

ABSTRACT

RESEARCH PAPER : People Satisfaction on the Service of Detudom
District Registration Office, Ubon Ratchatani
Province

BY : Mr. Supachai Kamval

DEGREE : Master of Arts (Social Development)

MAJOR : Social Analysis and Planning

ACADEMIC YEAR : 2000

This study has the objectives as followed:

1. to study the level of people satisfaction on the service of Detudom District Registration Office, Ubon Ratchatani Province,
2. to study factors affecting the level of people satisfaction on the service of Detudom District Registration Office, Ubon Ratchatani Province,
3. to use the research results as guidelines to improve the operation of Detudom District Registration Office, Ubon Ratchatani Province.

The sample groups were 220 people using the service at Detudom District Registration Office every Monday of January 2001. The data was collected by using questionnaire which was divided into 4 parts as follow: part 1 was used for asking the general background of the sample groups, part 2 was used for asking the opinion towards the satisfactory factors, part 3 was used to measure the level of people satisfaction, and part 4 was provided the open-end questions which the sample groups could answer and make some suggestion in order to solve the problems and obstacle in the service.

Results

Most sample group had their opinion towards the satisfactory factors in using the service at the moderate level ($X=2.91$). When considering in each part, it was found that the level of people satisfaction was at the moderate level ranking from the service system ($X=2.98$), the service from staff ($X=2.96$), the public relation ($X=2.95$) and the building environment ($X=2.81$), respectively.

In overall, the level of people satisfaction on the service was at the moderate level ($X=2.98$). When considering in each item, it was found that four items of people satisfaction level were at the high level and two items were at the moderate level ranking respectively as follow: the service of Registration Office was efficiency and people received the fast services ($X=3.15$), people satisfied with the service at the Registration Office and also received the warm welcome when contacting with the staff ($X=3.00$), people were impressed in the service of the Registration Office ($X=2.80$) and the system of the Registration Office system was occupied with modern technology ($X=2.75$).

The hypotheses testing was found that the factors which had the significance relationship with the people satisfaction level were sex, age, education level, marital status, family status, occupation, income and the opinion towards the factors affecting the level of people satisfaction on the service, the building environment, the service system and the public relation.