

ABSTRACT

Title of Research Paper : Efficiency and Effectiveness of the Administration of Muang Narathiwat Municipality
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The study on Efficiency and Effectiveness of the Administration of Muang Narathiwat Municipality had two objectives; 1) to study efficiency and effectiveness of the Administration of Muang Narathiwat Municipality 2) to use results of the study as a guideline for improvement of the municipality's works.

The study used Input-Output Model with indicators employed for each aspect. On efficiency, input and process aspects were studied. The Input aspect had six indicators; namely vision, policy, commitment goal, strategy/means and strategic plans, while the process aspect had six indicators, namely working system, personnel, finance, places, equipment, technology and information system.

On effectiveness, the output had 11 indicators, namely economic promotion, education promotion, religion and culture, health promotion, elimination of garbage and unwanted things, conservation and promotion of environment and location, recreation and sports, improvement of land and water transportation, prevention of disasters, promotion of politic and administration and registration.

Information was collected from two groups of people, the municipal executives and administrators and the residents.

Tools used in the research were 3 sets of questionnaire; the first questionnaire was for the administrative staff who were in charge of setting policies, the second questionnaire was for the administrative staff who were responsible for supervising the policy implementation and the third one was to survey the people's opinions on the efficiency of the municipality. SPSS/PC and descriptive statistics, frequency, percentage, mean and standard deviation were used.

The study results were as follows;

1. All administrators of Narathiwat Municipality were male, most of them most of them were between 45-50 years of age and the average age was 46.25 years. The average duration in the position was 6 years. Supervising staff were male and female equally with average age at 44.2. They were municipality chiefs, section directors, sector chiefs and chiefs. Their average duration in the positions was 7.5 years.

2. Most of sampling residents were female, with average age at 36.48, holding marriage status, having educational background lower than bachelor degree, serving as governmental officials, trader and labour. Their average income was 10,702.58 Baht and the average duration of their residence in the area was 18.59 year.

3. Administrative Efficiency. Narathiwat Municipality has clear vision, policy, strategic plans and implementation plans. But it had no indicator to evaluate the success of the municipality. The administration lack monitoring system during the policy implementation. On the Process aspect, Narathiwat Municipality had development plan system which they used as working guideline in advance for many

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year. They had annual implementation plans which were prepared in accordance with the development plan. It did not have monitoring system and continuous reporting system of the implementation results. Setting of standard criteria of works that everyone could follow and controlling procedure of implementation were not clear. Improvement of places, equipment and implementation appliance as well as to provide better service, were mentioned by the residents.

4. Administrative Effectiveness. It was found that when considered overall, the implementation of Narathiwat Municipality in 11 aspects was at medium level, with a mean at 3.13 and Standard Deviation at 0.90. When considering by each aspect, effectiveness in the implementation of culture and religion aspect had the highest mean value and the implementation of economic promotion had the lowest Mean value with a mean of 2.97.

5. Recommendations: The municipality should adopt indicators for use to evaluate the success of the municipal plan, for use in monitoring, evaluation and reporting system. The Municipality should develop system to control implementation of personnel, improve operational places, provide service to the people, develop technology and information system.