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A CRITIC-I-TOPSIS Approach to Assess Public Satisfaction with Cultural Services in Urban Communities

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Abstract

Purpose: This paper proposes a multi-criteria evaluation method for assessing public cultural service quality satisfaction in urban communities. The method is validated by evaluating satisfaction with public cultural service quality in the Baihe Yuan community of Nanan District, Chongqing, China. The study also explores the factors influencing public cultural service quality satisfaction in this community.

Design/methodology/approach: In the evaluation process, we utilized the CRITIC method to determine the weights of influencing factors and the I-TOPSIS-Sort method to assess the factors affecting public cultural service quality satisfaction in this area.

Findings: The research results indicate that in terms of importance and overall scores, the facilities and equipment of community public cultural services are the primary factors influencing satisfaction with the quality of public cultural services in the community.

Originality/value: To address this issue, this paper evaluates public cultural service quality satisfaction in urban communities using the CRITIC-I-TOPSIS-Sort method to address the contradictions between the increasing public cultural demands and the original supply.

Keywords: Urban Community Public Cultural Services; Satisfaction Evaluation; CRITIC; TOPSIS-Sort

JEL classification: H83, M14

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