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PATCHAREE TUBTIMTA : THE IMAGES OF SUBDISTRICT ADMINISTRATIVE
ORGANIZATION ACCORDING TO THE TAMBON HEALTH PERSONNEL. THESIS

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The objective of this descriptive research was to study the image of Subdistrict Administrative Organization according to the tambon health personnel, as well as factors which influence the image of Subdistrict Administrative Organization. This study was conducted with tambon health personnel in Ayutthaya province. A total of 223 tambon health personnel were interviewed by using a structured questionnaire. Statistical analysis involved determining percentages, arithmetic means, Pearson product moment correlation coefficient, analysis of variance, multiple regression analysis and T-test.

The result of this study indicated that the image of Subdistrict Administrative Organization was at a moderate level.

According to the tambon health personnel, factors contributing to image of Subdistrict Administrative Organization were, in descending order, age, C-level, belief in democracy and expected benefits.

The results of multiple regression analysis showed that 20.11 percent of tambon health personnel's image was accounted for by the significant predictor, expected benefits.

These result suggested ways to improve the opinions held by tambon health personnel in the working process and the role of Subdistrict Administrative Organization.