

ABSTRACT

Title of Research Paper : People's Satisfaction with the Service System and Procedures of Tambon Administration Organizations:
A Case Study of the Tambon Satengnok Administration Organization in Muang District, Yala Province

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The three major purposes of the study were : 1) to find out people's satisfaction with the service system and procedures of the Tambon Satengnok Administration Organization, 2) to identify the factors affecting their satisfaction, and 3) to use the research results to make recommendations on policy and implementation to improve the service of the Tambon Satengnok Administration Organization.

This survey research used a questionnaire to collect the data from 281 household heads or household members who had decision making power. The data were gathered from people living in different areas under the Tambon Setengnok Administration Organization.

It was found that the subjects were most satisfied with road and waterways maintenance (73.9%), followed by flood prevention (69.8%), garbage disposal (66.2%) and fire prevention (61.9%), respectively. All these were satisfying at a rather high level. Next, They were moderately satisfied with cleanliness and tidiness of the community (53.2%) and clean water for consumption (47.9%), respectively. One major cause that made people feel little satisfied with the overall service was the service officers' manners and personality.

Recommendations The Tambon Satengnok Administration Organization should use the research results to improve its service efficiency. Especially, people were the least satisfied with clean water for consumption. Also, service officers' manners and personality caused them to feel little satisfied with the service. So, the Tambon Administration Organization should change the service officers' behavior. They should be trained to serve all sorts of people with a smile, friendliness and gentleness.