Abstract

The study on "The Attitude of the Social Security's Employees in the Central Part of Area, towords the Service Mind Enhancement", aims to study the characteristics of service mind and attitude towords the service mind enhancement. Questionnaires were used to collected data. The samples were 238 social security employees in every level of service section in phra Nakron Sri Ayudhya, Pathum thani, Nonthaburi and Samut Prakarn provinces. The data was processed by SPSS. and analysis by percentage, means, standard deviation, t-test, F-test, variance analysis and the significant level is at 0.05. The results of the study were summarized as follow.

Most of the sample are female, age 31-35 years, Most of them are high level employees with 10-15 years work experience. There are two types of work characteristics in part of providing services. The first types is characteristics on service mind of those who can serve at once consisting of the access to service utilizers, spirits and communication and the second one is characteristics on service mind of those who can provide service well but have to spend sometimes consisting of understanding and acquaintance with the services utilizers, responding with the service utilizers and making the service know. It can be summarized that 61.8% of the samples have high quality on providing services and only 38.2% of the samples have low quality on providing services. In part of the overall attitude towards service enhancement, it is found that their satisfaction is at high level consisting of the following ares respectively: tools for serviceprovision, public relations, friendship, communications, interaction, and the service area.

The recommendation are that, the organization has to adapt its concept on service to encourage servicemind under the recent overall ideal, promote knowledge management on characteristics of service mind, set up practical guidelines that support changing on attitude of the social security employees without any conflict with regulations and law. It is important to identify the weak point that cause the mistake in providing service to prevent the same mistake.