

Citizen Satisfaction, Expectations, and Different Levels of Government: Lessons from an Empirical Analysis of Japanese Local Governments



Yu Noda
Department of Policy Studies
Doshisha University
ynoda@mail.doshisha.ac.jp
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Introduction

local government system and citizen satisfaction

Previous studies

Social attachment and political efficacy (Lyons et al. 1992)

Socio-economic status (Kelly & Swindell 2002)

Community demographics (Swindell & Kelly 2005)

Performance, expectations, ethnicity, age and gender

(Kelly & Swindell 2002; Lyons et al.1992; Roch & Poister 2006)

Consolidation or fragmentation (Kelleher & Lowery 2002)

Our interest

a two-tier system formed by different levels of govts
by analyzing **EDT model** (Oliver 1980)

Reason why we focus on the two-tier system

Citizens originally place expectations on multiple local governments (City and Prefecture)

The Two-Tier Governing System

- a two-tier local governance system
 - Sweden, France (until 1982) and Japan
- The US local government is highly diversified
- Germany and France employ a three-tier system
- Two-tier system can show
 - Clear effects of expectations
 - and contributes to understanding the effects of these different systems
 - So complicated systems can be considered to be based on different levels of government

EDT model in PA

- EDT model applied in PA
Van Ryzin (2004, 2006); Van Ryzin et al. (2004);
Poister and Thomas (2011); Filtenborg et al. (2017)
James (2009); Morgeson (2013, 2014)
- endogenous problem
- Van Ryzin (2013) reconstituted the EDT model
with data obtained exogenously

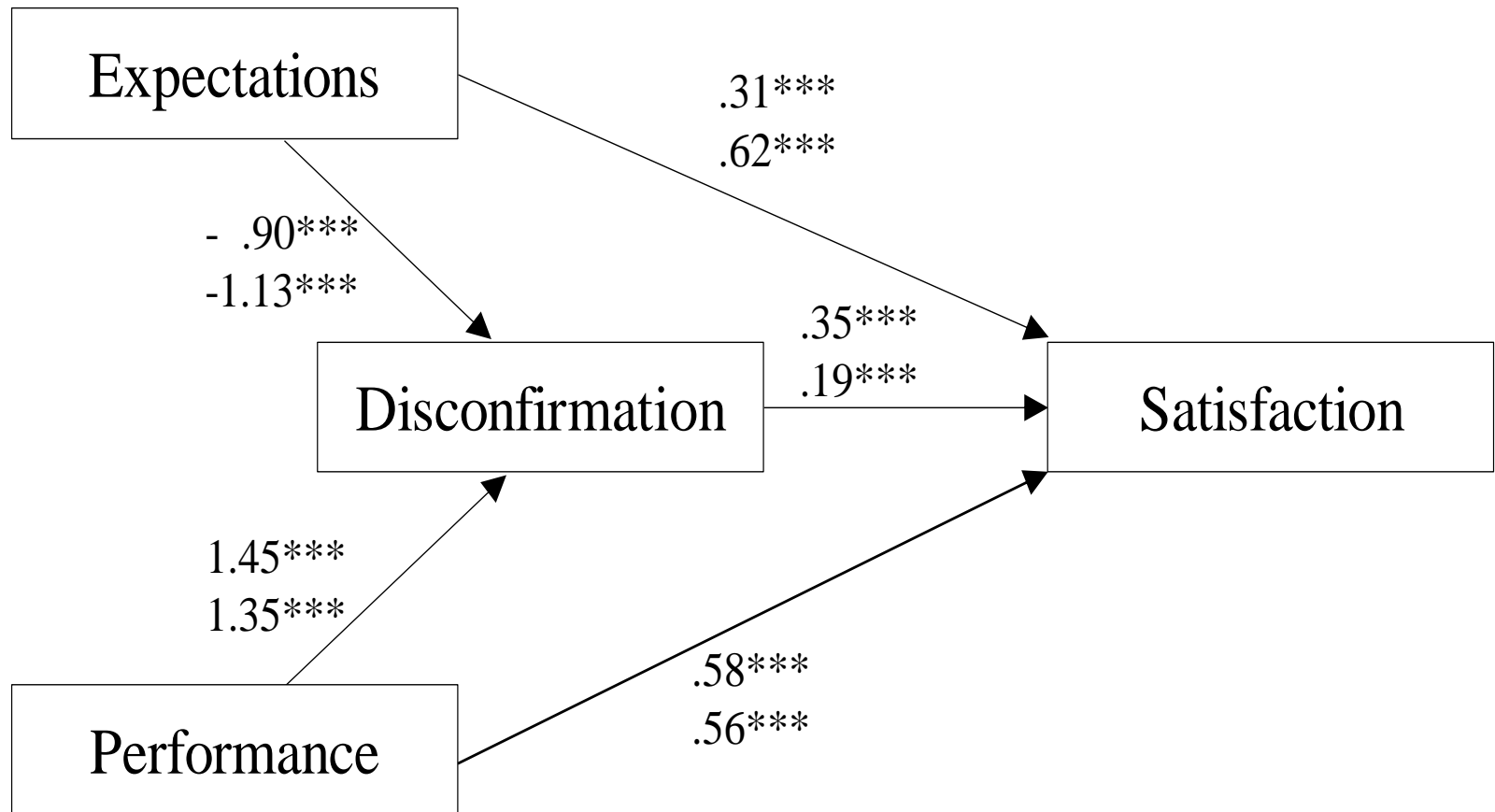


Figure 1. EDT model for street maintenance in Van Ryzin (2013) and Filtenborg et al. (2017)

Note: Unstandardised regression coefficients shown in parentheses. Upper numerical values are coefficients estimated from a seven-point scale in Van Ryzin (2013). Lower values are coefficients estimated using a 10-point scale in Filtenborg et al. (2017). * $p < .10$, ** $p < .05$, *** $p < .01$.

Experimental Design and Procedures

- Followed the experimental method set out in Van Ryzin (2013) and Filtenborg et al. (2017)
- Internet survey of 2,000 Japanese individuals in 2017
Focuses on different levels of government
Analyzes by metropolitan and nonmetropolitan area
Metropolitan area
—Kanto (Tokyo, Kanagawa, Saitama and Chiba),
Kansai(Osaka, Hyogo and Kyoto) and Tokai (Aichi)—

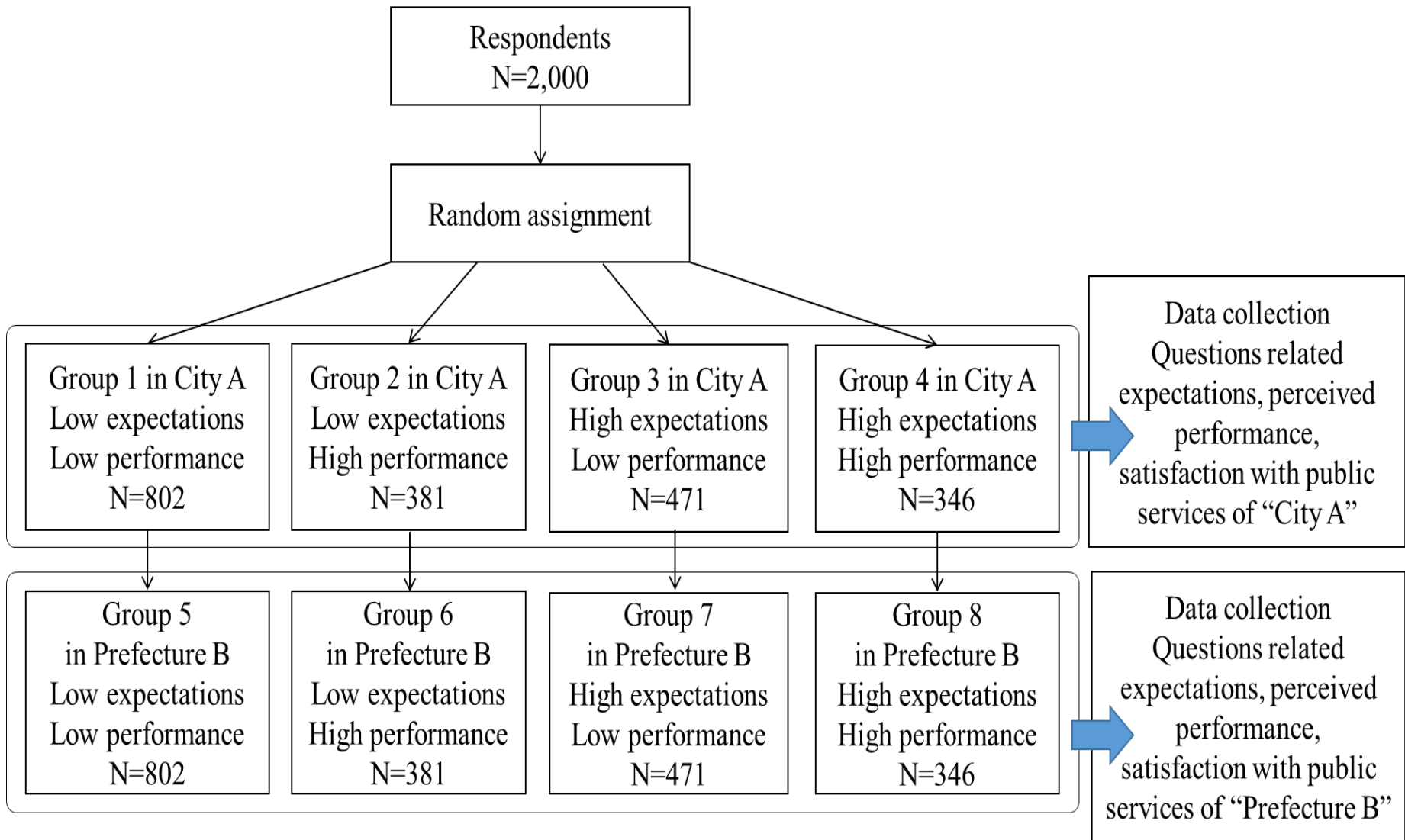


Figure 2. Experimental design

Low-expectations statement

Suppose that you were a citizen of imaginary 'City A'. (or a resident of imaginary 'Prefecture B' - an administrative area including multiple municipalities). The mayor of City A/the governor of Prefecture B issued the following statements regarding public services.

City A (Prefecture B) needs to manage economic recession and a decline in local tax revenue. The city (prefecture) is being forced to cut annual spending in order to balance the budget.

These cuts will result in a decrease in quality for many public services. The city (prefectural) streets may not be as clean as expected, and potholes may not be fixed as quickly as they should be. Many other services will no longer meet the expected standards. Although this situation is regrettable, it is important that we stand together during these difficult times.

High-expectations statement

Suppose that you were a citizen of imaginary 'City A'. (or a resident of imaginary 'Prefecture B' - an administrative area including multiple municipalities). The mayor of City A/the governor of Prefecture B issued the following statements regarding public services

City A (Prefecture B) needs to manage economic recession and a decline in local tax revenue. The city (prefecture) is being forced to cut annual spending in order to balance the budget.

Spending cuts will not result in a decrease in the quality of public services. The city (prefectural) streets will continue to be cleaned as expected, and potholes will be fixed in a timely manner. Other services will meet the existing high standards. We will ensure that the spending cuts will not affect the quality of services during these difficult times.

Based on the statement

How would you rate your expectations for the city
(or prefectural) government's performance?

1 = very low expectations to 7 = very high expectations

Low-performance High-performance

City A

How would you rate the service performance of street maintenance such as cleanliness and fixing of potholes in City A?



Prefecture B

How would you rate the service performance of street maintenance such as cleanliness and fixing of potholes in Prefecture B?

(1=very low performance to 7=very high performance)



Figure 3 Performance in CityA/PrefB

Note We made sentences following the sentences in Van Ryzin (2013) and Filtenborg et al. (2017)

Finally, this research asked participants based on the quality of street maintenance

How satisfied would you be with the service provided by City A /or Prefecture B?

(1= very dissatisfied to 7= very satisfied)

Results and Findings

Focus on Total Model Comparison M&NM

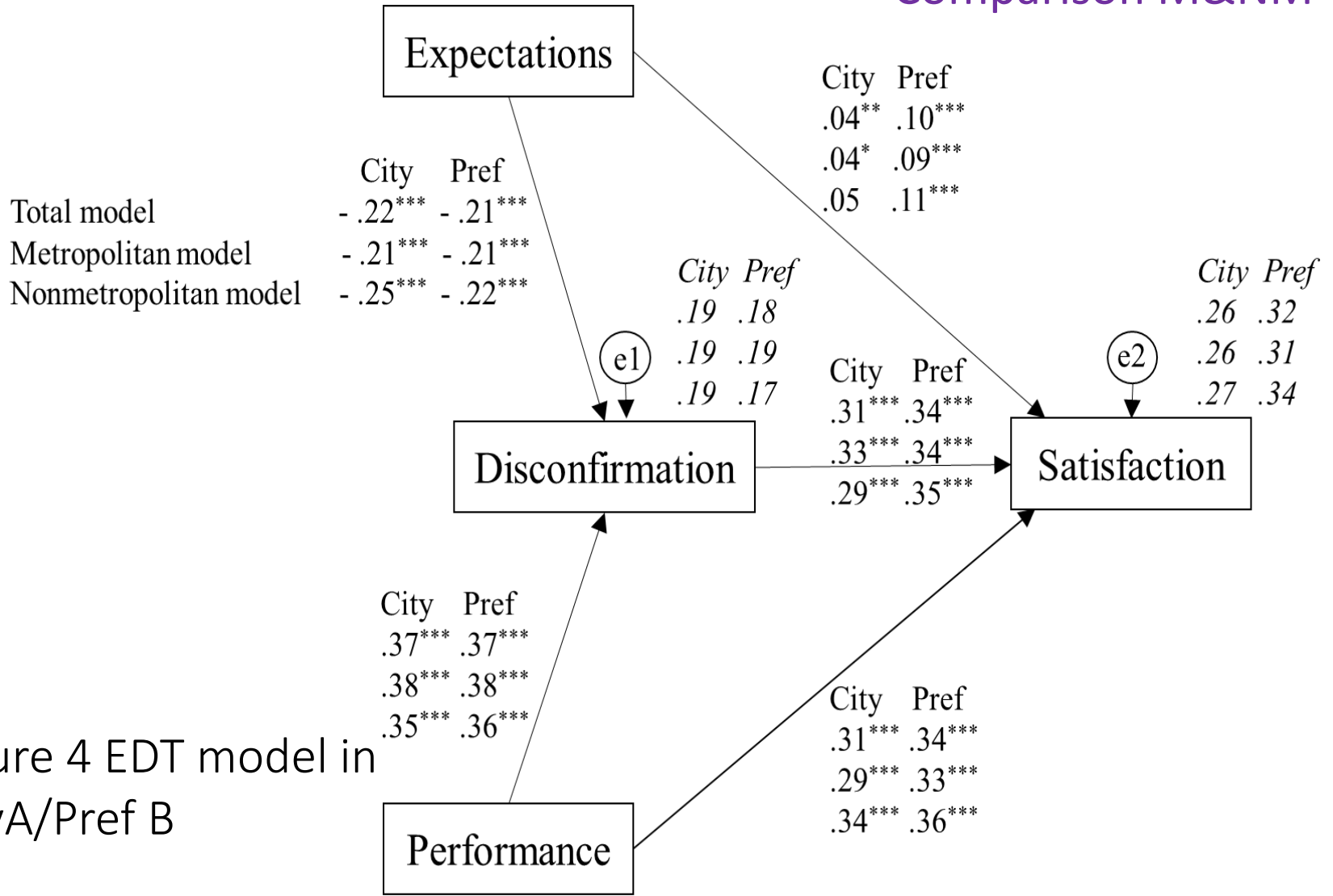
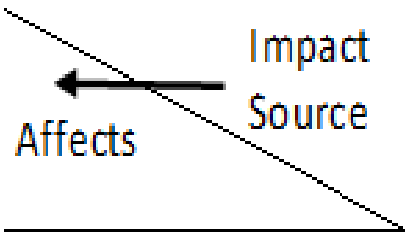


Figure 4 EDT model in CityA/Pref B

Note: Unstandardised regression coefficients shown in parentheses. Upper numerical values are coefficients estimated from a seven-point scale in Van Ryzin (2013). Lower values are coefficients estimated using a 10-point scale in Filtenborg et al. (2017). * $p < .10$, ** $p < .05$, *** $p < .01$.

Total effects in Total Model
 Performance 0.425(City) 0.471(Pref)
 Expectations -0.026(City) 0.028(Pref)

Table 1.

	Metropolitan model			Nonmetropolitan model		
	Performance	Expectations	Disconfirmation	Performance	Expectations	Disconfirmation
Total effects	City	City	City	City	City	City
Disconfirmation City	0.380	-0.208		0.353	-0.248	
Satisfaction City	0.411	-0.025	0.332	0.444	-0.026	0.291
	Pref	Pref	Pref	Pref	Pref	Pref
Disconfirmation Pref	0.382	-0.206		0.358	-0.215	
Satisfaction Pref	0.462	0.021	0.338	0.483	0.038	0.350

Conclusion

- For similar services, expectations regarding satisfaction differed for different levels of LGs
- Size of the Gov was a factor (system capacity, Dahl and Taft 1973)
bigger govts can handle a wider range of policies
- Increasing the expectations from the regional Gov would be an effective way of improving satisfaction
- “a hybrid government” (Holzer and Fry 2011)
- Limitations: Not considered for different kinds of services and expectations’ determinants
- Our findings can provide clarity for the strategy to improve expectations of a regional government for increasing satisfaction

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