

ABSTRACT

Title of Research Paper : People Satisfaction on Registration Service: A Case Study of Nakhon Ubonratchathani Municipality

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The study of “People Satisfaction on Registration Service: A Case Study of Nakhon Ubonratchathani Municipality” had the following objectives:

1. to study people satisfaction on Registration Service of Nakhon Ubonratchathani Municipality,
2. to study factors affecting people satisfaction on Registration Service of Nakhon Ubonratchathani Municipality,
3. to use the research results as guidelines in order to improve Registration Service of Nakhon Ubonratchathani Municipality.

The sample group consisted of 250 people using Registration Service of Nakhon Ubonratchathani Municipality. The statistics used were percentage, mean, standard deviation, t-test and F-test.

Results

1. Most subjects were male, age less than 30 years, completed Mathayom Suksa level, being employees, their income between 10,001 – 15,000 baht and marital status.

2. In overall, their opinion toward factors affecting satisfaction on Registration Service was found to be at a moderate level.

3. In overall, their satisfaction toward the Registration Service was found to be at a moderate level.

4. The factors affected people satisfaction on Registration Service of Nakhon Ubonratchathani Municipality were the opinion toward factors affecting people satisfaction which were: servicing system, building, public relation and staff servicing. However, the factors did not affect people satisfaction on Registration Service of Nakhon Ubonratchathani Municipality were sex, age, education level and marital status.