

**Thesis Title**                      A Behavioral Analysis of Public Service : A  
Comparative Study of Muang and Hod Districts,  
Chiang Mai Province

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### **Abstract**

This thesis, entitled "A Behavioral Analysis of Public Service : A Comparative Study of Muang and Hod Districts, Chiang Mai Province", aims to study the behaviors of government officials in rendering their service to the public without regard to their current socio - economic status as the beneficiaries. It also aims to look into a development of trend, if any, as well as into possible difference of behaviors in the course of the officials' rendering of their service. The thesis selects a total of five service divisions

in Muang and Hod Districts of Chiang Mai. Those five divisions are : The Office of The Local Administration, The Revenue Office, The Land Office, The Public Health Office, and The Military Draft Office. On the basis of the selected five service divisions, the thesis tries to see whether difference exists in the level of satisfaction with the behaviors of the officials concerned in going their service. In so doing, the thesis has to take into account various surrounding factors that are presumed to influence such behaviors. The factors are four in all, namely,

1. the physical, social and economic attributes of the public as the beneficiaries (e.g., sex, age, levels of education, income, relations with the officials concerned, attitudes toward mutual contacts)

2. the physical, social and economic as well as official attributes of the officials charged with rendering their required service (e.g., sex, age, levels of education, income, length of job performance, official ranks, attitudes toward mutual contacts)

3. the nature of the mutual contacts between the service - requiring public and the officials concerned (e.g., the duration of the contacts, the issues to be decided during the contacts)

4. the nature of the service divisions (e.g., suitability of jobs done by the divisions concerned)

The research involves two groups of respondents. The first group consists of those member of the public who are the beneficiaries

of the service ; there are 270 of them in both districts sampled. The second group consists of those government officials who are charged with giving their required service to the public; they total 63 officials in both districts. Those research respondents are drawn by the method of a stratified sampling. Data are collected by means of the written questionnaire forms distributed among the sampled respondents. The data collected are then classified and converted into numerical codes and finally analyzed by the use of the SPSS computerized program. Descriptive statistics are used in the research, involving for example, the means, the standard deviation, the maximum and minimum. Analytical statistics include an analysis of variance, a multiple regression significant at 0.05.

Based on such analysis of the data, the results of the research are as follows :

1. The behaviors of the officials in rendering their service regardless of who the beneficiaries are revealed a positive trend;

2. Difference exists in such behaviors of the officials in Muang and Hod Districts;

3. Difference exists in such behaviors of the officials charged with their respective duties in The Local Administration Office, The Revenue Office, The Land Office, The Public Health Office and The Military Draft Office.

4. The surrounding factors that are found to influence such behaviors are

4.1 levels of education,

4.2 attitudes towards mutual contacts,

4.3 the issues discussed during the mutual contacts,

4.4 suitability of jobs done by the respective offices.

5. A positive trend is found to exist in the levels of satisfaction derived by the members of the public who benefit from the service given.

6. No difference exists in the levels of satisfaction of the beneficiaries living in Muang and Hod Districts.

7. Difference exists in the levels of satisfaction of those who benefit from the service given by the officials attached to the five service divisions.

The author of the thesis offers some recommendations for further study and research. The scope of the study of this nature should be expanded as much as possible, if possible. More variables should be considered as worthy topics of further study, especially those that presumably may influence such service-giving behaviors. The period during which data are being collected should synchronize with the normal discharge of the duties of the officials concerned who are stationed in the respective service divisions.