

**EVALUATING OF FACTORS AFFECTING THE SATISFACTION OF  
COMMUNITY PARTICIPATION AND CONTRIVUTION TO THE NEW  
RURAL DEVELOPMENT PROGRAM IN MEKONG DELTA  
(A CASE STUDY IN AN GIANG PROVINCE)**

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**Abstract**

This study aims to assess the level of satisfaction and identify factors that affect the level of satisfaction of people in the process of building a new countryside in Binh Thanh commune, Thoai Son district, An Giang province. The research results show that the level of satisfaction is quite high and is determined by the following factors: people's access, the role of local government, people's understanding, the role of monitoring and assessment of people. In which, people's understanding, role of monitoring and assessment is the most influencing factor to satisfaction level. Therefore, the study proposes to strengthen communication on the new rural development program and adopt policies to encourage participation in the inspection and evaluation of this program on the basis of sustainable effectiveness and better quality in next stage.

**Keywords:** Participation, New rural program, Satisfaction

**1. Introduction**

The issue of agriculture, farmers and rural areas is an important issue of special strategic importance in the process of socio-economic development, contributing significantly to promoting economic growth, serving as a basis for political stability and security and defense; Also, it is an important factor to ensure the sustainable development of the country in the process of industrialization and modernization according to socialist orientation. But first of all, it must come from the farmers' benefits to create favorable conditions to improve their skills in all aspects and have an increasingly higher material and spiritual life (Huynh Cong Chat, 2016). In order to build a sustainable and developed rural area, it is necessary to focus on building the capacity of the rural community, especially the role of the participant of the people (Truong Hong et al, 2016). Besides, building a new countryside is a firm step for the process of industrialization and modernization of agriculture and rural areas in the Mekong Delta (Vo Van Thang and Huynh Van Hieu, 2014).

There have been various authors researching on the new rural development program such as the assessment of criteria through income (Nguyen Thuy Trang et al 2016), environmental criteria (Doan and Nguyen, 2017), solutions mobilizing population resources in new countryside development (Huynh Cong Chat, 2016; Doan and Nguyen, 2019), awareness and willingness of farmers to the new rural development program (Nguyen Thuy Trang and Vo Hong Tu, 2016); assessment of the current situation and solutions for building new rural development program (Doan and Nguyen, 2019), policy history (Bui Quang Dung et al, 2015), awareness, participation, perspective on building new rural development program, mobilizing the community to build new rural development program (Huynh Cong Chat, 2016); new village program in Korea and new rural development program in Vietnam (Nguyen Tuan Anh et al, 2016), new rural development program data management based on geographic information system (Tran Thi Ngoc Trinh et al, 2016), the level of people's satisfaction through new rural development program (Tran Thanh Dung and Nguyen Ngoc De, 2012 and 2016)

However, the reality shows that there are not many studies on factors affecting the satisfaction level for participation and contribution to the new rural construction program. Therefore, the study "Factors affecting the level of satisfaction to participate and contribute to the program of new rural construction in Binh Thanh commune, Thoai Son district, An Giang province" is conducted to propose the factors affecting the level of satisfaction for participation, contributing to the new rural construction program and proposing solutions to enhance the promotion of people's participation in the rural construction program new increasingly sustainable efficiency and better quality in the next period.

## **2. Research Objectives**

- Finding out the factors affecting the willingness to participate and contribute to the new rural development program in Binh Thanh commune, Thoai Son district, An Giang province.
- Proposing solutions to enhance the participation of local people to build new rural development program with better efficiency and quality in the next period.

## **3. Research questions**

- What are the factors affecting the level of satisfaction of local people in the research area in terms of participation and contribution to the new rural development program?
- What are the solutions to increase the level of satisfaction of local people in the research area to build new rural development program more and more effectively, sustainably and with better quality in the next period?

## **4. Research Methods**

The information is gathered using a combination of quantitative and qualitative research methods. In particular, qualitative research methods include conducting participatory rural assessment and using the following tools: Venn Diagram; Difficulty ranking matrix; analysis of advantages,

disadvantages, opportunities and challenges and in-depth interviews with local leaders such as the Department of Agriculture and Rural Development, the Vice Chairman of the commune in charge of agriculture, and the commune official in charge of local new rural development program (3 acres). Quantitative research method through interviews with 244 households. The study assumes that people's willingness to contribute to new rural development program is independent (denoted by Y). To study the factors affecting the participation and contribution of the people to the construction of a new rural development program, the dependent variables (symbol X), research and construct 6 hypotheses as follows:

- Hypothesis 1 (X1): If people are provided with sufficient information about the new rural development program, people will be satisfied with the implementation results.
- Hypothesis 2 (X2): If people are discussed about the new rural development program, they will be satisfied with the implementation results.
- Hypothesis 3 (X3): If people are facilitated to contribute to implementing the new rural development program, people will be satisfied with the implementation results.
- Hypothesis 4 (X4): If people are allowed to participate in the inspection during the construction of new rural development program, they will be satisfied with the implementation results.
- Hypothesis 5 (X5): If people can benefit from the new rural development program, they will be satisfied with the implementation results.
- Hypothesis 6 (X6): If the local government is capable, dynamic and reputable, the people will be satisfied with the implementation of the new rural development program.
- The Exploratory Factor Analysis (EFA) is used in the study to reduce the survey data. In addition, the analysis of factors affecting satisfaction is done through multiple regression models. The study uses a 5-level Likert scale: (1) Totally disagree; (2) disagree; (3) Normal; (4) Agree; (5) Totally agree.

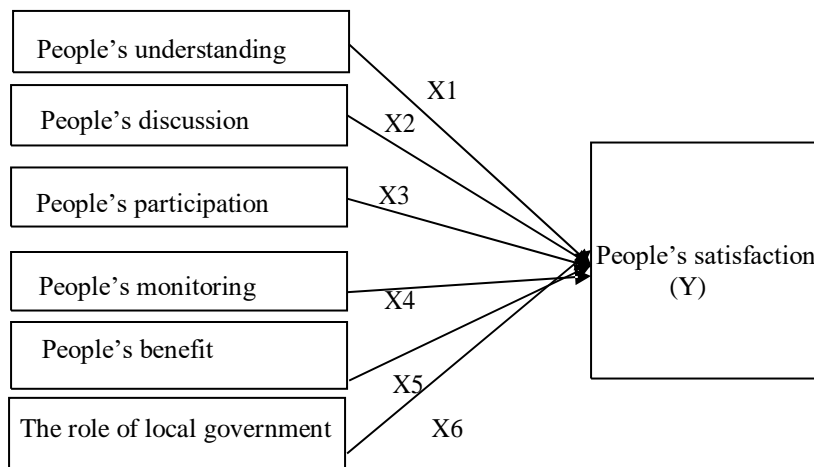


Diagram 1: The factors affecting the level of satisfaction of local people in new rural development program

**5. Results and Discussion**

**5.1. Factors affecting the level of satisfaction of willingness to participate and contribute to the development of a new rural development program in Binh Thanh commune, Thoai Son district, An Giang province**

The research results in (Figure 1) show that people are very satisfied with the results of new rural development program through the Likert scale at 5 levels (1) Totally disagree; (2) disagree; (3) Normal; (4) Agree; (5) Totally agree. Particularly, all the components have an assessment score greater than the average of 3. However, the level of assessment for each component is different, with the lowest of the factor on people’s understanding (3.55 / 5 points) and local government (3.66 / 5 points). This shows that the propaganda is not really effective and has not appreciated the capacity of the local government. The most appreciated component is the factor of people’s benefit (4.05 / 5 points). Thus, the people believe that the new rural development program really has a positive role in their life.

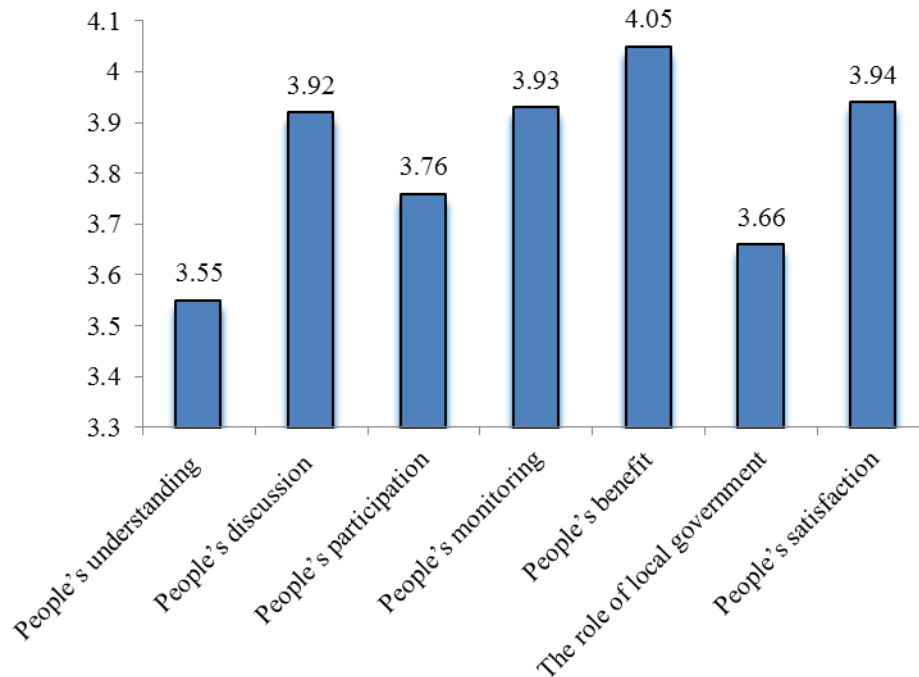


Figure 1: People's assessment of the components of the new rural program

**5.2. Factors affecting people's satisfaction decisions for building a new rural development program in the study area**

The research results show that for the Cronbach Alpha test to test the quality of the scale (in this case, Cronbach's alpha coefficient reaches 0.68, showing that it is satisfactory). Using KMO test to evaluate the quality of discovery factors (in this case, KMO index reaches 0.73, showing satisfactory (required  $0.5 < KMO < 1$ )). R-squared = 07, 08 shows 70.8% change in willingness to

participate, the contribution is explained by the variables included in the model Multiple R = 0.85 shows a relatively close correlation.

*Table 1: Results of multiple regression analysis*

Regression coefficient				
Model	Non standardized Regression coefficient		t	Sig.
	$\alpha$	Standard error		
Constant	0,163	0,223	0,786	0,437
X1	0,294	0,078	10,687	0,091
X2	0,393	0,392	20,680	0,008
X3	0,024	0,064	30,874	0,053
X4	0,253	0,054	0,617	0,008
X5	0,172	0,087	30,675	0,000
X6	0,019	0,061	30,603	0,000

Regression equation reflects the relationship between the levels of people's satisfaction to contribute to the new rural program in the study area with the following factors:

$$Y=0,163+0,294X1+0,393X2+0,024X3+0,253X4+ 0,172X5+0,019X6$$

This correlation is said as follows:

- If an increase of 1 point in the people's assessment of propaganda and advocacy, the satisfaction level increases by 0.294 points.
- If an increase of 1 point in the assessment of the people participating in the discussion of the plan of the new rural development program, the satisfaction level increases by 0.393 points.
- If an increase of 1 point in the people's assessment is facilitated to contribute to the new rural development program, the satisfaction level of contribution increases by 0.024 points.
- If an increase of 1 point in the assessment of the people participating in the inspection, the supervision of the new rural development program, the satisfaction level increases by 0.253 points.
- If an increase of 1 point in the assessment of the people on the benefit of new rural development program, the satisfaction level increases by 0.172 points.
- If an increase of 1 point in the assessment of the people on the competence, dynamism and reputation of local government of the new rural development program, the satisfaction contribution increased by 0.019 points.

***5.3. Solutions to enhance and promote the satisfaction of the people's participation in the new rural development program to become more and more effective, sustainable and of better quality in the next period.***

- It is necessary to improve the understanding of policies for the people about new rural development program before implementation. On the other hand, creating conditions for people

to monitor and check, contributing to improving the satisfaction of people, is also the success of the new rural development program.

- The construction of a new rural program in the locality with positive significance should be communicated in order to capture the meaning and objectives of this work before, during and after implementation. Along with the process of building a new rural program, local authorities need to create favorable conditions and opportunities for people to participate in the process of checking and monitoring before, during and after the implementation of the new rural development program.

## **6. Conclusion**

The new rural development program plays an important role in participant of the people. To be successful, the new rural development program needs to mobilize a variety of resources, in which the participation of people plays a very important role. The level of satisfaction in people's contribution to new rural construction depends on the following factors: propaganda, education, advocacy of the local government, participation in planning and discussion, the transparency of the activities, the mechanism of participation in checking and monitoring of the people for the next new rural development program with more sustainable effectiveness and quality.

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