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ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirements for the degree of Master of Arts in Development Administration

SERVICES TO SUIT THE NEEDS OF HOUSEHOLDS UNDER THE PROJECT ON MAINTENANCE OF RESIDENTIAL AREAS IN THE MUNICIPALITY OF CHIANG MAI

BY

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The study of services to suit the needs of households under the project on maintenance of the residential areas in the municipality of Chiang Mai aimed to describe the personal character, the economy and the society of the house owner in the municipality of Chiang Mai, to examine services to suit the needs of households on maintenance, and to illustrate the suggestion of the service by the ideas. The interviewees were seventy residents in the municipality of Chiang Mai selected by using the quota sampling and the research tool was the questionnaires handling directly to the theory and confidence. The data were collected in April 2002; therefore the analysis has been done by the Statistic Package for the Social Science (SPSS/PC⁺).

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The study showed that the residents were an average of 39 years old, Bachelor Degree, married, and had a salary of 163,341 Baht per annum. Most of them were Government Officers, the State Enterprise employees, and businessman. It was indicated that the residents did not have experience in training or did not attend the seminar about the house maintenance from any organization.

About the services, they were the pest control, the maintenance of the structure, basement, pole, floor, stairs, roof, water drainage and other parts. The internal electricity maintenance needed were examining the electrical equipment including the repairing of the internal and external electrical system. The residents also needed the service of examining the internal and external water system.

The suggestion of the service can be shown that the residents should be serviced everyday including the official holidays. The service staff should be polite, honest, punctual and the service should be inexpensive. There should also be the quality control for the service. Moreover, the staff should have good skill and knowledge of working in their career in order to get more trust from the households.