

## ORIGINAL ARTICLE

# The Quantity and Quality of Information and the Levels of Satisfaction on the CSI Mentoring Services for Children<sup>1</sup>

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## ABSTRACT

This study analyzes the association between major characteristics (the quantity and quality) of Community Service Innovation (CSI) and the levels of satisfaction on the service. CSI is designed as voucher type where CSI users are assumed to have a choice among services from different organizations. In order to have a choice in the real meaning, service users can have sufficient and quality information. This study aims to grasp the amount of information service users have and the quality evaluations among them, and to understand the influence of these information factors on the levels of satisfaction for the service by using Multiple Regression Analyses.

Research findings show that less than 60% of service users received 6 areas of basic information, and more than 13% of users received less than 3 areas of information. Meanwhile, more than 15% of users were unsatisfied with the quality of information received. It should be emphasized that social service organizations make an effort to provide luculent information to users. Importantly, multiple regression analyses show that the quality of information instead of quantity influences the level of satisfaction for the service. Therefore, it can be said that providing quality information to social service users is an effective way to increase the satisfaction level on service.

### <Key-words>

Community Service Innovation, Quantity of Information, Quality of Information

Received

August 26,2013

Accepted

October 2,2013

Published

October 30,2013

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Asian J Human Services, 2013, 5:12-38. © 2013 Asian Society of Human Services

<sup>1</sup> This work was supported by National Research Foundation of Korea Grant funded by Korean Government(NRF-2011-330-C00003)

## I . Introduction

As new social dangers such as increasing size of female labor markets, low birth rates and elevated aging society started to emerge after year 2000, the social responses to fill the gaps of care sectors have become an important agenda in policy-making. If the basic guarantee of income, mainly composed of cash benefits, had been the core policy agenda for welfare states in the past, expanding the social services to protect the family members who require care is now a major policy agenda (Taylor-Gooby, 2004).

Qualitative and quantitative changes in social service policies have become visualized in South Korea after mid-2000s, as new forms of social services were introduced and expanded eligibilities for certain policies. As the context of social service supports shifted from poverty to universal needs, the general changes across the board for social service policies were required. After 2000, social service policies changed from selective benefit policies for the economically vulnerable groups to policies responding to universal needs, and the range of care services are also beyond the basic daily care supports, and expanding to more aggressive supports for social activities, social integrations and physical and mental empowerments.

As social services generalized and diversified, the method of direct financial supports to the service users are becoming more common which breaks away from public finance supports for specific service providers. Vouchers (for the service) are provided to the user directly or the users are reimbursed the money after using the service. In this way, the choice of service selection is reserved for the users. While this method may increase the number of service providers creating jobs, it also responds better to the needs of the users as it appropriately fulfills the specific circumstances and needs of the individual users who now have expanded ranges of classes and age. User-directed financial support method is steadily expanding, based on the theories of policy which emphasizes the need for changes in the supply environment and expansion of possibility for consumer customization.

On the other hand, since social services, unlike cash benefits, are more difficult for standardization, the need for designing and providing social services in regionalized rather than centralized manners are also strong. Local decentralization policy of social services, which started in 2004, is gradually expanding its local centrality in diverse areas. Specifically, in the case of Community Service Innovation investments introduced after 2007, the local service providers have become the principal agent for learning the social service needs of the local community by developing and providing services that respond to the needs. Starting 2013, attempts of policies which increase the local

centrality are consistently being made, including block grants for local social service finances (Lee, Jae Won, Kim, Eun-Jeong, Kim, Jun-Hyun, 2012).

The introduction of voucher method, which strengthens the role of local government, was the agent of local social service policy, and allows the users to directly select the service providers by granting direct finances this became a major characteristic of the recent social service policies. One of the services, which represented such changes in social service policies, was supported through voucher methods and designed and provided by the lead of the local government which is the Community Service Innovation investment business. Community Service Innovation investment business provides daily care, psychological therapy, personal assistance, emotional and cognitive development support and mentoring services for diverse population including the children, the elderly, disabled and multi-cultural families.

Such locally-centralized social services use voucher methods which directly provided financial supports for the users as mentioned earlier. This method induces the competition among the service providers by endowing users the right to choose the service which would assumingly lead to increased satisfaction (Belfield & Levin, 2002; Kim, Yong-Deuk, 2010; Lee, Yong-Pyo, 2009; Ministry of Health and Welfare, 2009; Savas, 2002). However, voucher method has no practical benefits if information on the service choices are not properly provided (Baxter, 2008). The same idea also applies to other consumed goods, but for social services which are mostly interactive services, there is a big problem of asymmetric information between the service provider and users. Thus, providing the appropriate amount and quality of information needed for the utilization of the service to the users are very important.

In many countries which are expanding users' choices, the main agenda is the establishment of intelligence support networks in social service policies (Webster, 2009). In order to make sure that the social service users make the correct choice, crucial information such as the contents of services requested upon service provision, payment methods, information on various organizations that provide the services and necessary information for filing complaints or requesting cancellations are all provided. As social services expand and the number of service providers rise in the future, South Korea will also acquire the same important information that helps users during decision-making. (Kim, Eun-Jeong, 2012).

However, the effects of information on service satisfaction could only be understood accurately when considering the quantitative and qualitative aspects of information at the same time. In other words, the users not only need major information related to the service use, but also the crucial information that is understandable and accurate (Hong, Kwan-Su, 2011). The importance of readability and comprehensibility of information is

emphasized even further for social services in which the users are mostly composed of the elderly, disabled, low-income and multi-cultural population. Therefore, satisfaction by the social service users for the quality of provided information increases the possibility of satisfaction in the processes and results of the social service.

In the area of social services, the importance of user's choice is growing as well as the importance of information due to the nature of the users. However, the study that has made positive analysis for the influence of qualitative and quantitative aspects of information on the service satisfaction level is hard to find. Few recent studies have analyzed the importance of information in social service sectors (Kim, Eun-Jeong, 2012), and most studies only considered the quantitative aspects of information but failed to consider the qualitative and quantitative aspects. In this study, we researched the amount of information needed for using the service and how satisfied the users of voucher service are with the quality of information at the time of service selection. Using the data collected, we aim to make a positive analysis for the impacts of information on the levels of service satisfaction.

## **II. Theoretical Background and Review of Preceding Research**

### **1. Child Mentoring Service as Local Community Service**

'Local community service investment', implemented in 2007, is the representative business that reflects all changes in the social services including the diversification of social services, generalization of eligible subjects, social services centered around the local communities and services centered around the users with emphasis of users' choices. Local community service investment, on principle, is led by the community which develops the social service demands in diverse areas within the community in order to respond to services that meet the need.

On the other hand, the support services for children did not receive much attention in policy-making as compared to the elders and the disabled until the late 20th century when inequality of human capitals intensified and productivities were emphasized. In other words, the paradigm of social welfare shifted to the improvement of human capability and strengthening of self-reliance through investments in children. The focus on the children is growing in the preventive and investment approach of active welfare system aimed by the government. Also, based on the experience that interventions of welfare policies after adulthood did not produce effects for reliefs of social inequality, the calling to increase the cost-efficiency of services for children and teenagers are rising as

children and teenagers are in a period of life in which the deficiency of competence is effectively relieved. In addition, it is difficult to present clear, positive data on the long-term effects of investments in childhood, but the mid to long-term positive impacts of child care, especially child education, are evaluated as note-worthy (Chung, Ik-Joong, 2007).

Specifically, the negative impacts of socially, culturally negative environments had lasting impact on the lives of children from low-income families. Since poverty repeats the vicious cycle of being passed down generations, by reinforcing the human capital during childhood and assisting the autonomic development of the ability to accumulate human capital would produce synergistic effects. In the study by Han, Mi-Hyun (2012), child mentoring program implemented as part of community service investment project has been confirmed to have positive effects on the formation of self-conception for children. The users of early intervention services for children with problematic behavior have highly reviewed the efficacy of the service as helpful when resolving the child's behavioral problems, improving communication with the child and enhancing the quality of family life (Kim, Eun-Jeong, Jung, Eun-A, 2012)

## **2. The Importance of the Information in Social Services**

As social service is emerging as a core problem in the policies of welfare states, various discussions on how to effectively deliver these social services are being made. Western welfare states that have consistently developed social services are implementing policies based on the emphasis of user empowerment and user-choice, and thus, the voucher method is introduced in South Korea as well as part of user-directed financial support policies since 2007.

User-directed financial support deviates from the conventional method of providing public funds to the providers of social services, and directly provides finance to the service users to purchase the service through choice and autonomy. In this process, the providers compete to be selected by the users, which would lead to creative and innovative quality improvements in order to win the users rather than by the request of the higher authority such as the government. Also, as users are allowed to select and change the providers and service providing organizations, alternate choices could be made by exiting from the original providers when complaints emerge (Yang, Nan-Joo, 2009). Accordingly, the change from passive welfare recipients to service consumers and active participants are promoted for the users.

Voucher systems, a user-directed financial support, which emphasize the choices from the users, assume that it is more beneficial for the users to choose what they require from

service providers and the service contents so that their needs are comprehensively reflected in the service. Thus, the problem of providing sufficient information for choosing services is pointed out as the biggest obstacle (Kim, Eun-Jeong, 2009). In other words, the right to choose service is guaranteed so that users' needs are comprehensively reflected in the services, basic information regarding the use of service such as the contents of services provided, costs, institutions that provide similar services, and ways to change services must be provided sufficiently.

In addition, in order for the given information to be beneficial to the users, diverse support systems that help the users interpret and apply such information according to their needs must exist. Major users of social services are mostly vulnerable social groups such as children, the elderly and disabled persons. Therefore, information must be provided at reasonable levels considering their level of understanding. It must be also assumed that the quality of given information is satisfactory to the users.

The extent of information regarding services not only improves the cognitive function for the needs and interest of using the service but also controls and adjusts surrounding environment for the users, which may deeply impact the levels of satisfaction and further intentions to use the service (Chon, Yong-Ho, 2008; Pyo, Kap-Soo, Kim, Hun-Jin, Park, Soon-Woo, 2011). In such context, Japanese authority stipulated that all service providing organizations must publish information related to services for revisions of long-term care insurance in 2006 (Chon, Yong-Ho, 2008).

Under these circumstances, Ministry of Health and Welfare in Korea have found Korea Health and Welfare Information Service as part of establishing support system that help the users who require social services by neutrally and objectively providing relative information for selecting the optimal service. Korea Health and Welfare Information Service is in charge of quality management for services provided through social service vouchers and supports the computerization of social welfare facilities in order to establish an integrated business management system that enhances the standardization and efficiency of facility businesses. Moreover, it also aims to achieve supports for establishment of more efficient social welfare policies and increases the convenience for facilities used by the general public. Thus, information on accounting, taxes, personnel management and remuneration management of major social service providing organizations and connections to the cities and counties are collected, managed and disclosed. Despite such efforts, users experience restrictions on the access of services due to insufficient considerations of information needed for the service and the importance of support to utilize such information. In addition, information support is failing as services do not satisfy the diverse needs of the social services users and only provides standardized and insufficient information (Chon, Yong-Ho, 2012).

### 3. Level of Satisfaction on the Use of Social Services

Satisfaction of service use is the attitude or response by the users after using the service, and is the overall, subjective and evaluative response (Jeong, Jin-Kyung, 2009; Parasuraman, Zeithaml, & Berry, 1988). Evaluating the level of satisfaction on service use requires feedbacks on the service and service provider from the users (Kim, Yong-Suk, 2009), and also an effort to develop and provide a better service in the future by releasing information such as the impact of the service for the user, relationship between service provider and the user during the service, and the evaluation of the environment in the service providing organizations. Ultimately, evaluating the level of user satisfaction is one way of directly expressing the user's opinion regarding the services provided it is the core index for showing efficacy of the service and essential means of developing and delivering user-directed services (McMurtry & Torres, 2002).

Service satisfaction is sometimes measured only by the comprehensive satisfaction of the service, but this brings up the problem of reliability. Thus, subcategories of services are sometimes classified in more detail for evaluation, and this could bring up the issue of how to set weighted values of each subcategory when summing up (Kim, In, 2012). In order to measure the level of user satisfaction for social services, there is a trend which composes the survey in a single scale including the intention of continuously using the service and to recommend the service to others due to general satisfaction (Kim, Eun-Jeong, 2012)

Existing studies on service satisfaction (Jeong, Jin-Kyung, 2009; Kim, Yong-Seok, Hwang, Jae-Young, Hong, Sunk-Yung, Wui, Sook-Yung, 2008) mostly analyzes profit-seeking services on the market including educational and cultural services. In comparison, social services were mostly contracted by providing specific services to selected vulnerable social groups, and thus, hindered positive researches for the satisfaction on these public services.

To classify the studies related to the level of service satisfaction, there were differences according to demographic patterns or factors related to the service use such as gender, education level and health status (Choi, Seung-Ah, 2009; Jeong, Young-Hee, 2008; Kim, Yong-Seok, et al., 2008). In the case of beneficiaries for national basic livelihood protection, the service satisfactions were higher when the livelihood benefits were higher (Kim, Cheol-Hee, 2000). Service satisfaction was also higher for families with higher annual income (Yoon, Ki-Chan, 2004). As for service related factors, it was analyzed that the service satisfaction, the intention to reuse the service and the intention to recommend the service to others were reduced along the duration of child mentoring

voucher services for vulnerable families (Jung, Eun-A, Kim, Eun-Jeong, 2009). Also, as for the patterns of service providing organizations, Yang Hee-Taek's study (2007) showed that the level of user satisfaction for assistance services of the disabled were different according to the types of service delivery organizations. Also, commercial traits of service providing organizations were shown to have negative impacts on the user satisfaction in Lee Yong-Pyo's study (2009), Kim Hye-Won's study (2008) showed that the level of satisfaction for non-profit organizations were significantly higher as compared to that of commercial organizations. Moreover, there are studies in progress which analyzes the impact of user's choices on the satisfaction level based on the user-directed trait of voucher methods, and Kim In's study (2009) found that the market competitiveness of providing organizations and the service selectivity of the users have profound impact on the quality of service.

From the above preceding studies, it is known that factors which affect the levels of user satisfaction in social services include personal characteristics (gender, age, economical characteristics) in addition to service patterns such as types of service providing organizations, duration of service use, and competitiveness of the organization. Therefore, these relative factors must be controlled to analyze the impact of information in social services and the evaluations on the quality of information provided for user's level of satisfaction.

#### **4. Patterns of Information Use and Service Satisfaction in Social Services**

Other than the related factors that impact service users' level of satisfaction, the extent of information accessibility may be an important factor that affects the level of service satisfaction. According to the theory, the need for cognition is often applied in the marketing business or advertising, consumers with high needs for cognition are compared to those with less needs those who essentially enjoy thinking and make cognitive efforts to understand the relationship between stimulation and incidents help to form a definite cognitive structure. Also, these consumers form attitudes based on their buying behaviors and evaluations of the product properties which follow the personal need for cognition (Holbrook, 1999; Lee & Thorson, 2009; Park, Hee-Rang, 2011).

The level of cognitive need directly impacts the process of information and forms the values for user to determine the directions and attitudes toward the use of service. Thus, the level of cognitive needs shall be considered an important variable in the buying decision and the user's attitude after purchase. To conclude, the differences in the range and depth of information search for purchase of choice, preference for service types,

perception gaps, information processing methods in decision-making, post-service evaluation, and level of service satisfaction all occur according to the propensity of user's need for cognition.

Applying this theory to the need for cognition of social services, the users will actively search for service information which satisfies their needs for cognition, and necessary information are sufficiently provided by the service providing organizations or service providers during the process. Also, the levels of service satisfaction can be predicted to rise if the user is satisfied with the quantity and quality of received information.

According to the study conducted on Community Service Innovation users by Kim Min-Young et al. (2011), the level of service satisfaction was lower in users of Community Service Innovations who simply enjoyed the consumer selectivity, while the users who acknowledged the existence of multiple service providing organizations and selected service providing organization based on this knowledge had statistically higher levels of service satisfaction. Additionally, there are recent studies on Community Service Innovation users which empirically suggested the importance of beneficial information. Kim Eun-Jeong (2012) emphasized the importance on amount of information by revealing that the level of service satisfaction significantly increased according to the increasing quantity of received information needed in her study on users of early intervention services for children with problematic behaviors. On the other hand, Kim In's study (2012) also revealed that users were more likely to highly evaluate the quality of service when they understood the contents of the services by receiving enough information on the services, and by knowing how to make improvements or suggestions when there are complaints and what to require from the service providing organizations. Based on these results, Kim In insisted that there was a need to provide sufficient information to the service users through pamphlets, internet bulletin boards or service assistants.

From these results, the amount of beneficial information, as in how much information is needed when receiving service, is a major factor that impacts the level of service satisfaction. Specifically, receiving sufficient amount of information needed for the use of service is very important, since social service is an interactive service in which the emotional care is also provided based on trust and security between service providers and the users.

However, it was also found that not only the amount of information but the quality of information also has significant impacts on the intention of continuous use of the service or re-purchase (Paik, Hye-Ran, Rhee, Kee-Choon, 2006). Quality of service information may be evaluated by diverse quality properties that consider user characteristics such as user's level of understanding, reliability, proper timing, usability and user perspectives

according to the forms and purposes of information applicability (Kim, Hyung-Su, Kim, Seung-Ha, Kim, Young-Gul, 2008). In other words, the level of satisfaction on the quality of information may be different according to the characteristics of the user, such as the understanding of the given information in the user's perspective, whether sufficient information were properly provided, and if they were satisfied with the attitudes of the information provider (or providing organizations). Accurate and reliable quality of information may be actively applied in services or the purchase of products and may influence the level of post-consumption satisfactions (Hong, Gwan-Soo, 2011). Since user of social services are mostly composed of vulnerable social groups like children, the disabled, and elderly, the level of satisfaction on the quality of information after fully understanding the service information in addition to how much needed information they received regarding the service may have profound impacts

In a study that considered the qualitative aspects of information, evaluation of sufficiency (Paik, Hye-Ran, Rhee, Ki-Choon, 2006) and evaluation on the quality of information (Hong, Gwan-Soo, 2011) were used as an index of quality evaluation. In marketing or business, usability, accuracy, proper timing, completeness (Ledere, Maupin, Sena & Zhuang, 2000) or reliability, relevance, understand ability, proper timing (Elliot, 2000) are also used for evaluating information quality. Such qualitative characteristics of information are measured in multiple aspects, but such characteristics are ultimately interchangeable with evaluations of single traits such as the accuracy of information. The level of satisfaction for the quality of information could be the users' evaluations resulting from comprehensive judgments on qualitative aspects of information.

### III. Methods of Study

#### 1. Analytic Framework for the Study

This study aimed to analyze the impact of information by using properties of Community Service Innovation users on the level of service satisfaction. Information characteristics (independent variables) are the amount of information received and the level of satisfaction for the quality of received information. To analyze the independent influences for information characteristics that impact the level of service satisfaction, traits related to the children using the service (gender, age), family traits (gender of responsive parent, age, education level, income level) and traits related to the use of service (duration of service use) were considered as control variables.

## **2. Methods of Data Collection and Analysis**

### **1) Data Collection**

The subjects of this study are 398 users of children and youths with mentoring services (parents of children and youths using the service) who reside in the City of Daegu as of March, 2012. Child mentoring service was first initiated in 2009 to mainly provide learning supports and cultural experience services to children from low-income families that earn less than national average income. The questionnaires for data collection were delivered to the parents through service providers (mentors) from June 1, 2012 to July 27, and were collected through mail. However, for families who do not have access to mailboxes in proximity of their homes, service providers directly collected the questionnaires and delivered it. Collected questionnaires totaled 242 (collect rate was 60.80%).

### **2) Data Analyses**

Data collected for this study was analyzed using SPSS 19.0 program. First, description statistics such as the frequency, percentage, average and standard deviation were used to understand the current state of children and family (responders), service use patterns, service use satisfaction and information use patterns. To verify the differences between the major control variables, the information use pattern variables, t-tests and one-way ANOVA tests were used. To understand the impact of information use patterns on the level of service satisfaction when children and family (responder) characteristics and service use patterns were controlled, the hierarchical multiple regression analysis was used.

## **3. Measurement Tools**

### **1) Dependent Variable: Level of Service Satisfaction**

The dependent variable in this study is the level of service satisfaction. Measurement of service satisfaction have been set by 3 indexes of "satisfied overall with the service," "intention to continue using the service," and "intention to recommend the service to others." The response on each question have been set by 5 responses ranging from "Strongly agree" (5 points) to "Strongly Disagree" (1 point) and response to each questions were summed up (total of 15 points). Higher total score means higher levels of

satisfaction. Reliability values (Cronbach' between each question in service satisfaction were relatively high (0.757).

## **2) Independent Variable: Information Use patterns**

The independent variable of this study is information characteristics which is the quantity of received information and the level of satisfaction on the quality of information. Quantity of received information measured how much explanations on the information are needed for the service received by the users at the time of contracting the service. Total of 6 details included the contents of service, information on the cost and payment methods of the service, time of service and information regarding changes in contents, information regarding service termination, complaint processing methods and information about other organizations that offer similar services. Quantity of received information questions whether the user received explanation on each of the information stated above, and the number of information received are summed to give a score from 0 to 6. High score signifies high quantity of received information. The level of satisfaction on provided information is measured by asking the users how sufficient were the provided information. The 5 point response ranges were proposed from "Very satisfied" (5 points) to "Very unsatisfied" (1 point). Higher score means that the users are more satisfied with the quality of information provided.

## **3) Control Variables: Child characteristics, Family characteristics, Service Use patterns**

In this study, control variables used were composed of age and gender for service using children's patterns, gender, age, education level and family income level for family (responder) characteristics, and service use duration for service use patterns. In the case of gender, females were used as the reference group so that score of 1 was granted for every male respondents as a dummy variable. For age, we used the continuous variable as it was in the analysis. Education levels were measured as ordinal variable of 5 categories ranging from no education, elementary school graduate, middle school graduate, high school graduate and 2-year college graduate and above. However, in the final regression analysis, the categories were divided into: high school graduates and under high school. Reference group was set at under high school, and dummy variables were used by granting 1 point when the respondents were above college graduates. Also, in the case of household income levels, the reference group was set as household income of more than 2 million KRW, and dummy variables were used by granting 1 point when household income was less than 2 million KRW. Duration of service use was used as continuous variable as it was in the analysis.

## IV. Study Results

### 1. Study Subject characteristics and Major Variables

In <Table 1> below, characteristics for the study subjects and major variables are being presented. First, there are similar percentages of male and female children with 47.9% males and 50.8% females. The average age of the children were 10.52 years old, but the proportion of elementary school children were the highest at 78.9%.

As in the respondents and family characteristics, the genders of respondents were 12.8 men and 82.2% women, composed mostly of mothers or grandmothers of the child. The average age of respondents were 38.31 years old, composed mainly of people in 30s and 40s (83.4%) at percentages of 54.4% and 28.9% respectively. The level of family income showed 46.7% made 2 million KRW or more which is higher than families who made 2 million KRW or less at 41.7%. Such results show that the social services are breaking away from providing limited services for recipients of national basic livelihood protection and low-income families. In other words, social services prioritize low-income families to select its beneficiaries, but the services are becoming more generalized as the users eligible for services are expanding based on specific amounts of income. For education levels, high school graduates were the highest at 49.2% and college graduates also were 37.2%. However, there were only 6.2% of parents who had education level slower than middle school. In the service use patterns, the duration of service use averages at 5.75 months, and majority of the users were in their first year of using the service at 85.1 %. There were more users who used the service for less than six months (69.0%) as compared to users who used the service for more than 7 months (16.0%). There were only 3.3% of users who were in their second year of service.

&lt;Table 1&gt; Study Subjects and Major Variables

Variables		N	%	Variables		N	%
Child	<b><u>Gender</u></b>			Respondent (family)	<b><u>Gender</u></b>		
	Male	116	47.9		Male	31	12.8
	Female	123	50.8		Female	199	82.2
	Missing Value		1.2		Missing Value	12	5.0
	<b><u>Age</u></b>				<b><u>Age</u></b>		
	7 or under	22	9.1		31-40 years old	132	54.5
	8-13 years old	191	78.9		41-50 years old	70	28.9
	14 or older	25	10.3		51 or older	2	0.8
	Missing value	4	1.7		Missing values	38	15.7
					<b><u>Income level(KRW)</u></b>		
			1 million or under	16	6.6		
			1.1-2 million	85	35.1		
			2.1-3 million	63	26.0		
			More than 3 million	50	20.7		
			Missing value	28	11.6		
Service use patterns	<b><u>Service Use Duration</u></b>			<b><u>Education level</u></b>			
	6 months or under	167	69.0	Middle school graduate or under	15	6.2	
	7-12 months	39	16.0	High school graduate	119	49.2	
	13-24 months	8	3.3	College graduate or above	90	37.2	
	Missing value	28	11.6	Missing value	18	7.4	
Total	242	100	Total	242	100		

## 2. Level of Service Use Satisfaction

In <Table 2> presented below, results of research and analysis on users' level of satisfaction regards general satisfaction, the intention to continue using the service, and the intention to recommend the service to others. The results showed that the level of service use satisfaction were 4.21-4.35 which is similar to the results of preceding studies on Community Service Innovations (Kim, Eun-Jeong, Jung, Eun-A, 2012; Kim, Min-Young, Baek, Seung-Joo, Keum, Hyun-Sub, 2011; Lee, Yong-Pyo, 2009)

Specifically, "general level of satisfaction regarding the current service" averaged around 4.21 (SD=1.032), and "intend to keep using service" averaged around 4.34 (SD=0.731). To the question, "would you recommend this service to others" responses averages at 4.34 (SD=0.804) out of 5 points.

<Table 2> Levels of Service Satisfaction

Measurement Index	Mean	SD	Min.	Max.
Generally satisfied with the quality of the services	4.21	1.032	3	5
Intend to keep using the service	4.35	.731	3	5
Recommend the service to others	4.34	.804	3	5

## 3. Information Use Patterns of Service Users

### 1) Current state of the amount of service information received

Voucher service, the user-directed financial support method, allows the user to select the service providing organizations or service providers in order to aim for quality improvements of the services. For the service users to properly practice these choices for services, information relating to the core contents of services must be attained. In other words, information such as the major contents of the service, the costs and payment methods, other institutions which provide similar services, complaint processing methods, service cancellation methods, and making changes to contents must be provided for the users.

In <Table 3> below, results of research on whether the users received information needed for using the service directly from providing organizations or providers are presented. The results show that the responses of users who had explanations regarding

the contents of services and costs and the payment methods for the service were high, 96.5% and 97.4% respectively. On the other hand, responses for users hearing information about other organizations providing similar services were relatively low at approximately 70.3%, in addition to users who heard about complaints processing totaled 75.2%. This means that 1 out of 4 people did not receive any information regarding how to file a complaint. Responses of users who heard how to stop the service and make changes to the service schedule or contents of services were 83.0% and 85.2% respectively.

<Table 3> Contents of Information Received

Contents	Explained		Not explained	
	N	%	N	%
Major contents of available services	219	96.5	8	3.5
Costs and payment methods for services	224	97.4	6	2.6
Other service organizations providing similar services	161	70.3	68	29.7
How to complain about services	173	75.2	57	24.8
How to stop services	190	83.0	39	17.0
How to change the schedules or contents of services	196	85.2	34	14.8

## 2) Amount of Service Information

<Table 4> below presents how information is important for making service choices received by the users. The results show that only 59.1% of users heard all six types of information, followed by 16.1% who heard 5, and 11.1% heard 4. Ultimately, 86.6% of users were given more than half of the information. On the other hand, 13.3% of users only heard less than 3 pieces of information.

<Table 4> Amount of Information Received

Amount of Information	N	%	Notes
0	3	1.3	Mean=5.08 SD=1.429
1	4	1.8	
2	14	6.2	
3	9	4.0	
4	25	11.1	
5	37	16.4	
6	133	59.1	

### 3) Level of Satisfaction Regarding the Quality of Service Information

The study researched how satisfied the users were with the provided information and whether the information needed for the service was information needed by the users as presented in <Table 5>. The percentage of users who answered that they were satisfied with the quality of information provided were highest at 46.1% and 38.7% were very satisfied. When interpreting the two categories of very satisfied and satisfied as being generally satisfied, the proportion adds up to 84.8%.

<Table 5> Levels of Satisfaction on the Quality of Information

Measurement Index	Strongly Disagree	Disagree	Average	Agree	Strongly Agree
	N(%)	N(%)	N(%)	N(%)	N(%)
Satisfied with the quality of information	1(0.4)	2(0.9)	32(13.9)	106(46.1)	89(38.7)

### 4) Amount of Information Received According to Major Characteristics of the User

In order to investigate if there is a difference in users' information accessibility for services according to child characteristics, family characteristics and service use patterns, the mean analysis between groups were conducted.

#### (1) Major Characteristics of Users and Amount of Information

<Table 6> below verifies if there is a difference in the amount of information received among users according to major characteristics of the users. The results show that the amount of information is observed to be only significantly related with the gender of the respondents'(family) characteristics, in which men received more information than women ( $F=3.855$ ,  $p<.01$ ). Other characteristics such as ages of respondents, education levels, and family income levels did not show significant relationships with amount of information received, as well as characteristics of children using the service and the duration of service use.

&lt;Table 6&gt; Characteristics of Users and Amount of Information

Variables		Mean	SD	t/F values	
Child	Gender	Female	5.07	1.380	-.104
		Male	5.09	1.493	
	Age	7 or under	4.82	1.790	.690
8-13		5.08	1.440		
14 or older		5.33	.913		
Respondent (family)	Gender	Female	4.99	1.504	-3.855***
		male	5.61	.667	
	Age	40 or under	4.97	1.480	-1.068
		41 or older	5.19	1.349	
	Income	2 million KRW or under	4.97	1.469	-1.642
		More than 2 million KRW	5.29	1.252	
Education	High school graduate or under	5.18	1.262	1.143	
	College graduate or higher	4.94	1.597		
Service Use	Duration	1 year	5.15	1.369	1.299
		2 year	4.50	1.604	

\*p<.05, \*\*p<.01, \*\*\*p<.001

## (2) User Characteristics and Level of Satisfaction on the Quality of Information

The following shows the results on differences in the level of satisfaction for the quality of information received according to the major characteristics of the users presented in <Table 7>. The results of analysis show that the respondent's gender had significant relationship with the amount of information disappeared in the level of satisfaction due to the quality. Instead, education level was shown to have significant relationships. Regarding the use of services, the level of satisfaction on the quality of information received is shown to be higher in respondents who are college graduates or above as compared to high school graduates and under ( $F=-1.879$ ,  $p<0.5$ ).

&lt;Table 7&gt; Characteristics of Users and the Satisfaction Level of Information Quality

Variables			Mean	SD	t/F values
Child	Gender	Female	4.20	.711	-.241
		Male	4.23	.786	
	Age	7 or under	4.05	.722	.732
8-13		4.22	.740		
14 or older		4.30	.822		
Respondent (family)	Gender	Female	4.24	.755	.989
		male	4.10	.651	
	Age	40 or under	4.18	.759	-1.219
		41 or older	4.31	.664	
	Income	2 million KRW or under	4.14	.769	-1.462
		More than 2 million KRW	4.29	.686	
Education	High school graduate or under	4.14	.730	-1.879*	
	College graduate or higher	4.38	.775		
Service Use	Duration	1 year	4.22	.766	1.123
		2 year	4.00	.533	

\*p<.05, \*\*p<.01, \*\*\*p<.001

#### 4. Correlation between Information Use Patterns and Level of Service Satisfaction

The results of analysis on the correlation between information characteristics( the amount of information received and level of satisfaction on quality of information) and the level of service satisfaction are presented in <Table 8>. As a result, all variables showed significant positive correlations at p<.05 and p<.001 level. Level of satisfaction on the quality of information and the level of service satisfaction showed the highest correlation (.767), followed by amounts of information and levels of satisfaction for the quality of information (.290), and the correlation between the level of satisfaction on the quality of information and the level of service satisfaction was shown to be the lowest (.162).

<Table 8> Correlations Between Information Characteristics (Quantity & Quality) and Service Satisfaction

	Service Satisfaction	Amount of Information	Quality of Information
Service Satisfaction	1		
Amount of Information	.767***	1	
Quality of Information	.162*	.290***	1

\*p<.05, \*\*p<.01, \*\*\*p<.001

### 5. Impact of User's Information Use Patterns on the Level of Service Satisfaction

In order to study the impact of information characteristics for the levels of service satisfaction when the major characteristics of service users are controlled, the hierarchical regression analysis was conducted and the results are presented in <Table 9>.

Model 1 shows the results which include only the control variables of this study, child characteristics, respondent (family) characteristics and service related characteristics, in the analysis of a basic model. As a child characteristic variable, ages and gender of the child was included, and the age, income level and education levels were included as respondent and family characteristic variables. Among the variables included in model 1, variables that made significant impacts on the levels of service satisfaction were respondent's education and income levels. Respondents with education levels of college graduates or higher showed higher levels of satisfaction as compared to the respondents with education levels of high school graduates and under (p<.05). Families with income levels lower than 2 million KRW had higher level of satisfaction (p<.05).

In Model 2, only the amount of information variable was added to the analysis while child, family and service related characteristics are controlled, as to evaluate the impacts it has on the levels of satisfaction. The results showed that the amount of information had significant influences on the level of user satisfaction. Users who received bigger amount of information had higher level of satisfaction (p<.05). In other words, receiving more information on the major contents of service, schedule and content adjustment, cancellation, payment methods, complaint processing and other organizations that provide similar services increased the levels of satisfaction regarding the service. Education level and income levels of the user, among the control variable, still had significant impacts on the levels of satisfaction (p<.05 respectively).

In Model 3, the changes in the impact on levels of satisfaction were analyzed by considering all variables including the control variables of model 1, the amount of information for the model and new additions for levels of satisfaction variable due to the quality of information. The results showed that the influences for amount of information, which had significant impact in model 2, were no longer influenced. Instead, levels of satisfaction on the quality of information had significant impacts on the levels of service satisfaction ( $p < .001$ ). In other words, when the services users use the services, the quality of information has a more meaningful and independent influence on the level of service satisfaction rather than the amount of information received. When the variables for level of satisfaction on the quality of information is included in the regression model, the independent influences of education level and income level variables on the levels of service satisfaction were not significant.

<Table 9> Impacts of Quantity and Quality of Information on the Level of Service Satisfaction (Multiple Regression Results)

Variables	Model 1			Model 2			Model 3		
	B	$\beta$	se	B	$\beta$	se	B	$\beta$	se
<b>Constant</b>	12.575***		1.126	11.384***		1.261	4.545***		1.015
<b><u>Child</u></b>									
Gender <sup>1</sup>	-.188	-.043	.330	-.237	-.055	.328	-.073	-.017	.229
Age	.032	.033	.074	.025	.027	.074	-.029	-.030	.051
<b><u>Respondent</u></b>									
Gender <sup>2</sup>	-.548	-.080	.541	-.653	-.096	.539	-.147	-.022	.377
Age	-.013	-.047	.021	-.011	-.039	.021	-.007	-.025	.015
Education <sup>3</sup>	.740*	.164	.380	.760*	.069	.377	.056	.013	.267
Income <sup>4</sup>	.853*	.197	.366	.812*	.087	.363	.273	.063	.255
<b><u>Service Use</u></b>									
Duration	-.014	-.020	.054	-.014	-.021	.053	-.009	-.014	.037
<b><u>Information</u></b>									
Quantity				.239*	.153	.118	-.073	-.047	.085
Quality							2.183***	.744	.163
R <sup>2</sup>		.055			.048			.557	
Adj. R <sup>2</sup>		.016			.034			.533	
F		1.405			1.768			23.166***	

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

1 Male(Reference Group: Female)    2 Male(Reference Group: Female)

3 College Graduate or above (Reference Group: high school graduate or under)

4 Less than 2 million KRW(Reference Group: more than 2 million KRW)

## V. Conclusions

This study aimed to analyze the impact of Community Service Innovations information characteristics (amount of information, level of satisfaction on the quality of information) on the levels of service satisfaction. Users of child mentoring services, whom are one of the core services among Community Service Investments, emphasize the rationality and are provided in the form of vouchers, were the subjects of this study. While comprehensively considering the characteristics of children using the service, family characteristics and duration of service use, the multiple regression analysis was conducted to analyze the influence of information characteristics on the levels of service satisfaction.

The results of major studies are as follows. First, the amount of information users received showed that only 59.1% of users heard all six pieces of information and 13.3 % of heard less than 3 of the information. This result is smaller as compared to the amount of information from Kim Eun-Jeong's study (2012), who analyzed the amount of information received among the users of early intervention services for children with problematic behaviors, and reported that 74.1 % of users received 6 pieces of information. Specifically examining the contents of information received, more than 90% of users heard information on the contents of service, costs and payment methods, whereas users who heard information about other organizations which provide similar services and information on complaint processing are below 75%.

Although obtaining basic information regarding the use of the service such as contents and payment methods, such information is not related to the fundamental aspects of voucher design which aims to improve quality through securing the choices of the users. The fact that the proportion of users who receive information about other provides is relatively low even though such information is crucially important for practicing the power of choice in voucher type of note-worthy social services. Also, the strengthening of user centrality in social services could be realized not only through the users' choices of other organizations but also through active responses against complaints rising during the use of services. Therefore, the fact that there is low proportion of users receiving such information must be actively considered in the design of social service policies.

Regarding the quality of information provided, the proportions of satisfied users were mostly high. Users who were very satisfied were about 39%, and users who were satisfied were 46%, resulting in more than 80% of users satisfied with the quality of information they received. However, about 15% of users did not agree with this result, where only about 1 out of 7 people were not satisfied with the quality of information in the basic 6

areas related to the service use. Considering that most of service users are children, elderly, disabled, low-income, and multi-cultural families, it was necessary to pay close attention so that the users may sufficiently understand and be satisfied when information was provided.

On the other hand, the most powerful factor that impacted the level of service satisfaction of the users is the level of satisfaction for the quality of information received. In preceding studies (Kim, Eun-Jeong, 2012) which studies the impact of information characteristics for social services on the level of service satisfaction, the amount of information were shown to be meaningful impacts on level of service satisfaction, but the preceding research did not consider the level of satisfaction for the quality of information. The results of this study considered the amount of information and the level of satisfaction on the quality of information together, and the level of satisfaction on the quality of information, not the amount of information, was shown to have significant impacts on the level of service satisfaction.

Such results generally agree with the results of preceding studies which analyzed the impacts of quality and amount of information for the intention of re-purchase, reliability and level of service satisfaction in service market. In Hong Kwan-Soo's study (2011), the information quality of open-market products were shown to have significant impacts on the reliability and intention of re-purchase. Also, in the study by Kim Dong-Il and Choi Seung-Il (2007), the level of service satisfaction was shown to have significant relations to the information quality regarding the market services (usability). Market services and social services have common grounds in the aspects that the both are "services," but differ greatly in the principal agent of service, goal, characteristics, characteristics of users, funds supply methods and managements. In the case of social services, it is provided through administration of public finances to achieve a social purpose and selects vulnerable social groups as primary eligible users. Thus, the importance of information is even bigger in social services.

The results of empirical analysis in this study also show that providing quality information to the social service users will be an effective way of increasing the levels of service satisfaction. Service providing organizations should pay special attention on how to provide information needed in social services in order to increase the level of satisfaction. Thoroughly grasping the characteristics of service users and making efforts to provide useful information to these users, a comprehensive method should be made. According to the analysis results of this study, income levels and education levels were shown to have influences on the level of service satisfaction as these are closely related to the level of satisfaction on the quality of information. In groups with low income or low education levels, the level of satisfaction was low due to low level of satisfaction on the

quality of information (compare model 1 and model 3). Therefore, measures to help these vulnerable social groups to be satisfied with the quality of information must be found.

On the other hand, the local governments which design and manage the Community Service Innovations may also provide a way to directly give quality information to the social service users or promote the effectiveness of using public assets by reflecting the performance evaluation indexes of service providing organizations. Considering the growing importance of user choices and information in the future of social services, England's system of having an independent institution in a region that is in charge of information management and promotion in the social services area should be considered. This study carries significance in that it empirically analyzes the relations between the information characteristics and the level of service satisfaction in voucher method of social services. However, it has limitations in that the levels of satisfaction for the quality of information, among the information characteristics, are only measured as a single item, and thus, lacks validity or reliability. Also, this study only considers child services among the social services and uses the guardians of children as the subjects of the study, which makes it harder to represent the social services that deal with elders or the disabled who are more vulnerable in the information characteristics. Further study is anticipated after supplementing these limitations.

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Received

August 26,2013

Accepted

October 2,2013

Published

October 30,2013