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The way to improve the quality of new smart city public service under the demand heterogeneity

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Abstract

Due to the diversity, difference and dynamics of residents' needs, the improvement of public service quality is faced with many challenges. Therefore, it is of great practical significance to improve the path of public service quality of new smart city under the heterogeneity of needs. This paper first introduces the background and basic concept of the new smart city, as well as the development process of the new smart city in China. This paper discusses the heterogeneity of residents' needs in the new smart city, and explains the impact of these heterogeneous demands on the public service quality of the new smart city. This paper also discusses how to accurately locate the service demand by strengthening demand research, optimize the resource allocation and realize the balanced development; promote service innovation to solve the impact of demand heterogeneity on new smart city, public service supply, public service resource allocation and public service innovation, as the reference direction for the improvement of public service quality of new smart city. Finally, this paper analyzes and systematically looks into the future of the new smart city to meet the direct needs of the public's survival, life, development and other social needs, as well as promoting the modernization of the urban governance system information and governance capacity as the main goal, and commits itself to the path design of improving the quality of public services.

Keywords

Heterogeneity of requirements; new smart city; public service: urban planning and governance.

1. Introduction

The concept of smart city originated from the "new urbanism" and "smart growth" movement in the 1990s, aiming to solve many problems brought about by urban sprawl. In 2009, IBM officially introduced the concept of "smart city" to China. Smart city refers to a new urban development mode that improves the level of urban governance, improves the quality of people's life, and realizes the sustainable urban development with the help of modern scientific and technological means, information and intelligent means. Since 2013, when China promoted the standardized construction of smart cities, more than 700 cities (including county-level cities) have proposed or built smart cities[1]. As early as 2015, the Cyberspace Administration of the CPC Central Committee and the Internet Information Administration of China put forward the concept of "new smart City". For the first time, the 13th Five-Year Plan included "building a batch of new demonstration smart cities" in the policy document. On November 2,2022, the State Information Center released the New Smart City Evaluation Index (GB / T 33356-2022), which further clarified the goal and direction of the construction of the new smart city[2]。

In the construction of smart city, the quality of public service, as a basic project to meet the needs of residents, is directly related to the quality of life of residents and the sustainable

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development of the city. The quality of public services is directly related to the quality of life of residents, and is an important source of residents' sense of happiness and gain. At the same time, public service is also an important guarantee for urban sustainable development, and plays an irreplaceable role in enhancing urban competitiveness and promoting urban economic and social development.

However, due to the heterogeneity of residents' needs, the improvement of public service quality faces many challenges. In the mid-1950s, Wendell Smith proposed customer segmentation by an American scholar. Fundamentally speaking, the logical basis of its segmentation mainly lies in the difference between customer needs and preferences. Demand heterogeneity refers to the difference in consumer demand for products or services. These heterogeneous factors determine the production efficiency, innovation ability and market competitiveness of smart cities, and they also have positive significance to the dynamic development of smart cities. Smart city is the advanced stage of the development of urban informatization and intelligence. Its essence is to use advanced information technology to realize the intelligent management and operation of the city, so as to create a better life for the people in the city and promote the harmonious and sustainable growth of the city[3]. In the future, the construction of smart cities will pay more attention to humanized services and guide them to the needs of citizens. Heterogeneity of the new wisdom of urban public service quality research, using cutting-edge technology to build digital city public service system platform, benefit the livelihood of the people, improve the life and lifestyle transformation of people's learning and adaptation ability, further promote digital to intelligent transformation, all-round, multi-angle, wide field, is committed to bring more convenience and welfare for citizen life.

2. The influence of the demand heterogeneity on the public service quality of the new smart city

At the present stage, the quality of life and consumption level of residents have reached a very high level, and according to the situation analysis in recent years, the quality of life of residents and their consumption level will continue to improve. With the unprecedented development of this phenomenon, the needs of residents also show a particularly obvious heterogeneity. Heterogeneity of public needs refers to the obvious differences and diversity in the needs, expectations, values and preferences between different individuals or groups in a specific group or society. This heterogeneity may be due to various factors such as the social background, cultural background, economic status, education level, age, gender, and lifestyle of individuals or groups. Citizen satisfaction with public service quality plays an essential role in managers' accountability expectations[4]. Service quality must begin with customer needs and end with customer satisfaction and positive perceptions of service quality[5].

Residents are an important carrier of the public service quality of new smart city. In order to enable residents to enjoy high-quality public services, in the development stage of new smart city, the heterogeneity of public demand has become an extremely important influencing factor that cannot be ignored.

2.1. The challenge of demand heterogeneity to the supply of public services

Due to the heterogeneity of residents' needs in different age groups, occupational backgrounds, and income levels, there are significant differences in the demand for new smart city public services. Take the needs of residents of different ages for example: The sati s faction with public services increases with age, young people being more dissatisfied with public services[6]. Young people usually have a high demand for education, employment, cultural and recreational services. Young people are more concerned about personal growth and career development, and therefore may need more high-quality education and training services, as well as

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convenient employment information and guidance. At the same time, they pursue the quality of life, and the demand for cultural and recreational activities is also relatively strong. Middle-aged people pay more attention to medical care, pension and children's education services. As they age, middle-aged people pay more attention to health problems, so medical services become an important need for them. In addition, they also need to plan for their children's education and future retirement. The main needs of the elderly are focused on medical care, pension and community services. With increasing age, the physical condition of the elderly gradually decreases and the demand for medical services increases. Convenient services for the elderly, such as day care and rehabilitation services, and community services, such as convenience stores and parks, are also an indispensable part of the daily life of most elderly people. From the perspective of gender, Explored heterogeneity of attitudes and detailed analysis of socio-demographic factors revealed that women with higher education are the most satisfied users of public services, while less educated men usually have a negative attitude towards the quality of public services[7].

So new wisdom city on the public service supply really need to have a high degree of flexibility and personalization, to meet the needs of different groups, with the acceleration of urban modernization and the rapid development of science and technology, the public demand for public services increasingly diversified and complicated, which requires wisdom city to flexible, provide customized services. By providing highly flexible and personalized services, smart cities can more accurately meet the needs of citizens, thus improving the service efficiency. Moreover, this service mode also helps to improve citizens' satisfaction and sense of identity with public services, and enhance the cohesion and centripetal force of the city.

However, the current smart city has the problem of homogenization and simplification in the supply of public services, which to some extent limits the ability of smart city public services to meet the diversified needs of residents. Traditional public service supply mode often adopt one size fits all way, lack of deep understanding of residents' personalized demand and flexible response, many wisdom city in public service supply mode design, often pay attention to universality and universality, and ignore the special needs of different groups and personalized differences, which led to the service content and service mode is relatively single, difficult to meet the diverse needs of residents. Although wisdom city advocates the use of advanced technology to enhance the level of public service, but in practice, the application of technology innovation is often not enough in-depth and extensive, many cities still stay in simple information, digital level, failed to make full use of big data, cloud computing, artificial intelligence and other advanced technology to improve service personalization and flexibility, which makes the service supply lack of enough flexibility and personalized, difficult to meet the increasing demand of residents. Information blockage, delayed communication, and information asymmetry have long troubled both supply and demand, resulting in the mismatch, imbalance and precision of supply and demand of community services, which is also the crux of wasted community service resources, low service quality and low satisfaction of residents[8]. In addition, the difficulties of cross-department cooperation and resource integration are also an important reason for the simplification of service supply. In the construction of smart cities, there are often problems of information island and resource dispersion between different departments, which makes it difficult to form a joint force in service supply and achieve efficient, convenient and diversified services.

2.2. The impact of demand heterogeneity on the allocation of public service resources

In the city construction of wisdom, public service resources allocation make full use of the big data, cloud computing, Internet of things and other modern information technology, through data collection, analysis and mining, the government can more accurately grasp the residents

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demand, realize the precision of resources, the application of intelligent technology also improve the convenience and efficiency of public service, such as intelligent transportation system, intelligent medical system, etc., to provide residents with more high quality service experience. By formulating scientific planning and management policies, smart cities strive to realize the optimal allocation and balanced development of public service resources. The government promotes the flow of resources to weak areas and regions through policy guidance and market mechanism, so as to narrow the service gap between urban and rural areas and regions.

However, the impact of demand heterogeneity on the allocation of public service resources still cannot be ignored, which are mainly reflected in the efficiency, balance and sustainability of resource allocation.

First of all, the heterogeneity of demand requires a more targeted and refined allocation of public service resources. Since there are significant differences in the needs of public services among residents of different groups and in different regions, these differences should be fully considered in resource allocation to ensure that the services can accurately meet the actual needs of various groups. For example, in the field of education, different levels and different contents are required for students of different ages and different levels of education, and in the medical field, personalized diagnosis and treatment plans are provided according to patients with different diseases and health conditions. Refined resource allocation requires more detailed management and planning of resource allocation. This includes a comprehensive consideration of the quantity, quality and distribution of resources to ensure that resources can be accurately delivered in accordance with actual needs. Taking urban planning as an example, urban planning departments need to rationally allocate public facilities according to population distribution, traffic conditions and other factors to ensure that residents can easily enjoy various services. In the field of social security, it is necessary to formulate different social security policies according to the income level and living conditions of different groups to ensure that the social vulnerable groups can receive adequate support and security.

Secondly, the demand heterogeneity may lead to the unbalanced allocation of public service resources. In the context of urban renewal, an important problem facing the allocation of public service facilities is the neglect of residents' needs and interests, which will lead to the mismatch between the construction of public service facilities and the needs of residents and cannot meet the actual needs of residents[9]. Due to the limited resources, governments and social organizations often need to weigh various factors when allocating public service resources and prioritize those groups that have more urgent and urgent needs. At present, in the allocation of public service resources in smart cities, there is often such an imbalance in the resource allocation between popular service fields and unpopular service fields. In popular service areas, such as education and medical care, due to the large demand and high social attention, it is often easy to attract more resource input, and sometimes even excess resources. In this case, resources are not fully and effectively utilized, resulting in waste. At the same time, excessive investment in resources may also lead to low operational efficiency within the organization, and the quality of service may even decline, because excessive resources sometimes weaken the competitiveness of the organization and the motivation of service innovation. However, some unpopular service areas, such as special education and care for the elderly, may face the problem of insufficient resources due to the relatively small demand or low social awareness, which will lead to low service quality, unable to meet the basic needs of residents, and further aggravate the social inequality. For those residents who urgently need these services, they may face difficulties and inconveniences in life that pose a threat to social stability. Both excess and insufficient resources will have an impact on the quality and efficiency of public services. Excess resources may lead to the waste and low efficiency of resources, while insufficient resources may be unable to meet the basic needs of residents and affect social fairness and stability.

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2.3. The requirements of demand heterogeneity for public service innovation

Demand heterogeneity means that different social groups or individual demand for public services, the difference may be reflected in the type of service, quality, quantity and service mode, and other aspects, therefore, public service innovation needs to fully consider these different needs, to ensure that the service can meet the needs of diversified, personalized. Since the demand is always changing, public service innovation needs to be able to adjust the service strategy and content in time to adapt to these changes, which means that innovation not only needs to pay attention to the current demand, but also needs to predict the future demand trend, so as to be prepared in advance. Innovation in using smart city concept technology in sub-districts is the key to solving existing problems because integrating entities in the smart city concept can facilitate the exchange of information, speed of data exchange, and rapid decision-making by service officers the public.So that the public services organized by the sub-district become more quality[10]. That is to say, in the new wisdom city, residents demand heterogeneity of public service innovation, to adapt to the social development and the change of residents demand: on the one hand, the development of social economy and the improvement of residents' income makes residents demand for public services more diversified and personalized, residents no longer meet the basic of the life needs, but the pursuit of higher quality, more convenient, more intelligent service, therefore, the public service need to innovate, to provide more diversified, personalized service options, to meet the different needs of residents. On the other hand, the changes in social structure and demographic structure also pose new challenges to public services. For example, the arrival of an aging society dramatically increases the demand for pension services; the acceleration of urbanization continuously increases the demand for urban infrastructure and public service facilities. Public services need to address these changes, innovate service models, and improve the efficiency and quality of services, so as to meet the needs of residents.

However, at present, smart cities have a problem that the public service innovation ability is relatively weak, and it is difficult to keep up with the changing speed of residents' demand, and they involve multiple factors. First of all, insufficient technological innovation and application are important factors restricting the innovation ability of smart city public service. Although some progress has been made in data collection, processing and analysis, the application of cutting-edge technologies such as artificial intelligence and big data in the public service field is still insufficient, and the lack of innovative technology solutions also limits the improvement of the efficiency and quality of public services. Secondly, the current public service content and mode of smart city are relatively lagging behind, and fail to fully meet the increasingly diversified needs of residents. With the progress of society and the improvement of residents 'living standards, residents' demand for public services is also constantly changing. However, at present, the contents and modes of many public services in smart cities are still in the traditional stage, and they lack of innovation and individuation, making it difficult to adapt to the changes of residents' needs. In addition, the institutional mechanism and policy environment are also important factors affecting the innovation ability of smart city public service. At present, some cities in the process of promoting the construction of wisdom city, the lack of clear policy guidance and support, which leads to public service innovation lack of motivation and direction, and cross-sectoral collaboration and information sharing mechanism of imperfect also restricted the overall efficiency of public service, make the wisdom of urban public service quality construction work is difficult to get significant improvement. These problems not only slow down the construction process of new smart cities to a large extent, but also obviously cause the unsatisfied needs of residents and the precarious confidence and support for public services.

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3. Path to improve public service quality in new smart cities

Improving the quality of public services in new smart cities is of great significance for significantly improving the quality of life of residents and promoting the harmony and stability of the city. From the perspective of society, the intelligent urban management system can improve the efficiency of urban governance and the quality of public services, while the characteristics of digitalization and interconnection make the acquisition and sharing of urban information more convenient, providing a scientific decision-making basis for urban social governance. In addition, the improvement of the public service quality of new smart cities also conforms to the needs of the development of The Times. With the progress of science and technology and the development of society, people's demand for public services is also constantly changing and improving. Improving the quality of public services can meet the growing needs of people and enhance the competitiveness and attractiveness of cities. Therefore, it is a task that cannot be ignored to design the path to improve the quality of new smart city public services, improve the efficiency of urban governance and residents' life satisfaction, and promote the sustainable development of the city.

3.1. Strengthen the demand research, and accurately locate the service demand

The new smart city should strengthen the research and analysis of residents' needs, and accurately locate the service needs of different groups through questionnaire survey, big data analysis and other means.

Questionnaire survey is a direct and effective way, which can widely collect residents' opinions and suggestions on public services. By designing reasonable questionnaire content, it can cover residents of different ages, occupations and income levels to ensure the comprehensiveness and representativeness of the survey results. At the same time, the use of modern technology, such as online questionnaires, scanning the code to fill in, can facilitate residents to participate in the research at any time, improve the coverage and efficiency of the research. Big data analysis is another powerful tool, which can deeply explore the behavior and demand patterns of residents. Through the collection, integration and analysis of various kinds of urban data, the preferences, habits and problems of residents in the use of public services can be found. For example, by analyzing the public transportation card data, we can easily understand the travel rules and needs of residents, thus optimizing the bus routes and frequency. For another example, by analyzing the medical treatment data, it is helpful to grasp the health status and needs of residents and provide the basis for precision medical services.

What should not be ignored is that the research and analysis of residents' demand needs to strengthen the coordination and integration of public service supply and pay attention to the sustainability and universality of public services. Through cross-departmental and cross-field cooperation, resource sharing and complementary advantages can be realized to improve the overall efficiency of public services. When formulating service strategies, the long-term development of the city and the general interests of the residents should be fully considered to ensure the fairness and accessibility of public services. At the same time, we will actively guide and encourage nongovernmental forces to participate in the supply of public services and form a diversified service supply system.

On the basis of in-depth research and analysis of residents' needs, the formulation of targeted public service supply strategy is the core link of smart city construction. Such a strategy can greatly improve the pertinence and effectiveness of the service, meet the actual needs of residents, and further improve the overall operation efficiency of the city and the quality of life of residents. According to the needs and characteristics of different groups, we will develop personalized service plans. For example, for the elderly, integrated services such as health

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management, life care, leisure and entertainment can be introduced, the supply of services in education, culture and sports can be strengthened; for the disabled, special support for barrier-free facilities and employment assistance should be provided. At the same time, through real-time monitoring and evaluation of the service effect, the new smart city can adjust and optimize the service content in time to ensure that the expectations and needs of residents are met.

In addition, strengthening the interaction and communication between new smart cities and residents is also the key to improving service quality. Establish a resident feedback mechanism to timely collect and deal with residents' opinions and suggestions on public services. By setting up complaint channels and conducting satisfaction surveys, we can understand the residents' true feelings about public services, and provide a basis for the improvement and innovation of services. Government departments through the online platform, community BBS channels, can timely respond to residents 'concerns and problems, enhance residents' trust in public service and satisfaction, encourage residents to actively participate in the improvement of public service and innovation, stimulate the initiative and creativity of residents, promote the continuous improvement and development of new wisdom city construction.

3.2. Optimize resource allocation and achieve balanced development

Demand heterogeneity on the new wisdom of public service resources allocation is profound, it not only reflects the different diversity in the public service demand, also requires a new wisdom city on the public service resources allocation pay more attention to personalized and accurate, which directly affects the decision-making process of public service resources allocation. Therefore, in the construction of new smart cities, the government and enterprises need to more accurately identify and analyze the needs of different groups, provide them with customized services, ensure the fair distribution and efficient use of public service resources, and avoid the waste of resources and repeated construction.

In view of the unbalanced allocation of public service resources, the new smart city should actively optimize the resource allocation mechanism, and effectively promote the tilt of resources to the unpopular service field through policy guidance and market regulation, so as to realize the balanced development of public services.

Policy guidance is a key link in optimizing resource allocation in new smart cities.political turnover can adversely affect the quality of public services when the bureaucracy is not shielded from the political process[11]The government should formulate and implement relevant policies to clarify the development direction and key areas of public services, especially for the unpopular service areas, such as education, medical care and culture in remote areas, so as to avoid the blindness and disorder of resource allocation and ensure that resources can be accurately invested into the areas that are really needed. From another point of view, policy guidance can promote the fair distribution of public service resources in new smart cities, improve the quality of service facilities and services in unpopular service areas and remote areas, and narrow the gap between urban and rural areas and between regions. With the aid of policy guidance, the new wisdom city can promote communication and collaboration between different departments, break the information barriers, resource sharing and collaborative service, actively introduce social organizations and public participation, play their positive role in public service, build the government, market, social participation in the public service system. In addition, by formulating preferential policies and providing financial support, the government can attract more social capital into the public service sector and form a diversified service supply pattern, which can not only increase the flexibility and diversity of service supply, but also improve the service efficiency and quality through market competition.

In addition to policy guidance, market regulation also plays an important role in the resource allocation of new smart cities. Market regulation guides the flow of resources to more efficient and needed areas through supply and demand and price mechanisms, so as to avoid the waste

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and mismatch of resources such as capital, technology and personnel, and improve the efficiency of resource utilization. In the construction of a new smart city, innovation is the core driving force for promoting development. Market regulation can stimulate the innovation enthusiasm of all kinds of market entities, promote the continuous emergence of new technologies, new applications and new models, so as to improve the intelligent level of urban management and provide more convenient and efficient services for the public. The most important, the quality and efficiency of public service is an important index of measure of new wisdom city construction achievements, and market regulation can be done with the introduction of competition mechanism, promote service providers improve service quality, reduce service costs, in order to meet the growing demand of the public, improve public satisfaction and trust of public service.

However, it should be noted that market regulation is not a panacea, and there are certain limitations. In some areas, such as infrastructure, basic public services, the government still needs to play a leading role in ensuring the equitable distribution of resources and the universality of services. Therefore, in the construction of the new smart city, the role of market regulation should be fully played, and the supervision and guidance of the government should be strengthened, so as to form a good pattern of the joint action of the government and the market.

3.3. Promote service innovation and improve service quality

New wisdom city, as an important direction of urban modernization development, through the integration of advanced information technology and innovation of urban management concept, realize the modernization of urban management system and management ability, in this process, actively promote public service innovation, the introduction of new technology, new mode, to improve the public service quality and efficiency is of vital significance.

The upgrading of smart city from "intelligent" to "intelligent" will increasingly rely on the technology that can obtain and manage urban information more efficiently, comprehensively and systematically as the support[12]. By introducing new technologies, such as big data, cloud computing, Internet of Things, artificial intelligence, etc., and the extensive application of these cutting-edge technologies, new smart cities can greatly improve the intelligent level of public services and realize the intelligent upgrading of new smart city public services. These new technologies can not only help new smart cities improve the efficiency of public services, but also realize accurate and personalized public services through data analysis and intelligent decision-making. For example, through big data analysis, citizens can change change, so as to optimize service content and way; Through the Internet of Things technology, real-time monitoring and intelligent scheduling of urban infrastructure can be realized, so as to improve the security and reliability of urban operation.

By introducing new models, such as sharing economy and platform economy, the new smart city can expand the supply channels of public services, improve the accessibility and convenience of services, and provide more flexible and diversified supply methods for public services. These new models can not only stimulate the market vitality and attract more social capital to participate in the construction of urban public services, but also improve the quality and efficiency of services by optimizing the allocation of resources. For example, through the sharing economy model, it can realize the effective utilization of idle resources, reduce service cost and improve service efficiency; through the platform economy model, the bridge between the government, enterprises and the public can be built to promote all parties to participate in the construction of urban public service.

In the process of introducing new technologies and new models, we also need to pay attention to some problems. First of all, we should ensure the security and stability of new technologies and new models, and avoid risks such as data leakage and system collapse, because once the

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data is leaked or abused, it may lead to serious consequences, including the decline of public trust and legal responsibility. In the context of the creation of free trade zones within the EAEU, SCO and BRICS, government regulation of digital trade is becoming an important area in terms of ensuring consumer protection, respect for intellectual property rights, transparency and security of cross-border Internet commerce[13]. Moreover, in the field of public service, the introduction of new technology often means that the traditional service mode of change and innovation, therefore, how to ensure the effective integration of new technology and existing service system, become the key link to improve the quality of public service, so to focus on new technology and new mode and the existing service system, to ensure that new technology and new model can smoothly integrated into the existing system, the maximum benefit. In addition, the implementation of the new model needs a group of staff with the corresponding skills and quality to support, P ublic service motivation is a good mediator for improving the quality of public service and Public service personnel job satisfaction[14]Therefore, it is also necessary to pay attention to the training and guidance of the application of new technologies, improve the skill level of public service personnel, so that they can better use the new technologies and adapt to improve the quality of service under the new mode.

4. Conclusion

In today's world, the brilliance of digital technology cannot be concealed, and the technology as the main symbol of information technology is progressing with each passing day. The construction of new smart cities is mainly aimed to meet the direct social needs of the public, such as survival, life and development, as well as to promote the informatization of urban governance system and the modernization of governance capacity. The research on the improvement path of the public service quality of new smart cities under the heterogeneity has seized the opportunity of digital development, complied with the national development trend, and continuously improved the digital living standard of the public. In this research process, the joint participation and cooperation of the government, enterprises, researchers and the public, and the path of strengthening demand research, optimizing resource allocation and promoting service innovation, can effectively improve the quality of public services and meet the diversified needs of residents. In the future, smart cities should continue to deepen the research and understanding of residents' needs, constantly innovate service models and mechanisms, promote the continuous improvement of public service quality, and design a path to improve the public service quality of new smart cities.

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