



A Study of People's Satisfaction with Public Services of Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province

Apinun Chowalit¹, Kittachet Krivart², and Arpaporn Sookhom³

¹ Master's degree student, Walailak University, Thailand,

^{2,3} Lecturer, Walailak University, Thailand

E-mail: Auyponsri.chowalit@gmail.com, ORCID ID: <https://orcid.org/0009-0009-8675-3786>

E-mail: dr.phukit@hotmail.com², ORCID ID: <https://orcid.org/0009-0000-6166-4773>

E-mail: aiam2524@gmail.com⁴, ORCID ID: <https://orcid.org/0009-0009-4453-1798>

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Abstract

Background and Aims: Public service, essential for societal well-being, must ensure benefits for the collective public through transparent, continuous, and equitable delivery. Assessing citizen satisfaction in areas such as accessibility, empathy, response time, convenience, and value is critical for enhancing public services and fostering trust and loyalty among citizens. Thus, this research aims to (1) study the level of service quality and level of satisfaction with public services of Tha Sala Subdistrict Administrative Organization. And (2) Investigate the intricate relationship between personal factors, service quality, and satisfaction with public services within the Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province.

Methodology: Convenience sampling was used in the study to poll 200 consumers of public services provided by the Tha Sala Subdistrict Administrative Organization with a 95% confidence level. While inferential statistics, such as Chi-Square tests and correlation coefficients, tested hypotheses on service quality and satisfaction, descriptive statistics were utilized to analyze demographic data. Content analysis was used to examine the open-ended responses.

Results: The Tha Sala Subdistrict Administrative Organization provides the highest quality public services, excelling in investment, environment, social order, quality of life, and infrastructure. Satisfaction is also at the highest level, with top scores in accessibility, response time, and empathy. Personal factors like gender, age, and income do not affect satisfaction, highlighting the organization's fair and unbiased service.

Conclusion: High satisfaction with accessibility, response time, and empathy is ensured by the excellent public services provided by the Tha Sala Subdistrict Administrative Organization in a variety of domains. Given that personal characteristics like gender, age, and income have no bearing on satisfaction levels, it is clear that the organization is committed to providing fair and impartial service.

Keywords: People's Satisfaction; Public Services; Subdistrict Administrative Organization

Introduction

Public service means a service or activity that the government provides for the public benefit or to meet the needs of the public. It is an activity that is under the administration or control of the administrative department, created to meet the collective needs of the people (Kokphon, 2009), which is developing a good quality of life for the people and creating Both economic and social development for the local area including the development of the nation as a whole The principles that are important issues in organizing public services are: The provision of public services must be carried out to benefit the public at large. It can meet local needs for equality, continuity, and transparency in service delivery (Sriram, 2014). Provincial Service Organizations must provide public services to the people, including 1) infrastructure, consisting of 13 standards; 2) quality of life, consisting of 13 standards; and 3) regulation management. Community society and maintaining peace and order consist of 11 standards, and 4) investment, natural resources, environment, and arts and culture, consisting of 11 standards. Whether public services will be at a good level or not, there are many ways to evaluate them. One popular method is to assess citizens' satisfaction with public services directly. Public satisfaction is the cornerstone of a successful business. The citizen satisfaction factor is critical in ensuring that satisfied citizens are not just one-time service users. People are the lifeblood of every place.

Satisfaction assessment refers to a measurement that determines how satisfied citizens are with a company's products, services, and capabilities. Citizen satisfaction data, Including surveys and ratings, can help companies determine how to improve or change their products and services. The main focus of the





organization must be to satisfy the people. This applies to industrial companies. Retail and wholesale business Government agencies Service company Non-profit organization and every subgroup within the organization Normally, people's satisfaction assessment is done in 5 areas: accessibility. Compassionate aspect Response time Comfort aspect and value for money Access is the foundation that creates happiness for the people. It covers not only physical Access. But also the ease of communication. Being available to your customers whenever and wherever they need you. Whether in person, online or via mobile phone is important. Compassion for people goes beyond solving problems. It is about following the example of the people. It involves actively listening to concerns. Understand your emotions and show genuine empathy. Businesses that cultivate empathy create strong emotional bonds with citizens. Leading to unwavering loyalty and satisfaction. Response time in the age of instant gratification. Response time can make or break a citizen's experience. Citizens expect quick answers to questions and quick solutions to problems. Timely communication and problem resolution reflect your commitment to public satisfaction. Earning their trust and loyalty Convenience is the holy grail of public satisfaction. It covers everything from user-friendly interfaces to efficient processes and accessible citizen support. Prioritizing convenience makes it easy for citizens to navigate your offerings. This leads to a smoother experience and increased satisfaction. Value Providing value is not just about offering competitive prices. It is about exceeding people's expectations at every touchpoint. Businesses that consistently provide excellent citizens make citizens feel like they are getting more than they pay for. As a result, the people are satisfied.

Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province Services to the public have been organized in many areas, such as infrastructure and basic welfare. There are channels to serve the public both in the office and in the area To cover people of all genders and ages.

Therefore, the researcher is interested in studying people's satisfaction with public services in the Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. To develop public services of the Subdistrict Administrative Organization to have better efficiency.

Objectives

1. Study the level of service quality and level of satisfaction with public services of Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province.
2. Investigate the intricate relationship between personal factors, service quality, and satisfaction with public services within the Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. This study has the potential to provide valuable insights for policymakers and government officials in enhancing public service quality.

Literature review

1. Concept of satisfaction

McCormick (1979) stated that satisfaction is a human motivation based on basic needs. It is closely related to achievement and incentives. and try to avoid unwanted things

Mullins (1969) stated that because satisfaction is a measure of the difference between what is expected and what is received, satisfaction is a measure of a person's attitude or feeling. This can be done in several ways, as follows.

1) One of the most common methods of measuring satisfaction is through the use of questionnaires. This involves gathering a sample of individuals and having them express their opinions on various aspects of satisfaction. The quality of the information received is directly linked to the quality of the questionnaire. Therefore, the researcher plays a crucial role in designing a questionnaire that is accurate, complete, and relevant to the research objectives, ensuring the data collected is of high value.

2) Interviews are a direct method of measuring satisfaction. The researcher conducts interviews and talks directly with the sample groups. Measuring satisfaction this way requires good techniques and methods to obtain true information.



3) Observation is a method of measuring satisfaction by observing the behavior of the target person, whether it be speech, behavior, or gestures. Measuring satisfaction in this way requires quite a lot of time. And requires methodical observation

2. Concepts about providing services

According to the works of Amphan (Amphan, 2005), public services are defined as service provision by an official agency in response to societal needs. This service is seen as a duty of the service providers (providers) to ensure the service recipients (recipients) satisfaction.

Bunyaratphan (Bunyaratphan, 2005) said that the important elements of a person are A group of persons or agencies with authority and duties related to providing public services. Which may be public or private. It must forward public services to the people. To respond to the needs of the people as a whole, there must be six important components:

- 1) Place and person providing services
 - 2) Input factors or resources
 - 3) Processes and activities
 - 4) Product or service
 - 5) Service channels
 - 6) Impact on service recipients
- ## 3. Factors affecting service satisfaction

Mullins (Mullins, 1969) proposed the concept of creating service satisfaction, including:

1) Providing equal services (Equitable Service) means providing services to all citizens equally, with the same rules and standards.

2) Providing timely service (Timely Service) means providing service on time, especially Government services that require strict consideration of punctuality

3) Providing adequate service (Ample Service) means providing services regarding materials and equipment. Time is adequate and appropriate and must also be of quality.

Newman & Gil (Naumann & Giel, 1995) proposed the concept of customer satisfaction as It depends on three components:

1) Quality product and service, which influences customer perception. When the customer knows that the product or service received, If you have good quality, you will feel satisfied with the product or service.

2) Price is a component that will make customers satisfied. When customers compare the fairness of prices and see that the price is appropriate, they will be satisfied, but if the customer feels that the product is not suitable for the price, They will be dissatisfied.

3) Corporate image, a crucial factor in customer satisfaction, encompasses a company's general business operations, morality, and social responsibility.

Conceptual Framework

The researcher has defined the conceptual framework from related literature and research as follows.

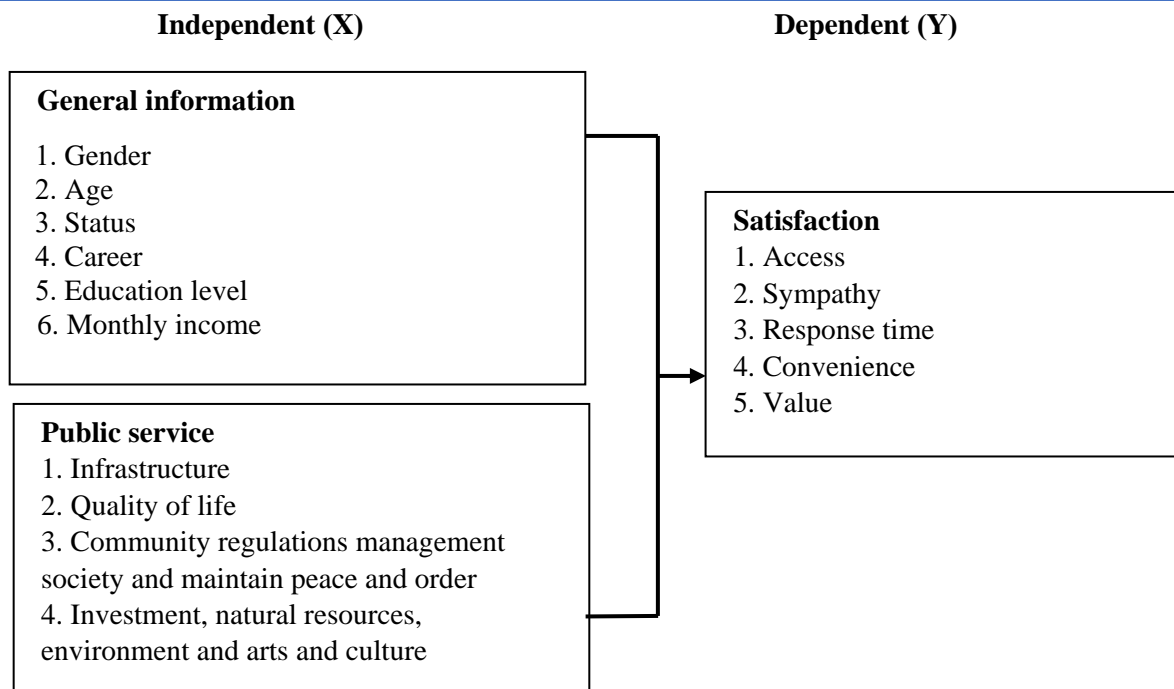


Figure 1 Conceptual Framework

Methodology

Study of People's Satisfaction with Public Services of Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. This time, a quantitative research study was used. "Quantitative Research"

The sample group used in this study is a carefully selected group of people who come to use the public services of the Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. The total number of participants was 200, a size calculated at a confidence level of 95% using convenience sampling, as the exact population is not known. This method ensures the validity of our findings.

Data analysis Descriptive statistical analysis Uses frequency, percentage, mean, and standard deviation values. To analyze basic demographic data. To describe the general characteristics of the sample Inferential statistical analysis Using statistics used to test hypotheses, namely a study of satisfaction with public services of employees of the Tha Sala Subdistrict Administrative Organization using the test of independence of variables (Chi-Square test for independence) and testing the hypothesis of the relationship between quality Public service provision and public service satisfaction using correlation coefficients. (Correlation) For open-ended questions (Open-ended Questionnaire), the researcher analyzed content (Content analysis) by describing and summarizing the issues using theory and experience in the analysis.

Results

Nakhon Si Thammarat Province: Conduct an overall study and classify it into four areas: infrastructure, quality of life, management of community and social order, maintaining peace and order, and investment in natural resources, environment, arts, and culture. Data were analyzed using the arithmetic mean and standard deviation to determine the quality level of public services of the Tha Sala Subdistrict Administrative Organization as follows:



Table 1 Results of the overall study of the quality of public services of the Thasala Subdistrict Administrative Organization.

Overall public service	\bar{X}	S.D.	level
Infrastructure	4.44	0.54	the most
Quality of life	4.46	0.54	the most
Management of community and social order and maintaining peace and order	4.47	0.53	the most
Investment, natural resources, environment and arts and culture	4.49	0.52	the most
Overall quality of public services	4.47	0.51	the most

Table 1 shows that the overall Quality of public services of the Tha Sala Subdistrict Administrative Organization is at the highest level. When considering each aspect, it was found that every aspect has the highest public service quality. The areas with the highest public service quality scores are investment, natural resources, environment, and arts and culture. Followed by Management of community and social order and maintaining peace and order, Quality of life, and infrastructure.

A study of satisfaction levels in public services of Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. The study was conducted overall and classified into five areas: access. Compassionate side Response, time Comfort aspect and value for money Data were analyzed using the arithmetic mean and standard deviation. And determine the level of satisfaction with the public services of the Thasala Subdistrict Administrative Organization as follows:

Table 2. Results of the study of overall satisfaction levels in public services of the Thasala Subdistrict Administrative Organization.

Side of satisfaction	\bar{X}	S.D.	Quality level
Accessibility	4.51	0.50	the most
Compassionate side	4.50	0.52	the most
Response time	4.51	0.51	the most
Comfort aspect	4.51	0.50	the most
Value aspect	4.50	0.52	the most
Overall satisfaction with public services	4.51	0.48	the most

Table 2 shows that overall satisfaction with public services of the Tha Sala Subdistrict Administrative Organization is at the highest level. When considering each aspect, it was found that every aspect was satisfied with the highest level of public service. The aspect in which service satisfaction is highest is Accessibility and convenience, Followed by Response time and the compassionate aspect with value for money

A study of the relationship between personal factors and satisfaction with public services of Thasala Subdistrict Administrative Organization. Personal factors include gender, age, status, occupation, education level, and income. Satisfaction with public services of Tha Sala Subdistrict Administrative Organization consists of overall satisfaction and five areas: accessibility. Compassionate side Response, time Comfort aspect and value for money Data were analyzed using the Chi-Square test for independence. Data analysis results are presented in the following table.



Table 3 Results of the study of the relationship of personal factors with satisfaction with public services of Thasala Subdistrict Administrative Organization.

Personal factors	Satisfaction in service	Chi-Square	p-value	Interpretation of results
sex	overall	3.857	.145	not related
	Accessibility	1.207	.547	not related
	Compassionate side	0.002	.999	not related
	Response time	1.788	.409	not related
	Comfort aspect	4.098	.129	not related
	Value aspect	6.229	.044*	related
age	overall	1.687	.946	not related
	Accessibility	2.447	.874	not related
	Compassionate side	2.281	.892	not related
	Response time	2.825	.830	not related
	Comfort aspect	3.451	.751	not related
	Value aspect	1.617	.951	not related
status	overall	4.454	.616	not related
	Accessibility	4.548	.603	not related
	Compassionate side	4.196	.650	not related
	Response time	5.443	.488	not related
	Comfort aspect	3.043	.803	not related
	Value aspect	1.555	.956	not related
occupation	overall	18.779	.016*	related
	Accessibility	26.685	.001*	related
	Compassionate side	21.246	.007*	related
	Response time	18.312	.019*	related
	Comfort aspect	13.377	.100	not related
	Value aspect	16.602	.035*	related
Education level	overall	20.514	.009*	related
	Accessibility	15.455	.051	not related
	Compassionate side	22.559	.004*	related
	Response time	21.983	.005*	related
	Comfort aspect	17.479	.025*	related
	Value aspect	17.823	.023*	related
income	overall	11.354	.331	not related
Personal factors sex	Accessibility	10.546	.393	not related
	Compassionate side	14.038	.171	not related
	Response time	10.575	.392	not related
	Comfort aspect	14.125	.167	not related
	Value aspect	12.214	.271	not related

Note * Statistically significant at the .05 level.

Contrary to common assumptions, our research shows that personal factors, such as gender, do not have a significant relationship with satisfaction with public services of Tha Sala Subdistrict Administrative Organization. This finding, observed at the .05 level, challenges existing beliefs.

Contrary to common assumptions, our research shows that personal factors, such as gender, do not have a significant relationship with satisfaction with public services of Tha Sala Subdistrict Administrative Organization. This finding, observed at the .05 level, challenges existing beliefs.



Our research findings, which include personal factors such as income, reiterate the lack of relationship with satisfaction with public services of Tha Sala Subdistrict Administrative Organization. This non-significant finding, observed at the .05 level, further supports our research.

Including personal and professional factors, it is related to satisfaction with public services in the Tha Sala Subdistrict Administrative Organization, Tha Sala District, and Nakhon Si Thammarat Province. It is statistically significant at the .05 level.

Personal factors such as education level are related to satisfaction with public services in the Tha Sala Subdistrict Administrative Organization, Tha Sala District, and Nakhon Si Thammarat Province. This is statistically significant at the .05 level.

Our research findings, which include personal factors such as income, reiterate the lack of relationship with satisfaction with public services of Tha Sala Subdistrict Administrative Organization. This non-significant finding, observed at the .05 level, further supports our research.

A study of the relationship between service quality and satisfaction with public services of Thasala Subdistrict Administrative Organization. The service quality consists of the overall service quality and four aspects: infrastructure, quality of life, community regulations, management of society, maintaining peace and order, and investment in natural resources, the environment, and arts and culture. As for satisfaction with public services of the Tha Sala Subdistrict Administrative Organization, it consists of Overall satisfaction and five aspects were classified as follows: accessibility, Compassionate side, Response time, Comfort aspect and value for money. Data were analyzed for independence using the Chi-Square test. Data analysis results were presented as follows.

Table 4 Results of the study of the relationship between service quality and satisfaction with public services of Thasala Subdistrict Administrative Organization.

Service quality	Satisfaction in service	Chi-Square	p-value	Interpretation of results
overall	overall	163.598	.000*	related
	Accessibility	214.518	.000*	related
	Compassionate side	156.301	0.000*	related
	Response time	160.147	0.000*	related
	Comfort aspect	124.192	0.000*	related
	Value aspect	107.151	0.000*	related
Infrastructure	overall	133.254	0.000*	related
	Accessibility	176.229	0.000*	related
	Compassionate side	170.769	0.000*	related
	Response time	139.301	0.000*	related
	Comfort aspect	155.020	0.000*	related
	Value aspect	125.064	0.000*	related
Quality of life	overall	127.874	0.000*	related
	Accessibility	154.550	0.000*	related
	Compassionate side	149.905	0.000*	related
	Response time	126.702	0.000*	related
	Comfort aspect	101.230	0.000*	related
	Value aspect	82.395	0.000*	related
Management Community regulations society maintain order	overall	151.155	0.000*	related
	Accessibility	180.048	0.000*	related
	Compassionate side	136.350	0.000*	related
	Response time	147.828	0.000*	related
	Comfort aspect	112.610	0.000*	related



Service quality	Satisfaction in service	Chi-Square	p-value	Interpretation of results
	Value aspect	96.619	0.000*	related
Investment	overall	160.776	0.000*	related
natural resources	Accessibility	153.384	0.000*	related
environment and	Compassionate side	198.820	0.000*	related
arts and culture	Response time	157.628	0.000*	related
	Comfort aspect	121.617	0.000*	related
	Value aspect	108.673	0.000*	related

Note * Statistically significant at the 0.05 level.

Overall, service quality is related to satisfaction with public services of Tha Sala Subdistrict Administrative Organization, Tha Sala District, Nakhon Si Thammarat Province. Statistically significant at the .05 level, and when studying the relationship of overall public service quality with satisfaction with public service in each aspect, it was found that

Overall, the quality of public services is related to satisfaction with public services. In particular, the aspect of accessibility was found to be statistically significant at the 0.05 level.

Reiterating the main finding, the overall quality of public services is indeed related to satisfaction with public services. This was further confirmed by the finding that the compassionate side was statistically significant at the .05 level.

Overall, the quality of public services is related to satisfaction with public services. Response time is Statistically significant at the .05 level.

Overall, the quality of public services is related to satisfaction with them. The comfort aspect is statistically significant at the .05 level.

Overall, the quality of public services is related to satisfaction with public services. The value aspect is Statistically significant at the .05 level.

Conclusion

In summary, the overall quality of public services of the Tha Sala Subdistrict Administrative Organization is at the highest level. The quality of service in each aspect is arranged from highest to lowest: 1) investment, natural resources, environment, and arts and culture; 2) community and social order management and maintaining peace and order; 3) quality of life; and 4) Infrastructure.

Overall satisfaction with public services of Tha Sala Subdistrict Administrative Organization. At the highest level. Arranged in order of satisfaction by aspect From areas with high to low scores: 1) Accessibility with convenience, 2) response time, and 3) empathy. With value for money

It's important to note that personal factors, such as gender, age, marital status, occupation, educational level, and income, do not influence satisfaction with public service, both overall and in individual areas. This underscores the organization's commitment to providing fair and unbiased services. Overall, each aspect of service quality is related to satisfaction with public services both overall and each aspect.

A summary of the service quality of the Tha Sala Subdistrict Administrative Organization is as follows:



1) investment, natural resources, environment, and arts and culture

2) community and social order management and maintaining peace and order

3) quality of life

4) Infrastructure

Overall satisfaction with the public services of Tha Sala Subdistrict Administrative Organization

1) Accessibility with convenience

2) response time

3) empathy. With value for money

Discussion

The quality of public services of Tha Sala Subdistrict Administrative Organization is at the highest level. The quality of service in every aspect is as follows: Basic structure, quality of life, management of community and social order, maintaining peace and order, and investment in natural resources, environment, arts, and culture. It shows that Tha Sala Subdistrict Administration is at the level of operations according to the duties and context in which the agency has been assigned duties and is responsible for the work performed. Including trying to provide good service according to duties. The research results are consistent with Wanthaweesuk (Wanthaweesuk, B., 2013), who researched citizens' satisfaction with the public services of Saen Tung Subdistrict Municipality. Khao Saming District, Trat Province The research results found the satisfaction level of citizens with the public services of Saen Tung Subdistrict Municipality. Khao Saming District, Trat Province Overall and, every aspect is at a high level. The study results are also consistent with those of Samibhat & Hanchana (Samibhat & Hanchana, 2022), who studied the quality of public services in the Ubonrat District Office. Khon Kaen Province and found that the quality of public services of Ubonrat District Office Khon Kaen Province is at a high level overall and in each aspect.

From the research results, it was found that satisfaction with the public services of the Tha Sala Subdistrict Administrative Organization overall and in all four areas was accessibility. Compassionate side Comfort aspect Response time and value for money are at the highest level. It shows that the Tha Sala Subdistrict Administrative Organization provides services to the people with care, speed, and equality, making them most satisfied in every aspect. The research results are consistent with Wanthaweesuk (Wanthaweesuk, B., 2013), who researched citizens' satisfaction with the public services of Saen Tung Subdistrict Municipality. Khao Saming District, Trat Province The research results found the satisfaction level of citizens with the public services of Saen Tung Subdistrict Municipality. Khao Saming District, Trat Province Overall and, every aspect is at a high level. The research results are also consistent with, But the research results are not consistent with Thepsatri Rajabhat University (2019), which surveyed people's satisfaction with the public services of the Saraburi Provincial Administrative Organization. Mueang Saraburi District Saraburi Province, it was found that people's satisfaction with the public services of the Saraburi Provincial Administrative Organization in all five areas was at the most satisfactory level. In addition, the study results are consistent with those of Chantharang (Chantharang, 2020), who studied satisfaction with public services of the Map Phai Subdistrict Administrative Organization, Ban Bueng



District, Chonburi Province. It was found that the level of satisfaction of the people with the public services of the Map Phai Subdistrict Administrative Organization Ban Bueng District, Chonburi Province as a whole is at a high level. However, the study results are inconsistent with those of Sornbanjong (Sornbanjong, 2007), who studied people's satisfaction with public services at the Don Pru Subdistrict Administrative Organization. Si Prachan District Suphanburi Province found that the satisfaction of the people who came to receive services was moderate. The inconsistent study results may be because of Jaruan's research. Sornbanjong has been created over the past 17 years. Currently, the government sector is alert to continuously improving the quality of public services. As a result, the quality of public services in the recent period has improved, so people are more satisfied.

The study's results found that personal factors were not related to satisfaction with public services of the Thasala Subdistrict Administrative Organization, both overall and in each aspect. It may be due to the Tha Sala Subdistrict Administrative Organization providing public services to the people. Without taking into account the personal factors of the people, it is seen 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 public services of the Tha Sala Subdistrict Administrative Organization are not related. The study results are consistent with those of Khannoi (Khannoi, 2007), who studied the people's satisfaction with the services of the Trang Subdistrict Administrative Organization. Chumphon Buri District The study results found that gender, age, education level, and income factors Do not cause people's satisfaction with the services provided by the Tile Subdistrict Administrative Organization. Chumphon Buri District Overall, there is a significant difference at the statistical significance level .05. The study results are also consistent with Chantharang (Chantharang, 2020), who studied satisfaction with public services of the Map Phai Subdistrict Administrative Organization, Ban Bueng District, Province. Chonburi found that people of different genders, ages, marital statuses, occupations, incomes, and education levels were satisfied with the public services of the Map Phai Subdistrict Administrative Organization. Ban Bueng District, Chonburi Province, is no different.

The research results found that service quality is related to satisfaction with public services of the Thasala Subdistrict Administrative Organization. Both overall and in each aspect. It shows the good service quality of Tha Sala Subdistrict Administrative Organization. Provide service quickly and eager to provide service. Provide services equally. Provide services according to standards in various fields and provide services with equality. As a result, people are satisfied with the service. The research results are consistent with those of Chotchuang (Chotchuang, 2021), who studied service quality that influences the satisfaction of True Move service centre users. Central Chaengwattana Branch, it was found that service quality factors affect the satisfaction of Chotchuang (Chotchuang, 2021), True Move service centre users. Central Chaengwattana Branch, the study results are also consistent with those of Raksa (Raksa, 2022), who studied service quality that influences consumer satisfaction and value perception in choosing dog swimming pool services. The study found that service quality is an important part of developing the dog pool business in Bangkok and surrounding areas.

Recommendation

The researcher has suggestions for using the research results as follows:

- 1) Regarding the quality of public services of the Thasala Subdistrict Administrative Organization. Even though they already have the highest level of service quality. However, the Tha Sala Subdistrict Administrative Organization should maintain a better service level. In order to increase satisfaction scores in every aspect.
- 2) Infrastructure service quality is an area that has lower service quality scores than other areas. Therefore, the Tha Sala Subdistrict Administrative Organization should improve the infrastructure. Especially the drainage of Small reservoirs and dams, clean water systems, urban planning, and management of electrical systems using solar energy. This is because these infrastructures have lower satisfaction scores than other areas.





3) Service quality in terms of quality of life. The Sala Subdistrict Administrative Organization should improve local education management. Child and youth development Elderly assistance Relaxation place Because it has lower satisfaction scores than other matters.

4) Quality of service in managing community, social order, and maintaining peace and order. The Sala Subdistrict Administrative Organization should improve the prevention and relief of public disasters. Because it has lower satisfaction scores than other matters.

5) Quality of investment services. The natural resources, environment, arts, and culture of the Tha Sala Subdistrict Administrative Organization should improve the market. Because it has lower satisfaction scores than other matters.

6) The satisfaction scores are similar in terms of satisfaction with public services of the Thasala Subdistrict Administrative Organization. Therefore, standards should be maintained, and services should be developed to satisfy the people. The aspect with lower scores than the other aspects was accessibility. And value for money.

7) Satisfaction with public services regarding accessibility. The Thasala Subdistrict Administrative Organization should improve information communication. Because it has the lowest satisfaction score.

8) Satisfaction in providing public services in terms of value for money. The Tha Sala Subdistrict Administrative Organization should improve the public services that the people receive beyond the expectations that the people have placed, such as promoting tourism, which will increase the income of the people because it has the lowest satisfaction score.

Suggestions for the next research include:

1) A comparative study should be conducted. Alternatively, study factors that influence satisfaction with public services.

2) A qualitative study should be conducted. By conducting a focus group with representatives from the subdistrict administrative organization. Representative of the people, Stakeholders, Civil servants in other agencies in the locality, etc.

3) A comparative study should be conducted with other agencies that provide public services with similar service characteristics.

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