

Public Satisfaction towards Public Services of Mahapho Sub-district Administrative Organization, Sabot District, Lop Buri Province

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ABSTRACT

This applied research aimed to study public satisfaction towards the public services provided by Mahapho Sub-district Administrative Organization, Sabot District, Lop Buri Province. The samples used in this study were 750 people who received the services of the sub-district administrative organization. The instrument used for data collection was a questionnaire. The statistics used for data analysis were mean and percentage. The research results were found that the public satisfaction towards the services of Mahapho Sub-district Administrative Organization was overall rated at a high level. When considered each service, complaint and coordinating service, elderly and disabled pension service, emergency assistance service, and revenue collection service were apparently rated from high to low levels of satisfaction, respectively.

Keywords: Public satisfaction, Public services, sub-district administrative organization

1 INTRODUCTION

Public services providing to the people is the main responsibility of local administrative organization specifically. Consequently, most of relevant authorities, particularly the service sections are gathered at headquarter (central and regional). Afterwards, many sub-district organization and village organization have been given their authorities to municipality and local administrative organization. The growing and dense population are relatively impact on the operation of local administrative organization, especially the quality and quantity are regarding to the public services such as education service, legal service, social welfare, revenue collection, finance and accounting, general administration, infrastructure development, permits request, agricultural promotion, sub-district internet service, disaster prevention and mitigation, etc. Expansion of those services is necessary to reach to the people in the area and pull people together to collaborate as much as possible. Services are divided into two main categories.

1) Public Utility Service refers to services provided to the public as providing in general area such as sidewalks, water supply, drainage, disaster protection and mitigation, garbage collection, etc.

2) Specific Services are services which provided to individual citizens or groups and provided by staff at the office of agency services such as health centers, citizen registration office, tax collection office, education and cultural service office, welfare of the elderly and disabled office, and building permits. It can be seen that such services are all available to the public and relevant to the daily lives of citizens. Operation of services is important to create efficiency and to maximize satisfaction to the people.

Decentralization of authorities to local organization is the foundation of quality of life. This is in respond to the problems and needs of the people in the area. Several factors such as budget, staff or management policy can affect the services. In specific, infrastructure of the facility is the first order to satisfy local people. Local organization can deploy data of citizens' satisfaction to develop and initiate the services for more efficiency.

2 RESEARCH OBJECTIVE

To determine the level of satisfaction of the public services of the Mahapho Sub-district Administrative Organization, Sa Bot District , Lopburi Province.

3 SCOPE RESEARCH

3.1 Area

Sampling was drawn from population who are domiciled and request for services from Mahapho Sub-district Administrative Organization, Sa Bot District, Lopburi Province.

3.2 Population

Quantitative data were collected by using questionnaires to interview. A sample of 750 people was obtained from whom requesting for services.

3.3 Duration

In the period of June - July 2015.

4 RESEARCH METHODS

This research focused on public satisfaction towards public services of Mahapho Sub-district Administrative Organization, Sabot District, Lop Buri Province. The research method was applied research. The implementation was according to the processes of research: study of academic reviews related to such topics and determining the target population and sampling.

Development and testing were included: 1) data collection method both by means of qualitative and quantitative, and 2) defining definition of procedures, measurement, collecting data in actual field, data processing, data analysis, and result report.

4.1 Population and samples

Were the 750 people who received services from Mahapho Sub-district Administrative Organization, Sabot District, Lop Buri Province. Number of people was obtained by types of service as follows:

- 1) Complaint service 150 people
- 2) Revenue collection service 150 people
- 3) Disaster mitigation service 150 people
- 4) Development of education in child development center 150 people
- 5) Elderly and disabled pension service 150 people

4.2 Research instruments

In this study were five questionnaires as follows:

- 1) Client satisfaction for complaint service to meet citizen needs (Administrative aspect)
- 2) Client satisfaction for revenue collection service. (Finance aspect)
- 3) Client satisfaction for the disaster mitigation (hurricane, flood, fire, drought) (environmental aspect).
- 4) Client satisfaction for educational development of the child development center. (Educational aspect)
- 5) Client satisfaction for pension receiving for the elderly and disabled. (Community development and social welfare aspect).

In order to check the quality of the questionnaire, accuracy was tested by review of the literature and expert advice. Accuracy of the content determined validity of the content and to make improvements of the content as well.

4.3 Data collection

- 1) Documentary Research was a collection of research documents relating to national administration, operation of the sub-district administration organization, satisfaction with public services, and related research.
- 2) Quantitative study by direct interview of the subjects by using questionnaires.

4.4 Data analysis

Quantitative data analysis was used in this research by using a computer program packages (SPSS) for analysis of descriptive statistics. There were descriptions of the factors used for the analysis to describe the general state of the data collected and characteristics of the population. Statistics used were percentage and mean.

5 RESEARCH RESULTS

Result of client satisfaction for public services of Mahapho Sub-district Administrative Organization, Sabot District, Lop Buri Province were are follows:

5.1 Client satisfaction for complaint service to meet citizen needs (Administrative service aspect)

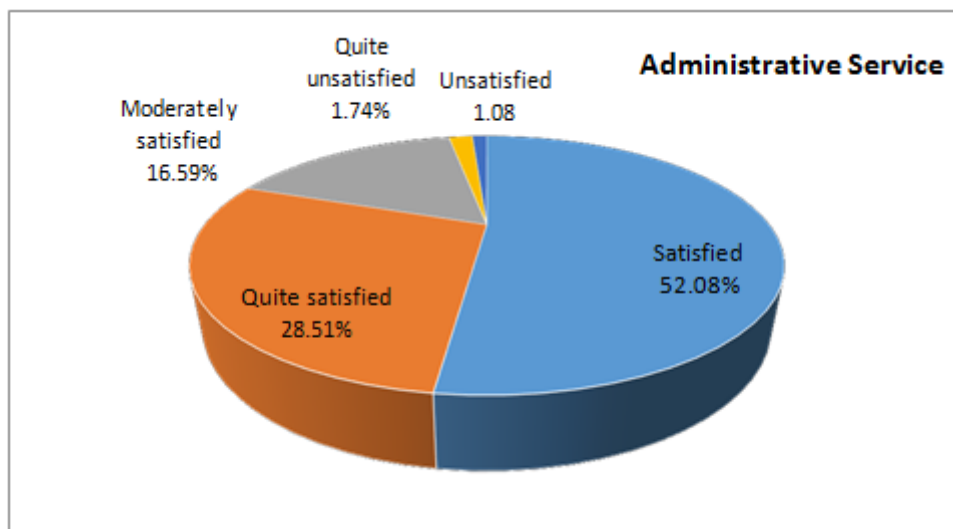


Figure 1: Client satisfaction for complaint service to meet citizen needs (Administrative service aspect)

It found that satisfaction with public services in overall satisfaction of the four areas was in satisfied level accounted for 52.08 percent. The highest level of satisfaction was the process of service which included steps of providing services were fast and duration of service was appropriate accounted for 54.00 percent. Servicing officers/personnel were enthusiastic and ready to provide services accounted for 57.33 percent. Facilities services such as parking service, restroom service, public telephone, and waiting seats were adequate accounted for 53.33 percent. Service channels provided public relations as channels of contact with the organization accounted for 54.67 percent.

5.2 Client satisfaction for revenue collection service. (Finance aspect)

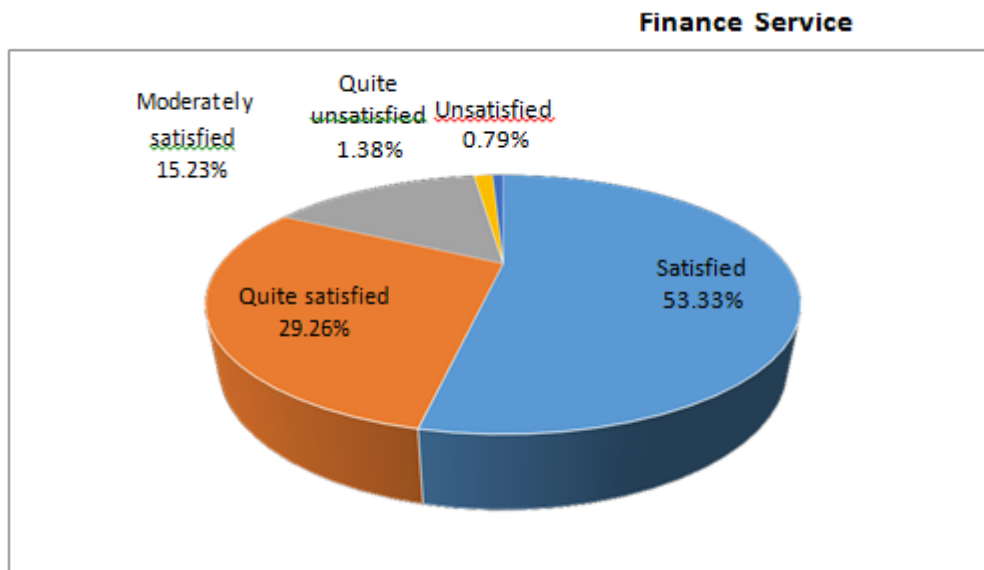


Figure 2: Client satisfaction for revenue collection service (Finance service aspect)

It found that satisfaction with public services in overall satisfaction of the four areas was in satisfied level accounted for 53.33 percent. The highest level of satisfaction was the process of service which included steps of providing services were fast and duration of service was appropriate accounted for 54.00 percent. Servicing officers/personnel were knowledgeable and capable to provide services such as answering questions, clarifying doubts, providing advice and solutions accounted for 56.0 percent. Facilities services were qualified and modern accounted for 58.0 percent. Service channels provided public relations materials as feedback channels with the organization accounted for 56.0 percent.

5.3 Client satisfaction for the disaster mitigation (hurricane, flood, fire, drought) (environmental aspect).

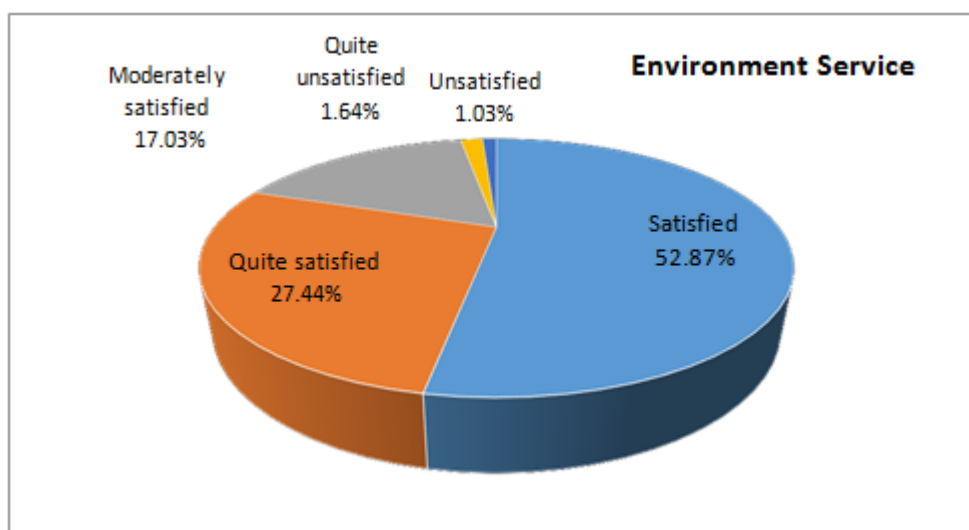


Figure 3: Client satisfaction for the disaster mitigation (Environment service aspect)

It found that satisfaction with public services in overall satisfaction of the four areas was in satisfied level accounted for 52.87 percent. The highest level of satisfaction was the process of service which justified in steps accounted for 54.00 percent. Servicing officers/personnel were honest in duties accounted for 54.67 percent. Facilities services were overall clean and tidy accounted for 57.33 percent. Service channels provided officers to suggest and facilitate services accounted for 56.67 percent.

5.4 Client satisfaction for educational development of the child development center (Educational aspect).

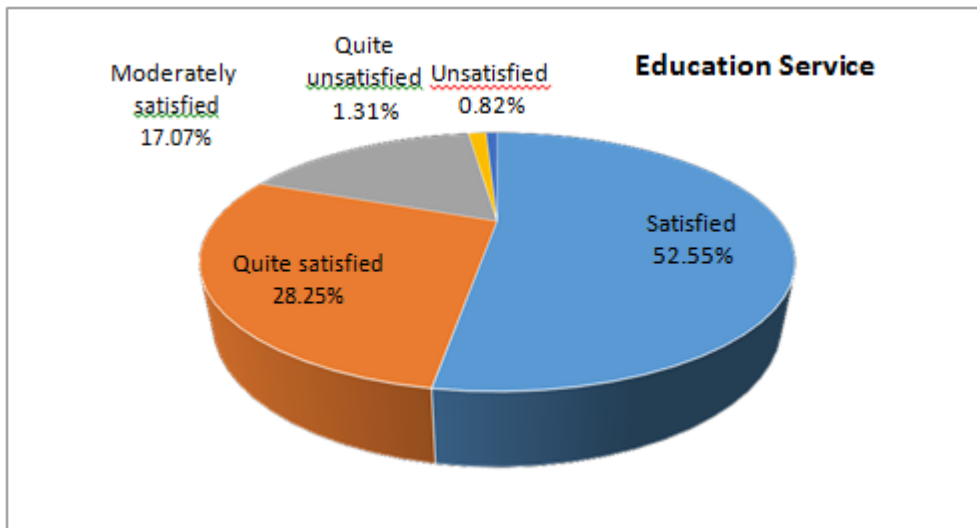


Figure 4 Client satisfaction for educational development of the child development center. (Educational service aspect)

It found that satisfaction with public services in overall satisfaction of the four areas was in satisfied level accounted for 52.55 percent. The highest level of satisfaction was the process of service which the steps were clear in description with obvious explanation accounted for 57.33 percent. Servicing officers/personnel were attentive, enthusiastic, and ready for service accounted for 54.67 percent. Facilities services were sufficient at the service points accounted for 57.33 percent. Service channels provided officers to suggest and facilitate services accounted for 56.67 percent.

5.5 Client satisfaction for pension receiving for the elderly and disabled (Community development and social welfare aspect).

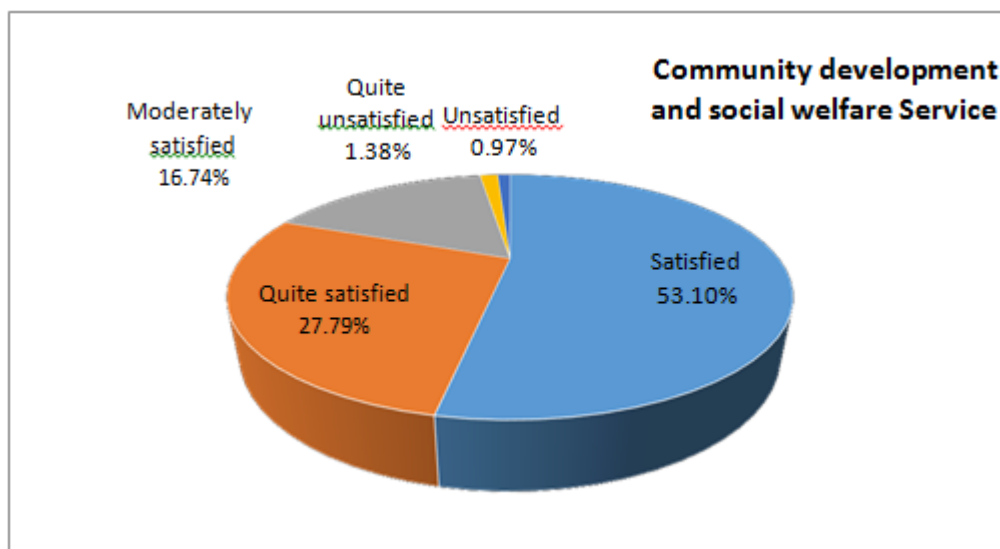


Figure 5: Client satisfaction for pension receiving for the elderly and disabled (Community development and social welfare service aspect).

It found that satisfaction with public services in overall satisfaction of the four areas was in satisfied level accounted for 53.10 percent. The highest level of satisfaction the process of service which justified in steps accounted for 55.33 percent. Servicing officers/personnel were knowledgeable and capable to provide services such as answering questions, clarifying doubts, providing advice and solutions accounted for 56.00 percent. Facilities services were qualified and modern accounted for 57.33 percent. Service channels provided officers to suggest and facilitate services accounted for 58.00 percent.

6. RESEARCH DISCUSSION

Level of satisfaction of the clients toward public services of Mahapho Sub-district Administrative Organization, Sabot District, Lop Buri Province found that the clients were

satisfied on all five aspects at high level. Finance service aspect was the highest, followed by social welfare aspect, environment aspect, education aspect, administration aspect respectively. Each aspect was discussed as follows:

6.1 Process and steps of services providing

Overall public satisfaction was at the highest level, especially the clarity of the procedure. For the speed of services was satisfied with education service, followed by the finance service, environment service, social welfare service, and administration service respectively.

6.2 Servicing officials/personnel

Overall public satisfaction was at the highest level, especially the attentiveness. For the knowledge officials/personnel was satisfied with the administration service, followed by the finance service, education service, environment service, and social welfare service respectively.

6.3 Facilities service

Overall public satisfaction was at the highest level, especially the quality of the equipment. For the modern equipment was satisfied with the finance service, followed by social welfare service, education service, environment service, and administration service respectively.

6.4 Channel of service

Overall public satisfaction was at the highest level, especially the various channels of service receiving. For the public relations material, they satisfied with the social welfare service, followed by environment service, finance service, education service, and administration service respectively.

7. SUGGESTIONS

Research result on satisfaction of the clients toward public services of Mahapho Sub-district Administrative Organization, Sabot District, Lop Buri Province found that the overall level was at high level. However, administration service was satisfied the least. Researchers suggested the followings solutions:

1. Continuing training programs to educate officers/personnel about the services of the administration aspect.
2. Acquiring more facilities to serve the public adequately.

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