attract more people and resources, injecting vitality and momentum into the community's economy. To promote the construction of urban community public cultural services, the government and various sectors of society need to make joint efforts. The government should increase financial investment in public cultural services, provide necessary financial support, and formulate relevant policies and plans to create a favorable policy environment for the development of public cultural services. At the same time, various sectors of society can provide support, such as providing cultural talent training and consulting services, donating cultural facilities and resources, and so on. Most importantly, community residents should actively participate in and support public cultural service activities, exert their own strength and wisdom, and jointly promote the vigorous development of urban community public cultural services.

In conclusion, the construction of urban community public cultural services is of great significance to the development and progress of the community. It not only provides diverse cultural experiences and a platform for communication among community residents, enhancing community cohesion and a sense of belonging, but also promotes cultural prosperity, social progress, and economic development in the community.

## 2. Research on Customer satisfaction theory

Zhou and Ye (2015) conducted a study on the construction of rural public cultural service facilities using the satisfaction theory. The research found that the decision-making mechanism for rural public cultural services should include a comprehensive expression of farmers' needs. It should not only reflect the demands at a quantitative level but also address the qualitative aspects of their needs. Hu and Yang (2013) used the satisfaction theory to research public cultural services. The study suggested that in order to deepen reforms, improve institutional design, strengthen the construction of public cultural service talent teams, establish a sound mechanism for funding free and open services, and improve cultural infrastructure, it is crucial to ensure the vitality of free and open services. Tao et al. (2021) utilized the satisfaction theory to study the satisfaction with public digital cultural services and emphasized the significance of public cultural service facilities, emphasized the comprehensiveness of public cultural service facilities.

Wei and Wang (2020) applied the satisfaction theory to empirically study the satisfaction of users of the national public cultural cloud platform from the perspective of the diversity of public cultural service methods. Zhang (2012) research on rural public cultural services using the satisfaction theory and found that the existing rural public cultural services lack diversity. Chen et al. (2021) used the satisfaction theory to construct and apply evaluation indicators for public cultural cloud services, highlighting the diversity of public cultural services.

In addition, Ma (2013) studied the supply mode of public cultural services using the satisfaction theory and summarized the rationality of establishing and stepping up public cultural services. Hu and Li (2012) explored the value, performance, and mechanism optimization of the development of China's public cultural services using the satisfaction theory, aiming to understand the perceived value of public cultural service satisfaction. Xie (2017) used the satisfaction theory to research the satisfaction with basic public services among different provinces in China and explored the perceived value of public cultural service satisfaction in each province.

Furthermore, by using customer satisfaction theory, Hughes (1998) also found that citizen satisfaction is an important means of measuring government behavior and demanded that the government adhere to a customer-centric approach to enhance citizen satisfaction. Afonso and Fernandes (2008) used customer satisfaction theory to find that when government management departments conduct performance assessments of services in the cultural field, they often prioritize the successful completion of economic development goals and overlook public satisfaction. In order to improve government work and enhance government performance management, they found that public satisfaction should also be included in government goal management.

By using customer satisfaction theory, Power (2002) found that under the traditional cultural service, it is difficult to address issues such as information asymmetry, low efficiency in resource utilization, and insufficient cultural guidance, which results in a disconnect between the cultural services provided by the government and the public's needs. Dalle Nogare and Galizzi (2014) used customer satisfaction theory to find that the government should incorporate public participation and satisfaction into performance assessment and evaluation indicators to improve government work methods and enhance the government's capacity in managing public cultural services.

In conclusion, we can observe that existing research, when using the satisfaction theory to evaluate the satisfaction of public cultural services, primarily focuses on three aspects: the cultural service facilities, the cultural activities types (改框架图里的变量单词), the cultural services rationality (同上). Inspired by this, the present study will consider these three factors to assess the quality satisfaction of public cultural services in Baihe Yuan Community, Nanan District, Chongqing City.

By reviewing the aforementioned studies, we find that the current research on community public cultural services mainly focuses on urban community public cultural service systems, the supply-demand relationship of urban community public cultural services, and the satisfaction level of urban community public cultural services. The supply-demand relationship of urban community public cultural services is a hot topic in these studies. However, research on the quality and

satisfaction of urban community public cultural services is relatively scarce. Moreover, these studies mainly provide policies and recommendations based on empirical research on the current situation.

Through our literature review, we have found that there is currently no research specifically focused on the evaluation types of the quality and satisfaction of urban community public cultural services. Therefore, we will utilize the unique aspects of community public cultural services and draw upon existing research on the evaluation of public service quality to define evaluation dimensions, establish an evaluation system, and explore strategies for improving the quality of community public cultural services that are suitable for the current era of development.

### Conceptual Framework

In this study, a conceptual framework was developed based on previous empirical research. The purpose of this study is to investigate the key factors related to satisfaction with the quality of public cultural services in Baiheyuan community, Nanan District, Chongqing. The researcher's aim is to find the independent variables (influencing factors) that affect the dependent variable (improvement measures).

The conceptual framework of this study is shown below:

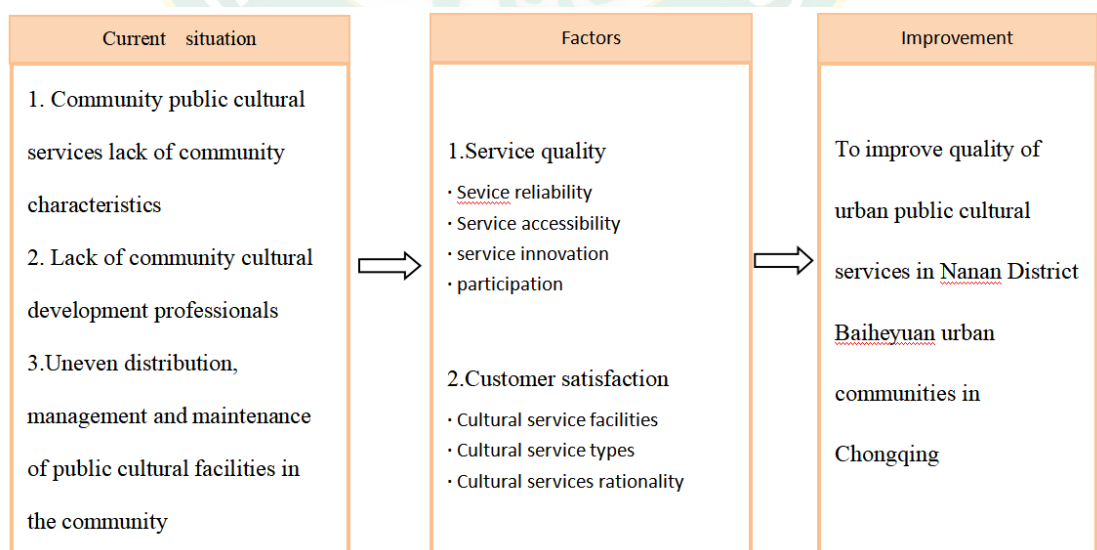


Figure 1 Conception Framework



## CHAPTER 3

### RESEARCH METHODOLOGY

This research is based on a quantitative analysis approach, which aims to provide a comprehensive understanding of the satisfaction level of urban community public cultural service quality in Baiheyuan Community, Nanan District, Chongqing City.

To answers all research questions this chapter compounds which is as follow:

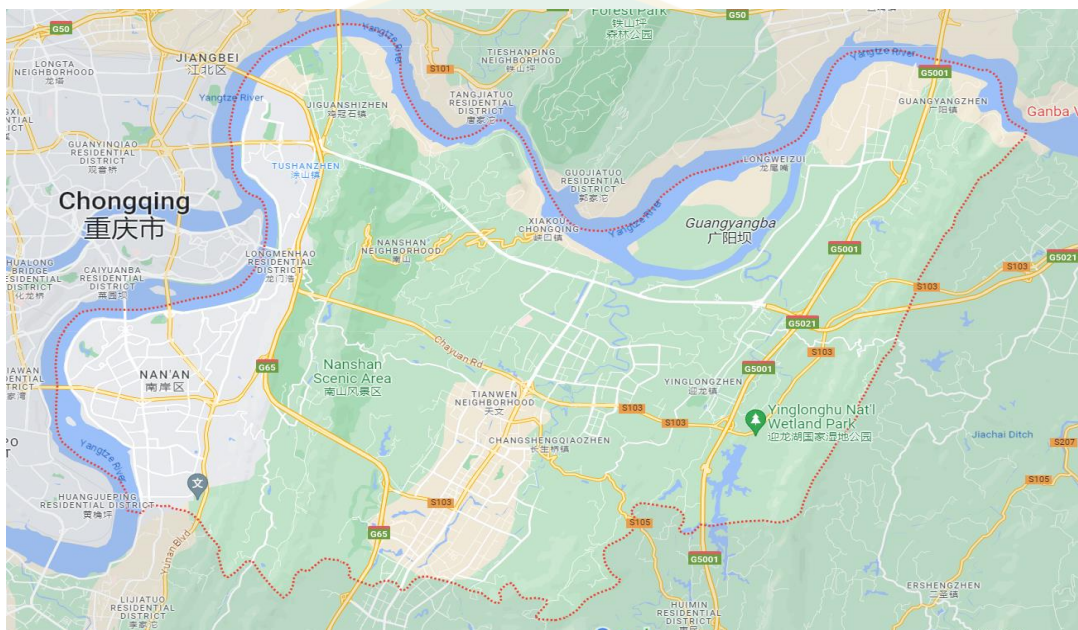
1. Locale of the Study
2. Determination of Sample Size
  - 2.1 Population
  - 2.2 Sample
  - 2.3 Sampling Procedure
3. Research Tools
4. Validation of the research tools
5. Data Collection or Source of data
6. Data Analysis

#### Locale of the Study

The orientation of this study is satisfaction with the quality of public cultural services in Chongqing, and the study area is the Baiheyuan Community in Nanan District, Chongqing, China.

Chongqing is located in the southwestern region of China and is an important city along the middle reaches of the Yangtze River. As one of the four municipalities directly under the central government of China, it covers a vast area and has a large population. The city's terrain is complex, earning it the nickname "Mountain City," as it is characterized by extensive mountains, hills, and plateaus. With a long and rich history, Chongqing was once a renowned commercial hub and strategic location, giving rise to a diverse cultural heritage. Today, Chongqing is a thriving modern

metropolis known for its unique landscape, culinary culture, and prosperous economy. Chongqing serves as a gateway to the magnificent Three Gorges of the Yangtze River, offering tourists breathtaking natural landscapes and historical landmarks. The city plays a crucial role in China's economic and transportation systems, attracting significant investments and a large influx of talent. With an extensive land area of 82,403 square kilometers, it ranks as the largest municipality in China. Moreover, Chongqing's permanent population has exceeded 34 million people as of the end of 2021, making it the fourth most populous city in the country.



**Figure 2** Map of Nanan District, Chongqing, China  
(Google map, 2023)

Nan'an District is one of the central urban areas and metropolitan regions of Chongqing. It includes two urban sub-centers, namely Nanping and Jiangnan New City. Located at the confluence of the Yangtze River and the Jialing River, Nan'an District is bordered by the Yangtze River to the west and north, facing Jiulongpo District, Yuzhong District, and Jiangbei District across the river. To the east and south, it shares boundaries with Ba'nán District. As of 2022, Nan'an District administers 8 streets and 7 towns, covering an area of 263.09 square kilometers. According to the data from the Seventh National Population Census, as of November 1, 2020, the district had a permanent population of 1.1976 million. Through several years of

construction and improvement, Nan'an District has established national (or city-level) first-class cultural centers and libraries. It has completed the construction of 14 comprehensive cultural stations (centers) in towns, 83 rural libraries, and 85 community cultural activity rooms. Additionally, 135 cultural information resource-sharing community and village service points have been established, and the "Every Village with Broadcasting, Every Household with Television" project has been completed. This has essentially achieved full coverage of a three-tier public cultural service system. Furthermore, the formation of a "Rural Half-hour Cultural Service Circle" and an "Urban 15-minute Cultural Service Circle" has been largely realized. (www.cqna.gov.cn)

The scope of this paper is the Baiheyuan community, Nanan District, Chongqing. The White Crane Court neighborhood is located in the southwestern part of the South Shore District, affiliated with one of the 8 communities. The Baiheyuan Community is a typical representative in Nan'an District and a representative community of Chongqing City. Therefore, this study takes the Baiheyuan Community as the research subject.



**Figure 3** Map of Baiheyuan Community, Nanan District, Chongqing, China  
(Google map, 2023)

## Determination of Sample Size

### 1. Population

The populations are all residents of Baiheyuan Community, Nanan District, Chongqing. Community residents are those who have lived here for more than one year, The resident population of the community is 13268. (www.cqna.gov.cn)

### 2. Sample

Due to the large population size of the Baiheyuan community, it was difficult to administer the questionnaire to all community residents. Therefore, to ensure the scientific validity of the findings, the actual total sample size of respondents was calculated using Taro Yamane's formula with a 95% confidence level. A simplified formula for calculating sample size is as follows (Yamane, 1967)

$$n = \frac{N}{1 + Ne^2}$$

Where n is sample size, N is the population size, e is the level of precision (sampling error) = 5% or 0.05.

There are approximately 912 people in the Baiheyuan community in the Nanan District, and according to the above formula there are:

$$n = \frac{912}{1 + 912 \times 0.05^2} = 278$$

Therefore, the target respondent sample size for the study site is 278 adults who have lived in the Baiheyuan community in Nanan District, Chongqing for more than one year. However, I will use a sample of 302 for the sampling.

### 3. Sampling Procedure

In this study, 278 samples will be selected from 902 populations that have been residing in Baiheyuan community for more than one year in Nanan District, Chongqing City, using random sampling method. The steps are as follows:

- 1) Determine the overall scope and assign unit numbers;
- 2) Determine sample size;
- 3) Selecting sample units, that is, starting from any number in the random number table, select numbers within a certain range of numbers in a certain order (up, down, left, right) or interval readings. Numbers outside the range are not selected, and duplicate numbers are not selected until the predetermined sample capacity is reached;
- 4) Arrange the selected numbers and list the corresponding unit names.

### Research tools

A questionnaire is a research tool consisting of a series of questions designed to collect opinions, attitudes, behaviors, and characteristic information from respondents. It is commonly used in research studies to gather data from a sample population. Questionnaires typically include both closed-ended and open-ended questions. Open-ended questions allow respondents to provide detailed explanations of their thoughts. The questionnaire content includes basic demographic information and descriptive questions, and it is designed using the Likert scale.

The Likert scale is a commonly used rating scale in which a group of statements is scored using a summation method. The items in the scale reflect the same construct, and their individual scores are meaningless. It was improved by American social psychologist Rensis Likert in 1932 based on the original summated rating scale. Questionnaire parts 2, 3, 4 and 5 are designed based on Likert scale.

In this study, the questionnaire framework consists of five main parts:

Part 1: Demographic and other variables. Including gender, age, education level and years of residence of the respondents. The questionnaire was in multiple choice format.

Part 2: Investigate the current problems of the quality of public cultural services in the urban community of Baiheyuan, Nanan District, Chongqing. Including community service characteristics, professional talents, facility distribution, and facility status. Likert scale was used.

Part 3: Service quality theory was used to investigate the factors affecting the quality of public cultural services in the urban community of Baiheyuan, Nanan District, Chongqing Municipality, which involved secondary indicators including service reliability, accessibility, participation, and innovation. Likert scale was used.

Part 4: Customer satisfaction was used to investigate the factors affecting the quality of public cultural services in the urban community of Baiheyuan, Nanan District, Chongqing Municipality, which involved secondary indicators including cultural service facilities, types, and rationality. Likert scale was used.

Part 5: Developing solution measures to improve the quality of public cultural services in urban communities in Baiheyuan, Nanan District, Chongqing, and providing suggestions for public cultural services in urban communities. This part of the problem is mainly solved with the service quality theory and customer satisfaction theory related content, including the content of facilities and equipment, exhibition activities, reading area, multi-functional activity room and so on. Likert scale was used.

In this study, the factors in the table below will be used to design the questionnaire.

**Table 1** Factor and definition

Public Cultural Services Quality	definition
Service reliability	Communities should have an organized and systematic system of public cultural service platforms community service personnel accurately communicate notices related to public cultural services in the community
Service accessibility	community service personnel are responsible for handling community residents' requests for public cultural services in a timely manner community service personnel staff should record timely and accurate feedback from community residents related to public cultural services
Participation	Organization of residents' participation in community cultural activities Community residents are willing to communicate with staff related to public cultural services
Service Innovation	Organization of cultural and artistic performances and exchanges Community Cultural and Public Welfare Activities on the Theme of "Helping the Needy and the Disabled"
Cultural service facilities	Possessing well-established public cultural service facilities
Cultural service types	The community organizes diverse public cultural service activities
Cultural services rationality	The public cultural services organized by community service personnel are rational and satisfy the residents

### **Validation of the research tools**

The reliability of a questionnaire is the degree of reliability of the measured data. In this paper, the Cronbachs alpha coefficient is used to analyze the reliability of the questionnaire. In general, different alpha coefficients correspond to different levels of reliability. Above 0.9 corresponds to very good reliability; 0.8-0.9 corresponds to very good reliability: 0.7-0.8 corresponds to good reliability: 0.6-0.7 corresponds to acceptable reliability: below 0.6 corresponds to unacceptable reliability and needs to be revised.

### **Data Collection or Source of data**

There are three main sources of data for this study, the first one is the information collected by searching the official government website, the second one is the research literature related to the satisfaction of service quality by the Internet predecessors, and the third one is the data collected by means of questionnaires.

### **Data Analysis**

Quantitative analysis for this study included data entry and analysis using Microsoft Excel. In this study, Microsoft Excel was used to conduct reliability analysis on the collected data to verify its validity. The fundamentals of statistics include measures of central tendency and dispersion. Central tendency refers to mean, median and mode and dispersion refers to variance and standard deviation. Data are analyzed primarily using descriptive statistics, which summarize the conclusions drawn from sample data and present them as percentages using metrics such as mean or standard deviation. The data is then evaluated and analyzed in conjunction with TOPSIS (Similarity ranking method with the ideal program). During the evaluation analysis process, Microsoft Excel served as the analytical tool, and the TOPSIS method was applied as the theoretical approach to derive the final evaluation conclusions from the data.



The TOPSIS method is a sequential preference-based technique based on the similarity to an ideal solution, which can intuitively reflect the differences among evaluated objects. The main process of the TOPSIS method involves first establishing the original data table for each evaluated object based on their data entry. Then, the original data table is normalized using a normalization method, which transforms the values into decimals between 0 and 1. This normalization is mainly done to eliminate the influence of different measurement units on the evaluation results and facilitate data processing. Next, the positive and negative ideal solutions are computed for each indicator. Subsequently, the distances between each indicator value and the positive and negative ideal solutions are calculated. Finally, based on these distances, the relative closeness of each evaluation to the positive ideal solution is determined, and the evaluations are ranked accordingly. This method will help me to analyze the data in parts 2, 3 and 4 of the questionnaires.

In this context, the positive ideal solution refers to the solution with the maximum value for all attributes, indicating the optimal solution. On the other hand, the negative ideal solution refers to the solution with the minimum values for all attributes, representing the worst solution. The core idea behind positive and negative ideal solutions is to aim for evaluations to be as close as possible to the positive ideal solution and as far as possible from the negative ideal solution. The closeness degree ranges from 0 to 1, where a value closer to 1 indicates that the evaluation is closer to the positive ideal solution, indicating a higher level of optimality. Based on the conclusions obtained from the above process, it is possible to understand the current status of the public cultural service quality in the Baihe Yuan community of Nan'an District, Chongqing, as well as identify the factors influencing the quality of public cultural services in the community.

## CHAPTER 4

### RESEARCH RESULTS

In this chapter, the researcher will present the statistical results of the questionnaire where the data analysis and findings will be presented in the form of tables and graphs. The content of this chapter begins by analyzing the demographic and other variable information of the study, followed by detailed answers to the relevant research objectives of the study are:

1. To study the current satisfaction of public cultural services quality in Nanan District Baiheyuan urban communities in Chongqing.
2. To investigate the factors related satisfaction of public cultural services quality in Nanan District Baiheyuan urban communities in Chongqing.
3. To improve the satisfaction with the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing.

#### **Background and general characteristics of the sample**

In this chapter, an online questionnaire was used to survey adults who have been living in Baiheyuan community in Nanan District of Chongqing for more than one year, and 302 questionnaires were collected. After that, this paper analyzes the retained questionnaire data and uses the TOPSIS method to evaluate the satisfaction with the quality of community public cultural services in Baiheyuan community of Nanan District, Chongqing.

According to the questionnaire, part one is a demographic and it has 7 questions and the results of this part as follow.

**Table 2** General information of the sample group, classified by gender

Gender	Respondents	Percentage
Male	131	43.4
Female	171	56.6
<b>Total</b>	<b>302</b>	<b>100%</b>

The gender distribution of the samples shows that out of the total, 43.4% are male, 56.6% are female.

**Table 3** General information of the sample group, classified by age

Age	Frequency	Percentage
Under 18 years old	1	0.3
19-35 years old	159	52.6
36-59 years old	122	40.4
60 years old and above	20	6.6
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of age, 0.3% are under 18 years old , 52.6% fall in the age range of 19-35 years , 40.4% are between 36-59 years old , and 6.6% are 60 years old and above.

**Table 4** General information of the sample group, classified by educational level

Educational level	Frequency	Percentage
Junior high school	26	8.6
High school	56	18.5
College	103	34.1
Graduate students and above	117	38.7
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of education, 8.6% of the respondents had a junior high school education or below, 18.5% had a high school education, 34.1% had a bachelor's degree, and 38.7% had a master's degree or above.

**Table 5** General information of the sample group, classified by length of residence

Length of residence	Frequency	Percentage
Less than 1 year	2	0.6
1 year	87	28.8
2 -3 years	106	35.1
3 years and above	107	35.4
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of length of residence, 0.6% of respondents had lived in the neighborhood for less than one year, 28.8% had lived in the neighborhood for one year, 35.1% had lived in the neighborhood for two years, and 35.4% had lived in the neighborhood for three years or more.

**Table 6** General information of the sample group, classified by occupation

Occupation	Frequency	Percentage
Civil servant	97	32.1
Freelancer	10	3.3
Company employee	164	54.3
Other	31	10.3
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of occupation, 32.1% of the respondents' occupation is civil servant, 3.3% of the respondents' occupation is freelance, 54.3% of the respondents' occupation is corporate employee, and 10.3% of the respondents' occupation is other occupation.

**Table 7** General information of the sample group, classified by length of residence income

Income	Frequency	Percentage
Below 3000 RMB	39	12.9
1000 – 3000 RMB	44	14.6
3000 – 5000 RMB	107	35.4
Above 5,000 RMB	112	37.1
<b>Total</b>	<b>302</b>	<b>100%</b>

Note: RMB is the legal tender of the People's Republic of China and 1 RMB is 0.14 USD

In terms of income, 12.9% of the samples earn below 1000 RMB, 14.6% earn between 1000-3000 RMB, 35.4% earn between 3000-5000 RMB, and 37.1% earn Above 5,000 RMB.

**Table 8** General information of the sample group, classified by marital status

Marriage	Frequency	Percentage
Married and spouse is alive	153	50.7
Divorced	34	11.3
Single	63	20.9
Widowed	19	6.3
Prefer not to disclose	33	10.9
<b>Total</b>	<b>302</b>	<b>100%</b>

Marital status distribution indicates that 50.7% are married and spouse is alive, 11.3% are divorced, 20.9% are single, 6.3% are widowed, 10.9% are prefer not to disclose.

### Research Results on the Current Situation of the Quality of Public Cultural Services in the Urban Community of Baiheyuan, Nanan District, Chongqing, China

In questionnaire part 2 has 8 questions and it will answer research question 1. The Likert scale use to analysis in order 1. strongly disagree, 2. disagree, 3. neutral, 4. Agree, 5. strongly agree. Thus, the current situation of the quality of public cultural services in the urban community of Baiheyuan, Nanan District, Chongqing are follow.

**Table 9** The community provides reading and learning space venues

Degree	Frequency	Percentage
1 Strongly disagree	31	10.26
2 Disagree	56	18.54
3 Neutral	57	18.87
4 Agree	98	32.46
5 Strongly agree	60	19.87
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "the community provides reading and learning space venues", the number of people who strongly disagreed was 31, or 10.26%; the number of people who disagreed was 56, or 18.54%; the number of people who were neutral was 57, or 18.87%; the number of people who agreed was 98, or 32.46%; and the number of people who strongly agreed was 60, or 19.87%.

**Table 10** The community provides cultural and recreational services

Degree	Frequency	Percentage
1 Strongly disagree	30	9.93
2 Disagree	48	15.89
3 Neutral	61	20.19
4 Agree	91	30.13
5 Strongly agree	72	23.84
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "the community provides cultural and recreational services", the number of people who strongly disagree is 30, accounting for 9.93%; the number of people who disagree is 48, accounting for 15.89%; the number of people who are neutral is 61, accounting for 20.19%; the number of people who agree is 91, accounting for 30.13%; the number of people who strongly agree is 72, accounting for 23.84%.

**Table 11** Community service personnel are aware of specialized knowledge related to community work

	Degree	Frequency	Percentage
1	Strongly disagree	52	17.22
2	Disagree	65	21.52
3	Neutral	108	35.76
4	Agree	34	11.26
5	Strongly agree	43	14.24
	<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "community service personnel are aware of specialized knowledge related to community work", the number of people who strongly disagree is 52, accounting for 17.22%; the number of people who disagree is 65, accounting for 21.52%; the number of people who are neutral is 108, accounting for 35.76%; the number of people who agree is 34, accounting for 11.26%; the number of people who strongly agree is 43, accounting for 14.24%.

**Table 12** Community service personnel are creative in the development of community activities

	Degree	Frequency	Percentage
1	Strongly disagree	63	20.86
2	Disagree	76	25.17
3	Neutral	101	33.44
4	Agree	30	9.93
5	Strongly agree	32	10.6
	<b>Total</b>	<b>302</b>	<b>100%</b>



In terms of "Community service personnel are creative in the development of community activities", the number of people who strongly disagree is 63, accounting for 20.86%; the number of people who disagree is 76, accounting for 25.17%; the number of people who are neutral is 101, accounting for 33.44%; the number of people who agree is 30, accounting for 9.93%; the number of people who strongly agree is 32, accounting for 10.6%.

**Table 13** Community service personnel enhance the enthusiasm for organizing public cultural services in the community

Degree	Frequency	Percentage
1 Strongly disagree	28	9.27
2 Disagree	53	17.55
3 Neutral	58	19.21
4 Agree	83	27.48
5 Strongly agree	80	26.5
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "community service personnel enhance the enthusiasm for organizing public cultural services in the community", the number of people who strongly disagree is 28, accounting for 9.27%; the number of people who disagree is 53, accounting for 17.55%; the number of people who are neutral is 58, accounting for 19.21%; the number of people who agree is 83, accounting for 27.48%; the number of people who strongly agree is 80, accounting for 26.5%.

**Table 14** The enthusiasm of community residents in participating in community public cultural activities

Degree	Frequency	Percentage
1 Strongly disagree	39	19.21
2 Disagree	61	20.2
3 Neutral	44	14.57
4 Agree	85	28.15
5 Strongly agree	73	24.17
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "the motivation of community residents to participate in public cultural activities in the community", the number of people who strongly disagree is 39, accounting for 19.21%; the number of people who disagree is 61, accounting for 20.2%; the number of people who are neutral is 44, accounting for 14.57%; the number of people who agree is 85, accounting for 28.15%; the number of people who strongly agree is 73, accounting for 24.17%.

**Table 15** Community public cultural service facilities reflect the character of the community

Degree	Frequency	Percentage
1 Strongly disagree	69	22.85
2 Disagree	49	16.23
3 Neutral	98	32.45
4 Agree	53	17.55
5 Strongly agree	33	10.93
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "community public cultural service facilities reflecting the characteristics of the community", the number of people who strongly disagree is 69, accounting for 22.85%; the number of people who disagree is 49, accounting for 16.23%; the number of people who are neutral is 98, accounting for 32.45%; the number of people who agree is 53, accounting for 17.55%; the number of people who strongly agree is 33, accounting for 10.93%.

**Table 16** Developing a public cultural service leadership platform that integrates community characteristics

Degree	Frequency	Percentage
1 Strongly disagree	58	19.21
2 Disagree	72	23.84
3 Neutral	95	31.46
4 Agree	39	12.91
5 Strongly agree	38	12.58
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "developing a leading platform for public cultural services with community characteristics", the number of people who strongly disagree is 58, accounting for 19.21%; the number of people who disagree is 72, accounting for 23.84%; the number of people who are neutral is 95, accounting for 31.46%; the number of people who agree is 39, accounting for 12.91%; the number of people who strongly agree is 38, accounting for 12.58%.

**Table 17** Descriptive analysis of the current status of the quality of public cultural services in the community

Name	Average	Standard deviation	Opinion level
1. The community provides reading and learning space venues	3.652	1.087	Agree
2. The community provides cultural and recreational services	3.711	1.032	Agree
3. Community service personnel are aware of specialized knowledge related to community work	3.379	1.198	Neutral
4. Community service personnel are creative in the development of community activities	3.226	1.221	Neutral
5. Community service personnel enhance the enthusiasm for organizing public cultural services in the community	3.688	1.034	Agree
6. The enthusiasm of community residents in participating in community public cultural activities	3.535	1.045	Agree
7. Community public cultural service facilities reflect the character of the community	3.268	1.276	Neutral
8. Developing a public cultural service leadership platform that integrates community characteristics	3.305	1.239	Neutral
<b>Total average</b>	<b>3.471</b>	<b>1.167</b>	<b>Neutral</b>

Form Table 17. We found that the overall perception of the quality status of public cultural services in urban communities is neutral ( $\bar{x} = 3.471$ , S.D. = 1.167). As can be seen in the figure above, there are no outliers in the data. Among the four dimensions, the dimensions with higher mean values are 1-2 Reliability and 5-6 Participation with mean values of 3.682 and 3.612 respectively, while the dimensions with relatively lower mean values are 3-4 Accessibility and 7-8 Innovativeness with mean values of 3.303 and 3.287 respectively, which suggests that the current status of the quality of the public cultural services in the urban communities has room for improvement in terms of accessibility and innovativeness.

Based on the rating values of each survey respondent for each status quo question in Table 9-Table 16, the Euclidean distance and closeness between the positive and negative ideal solutions to each rating value under each factor were calculated, as shown in Table 18.

**Table 18** Distance to positive and negative ideal solutions, closeness for each status quo problem

Status quo issues	Table 9	Table 10	Table 11	Table 12	Table 13	Table 14	Table 15	Table 16
positive ideal solution distance	20.145	21.768	31.259	30.471	20.851	22.694	29.856	30.136
Negative ideal solution distance	31.436	32.193	19.912	20.673	32.026	30.852	18.578	19.882
closeness	0.631	0.694	0.429	0.481	0.715	0.626	0.472	0.396

Therefore, the current situation those exist in the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing has 4 indicators. The first indicator is service reliability that most people agree reading and learning space venues and cultural and strongly agree recreational services. The second indicator is service accessibility that most people disagree service personnel

are aware of specialized knowledge related to community work and service personnel are creative in the development of community activities. The third indicator is participation that most people agree motivation of service personnel to organize services and strongly agree residents' motivation to participate in activities. The fourth indicator is service innovation that most people strongly disagree service facilities reflect the character and disagree developing service leadership platform. Therefore, the current situation is the community is not very good to provide services.

### **Results of the Study on the Influencing Factors of Improving the Quality of Public Cultural Services in the Urban Community of Baiheyuan, Nanan District, Chongqing Municipality**

In questionnaire part 3 and 4 has 11 questions and it will answer research question 2. The Likert scale use to analysis in order 1 strongly disagree, 2 disagree, 3 neutral, 4 agree, 5 strongly agree. The factors to improve the quality of public cultural services in the urban community of Baiheyuan, Nanan District, Chongqing correspond to the third and fourth parts of the questionnaire. These two parts evaluate the factors affecting the quality of community public cultural services based on service quality theory and customer satisfaction theory, respectively.

For the factors of the service quality theory, there are a total of eight influencing factors; they are influencing factor 1 the community has an organized and systematic system to establish a public cultural service platform, influencing factor 2 the community service staff accurately conveys the notices related to the community's public cultural services, influencing factor 3 the community service staff is responsible for dealing with the community's residents' demands for public cultural services in a timely manner, influencing factor 4 the community service staff should record the accurate community residents' feedback on public cultural services, Impact Factor 5 organizing residents to participate in community cultural activities, Impact Factor 6 community residents' willingness to communicate with staff on public cultural services, Impact Factor 7 organizing cultural and artistic

performances and exchanges, and Impact Factor 8 carrying out the theme of "helping the needy and the disabled" in the community. Cultural public service activities.

**Table 19** Communities should have an organized and systematic system of public cultural service platforms

Degree	Frequency	Percentage
1 Strongly disagree	36	11.92
2 Disagree	67	22.19
3 Neutral	38	12.58
4 Agree	90	29.8
5 Strongly agree	71	23.51
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "community organized and systematic establishment of public cultural service platform system", the number of people who strongly disagreed was 36, or 11.92%; the number of people who disagreed was 67, or 22.19%; the number of people who were neutral was 38, or 12.58%; the number of people who agreed was 90, or 29.8%; and the number of people who strongly agreed was 71, or 23.51%.

**Table 20** Community service personnel accurately communicate notices related to public cultural services in the community

Degree	Frequency	Percentage
1 Strongly disagree	34	11.26
2 Disagree	57	18.87
3 Neutral	32	10.6
4 Agree	107	35.43
5 Strongly agree	72	23.84
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "Community service workers accurately communicate notices related to public cultural services in the community", the number of people who strongly disagreed was 34, or 11.26%; the number of people who disagreed was 57, or 18.87%; the number of people who were neutral was 32, or 10.6%; the number of people who agreed was 107, or 35.43%, and the number of people who strongly agreed was 72, or 23.84%.

**Table 21** community service personnel are responsible for handling community residents' requests for public cultural services in a timely manner

Degree	Frequency	Percentage
1 Strongly disagree	62	20.53
2 Disagree	31	10.26
3 Neutral	95	31.46
4 Agree	73	24.17
5 Strongly agree	41	13.58
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "community service personnel are responsible for handling community residents' demands for public cultural services in a timely manner", the number of people who strongly disagree is 62, accounting for 20.53%; the number of people who disagree is 31, accounting for 10.26%; the number of people who are neutral is 95, accounting for 31.46%; the number of people who agree is 73, accounting for 24.17%; the number of people who strongly agree is 41, accounting for 13.58%.



**Table 22** Community service personnel staff should record timely and accurate feedback from community residents related to public cultural services

Degree	Frequency	Percentage
1 Strongly disagree	55	18.21
2 Disagree	58	19.21
3 Neutral	97	32.12
4 Agree	42	13.91
5 Strongly agree	50	16.56
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "Community service personnel should record the feedback from community residents on public cultural services in a timely and accurate manner", the number of people who strongly disagree is 55, accounting for 18.21%; the number of people who disagree is 58, accounting for 19.21%; the number of people who are neutral is 97, accounting for 32.12%; the number of people who agree is 42, accounting for 13.91%; and the number of people who strongly agree is 50, accounting for 16.56%.

**Table 23** Organization of residents' participation in community cultural activities

Degree	Frequency	Percentage
1 Strongly disagree	31	10.26
2 Disagree	65	21.52
3 Neutral	54	17.88
4 Agree	97	32.12
5 Strongly agree	55	18.22
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "organizing residents to participate in community cultural activities", the number of people who strongly disagree is 31, or 10.26%; the number of people who disagree is 65, or 21.52%; the number of people who are neutral is 54, or 17.88%; the number of people who agree is 97, or 32.12%; and the number of people who strongly agree is 55, or 18.21%.

**Table 24** Community residents are willing to communicate with staff related to public cultural services

Degree	Frequency	Percentage
1 Strongly disagree	24	7.95
2 Disagree	56	18.54
3 Neutral	32	10.6
4 Agree	101	33.44
5 Strongly agree	89	29.47
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "community residents are willing to communicate with staff about public cultural services", 24 people strongly disagree, accounting for 7.95%; 56 people disagree, accounting for 18.54%; 32 people are neutral, accounting for 10.6%; 101 people agree, accounting for 33.44%; 89 people strongly agree, accounting for 29.47%.

**Table 25** Organization of cultural and artistic performances and exchanges

Degree	Frequency	Percentage
1 Strongly disagree	61	20.2
2 Disagree	57	18.87
3 Neutral	104	34.44
4 Agree	25	8.28
5 Strongly agree	55	18.21
<b>Total</b>	<b>302</b>	<b>100%</b>

From the situation of "organizing cultural and artistic performances and exchanges", the number of people who strongly disagreed was 61, or 20.2%; the number of people who disagreed was 57, or 18.87%; the number of people who were neutral was 104, or 34.44%; the number of people who agreed was 25, or 8.28%; and the number of people who strongly agreed was 55, or 18.21%.

**Table 26** Community Cultural and Public Welfare Activities on the Theme of "Helping the Needy and the Disabled"

Degree	Frequency	Percentage
1 Strongly disagree	59	19.54
2 Disagree	67	22.19
3 Neutral	98	32.45
4 Agree	31	10.26
5 Strongly agree	47	15.56
<b>Total</b>	<b>302</b>	<b>100%</b>

From the situation of "community-based cultural and public welfare activities on the theme of helping the poor and the disabled", the number of people who strongly disagree is 59, accounting for 19.54%; the number of people who disagree is 67, accounting for 22.19%; the number of people who are neutral is 98, accounting for 32.45%; the number of people who agree is 31, accounting for 10.26%; the number of people who strongly agree is 47, accounting for 15.56%.

**Table 27** Descriptive analysis of factors influencing the quality of public cultural services in the community

Name	Average	Standard deviation	Opinion level
1. Communities should have an organized and systematic system of public cultural service platforms	3.685	1.012	Agree
2. Community service personnel accurately communicate notices related to public cultural services in the community	3.606	1.017	Agree
3. Community service personnel are responsible for handling community residents' requests for public cultural services in a timely manner	3.284	1.296	Neutral
4. Community service personnel staff should record timely and accurate feedback from community residents related to public cultural services	3.252	1.148	Neutral
5. Organization of residents' participation in community cultural activities	3.599	1.054	Agree
6. Community residents are willing to communicate with staff related to public cultural services	3.617	1.072	Agree
7. Organization of cultural and artistic performances and exchanges	3.298	1.216	Neutral
8. Community Cultural and Public Welfare Activities on the Theme of "Helping the Needy and the Disabled"	3.242	1.175	Neutral
<b>Total average</b>	<b>3.448</b>	<b>1.124</b>	<b>Neutral</b>

Form Table 27. We found that the overall perception among the factors influencing the quality of public cultural services in urban communities is neutral ( $\bar{x}$  = 3.448, S.D. = 1.124). Upon detailed analysis, we find that there are no outliers in the data as can be seen in the above graph. Among the four dimensions, the dimensions with higher mean values are 1-2 Reliability and 5-6 Participation, with mean values of 3.646 and 3.608 respectively, while the dimensions with relatively lower mean values are 3-4 Accessibility and 7-8 Innovativeness, with mean values of 3.268 and 3.27 respectively. This indicates that the factors influencing the quality of public cultural services in urban communities have room for improvement in terms of accessibility and innovativeness.

The average ratings and positive and negative ideal solutions of each influence factor were calculated from the survey data of Table19-Table26, and the Euclidean distance and closeness under positive and negative ideal solutions of the eight influence factors were also calculated based on the positive and negative ideal solutions. The results are shown in Table 28.

**Table 28** Positive and negative ideal solutions, closeness, and average ratings

Status quo issues	Table 19	Table 20	Table 21	Table 22	Table 23	Table 24	Table 25	Table 26
positive ideal solution distance	18.055	20.025	30.083	29.234	19.053	17.521	28.894	29.378
Negative ideal solution distance	31.424	32.527	19.216	20.733	30.282	35.143	18.109	18.567
closeness	0.643	0.619	0.373	0.448	0.614	0.667	0.430	0.372

**Table 29** Possessing well-established public cultural service facilities

Degree	Frequency	Percentage
1 Strongly disagree	26	8.61
2 Disagree	35	11.59
3 Neutral	66	21.85
4 Agree	108	35.76
5 Strongly agree	67	22.19
<b>Total</b>	<b>302</b>	<b>100%</b>

From the situation of "having comprehensive public cultural service facilities", the number of people who strongly disagree is 26, accounting for 8.61%; the number of people who disagree is 35, accounting for 11.59%; the number of people who are neutral is 66, accounting for 21.85%; the number of people who agree is 108, accounting for 35.76%; the number of people who strongly agree is 67, accounting for 22.19%.

**Table 30** The community organizes diverse public cultural service activities

Degree	Frequency	Percentage
1 Strongly disagree	62	20.53
2 Disagree	63	20.86
3 Neutral	96	31.79
4 Agree	43	14.24
5 Strongly agree	38	12.58
<b>Total</b>	<b>302</b>	<b>100%</b>

From the situation of "the community organizes diverse public cultural service activities", the number of people who strongly disagree is 62, or 20.53%; the number of people who disagree is 63, or 20.86%; the number of people who are neutral is 96, or 31.79%; the number of people who agree is 43, or 14.24%; the number of people who strongly agree is 38, or 12.58%.

**Table 31** The public cultural services organized by community service personnel are rational and satisfy the residents

Degree	Frequency	Percentage
1 Strongly disagree	39	12.91
2 Disagree	61	20.2
3 Neutral	46	15.23
4 Agree	89	29.47
5 Strongly agree	67	22.19
<b>Total</b>	<b>302</b>	<b>100%</b>

From the situation of "the public cultural services organized by the community service staff are reasonable and meet the needs of the residents", the number of people who strongly disagree is 39, or 12.91%; the number of people who disagree is 61, or 20.2%; the number of people who are neutral is 46, or 15.23%; the number of people who agree is 89, or 29.47%; the number of people who strongly agree is 67, or 22.19%.

**Table 32** Descriptive analysis of factors influencing the quality of public cultural services in the community

Name	Average	Standard deviation	Opinion level
1.Possessing well-established public cultural service facilities	3.721	1.011	Agree
2.The community organizes diverse public cultural service activities	3.388	1.209	Neutral
3.The public cultural services organized by community service personnel are rational and satisfy the residents	3.676	1.025	Agree
Total average	3.595	1.082	Neutral

It can be seen from Table32. It can be seen from Table32. Among the influencing factors, the higher mean values are 1 and 3 with mean values of 3.721 and 3.676 respectively. The lower mean value is 2 with mean value of 3.388.

With the survey data from Table29-Table31, the distance from the rated value under each influential factor to the positive and negative ideal solution was calculated using the positive and negative ideal solution method and closeness in TOPSIS, and the closeness of each factor to the positive and negative ideal solution was calculated based on the distance from the positive and negative ideal solution. The results are shown in Table 33.

**Table 33** Positive and negative ideal solutions, closeness, and average ratings

Status quo issues	Table 29	Table 30	Table31
positive ideal solution distance	20.447	33.496	19.292
Negative ideal solution distance	30.100	22.561	31.421
closeness	0.643	0.419	0.687



Therefore, the factors to improve in the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing has 7 indicators. The first indicator is service reliability that most people agree Organized and systematic establishment of a service platform system and service personnel accurately communicate notices related to services.

The second indicator is service accessibility that most people disagree Service staff handle residents' service requests in a timely manner and service staff record service-related feedback from residents in a timely and accurate manner.

The third indicator is participation that most people agree organization of residents' participation in cultural activities and Residents are willing to communicate with staff.

The fourth indicator is service innovation that most people disagree organization of cultural and artistic performances and exchanges and Conducting cultural public service activities.

The fifth indicator is cultural service facilities that most people agree possessing well-established public cultural service facilities.

The sixth indicator is cultural service types that most people disagree organize diversity service activities.

The seventh indicator is cultural services rationality that most people agree Public cultural services organized by service providers are reasonable and meet the needs of the population.

Therefore, these are the main factors affecting the improvement of service quality.

**Results of the Study on Measures to Improve the Satisfaction with the  
Quality of Public Cultural Services in the Urban Community  
of Baiheyuan, Nanan District, Chongqing Municipality**

In questionnaire part 5 has 11 questions and it will answer research question 1. The Likert scale use to analysis in order 1 strongly disagree, 2 disagree, 3 neutral, 4 agree, 5 strongly agree. Measures to improve satisfaction with the quality of public cultural services in the urban community of Baiheyuan, Nanan District, Chongqing correspond to the fifth part of the questionnaire. There are 10 measures in this part, which are Measure 1 "Replacement of old and deteriorated public cultural service facilities"; Measure 2 "Organization of cultural exhibition activities in the community"; Measure 3 "Opening of book reading area"; Measure 4 "Opening of multi-functional activity room"; and Measure 5 "Improvement of the quality of public cultural services in the community of Baiheyuan, Nanan District, Chongqing". "Measure 4: "Opening multi-functional activity rooms". Measure 5: "Organize diversified community cultural activities"; Measure 6: "Highlight community characteristics"; Measure 7: "Train specialized community public cultural service personnel"; Measure 8: "Improve and upgrade community public cultural service facilities and equipment"; Measure 9: "Enhance community residents' participation"; and Measure 10: "Enhance the digitization and innovativeness of community public cultural services".

**Table 34** Replacement of obsolete and deteriorating public cultural service facilities

Degree	Frequency	Percentage
1 Strongly disagree	53	17.55
2 Disagree	36	11.92
3 Neutral	88	29.14
4 Agree	65	21.52
5 Strongly agree	60	19.87
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "replacing old and deteriorated public cultural service facilities", the number of people who strongly disagree is 53, accounting for 17.55%; the number of people who disagree is 36, accounting for 11.92%; the number of people who are neutral is 88, accounting for 29.14%; the number of people who agree is 65, accounting for 21.52%; and the number of people who strongly agree is 60, accounting for 19.87%.

**Table 35** Organize cultural exhibitions in the community

Degree	Frequency	Percentage
1 Strongly disagree	37	12.25
2 Disagree	42	13.91
3 Neutral	86	28.48
4 Agree	69	22.85
5 Strongly agree	68	22.52
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "organizing cultural exhibitions in the community", the number of people who strongly disagree is 37, accounting for 12.25%; the number of people who disagree is 42, accounting for 13.91%; the number of people who are neutral is 86, accounting for 28.48%; the number of people who agree is 69, accounting for 22.85%; the number of people who strongly agree is 68, accounting for 22.52%.

**Table 36** Opened a book reading area

Degree	Frequency	Percentage
1 Strongly disagree	44	14.57
2 Disagree	51	16.89
3 Neutral	80	26.49
4 Agree	71	23.51
5 Strongly agree	56	18.54
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "setting up a reading area for books", the number of people who strongly disagree is 44, accounting for 14.57%; the number of people who disagree is 51, accounting for 16.89%; the number of people who are neutral is 80, accounting for 26.49%; the number of people who agree is 71, accounting for 23.51%; the number of people who strongly agree is 56, accounting for 18.54%.

**Table 37** Opening of a multi-purpose activity room

Degree	Frequency	Percentage
1 Strongly disagree	41	13.58
2 Disagree	40	13.25
3 Neutral	88	29.14
4 Agree	79	26.16
5 Strongly agree	54	17.88
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "opening of multifunctional activity rooms", the number of people who strongly disagree is 41, accounting for 13.58%; the number of people who disagree is 40, accounting for 13.25%; the number of people who are neutral is 88, accounting for 29.14%; the number of people who agree is 79, accounting for 26.16%; the number of people who strongly agree is 54, accounting for 17.88%.

**Table 38** Organizing diverse community cultural activities

Degree	Frequency	Percentage
1 Strongly disagree	26	8.61
2 Disagree	57	18.87
3 Neutral	37	12.25
4 Agree	102	33.77
5 Strongly agree	80	26.49
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "organizing diverse community cultural activities", the number of people who Strongly disagree is 26, accounting for 8.61%; the number of people who Disagree is 57, accounting for 18.87%; the number of people who are Neutral is 37, accounting for 12.25%; the number of people who Agree is 102, accounting for 33.77%; the number of people who Strongly agree is 80, accounting for 26.49%.

**Table 39** Highlighting community characteristics

Degree	Frequency	Percentage
1 Strongly disagree	40	13.25
2 Disagree	35	11.59
3 Neutral	97	32.12
4 Agree	63	20.86
5 Strongly agree	67	22.19
<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "community characterization", the number of people who Strongly disagree is 40, accounting for 13.25%; the number of people who Disagree is 35, accounting for 11.59%; the number of people who are Neutral is 97, accounting for 32.12%; the number of people who Agree is 63, accounting for 20.86%; the number of people who Strongly agree is 67, accounting for 22.19%.

**Table 40** Training professional community public cultural service personnel

	Degree	Frequency	Percentage
1	Strongly disagree	45	14.9
2	Disagree	50	16.56
3	Neutral	75	24.83
4	Agree	69	22.85
5	Strongly agree	63	20.86
	<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "training of specialized community public cultural service personnel", the number of people who Strongly disagree is 45, accounting for 14.9%; the number of people who Disagree is 50, accounting for 16.56%; the number of people who are Neutral is 75, accounting for 24.83%; the number of people who Agree is 69, accounting for 22.85%; the number of people who Strongly agree is 63, accounting for 20.86%.

**Table 41** Enhancing and upgrading community facilities and equipment for public cultural services

	Degree	Frequency	Percentage
1	Strongly disagree	32	10.6
2	Disagree	34	11.26
3	Neutral	53	17.55
4	Agree	110	36.42
5	Strongly agree	73	24.17
	<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "improving and upgrading community facilities and equipment for public cultural services", the number of people who Strongly disagree is 32, accounting for 10.6%; the number of people who Disagree is 34, accounting for 11.26%; the number of people who are Neutral is 53, accounting for 17.55%; the number of people who Agree is 110, accounting for 36.42%; the number of people who Strongly agree is 73, accounting for 24.17%.

**Table 42** Increasing community residents' engagement

	Degree	Frequency	Percentage
1	Strongly disagree	30	9.93
2	Disagree	58	19.21
3	Neutral	86	28.48
4	Agree	79	26.16
5	Strongly agree	49	16.23
	<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "increasing community participation", the number of people who Strongly disagree is 30, accounting for 9.93%; the number of people who Disagree is 58, accounting for 19.21%; the number of people who are Neutral is 86, accounting for 28.48%; the number of people who Agree is 79, accounting for 26.16%; the number of people who Strongly agree is 49, accounting for 16.23%. This indicates that respondents are neutral on the issue of "increasing community participation" and that respondents generally agree that the level of participation in the community is relatively good.

**Table 43** Enhancing the digitization and innovation of community public cultural services

	Degree	Frequency	Percentage
1	Strongly disagree	19	6.29
2	Disagree	39	12.91
3	Neutral	56	18.54
4	Agree	116	38.41
5	Strongly agree	72	23.84
	<b>Total</b>	<b>302</b>	<b>100%</b>

In terms of "enhancing the digitization and innovation of community public cultural services" the number of people who Strongly disagree is 19, accounting for 6.29%; the number of people who Disagree is 39, accounting for 12.91%; the number of people who are Neutral is 56, accounting for 18.54%; the number of people who Agree is 116, accounting for 38.41%; the number of people who Strongly agree is 72, accounting for 23.84%. This indicates that respondents strongly agree with "Enhancing the digitization and innovation of community public cultural services", and that respondents believe that there is a strong need to improve digital innovation in the community. Respondents believe that it is necessary for the community to improve in digital innovation.



**Table 44** Descriptive analysis of measures to improve satisfaction with the quality of public cultural services in the community

Name	Average	Standard deviation	Opinion level
1.Replacement of obsolete and deteriorating public cultural service facilities	3.659	1.082	Neutral
2.Organize cultural exhibitions in the community	3.542	1.101	Neutral
3.Opened a book reading area	3.606	1.025	Neutral
4.Opening of a multi-purpose activity room	3.573	1.094	Neutral
5.Organizing diverse community cultural activities	3.286	1.226	Agree
6.Highlighting community characteristics	3.535	1.105	Neutral
7.Training professional community public cultural service personnel	3.668	1.109	Neutral
8.Enhancing and upgrading community facilities and equipment for public cultural services	3.316	1.257	Agree
9.Increasing community residents engagement	3.699	1.014	Neutral
10.Enhancing the digitization and innovation of community public cultural services	3.233	1.198	Agree
Total average	3.511	1.121	Neutral

It can be seen from Table 44. Among the ten measures, the mean values of 1-4, 6, 7, and 9 are higher with 3.759, 3.742, 3.806, 3.773, 3.735, 3.768, and 3.699, respectively, while the mean values of 5, 8, and 10 are lower with 3.386, 3.416, and 3.433, respectively.

In the open-ended question No. 37, most people thought that in terms of creativity and diversity, a wide variety of cultural activities should be organized, such as cultural performances, lectures, exhibitions, book clubs, so as to encourage residents to actively participate in them a few believed that in terms of feedback timeliness, community personnel should record and give feedback to community residents on public cultural services in a timely manner in order to improve the quality of services others believe that, in terms of building and updating facilities, funds should be invested in upgrading and modernizing community cultural facilities such as libraries, cultural activity rooms and multi-function halls.

With the survey data from Table34-Table43, the distance from the mean of each measure to the positive and negative ideal solution was calculated using the positive and negative ideal solution method and closeness in TOPSIS, and the closeness of each measure to the positive and negative ideal solution was calculated based on the distance from the positive and negative ideal solution. The results of the calculations are shown in Table 45.

**Table 45** Positive and negative ideal solutions, closeness, and average ratings

Step	Table 34	Table 35	Table 36	Table 37	Table 38	Table 39	Table 40	Table 41	Table 42	Table 43
positive ideal solution distance	20.514	21.019	19.377	22.539	30.386	20.707	21.443	30.804	20.612	31.393
Negative ideal solution distance	30.473	29.935	32.495	30.612	20.136	29.940	30.293	20.060	31.749	19.556
closeness	0.673	0.668	0.709	0.632	0.447	0.613	0.639	0.424	0.681	0.402

Therefore, the measures to improve in the quality of public cultural services in Nanan District Baiheyuan urban communities in Chongqing has 11 questions. The first question is that most people agree replacement of obsolete and deteriorating public cultural service facilities. The second question is that most people agree organize cultural exhibitions in the community. The third question is that most people agree opened a book reading area. The fourth question is that most people agree opening of a multi-purpose activity room. The fifth question is that most people strongly agree organizing diverse community cultural activities. The sixth question is that most people strongly agree highlighting community characteristics. The seventh question is that most people agree training professional community public cultural service personnel. The eighth question is that most people strongly agree enhancing and upgrading community facilities and equipment for public cultural services. The ninth question is that most people agree increasing community residents' engagement. The tenth question is that most people strongly agree enhancing the digitization and innovation of community public cultural services. In the eleventh open-ended questionnaire, a total of 302 questionnaires, 213 people filled out none, of which there are 89 valid suggestions, 46 people think that in the construction and renewal of facilities to invest in funds to upgrade and renovate community cultural facilities. 28 people think that in the timeliness of feedback, community personnel should be community residents to put forward the views of the public cultural services and timely record and feedback. 15 people think that in the planning and diversity of activities, a variety of cultural activities should be organized. In terms of diversity, a variety of cultural activities should be organized. Therefore, organizing colorful community cultural activities, highlighting community characteristics, improving and updating community public cultural service facilities and equipment, and enhancing the digitalization and innovativeness of community public cultural services are the main measures to improve satisfaction with the quality of community public cultural services.

## Conclusion

Through this study, the status quo of Baiheyuan community in Nanan District, Chongqing was recognized by residents in terms of both reliability and participation, however, in terms of accessibility community service workers are timely and responsible for dealing with the community residents' demands for public cultural services, community service workers should timely and accurately record the number of community residents' feedback choosing to be dissatisfied and very dissatisfied is high, the number of people who were dissatisfied and very dissatisfied with the innovative organization of cultural and artistic performances and exchanges, and the community-based cultural and public service activities on the theme of "helping the needy and the disabled" was high.

The influencing factors of community satisfaction in Baiheyuan, Nanan District, Chongqing are mainly in the aspects of accessibility and innovation.

Therefore, the community of Baiheyuan in Nanan District, Chongqing Municipality should improve the satisfaction of the quality of community public cultural services in terms of accessibility and innovation.

## CHAPTER 5

### CONCLUSIONS, DISCUSSIONS, RECOMMENDATIONS

This study selects Baiheyuan community in Nanan District, Chongqing as the research object, Baiheyuan community is located in the southwestern part of Nanan District, Nanping Town, Nanan District, Chongqing, a community under the jurisdiction of Nanping Town, Nanping Town, a community rich in cultural heritage, is a certain representative.

In this chapter, the conclusions obtained from this study will be presented, the findings will be discussed, and some relevant recommendations will be made in response to the findings and discussion.

#### Conclusion

This paper evaluates and researches the satisfaction with the quality of public cultural services of Baiheyuan community in Nanan District, Chongqing through literature review combined with quantitative methods. In this study, research was done on adults who have lived in the community for more than one year through questionnaire collection a minimum of 278 questionnaires were required to be collected, and to make the results more representative, 302 questionnaires were collected and these were analyzed and evaluated using the TOPSIS evaluation method. Based on the findings of this study, the following conclusions were drawn:

A survey of satisfaction with the quality of public cultural services in the urban community of Baiheyuan, Nanan District, Chongqing, China, the percentage of respondents who chose satisfied and very satisfied for both the reliability and participation dimensions was higher than 50 percent. It indicates that community residents are satisfied with the public cultural services provided by the Baiheyuan Urban Community in terms of both reliability and participation.

However, only about 35% of respondents chose satisfied and very satisfied for both the accessibility and innovation dimensions. It can be concluded that in terms of accessibility community residents are very dissatisfied with the professional knowledge of community service staff, timely recording and processing of public cultural service requests, in terms of innovativeness community residents are very dissatisfied with the cultural activities organized by the community, the facilities provided by the community and the platforms developed. Furthermore, the summary of the three research objectives is as follows:

Regarding Objective 1: The public cultural service quality in Bahe Yuan community, South Bank District, Chongqing, is influenced by multiple factors, with the four most significant factors being whether community service personnel demonstrate creativity in conducting community activities. The proximity degree for this factor is as high as 0.437. The evaluation score for "whether community service personnel demonstrate creativity in conducting community activities" is 4.19, out of a maximum of 5 points. The next most influential factors are Factors 8, 6, 3, 1, as well as 5, 2, and 7. It is worth noting that Factors 2 and 7 have the same proximity degree, with scores of 3.94 and 3.98, respectively, while Factor 5 has a score of 3.9. The scores for the remaining factors are all above 4. Overall, the public cultural services in Bahe Yuan community have received high satisfaction, especially in the aspect of community service personnel demonstrating creativity.

Regarding Objective 2: Through the analysis of influencing factors based on service quality theory, this study found that in the Bahe Yuan community, South Bank District, Chongqing, the primary factors influencing public cultural services are Factor 3, namely "Community service personnel are responsible for promptly handling residents' requests for public cultural services." The following factors in descending order of influence are Factors 8, 6, 4, 7, 2, 5, and 1, corresponding to "Frequently organizing community cultural and public welfare activities with the theme of 'assisting the needy and supporting the disabled'," "Community residents are willing to communicate with staff related to public cultural services," "Community service personnel promptly record residents' feedback on public cultural services," "Organizing cultural and artistic performances and exchanges," "Community service

personnel promptly record residents' feedback on public cultural services," "Organizing residents' participation in community cultural activities," and "The community has an organized and systematic public cultural service platform system."

Regarding Objective 3: Through the analysis of calculation results and survey data, this study found that among the ten factors influencing the improvement of public cultural service quality satisfaction in the urban community of Bahe Yuan in Nan'an District, Chongqing, factor 4—namely, the establishment of multi-functional activity rooms, is considered the most important. Next is factor 8, namely, strengthening and upgrading the facilities and equipment of community public cultural services, which ranks second. The rankings of the other factors are factors 6, 10, 9, 1, 2, 5, and 7, respectively.

### Discussion

Now, there is still a significant contradiction between the cultural demand and supply in China. There is a substantial gap between the supply capacity of community public cultural services and the rapidly growing demand for public cultural services. It is not simply a matter of increasing the supply of public cultural services, there is also a need to analyze the problems and level of development of public cultural services in the community and to accurately assess the quality and level of these services. In other words, addressing these issues requires considering the evaluation of the satisfaction with the quality of community public cultural services. By defining the dimensions of evaluating the satisfaction with the quality of urban community public cultural services and comprehensively constructing an evaluation system, not only can the current status issues of the public cultural service system be objectively analyzed, but also the optimization and upgrading of each cultural service system itself can be achieved.

Qian and Chen (2017: 63-67)Qian and found in their study that administrators with relevant professional knowledge are the ones who are well able to deal with the public cultural service demands of the community residents and accurately

record the feedback from the community residents on the public cultural services. In this study it was concluded that the status quo problem in terms of accessibility and innovation community service staff timely and responsible for dealing with the community residents' demands for public cultural services, community service staff should be timely and accurately record the feedback of the community residents chose to be dissatisfied and very dissatisfied with the number of people is higher. In my opinion, the researcher also agrees that in the evaluation of satisfaction with the quality of public cultural services in the community, it is helpful for community service workers to understand the professional knowledge related to community work is helpful for community service workers to accurately record and give feedback on the claims made by community residents. This view is shared by the researcher.

Zhu and Yang (2022: 1618-1623) In their study, they found that the integrated healthcare service experience was recognized by patients, leveraging smart healthcare to improve service quality. In this study it was concluded that the influencing factors in terms of accessibility and innovativeness community organization of public cultural services activities with diversity of choice of the number of people who are dissatisfied and very dissatisfied is high. In my opinion, with the continuous improvement of people's living standards, the variety of services demanded by people has gradually increased. Community residents are no longer satisfied with a simple medical experience, they hope to receive more and better personalized service experience, for example, the community organizes public cultural service activities with diversity. This view is partially shared by the researcher.

Zhang and Chen (2011: 38-41) found in their study that the important role of public libraries in the public cultural service system was analyzed from the perspectives of important carriers, leading platforms, and infrastructure. They also elaborated on the direction of public libraries in service innovation, including innovating service concepts, expanding service space, improving service modes, and upgrading service levels, so as to satisfy the people's diversified spiritual and cultural needs at multiple levels and dimensions. In this study, it was concluded that in terms of innovativeness and diversity, the number of people who were dissatisfied



and very dissatisfied with the choices of improving and upgrading the facilities and equipment of community public cultural services, organizing diversified community cultural activities, highlighting the characteristics of the community, and enhancing the digitization and innovativeness of the community public cultural services were high. In my opinion, the community should organize more colorful cultural activities, such as cultural performances, lectures, exhibitions, book clubs, etc., to strengthen the digitization and innovativeness of the community's public cultural services, so as to improve the quality of the community's public cultural services. This view is shared by the researcher.

In the current study, a thorough analysis of the influencing factors on the public cultural service quality in Baiheyuan community, Nanan District, Chongqing, has yielded some important discussion results.

Firstly, from the perspective of service quality theory, whether community service personnel are creative in conducting community activities is the most crucial influencing factor. The high proximity value of this factor, along with its near-perfect score, indicates that the creativity of community service personnel plays a key role in enhancing the quality of public cultural services. Secondly, the timely handling of residents' requests for public cultural services by community service personnel is another important factor. This underscores the importance of responding promptly to and addressing the needs of residents.

In terms of satisfaction scores, overall, the public cultural services in this community have a high level of satisfaction, but there are still some factors with slightly lower satisfaction. Among them, "organizing residents to participate in community cultural activities" is the factor with the lowest satisfaction. This may indicate the need for further improvement in the attractiveness and participation of community cultural activities.

From the perspective of customer satisfaction theory, having well-established public cultural service facilities, diverse community-organized public cultural service activities, and community service personnel organizing public cultural services in a reasonable and satisfying manner are the most critical factors among the influencing factors. This suggests that improving the completeness of service facilities, increasing

the diversity of service activities, and ensuring the rationality and satisfaction of services are crucial for enhancing satisfaction.

However, overall satisfaction is slightly below 4 points. Compared to the current level of public cultural service satisfaction in Chongqing, there is room for improvement. In further research and practice, attention should be paid to enhancing the attractiveness of community cultural activities, improving the creativity and timely responsiveness of service personnel. Additionally, efforts should be made to strengthen the construction of public cultural service facilities and the diversity of service activities, aiming to enhance overall satisfaction among residents with public cultural services.

Lastly, among the ten factors influencing the improvement of community public cultural service quality satisfaction, the opening of multi-functional activity rooms has been identified as the most significant factor. This suggests that communities should pay special attention to providing facilities with multi-functional activity rooms to meet the diverse needs of residents when enhancing the quality of cultural services. Simultaneously, it is crucial to focus on strengthening and upgrading community public cultural service facilities and equipment. In future planning and practices, it is necessary to allocate more resources and efforts to optimize these key factors, aiming to elevate the overall level of community public cultural services.

### **Recommendations**

This study suggests to the urban community of Baiheyuan, Nanan District, Chongqing Municipality is the Government should strengthen the management and maintenance of community public cultural service facilities and equipment. Based on the investigation and analysis of the public cultural service quality in Baiheyuan Community, Nanan District, Chongqing, the following are some recommendations to enhance the quality and satisfaction of public cultural services:

1. Strengthen training for service personnel and enhance innovation capabilities

By organizing training courses, workshops, and other forms of training, enhance the innovative capabilities of community service personnel, encouraging them to be more creative in organizing community activities. The government can formulate relevant policies to support and incentivize community service personnel to participate in training, thus improving their professional competence and service quality.

2. Develop comprehensive multi-functional activity rooms

Given that the survey results indicate that establishing multi-functional activity rooms is one of the most significant influencing factors, the government can propose policies to build more and higher-quality multi-functional activity rooms. Allocate resources to ensure that these rooms can meet the diverse needs of different resident groups, including those related to literature, sports, education, and other aspects.

3. Optimize Service Facilities and Equipment

The government should strengthen the management and maintenance of community public cultural service facilities and equipment to ensure their functionality, thereby enhancing overall satisfaction with public cultural services among residents. This can be achieved through investments and policy support, updating and upgrading community facilities to better meet the needs of residents.

For the community, it should enhancing the innovative capacity of community service workers and encouraging them to be more creative in carrying out community activities.

For the next research, it should to conduct an in-depth study, the sample size should be enlarged.

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APPENDIXS



Appendix A

Questionnaire Survey

The satisfaction level of urban community public cultural service quality in Baiheyuan Community, Nanan District, Chongqing City.

The survey results will be used solely for academic research, and your relevant information will be kept strictly confidential.

This questionnaire consists of five parts. The first part is demographics. The second part is to investigate the current situation of the quality of public cultural service. The third part and the fourth part is to investigate the factors affecting the quality of public cultural services, and the fifth part is to formulate the solution to improve the quality of public cultural services.

Part 1: Demographics and other variables, please mark (v) in the corresponding brackets.

1. what is your gender?

Male  Female  Prefer not to disclose

2. How old are you?

Under 18 years old  19-35 years old

36-59 years old  60 years old and above

3. What is your highest educational level ?

Junior high school  High school  College  Graduate students and above

4. How long have you been living in Baiheyuan Community, Nanan District, Chongqing City?

Less than 1 year  1 year  2 -3 years  3 years and above

5. What is your occupation?

Civil servant  Freelancer  Company employee  Other

6. What is your current monthly income?

Below 1,000 RMB  1,000 RMB - 3,000 RMB

3,000 RMB - 5,000 RMB  Above 5,000 RMB

7. what is your marital status?

Married and spouse is alive  Divorced  Single

Widowed  Prefer not to disclose

Part 2: The current situation of public cultural service quality in urban communities

Please use the 5-point scale below to select your answer and tick (√) the appropriate answer. The table is divided into five levels, which are counted as 5, 4, 3, 2, and 1: strongly agree, agree, neutral, disagree, and strongly disagree.

Indicator	Definition	5	4	3	2	1
Service reliability	8. The community provides reading and learning space venues					
	9. The community provides cultural and recreational services					
Service accessibility	10. Community service personnel are aware of specialized knowledge related to community work					
	11. Community service personnel are creative in the development of community activities					
Participation	12. Community service personnel enhance the enthusiasm for organizing public cultural services in the community					
	13. The enthusiasm of community residents in participating in community public cultural activities					

Indicator	Definition	5	4	3	2	1
Service Innovation	14. Community public cultural service facilities reflect the character of the community					
	15. Developing a public cultural service leadership platform that integrates community characteristics					

Part 3: Using service quality theory to investigate the factors influencing the quality of public cultural services in urban communities.

Please use the 5-point scale below to select your answer and tick (✓) the appropriate answer. The table is divided into five levels, which are counted as 5, 4, 3, 2, and 1: strongly agree, agree, neutral, disagree, and strongly disagree.

Indicator	Definition	5	4	3	2	1
Service reliability	16. Communities should have an organized and systematic system of public cultural service platforms					
	17. Community service personnel accurately communicate notices related to public cultural services in the community					
Service accessibility	18. Community service personnel are responsible for handling community residents' requests for public cultural services in a timely manner					
	19. Community service personnel staff should record timely and accurate feedback from community residents related to public cultural services					

Indicator	Definition	5	4	3	2	1
Participation	20. Organization of residents' participation in community cultural activities					
	21. Community residents are willing to communicate with staff related to public cultural services					
Service Innovation	22. Organization of cultural and artistic performances and exchanges					
	23. Community Cultural and Public Welfare Activities on the Theme of "Helping the Needy and the Disabled"					

Part 4: Using customer satisfaction theory to investigate the factors influencing the quality of public cultural services in urban communities.

Please use the 5-point scale below to select your answer and tick (✓) the appropriate answer. The table is divided into five levels, which are counted as 5, 4, 3, 2, and 1: strongly agree, agree, neutral, disagree, and strongly disagree.

Indicator	Definition	5	4	3	2	1
Cultural service facilities	24. Possessing well-established public cultural service facilities					
Cultural service types	25. The community organizes diverse public cultural service activities					
Cultural services rationality	26. The public cultural services organized by community service personnel are rational and satisfy the residents					



Part 5: Measures to improve satisfaction with the quality of public cultural services in urban communities.

Please use the 5-point scale below to select your answer and tick (√) the appropriate answer. The table is divided into five levels, which are counted as 5, 4, 3, 2, and 1: strongly agree, agree, neutral, disagree, and strongly disagree.

Definition	5	4	3	2	1
27. Replacement of obsolete and deteriorating public cultural service facilities					
28. Organize cultural exhibitions in the community					
29. Opened a book reading area					
30. Opening of a multi-purpose activity room					
31. Organizing diverse community cultural activities					
32. Highlighting community characteristics					
33. Training professional community public cultural service personnel					
34. Enhancing and upgrading community facilities and equipment for public cultural services					
35. Increasing community residents engagement					
36. Enhancing the digitization and innovation of community public cultural services					

37. What are your suggestions for improving the satisfaction with the quality of public cultural services in Baihe Yuan community?

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.....

## 问卷调查

重庆市南岸区白鹤苑社区城市社区公共文化服务质量满意度。

调查结果将仅用于学术研究，您的相关信息将被严格保密。

该问卷由四部分组成。第一部分是人口统计。第二部分是调查当前公共文化服务质量的现状。第三部分和第四部分是调查影响公共文化服务质量的因素，第五部分是制定提高公共文化服务质量的解决方案。

**第一部分：人口统计**，请在相应的括号内打 (√)。

1. 你的性别是什么？

男性  女性  不愿透露

2. 你多大了？

18 岁以下  19-35 岁

36-59 岁  60 岁及以上

3. 您的最高学历是什么？

初中  高中  学院  研究生及以上

4. 您在重庆市南岸区白鹤苑社区居住多久了？

少于 1 年  1 年  2-3 年  3 年以上

5. 您的职业是什么？

公务员  自由职业者  公司员工  其它

6. 您目前的月收入是多少？

低于 1,000 人民币  1,000 人民币 - 3,000 人民币

3,000 人民币 - 5,000 人民币  5,000 元以上

## 7. 您的婚姻状况如何？

已婚，配偶健在  离婚  单人 丧偶  不愿透露 

## 第二部分：城市社区公共文化服务质量现状

请使用下面的 5 级评分表选择您的答案，并在相应的答案上打勾（√）。表格分为五个等级，分别计为 5, 4, 3, 2 和 1：非常同意、同意、中立、不同意和非常不同意

指标	定义	5	4	3	2	1
可靠性	8. 社区提供阅读学习空间场地					
	9. 社区提供文化娱乐服务					
可及性	10. 社区服务人员了解社区工作相关的专业知识					
	11. 社区服务人员在社区活动开发中具有创					
参与性	12. 社区服务人员组织社区公共文化服务的积极性					
	13. 社区居民参与社区公共文化活动的积极性					
创新性	14. 社区公共文化服务设施体现社区特色					
	15. 结合社区特色开发公共文化服务引领平台					

### 第三部分：运用服务质量理论调查城市社区公共文化服务质量的影响因素

请使用下面的 5 级评分表选择您的答案，并在相应的答案上打勾 (√)。表格分为五个等级，分别计为 5, 4, 3, 2 和 1：非常同意、同意、中立、不同意和非常不同意。

指标	定义	5	4	3	2	1
可靠性	16.社区有组织、有系统的建立公共文化服务平台体系					
	17.社区服务人员准确传达社区公共文化服务相关通知					
可及性	18.社区服务人员及时负责处理社区居民的公共文化服务诉求					
	19.社区服务人员应及时准确记录社区居民反馈的公共文化服务相关意见					
参与性	20.组织居民参与社区文化活动					
	21.社区居民愿意与工作人员进行公共文化服务相关的沟通交流					
创新性	22.组织开展文化艺术表演交流活动					
	23.社区开展“帮困助残”主题文化公益活动					

#### 第四部分：运用顾客满意度理论调查城市社区公共文化服务质量的影响因素

请使用下面的 5 级评分表选择您的答案，并在相应的答案上打勾 (√)。表格分为五个等级，分别计为 5, 4, 3, 2 和 1：非常同意、同意、中立、不同意和非常不同意。						
指标	定义	5	4	3	2	1
文化服务设施	24.具有完善的公共文化服务设施					
文化服务种类	25.社区举办具有多样性的公共文化服务活动					
文化服务合理性	26.社区服务人员组织的公共文化服务是合理的且能满足居民需求					

#### 第五部分：提高城市社区公共文化服务质量满意度的措施

请使用下面的 5 级评分表选择您的答案，并在相应的答案上打勾 (√)。表格分为五个等级，分别计为 5, 4, 3, 2 和 1：非常同意、同意、中立、不同意和非常不同意					
定义	5	4	3	2	1
27.更换陈旧老化的公共文化服务设施					
28.组织社区开展文化展览活动					
29.开设图书阅读专区					
30.开设多功能活动室					
31.举办多样化的社区文化活动					
32.突出社区特色					
33.培训专业化的社区公共文化服务人才					
34.完善和升级社区公共文化服务设施设备					
35.提高社区居民参与度					
36.加强社区公共文化服务的数字化与创新性					

37.您对提高白鹤苑社区公共文化服务质量满意度有何建议？



Appendix B

Codebook

No.	Variable Name	Variable Label	Value No.	Value Label
1	Q1	Gender	1	Male
			2	Female
			3	Prefer not to disclose
2	Q2	Age	1	Under 18 years old
			2	19-35 years old
			3	36-59 years old
			4	60 years old and above
3	Q3	Educational level	1	Junior high school
			2	High school
			3	College
			4	Graduate students and above
4	Q4	Length of residence	1	Less than 1 year
			2	1 year
			3	2 -3 years
			4	3 years and above
5	Q5	Occupation	1	Civil servant
			2	Freelancer
			3	Company employee
			4	Other
6	Q6	Income	1	Below 3000 RMB
			2	1000 – 3000 RMB
			3	3000 – 5000 RMB
			4	Above 5,000 RMB
7	Q7	Marriage	1	Married and spouse is alive
			2	Divorced
			3	Single
			4	Widowed
			5	Prefer not to disclose

No.	Variable Name	Variable Label	Value No.	Value Label
8	Q8	The community provides reading and learning space venues	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
9	Q9	The community provides cultural and recreational services	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
10	Q10	Community service personnel are aware of specialized knowledge related to community work	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
11	Q11	Community service personnel are creative in the development of community activities	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
12	Q12	Community service personnel enhance the enthusiasm for organizing public cultural services	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
13	Q13	The enthusiasm of community residents in participating in community public cultural activities	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree



No.	Variable Name	Variable Label	Value No.	Value Label
14	Q14	Community public cultural service facilities reflect the character of the community	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
15	Q15	Developing a public cultural service leadership platform that integrates community characteristics	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
16	Q16	Communities should have an organized and systematic system of public cultural service platforms	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
17	Q17	Community service personnel accurately communicate notices related to public cultural services in the community	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
18	Q18	Community service personnel are responsible for handling community residents' requests for public cultural services in a timely manner	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
19	Q19	Community service personnel staff should record timely and accurate feedback from community residents related to public cultural services	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree

No.	Variable Name	Variable Label	Value No.	Value Label
20	Q20	Organization of residents' participation in community cultural activities	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
21	Q21	Community residents are willing to communicate with staff related to public cultural services	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
22	Q22	Organization of cultural and artistic performances and exchanges	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
23	Q23	Community Cultural and Public Welfare Activities on the Theme of "Helping the Needy and the Disabled"	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
24	Q24	Possessing well-established public cultural service facilities	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
25	Q25	The community organizes diverse public cultural service activities	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree

No.	Variable Name	Variable Label	Value No.	Value Label
26	Q26	The public cultural services organized by community service personnel are rational and satisfy the residents	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
27	Q27	Replacement of obsolete and deteriorating public cultural service facilities	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
28	Q28	Organize cultural exhibitions in the community	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
29	Q29	Opened a book reading area	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
30	Q30	Opening of a multi-purpose activity room	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
31	Q31	Organizing diverse community cultural activities	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree

No.	Variable Name	Variable Label	Value No.	Value Label
32	Q32	Highlighting community characteristics	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
33	Q33	Training professional community public cultural service personnel	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
34	Q34	Enhancing and upgrading community facilities and equipment for public cultural services	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
35	Q35	Increasing community residents engagement	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree
36	Q36	Enhancing the digitization and innovation of community public cultural services	1	Strongly disagree
			2	Disagree
			3	Neutral
			4	Agree
			5	Strongly agree

## CURRICULUM VITAE

**NAME** Mrs. Xin Deng

**DATE OF BIRTH** October 12, 1988

**EDUCATION**

2006 Diploma in Nursing,  
ChongQing Medical University, Chongqing, China

2009 Bachelor Degree in Nursing,  
ChongQing Medical University, Chongqing, China

2014 Bachelor Degree in Accounting,  
Dongbei Univeristy of Finance & Economics,  
Liaoning, China

**WORK EXPERIENCE**

2009 Nurse  
Army Medical Specialty Center

2012 Nurse  
The Seventh People's Hospital of Chongqing,  
Chongqing, China

2018 Business Manager  
China Pacific Insurance Banan Branch

2019 General Manager  
Chongqing Qiruida Culture Communication  
Company

2020 Assistant Director of Operation  
Beijing CIMR Information Technology Co.

2022 Customer Manager  
Shanghai KRC Information Technology Co.