

How theoretical values affect public service satisfaction—An empirical study based on CGSS2015 data

Jixing Xiu^a, Lin Qi^b

Yantai Research Institute, China Agricultural University, Yantai, 264670, Shandong, China

^a2020505460413@cau.edu.cn, ^b2019505460209@cau.edu.cn

Keywords: theoretical values; public service satisfaction; educational attainment; Modulating effect

Abstract: Using the data of China Comprehensive Social Survey in 2015, this paper uses linear regression model to study the influence of theoretical values on public service satisfaction and whether educational attainment factors have a moderating effect between theoretical values and public service satisfaction. The results are as follows: theoretical values have a positive effect on public service satisfaction, and education level factors do not have a significant moderating effect between theoretical values and public service satisfaction. Therefore, in order to improve the satisfaction of public services, the government can give more attention to people with higher theoretical values and actively promote theoretical values.

1. Introduction

While the people increasingly need a better life, the government needs to provide more, more comprehensive and better quality public services in order to enhance the people's understanding of a better life and enhance the government's credibility. Therefore, public service satisfaction is becoming increasingly important because it can visually reflect the quality of life of the people. In recent years, China's material and cultural life has been able to meet the needs of most people, the status of spiritual culture has become more and more important, and the spiritual world in everyone's heart can be reflected through values, and values have become one of the important indicators to distinguish people. Different values, different views of the world, and different views on the public services provided by the government. Therefore, the research question of the impact of values on public service satisfaction is becoming increasingly important.

2. Literature Review

In recent years, with the development of economy and society, the construction of service-oriented government, China has paid more and more attention to citizens' satisfaction with public services, and the factors affecting public service satisfaction have many dimensions, this paper will be studied from the level of individual values. Values are people's conception of the importance of things, and are the criteria for judging and selecting objects according to their importance to the subject^[1]. Each of us lives in a specific environment and has certain thoughts or evaluations about all the objective things around us. Public service is the core concept of public administration and government reform in the 21st century. It includes strengthening the construction of urban and rural public facilities, developing public undertakings such as education, science and technology, culture, health and sports, and providing guarantees for the public's participation in social, economic, political and cultural activities^[2]. With the development of social economy and the concept of service-oriented government, citizens are paying more and more attention to the level of public services, not just the number of public services provided. Therefore, public service satisfaction has become an important indicator to measure the level of public service delivery. At present, researchers have found that residents' sense of social fairness, class identity, age, social trust, subjective well-being, socioeconomic status, gender, and political participation can

significantly affect public service satisfaction^[3]. The existing relevant research results can be discussed from three levels^[4]:The first is to start from the individual level. Public service satisfaction is a subjective feeling, which is bound to be affected by individual differences, so academia has studied their impact on public service satisfaction from multiple levels such as gender, age, household registration type, family background, economic level, and subjective feelings. Yang Shengli et al. found that age, education level, economic conditions and family characteristics are important characteristics affecting public service satisfaction^[5].Bao's exploration of the impact of trust on public service satisfaction was conducted using cross-sectional data from 28 provinces in China and found that both social trust and government trust had a positive impact on public service satisfaction^[6]. Liu Zhongqi et al. studied the influence of social class and family background on public service satisfaction: people with higher economic status have lower satisfaction with public service, and people with higher social class identification have higher satisfaction with public service^[7].Wang Hongru found that the perception of citizens' administrative burden significantly reduces residents' satisfaction with public services, and found that the influence of administrative burden perception on public service satisfaction is moderated by individual characteristics^[8]. Starting from the objective conditions of the residents themselves, Liu Hao et al. divided Jinan residents into two dimensions: urban hukou and rural hukou, local hukou and non-local hukou, and studied the impact of hukou on public service satisfaction, and found that the public service satisfaction of local hukou and urban hukou residents was significantly lower than that of non-local hukou and rural hukou residents^[9].The second is to start from the government level. The government is a department that provides public services, and the public service resources it provides have a great impact on the satisfaction of public services, and residents can directly feel the scale, coverage, quality, and balance of public service provision.Zhang Qing et al. studied the impact of public demands and balance perception on public service satisfaction, and found that the imbalance of social welfare financial supply will significantly reduce residents' welfare satisfaction through the analysis of relative exploitation theory, so improving the degree of equilibrium is conducive to improving public service satisfaction^[10].Cai Lihui et al. studied the transformation of government functions, from direct government management to indirect government management, that is, the government faces enterprises and social organizations, and enterprises and social organizations face the public, and find that it is conducive to improving public service satisfaction^[11]. Zheng Jianjun and Zhao Dongdong conducted research on questionnaires collected in eastern and western China (Jiangsu and Guizhou) and found that improving government transparency, enhancing public participation, and narrowing regional disparities can effectively improve public service satisfaction^[12].Wang Huanming et al. studied the data of 37 major cities in China and found that there was a significant positive correlation between the effectiveness of objective performance of public services and public service satisfaction^[13].Third, starting from the social level, with the development of society, the Internet and digital technology continue to develop, and the government has new ways to provide public services, for example, many local governments have launched e-government platforms to bring convenience to residents. Zhang Longpeng et al. found that online government services can improve residents' satisfaction with public services by improving the balance of public resource distribution and the convenience of obtaining public services^[14].All in all, the research on the factors affecting the satisfaction of public services is still flawed, for example, when starting from the level of individual residents, there are more studies on the objective characteristics of individual residents, ignoring the problem of subjective consciousness of individuals. Although some studies have explored the impact of individual subjective feelings on public service satisfaction, they are not systematic or only one aspect of it. In their research, Gong Jiaying et al. proposed that subjective factors have a greater impact on public service satisfaction than objective factors.^[15]Therefore, the impact of the subjective dimension needs to be explored in more depth.Our country is now in the process of rapid modernization, and the whole society and people's values are also undergoing unprecedented changes. Over time, researchers have found that modern Chinese values are moving towards "postmodern values" that focus more on self-expression^[16],and that people are more thoughtful, so

the differences in values between people become more apparent, and the evaluation of public service satisfaction will also be more different, and there are few empirical studies in this area. Therefore, more empirical survey data is needed to validate, compare and analyze it, so as to expand and expand research in this field. This article explores the impact of values on public service satisfaction, thus filling a gap in the academic community.

3. Theories and hypotheses

To fill in previous research gaps, this paper will analyze the impact of values on public service satisfaction. According to the six types of values proposed by German psychologist Spranger, the author will study the impact of theoretical values on public service satisfaction. Sprange believes that people with theoretical values regard theory as the pursuit of life and love to do theoretical analysis. Therefore, they may apply theoretical things to their lives, and it is easy to detach from reality. Their ideas may have a certain idealism, and Xin Yunxing puts forward the typical characteristics of the idealist crowd in the three types of idealism in the article^[17]: 1. a strong sense of criticism of real life; 2. a relatively clear picture of social ideals. People with theoretical values tend to have the above characteristics, they have a strong sense of criticism, and therefore they will also take a critical look at the public services provided by the government; They will use theory to explain everything, apply the results of theory to life, and apply it to the public services provided by the government. Our real life is full of uncertainty, and the implementation of all policies cannot guarantee theoretical results, so it will have a negative impact on public service satisfaction. So hypothesis 1 is proposed:

Hypothesis 1: Theoretical values have a negative impact on public service satisfaction. From another point of view, people with theoretical values aim to explore the essence of things, and according to Ding Xiaoping's Buddhist study of the idea of birth, birth is the ultimate pursuit of Buddhism, which is to thoroughly grasp the actual nature of the world, remove the defilement, grow pure and complete the state, that is, the world itself and obtain the meaning of the world^[18]. People with theoretical values who pursue the essence of things are likely to gradually have the germ of birth ideas, and they may not care much about the people or things around them, and maintain an indifferent attitude towards everything around them, so they do not have high requirements for public services, so they will have a positive impact on public service satisfaction. So hypothesis 2 is proposed:

Hypothesis 2: Theoretical values have a positive impact on public service satisfaction. In addition, I also studied whether educational attainment moderates how theoretical values affect public service satisfaction. According to our traditional perception, the higher the level of education, the higher the level of theoretical values. Therefore, hypothesis 3 is proposed:

Hypothesis 3: Educational attainment moderates the impact of theoretical values on public service satisfaction.

4. Research Design

4.1. Data Sources

This study uses data from the Chinese General Social Survey (CGSS) in 2015 to conduct an empirical analysis. This is the first representative national, comprehensive and continuous large-scale social survey project in China implemented by the Survey and Data Center of Renmin University of China. In 2015, the CGSS project survey covered 478 villages in 28 provinces/municipalities/autonomous regions across the country, and a total of 10,968 valid questionnaires were completed after statistics. When this data was collected, the method of multi-level stratified PPS was used, which was highly random, covered a wide range and was highly representative. In terms of the design of the questionnaire, it comprehensively and systematically investigates the basic information of Chinese people's behavior, attitude, life and work. The measurement of a big question involves the answer of many small questions, which can

effectively reduce errors and has a high degree of trustworthiness.

4.2. Variable selection

4.2.1. Variable to be explained: public service satisfaction

It was measured by using the mean of the scores of satisfactory answers to nine questions: providing medical services for patients (B151), providing adequate living security for the elderly (B152), providing quality basic education (B153), safeguarding national security (B154), fighting crime (B155), enforcing justice fairly (B156), acting impartially by government departments (B157), protecting the environment (B158), helping the poor, and maintaining social equity (B159). These problems are the concrete embodiment of some public services provided by the government, including life, environment, law enforcement and other aspects, which are very representative. The answers to these nine questions were very satisfactory, satisfied, fair, unsatisfied, and very dissatisfied. This study divides the answers into two categories, satisfied (assigned as 1) and dissatisfied (assigned as 0). "Very satisfied" and "satisfied" belong to the category of satisfaction, while "average", "dissatisfied", "very dissatisfied" belong to the dissatisfaction category, the scores of the nine questions are added up to obtain the variable value of public service satisfaction, through this value to reflect the level of residents' satisfaction with public services, the closer to 9 represents the more satisfied, the closer to 0 the more dissatisfied. The following Table 1 are variable assignments and descriptive statistics.

Table 1 Dependent variable assignments and descriptive statistics

public service	Satisfaction = 1	Dissatisfied = 0	average	standard deviation
Public service satisfaction	9	0	4.86	3.217
Medical service	1	0	0.51	0.500
Social security	1	0	0.54	0.498
Basic education	1	0	0.60	0.491
National security	1	0	0.74	0.441
Fight crime	1	0	0.62	0.485
Fair Enforcement	1	0	0.46	0.499
Act impartially	1	0	0.42	0.494
Environmental Protection	1	0	0.47	0.499
Social justice	1	0	0.46	0.498

4.2.2. Explanatory variables: theoretical values and educational level.

The first category is theoretical values, which are measured by whether the four questions of punishing road traffic violations by traffic police are strictly in accordance with the law (F31), market managers are strictly in accordance with the law (F32), the government is strictly in accordance with the law (F33), and the health supervision department's punishment of the hygiene condition of restaurants is strictly in accordance with the law (F34). The mean of the scores for these four questions is used as data to measure the level of theoretical values. Because people with theoretical values tend to use theory as a judgment of any problem in their lives, they always think that the government will strictly follow the rules when dealing with violations. The answers to these four questions are all completely consistent, somewhat consistent, general, relatively non-compliant, and completely non-conforming. The author believes that people with stronger theoretical values trust the implementation of the law because they always believe in theory. So divide the five answers into two categories, compliant (assigned to 1) and non-compliant (assigned to 0), "fully compliant" and "somewhat compliant" as conformant category, and "general", "relatively non-conformant" and "completely non-conformant" as non-conforming. The scores of these four questions are added together to obtain the score of theoretical values, the closer the score is to 4, the stronger the theoretical values, the closer the score is to 0, the weaker the theoretical values.

The second category is educational level, which is divided into junior high school and below (assigned a value of 1), high school, secondary school or technical school (assigned a value of 2), junior college (assigned a value of 3), and bachelor's degree and above (assigned a value of 4). "No

education", "private school, literacy class", "elementary school" and "junior high school" are classified as junior high school and below, "vocational high school", "general high school", "technical secondary school" and "technical school" are classified as high school, technical secondary school or technical school, "university junior college (adult higher education)" and "university college (formal higher education)" are classified as junior college, and "undergraduate (adult higher education)", "undergraduate (formal higher education)" and "graduate and above" are classified as bachelor's degree and above. Table 2 and Table 3 show the assignment of independent variables and descriptive statistics.

Table 2 Assignment of independent variables and descriptive statistics

	Match= 1	Does not match = 0	Average	Standard deviation
Theoretical values	4	0	1.58	1.625
Punish traffic violations according to law	1	0	0.45	0.498
Punish illegal business operations according to law	1	0	0.39	0.488
Punish illegal construction according to law	1	0	0.36	0.481
Punish health conditions according to law	1	0	0.36	0.481

Table 3 Assignment of independent variables and descriptive statistics

Education level	Assignment	Number	Proportion
Junior high school and below	1	5717	60.4
High school, technical secondary school or technical school	2	1970	20.8
Junior college	3	785	8.3
Bachelor degree and above	4	988	10.4

4.2.3. Control variables

Table 4 Descriptive Statistics

Statistics	Classification and Assignment	Number	Proportion	Average	Standard deviation
Gender	Male=1	5134	46.8	1.53	0.499
	Female=2	5834	53.2		
Age	18 and under	98	0.9	50.4	16.898
	19-40 years old	3155	28.8		
	41-60 years old	4386	40.0		
	Over 60 years old	3329	30.4		
Political outlook	Crowd = 1	9224	84.1	1.32	1.108
	Communist Youth League members = 2	548	5.0		
	Democratic Party = 3	16	0.1		
	Communist Party member = 4	1133	10.3		
Income level	2000 yuan and below = 1	2391	21.8		
	2001 - 10,000 = 2	2033	18.5		
	10001- 100,000 = 3	5665	51.7		
	100,000 or more = 4	274	2.5		

According to previous studies, this study includes demographic characteristics such as gender,

age, income level, and political appearance as control variables into the model, and gender and political appearance are dummy variables except for age. In the gender variable, males are assigned 1 and females are assigned 2; In the political face variable, assign the masses a value of 1, a Komsomol member a value of 2, a democratic party assigns a value of 3, and a CCP member assigns a value of 4. Table 4 shows the basic situation of the control variables.

5. Research findings

In this study, a general linear regression model (OLS) was used, with public service satisfaction as the dependent variable. This method incorporates theoretical values into the model as independent variables, and first establishes a basic model, only the model of theoretical values and public service satisfaction is recorded as model 1; Model 2 incorporates control variables into the model on the basis of model 1; Model 3, which incorporates another core independent variable, education level and dependent variables, into the model; Model 4 incorporates control variables into the model based on Model 3; Model 5 includes all independent variables, dependent variables, and control variables in the model; Model 6 explores the interaction between educational attainment and theoretical values.

After correlation analysis, the Pearson correlation coefficient between public service satisfaction and theoretical values is 0.341, which is moderately correlated, and the VIF values are calculated, all of which are less than 5, which shows that there is no collinearity problem in the model.

According to model 1, the overall regression effect test of the regression model on the influence of theoretical values on public service satisfaction is 414.076 and 0.000, which shows that theoretical values can effectively predict public service satisfaction. The correlation coefficient between theoretical values and public service satisfaction is 0.116, that is, theoretical values can explain 11.5% of the change in public service satisfaction. The regression coefficient $\text{Beta}=0.341$ indicates that at the statistically significant level of 0.95, the public service satisfaction score increases by 0.675 points for each point increase in theoretical value score. In the practical sense, it shows that theoretical values are positively correlated with public service satisfaction, and the higher the degree of theoretical values, the more satisfied with public services.

According to model 2, after adding four control variables, the overall regression effect test of the regression model established by theoretical values and control variables was 60.970 and P value was 0.000, which showed that theoretical values and control variables could effectively predict the level of public service satisfaction. The R^2 of the model is 0.146, which shows that theoretical values and control variables can jointly explain 14.6% of the change in public service satisfaction, and the explanatory power of the model is greatly improved after adding control variables. It can be seen from the regression coefficient $\text{Beta}=0.325$ that statistically speaking, when other variables are constant, for every 1 point increase in theoretical values, public service satisfaction increases by 0.325 points. In practical sense, it shows that theoretical values can positively affect public service satisfaction. In addition, for the influence of other control variables on public service satisfaction, according to the regression coefficient and P value, the influence of gender on public service satisfaction was $P=0.858$, which was greater than 0.05, indicating that gender could not significantly affect public service satisfaction. The effect of age on public service satisfaction was $\text{Beta}=0.129$ ($P=0.000$), and when the significance level was 0.95, age significantly affected public service satisfaction. In a practical sense, it shows that there is a positive correlation between age and public service satisfaction. Regarding the influence of political appearance on public service satisfaction, the P value was greater than 0.05 in the comparison between Communist Youth League members and the masses, democratic parties and the masses, and Communist Party members and the masses, indicating that the political appearance could not significantly affect the satisfaction of public service. In the impact of income level on public service satisfaction, people with incomes between 2,001 yuan and 10,000 yuan were more satisfied with public services than people with less than 2,000 yuan; In the comparison between 10,001 yuan and 100,000 yuan and less than 2,000 yuan, the P value is greater than 0.05, indicating that there is no significant difference between the two; people with income above 100,000 yuan are less satisfied with public services than people

below 2,000 yuan. Table 5 shows the results of Model 1 and Model 2.

Table 5 Model estimates of public service satisfaction

Variable name		Model 1			Model 2		
		B	Beta	Sig.	B	Beta	Sig.
Theoretical values		0.675	0.341	0.000	0.644	0.325	0.000
Education level (junior high school and below)	High school, technical secondary school or technical school Junior college Bachelor degree and above						
Gender (Male)					-0.020	-0.003	0.858
Age					0.024	0.129	0.000
Political outlook (crowded)	Communist Youth League members Democratic Party Communist Party member				-0.328	-0.023	0.187
Income level (below 2000 yuan)	2001 - 10,000				3.071	0.024	0.145
	10001- 100,000				-0.183	-0.018	0.302
	100,000 or more				0.565	0.068	0.001
Constant term		3.787			2.695		
F		414.076			60.970		
Sig.		0.000			0.000		
R ²		0.116			0.146		

It can be seen from Model 3 that the overall regression effect test of the regression model on the influence of education level on public service satisfaction is 13.258 and P value is 0.000, which shows that education level can effectively predict public service satisfaction. The correlation coefficient between educational attainment and public service satisfaction was 0.037, indicating that theoretical values could explain 3.7% of the change in public service satisfaction. In the comparison of academic qualifications, Beta was negative and the absolute value was increasing, and the P value was less than 0.05, indicating that with the improvement of academic qualifications, the satisfaction of public services became lower and lower.

Model 4 is based on model 3, the control variables are included in the model, education level and control variables and public service satisfaction established by the regression model. The overall regression effect test has an F value of 49.228, a P value of 0.000, less than 0.05, through the test, it shows that these five variables can effectively predict public service satisfaction. where R²=0.05 indicates that these five independent variables can jointly explain 5% of the total variation of public service satisfaction, which is improved compared with model 3, indicating that the explanatory power of the model can be improved after adding control variables. In the comparison of educational qualifications, Beta is negative and the absolute value is increasing, and the P value is less than 0.05, so it is concluded that as the level of education increases, satisfaction with public services becomes less and less. In addition, for the influence of other control variables on public service satisfaction, gender still does not significantly affect public service satisfaction according to the regression coefficient and P value. The result of the effect of age on satisfaction with public services is that in a practical sense, the older you are, the more satisfied you are with public services. In the comparison between Communist Youth League members and the masses and between democratic parties and the masses, the P value was greater than 0.05, indicating that there was no significant difference between the satisfaction of Communist Youth League members and democratic parties and the masses on public service, while the satisfaction of Communist Party members with public service was higher than that of the masses. In the impact of income level on public service satisfaction, people with incomes between 2,001 yuan and 10,000 yuan were more satisfied with public services than people with less than 2,000 yuan; People earning between \$10,001 and \$100,000 are less satisfied with public services than \$2,000; People earning more than

\$100,000 are less satisfied with public services than those earning less than \$2,000. Table 6 shows the results of Model 3 and Model 4.

Table 6 Estimation of public service satisfaction model

Variable name		Model 3			Model 4		
		B	Beta	Sig.	B	Beta	Sig.
Theoretical values							
Education level (junior high school and below)	High school, technical secondary school or technical school	-0.923	-0.111	0.000	-0.670	-0.080	0.001
	Junior college	-1.419	-0.115	0.000	-1.076	-0.087	0.000
	Bachelor degree and above	-1.702	-0.154	0.000	-1.309	-0.118	0.000
Gender (Male)				0.012	0.002	0.857	
Age				0.018	0.097	0.000	
Political outlook (crowded)	Communist Youth League members				0.255	0.018	0.098
	Democratic Party				0.271	0.003	0.731
	Communist Party member				0.280	0.027	0.012
Income level (below 2000 yuan)	2001 - 10,000				0.281	0.034	0.003
	10001- 100,000				-0.275	-0.043	0.000
	100,000 or more				-0.538	-0.027	0.011
Constant term		5.286		4.312			
F		13.258		49.228			
Sig.		0.000		0.000			
R ²		0.037		0.05			

Model 5 incorporates all the independent, control and dependent variables into the model, which can fully reflect the impact of each variable on public service satisfaction in this study. From the statistical results, there was no significant difference in gender and political affiliation in public service satisfaction; The older you are, the higher your satisfaction with public services; People in higher income brackets are less satisfied with public services than those in lower income brackets; The higher the education, the lower the satisfaction with public services; People with stronger theoretical values are more satisfied with public service. Table 7 shows the results of Model 5 and Model 6.

Table 7 Estimation of public service satisfaction model

Variable name		Model 5		
		B	Beta	Sig.
Theoretical values				
Education level (junior high school and below)	High school, technical secondary school or technical school	-0.685	-0.082	0.000
	Junior college	-1.047	-0.087	0.000
	Bachelor degree and above	-0.881	-0.079	0.000
Gender (Male)		0.000	0.000	0.999
Age		0.017	0.089	0.000
Political outlook (crowded)	Communist Youth League members	0.031	0.002	0.902
	Democratic Party	3.394	0.027	0.106
	Communist Party member	0.171	0.017	0.361
Income level (below 2000 yuan)	2001 - 10,000	0.489	0.059	0.003
	10001- 100,000	-0.062	-0.010	0.643
	100,000 or more	-0.699	-0.034	0.057
Constant term		3.244		
F		49.475		
Sig.		0.000		
R ²		0.156		

Model 6 explores the moderating effect of educational attainment on how theoretical values affect public service satisfaction. The P value of the interaction term is 0.577, indicating that educational attainment does not play a moderating role in how theoretical values affect public service satisfaction.

6. Conclusions

With the continuous improvement of China's comprehensive national strength and the transformation of basic contradictions, people's demand for a better life is increasing, which also means that whether the public services provided by the government can satisfy citizens is becoming more and more important. According to Feng Fei and Zhong Yang's survey of residents in ten representative cities in China, it was found that residents' personal happiness has a significant impact on public service satisfaction^[19], and subjective happiness has an important relationship with values^[20]. Therefore, public service satisfaction is influenced by values, which is the subjective feeling of residents about public service, and has significant individual differences. Theoretical values, as an important influencing factor, profoundly affect people's attitudes and perceptions, so they will be reflected in public service satisfaction. This paper uses data from the China Comprehensive Social Survey in 2015 to study this problem and finds that theoretical values positively affect public service satisfaction, confirming hypothesis 2. Therefore, in the management of the government, more attention should be paid to people with theoretical values, and actively publicizing theoretical values will help improve the satisfaction of public services in society. There are also a series of problems in the article, such as only studying the impact of theoretical values on public service satisfaction, while other value types have not been analyzed; Only cross-sectional data were used, and longitudinal analysis was lacking; Still correlation analysis, not causal analysis; These questions need to be further explored by future researchers.

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