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THE EIGHTH NATIONAL SYMPOSIUM AND THE FOURTH INTERNATIONAL SYMPOSIUM

*“Research and Innovation for the Development
of Society toward Sustainability”*

ONLINE CONFERENCE PROGRAM, APRIL 26TH, 2020 BETWEEN 9.00 AND 17.45
BANGKOKTHONBURI UNIVERSITY



THE EIGHTH NATIONAL SYMPOSIUM AND THE FOURTH INTERNATIONAL
 SYMPOSIUM BANGKOKTHONBURI UNIVERSITY
 “RESEARCH AND INNOVATION FOR THE DEVELOPMENT
 OF SOCIETY TOWARD SUSTAINABILITY”

ONLINE CONFERENCE PROGRAM

APRIL 26TH SUNDAY, 2020

BANGKOK THONBURI UNIVERSITY IN COLLABORATION WITH

NATIONAL RESEARCH COUNCIL OF THAILAND	THE ASSOCIATION OF RESEARCHERS OF THAILAND
SPORT AUTHORITY OF THAILAND	RAJAMANGALA UNIVERSITY OF TECHNOLOGY RATTANAKOSIN
CHANDRAKASEM RAJABHAT UNIVERSITY	PHANOMWAN COLLEGE OF TECHNOLOGY
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GUIZHOU NORMAL UNIVERSITY	UNIVERSITAS NEGERI MEDAN,
RIGA TECHNICAL UNIVERSITY	WESTERN SYDNEY UNIVERSITY
BAUMAN MOSCOW STATE TECHNICAL UNIVERSITY	

THE FACULTIES SHALL HAVE THE CONFERENCE PROCEEDINGS AND POSTER PRESENTATIONS.

- HUMANITIES AND SOCIAL SCIENCES
- SCIENCE AND TECHNOLOGY
- HEALTH SCIENCES

PREFACE

Bangkokthonburi University is the institution of education that focuses on increasing the academic knowledge by supporting the researchers, scholars and the graduate students to create and develop their works for developing the new knowledge in the community and country level which responds to the objective of creation the academic strength, and to support for creating the development, spreading the knowledge, exchanging the experiences, and creating the cooperation in creating the interdisciplinary.

Bangkokthonburi University shall arrange the eighth national symposium and the fourth International symposium Schedule of online conference program. under the title of “**Research study and innovation for the socially sustainable development**” which will be cooperated from the public and private section, such as, National research council of Thailand, The association of researchers of Thailand, Rajamangala university of technology Rattanakosin, Chandrakasem rajabhat University, Phanomwan college of technology, Sport authority of Thailand, Kent state University, Fo guang University, Guizhou normal University, Universitys negeri medan, Bauman Moscow state technical University, Riga technical University, Western Sydney University.

Bangkokthonburi University hopes that this conference will be the opportunity in creating the beneficial knowledge for developing the interdisciplinary in various fields, and lead to the academic development in the future.



(Associate Professor Dr. Bangon Benjatikul)

President of Bangkokthonburi University

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People's Expectations of Public Services Provided by Khao-Din Subdistrict Administrative Organization, Bangpakong District, Chacherngsao Province

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Abstract

The study was aimed at investigating the people's expectations of public services provided by Khao-Din Subdistrict Administrative Organization, Bangpakong District, Chacherngsao Province. Also, the study attempted to compare the expectations of service users with different personal backgrounds. The study was survey in characteristic. 384 people living in the areas under the jurisdiction of Khao-Din Subdistrict Administrative Organization comprised the sample of the study. The study tool of the research was a set of self-administered questionnaires. The collected data were analyzed by descriptive statistics, a t-test, an F-test, and the Scheffe test.

As a result of the data analysis, the researcher has found out the following :

Holistically, people's expectations were at a high levels.

Separately, the people's expectations in ranking order (from high to low) were as follows : education, public health, people's registrations, public utilities, and disaster prevention measures.

2) The hypothesis testing indicated that people with different personal backgrounds (sex, age, marital status, occupation, and duration of living in Khao-Din Subdistrict Administrative Office areas) failed to differ in their expectations.

Keywords: expectations; public services

History and Significance of the Problems

Local public services include all public services which are supervised or controlled by local governments; the public services are provided by local governments. There are two types of public services : one is the public services at

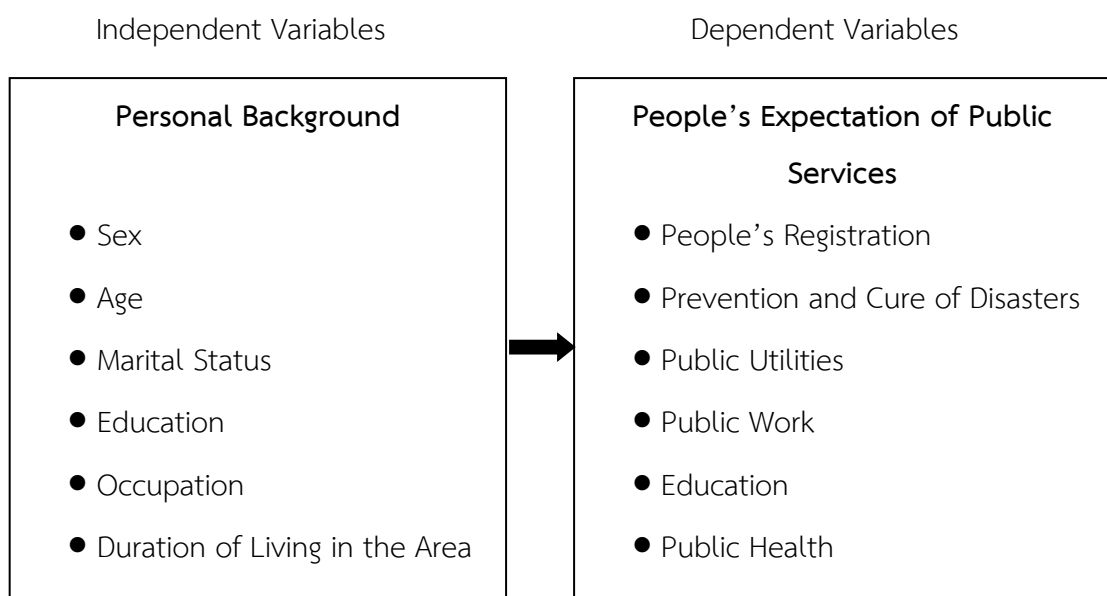
the national level, and the other is the public service at the local level. The public service at the local level itself can be categorized into three categories : the first category is the public service at the subdistrict level; the second category is the public service at the provincial level; and the third category is the public service at the regional level.

As far as the Khao-Din Subdistrict Administrative Organization is concerned, during the recent past. The organization managed to solve various problems and meet the people’s needs only to a certain degree. In other words, the achievements failed to meet the set plan due to some restraints particularly the insufficient budget made available to the organization.

Objectives of the Study

1. To investigate the people’s expectations concerning the public services delivered by Khao-Din Administrative Organization, Bagkapong District, Chacherngsao Province.
2. To compare the expectations of people with different personal backgrounds.

Conceptual Framework



Concepts and theories about public service

Penchansky & Thomas (1989) offers the following concepts of access to services:

1. Sufficiency of existing services (availability), which includes acceptance of the characteristics of the service provider.
2. Convenient access to services taking into account the nature of the travel location.
3. The convenience and facilities of the accommodation is the service that the clients accept that providing convenience and facilities.
4. The ability of the client in order to incur expenses for the business.
- 5 . Acceptance of service quality (acceptability), which herein includes accepting characteristics of service providers.

Kulthon Thanaphongsathorn (2005) said that the service principles include :

1. The principle of conformity with the needs of most people said that the benefits and services that the organization provides must meet the needs of most or all personnel, not to a particular group of people.
2. Principle of consistency That is to say, the service provided must operate continuously and consistently, not continuously, according to the satisfaction of service providers or operators.
3. Equality principles the service provided must be equal and equal for all service users. No special privileges have been applied to individuals or any group in a different way from other groups clearly.
4. Economical principles the cost of the service must not be too high for the result.
5. Convenience the services provided to clients must be in a way that is easy to perform, convenient, and requires not much resources. And also are not creating too much trouble for service providers or users.

Verma (1986) considered public service as a service process. It has dynamic characteristics, good service systems can occur when the responsible department uses resources and produces services according to the work plan and access to service.

Prathom Maneerot (2008) has defined the meaning of public service as being a service of the authority that has the power to act in response to the need for satisfaction. From this definition, it is considered that the service consists of service

providers and recipients, which the first party treats as a duty to provide services to satisfy the latter.

Yongyuthapong Supap (1998) considered public service as moving the service from one point to another in order to meet the needs. For this reason, the service is viewed as having 4 important factors which are :

- 1) Service
- 2) Sources or locations of service
- 3) Channels of service
- 4) Client Groups

Sampan Phupaiboon (1997) was of the opinion that public services must consist of 3 important elements, namely the service delivery agency, the service, which is the benefit that the service recipient delivers with the benefit or value of the service received. The client will realize in the mind which may be able to be measured in terms of attitude.

Anupan Weesuwan (2006) said that public service has 4 important components which are :

- 1) Inputs or resources such as personnel, costs, equipment and facilities
- 2) Activities or processes which means the way to use resources
- 3) Results or outputs, which means what happens after a resource is used
- 4) Opinions (Impacts), which are the opinions of the public on the services received

Prayoon Kanchanadun (1998) mentioned The concept of public service is as follows :

- 1) Public services are activities that are under the supervision or control of the state.
- 2) Public services are aimed at meeting the needs of the general public.
- 3) The organization and method of public services will always be changed to suit the necessity of the times.
- 4) Public services must be continuously implemented and consistently, without interruption. If public services must be stopped for any reason People would suffer or be damaged.
- 5) The private sector has the right to equal benefits from public services.

Thepsak Bunrattanaphan (1997) has given the definition of public service that the person, group, person or agency having authority related to public services

Which may be public or private, which has the duty to pass on public services to the people with the aim to meet the needs of the public as a whole There are 6 important components:

- 1) Location and service persons
- 2) Import factors or resources
- 3) Process and activities
- 4) Product or service
- 5) Service channels
- 6) Impact on customers

Principles of Public Service

1) Equitable service means justice in public administration with the same principle that everyone is equal. Therefore, all citizens are treated equally in terms of law without discrimination in the provision of services, Citizens will be treated as individuals using the same service standards.

2) Timely service means services must be considered public services must be on time. The performance of government agencies would be considered ineffectual without punctuality, which would create discontent for the people.

3) Ample service means public services must have the right amount of services and facilities. Equality or punctuality will not have meaning, if there is insufficient number of services. The location of the service creates unfairness to the clients.

4) Continuous service means the public service that is consistent. Based on the interests of the public is not based on the satisfaction of the service organization, can give or stop the service at any time.

5) Progressive service means public service that has improved quality and performance. In other words, increasing efficiency or ability to perform more duties using the same resources.

Research Procedures

384 people living in the areas under the jurisdiction of Khao-Din Subdistrict Administrative Organization were selected as the sample of the study. The simple random sampling technique was used for the purpose of selecting the sample.

Concepts and theories about people's expectations

Vroom's Expectancy Theory (2005) states that people will evaluate the possibility of an outcome and implementing their expectations, selection, and expectations regarding achieving their goals, in which the individual must know what he or she wants to receive from the operation. The important with 3 components which are

1) Valence = V means the understanding or perception of a person about the value of the expected return based on the amount of liking - dislike, desire - do not want to have that return or according to the actual situation.

2) The relationship between actions and results means the belief or understanding of a person about the opportunity, the possibility of first compensation, or the success of the work will be achieved, the next rank of rewards or prizes.

3) Expectancy means the belief or understanding of a person about the possibility of possibility. That work effort will affect the level of success of the job.

Expectations Theory of Edwards and Atkinson (cited in the Wannee Lim Aksorn, 2005) developed the theory of expectations based on the belief that individuals have successful motivation for any work depends largely on the expectation of the temptation or reward that will be given. That is, how much of a person's motivation for education or work depends on the factors two important reasons:

The first is the perception or self-assessment that when he will do any thing. How much is it possible or likely to succeed in doing that? The second, the value of the temptation that a person will receive as a reward for his work.

Data Collection

A number of self-administered questionnaires were used for collecting the needed data. The data had been edited before they were analyzed.

Data Analysis

After the collected data had been edited and coded, they were analyzed with the help of SPSS. The statistical techniques used for the analysis were descriptive statistics, a t-test, an F-test and the Scheffe test.

As a result of the data analysis, the researcher has unearthed the following facts :

Holistically considered, the people's expectations were at a high level. Separately considered, the expectations on various aspects in descending order of strength or degree were as follows : education, public health, public parks, people's registration, public utilities, and prevention and cure of disasters.

Findings Discussions

As a rule, the public services of various kinds are provided by local governments. In this research, it was found that people's expectations were at a high level. It was the responsibilities of the local government to provide public services. Here, Khao-Din played a dominant role in providing the public services to the people living in Khao-Din Subdistrict Administrative Organization areas. Most of the public services provided by the organization were concerned with keeping peace and order so that the people could lead their lives with safety and security. The findings of the study were congruent with the finding of Prayoon Kanchanadule (1998). It also corresponds to Panin Khrueta Thai and Chichaya Changrian (2011), to study the measuring public sector efficiency of Local government services in local administration of Uttarait and Phitsanuloke Provinces. The study of the efficiency of public services, it is found that medium sized local government organizations outstanding in public services, basic utilities, investment, commerce and tourism, and public health, while small local government organizations emphasize specific function services, which are infrastructure, education and youth development public health, community / social organization and peacekeeping planning for investment promotion, commerce and tourism management and conservation of natural resources and the environment and in the promotion of arts, culture, religion, customs and local wisdom. In the study, data were collected by relating secondary data. The results of the study on the efficiency of public services showed that medium sized local government organizations outstanding in public services, basic utilities, investment, commerce and tourism and public health. While the small local government organization emphasizes on specific function such as community organization and maintaining order in the promotion of arts, culture, religion, customs and local wisdom and the management and conservation of natural resources and environment, the local administrative organization uses too many importing factors in

the promotion of arts, culture, religion, customs and local wisdom, management and conservation of natural resources and the environment public services, basic utilities investment and community organization and orderliness. In the study, data were collected and collected related secondary data. The results of the study on the efficiency of public services showed that medium sized local government organizations outstanding in public services, basic utilities, investment, commerce and tourism, and public health.

Recommendations

1. Policy Recommendations

1) On people's registration. Since the people had great expectation of the people's registration, it is worthwhile to prepare people's registration to perfection. The people's registration should be complete, easy to understand and could be put in practical use with ease.

2) On the prevention and cure of disasters. Since the people living in Khao-Din Subdistrict Administrative Organization areas had expectations of the prevention and cure of disasters to a substantial extent, fire extinguishers should be made sufficiently available. Also, great efforts should be made to keep the people well-informed about the correct method of preventing the fire as well as other kinds of disasters.

3) On public utilities. The sewage system and the traffic lights should be improved so that the local people will not suffer from the ineffective function of the sewage system and the traffic light.

4) On public parks. The Khao-Din Subdistrict Administrative Organization should give more prominence to rest and relaxation programs. For instance, public parks filled with beautiful flowers and swimming pools should be made available. Likewise, clean public toilets should be available to the public park visitors.

5) On education. Due to the fact that the human subjects of this study expected education matter to a great extent. Therefore Khao-Din Subdistrict Administrative Organization should attach great importance to education matter. In other words, the administrative organization should pay more attention to the study room, the study building and all teaching and learning facilities.

6) On public health. The findings clearly indicated that the people had great expectations about hospitals and health centers. So Khao-Din Subdistrict

Administrative Organization should have hospitals and health centers built, and the staff members of the hospitals or health centers should be made adequately available.

2. Recommendations for Future Research

1) A study on the satisfaction with the public services delivered by Khao-Din Subdistrict Administrative Organization should be conducted.

2) A study on the morale of the staff members of Khao-Din Subdistrict Administrative Organization providing the public service should be conducted.

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