

Original Paper

The “Small Window” of Government Affairs Plays a Great Role in Facilitating Enterprises and People-Based on the Reform of Doing One Thing Efficiently

Huang Liang jing yi¹

¹ Guangxi Normal University, Guilin, Guangxi, China

Received: March 19, 2026

Accepted: April 28, 2026

Online Published: May 14, 2026

doi:10.22158/mmse.v8n2p275

URL: <http://dx.doi.org/10.22158/mmse.v8n2p275>

Abstract

From the perspective of public satisfaction, based on the structural characteristics of the customer satisfaction index model, combined with the actual situation in various places, this paper analyzes the current situation of the reform of colleges and universities, and draws the conclusion that perceived quality is the core element to improve public satisfaction; perceived value is the dominant factor to enhance public satisfaction; government image is the core link to enhance public satisfaction; public trust is an important factor to improve public satisfaction. According to the research conclusions, suggestions are put forward: to promote the construction of government service channels and the innovation of government service mode, strengthen the application of new technology empowerment mechanism, promote digital empowerment government service, comprehensively carry out ‘good evaluation’ evaluation, and improve the evaluation and evaluation mechanism of government service, so as to provide strong support and guarantee for optimizing the business environment and promote the transformation of government service from being able to do to being good.

Keywords

public satisfaction, government services, do one thing efficiently

1. Introduction

Strengthening the construction of government services and deepening the reform of government services are of great significance for accelerating the construction of a new development pattern and promoting high-quality development. The reform of “doing one thing efficiently” is an important starting point to promote the quality and efficiency of government services and enhance the public’s sense of gain. In January 2024, the “Guiding Opinions on Further Optimizing Government Services to

Improve Administrative Efficiency and Promoting 'Efficiently Doing One Thing' "(hereinafter referred to as "Guiding Opinions") was officially issued. "Guiding Opinions" is the first guiding document for the State Council to deploy the reform of government services after the 20th National Congress of the Communist Party of China. It adheres to the people-centered development idea, closely follows the goal of success and efficiency, improves policy measures and service standards, strengthens the digital empowerment of government services, deepens the innovation of government service models, and promotes the effective connection between the supply of government services and the needs of enterprises and the masses. In June 2024, centering on the reform of "doing one thing efficiently, "thoroughly implementing the spirit of" guiding opinions, "and combining with the actual development of Guangxi Autonomous Region, the people's government of Guangxi Autonomous Region issued the "Guangxi to further optimize government services to enhance administrative efficiency and promote the "efficient implementation of one thing" implementation plan (hereinafter referred to as the "plan"). The "plan "proposes that Guangxi will focus on the implementation of 13 national "efficient one-thing "matters, and innovate the implementation of 26 autonomous regions" efficient one-thing "matters. After the implementation of the reform of "doing one thing efficiently," is the public satisfied with it? How to improve it?

The research on the public satisfaction of government services has been concerned by the academic community in recent years, and the academic achievements are rich. The study of public satisfaction is based on the theory of customer satisfaction, and gradually applies it to a wider range of fields, including government services, public services, etc., thus forming a public satisfaction model. In 1989, based on the study of customer perception psychology, Fearnell made a quantitative analysis of customer satisfaction and proposed the Fearnell logic model, which is the theoretical basis of the consumer satisfaction model. Eugene and Claes (2000). In 1989, the Swedish Statistics Bureau first designed the national consumer satisfaction index based on the Fener logic model. The satisfaction index is universal and applicable to the whole country. On this basis, the Swedish customer satisfaction model (SCSB) is established Fornell (1992). In 1994, the United States proposed the American customer satisfaction index model (ACSI model). In 2000, the European Organization for Quality (EOQ) constructed the ECSI model. In 1995, customer satisfaction theory was introduced into China and received extensive attention from domestic scholars. At present, most domestic scholars are drawing on the American ACSI model, based on the customer satisfaction index model framework, according to the requirements of the times and the actual development needs, to build a public satisfaction model in line with China's national conditions. Liu Yan constructed a targeted e-government service satisfaction (EGPSI) model based on the analysis of the relationship between government service quality and public satisfaction, according to the structural characteristics of the American public sector customer satisfaction index model and the characteristics of e-government service public service. Ding Huang and Yang Xianyu drew on the division method of e-government development level by Toe and other scholars. According to this method, from the perspective of

enterprises, the e-government satisfaction model based on the development level of enterprises was innovatively constructed, and the model was scientifically tested by means of PLS structural equation modeling. Innovative research perspective, to further improve the e-government public satisfaction evaluation model construction and test research. Ming Chenghan, Xu Xiaolin and Chen Tao from the perspective of public participation, based on the American customer satisfaction model and empirical data, through the analysis of the relationship between public service center service quality, citizen participation, citizen satisfaction and other factors to build the government service public satisfaction model, for the government service public satisfaction research provides theoretical reference and empirical support.

Domestic and foreign scholars have made a lot of exploration on public satisfaction research and achieved theoretical results for reference. However, there are few studies on public satisfaction of government services ‘efficiently doing one thing’. Therefore, this paper takes public satisfaction as the entry point, takes the reform of “efficiently doing one thing” as a case, and analyzes the current situation of government service reform and its influencing factors in combination with the actual situation of the reform, in order to continuously improve the level of government service for enterprises and convenience, better enable the digital economy, and serve the social development.

2. Current Situation and Influencing Factors

2.1 Perceived Quality is the Core element to Enhance Public Satisfaction

The public’s perceived quality of government services is related to the public’s satisfaction with government services Zhang et al. (2021). Perceived quality is the most intuitive subjective feeling and experience of the public in receiving the services provided by the government service center. In the process of ‘efficiently doing one thing’ reform, the public’s most real feeling source for the government service platform to handle matters and the satisfaction with the construction of government service channels, the innovation of government service mode and the digital empowerment of government service. It can be seen that these three factors have a greater impact on the perceived quality. Therefore, what affects public satisfaction is whether the government service offline ‘only one’ business is efficient, whether the online ‘one-way communication’ is convenient, whether the public ‘first-line response’ is timely, whether the government service center is promoting the integration of related matters, cross-domain handling of off-site matters, whether the process of policy service free application is truly smooth and convenient, whether the application of electronic certificate data sharing can be truly realized, and whether the application of intelligent service is intelligent.

2.2 Perceived Value is the Leading Factor to Improve Public Satisfaction

Perceived value is a comprehensive evaluation of the value of public goods or services based on personal subjective feelings after the public uses public goods or services. Perceived value includes the efficiency of representing functional value, and the reform of business coordination and social value promotes the high-quality development of various work. This shows that perceived value has a

significant positive impact on public satisfaction, and the functional value of saving time cost and money cost and the social value of promoting social reform and development to produce benefits have a positive impact on perceived value.

2.3 Government Image Is the Core Link to Enhance Public Satisfaction

Government image is a comprehensive cognition and view of the public on the government service center in the process of handling government service business, which has a significant positive impact on public satisfaction. Hu et al. (2020). According to the specific requirements of the reform of “doing one thing efficiently,” the government image of this study includes two variables: the quality of government service personnel’s service standards and the transparency and effectiveness of “good and bad “information. Therefore, the core of public satisfaction with government services is that the staff of the government service center provides the public with standardized and high-quality services and the public’s evaluation information disclosure of the government service center is transparent and effective.

2.4 Public Trust is an Important Factor to Improve Public Satisfaction

Public trust is essentially customer loyalty, which means that customers are still willing to continue to choose to use the goods or services provided by the merchant after using the goods or services provided by the merchant. Applying customer loyalty to the field of public affairs means that the public is still willing to continue to use the service after the reform of “doing one thing efficiently” and support the reform and development of “doing one thing efficiently.” Therefore, it can be explained that public satisfaction has a significant positive impact on public trust. After using the reformed government service, the public is satisfied with the overall government service provided by it and is confident in the reform and development of “doing one thing efficiently”.

3. Problems with Countermeasures and Suggestions

3.1 Promote the Construction of Government Service Channels and Model Innovation

The above research proves that perceived quality and perceived value work together on public satisfaction and have a significant positive impact on public satisfaction, while government service channel construction and model innovation have a direct effect on perceived quality and perceived value. At present, the innovation of China’s government service model relies on the national integrated government service platform through the reform of “one thing done by colleges and universities”, vigorously promotes the cross-regional handling of affairs in different places, and builds the “cross-provincial handling” of government service matters to meet the needs of the public to handle government service matters in different places. However, the one-stop handling of off-site matters fails to meet the ardent expectations of enterprises and the masses as a whole. Business handling still faces difficulties in terms of insufficient synergy between online platforms and offline window business processes, uncoordinated handling systems, and uncoordinated policies. The reform of “efficiently doing one thing” emphasizes the concept of holistic government. It is necessary to strengthen the overall planning ability and coordinate the forces of all aspects of society. In order to further enhance

the public's perceived quality value in the process of government service handling, meet the public's demands for efficient government services, and enhance the public's sense of acquisition, the reform should also strengthen cross-sectoral policies, system coordination, and coordinate online and offline collaborative service mechanisms as the main starting point for reform.

First, unblock the integrated channels of government services and optimize the government service process. In practice, the off-site handling of government service business is hindered by the administrative system between "Articles" and "Blocks", and the process reengineering of regional government service is hindered by administrative barriers. In order to optimize the government service process and solve the conflict between cross-domain general office and territorial management, the integration channel of government service should be further unblocked. The second is to promote and implement the list of key items of government services, do a good job in standardization construction, and further improve the standardization construction of work guidelines. Strengthening standardization construction is the key to coordinating the deep integration of online and offline collaborative service mechanisms. Although the reform of "efficient completion of one thing" has achieved remarkable results in the integration of online and offline integration, influenced by the traditional form of "front-end acceptance, back-end approval" of government services, government services still face the contradiction between service integration and department fragmentation. Therefore, we should strengthen the construction of service standardization, implement the list of key items of government service, operationalize and detect the improvement of service process, method and content, and then coordinate the online and offline collaborative service mechanism. The third is to speed up the construction of the 12345 government service convenience hotline and the government service platform complaint suggestion system, integrate various government service hotlines, and improve the response mechanism of the hotline. Integrate the government service hotline, dispatch the 1234 hotline traffic resources of the government service in the whole region, actively respond to the public's service demands, realize the speed of handling demands, solve problems efficiently, and improve the efficiency of government service.

3.2 Promoting Digital-enabled Government Services

As a production factor that forms new productivity, data has been rapidly integrated into all aspects of social service management and is a key factor in the development of government services in China. The above research proves that perceived quality and perceived value play a strong role in promoting the digital empowerment of government services. However, in the context of the deep integration of digital technology and digital resources with social governance, the application of digital governance in government services is still weak. Promoting data factorization and realizing cross-regional data information sharing is to optimize service data, thereby improving public perception quality and promoting public satisfaction. Therefore, digital enabling government governance and promoting the integration of digital technology into government governance have become the top priority of promoting the reform and development of 'efficient completion of one thing' at this stage.

First of all, to promote the reform of “efficiently doing one thing”, it is necessary to promote the integration of government service digital management institutions. At present, local governments have taken the lead in setting up government data management institutions. However, in the management of data institutions, governments at all levels should also integrate their institutional settings according to the actual situation of the region and the needs of public services. Institutional integration includes the integration of functional departments of government data management institutions, the integration of institutional scale, the integration of institutional affiliation, and the formation of upper and lower linkages. Coordinated government data management institutions. Secondly, improving the application level of government service data is an important part of strengthening the digital empowerment of “doing one thing efficiently.” With the concept of government services such as “running once at most” and “doing everything once” deeply rooted in the hearts of the people, the recognition of digital government governance by the masses and enterprises has gradually increased. However, the masses and enterprises still have the confusion of “no operation,” “cumbersome operation” and “dare not share personal data information” in online government services. Therefore, it is necessary to improve the application level of government data by strengthening data collection and classification, improving the efficiency and accuracy of data processing and the quality of data use, and strengthening data security and privacy protection. Finally, establishing a unified data standard and improving the data sharing mechanism are important means to promote digital empowerment. In the practical application of government service data, “information island” and “data chimney” are still widespread. Even if the data is shared across regions, the audit process is cumbersome, the consultation between different departments takes too long, and the circulation of data elements is obviously hindered. This requires a unified data standard, improve the data sharing mechanism to ensure the smooth flow of data between different departments and different businesses, so that data elements can be fully shared and used.

3.3 Improve the Evaluation Mechanism of Government Service Evaluation

The evaluation of “favorable comments” is an important measure for the government to actively promote decentralization and build a service-oriented government. It is an important dimension that affects the image of the government and public trust, and it is also the key to improving public satisfaction. It is an important means to open up the communication channels between the public and the government and an important way to listen to the public’s voice by comprehensively carrying out the evaluation of “favorable and unfavorable comments” and establishing and improving the evaluation mechanism of government services. By accepting the public’s “praise” and “spit” and timely discovering the blocking points of government services, we can accurately discover the public’s feelings and demands for government services, better improve the efficiency of government work, enhance the image of the government, strengthen the public’s trust in the government, promote the reform and development of “efficiently doing one thing,” and then build a service-oriented government that the people are satisfied with.

First of all, it is necessary to further clarify the responsibility standard of government service to

comprehensively carry out the evaluation of “good evaluation” and establish and improve the evaluation mechanism of government service. A clear, reasonable and scientific evaluation standard of government service is the premise of establishing and perfecting the evaluation mechanism of government service. This requires, on the basis of practice, to further optimize the normative requirements for the evaluation of government services, refine government service matters, promote the list management of government service matters, and improve the construction of “good and bad evaluation.” Secondly, to promote the establishment of a “good evaluation” evaluation system, establish and improve the evaluation mechanism of government service evaluation, we must optimize relevant safeguard measures. Perfect safeguard measures provide solid support for improving the evaluation system of government service evaluation. At present, based on the national integrated online government service platform, the corresponding evaluation information management mechanism has been established. The reform of “high standard to do one thing” in government service should further realize the consistency of the evaluation content standard of “good and bad evaluation,” and the evaluation results should be published in time. At the same time, we should strengthen the protection of the rights and interests of evaluators, adhere to the principle of “voluntary autonomy,” do not force or interfere with evaluators, optimize the information protection system of evaluators, strictly investigate the behavior of leak evaluators according to law, and promote the formation of social consensus of “willing to evaluate” and “dare to evaluate.” Finally, it is necessary to carry out the “good evaluation” evaluation in an all-round way, establish and improve the evaluation mechanism of government service evaluation, and need to refine the evaluation verification, rectification and feedback process. After the formation of “good and bad evaluation”, it is necessary to pay attention to the application of evaluation results. Arrange a special person to carry out a targeted verification return visit to the bad review, timely feedback on the reasonable demands of the public, further refine and improve the verification feedback process and content of the evaluation, and effectively supervise the actual situation of the rectification of the bad review, so as to ensure that the public’s appeals are well received and things are responded to.

4. Research Conclusions

First, public satisfaction is influenced by four factors: perceived quality, perceived value, government image and public trust, and the level of each factor is different. Among them, perceived quality is the core element to improve public satisfaction, and its impact mainly comes from the actual effect of government service channel construction, service mode innovation and digital empowerment. Perceived value is the leading factor to improve public satisfaction, which is composed of the functional value brought by the improvement of work efficiency and business collaboration and the social value generated by the reform to promote social development. The image of the government is the core link to improve public satisfaction, which depends on the standardization of the service provided by the government service personnel and the openness and transparency of the “good and bad”

information. Public trust is an important factor to improve public satisfaction, which is manifested in the public's willingness to continue to use and support for reform and development after experiencing the service after the reform.

Second, the reform of efficiently doing one thing has achieved phased results in improving public satisfaction, but it still faces structural obstacles. The specific performance is as follows: the lack of synergy between the online platform and the offline window business process, the poor coordination of the cross-departmental handling system, and the difficulty of policy coordination; in the process of cross-regional and cross-sectoral flow of data elements, there are problems such as cumbersome audit process and long negotiation time, and the phenomenon of information island has not been eliminated. The integration depth of digital technology in government services is insufficient, and some people still face operational obstacles and data security concerns in the process of online processing.

Third, to realize the transformation of government services from being able to do to being good, it needs to be promoted from three paths. First, promote the construction of government service channels and model innovation. Specific measures include unblocking integrated service channels to optimize business processes, implementing a list of key issues and strengthening standardization, integrating 12345 government service convenience hotlines and improving the response mechanism. Second, strengthen the new technology application empowerment mechanism, specific measures include integrating government data management institutions to form a working system of up and down linkage, improving data processing efficiency and data use quality and strengthening data security protection, establishing unified data standards and improving cross-departmental data sharing mechanism. Third, improve the evaluation mechanism of government service evaluation. The specific measures include clarifying the responsibility standard of government service and refining the list management of items, optimizing the evaluation information management mechanism and the protection system of evaluators' rights and interests, refining the evaluation verification, rectification and feedback process and strengthening the supervision of poor evaluation and rectification.

To sum up, public satisfaction is a key indicator to measure the effectiveness of the reform of "doing one thing efficiently." "By improving perceived quality, perceived value, government image and public trust, and continuously improving channel construction, model innovation, digital empowerment and evaluation mechanism, we can effectively promote the quality and efficiency of government services, and provide institutional guarantee for optimizing business environment and serving economic and social development.

Acknowledgments

This paper was supported by Innovation Project of Guangxi Graduate Education (XYCS2026065) and Innovation Project of Guangxi Graduate Education (XYCS2026068).

References

- Eugene, W. A., & Claes, F. (2000). Foundations of the American Customer Satisfaction Index. *Total Quality Management, 11*(7), 869-882.
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing, 56*(1), 6-21.
- Hu, Q. X., Zhang, L. B., Zhang, W. Y. et al. (2020). Empirical Study on the Evaluation Model of Public Satisfaction With Local Government Budget Transparency: A Case From China. *SAGE Open, 10*(2).
- Zhang, J. S., Chen, W. N., Petrovsky, N. et al. (2021). The Expectancy-Disconfirmation Model and Citizen Satisfaction with Public Services: A Meta-analysis and an Agenda for Best Practice. *Public Administration Review, 82*(1), 147-159.