

Factors affecting legal services' quality: The case of an emerging economy**Truong Thi Hien^a, Le Thi Hong Gai^b, Thai Thi Hoai An^a and Le Thi Thuy An^{a*}**^aTay Nguyen University, Buon Ma Thuot City, Daklak, Vietnam^bInstitute of Social Sciences of Central Highlands, Buon Ma Thuot City, Daklak, Vietnam**CHRONICLE***Article history:*

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Vietnam is a rapidly developing country associated with changes in socio-economic activities, especially both public and private services. The service industry is making a practical contribution to economic growth and is gaining a great position. To help a society develop harmoniously, the economy must satisfy people's ability to access services, especially basic services such as education, healthcare, legality, transportation, security and safety. The aims of the study are to estimate factors affecting legal service quality, and based on the survey in three provinces in Vietnam: Lam Dong, Dak Lak, Gia Lai and through quantitative analysis, the research results show that there are five factors that positively affect service quality, which are: (1) government; (2) head of the unit; (3) influencer; (4) opinions of people around; and (5) organizations and individuals providing services. The research results also discuss some solutions to increase service quality and sustainable development of Vietnam in the coming time.

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1. Introduction

The world is entering the fourth technological revolution that has changed many different activities of social life. Countries' economies are under fast and harmonious development, in which economic development brings benefits to all sectors of the economy, especially the disadvantages or ethnic areas. remote areas. Oftentimes, ethnic minority communities live far away from development and often find it difficult to access public services and opportunities for employment, income improvement, and overall economic development. As the economy grows, countries require harmonious development, so paying attention to and improving the quality of life of everyone is one of the factors that help the economy develop more.

Vietnam's economic development leads to the development of the service industry as this industry accounts for 43.65% of GDP and this industry also makes a great contribution to the country's annual economic development. According to the Government (2023), although the economy is negatively affected by the COVID-19 pandemic, the service industry is still a bright spot and the driving force for Vietnam's economic growth, especially this industry has become a driving force for recovery. restore growth. Furthermore, the Vietnamese government is always reforming the national administrative system to help services and the service industry become more developed, while stimulating the public and private service sectors is increasing growth, and great contribution of benefits for consumers in urban, rural and remote areas. By 2045, Vietnam will become a country with a high middle income level, and the service industry in particular will become a very important contributor to that goal.

Pham and Phan (2022) indicated that services are useful activities that humans create products that do not exist in physical form, therefore, service providers must ensure the provision of services with high professional skills from supply staff and management staff to find ways to help customers, people and service users, and bring satisfaction for users. Pham and Phan

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(2022) also indicated that human life needs many different types of services, from basic services related to social life to entertainment services and other services. To help a society develop harmoniously, the economy must satisfy people's ability to access services, especially basic services such as education, healthcare, legality, transportation, security and safety.

Access to legal services is always considered one of the conditions to ensure justice. When people are provided with access to legal services, they will have a better understanding of their legal rights and obligations, be consulted, invited or supported to demand rights or exercise responsibilities. In fact, the poor and vulnerable groups often face difficulties in accessing and using legal services to protect their rights. In service delivery, when one party has a demand and another party has the ability to provide, there will be an interaction between the two parties. When people have the ability to participate in or access legal services in particular and services in general, they can experience, evaluate and also benefit from economic development. country's society. That is one of the reasons for creating a harmonious development in the economy.

Previous studies all believed that there are many factors that affect service quality and therefore people's ability to access services, typically research by Nguyen Thanh Tung and Hoang Thi Doan (2023) argued that assurance, responsiveness and reliability have a positive impact on service quality in the telecommunications and television industry. Le Thi Hang (2021) believed that connectivity and convenience are one of the important factors that promote service quality and thereby help reduce transaction costs for the economy and increase access to services for customers, customers using services related to mobile information especially. Especially in the context of Gronroos (1990) confirms that "services are activities that create intangible products, in which interactions between customers and employees take place", therefore services entail emotions, and the perceptions of customers, people and themselves are reflected through their choice to use the service or not. However, there have not been many studies to determine the factors affecting the quality of services for people in the Central Highlands region of Vietnam, where the standard of living is lower than the general level of Vietnam, and where people do not have many opportunities to access services for life's needs, especially law-related services in particular, which is the goal of this research.

The results of this research aim to clarify the factors affecting service quality and thus help suggest the main reasons for increasing the ability to access services of Vietnamese people in the future. In fact, the research results show that: factors such as: (1) government; (2) head of the unit; (3) influencer; (4) opinion of people around; and (5) organizations and individuals providing services all have a positive impact on the ability to provide services, especially legal services, and thus increase the ability to provide services to the people in the best way. However, This finding can support the government in order to reduce social costs, especially transaction costs, save time and thereby increase efficiency for the economy.

In addition to the introduction presented above, the rest of this study is presented as follows: In the concluding part, the study conducts a research overview, including an overview of relevant domestic and foreign research regarding service quality. Then, the study presents how to collect and process data and research methods, especially the estimation method used in the model. Next, the study presents the results and discusses the results. In the final part, the study presents conclusions, policy implications and some limitations of the study.

2. Literature Review

Research on factors affecting service quality has been conducted by a number of recent studies through a number of domestic and foreign studies and has shown relatively diverse results. Pham and Phan (2022) indicated that services are the third economic sector in the national economy, including economic sectors outside of industry and agriculture. In a narrow sense, services are useful activities that humans create products that do not exist in physical form, and do not lead to the transfer of ownership to satisfy the needs of social life. Therefore, from a manufacturer perspective, they must ensure the provision of services with high professional skills from supply staff and management staff to find ways to help customers, people and service users. Hence, quality service is capable of satisfying the level of satisfaction when used.

Research by Nguyen Thanh Tung and Hoang Thi Doan (2023) studies over 200 customers who use telecommunications and television services through a convenient sample survey, the authors used reliability assessment and EFA analysis, research results suggest that there are 5 factors that affect service quality, including tangibles, assurance, price, responsiveness and reliability. The authors also believe that the service is guaranteed with higher quality and reliability, this helps service users increase their peace of mind when using the service, thereby increasing their ability to continue using the service, and use of television services for local people. An indispensable factor is the ability to respond to services, the ability to be ready to provide services to customers and thereby help customers reduce transaction costs and increase service use, which is improving service quality.

Research by Le Thi Hang (2021) suggests that increasing service quality increases customer satisfaction and thereby helps customers be more loyal when continuing to use the service in the future. To increase service products, socio-economic development helps increase benefits for service users and thereby helps them be more satisfied when using the service. Le Thi Hang (2021) believes that there are four factors that affect service quality in the mobile information industry, including price, added services, convenience and connectivity. Thereby affirming that people using services are always interested in the added services associated with the service, besides the convenience in using the service can help customers increase their use of the service, because people or consumers always want easy access to services at the lowest cost or highest benefits, so the service is guaranteed to be chosen. Therefore, service quality has the ability to increase the level of customer satisfaction and thus make it easier for customers to choose one service over another. Improving service quality becomes a

business's goal and affects customer retention and expanding the business's market share, as mentioned in the research of Pham and Phan (2022).

Research by Loc Trung Nghia and Nguyen Vu Van Anh (2023) researches the public administration sector and argues that countries need to increase public services to carry out state functions, however, the state can also authorize others to properly perform their functions and duties, especially the private sector. Furthermore, people's perception of public services also changes as people are increasingly able to access public services of higher quality and they become satisfied with public services. State agencies are also becoming more professional in providing public services and thus reducing social costs, helping to save human resources for society, the economy and achieving economic development goals. Indeed, Gronroos (1990) states that "services are activities that create intangible products, in which interactions between customers and employees take place", or Parasuraman et al (1985) explain: "Service quality is the customer's assessment of the superiority and overall excellence of an entity." Researching and surveying 167 people in Binh Duong province and performing quantitative analysis, Hai et al. (2023) said that improved service quality is due to reasons such as: empathy, technological factors, facilities, trust and especially service quality reform. In particular, research results show that service capacity is the factor that has the greatest impact on service quality. Indeed, good service capacity has the ability to help customers transact faster and avoid congestion when accessing services. Furthermore, good service capacity requires the service provider to upgrade technical facilities, technology, staff quality and the service delivery system must be smooth. Therefore, to increase service quality requires service providers to constantly improve their service capacity to help customers have the best access to services.

Another possibility, Bertrand et al. (1995) define access as the extent to which reasonable packages of services reach and are used by individuals in a given location. Access has many different aspects: material, administrative, economic, cognitive and psychological aspects. In another study, Denti (1978) suggested that economic conditions have a great influence on access to services' quality, especially legal services, so urban areas often have more opportunities in accessing services than rural areas. Similarly, To and Le (2023) studied on 186 customers using internet services and at the same time use scale reliability analysis through Cronbach's alpha and exploratory factor analysis EFA, the research results showed that the most influential factors according to the order from high to low for service quality is price, response capacity, connectivity, and reliability. Tran and Nguyen (2023) in another study on one-stop public administrative services and the authors believe that service quality must be improved to increase customer satisfaction with services and service selection. The authors studied over 150 people using public administrative services and indicated that service capacity is the factor that has the greatest influence on service quality. This means that when a public service provider has high service capacity and is able to best meet customer needs, it is able to improve service quality in the best way. This implies that service providers must constantly improve their service delivery capabilities. The ability to provide services depends greatly on human capacity and vehicle capacity to provide convenient services to people and customers.

Riekkinen et al. (2015) also affirmed equality in service access depending on the socio-economic conditions of each country. For example, Finland always guarantees the right to health care and access to services for all national residents, while Kazakhstan stipulates that only its citizens can access these services. Therefore, it can be seen that there may be real disparities in access to services, typically health and public health care. This has an impact on economic development and prosperity in each country. Another possibility, Bournakis et al. (2023) argued that access to services' quality depends on the institutions of each country, especially the institutions of developing countries are more limited than that of developed and emerging countries. Bournakis et al. (2023) conducted a review of 35 sub-Saharan African countries and suggested that low levels of heterogeneity could lead to better economic outcomes. Especially in countries with a higher degree of political stability and access to more complete services, GDP per capita is higher. Therefore, stability and coordination are essential factors for efficient use of resources and contribution to prosperous development. This is also confirmed by Sheer et al. (2023) argued that the lack of access cannot help the country have access to technology in production and in the economy.

Deborah et al. (2018) argued that the ability to access the services helps to use resources efficiently, reduce costs and increase access to justice for people, which reduces social costs and increases prosperity for the nation. Gorgemans & Urbina-Pérez (2022) also argued that policy makers and service providers should enhance access to services and thereby increase access to social services and improve overall performance.

3. Data and Methodology

To research the factors that affect service quality, this study specifically selects a specific service belonging to public services in the locality of three provinces of the Central Highlands, namely Lam Dong, Dak Lak, and Gia Lai. The qualitative data collection methods are specific approaches of observation, in-depth individual interviews (65 cases), and studying specific cases. For the quantitative method, a total of 480 questionnaires were distributed to the residents. The sample size was determined using Yamane's formula (Yamane, 1967) : $n = N / (1 + N * e^2)$, where the population $N=2,400,000$ (the total number of in the Central Highlands using the services), and the sampling error $e = 5\%$. created, the minimum sample size was calculated to be 400. To increase the representativeness of the sample, we conducted surveys in six communes, with a total sample size of 480 (80 samples per commune).

The study uses quantitative analysis through SPSS software. First, the study evaluated the reliability of the scale through Cronbach's alpha test, then evaluated the EFA, and finally performed regression analysis and interpreted the results.

4. Research Results

4.1. The status of access to the services related to the legal

The respondents were asked to indicate their level of familiarity with these entities using the following categories: (1) Very familiar; (2) Familiar but not very clear; (3) Not familiar. The results are shown in the following Table 1:

Table 1

Percentage of people who have heard about organizations and agencies related to legal services (%)

Identify	Commune / Sub-district						Sum	
	Skin Tong	Skin Long	Ia Tiem	Kong Htok	Ea Bong	Ea Tam		
Law Club	Very familiar	0.0	0.0	0.0	0.0	2.1	3.1	5.2
	Familiar but not very clear	4.6	3.5	2.9	1.9	4.0	4.6	21.5
	Not familiar	12.1	13.1	13.8	14.8	10.6	9.0	73.3
Law Office	Very familiar	0.0	0.0	0.0	0.0	1.0	2.7	3.8
	Familiar but not very clear	0.0	0.4	0.0	0.4	3.5	5.0	9.4
	Not familiar	16.7	16.2	16.7	16.2	12.1	9.0	86.9
A State Legal Aid Center	Very familiar	0.0	0.0	0.0	0.0	1.9	1.5	3.3
	Familiar but not very clear	1.5	2.3	3.5	2.9	5.2	6.2	21.7
	Not familiar	15.2	14.4	13.1	13.8	9.6	9.0	75.0

Source: Questionnaire interview, 2022

Table 1 indicates that only 25 out of 480 respondents (5.2%) stated that they were very familiar with legal clubs. There were 103/480 (21.5%) respondents who knew about law clubs but not very well. The remaining 73.3% respondents (352/480 people) did not know about law clubs. In addition, 18/480 respondents (3.8%) said they knew a law office very well. 45/480 respondents (9.4%) knew about law offices but not very clear about them. The remaining 86.9% respondents (417/480 people) did not know about the law offices. Table 1 also shows that only 16/480 respondents (3.3%) answered that they know very well about state legal aid centers. 104/480 respondents (21.7%) said that they were aware of state legal aid centers but did not know very well. The remaining 75.0% (360/480 people) of the people participating in the survey did not know about the state legal aid centers.

Table 2

The people's selection of acceptance of legal issues

Problems that the family may face	Qty	Ratio (%)
1. Ineligible to borrow money from the bank for social policies	308	64.2
2. Not allowed to discuss and decide on village/hamlet matters	300	62.5
3. Not as a poor recognized household	276	57.5
4. Family not adequately compensated after land allocation	216	45.0
5. The family has a land dispute with outsiders	forty six	9.6
6. Domestic violence within the family	17	3.5
7. Land disputes within the family	13	2.7

Source: Questionnaire interview, 2022

Table 2 shows that the problems that the family face are mainly: (1) Ineligible to borrow money from the bank for social policies; (2) Not allowed to discuss and decide on village/hamlet matters; (3) Not recognized as a poor household, and (4) Family not adequately compensated after land allocation. These issues are related to the domains of accessing social policies and social services. The survey results did not show significant levels of frustration among the respondents regarding the loss of recognition as a poor household. Most of the respondents believe that if it is not allowed by regulations, they have no choice but to accept it.

4.2. Cronbach's alpha and EFA

Table 3

Cronbach's Alpha Analysis

No.	Scale	Number of scales	Cronbach's alpha
1	Government policies (GOV)	4	0.794
2	Head of Unit (HU)	5	0.784
3	Influencer (IN)	4	0.752
4	Opinion of people around (GM)	4	0.723
5	Organizations and individuals providing services (OI)	4	0.717

Source: Authors' analysis

Through Cronbach's alpha analysis, it shows that all variables have a Cronbach's alpha coefficient greater than 0.6, so it can be seen that the selection of variables is intensely significant and ensures a level of reliability that can provide appropriate analysis results and serve as a basis for EFA analysis. Therefore, EFA analysis shows that all factors have convergence, which ensures reliable regression results.

Table 4
EFA analysis

Scale	Factors				
	first	2	3	4	5
GOV1	0.876				
GOV2	0.854				
GOV4	0.789				
GOV3	0.765				
IN1		0.865			
IN3		0.854			
IN2		0.798			
IN4		0.787			
HU3			0.845		
HU4			0.833		
HU1			0.812		
HU2			0.787		
HU5			0.733		
GM3				0.832	
GM4				0.801	
GM1				0.789	
GM2				0.765	
OI4					0.803
OI3					0.789
OI1					0.754
OI2					0.712

Source: Authors' analysis

4.3. Regression

Table 5
Regression results

Indicator	Regression coefficient	Sig.
GOV	0.235***	0.000
HU	0.219***	0.009
PRINT	0.412***	0.002
GM	0.102***	0.000
OI	0.210***	0.000
Number of observations		480
ANOVA (sig.)	0.000 ***	
Adjusted R^2	78.23%	

Note: (***) is significant at the 1% level

Source: Authors' analysis

The regression results show:

Factors such as GOV, HU, IN, GM and OI have regression coefficients that are all significant and have a positive sign, this reflects the positive impact of the factors on the quality of legal access services for observed samples. The IN factor has the highest level of influence because it has the highest regression coefficient and reaches 0.412, meaning that an increase of 1 unit of IN has the potential to increase the quality of the service by 0.412. The GOV factor has the second highest level of influence, after IN, and has an estimated coefficient of 0.235, meaning that an increase of 1 unit of GOV has the potential to increase service quality by 0.235 units. Next, the HU factor has the third highest level of influence and the estimated coefficient is 0.219, meaning that an increase of 1 unit of HU has the potential to increase service quality by 0.219 units. The two factors OI and GM have the lowest level of influence with estimated coefficients of 0.210 and 0.102, respectively, meaning that an increase of 1 unit of OI or 1 unit of GM is likely to increase by 0.210 or 0.102 units. of service quality.

explained as follows:

Firstly, government policies have a positive impact on service quality and thereby increase service accessibility for customers and people. Government policy is expressed through building constructive government and this helps private and public services always have the best operating environment and thereby helps customers always have the ability to continue to access services with the best quality. This finding is also similar to Gorgemans & Urbina-Pérez (2022) who argued that government policies should increase access to services for citizens, customers, or those who wish, to help them have access to services. the ability to access services at a low cost and thanks to that the economy can develop harmoniously, economic achievements are shared with all strata of the population. In the case of Finland, this country always guarantees the right to health care and access to services for all residents nationally while Kazakhstan stipulates that only its citizens can access these services as discussed by Riekkinen et al. (2015).

Secondly, the research also shows the positive impact of organizational leaders and influencers on service quality, which

reflects that individuals with a major role have a certain influence on the ability to access services, and especially legal services. Indeed, influencers have the ability to convey clear messages and these help customers and people have the best access to services.

Thirdly, opinion of people around has a positive impact on service quality, which implies that for legal access services, opinion of people around becomes a channel that has a positive impact on the ability to access people's service. Indeed, the opinion of people around can be people in the mediation team, people around them, they are often quite knowledgeable about the person who needs legal services and therefore they can have the most timely and quality advice on the matter to legal services for the community. This is also explained in economics that the people around are the ones who are able to transmit the message directly to the person through the service because there is less information asymmetry between them, so the transaction costs are low. Transactions are usually low and make trading more efficient.

Fourthly, research suggests that the organization or individual providing the service, specifically the reputation of the organization or individual, has a positive impact on the quality of service provision and can thereby increase the likelihood of accessibility of services for customers, citizens and interested parties. However, the reputation of an organization or individual cannot come in a short time, but on the contrary, reputation is accumulated over a long enough period of time for customers and people to be able to recognize and accept. This requires organizations and individuals to always strengthen service quality to make the service even more quality to increase the ability to meet the needs of society and people and customers. Hai et al. (2023) indicate that the reputation of an organization or individual is built in a long term and creates trust in transactions, and thus helps customers feel more confident in service quality. This helps customers' decisions about services become faster and they prefer to choose services. Therefore, Le Thi Hang (2021) also suggests that increasing service quality increases customer satisfaction and thereby helps customers be more loyal when continuing to use the service in the future.

5. Conclusion

The people's accessibility and use services is considered one of the indicators of enhancing economic growth. Efforts to improve access to and use of services will contribute to ensuring the way of life. Especially, the ethnic populations need to have good legal awareness to enforce the law as well as protect themselves in the context of limited barriers to using services. Therefore, increasing service quality to better meet the needs of people, including people in remote areas, to ensure harmonious economic development is extremely necessary. Research on factors affecting service quality was conducted in three provinces in the Central Highlands of Vietnam. Through quantitative analysis, the research results show that: factors such as: (1) government; (2) head of the unit; (3) influencer; (4) opinions of people around; and (5) organizations and individuals providing services all have a positive impact on the ability to provide services, especially legal services, and thus increase the ability to provide services to the people in the best way. This has helped reduce social costs, especially transaction costs, save time and thereby increase efficiency for the economy.

Through the research, there are a number of policy implications for Vietnam in improving service quality for consumers, and especially for consumers who are less able to access services universally. Firstly, Vietnam continues to improve the system of regulations, laws and policies related to services, especially improving the service evaluation to create more competitive products and services with its best reputation and quality in order to ensure the best quality services for consumers, people and the whole society. Secondly, Vietnam needs to improve the quality of service delivery organizations expanding through the supplier network. enabling the movements of entrepreneurship and establishing service businesses have become more open, helping people and customers have more choices in choosing their services. Thirdly, Vietnam continues to improve the marketing system to help people and customers have the best access to services, thereby reducing transaction costs, reducing social costs and increasing benefits for people, customers and benefits for the economy in general, thus ensuring sustainable economic development as well as the goal of developing Vietnam into an upper middle-income country by the year 2045.

The study has some limitations and suggestions for future research. Firstly, this research only stops at determining the quality of legal-related services for people and customers, and therefore it does not consider evaluating factors affecting the quality of services of other services in the economy. Secondly, this research has only been evaluated in a few provinces in Vietnam, and may not represent all 63 provinces and cities in Vietnam, or it can be said that this research is a typical case study and therefore, future studies can expand the research area to have a more comprehensive view.

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Conflict of interest

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