PUBLIC SERVICE, SEEN FROM THE POINT OF VIEW OF THE CITIZEN, ITS MAIN BENEFICIARY

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Abstract

Services are important for the growth and development of any state. They will be continuously diversified, their quality will be higher and higher as they are involved both in the satisfaction of material as well as spiritual or social needs, thus entering complex relationships with the goods, relationships that can be of competition (substitution) or stimulation (complementarity).

The development of the role of public administration, in providing social well-being, has required the decentralization of public services, enabling thus a citizen's better approach to the services. Do they meet this challenge? Trying to answer this question, we stress that it is important to view the public service through the eyes of its citizen, its main beneficiary, the quality of a service being evaluated on the degree of the satisfaction expressed by citizens. The degree of civilization and welfare of the local community depends on the variety and quality of public services.

Key words: *public services, local administration, importance, satisfaction, statistical research*

1. INTRODUCTION

The following expression has already established itself: "it is useless to stop the passage of time and the best thing is to learn to walk in the same direction with it". Full success is not guaranteed by looking from inside-out, but by looking from the environment in which you exist towards your inner being."

An indissoluble link between success and public service system is obvious, to ensure success, the service system needs to focus its business vision, from the outside towards the inside.

To ensure success, local governments need to be aware and understand the constant changes that occur in the environment in which they operate and thus they will benefit from favorable opportunities offered by the market, but provided they position themselves on the timeline.

The increased role of government in terms of meeting social welfare would not have be possible without the decentralization of public services, which also allows a better balance between citizens and the services being offered.

In a regime of administrative decentralization, local interests can be better solved, local public services being managed better by elected local authorities, as they are not obliged to comply with orders and instructions from the center. It was considered that decentralization would improve service activity, by adapting their management to the specifics of those tasks.

The public service can be organized at national level for the whole country (public air service, railway service) or locally (transportation within a community).

Service decentralization is linked to the level of socio-economic development of a municipality, the more developed a community is, the greater the need of its inhabitants for more diversified and of a higher quality services.

So for the emergence of a public service, first, we need general interest and then an act of will from the legislative authority.

2. SOCIAL NEEDS - FACTOR TRIGGERING THE APPEARANCE AND DIVERSIFY OF SERVICES

In the life of any civilized country, a number of objective factors operates, factors that determine the appearance and the strong growth and development of the service sector, while the key element that determines this is the social need, attribute of the concept of desire or requirement.

According to the Dictionary of Labour Law coordinated by Ion Traian Stefanescu (2014), the social need is defined as "the aggregate of essential requirements that ensures living-conditions to each person, in order to be able to integrate socially "

Being a creation of history and social structures, the social needs vary with the level of society's development as well as, the scope and structure of human needs.

For a long time, the car was considered a luxury, but if we work in a urban aria and the office is far away, or if, for some reason (accidents, strikes) transportation is cancelled, a car is not a luxury anymore, it becomes an objective social need.

Therefore, we must not mistake social need with demand, though we talk about services, as demand as market category presents a narrower range, referring only to the part of the social need that can be met through purchase-sale.

The emergence of services is closely linked to the way of manifestation and identification of social need, so we can speak of:

1. individual needs or direct requirements of each and every individual, as member of the community and which in turn can be threefold, namely:
    - primary needs or requirements without which life cannot exist, and which are related to food, clothing, footwear, housing;
    - secondary needs or spiritual requirements resulting from the need of society evolution; although not essential to human existence they are necessary for its training and education (education, culture, art);
    - social needs are derived requirements related to both the survival and development of society and they are determined by everybody's interest in health preservation through rest, recreation and health care.
2. general needs, i.e. all individual requirements, but these manifest indirectly as requirements of society as a whole.

Although the term "need" is used mainly in relation to the human being, it is frequently encountered when the characterization of means, tools and processes, required to achieve an objective, is required.

In the set context, we often find the phrase "needs of the production apparatus", an expression widely accepted if we consider that you cannot achieve the purpose of production (production of goods or services) if you do not have the material resources (machinery, material resources) and labor, as well as technical requirements to meet quality requirements.

Referring to services, it is necessary to stress that their structure and quality level must comply or meet the social needs, so that they are not seen as mere aspirations.

So are found permanent social needs before production, they represent a material and spiritual leitmotif of production from the company is to satisfy them.

Being a conscious appearance, the individual social need is based on several ways in which it can be meet, such as: consumption of products from the person's own household, purchase of goods, purchase of services, services offered by society.

As science and technology progressed, we note that other social needs have emerged, developed and diversified, social needs that have triggered the emergence of new services. Most of the time, science

and technology prowess ahead of labor, that is why, education, training, lifelong learning are enhanced, hence the special attention to given to education.

On the other hand, structural changes in economy, the decreased difference between town and country, as well as other aspects accompanying the contemporary technological and scientific revolution contribute to the emergence of new social requirements such as those related to environment protection, health protection, infrastructure maintenance and revitalization, etc., all these contributing to the emergence and development of new services in the field of culture, art, sport, tourism and transport.

Particularly striking are the changes that occur in the structure of sociological requirements, as is the case where the need for housing acquires new dimensions. From old houses covered with shingle, modern brick houses have emerged nowadays, houses that require, besides the existence of the dwelling proper, a city-like comfort, namely domestic lighting, heaters, more space for separating active rest from recreational activities, placing the house in a proper environment.

To meet these goals, appropriate services are needed, appropriate both in volume and structure, which are managed by the local government, with regard to urban transport, traffic lights for Traffic Control services, water supply, electricity and gas, ensuring service housing management and telecommunications.

The general social need, which is to be found alongside individual need, is covered by public services, which are supported either by the state budget or by the budgets of local government, such as education, social protection, health care, environmental protection etc., without excluding the possibility that their implementation can be made by the private sector, but with the financial support of the concerned beneficiaries.

To keep step with science and technology imposed the emergence of specific services in research, economic analysis, informatics, capital markets and this contributes both to an increased performance of the economic entities and to meeting the individual needs of the members of existing communities.

Closely tied to the existence of the services, there are to be mentioned indicators expressing the importance and satisfaction with the services offered in relation to health, culture and arts, education and research, tourism and sport, which can be materialized in volume indicators (eg, number of pupils and students) or indicators expressed in relative numbers (for example, the share held by research in GDP).

Social need records a constant growth and diversification and the implementation thereof occurs as service demand, whose establishment and development is the responsibility of local authorities, provided that the universal principles in the field are met, principles regarding efficiency, the need to quantify results, the need for a decentralized and continuously achievement system.

Whatever the nature and the management of public services, it must comply with the fundamental principles of organization and functioning (the principle of effectiveness, the equity principle, the principle of decentralization), but this requires the application of certain rules by the government, including: adaptation or flexibility rule, continuity rule, quantification rule.

To assess the relationship between beneficiaries of public services and their providers, we proceed to quantifying the results of the public service, aspect which is based on two precise motivations, on the one hand, to correctly assess the way in which the public service meets social demands, on the other hand to apply the principle of transparency of information, regarding how public services are conducted thus overseeing how the principle of social equity is met.

3. PUBLIC SERVICE SEEN FROM THE PERSPECTIVE OF THE CITIZEN, ITS MAIN BENEFICIARY

3.1. Theoretical and methodological approach of the relationship between the beneficiary and the provider of public services

It is important that the public service to be viewed through the eye of its citizens as its main beneficiary, the quality of service being assessed on the degree of satisfaction expressed by citizens. The degree of civilization and welfare of the local authority depends on the variety and quality of public services.

Local authorities are faced with new responsibilities, which they are bound to face, so the local government must respond to requests from citizens to ensure their welfare.

Local community becomes a functional entity with its own management based on partnership with citizens as voters - consumers of public services, on the one hand and on the other hand with service providers (officials or private/ public operators).

Social partnership is an alternative that is handy for the local community. Decentralization of public services must be based on social partnership, thus aiming at citizen involvement, their participation in decisions that directly or indirectly relate to the local community. Citizens are those who provide information regarding the local needs and who can come up with solutions on how to solve important problems for the local community.

Between citizens of a community and the authority of the local government, various relationships shall be established, relationships that can be of cooperation or collaboration, of inclusion or use, of subordination or authority, relationships that highlight the skills of public administration in relation to their ability to meet social needs within the managed community.

Citizen involvement in public service management emphasizes the permanent democratization approach of the public administration and it can be achieved as follows:

- the right of citizens to be informed;
- representative democracy;
- participation prior decision;
- participation in management of public services;
- management taking over;
- management of complaints
- The citizens' right to information is sanctioned by law.

At European level, we find the Treaty on European Union signed in Maastricht in 1992 which stipulates the rights and obligations of European citizens and the right to participate in political life and the process of European integration, based on the "European citizenship" that contributes to strengthening the image and identity of the European Union.

Complementing the Treaty of Maastricht, there comes the Amsterdam Treaty which confers upon every EU citizen resident in a Member State, the right of access to European Parliament and Council of the European Union, citizen information being considered a priority for the European institutions.

In line with the spirit of the European Constitution, Article 31 imperatively states "the right of everyone to have access to any information of public interest" and the obligation of public authorities, according to their competence, to ensure correct information of the citizens on public affairs and matters of personal interest.

Under this law sanctioned in law local governments have an obligation to provide citizens the necessary documents knowledge of the organization and functioning of local public services.

Representative democracy means that citizens are represented in local councils elected by councilors and forming the deliberative authority called local council. This manifestation has the disadvantage that it does not automatically ensure the necessary competence for the functioning of public services.

Beforehand Participation requires that prior to taking a decision the citizens must be consulted.

Law on organizing and holding of a referendum mentions that the mayor "may propose to the local council public consultation, on issues of local importance, via referendum."

The principle of consulting the citizenry on extraordinary local issues through referendum is a component of local autonomy.

In order to consult its citizens on specific issues of local interest may territorial-administrative units may organize, public hearings and public debate with the citizens consultations, according to the law requirements.

Consulting the citizens regarding the sanctioning of important decisions for the local community has the objective of:

- increasing the responsibility of local government to citizen;
- active involvement of citizens in the administrative decision-making.

Participation in the management of public services is not regulated in the Romanian law. Sporadic participation in forms more or less regulated is not a form of participation in management.

Taking over management. Incipient take-over of the management services has previously existed, too; Thus law 10/1974 took public sanitation service from municipalities and transferred it to citizens, who were forced, on pain of fine, to perform sweeping, snow shoveling, maintenance of the green areas in front of their own houses.

Today we cannot talk of taking over management of public services by citizens, only of the participation of users in a company as shareholders of that public service; Although the law allows the establishment of public services by local government authorities, this has not been confirmed in current practice.

Management of complaints and complaints.

The right of citizens - users to complain about the quantity and quality of public services was a modern principle of local government operation.

Citizens can fill in complaints either at the town-hall or at the headquarters of the service provider. In the first case, because of the paperwork, the complaint will go a long way, but there is a clear possibility of settlement; in the second case, the complaint is quickly analyzed, but with a chance of not being solving.

Key factors in promoting the interests of citizens.

The balance of power in favor of the recipients of services identified by those who represent and promote their interests through key factors which are based on the principle of access, choice, information, correcting and representation principles, which were developed in relation to the market of goods and services.

Analysis of citizen satisfaction degree. To assess the extent to which local manages to satisfy its own citizens issues related to the following must be considered:

- image of the local authority regarding such aspects as: performance, fairness, morality, speed of response, flexibility and adaptability in solving problems, openness to change, assessing citizens;
- the involvement of local public authorities in engaging citizens in issuing the necessary decision-making proposals;
- accessibility to public services.

In order to measure the satisfaction offered by public services, public authorities can define their own internal several indicators such as:

- number of complaints;
- the number of complaints resolved;
- the average time to resolve a complaint;
- responsiveness to citizen demands of civil servants;
- implementing new ways of networking with citizens;
- the time of issuing approvals and agreements, etc.;
- coverage of public service.

3.2. IP-based statistical survey conducted in the "C" area

To highlight the degree of citizens' satisfaction with the quality of public services provided in the area "C" and identify courses of action, we conducted a statistical survey based on questionnaire.

For determining the sample size, we considered published data from the last census and took into account a 95% implying a confidence level and a margin of 0.05 ± 5% for a deviation from 0, 2 layers determining the sample being made in proportion to their structure, as read in Table 1.

Table 1. The size and structure of the sample obtained by considering a minimum size reference

Layer	***Age***	***Education***	***Weight***	***Sample***
1	18-40	higher	12,86	80
2	18-40	post	2,56	16
3	18-40	high school	21,15	132
3	18-40	gymnasium	5,76	36
4	18-40	primary	2,92	18
5	18-40	no schooling	0,65	4
Subtotal 1	***18-40***	***-***	***45,90***	***287***
6	41-59	higher	9,33	58
7	41-59	post	1,86	12
8	41-59	high school	15,35	96
9	41-59	gymnasium	4,18	26
10	41-59	primary	2,12	13
11	41-59	no schooling	0,47	3
Subtotal 2	***41-59***	***-***	***33,30***	***208***
12	over 60	higher	5,83	36
13	over 60	post	1,16	7
14	over 60	high school	9,59	60
15	over 60	gymnasium	2,61	16
16	over 60	primary	1,32	8
17	over 60	no schooling	0,29	2
Subtotal 3	***Over 60***	***-***	***20,80***	***130***
Total	**-**	**-**	**100,00**	**625**

Source: INS processed by counties 2013

The questionnaire conducted did not contain identification data, the answers remain anonymous and started to shape information sources.

1. Which is your primary means of information to know what's happening in your community?

Table 2. The media

The media	Respondents	Percent	The media	Respondents	Percent
media	439	70,3	town hall	4	0,6
internet	125	20,0	church	2	0,3
friends	25	4,0	I do not care	5	0,8
neighborhood	10	1,6			
co-workers	15	2,4	Total	625	100,0

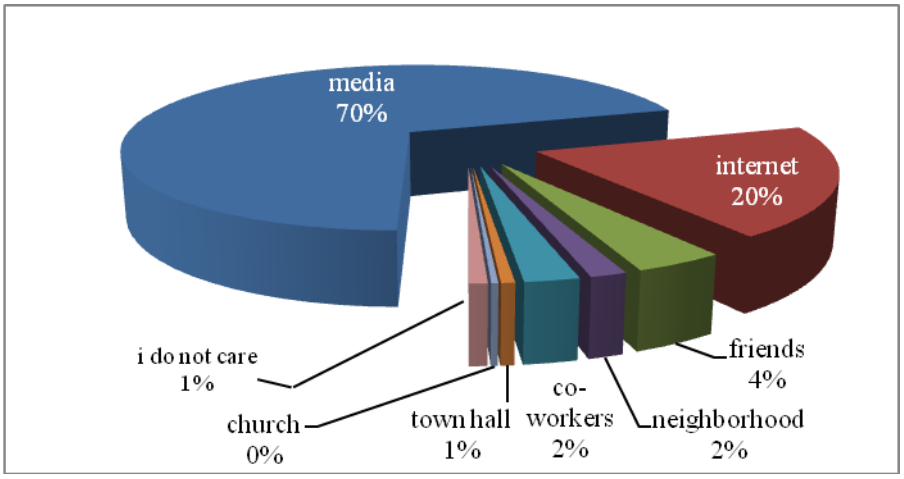


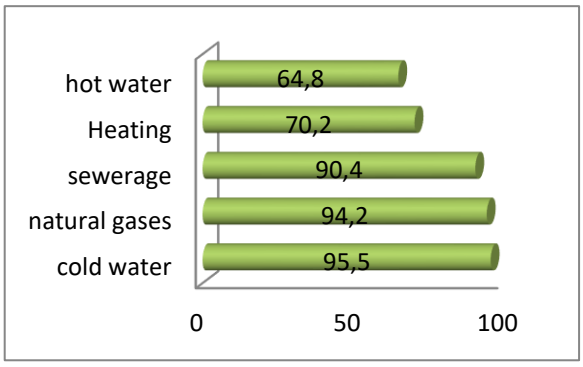
Figure 1. Media layout

To catch the satisfaction degree of the citizen of Craiova regarding the quality of the public services, the study was based on the following answers to the questions in the questionnaire:

2. Your household is entitled to the following public utility services?

Number of respondents: 625	No	Yes	Total
Cold water supply	4,5%	95,5%	100.0%
Gas supply	5,8%	94,2%	100.0%
Sewerage	9,6%	90,4%	100.0%
Heating	29,8%	70,2%	100.0%
Hot water supply	35,2%	64,8	100.0%

Table 3. Utilities available to homes

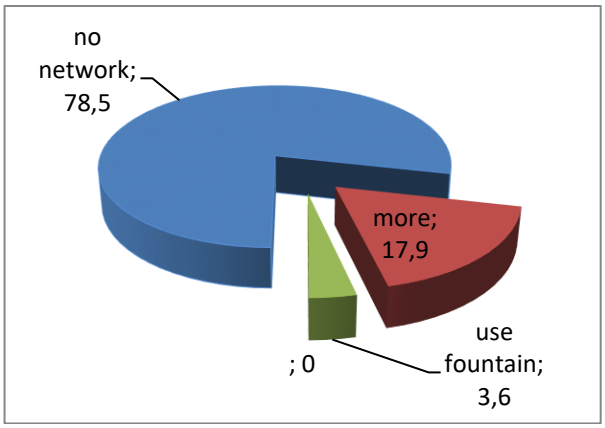


At a first glance we see that 1/3 of the subjects said that they would not benefit from central heating and hot water, two public services that are inextricably linked together based on the same source of making services or heating.

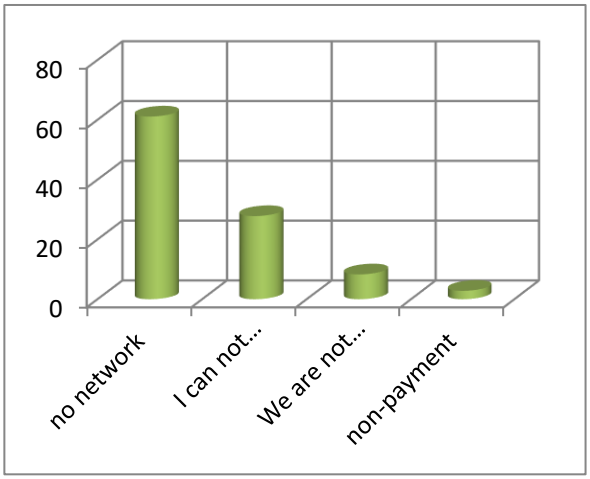
Detailed analysis attempted to highlight the reasons why respondents do not benefit from utilities investigated by the above question, the following answers were given:

2.a. What is the main reason for not benefiting from the cold water supply?

28 respondents said they did not receive cold water	**Respondents**	**%**
There is no network in the area	22	78,5
More	5	17,9
I use fountain	1	3,6
We are not connected	-	
Total	**28**	**100,0**



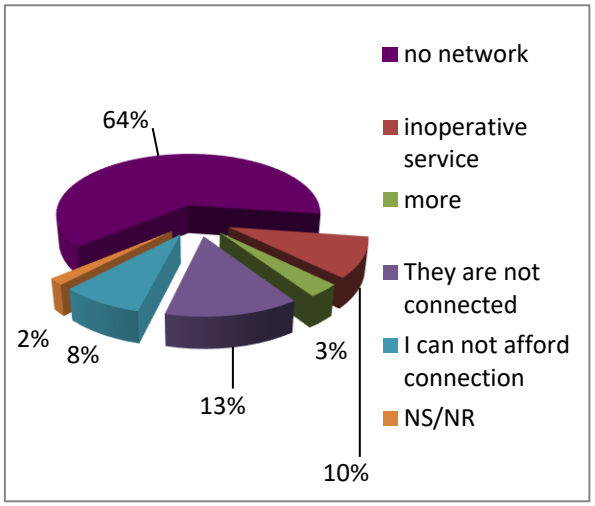
2.b. What is the main reason for not benefiting from the supply of gas?



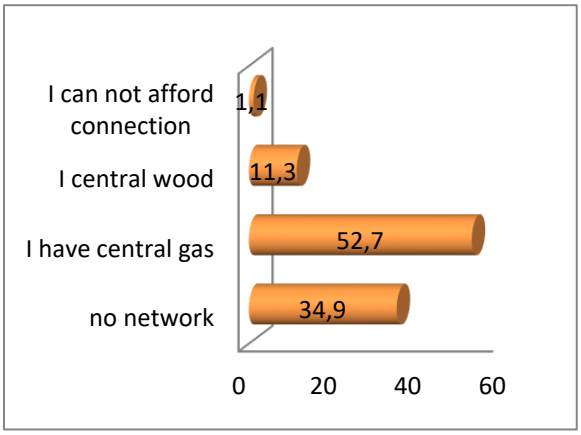
36 respondents who said they do not benefit from natural gas	**Respondents**	**%**
There is no network in the area	22	61,1
I cannot afford connection	10	27,8
Use the stove / bottle	-	-
Other	-	-
We are not connected	3	8,3
Failure to pay debt	1	2,8
Total	**36**	**100,0**

2.c. What is the main reason for not benefiting from sewage (wastewater treatment and drainage of rainwater)?

60 respondents said they do not benefit from sewer	**Respondents**	**%**
There is no network in the area	38	63,3
The service is non-functional / cannot be used	6	10,0
Other	2	3,3
Not connected	8	13,3
I cannot afford connection	5	8,3
DK/NR	1	1,7
Total	**60**	100



2.d. What is the main reason for not benefiting from heating?



186 respondents declared that they do not benefit from heating	**Respondents**	**%**
There is no network in the area	65	34,9
Use gas central heating	98	52,7
Central heating using wood	21	11,3
I cannot afford connection to network, I have a stove	2	1,1
Total	**186**	**100.0**

2.e. What is the main reason for not benefiting from the hot water supply?

220 respondents who said they do not benefit from the hot water supply	**Respondents**	**%**
There is no network in the area	65	29,5
Use central heating	98	44,5
They are not connected	21	9,5
Non-payment	34	15,5
The service is intermittent	-	-
Use of stove / bottle	-	-
Service is unworkable	-	-
I cannot afford connection	2	0,9
More	-	-
DK/NR	-	-
Total	**220**	**100**

3. Extending the analysis to other public services, in the order of importance assigned to them on a scale of 1 to 5, where 1has the least important value and 5 is the most important value, by processing the responses received, we find that public services are given very high prominence, as shown in the table below:

Table. 4. The level of importance assigned to public services

	Level of importance %					
	1	**2**	**3**	**4**	**5**	**DK/NR**
1. Cold water supply	0.2	0.1	0.4	1	98.3	0
2. Sewage	0.3	0.3	0.8	3.2	95.4	0
3. Gas supply	1.6	1.5	1.5	2.1	93.2	0.1
4. Sanitation	0.1	0.6	1.7	5.4	92.2	0
5. Public lighting	0.2	1.1	2.4	7	89.3	0
6. Hot water supply	9.2	1.3	1.2	2.6	85.5	0.2
7. Repair streets	0.7	1.1	2.3	2.5	93.4	0
8. Heating supply	8.5	1.2	1.7	4.8	82.7	1.1
9. Maintenance of green areas	0.6	2.2	6.1	11.4	79.7	0
10. Providing parking spaces	2.1	2.1	4.2	5.9	85.5	0.2
11. Ensuring children's playgrounds	2.7	3.3	7.9	12.1	73.7	0.3
12. Local transport of persons	4.6	5.2	10.8	12.2	67.2	0

4. Given the importance attached to public services, the question on satisfaction on the quality of public services provided by local government came naturally. On a scale of 1 to 5, the thresholds having the same meaning as in the previous question, responses lead to the next image of the satisfaction degree:

Table 5. The level of satisfaction regarding the public service

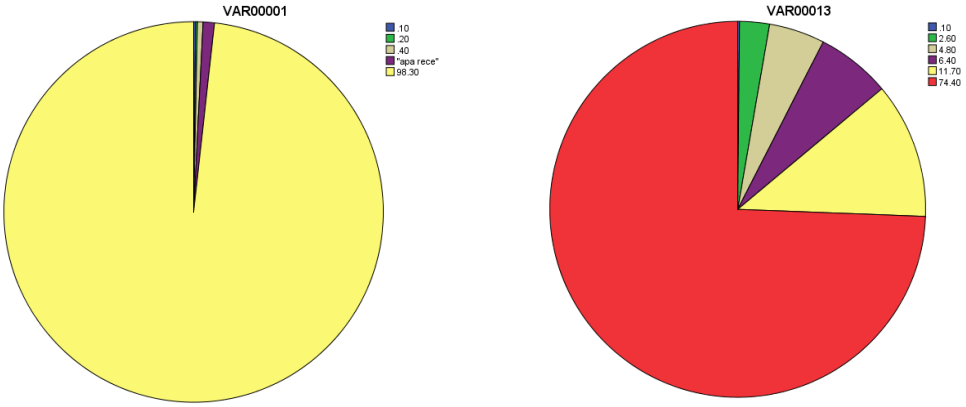
	Level of satisfaction %					
	1	**2**	**3**	**4**	**5**	**NS/NR**
13. Cold water supply	4.8	2.6	6.4	11.7	74.4	0.1
14. Sewage	12.5	1.5	8.6	8.6	68.8	0
15. Gas supply	3.1	1.4	2.8	7.4	85.1	0.2
16. Sanitation	5.6	8.4	19.2	25.2	41.6	0
17. Public lighting	4.5	3.1	6.4	21.1	64.9	0
18. Hot water supply	15.9	6.2	8.9	9.7	57.1	2.2
19. Repair streets	32.4	13.5	18.4	17.3	18.4	0
20. Heating supply	13.6	4.2	7.6	11.6	60.5	2.5
21. Maintenance of green areas	6.2	8.6	20.7	18.6	45.8	0.1
22. Providing parking spaces	23.8	15.7	20.4	17.6	22.3	0.2
23. Ensuring children's playgrounds	10.8	11.3	20.4	23.5	33.8	0.2
24. Local transport of persons	10.5	9.2	19.4	16.5	44.4	0

Using SPSS 18.0, the general trend has been determined for the individual variables (Table 6), we can see that there is a combination between the level of importance and satisfaction level according to their minimum, maximum and average level, thus it allows us to group them according to the combinations that can be made.

Table 6. The general trend variables

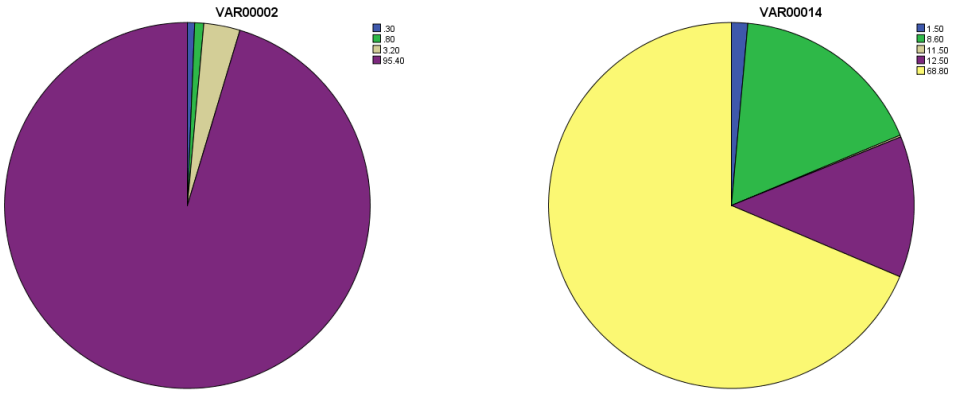
	Descriptive Statistics					
Level	Variable	N	Minimum	Maximum	Mean	Std. Deviation
importance	VAR00001	625	,10	98,30	96,5819	12,84641
	VAR00002	625	,30	95,40	91,0842	19,58287
	VAR00003	625	,10	93,20	87,0496	22,93318
	VAR00004	625	,10	92,20	85,1517	23,92738
	VAR00005	625	,20	89,30	80,8168	25,36974
	VAR00006	625	,20	85,50	74,0038	27,90381
	VAR00007	625	,70	93,40	87,4053	22,64348
	VAR00008	625	1,10	82,70	69,2859	29,23461
	VAR00009	625	,60	79,70	65,2240	28,73382
	VAR00010	625	,20	85,50	73,7997	28,55633
	VAR00011	625	,30	73,70	56,5192	28,77307
	VAR00012	623	4,60	67,20	48,3130	27,14779
	VAR00013	625	,10	74,40	57,4269	29,01202
satisfaction	VAR00014	625	1,50	68,80	50,3104	27,41576
	VAR00015	625	,20	85,10	73,1771	28,55502
	VAR00016	625	5,60	41,60	28,3219	12,42242
	VAR00017	625	3,10	64,90	47,3208	24,40627
	VAR00018	625	2,20	57,10	34,9478	23,31302
	VAR00019	625	13,50	32,40	22,0986	7,31458
	VAR00020	625	2,50	60,50	40,5205	24,76157
	VAR00021	625	,10	45,80	30,2480	15,32255
	VAR00022	625	,20	23,80	20,3710	3,01145
	VAR00023	625	,20	33,80	23,5210	8,54728
	VAR00024	625	9,20	44,40	28,1157	14,85919
	Valid N (listwise)	623				

A first grouping that we make is to comparatively present the importance and satisfaction of each type of public service by plotting them in Figure 2.



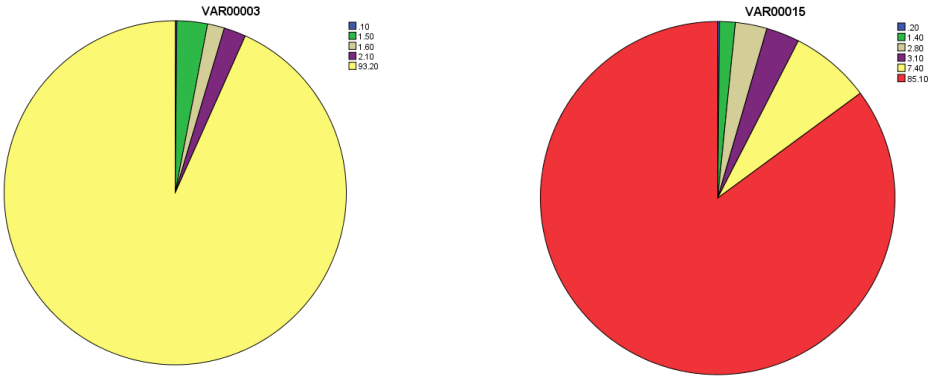
The variable "cold water"

Left: level of importance; Right: level of satisfaction



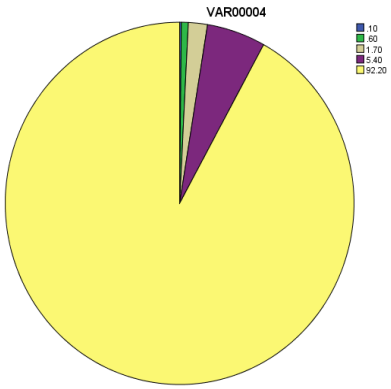
Variable "sewer"

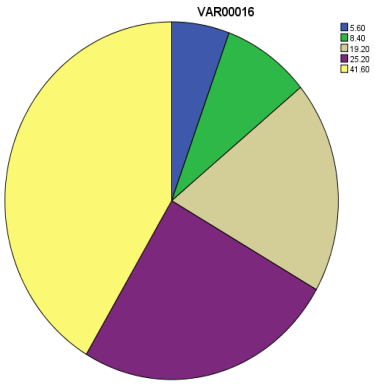
Left: level of importance; Right: level of satisfaction



The variable "natural gas"

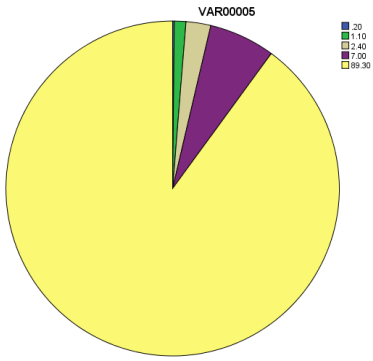
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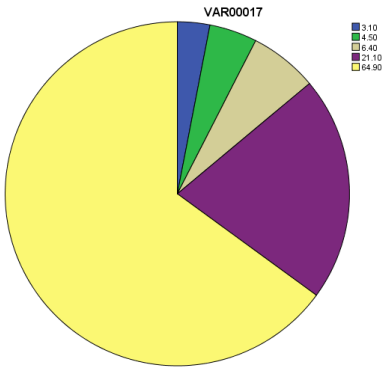




Variable "salubrity"

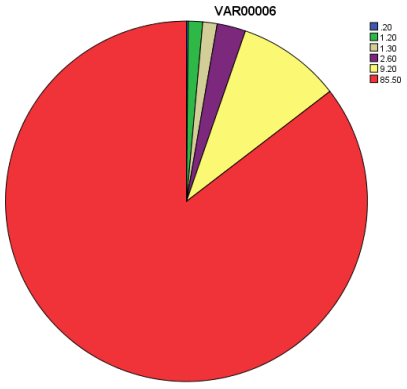
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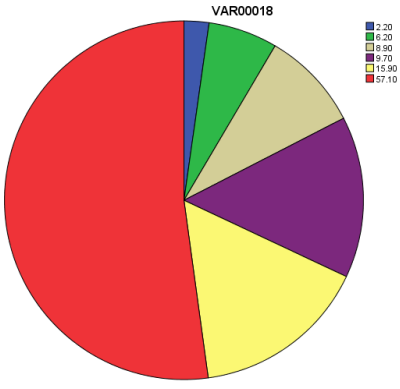




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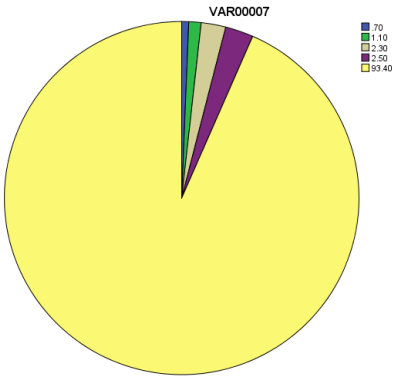
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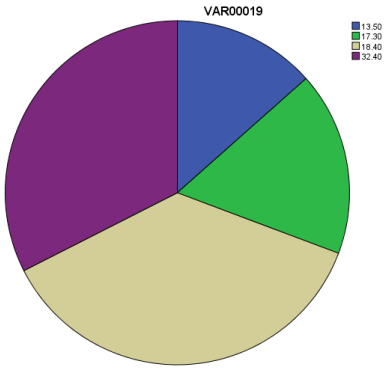




Variable "hot water"

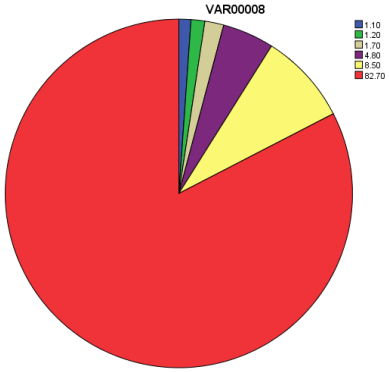
Left: level of importance; Right: level of satisfaction

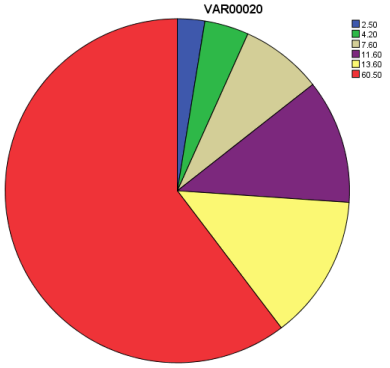




The variable "street repair"

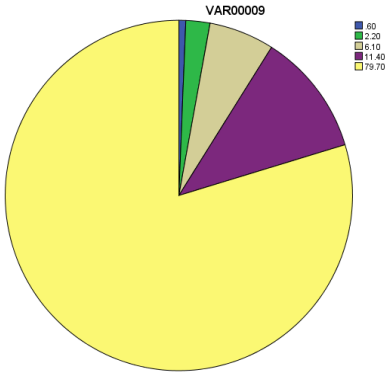
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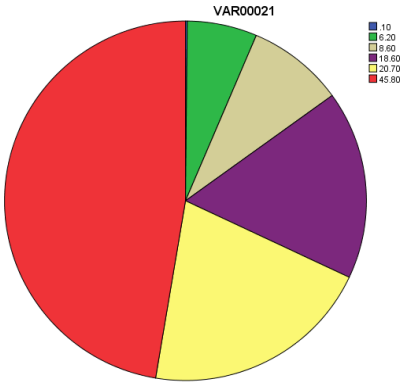




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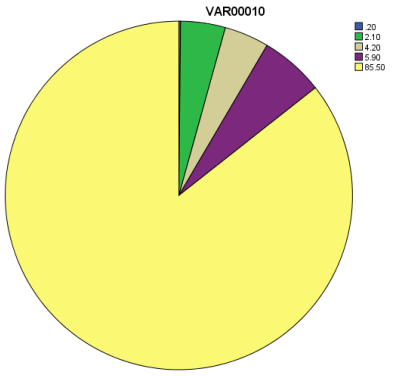
Left: level of importance; Right: level of satisfaction

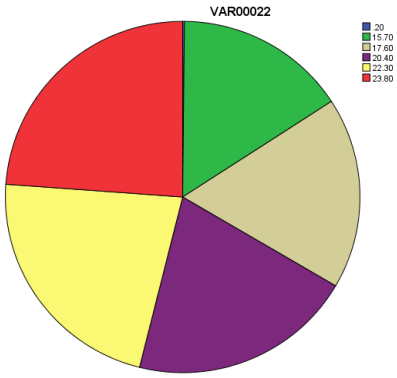




Variable "green areas"

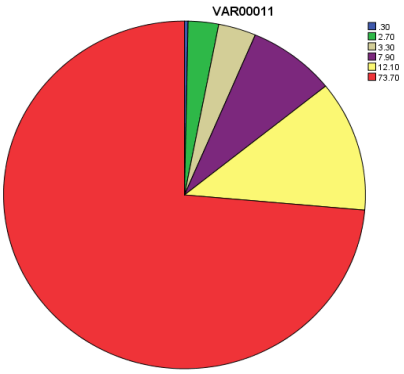
Left: level of importance; Right: level of satisfaction

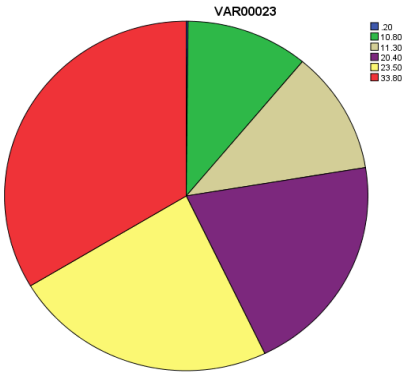




Variable "parking"

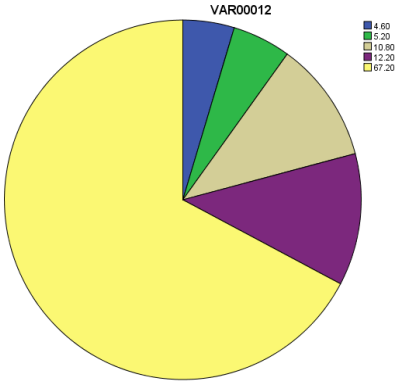
Left: level of importance; Right: level of satisfaction

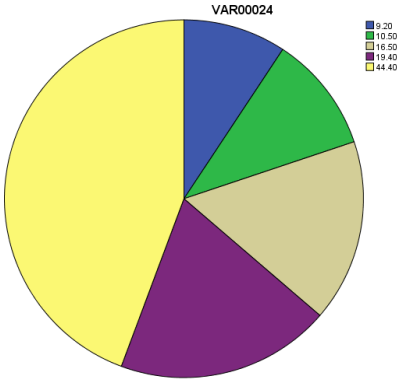




Variable "playgrounds for children"

Left: level of importance; Right: level of satisfaction





The variable "local transport people"

Left: level of importance; Right: level of satisfaction

Fig. 2. Schematic representation of the importance and satisfaction awarded public services

At first glance we see that all public services present a high importance for the social needs of the population of the analyzed community, but satisfaction for their quality is much lower compared to the given importance.

Using the Classify Two Step Cluster function, as seen in the picture below (Figure 3), we can build three clusters by which to analyze:

- strengths, the combination of great importance, greater satisfaction (cluster 1);
- weaknesses, the combination of high importance, low satisfaction (cluster 2);
- niche points, the combination of little importance, low satisfaction (cluster 3).



Figure 3. Public service clusters after their importance and satisfaction

I realized the inclusion in a cluster or another taking into account the importance of the analyzed variables (public services provided by local government) and average satisfaction regarding their quality, as shown in Table 7.

Table 7. Framing variables on clusters

Variable	Mean importance (VAR00001 - VAR00012)	Mean satisfaction (VAR00013 - VAR00024)	Admission to cluster
Cold water supply	96,5819	57,4269	1
Sewage	91,0842	50,3104	1
Gas supply	87,0496	73,1771	1
Sanitation	85,1517	28,3219	2
Public lighting	80,8168	47,3208	1
Hot water supply	74,0038	34,9478	3
Repair streets	87,4053	22,0986	2
Heating supply	69,2859	40,5205	x
Maintenance of green areas	65,2240	30,2480	3
Providing parking spaces	73,7997	20,3710	3
Ensuring children's playgrounds	56,5192	23,5210	3
Local transport of persons	48,3130	28,1157	3
Mean	76,2696	38,0316	

Public services contained in cluster no.1 must be managed in an exemplary manner by the local government as both interest and citizen satisfaction is above average.

For services of cluster no.2 they should be streamlined as the interest of citizens is high (sanitation, repair of streets) but satisfaction is pretty low.

For services of cluster no.3, the administration should take measures to increase their importance in public opinion, i.e. the growth of interest in resorting to such services, especially related to the supply of hot water service closely linked to district heating, a service that cannot be classified in any of the three clusters, the satisfaction for such a service is still above average.

4. CONCLUSIONS

Analysis of the balance of power in favor of consumers, who are beneficiaries of public services provided by local governments, is a practical exercise that underpins a permanent streamlining of the activity deployed locally / territorially.

Statistical analysis performed reveals rather a low performance due to the number of services to which citizens give them a lesser importance and lower level of satisfaction. This should stand to the attention of local government managers to see which factors influence the attitudes of citizens to public services and their utility and which are the ways of action, in order to increase the satisfaction of the service beneficiaries.

Transparency allows the grouping of factors according to the direction of investigation, in at least three groups, which trigger the following features:

- effectiveness of working with City Hall and this concerns:
  - flexibility of the activities;
  - promptness in solving people's problems;
  - monitoring of public services;
  - using the most modern techniques and technologies for public services;

- designing partnerships with private operators to conduct prompt and quality services;
- effective management of budget town hall

- cutting red tape in the City Hall;
- removing corruption in City Hall.

The customer is an essential element of assessing the quality of public services, this is why this study took as its starting point the need to express the importance and the need of the authority of local government to ensure effective public services based on public opinion.

To obtain a reliable conclusion, the selected sample covered all age and education groups so that its results can be extrapolated to the entire community.

Local government performance will be achieved when citizens' satisfaction will be maximized under the efficient use of all resources, which are available to the community.

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