

Research Title : Propagation knowledge of the quality control of the product and service to the Community Enterprise standard of product.
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Abstract

The objectives of this study were 1) To compare approaches to building knowledge about the control of product quality and product standards entrepreneurial community enterprise . In real conditions and in the condition expected 2) Was to analyze the development of the production capacity in the community to ensure community standards 3) To analyze the need for knowledge transfer activities to raise community standards For community enterprise Using Qualitative Research and quantitative research. To conduct research with two steps: Step 1) Study group communities to recognize the product quality control and standardization of packaging produced. 1) A study of the conditions and problems of the interview (In-depth Interview) community enterprise Chom Pluak subdistrict, Bang khonthi district, Samut Songkhram province. 2) To collect data from a consumer survey of quality products, Standards of community enterprise Chom Pluak subdistrict, Bang khonthi district, Samut Songkhram province. Step 2) Guidelines for the development of product quality control and standardization of one product for a community enterprise 1) Interview community enterprise group Chom Pluak subdistrict, Bang khonthi district, Samut Songkhram province. 2) The meeting community enterprise group Chom Pluak subdistrict, Bang khonthi district, Samut Songkhram province. The results showed that respondents, the majority were female and 79 percent and females 21 percent of respondents, most had an average age of 50 years, representing 35 percent of the total sample. In which the status of the respondents are large who were married and 74 percent of respondents. And work experience most have experience working for over 15 years accounted for 65 percent. And are between the elementary education or lower secondary education, vocational or below 52 percent. And result condition for knowledge management, quality control standard of products all 23 survey respondents found that most respondents satisfaction level was average to 43.91 percent lower at 36.52 percent, the highest average level of satisfaction compared with other that a lower value is 9.16, 3.04 and 0.43 percent, according to which the state of knowledge on the

quality control and standard the most of the respondents are knowledgeable about the products to the highest standards. The results of the survey on the knowledge to control product quality and product standards for community enterprise. Found that the cognitive approach to control product quality and standards for community enterprise. Overall, at most, equal to the average of 42.72 percent. For the result of the knowledge for quality control and products standard products for community enterprise. Most satisfaction at the highest level is the average of 46.42 percent of the total population down to the level of an average 33.88 percent compared to the level of satisfaction with the brother down is 18.60, 0.28 and 0.83 percent , according to the conclusion that a community enterprise Chom Pluak subdistrict, Bang khonthi district, Samut Songkhram province. Are knowledgeable about the product quality control and packaging standards and the knowledge gained can be applied to improve the quality control of products to produce standards of community enterprise Chom Pluak subdistrict, Bang khonthi district, Samut Songkhram province next.