

The Study of Customer-oriented Governmental Performance: Administrative
Satisfaction at Maioli County Government Case Study

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Abstract

The efficiency of public policies depends on citizen's satisfaction, and the change directions of public policies hinge on citizen's assessment; i.e., the performance of public policies in governments is decided by the citizen's administrative satisfaction! The governments in all levels must have their efficiency and effectiveness of public services to meet the people's substantially multiple needs in order to make citizens trust the governmental operation styles. To pursue the societal equality and justice, governments should treat people equally and provide more services for the disadvantages.

The recent corruption scandal involves former Magistrate Lee Chao-ching who allegedly accepted bribes from a construction company which cut on materials. Lee was alleged to have helped the company in passing evaluation tests. Lee case tells us that the bribery scandals are lethal to politicians; it cut almost 28% satisfaction degree for Magistrate Lee and hurt KMT support levels nationally. In terms of administrative satisfaction levels, political factors do matter, especially for the scandals.

Keyword : Maioli County, local government, administrative satisfaction, scandal