

Communication network to optimize the quality of customer service in decentralized agencies - Municipality of Chiclayo

Red de comunicación para optimizar la calidad de atención al usuario en organismos desconcentrados - municipalidad Chiclayo

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ABSTRACT

This research work is called Communication network to optimize the quality of user service in decentralized agencies - municipality Chiclayo 2019, which aims to design a communication network for interconnection of decentralized agencies to improve communication and service of the municipality Chiclayo 2019. The implementation and articulation to integrate the communication network to the information technology service, among the decentralized agencies to achieve communication coverage and improvement in the administration and user service. For this research, the instruments used for the collection of information are in accordance with the objectives to be achieved during the research process and that allow obtaining the necessary information for the basis of the research. It is intended to provide the solution to the problems of communications and control of the same in the entity, with an adequate and scalable technological architecture that will serve as the basis for future projects in technology and others that rely on the use of ICT services. All this according to the mission of the entity framed within the regulations of the state reform and sustainable development.

Keywords: Communication network - communication, care

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RESUMEN

El presente trabajo de investigación se denomina Red de comunicación para optimizar la calidad de atención al usuario en organismos desconcentrados - municipalidad Chiclayo 2019, cuyo objetivo es diseñar una Red de comunicación para interconexión de organismos desconcentrados para mejorar la comunicación y servicio de la municipalidad Chiclayo 2019. La implementación y articulación para integrar la red de comunicación al servicio de tecnología de la información, entre los organismos desconcentrados para lograr cobertura de comunicación y la mejora en la administración y atención al usuario. Para esta investigación los instrumentos usados para la recolección de la información están de acuerdo a los objetivos que se pretende alcanzar durante el proceso investigativo y que permitan obtener la necesaria información para la fundamentación de la investigación. Se pretende aportar la solución de los problemas de comunicaciones y control de las mismas en la entidad, con una arquitectura tecnológica adecuada y escalable que servirá de base de los futuros proyectos en Tecnología y otros que se apoyen en el uso de los servicios de TIC. Todo ello acorde a la misión de la entidad enmarcado dentro de la normatividad de la reforma del estado y desarrollo sostenido.

Palabras clave: Red de comunicación – comunicación, atención

INTRODUCTION

The investigation of public administration management is currently a topic of continuous interest over time, in situations that determine its management in terms of efficiency and quality of performance, which favor the implementation of practices that in the past were considered exclusive to private management. When we talk about performance, we survey the capacity of a regime to sustain and increase the welfare of the city (Salas & Murillo, 2013, p. 32).

Whenever we talk about quality in public services, we are talking about the progress of the sustained improvement of public administration in general, with the purpose of optimizing the services it offers. Every state invests a lot of capital for the welfare of citizens, facing difficult social and economic conditions that are presented today. It is a challenge, because knowing how to face the profound impact that produces every new modality and the technologies that are incorporated, facilitates an excellent attention and with a superior disposition in public services. Simply because it represents an essential document. Even more so if in the economy it refers to: saving time, work, becomes a minimum cost and exceeds in common benefit (Ornelas et al., 2010, p. 16). For Conde, (2016) in his research his intention was to expose the causes that influence the perception and perspectives experienced by the user during the attention of the processing services.

Traffic in general is experiencing an exponential increase that poses difficult challenges to communication networks in terms of capacity. As a technology to future experience, fiber communication is implemented considerably in other network segments indicates Arvizu et al., (2020) that the reality of micro entrepreneurs I see an imperative need for communication development by the results obtained revealed that, when they are in marginal spaces, the chances of success result lower due to the hostile environment of low communication in which they develop (Vargas, 2020, p 32).

With the experience of its study regarding the management of the supply chain is estimated as the central component in the systematizations of any society. From the analysis carried out it is concluded that the TICS as instrumental will create advantages in the management of the supply chain from a convenient decision making skills, allowed to have an approach of the necessity of the use of the TICS in support to the implementations of communication networks according to (Duche et al., 2020), in these last years, it is achieved to appreciate that the public organizations give a low quality in the services, and by if dissatisfied users that use of the public services. In the Sub Management of Finance and Accounting of the Provincial Municipality of Huancavelica has been experiencing a search to optimize the quality of its service, to increase the level of satisfaction of its beneficiaries, that is why this research was carried out.

The frequent problem stated: To what extent does the quality of the service correspond to the satisfaction of the users of the Sub Management of Finance and Accounting of the Provincial Municipality of Huancavelica? There was a direct reciprocity identified between service quality and beneficiaries' satisfaction (Ortiz & Montero, 2006, p. 9).

As can be seen, it is very important the user satisfaction section in the state entities for the improvement of our society. The Presidency of the Council of Ministers, through the Secretariat of Public Management, carried out an investigation throughout the country to know the quality of attention given to the inhabitant when executing some of the procedures offered by the Peruvian State. First of all, the state as a whole is estimated by its beneficiaries with the efficiency of attention in its departments. The National Citizen Satisfaction Survey 2017 recognizes the Administration's responsibility to optimize the relationship between citizens and the state, improving the quality and attention of the services it offers, thus founding the fourth axis of Peru's Government Plan.

In order to achieve an excellent service to citizens, it is essential to begin to show their shortcomings and perspectives, and then establish a system to measure satisfaction and thus show the progress made and recognize what needs to be improved. In the collection of information with the survey, which was verified by IPSOS Peru, more than 5 thousand citizens participated moments after conducting a diligence in a public entity, applied in 102 entities nationwide throughout the first half of the year. (Rica et al., 2013, p. 20).

Nowadays it is very necessary with the constant growth of technology has reached the point where many systems that were previously used from the organization's own

physical infrastructure, can now be hosted really anywhere in the world and accessed by making use of the internet from any device (Mateo & Cedillo, 2017, p 12), users expect quality public services, and its online dimension is no exception. For Sá et al., (2016) Quality should maximize and develop strategies that improve the services offered, increasing the satisfaction levels of its recipients.

Adaptive governments have to improve the capacity of attention, to face and adapt to changes in order not to be unstable. Strategies to adapt with internal and external capabilities, Decentralization of decision making and seeking to inform at all levels. According to Janssen & Der, (2016) governments have to adapt to internal and external changes, create systems to explore trends, identify developments, predict their impact and adapt to changes in their standard operating procedures. They adopt agile approaches as part of their process redesigns (Mergel et al., 2018, p. 7).

Based on the concept of public value, resources and quality of public service remain low in developing countries. An exploration model is conducted to assess the range of micro blog capacity and public service capabilities established in the theory. For (Soe & Drechsler, 2018) in addition to the presence of multiple mobile terminals in society, the uzo wireless networks are needed to facilitate internet access service. It must be given the reason that there is still a significant number of inhabitants of the national and world population that does not possess of the access to the most basic means of communication with that experience this proposal would be the initial step of a large support network for its future implementation of the organization (Díaz & Ayala, 2020, p. 23).

The main challenge in transition countries is to ensure decentralized local government with strong capacities to cope with the new rural development programming instruments. We examined the attitudes of rural development stakeholders (RDA) in Serbia and priorities with rural development policies, in particular attitudes of rural development beneficiaries, policy objectives and the most efficient rural development strategies. We analyzed the attitudes of respondents differ according to the socio-economic characteristic of the regions. Data on attitudes, collected through surveys with representatives of 30 communities, were analyzed using descriptive statistical methods and Ajzen's theory of planned behavior. However for Papić & Bogdanov, (2015), Tamayo, (2004) communication enables the bond of scientific knowledge creation, not only because it is a main contribution to the development and welfare of society, but also a significant guide to quality. The experience of Jastro & Tovar, (2020), Caraballo, (2019) in the propositional moment, from the improvement of spiritual intelligence in instruction can reach a metamorphosis, truth, equity, friendship and piety, assume a full eco Sophia, recognition of the other, diversity and anthro poetic method that would support to reach with more commitment to public servants.

MATERIALS AND METHODS

In the present investigation it was taken into account: Type of research. Research is descriptive, since an exhaustive description of the phenomenon will be made, it is

presented as it is in reality and will be directed to determine the situation of the objectives being studied in a population and the absence or presence of communication between decentralized agencies to provide greater service in each one. Because the research will allow to elaborate at the end of the design a fiber optic interconnection system between the deconcentrated organisms of the provincial municipality of Chiclayo, at the service of the institutional development as a theoretical and technical proposal Population sample and sampling Population The study population are the owners of residences and users of the provincial municipality of Chiclayo, the called to be censused are all the owners of goods and real estate in the provincial district of Chiclayo. Number of households in the district of Chiclayo 105068. Probabilistic sampling process.

With the cabinet technique allowed me to promote, guide, coordinate and disseminate research activities, also managed to stimulate creativity oriented towards research because today science and technology are an essential factor in the growth and development of society. The cabinet became a center of participation, which is a meaningful action to do something useful with solutions to build solutions for the future with hope to participate and improvements, proving that no one can do it only a research, it needs the presence and participation of others and sharing responsibilities, difficulties, successes and failures. The activities that were developed within the cabinet, are related to scientific and technological research, constituting a viable and attractive strategy for the participation of the institutions, tending to the improvement of the quality of attention to the user, starting from their own experiences, from new ways of doing, of solving, within a framework of the improvement of attention.

The field technique used in this research is the interview, to obtain data consisting of a dialogue, it is done in order to obtain information from the user of the provincial municipality of Chiclayo. The interviewer was trained for this task and to be knowledgeable in the subject of the investigation. And have the following alternatives: Always:4, Almost always:3, Seldom:2, Never:1. Data collection instruments will be obtained through the application of a survey and documentary analysis of the evaluation results. Validity of the instrument for this research was handled with the judgment of experts applying their technique, the 03 experts validated the instrument unanimously, in which they examined the instrument under two concepts: Construct Validation and Content Validation. This technique is complied with and the specialist will then approve the validation booklet and then proceed to apply the survey. Scale to measure the quality of user care. This scale is oriented to collect information regarding the quality of user's attention, it was elaborated by the researcher and is directed to the users of the provincial municipality of Chiclayo. It measures 07 components or dimensions which are: 07 consists of 35 items, describe the instrument. Procedure: We proceed to the identification of the problem, the problematic reality, we attach what we looked for in previous works, related theories, then we work the part of the theoretical framework, we continue with its conceptual framework', we work the construction of instruments applying to the sample model with its validity and reliability. The data collection

procedure will be as follows: Planning of the field work, Collection of surveys to the workers, Order the collected data, Process the data, Analyze the results.

Statistical methods of measurement of sample processing, the current purpose of descriptive statistics is to shorten the inquiry of more or less numerous sets of data. By ratifying the immediate conception of the testing task: the frequency, the empirical measure of the occurrence of the different states that the variable manages to show, the frequency of the occurrence of the different states that the variable manages to show.

RESULTS

The application of the survey executed to the users of the provincial municipality of Chiclayo presents the results of the survey applied to the users of the provincial municipality of Chiclayo to improve the user service. A measurement scale was used, designated as follows: Always (4), Almost Always (3), Seldom (2) and Never (1); The survey was made up of 35 items, distributed in dimensions: Strategy and organization dimension with 5 items, Citizen - user knowledge dimension with 5 items, Accessibility and channels of citizen attention dimension with 5 items, Infrastructure, furniture and equipment for attention dimension 5 items, Citizen attention process and simplification dimension 5 items, Citizen attention staff dimension 5 items and Transparency and access to information dimension 5 items. Presentation of Results. The results of the measurement of the quality of attention to the user of the provincial municipality of Chiclayo. I detail the results obtained from the analysis of documents, the application of the survey executed to the users of the provincial municipality of Chiclayo. The results of the survey applied to the users of the provincial municipality of Chiclayo are presented, as well as the results of how to improve user service. A measurement scale was used, designated as follows: Always (4), Almost Always (3), Seldom (2) and Never (1); The survey was made up of 35 items, distributed in dimensions: Strategy and organization dimension with 5 items, Citizen - user knowledge dimension with 5 items, Accessibility and channels of citizen attention dimension with 5 items, Infrastructure, furniture and equipment for attention dimension 5 items, Citizen attention process and simplification dimension 5 items, Citizen attention staff dimension 5 items and Transparency and access to information dimension 5 items. Presentation of Results. The results of the measurement of the quality of attention to the user of the provincial municipality of Chiclayo.

Strategy and organization includes: you are satisfied with the attention you receive, the procedures you carry out are attended to in a quick and timely manner, the institution provides services in an orderly and organized manner, you perceived improvements in the attention in the area you visited and the institution works in a coordinated manner and provides you with good service.

The scale of measurement 64% of users never, 25% of users rarely, 5% almost always, 6% always. In this dimension of strategy and organization we can see that it is necessary for the institution to have a good care strategy applied throughout the organization.

The knowledge of the citizen - user contains: I quickly located the place where my home is located, I met all my expectations with respect to the service requested, I found orientation announcements to carry out my management, I have been trained to access the services provided by the institution, I know all the services provided by the institution.

The measurement scale shows that 70% of users never, 15% of users rarely, 7% almost always, 6% always in this dimension we can see that the user does not perceive visual or personal support to be located in the organization at the time of requiring a service. The citizenship contains: the achievement of being attended by the right person for their requirement, when they call the institution by telephone their requirement is attended, in the institution's web page they find answers to their queries, when their community requests support or attention to the institution they receive an immediate response, they can carry out procedures in the web page or in agents.

The process of attention to citizenship and simplification contains when entering the counselor helped you to locate you and tell you where you will be attended, they clarified and/or answered your concerns or needs, in the attention received you perceived that it was equitable for all, they do not require copies of documents that are on the web, they give you proof of your payment and / or management carried out.

Of users rarely, 6% almost always, 7% always. As can be seen in this dimension of accessibility and channels of attention, the user manifests poor accessibility and few existing channels of attention. The infrastructure, furniture and equipment for the attention contains the facilities where they receive services are adequate and comfortable, in the environments I identify the adequate signage for each area, I locate the risk maps in the different floors of the institution, you can find all the comfort for your attention, the seats for attention and waiting are comfortable and appropriate.

On the measurement scale, 65% of users never, 21% of users rarely, 8% almost always, 6% always in this dimension of infrastructure, furniture and equipment, the user perceives that the institution does not have adequate and current equipment for the required service. In this dimension, 66% of users never, 22% of users rarely, 5% almost always, 6% always. In this dimension, it is perceived that there is no standard of care provided by the personnel that attends to the user, generating a gap in identification with the institution.

The citizen service personnel contain the person who attended them, knew how to respond to all their requirements, the person who attended them knows how to use the system, they believe that the person who attended them is qualified for this position, they were left with doubts by the person who attended them, they cleared all their doubts with the person who attended them. 57% of users never, 26% of users rarely, 7% almost always, 10% always. It is considered necessary in this dimension that user service personnel should be trained to attend to all user concerns or doubts.

Transparency and access to information contains the required information, there is a PC in the institution where you can access information, they have information on all the services to which you are entitled, they informed you of the administrative procedures

necessary for your procedure, you easily identified the personnel who should attend to your request. Seventy percent of users never, 15% of users rarely, 7% almost always, 6% always. In this dimension, transparency and access to information through proposals are considered necessary.

DISCUSSION

The present study takes into account the context where the service to the user of the provincial municipality of Chiclayo is provided, in this sense the researcher has observed in reality the existence of deficiencies in the execution of the service in the provincial municipality of Chiclayo, whose interest is to formulate the shortcomings, since the purpose is to help in improving the quality of care in the decentralized agencies.

From the above mentioned I consider that it is necessary to implement a fiber optic network to improve communication between the decentralized agencies of the provincial municipality of Chiclayo and in the medium term improve the attention of users, aimed at improving the institutional quality service, to achieve the strengthening of the civil service and governance mechanisms, vital for good public management, as well as propose a continuous training of good public servants.

Previous research is relevant, as it explains the importance of state policies in the design of technological solutions to improve the service to local government users. The results of the information analysis of the survey applied are conclusive, as they show that it is necessary to decentralize user care, the appropriate use of care policies and the good use of the available resources will allow users to have a good service and feel identified with the institution. This relationship is essential between the customer service agent and the user, where communication must take place according to the organization's protocol, and the agent will apply all the knowledge acquired in the training prior to the implementation of the decentralized service. The results obtained determine the importance of the implementation of the new service points in the decentralized organizations. The results show the importance of the implementation of this communication network. When observing the percentages of the evaluations of the process of the surveys made to the users of the provincial municipality of Chiclayo, the indexes are relatively low and would have as main influential factors: the social reality of state organizations, labor instability, people's culture, the resources available to the employee to perform his work and to obtain outstanding results, the inability to manage based on the current regulations; which leads us to conclude that there is an urgent need to define objectives that go hand in hand with the regulatory framework that will allow the worker to optimize his performance in his job. At present there is a need for workers at all levels and areas to be trained and promote the promotion of a good and meaningful service to users, using methodological strategies to improve the quality of service and not continue with the current reality, therefore, it is sought to ensure that they are able to deal efficiently and effectively, the daily situations of the day to day. At present, it is necessary to decentralize the attention service in order to improve such service, locating decentralized offices in the decentralized agencies. The monitoring by

management will seek to generate a culture of continuous improvement, considering a previous planning, taking care of what is important before it becomes a problem. The results of the instrument used in the dimensions are as follows: Strategy and organization contains in the measurement scale 64% of users never, 25% of users seldom, 5% almost always, 6% always. In this dimension of strategy and organization we can see that it is necessary for the institution to have a good service strategy applied throughout the organization. Knowledge of citizenship - user contains: In the measurement scale 70% of users never, 15% of users rarely, 7% almost always, 6% always in this dimension we can see that the user does not perceive visual or personal support to locate himself in the organization at the time of requiring a service. Accessibility and channels of attention to citizens: In the measurement scale 62% of users never, 25% of users seldom, 6% almost always, 7% always. As can be seen in this dimension of accessibility and channels of attention, the user manifests poor accessibility and few existing channels of attention. Infrastructure, furniture and equipment for customer service: In the measurement scale 65% of users never, 21% of users rarely, 8% almost always, 6% always in this dimension of infrastructure, furniture and equipment the user perceives that the institution does not have adequate and current equipment for the required service. Process of attention to citizens and simplification: In the measurement scale 66% of users never, 22% of users seldom, 5% almost always, 6% always. It is perceived in this dimension that there is no standard of attention by the personnel that attends the user, generating a gap of identification with the institution. Citizen service personnel: In the measurement scale, 57% of users never, 26% of users rarely, 7% almost always, 10% always. It is considered necessary in this dimension that user service personnel should be trained to attend to all user concerns or doubts. Transparency and access to information: In the measurement scale 70% of users never, 15% of users rarely, 7% almost always, 6% always. In this dimension, transparency and access to information by means of a proposal is considered necessary.

CONCLUSIONS

After carrying out the study of reliability and feasibility of the implementation of a solution that allows the decentralized organizations to communicate, it was determined that it should be through a communication network, for its security of voice, data and video information, with the capacity to grow in the different services required in the future. It was demonstrated that the technology to be used as optical fiber allows us to have all the security of the information in the interconnection of decentralized organizations. Fiber optics allows us to guarantee a secure and constant communication. It was shown that the tool used allows us to dimension the necessary bandwidth for a decentralized organization, as a growth capacity. After the study of the locations of the decentralized organizations, we proposed the laying of optical fiber with feasible and strategic routes for its growth. We conducted with the head of the IT area the diagnosis of the current state of communications of the data network of the Provincial Municipality of Chiclayo, taking into account that it does not have a good communication between

its decentralized agencies, I consider very necessary and important the development of this project to achieve communication and control of all decentralized agencies. The evolution of new data processing and communication technologies, such as the internet and electronic commerce, have improved the productive activity in the tourism sector, since it has been possible to improve institutional management, finding in the social media more effective tools to market and distribute tourism products and services, characteristics that will be used with the implementation of the communication network between the decentralized offices of the municipality.

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