

***Assessing the Rate and Factors Affecting of
Citizens' Trust in Urban Management (A Case
Study of Zone 1, Shiraz)***

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Abstract

Today's conditions in Shiraz metropolitan area have increased the need to measure and extend social trust at all levels and dimensions of urban life, and, on the other hand, the lack of traditional ties and the creation of new social ties has confronted the concept of trust with problems. The purpose of this study is to measure the factors affecting of citizen trust in urban management (case study: Shiraz city). The present research is applied in terms of purpose and descriptive - analytic method using the questionnaire tool. The statistical population of the study was citizens of Shiraz city. The sample size was calculated using Cochran's formula of 384 people. Validity of the questionnaire questions was verified by professors and experts in the field of geography and urban planning, its reliability was calculated by Cronbach's alpha of 0.93. SPSS software was used to analyze the data of the questionnaire. The results of Kolmogorov-Smirnov test showed abnormal data. Therefore, non-parametric Chi-Square and Kruskal-Wallis tests were used to answer the research questions. The results of the Chi-square test showed that citizens of Shiraz district have a lower level of confidence in urban management. Also, the trusted characteristics (municipalities and city councils) have the greatest impact on the level of citizen's trust and the characteristics of the trustworthy (citizens) and characteristics Environmental constraints have had a lesser impact on the level of citizen confidence in urban management. Also, Kruskal Wallis test showed that all the variables

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studied in the research with sig = 0.000 and error less than 0.05 had a significant effect on the level of citizen trust in urban management.

Introduction

In several studies, trust has become generalized as a catalyst for economic growth, productivity, development, innovation, organizational and national level success, and growth factors (Alaaraj, 2016: 501). In a space of public trust between citizens and the state, tools such as coercion to enforce transactions lose their effectiveness, and instead, people's intent for repayment and belief in integrity increases (Hanitzsch & Berganza, 2014: 796). It should be acknowledged that the current conditions of Shiraz metropolitan area have made it more difficult to measure and expand social trust at all levels and dimensions of urban life, and on the other hand, the lack of traditional ties and the creation of new social ties has raised the concept of trust with problems. This research tries to investigate the level of trust of citizens in the municipality and council of Shiraz in terms of trust in order to ensure order, solidarity and participation in society, its institutions and organizations, and find the factors that affect it. According to the above, the research questions are presented in this way:

What is the level of trust of citizens of the district of a city in Shiraz to the municipality and city council?

What are the characteristics of the trusted municipality and city council, the trustworthy characteristics (citizens)?

What are the factors affecting the trust of citizens in the city of Shiraz in the municipality and city council?

Materials and Methods:

The present research is applied in a descriptive-analytical way. Data collection has been done through documentary-library studies and fieldwork. The population of the study consisted of citizens of Shiraz, a sample of 384 people. This research distinguishes the factors affecting the trust of citizens of district 1 of Shiraz in the municipality and city council in three separate sections. Also, three questions of the questionnaire have been assigned to the mayor, the city council, regarding the overall level of trust. Finally, Chi-Square and Kruskal-Wallis nonparametric tests were used to examine the research hypotheses.

Discussion and Results:

The results of the Chi-square test showed that citizens of Shiraz district have a lower level of confidence in urban management. Also, the trusted characteristics (municipalities and city councils) have the greatest impact on the level of citizen's trust and the characteristics of the trustworthy (citizens) and characteristics Environmental constraints have had a lesser impact on the level of citizen confidence in urban management. Also, Kruskal Wallis test showed that all the variables studied in the research with sig = 0.000 and

error less than 0.05 had a significant effect on the level of citizen trust in urban management. The results of this study are consistent with the results of the Mohammadi and Zanganeh researches conducted in Neishabur, as well as the results of the disability field researches and colleagues.

Conclusion

Citizens' trust in urban management is below 33%, which is theoretically the disruption and weakness of effective communication between people and executive agencies. It is natural that in such a situation, it will be difficult to carry out the tasks that require the strong participation of the people. Among the factors affecting the trust of citizens, the trusted characteristics (municipality and city council) have a more important role, among which factors such as the alignment of the goals of urban management with the needs of the community, the competence and knowledge necessary for the conduct of affairs, the observance of justice by the municipality staff respectively. The highest rank and, in the eyes of citizens, were of great importance in trusting in urban management.

Keywords: Trust, Urban Management, Municipality, Shiraz

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