



People's Satisfaction with the Services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province

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Abstract

Background and Objectives: The Ministry of Interior, through the Department of Local Administration, has emphasized the importance of efficient and effective performance of local government organizations. A study on people's satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. The objectives are 1) to study the level of satisfaction of the people with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province, 2) to compare the satisfaction of the people with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Province Nakhon Si Thammarat

Research Method: It is a quantitative research study. (Quantitative Research) The population and sample used in this research are people who use the services of the Thai Buri Subdistrict Administrative Organization. There were 300 people. The tool used to collect data was a questionnaire. The researcher distributed and collected the full questionnaire at 100 percent. Statistics used in data analysis include frequency distribution, percentage, mean, and standard deviation in hypothesis testing. T-test and One-way ANOVA statistics were used to test and compare the means of variables by determining statistical significance at the .05 level.

Results: The research results can be summarized as follows: 1) Data analysis of people's satisfaction levels with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. The study results found that Overall, it is at a high level. When considering each aspect, it was found that the aspect with the highest average at a high level is the service process aspect, followed by the facilities aspect. Service staff and the lowest average were in terms of service channels, respectively. 2) Satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. With different types of services, there is a difference in satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province, with statistical significance at the .05 level, by the set assumptions. As for satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province, including gender, age, status, education level, occupation, and monthly income. Service time and the number of times different services were received. Satisfied with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. No different. At the statistical significance level of .05, the assumptions were not met.

Conclusion: The study finds that while service channels have the lowest level of satisfaction, overall satisfaction with the services provided by the Thai Buri Subdistrict Administrative Organization is high, particularly when it comes to the service process aspect. Furthermore, there are notable variations in the satisfaction levels of various service types; however, characteristics such as gender, age, status, education, occupation, and income have no discernible impact on satisfaction.

Keywords: Satisfaction; Service Recipients; Local Government Organizations

Introduction

The state empowers local government agencies to manage their localities under the administrative structure established by law. It consists of 4 forms: Provincial Administrative Organization, Municipality, and Subdistrict Administrative Organization. Special forms of local government administration. This has caused dramatic changes in local government; that is, the role of local government organizations has increased under the scope of the constitutional law stipulating that local government organizations are responsible for providing public services at the community level. Central and regional government agencies are responsible for carrying out government missions at the national and regional levels. These government agencies provide advice, support, and supervision of operations. Local government organizations are different from the past when local government organizations played a main role. The Ministry of Interior, through the Department of Local

Administration, has emphasized the importance of the efficient and effective performance of local government organizations. Each year, an evaluation committee will be established to certify the performance standards of local government organizations in the areas. The local government organization must assess the people's satisfaction with the services provided by the local government organization. By allowing higher education institutions that are neutral and have been listed on the list of educational institutions to survey the satisfaction of service recipients. According to indicator 1, dimension 2: service quality From the Municipal Employees Committee (Subdistrict Administrative Organization) and the Subdistrict Administrative Organization (SAO) Committee surveyed and assessed people's satisfaction in 4 main issues: 1) satisfaction with the service process 2) satisfaction Satisfied with service channels, 3) Satisfied with service staff, and 4) Satisfied with facilities.

Objectives

1. To study the level of satisfaction of citizens with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province.
2. To compare people's satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. Classified according to personal factors

Literature review

1) Basic concepts regarding service quality

Parasuraman, et al (1990) mentioned the important elements of providing quality service that can create satisfaction for service recipients, consisting of 10 (1) convenience. (Access) in receiving services (2) Communication (Communication) that is clear, easy to understand, and has a channel for listening to opinions from service recipients. (3) Competence: The service provider has skills. Knowledge and ability to provide services effectively. (4) Courtesy: Service providers are polite. And is gentle (5) and trustworthy (Credibility). The service provider is reliable and honest. Local government organizations are reliable. And have a good image (6) confidence (Reliability) The service provider can perform the job reliably and as promised. (7) Quick response. (Responsiveness) The service provider can respond willingly to tourists. (8) Safety (Security) Providing services without danger. There is no risk or doubt. The service location is highly safe. (9) Appearance, equipment, service personnel. Various communications while providing services are convenient, appropriate, beautiful, and modern, and (10) understanding of service recipients (Understanding Customers) The service provider has understanding. There is an effort to know and understand the service recipient.

Gronroos (1990) mentioned that service quality can be created according to 6 guidelines as follows:

(1) Professionalism and skills of service providers (professionalism and skill) are considered. Service recipients can gain knowledge from receiving services from service providers who have knowledge and skills in service work, which can solve various problems. Systematically and systematically

(2) Attitude and behavior of the service provider (attitude and behavior). Service recipients will feel that the service provider is interested in solving various problems. That happened in a friendly manner. And proceed to solve the problem urgently

(3) Easily accessible and flexible in providing services (accessibility and flexibility) Service recipients will consider the location of the service. And the service delivery time from the service provider, including the service system provided. To provide convenience to service recipients

(4) Trust and reliability (reliability and trustworthiness): The service receiver will consider this after receiving the service. The service provided by the service provider must be performed as agreed upon.

(5) Resolving the situation to return to normal (recovery) considering the occurrence of unforeseen events or the occurrence of abnormal events. and the service provider can resolve that situation

promptly with appropriate methods, which brings the situation back to normal

(6) Reputation and credibility: Service recipients will trust the service provider's reputation because the service provider has always operated well.

2) Satisfaction theory concept

Millet, (2012) mentioned that service satisfaction is the ability of the service provider to create satisfaction for the service recipient. By making the service achievable in the following five elements:

(1) Equitable Service means fairness in service delivery based on the belief that all people are equal. There is no discrimination in providing services. All service recipients will be treated according to the same service standards.

(2) Timely Service, a crucial aspect of service satisfaction, demands that public services be delivered promptly. For instance, specifying a processing time within 3 or 7 business days. Failure to meet these timelines can lead to dissatisfaction among service recipients, highlighting the importance of this element.

(3) Ample Service, a key element of service satisfaction, ensures that public services are provided in the right quantity in each area. This includes equality and punctuality in service delivery. Ensuring the right amount of service and service locations not only prevents injustice but also enhances the overall service experience for the recipients.

(4) Continuous Service means providing public services regularly. The main thing is adhering to public benefits; it is not based on the service provider's satisfaction that they will provide services or stop at any time.

(5) Providing progressive services (Progressive Service) means providing public services with improved quality. And performance results which increase efficiency or ability to provide more services Using the same resources

Conceptual Framework

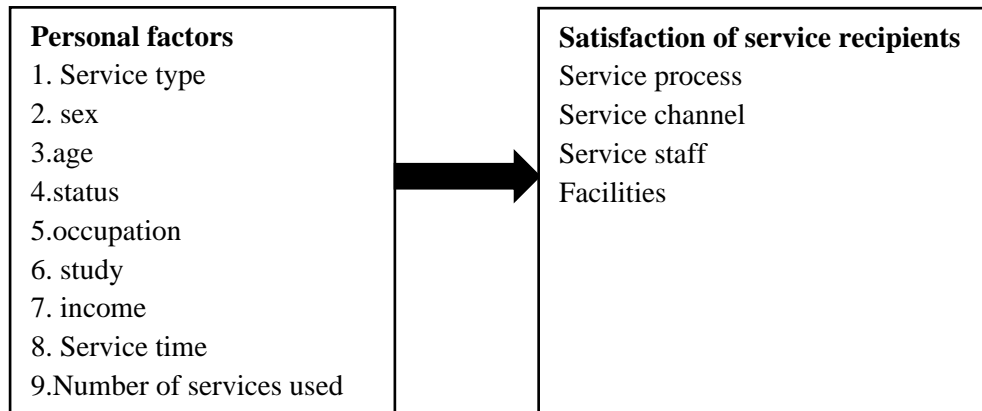


Figure 1 Conceptual Framework

Methodology

This study on people's satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province, is a mixed method, both quantitative research. (Quantitative Research) and Qualitative Research (Qualitative Research), with research methods in each type as follows: 1. Quantitative Research (Quantitative Research) The population is the people who receive services from the Thai Buri Subdistrict Administrative Organization in the fiscal year 2023 using the sample size determination method from Taro's ready-made tables. Yamane, at a confidence level of 95 percent, the sample size was equal to 300 people. The sample selection used a simple random sampling method (Simple random sampling). The tool used to collect quantitative data was a questionnaire tool. (Questionnaire) in collecting data, The questionnaire went through a process of creating and checking the quality of the instrument. By studying concepts, theories, and related research results to created a questionnaire. The advisor will initially verify the accuracy of the content. And checking the content validity from 3 experts. Then, the questionnaire was used to try out data collection (try out) from the group of people receiving services from the Thasa Subdistrict

Administrative Organization in the fiscal year 2023, and the questionnaire was obtained. Let's calculate the confidence value of the questionnaire using Cronbach's alpha coefficient (Cronbach's alpha). The total value of the entire questionnaire set is equal to .83. Data analysis of people's satisfaction levels. The data was analyzed by frequency distribution, percentage, mean, and standard deviation. Public satisfaction comparison section Statistics using the t-test and one-way analysis of variance were used.

2. Qualitative Research: A group of key informants (Key Informant) used in in-depth interviews to collect information on the reasons behind the level of satisfaction of people receiving services, consisting of (1) Deputy President of Tha Sala Subdistrict Administrative Organization (2) Permanent Secretary of Tha Sala Subdistrict Administrative Organization (3) Director of Engineering Division (4) Director of Finance Division and (5) Director of Education, Religion and Culture Division Data Analysis Use the method of content analysis (Content Analysis)

Results

The results of the study, according to the research objectives, can be summarized as follows:

1. Data analysis of people's satisfaction levels with the Thai Buri Subdistrict Administrative Organization services, Tha Sala District, Nakhon Si Thammarat Province. The study results found that Overall, it is at a high level. When considering each aspect, it was found that the aspect with the highest average At a high level is the service process aspect, followed by the facilities aspect. The service staff and the lowest average are the service channels, respectively. When considering each aspect, it was found that

1.1 Service process at a high level When considering each item, it was found that the item with the highest average At a high level is the speed in each step of service delivery, followed by clarity in communicating the steps in providing service. Priority ordering of service recipients and the lowest average is the accuracy of the specified service procedures, respectively.

Data from in-depth interviews found that in terms of the service process, the Revenue or tax work of the Thai Buri Subdistrict Administrative Organization can create the greatest satisfaction for the people because the Treasury Department's services can be done regularly (Equitable Service), timely (Timely Service), adequate (Ample Service), continuously (Continuous Service), and progressive (Progressive Service).

1.2 Service channels at a high level When considering each item, it was found that the item with the highest average there are various and sufficient service channels at a high level, and each service channel is not complicated. Each service channel meets the needs of service users. And the lowest average is that each service channel is fast, respectively.

Data from the in-depth interview found that in terms of service channels, the public service work of the Thai Buri Subdistrict Administrative Organization can create the greatest satisfaction for the people. Because the service is not complicated, it is clear, and various channels exist to provide services. And flexible times for receiving services

1.3 Service personnel at a high level When considering each item, it was found that the item with the highest average At a high level is the speed of service provided by the staff, followed by the knowledge and understanding of the staff in providing the service. Accuracy in providing service by officials and the lowest average were smiling, cheerful officers ready to serve, respectively.

Data from in-depth interviews found that in terms of service personnel, Community development, and social welfare work of the Thai Buri Subdistrict Administrative Organization can create the greatest satisfaction for the people Because the staff provides quick service and Has knowledge and understanding in providing services to the people, Providing services correctly and provide services in a systematic, step-by-step manner.

1.4 Facilities are at the level When considering each item, it was found that the item with the highest average At a high level is the readiness of the place to provide services, followed by the readiness of materials and equipment for providing services. Modern materials and equipment are needed for the current situation, and the lowest average is the cleanliness and orderliness of the place and the materials and equipment for providing services, respectively.

Data from in-depth interviews found that in terms of facilities, Public service work of the Thai Buri Subdistrict Administrative Organization can create the greatest satisfaction for the people Because there is modern equipment. Officers and staff are available to answer questions about using various equipment or systems.

2. Results of comparing people's satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. Classified according to personal factors



2.1 People with different types of services There is a difference in satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province, with statistical significance at the .05 level, by the set assumptions.

2.2 People with different types of services were Satisfied with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. The assumptions were not met at the statistical significance level of .05.

2.3 People of different ages were Satisfied with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. There was no difference. At the statistical significance level of .05, the assumptions were not met.

2.4 People with different statuses Satisfied with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. No different. At the statistical significance level of .05, the assumptions were not met.

2.5 People with different levels of education Satisfied with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. No difference at the statistical significance level.05 Not according to the assumptions set

2.6 People with different occupations Satisfied with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. No difference. At the statistical significance level of .05, the assumptions were not met.

2.7 People with different monthly incomes Satisfied with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. No difference at the statistical significance level.05 Not according to the assumptions set

2.8 People who have different times to request services are Satisfied with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. The assumptions were not met at the statistical significance level of .05.

2.9 People who have different numbers of times to request services Satisfied with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. No difference. At the statistical significance level of .05, the assumptions were not met.

Discussion

Service quality is related to Satisfaction with services provided by the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. Both overall and in each aspect, it shows that the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province, has good service. This may be because the Thai Buri Subdistrict Administrative Organization has good management. And some leaders can manage and provide services quickly. Eager to provide services equally and equally. Provide services according to standards in various fields, making people satisfied. This is consistent with the work of Kenaphoom (2019), who studied the survey of citizens' Satisfaction with the services of administrative organizations. Muang subdistrict Maha Chanachai District, Yasothon Province, results of data analysis of people's Satisfaction with Providing services of Muang Subdistrict Administrative Organization Maha Chanachai District, Yasothon Province, process issues and Service steps Service channels Service staff and facilities Satisfaction at the highest level and consistent with the work of Lanin (2014) on CITIZEN SATISFACTION WITH LOCAL GOVERNANCE SERVICE: The Influence of Manager Role on Public Service Improvement in Local Government, which found that citizens are satisfied with leaders and the improvement of public services in local government. That gives importance to building relationships and service to the public, resulting in Satisfaction with the service. It is consistent with Md's research. Islam and Ahsan (2021) studied the relationship between the perception of local service quality and citizen satisfaction through confidence at the local government level in urban areas. Bangladesh found that citizens' confidence in local government services was a relationship between the perception of quality, service efficiency, and citizens' Satisfaction.

However, when comparing people's Satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province, it was found that different personal factors did not affect people's Satisfaction with the services of the Thai Subdistrict Administrative Organization. Buri, Tha Sala District, Nakhon Si Thammarat Province This may be due to the Thai Buri Subdistrict Administrative Organization providing equal services to the people. Seeing that all citizens who come to receive services are equal, Services are provided on a first-come, first-served basis, providing equal service. Therefore, the personal factors of the people and their Satisfaction with the services provided by the Thai Buri Subdistrict Administrative Organization are not different. Consistent with the research of Chantharang (2020) studied the Satisfaction in public services of Map Phai Subdistrict Administrative Organization, Ban Bueng District, Chonburi Province. The study's



results found citizens' Satisfaction with the public services of the Map Phai Subdistrict Administrative Organization, Ban Bueng District, Chonburi Province. Overall, it is at a high level.

Conclusion

The study results found that people are satisfied with the services provided by the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province Overall. When considering each aspect, the aspect with the highest average at a high level is the service process, followed by the facilities aspect. The service staff has the lowest average in the service channel.

Recommendation

Policy recommendations

1. Service channels Provide convenient contact channels through which service recipients can easily contact the local government organization, such as a website providing Line information as a channel for service recipients to contact at any time. Complaint box

2. Service personnel should develop knowledge for personnel and provide continuous training to educate personnel. A test measures whether a person knows the science assigned to them. There is a policy that promotions are based only on that line of work. Makes you have expertise and deep knowledge in your work.

3. Facilities: arrange the venue, landscape, and facilities. Arrange the landscape to be clean, orderly, beautiful, and provide adequate seating. Map of service points according to procedures/room labels providing necessary office supplies.

4. Service process Operations have clear steps and requirements. There is a manual that explains what documents are required for each job. What is the sequence of operations? There is a screening process. Check to ensure accuracy, use information systems to help manage data, and remind when deadlines are due. There is a record of the date and time of receipt of the request and acceptance of every step of the matter. There is a receipt showing the request to the applicant and the completion time.

Suggestions for next research

1. A qualitative study should be conducted to study people's satisfaction with the services of the Thai Buri Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. This information could be used as another piece of information to compare with this research and get more detailed information.

2. To be ready to support services efficiently, a study should be conducted on the participation of all sectors, including involved government officials, entrepreneurs, and people in the community. This could be done by organizing small group meetings, seminars, focus groups, etc.

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