

Assessment of People's Satisfaction in the New Rural Construction Province in the Period 2015-2020: Cases Study in Hau Giang Province, Vietnam

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Abstract

Assessing the level of people's satisfaction in new rural construction in Viet Nam by the EFA factor analysis method with 16 question variables belonging to 4 components of the Likert scale. The analysis results showed that the 4 components of the influencing factors all reached the required value and had statistical significance ($p \leq 0.01$). The theoretical model test has been demonstrated that the 4 proposed components have 2 components, namely Facilities (F1) and Advocacy and Propaganda (F2), which impact the level of people's satisfaction in the process of building new rural. The component that had the strongest effect on people's satisfaction in building a new rural area was the Advocacy and Propaganda (78.0%), the second was the Facilities (34.2%). The model analysis results have shown the suitability of the theoretical model with the influencing factors and the acceptance of the theories proposed in the research model, which had practical significance for policies of new rural construction in Viet Nam.

Keywords— Construction, EFA, factor analysis, new rural, satisfaction

1. INTRODUCTION

In human life, happiness and satisfaction are what everyone wants to achieve. Life satisfaction, also known as psychological happiness, is a multidimensional measure of psychological development and mental health, including a scale of independence and positive relationships with others [1]. In rural areas, public services from the government are critical to show the development of society, having a significant impact on the satisfaction of people in that area. For example, an excellent urban or rural public bus service is vital to support economic growth, a growing population, and expansion of activities in the region [2]. Evaluation of bus service quality can be done from the perspective of Standard Service Level of public bus operations or passenger

satisfaction [3-5]. Concerning local health care services, assessment of health care delivery is essential in the ongoing evaluation and improvement of local governments' quality of health services [6]. Therefore, people's perceived quality of care or citizen satisfaction should be included with other measures in government quality improvement programs. Factors that may affect residents' satisfaction include provider-related factors, such as infrastructure, accessibility to care, interpersonal communication skills provider, and people-related factors, such as people's socioeconomic characteristics, disease severity, and health-related quality of life [7]. Regarding retail services, the change in the structure of retail services such as local markets and traditional markets in rural areas has stimulated

various studies on people's satisfaction with retail services with the market's product supply [8-10]. The potential of road development projects in rural areas has also boosted the market development [11]. When there was the development of roads, local markets are also favorable in economic trade to help the socio-economic development of rural areas [12-15]. Thus, any change in services in rural areas will significantly affect people's satisfaction, and satisfaction was a measure of service quality of local authorities.

In Vietnam, building a new rural was a primary policy of the Government to provide convenient services to meet the development requirements of society. Since 2010, the Government had set out the National Target Program on New Rural Construction for 2010 - 2020 (Decision No. 800/2010/QĐ-TTg), and new rural construction had become an important goal. The importance of the "Tam Nong" national policy: agriculture, farmers, and rural areas [16]. Hoa An commune in Phung Hiep district, Hau Giang province is a poor commune building rural new and has achieved some remarkable achievements in socio-economic development in the locality. The results showed that the lifestyle, standard of living, and income have increased compared to before the new rural construction. Local public services have been significantly changed. The environment was also cleaner and more beautiful. In addition to the achievements, the local government's new rural construction also faced many difficulties that need to be solved, such as infrastructure construction has not reached the schedule due to lack of funds. The Public services did not meet the needs of the people. The above difficulties have slowed down the local new rural construction process and affected the satisfaction level of people living in the area. Therefore, the assessment of people's satisfaction in the process of new rural construction in the period 2015-2020 was carried out to find out the key factors affecting people's satisfaction.

2. Materials and Methods

2.1. Sample size

The convenience sampling method was carried out on three hamlets in Hoa An commune, Hau Giang province, including Hamlet Hoa Duc, Hamlet 7 and Hamlet 8 (45 farmers/hamlet) in 2020 by direct interviewing people with questionnaires. Using the Likert scale at 5-level scale to quantify the indicators in the research. The question was designed for respondents to choose the options quickly: (1) Strongly disagree; (2) Disagree; (3) Indifferent; (4) Agree; (5) Strongly agree.

The sample size in the study was calculated based on the formula of Hair et al. [17]. There are 2 criteria for selecting the sample size in this study: (1) based on a minimum of 50 and (2) the number of variables included in the model.

$$n = \sum_{j=1}^n kP_j$$

The study used 4 components of the scale with 20 observed variables. The norm of $k = 5/1$ was applied (1 variable measuring at least five observations), the calculated results was $n = 100$, the minimum observed in this study was 100. Thus, the sample size determined in the study was 135, which was consistent with the EFA morphometric model.

2.2. Analysis methods

The study used the EFA factor analysis model to assess people's satisfaction and learn the factors affecting satisfaction. It was carried out in three steps including (1) Step 1: Testing the quality of the scale; (2) Step 2: Exploratory Factor Analysis (EFA); (3) Step 3: Test the explanatory level of the observed variables for the factor.

2.3. EFA analysis model

To analyze the factors affecting the level of people's satisfaction in the process of building new rural areas in the locality, 4 groups of variables were assumed as follows:

The first component (F_1): Quality facilities were built to meet the needs of life. It was called Facilities.

The second component (F_2): If the people were provided with sufficient information about the

new rural construction program of the local government, they would be satisfied with the implementation results. It was called Advocacy and Propaganda.

The third component (F₃): If the local government was capable, dynamic, and reputable. The people would be satisfied. This factor was called Local Government Commitment.

The fourth component (F₄): If the new rural construction process was carried out correctly and effectively, according to the plan and on time, the people would be satisfied with implementing the new rural construction program. This factor was called Trust of People.

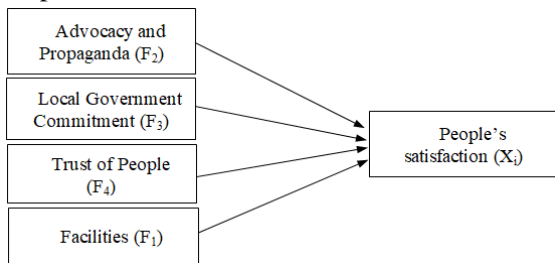


Figure 1. Analysis diagram of factors affecting people's satisfaction

The following equation represents the analytical model in this study:

$$X_i = A_{i1}F_1 + A_{i2}F_2 + A_{i3}F_3 + A_{i4}F_4 + V_iU_i$$

X_i: Variable of i was standardized (X_i: People's Satisfaction)

A_i: Multiple regression coefficients of factor i for variable i

F: Comment factors (F₁: Facilities, F₂: Advocacy and Propaganda, F₃: Local Government Commitment, F₄: Trust of People)

V_i: The standardized regression coefficient of characteristic factor i for variable i.

U_i: Characteristic factor of variable i.

3. Results and Discussions

3.1. Describe the scale of people's satisfaction

The scale of people's satisfaction has been designed to assess the level of satisfaction in the process of new rural construction in Hoa An commune. People's Satisfaction scale (X_i) has been designed with 4 variables, namely N₁ (Satisfied with the quality of construction of new rural), N₂ (Satisfied with the planning of

development goals for the locality), N₃ (Satisfied with the convenience of the building), N₄ (The quality of life of the people is improved). The variable N₁ means that people's satisfaction with the quality of new rural constructions. The variable N₂ means that the planning of the local government was precise and achieves the development goals. The variable N₃ means that the results of new rural construction meet the development goals and bring benefits to the people. The variable N₄ means that when building new rural, the people's quality of life was improved.

Table 1. Statistics on the people's satisfaction level

| Variable | N | Mi | Ma | Mea | Standar |
|----------------|----|----|----|------|----------|
| | | n | x | n | d |
| | | | | | deviatio |
| | | | | | n |
| N ₁ | 13 | 1 | 5 | 3.79 | 0.671 |
| | 5 | | | | |
| N ₂ | 13 | 1 | 5 | 3.91 | 0.782 |
| | 5 | | | | |
| N ₃ | 13 | 1 | 5 | 3.82 | 0.765 |
| | 5 | | | | |
| N ₄ | 13 | 1 | 5 | 4.03 | 0.716 |
| | 5 | | | | |

Source: Survey results of 135 people in the study area, 2020

Statistical results in Table 1 showed that the people's satisfaction scale (X_i) variables had the lowest value of 1 and the highest value of 5. The average value of each variable in turn was N₁= 3.79, N₂= 3.91, N₃= 3.82, N₄= 4.03. Thus, these variables were assessed at a high level, showing that people's satisfaction in building new rural areas in the locality was high. The variable N₁ had the lowest mean value because the quality of new rural construction in the locality was not high. The satisfaction level of people about the quality in many criteria was not high, such as local market, traffic, electricity, etc. Variable N₄ had the highest average value; this result has shown that people believe that when building a new rural, people's quality of life was improved and brings benefits for the locality. People's lives were improved, per capita income increased, the poverty rate

decreased, and facilities at health stations, post offices, and cultural houses met people's needs. Besides, the quality of traffic routes has also been improved, and the number of school-age children attending school is high.

According to Allcott et al. [18] regarding electricity grid works for people, in some developing countries, access to infrastructure, including electricity, was essential for life was very necessary. Some common power outages will greatly affect production activities and social life in general. Grid connection is a basic need of the people and an essential stage in rural electrification. The expansion of the national grid to reach rural areas requires attention and quality of service [19].

3.2. Scale of factors affecting the level of people's satisfaction

The component scale of factors affecting people's satisfaction level in new rural construction was designed based on applying the SERVPERE scale of Parasuman et al. [20]. There were four components include: (F₁) Facilities include 5 variables N₅, N₆, N₇, N₈, N₉, (F₂) Advocacy and Propaganda consists of 4 variables N₁₀, N₁₁, N₁₂, N₁₃, (F₃) Local Government Commitment includes four variables N₁₄, N₁₅, N₁₆, N₁₇, (F₄) Trust of People contains 3 variables, N₁₈, N₁₉, N₂₀ (Table 2).

Descriptive statistical analysis of 4 components of the scale showed that the minimum assessed level was 1 and the maximum was 5, the mean value of the variables in the 4 components was relatively high, the lowest was the variable N₈ (2.08) and the highest in the variable N₁₆ (2.65). Statistical results have shown that this assessment was consistent with the fact that school buildings were focused on upgrading and investing in facilities by local authorities (N₈) to meet National School Standards. In addition, local authorities have also added and repaired auxiliary works such as toilets, garages, fences, and libraries for schools. In the study area, 4/6 schools are reaching national standards. However, some people felt unsatisfied (accounting for 12.6%) about the safety in construction works (N₁₆). People also felt the risk level in construction projects in rural areas. They stated that public works

construction was difficult to achieve in terms of schedule in some criteria.

3.2.1 Rating scale

In this study, the multi-directional scale with 4 components had a total of 16 variables. Therefore, test this scale was conducted by evaluating the reliability based on the analysis of Cronbach Alpha coefficient of each component. The factors affecting the level of people's satisfaction in the process of new rural construction include 4 components: (F₁) Facilities; (F₂) Advocacy and Propaganda; (F₃) Local Government Commitment; (F₄) Trust of People.

Table 2. Description of the components of the scale in the study

| Components of scale | Scale symbol | Description of scale |
|-----------------------------|----------------|--|
| X: People's Satisfaction | N ₁ | People feel satisfied with the quality of facilities in new rural |
| | N ₂ | People feel satisfied with the planning of the local government |
| | N ₃ | Residents are satisfied with local public services |
| | N ₄ | People are satisfied with the quality of life |
| F ₁ : Facilities | N ₅ | Evaluation of how to build a local transport network |
| | N ₆ | Evaluation of the canal system for agricultural production |
| | N ₇ | Evaluation of electric grid-off system supplying electricity to the people |
| | N ₈ | Assessment of local school facilities |
| | N ₉ | Assessment of |

| | | |
|--|-----------------|---|
| | | local health service facilities |
| F ₂ : Advocacy and Propaganda | N ₁₀ | The government has mobilized people to participate in building new rural |
| | N ₁₁ | The propaganda of the local government is clear and timely |
| | N ₁₂ | The government encourages and supports people to use local services |
| | N ₁₃ | Dedication of local government employees when performing public services |
| F ₃ : Local Government Commitment | N ₁₄ | Competence of local government staff to respond well |
| | N ₁₅ | Attitudes and manners of local government employees are good to the people |
| | N ₁₆ | The convenience of services that the local government is committed to |
| | N ₁₇ | The process of developing a rural construction plan invites the participation of the people |
| F ₄ : Trust of People | N ₁₈ | Guaranteed execution time |
| | N ₁₉ | How to solve problems in public service delivery quickly |
| | N ₂₀ | Activities in new rural construction are carried out |

| | | |
|--|--|----------------------------|
| | | accurately and efficiently |
|--|--|----------------------------|

Because the SERVPERF scale was a multi-directional scale, it would be included in the factor analysis to redefine the components before regression analysis of their relationship with satisfaction [21].

The scales were evaluated through the primary tool, which is the Cronbach Alpha coefficient. Cronbach Alpha coefficient was used to eliminate garbage variables; variables with total correlation coefficient ≤ 0.3 will be eliminated. Cronbach's α coefficient is a statistical test of how closely the items in the scale correlate with each other. The formula is calculated as follows:

$$\alpha = N\rho/[1+\rho(N-1)]$$

Where ρ is the average correlation coefficient between the items in question. According to Hair et al. [22], a set of items used to measure well must have a coefficient $\alpha \geq 0.8$. This showed that a list of questions goes together coherently and measures the same problem. However, Nunnally and Bernstein [23] have provided a criterion for choosing a scale when a Cronbach Alpha reliability > 0.6 can be used in case the concept of the scale was new or new to the user answer in the research context. In this study, the interviewees were local people, this was the first time they had access to the survey form using the Likert scale designed with 5 different rating levels. So, the Cronbach Alpha coefficient > 0.6 is acceptable. The calculation table of α Cronbach coefficient in this study was shown in Table 3.

3.2.2 Reliability coefficients - Cronbach Alpha

People's Satisfaction Scale

Table 3. Cronbach Alpha of People's Satisfaction

| Components of scale | Cronbach Alpha |
|--|----------------|
| X: People's Satisfaction | 0.808 |
| F ₁ : Facilities | 0.790 |
| F ₂ : Advocacy and Propaganda | 0.890 |
| F ₃ : Local Government Commitment | 0.807 |
| F ₄ : Trust of People | 0.790 |

Source: Survey results of 135 people in the study area, 2020

The results of Cronbach Alpha coefficient analysis through SPSS 22.0 software showed in Table 3. The reported value of the reliability coefficient of satisfaction was 0.808. The value of the Cronbach Alpha coefficient of Facilities reached 0.790. For the component of the scale of Advocacy and Propaganda, Cronbach Alpha coefficient was 0.890. The value of Cronbach alpha coefficient of Local Government Commitment reached 0.807. The component of Trust of People had a Cronbach Alpha coefficient of 0.790.

Through the analysis results of Cronbach Alpha coefficient of 4 components of the scale to measure the factors affecting the satisfaction level of the people, the reliability is ≥ 0.6 . Thus, the scale designed in this study was statistically significant and had the necessary reliability coefficient. This result showed that the 4 components of the scale were valid for use in the research and continue to be included in the EFA exploratory factor analysis.

3.2.3 Exploratory Factor Analysis – EFA

The exploratory factor analysis method was used to test the scale. There were 16 observed variables that were designed in the study, and after checking the reliability by Cronbach Alpha coefficient, none of them were excluded. The study used exploratory analysis of EFA to confirm the appropriateness of the scale with 16 observed variables.

KMO index (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) is used to analyze the suitability of the factors, the KMO value ≥ 0.5 , the new factors are used. According to Hair et al. [24], factor loading (numbers in the Rotated Component Matrix – Factor loading table) 0.3 is considered minimal, 0.4 is deemed necessary, 0.5 is important, and practically significant. Factor loading ≥ 0.3 if the sample size is at least 350; if the sample size is about 100, choose the factor loading standard ≥ 0.5 and if the sample size is about 50, choose the factor loading standard ≥ 0.75 . In this study, the sample size was selected as 135, so Factor Loading in the Rotated Component Matrix table was accepted at 0.5 for variables. The analysis results in

Table 4 also showed that 4 components were accepted as the initial proposal of the research model.

Table 4. Factor Rotation Matrix

| Factor Rotation Matrix | | | | |
|------------------------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 |
| N ₅ | 0.737 | | | |
| N ₆ | 0.781 | | | |
| N ₇ | 0.791 | | | |
| N ₈ | 0.738 | | | |
| N ₉ | 0.716 | | | |
| N ₁₀ | | 0.528 | | |
| N ₁₁ | | 0.520 | | |
| N ₁₂ | | 0.541 | | |
| N ₁₃ | | 0.580 | | |
| N ₁₄ | | | 0.661 | |
| N ₁₅ | | | 0.607 | |
| N ₁₆ | | | 0.635 | |
| N ₁₇ | | | 0.641 | |
| N ₁₈ | | | | 0.850 |
| N ₁₉ | | | | 0.810 |
| N ₂₀ | | | | 0.805 |

Source: Survey results of 135 people in the study area, 2020

3.2.4 EFA exploratory factor analysis with 4 scale components

When designing the scale to assess the level of People's Satisfaction, the hypothesis H0 posed in this analysis was that between 16 observed variables, there was no correlation with each other. The results of KMO index analysis were shown in Table 5.

Table 5. KMO's analysis results

| Components of scale | KMO index |
|--|-----------|
| X: People's Satisfaction | 0.887 |
| F ₁ : Facilities | 0.782 |
| F ₂ : Advocacy and Propaganda | 0.810 |
| F ₃ : Local Government Commitment | 0.788 |
| F ₄ : Trust of People | 0.693 |

Source: Survey results of 135 people in the study area, 2020

The test result KMO coefficient of the Facilities (F₁) was 0.782. From the above test results, the study concluded that this component scale was accepted, and the observed variables in the

Facilities were correlated with each other in the total survey sample.

For the component of Advocacy and Propaganda (F_2), the result of Bartlett's test was 247,377 with the significance level $\text{sig.} = 0.000 < 0.05$. EFA results obtained extracted variance value determined explained by 75.471% data variation, at Eigenvalues = 3,019. The study concluded that observed variables in Advocacy and Propaganda were correlated with each other in the overall survey sample and the accepted scale. The KMO coefficient of the Advocacy and Propaganda had the largest value among 4 influencing components, showing that factor analysis for this component was the most appropriate.

The research results showed that the component of Local Government Commitment (F_3) had a KMO coefficient of 0.788. Test KMO coefficient of Trust of People (F_4) was 0.693. The study concluded from the above test results that the observed variables in Trust of People were correlated with each other in the overall survey sample. The scale was accepted with 70.426% variation of the data. Trust of People was explained, the EFA results obtained Trust of People at Eigenvalues = 2.113, and the result of Bartlett's test was 92,183 with the significance level $\text{sig.} = 0.000 < 0.05$.

The KMO and Bartlett's test in the EFA factor analysis of the study showed that: KMO coefficients of the 4 components were > 0.5 , Bartlett's test of the 4 components had $\text{sig.} = 0.000 < 0.05$. The extracted variance and Eigenvalues of 4 components of the influencing factors satisfy the condition $> 50\%$ and > 1 , so the conclusion that the scale was accepted and the observed variables in the 4 components were correlated with each other in the total sample.

3.3 Factors affecting the level of People's Satisfaction

The proposed theoretical model consists of 4 components: (F_1) Facilities; (F_2) Advocacy and Propaganda; (F_3) Local Government Commitment; (F_4) Trust of People. The level of people's satisfaction in the process of new rural construction was a dependent component. The remaining 4 components were independent

components and are assumed to impact the level of satisfaction. People's satisfaction in the process of building a new countryside, the theoretical model was as follows:

$$X_i = A_{i1}F_1 + A_{i2}F_2 + A_{i3}F_3 + A_{i4}F_4 + V_iU_i$$

Dependent variable Satisfaction level (X_i) was formed from 4 variables N_1, N_2, N_3, N_4 , of the scale of people's satisfaction. The value of the dependent variable satisfaction was the mean value calculated by SPSS software, which was a linear combination of variables N_1, N_2, N_3, N_4 and has been normalized.

Similarly, the value of the independent variables was the mean value also calculated by SPSS software, including (i) Independent variable Facilities (F_1) was formed from 5 observed variables symbols N_5, N_6, N_7, N_8, N_9 ; (ii) Advocacy and Propaganda (F_2) was formed from 4 observed variables with symbols $N_{10}, N_{11}, N_{12}, N_{13}$; (F_3) The Local Government Commitment was formed from 4 observed variables denoted $N_{14}, N_{15}, N_{16}, N_{17}$; (F_4) Trust of People was formed from 3 variables denoted N_{18}, N_{19}, N_{20} .

The values of the independent variable and the dependent variable were normalized, and regression analysis was continued to determine the specific weight of each component affecting the satisfaction of the people in new rural construction.

The regression analysis results on Table 6 showed that the R value = 0.705 showed that the relationship between the variables in the model was closely correlated. The regression results report of the model showed that the R^2 value = 0.512, which means 51.2% of the variation in people's satisfaction was explained by 4 components included in the analysis. The value of Adjusted R^2 more accurately reflects the fit of the analytical model to the overall, the analysis results showed that the value of Adjusted $R^2 = 0.547$ (or 54.7%). This result proved a linear regression model between satisfaction level and 4 components of factors affecting people's satisfaction level in the process of new rural construction.

Table 6. Regression model analysis results

| Model | R | R ² | Adjusted R ² | Standard deviation |
|-------|--------------------|----------------|-------------------------|--------------------|
| 1 | 0.705 ^a | 0.512 | 0.547 | 0.836 |

Source: Survey results of 135 people in the study area, 2020

The results of ANOVA analysis of variance showed that the F value had a Sig. = 0.000 (<0.05) means that the regression model fits the collected data, and the included variables were

statistically significant at the 5% level of Sig. F = 19.974 statistic was used to test hypothesis H0; analysis results showed a crucial linear relationship with P values < 0.05. The study can reject hypothesis H0 from the above results that the slope of the 4 components in the influencing factors was 0. Thus, the independent variables in the model had a relationship with the dependent variable.

Table 7. ANOVA analysis results

| Sum of Squares | | df | Mean Square | F | Sig. |
|----------------|--------|----|-------------|--------|--------------------|
| Regression | 44.450 | 4 | 12.180 | 19.974 | 0.000 ^b |
| Residual | 51.603 | 85 | 0.513 | | |
| Total | 96.053 | 89 | | | |

^b. Predictors: (constant), X_{F1}, X_{F2}, X_{F3}, X_{F4}

Source: Survey results of 135 people in the study area, 2020.

The results of analysis of regression coefficients in the model in Table 8 showed that the significance levels of components F₁, F₂ and all had values ≤ 0.05, while components F₃, F₄ had values ≥ 0.05. Therefore, the study can conclude that the independent variables F₁ and F₂ impact people's satisfaction in the process of new rural construction. Components F₁ and F₂ in the scale were significant in the model and positively impact people's satisfaction, which was explained by the positive sign of the regression coefficients. The regression values (B) of the independent variables in the model are respectively: Facilities (F₁): 0.325; Propaganda and campaigning (F₂): 0.926; Local Government Commitment (F₃): 0.109; Trust of People (F₄): 0.162.

Table 8. Regression model test results

| Model | Unstandardized Coefficients | | Standardized Coefficients | |
|----------------|-----------------------------|------------|---------------------------|-------|
| | B | Std. Error | Beta | Sig. |
| 1 (Constant) | 1.491 | 0.322 | 4.626 | 0.000 |
| F ₁ | 0.325 | 0.129 | 0.342 | 0.014 |

| | | | |
|----------------|-------|-------|-------|
| | | 31 | |
| F ₂ | 0.926 | 0.780 | 0.000 |
| | 0.135 | 6.843 | |
| F ₃ | 0.109 | 0.131 | 0.495 |
| | 0.159 | 0.685 | |
| F ₄ | 0.162 | 0.158 | 0.352 |
| | 0.174 | 0.936 | |

Source: Survey results of 135 people in the study area, 2020.

From the results of the regression analysis, the study proposes the following impact model:

$$X = 0.325F_1 + 0.926F_2 + 1.491$$

The above model explains that independent variables cause 51.2% of the change in X variable. The remaining 48.8% of the variation was explained by other factors outside the model that the subject area cannot be studied in the model.

The above model showed that independent variables F₁ and F₂ positively influence the level of people's satisfaction in new rural construction at the confidence level of 95%. The regression analysis results have shown the importance of F₁ and F₂, to the dependent variable X. The Beta value in Table 8 showed that the standard regression value of F₁ affects 34.2% of the extent satisfaction. The standard regression value of F₂ affects 78.0% of people's

satisfaction in building new rural areas in locality.

The regression equation was explained as follows:

Variable F_1 (Facilities): has a coefficient of $B = 0.325$, with a value of $\text{Sig} = 0.014$. It was explained that provided other factors are constant, facilities increase by 1 point, the level of acceptance will be increased to 0.325 points. According to local people, in the construction of new rural, the first thing to do is build local facilities such as electricity, roads, schools, stations, markets, etc. The construction of local facilities is very important to the needs of the people, comparable to building the foundation of a house, the better the local facilities, the higher the satisfaction level of the people in the construction. New rural construction in the locality is higher because it directly affects people's living, accommodation, and travel needs in the commune.

Variable F_2 (Advocacy and Propaganda): had coefficient $B = 0.926$ with value $\text{Sig} = 0.000$ showed that the campaign and propaganda of the variable had an impact on the farmer's acceptance level (significant level of 5% with all other factors constant). When Advocacy and Propaganda increased by 1 point, the satisfaction level of the people increased to 0.926 points. In constructing a new rural area in the locality, the mobilization and propaganda for the people are very important. To build a new rural, the state and the people must work together, and the people must be conscious of the new rural construction to succeed. Exemplary implementation of Advocacy and Propaganda of local people will promote building a new rural and improving the level of people's satisfaction.

The results of the hypothesis testing of the research model were accepted because increasing these factors would increase the level of people's satisfaction in building a new rural. The above analysis concluded that the theoretical model was suitable with the research data, and the research hypotheses F_1 , F_2 were accepted.

4. Conclusion

Research results on measurement, evaluation, and analysis of components affecting people's satisfaction in new rural construction through Cronbach Alpha reliability coefficient, EFA factor analysis, analysis regression model. The results of EFA analysis with 16 question variables belonging to 4 components of the scale of influencing factors and 4 components of the Scale of People's Satisfaction had all required values > 0.5 . The analysis results showed that the 4 components of the influencing factors all reached the required value and were statistically significant. The theoretical model test showed that the 4 proposed components had 2 components, namely Facility and Advocacy and Propaganda, that affect the level of people's satisfaction during the new rural construction process. The component that had the most substantial impact on people's satisfaction in building a new rural was Advocacy and Propaganda (78.0%), followed by Facilities (34.2%). These are also the bases to develop some solutions to improve people's satisfaction in the process of building a new rural in the locality.

Acknowledgement

This research is funded by University of Economics Ho Chi Minh City, Vietnam.

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