

ABSTRACT

Title Of Research Paper : People Satisfaction in Boat Registration Services:
A Case Study of the 5TH Regional Harbour Master Office

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The Study was aimed at finding out the level of people's satisfaction with the boat registration service and the factors related to their satisfaction with the boat registration service in terms of request for a new boat license renewal of the boat license, transfer of the ownership right, and others.

A questionnaire was employed to gather the data from 150 people who used the boat registration service at the Local Harbor Master Office 5 (Trang). Percentage, mean and standard deviation were employed to describe the data while t-test and F-test were used to test the hypotheses.

The findings were briefly stated as follows:

1. Most of the service users were males, aged 31-40. They were married and lived with their spouses. They earned some degree and were engaged in general employment. Their average income ranged from 3,001 to 10,000 baht.

2. The overall satisfaction with the boat registration service was found to be at a rather high level. All the dimensions of satisfaction request for a new boat license, renewal of the boat license, transfer of the ownership right, and others-were found to be at a rather high level, as well.

3. Regarding the factors related to people's service satisfaction, speed and convenience were found to be important at a moderate level and management procedures were found to be important at a rather low level. Also, modernization of service, offices and facilities was found to be very little important.

4. Different experiences in using service were found to contribute to different degrees of satisfaction with the boat registration service of the Local Harbor Master Office 5 (Trang) at the 0.05 level.

Recommendations

1. For new-boat registration, it is necessary to have the officials who are able to give to service users details and information about the request procedures.

Also, an announcement board should be installed to clearly show all the steps of presenting the documents or the filled-out forms.

2. For the boat license renewal, the officials responsible for this task should work speedily and give necessary advice to the service users to satisfy the latter as much as possible.

3. Transfer of the ownership right and others are legal matters, so an announcement board should be installed that shows clearly the details of each step so that the people can courtly follow the official regulations.

4. For service improvement, the service staff with special ability should be employed. Also, modern equipment and facilities should be available to serve the people.

5. All levels of officials should undergo training on different service aspects, public relations computer use and others. They may be sent to attend training courses offered by public or private institution so that they can integrate the knowledge and apply it at their workplace.

6. An individual official's role and responsibility should be clearly defined. Unnecessary procedures should be abolished. A work manual should be given to the staff members. Time should be used as a performance indicator. All the officials should consider public service as a key task. (They should treat every service user equally.)

7. The findings can be used as useful information for service improvement at the Local Harbor Master Office 5 (Trang). Further research should compare the services here with those elsewhere in order to use the results to develop the personnel and the services. People should be given an opportunity to participate in performance evaluation.