

Satisfaction of Service Recipients towards Public Services of
Nasaton Subdistrict Municipality, Huasai District,
Nakhon Si Thammarat Province

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Abstract

This study is a survey research with the objectives of 1) examining the satisfaction of service recipients with the public services provided by Nasaton Subdistrict Municipality, and 2) investigating the problems, obstacles, and development strategies for the municipality's service delivery. The sample group consists of 334 service recipients, and the survey instrument used is a questionnaire. The statistical analysis methods employed include percentages, means, and standard deviations. The research findings indicate that service recipients are highly satisfied with public service in eight aspects, with the overall satisfaction level being the highest. When considering each aspect individually, it was found that satisfaction with the service providers (staff) is the highest, followed by the service delivery channels, convenience amenities, and service processes, in that order. The problems and obstacles in service delivery include services during lunch break, WIFI, and service channels. Recommendations for service improvement include providing continuous service during lunch breaks for all types of tasks, enhancing the efficiency of free WIFI service for service recipients, and improving the modernity and currency of service channels and information.

Keywords : Satisfaction, Service Recipients, Public Services

Introduction

Local governance contributes to political development as it involves the decentralization of power both administratively and politically. Therefore, local residents have the opportunity to learn and understand the political system, roles, and responsibilities of local government, leading to an understanding of self-governance and the value of popular control. Ultimately, this leads to political development. Furthermore, local governance promotes grassroots democracy, given its proximity to the people and its direct impact on local residents' well-being. It attracts the interest of local populations, encouraging their active participation in self-governance. It serves as an essential school of democracy, fostering political awareness, and ultimately contributing to the establishment of a stable national democracy. Local governance is also instrumental in economic and social development at the local level. Local government units allow local residents to govern themselves, setting policies and regulations according to their local needs and preferences. In general, all localities share a common goal of wanting their region to prosper, have a strong economy, and provide a comfortable and convenient living environment. Therefore, local government units play a crucial role in facilitating local development. In summary, local governance serves as the cornerstone of democratic governance and functions as a school of democracy for the public. It contributes to the development of democracy, fosters political awareness, and promotes economic and social progress at the local level. It enables local residents to take control of their governance, thereby fostering political awareness and stable national democracy. (Kongritsuksakorn, P., 1992)

Municipalities can be considered the starting point for self-governance in Thailand. Currently, there are a total of 2,469 municipalities in Thailand, comprising 30 city municipalities, 192 town municipalities, and 2,247 sub-district municipalities,

as per the Department of Local Administration (DLA) in 2023. Municipalities have a wide range of responsibilities, divided into two categories: mandatory duties and non-mandatory activities that can be carried out based on their capacity and the needs of the local population. (Department of Local Administration, 2023)

The scope of authority and duties for municipalities is determined by law. It is essential to establish service standards to ensure effective public service delivery, as outlined by the Ministry of Interior in Thailand. These standards encompass principles of good governance, including legality, morality, transparency, participation, responsibility, and accountability, (Nasaton Subdistrict Municipality, 2023) aiming to improve the quality of services, meet the needs of the public, and engage citizens in local self-governance. Therefore, the assessment of service quality from Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province, in this research, focuses on eight categories of services, namely: Infrastructure, Public Health, Education, Social Services and Welfare, Environmental Management and Natural Resources, Community Economic and Livelihood Development, Disaster Prevention and Mitigation, and Citizenship Registration. (Nasaton Subdistrict Municipality, 2023)

This evaluation aims to assess the quality of public service delivery in terms of processes, service channels, service providers, and convenience amenities. The results of this assessment can guide future improvements and developments in public service delivery, ensuring alignment with the needs of service recipients and the vision of the municipality.

The objectives of the research are as follows:

1. To study the satisfaction of service recipients with the services provided by Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province.

2. To investigate the problems, obstacles, and development directions for the services provided by Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province.

The research methodology

The research method for this study is a survey research approach, which involves surveying the satisfaction of the public receiving services in various service categories. These categories encompass eight areas, namely:

1. Infrastructure Services
2. Public Health Services
3. Education Services
4. Social Services and Welfare
5. Environmental Management and Natural Resources Services
6. Community Economic and Livelihood Development Services
7. Disaster Prevention and Mitigation Services
8. Citizenship Registration Services

Population and Sample Group

The population used for this study consists of service recipients who accessed services provided by Nasaton Subdistrict Municipality between October 1, 2022, and September 30, 2023, totaling 2,099 individuals. (Nasaton Subdistrict Municipality, 2023). The sample group used for the study consists of 334 individuals, determined according to the formula by Yamane, with an acceptable margin of error not exceeding 0.05 ($e = 0.05$). The sampling method used was accidental sampling, conducted on the surveyed area between August and September 2023.

Research Instrument

The tool used for data collection was a questionnaire, divided into 3 parts as follows:

Part 1: General information of the survey respondents, including the type of services received, gender, age, marital status, educational level, occupation, the frequency of service utilization, and what they were most satisfied with in receiving the service. These questions are closed-ended.

Part 2: Satisfaction with the services received, focusing on the satisfaction with different aspects of services provided by Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province. It includes satisfaction with service processes or steps, service channels, service providers, and convenience. These questions are closed-ended and use a 5-level rating scale for assessment.

Part 3: Problems, obstacles, and suggestions from the service recipients. These are open-ended questions.

The process of collecting data

The researchers collected service data from Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province, from October 2022 to September 2023. They created both online and offline questionnaires and conducted field surveys themselves. Afterward, they rechecked the accuracy of the data for the subsequent evaluation process.

Data Analysis

After collecting the survey questionnaires, they were checked for accuracy and completeness. Subsequently, data analysis was performed using pre-existing software for social science research, as follows:

1. General information about the respondents: The frequency and percentage were calculated.

2. Satisfaction with the services: The mean (average) and standard deviation were computed for each type of service and overall satisfaction. and then interpreting the meaning of the average into a rating scale with 5 levels according to Likert's method (Srisa-ard, B., 2002) as follows:

Mean 4.51 – 5.00: Highly satisfied

Mean 3.51 – 4.50: Satisfied

Mean 2.51 – 3.50: Moderately satisfied

Mean 1.51 – 2.50: Slightly satisfied

Mean 1.00 – 1.50: Least satisfied

Summary of Research Findings

Most service recipients were female, accounting for 62.47 percent. They were 41 years of age or older, accounting for 46.72 percent. They were married, accounting for 71.39 percent. They had less than high school education, accounting for 25.46 percent. They worked in sales/freelance, accounting for 22.05 percent. They received services 1-5 times/year, accounting for 72.97 percent. The thing that service recipients were most satisfied with was the service staff, accounting for 32.20 percent, and most received educational services, accounting for 20.47 percent.

1. Satisfaction of service recipients with the services provided by Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province.

The research findings indicate that service recipients are highly satisfied with public service in eight aspects, with the overall satisfaction level being the highest. Following this,

1.1 On the process/stages of service delivery:

The majority of the sample group expressed a high level of satisfaction with the service process/ stages, with an overall average of 4.74 (94.81%). When considering individual items, it was found that there was a high level of satisfaction with the fairness of the order in which customers are served, with an average of 4.77 (95.43%). This was followed by the speed of service at each stage with an average of 4.75 (95.07%), and the appropriateness of the service duration with an average of 4.75 (94.91%). The service process was not found to be complicated or difficult, with an average of 4.74 (94.49%). The clarity in explaining the service process had an average of 4.73 (94.59%), and the clarity of service flowcharts had an average of 4.72 (94.38%).

1.2 On the channels of service delivery:

The majority of the sample group expressed a high level of satisfaction with the channels of service delivery, with an overall average of 4.79 (95.75%). When considering individual items, there was a high level of satisfaction with services during working hours, with an average of 4.83 (93.49%). This was followed by services outside working hours, with an average of 4.81 (96.17%). The variety of service channels had an average of 4.78 (95.59%), internet-based services had an average of 4.77 (95.38%), off-site/mobile services had an average of 4.77 (95.49%), and services provided by joint service centers had an average of 4.77 (95.33%).

1.3 On the service providers:

The majority of the sample group expressed a high level of satisfaction with the service providers, with an overall average of 4.82 (96.45%). When considering individual items, there was a high level of satisfaction with polite and friendly service, with an average of 4.87 (97.48%). This was followed by the honesty and integrity in performing duties (not accepting bribes), with an average of 4.85 (96.96%). Service providers treating customers fairly had an average of 4.84 (96.80%), and their dedication, enthusiasm, and willingness to

serve had an average of 4.81 (96.27%). The knowledge and abilities of service providers had an average of 4.79 (95.80%), and the availability of an adequate number of service providers had an average of 4.77 (95.38%).

1.4 On the convenience factors:

The majority of the sample group expressed a high level of satisfaction with convenience factors, with an overall average of 4.75 (95.01%). When considering individual items, there was a high level of satisfaction with the organization of essential information for users, with an average of 4.79 (95.75%). This was followed by the clarity and comprehensibility of service point signs, with an average of 4.76 (95.17%). The organized, clean, and convenient facilities had an average of 4.75 (95.07%). Adequate convenience facilities, such as parking and restrooms, had an average of 4.74 (94.86%). The availability and sufficiency of materials and equipment for service had an average of 4.73 (94.70%), and the quality and modernity of equipment/tools had an average of 4.73 (94.54%).

Summarizing the overall satisfaction, it is found that the majority of the sample group is highly satisfied with the services provided by Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province. Overall, the average satisfaction rating is 4.78 (95.51%).

When considering individual aspects, it is found that the highest satisfaction is with the service providers, with an average rating of 4.82 (96.45%). Following this, the satisfaction with the service channels has an average rating of 4.79 (95.75%). The convenience factors have an average rating of 4.75 (95.01%), and the satisfaction with the service process/stages has an average rating of 4.74 (94.81%).

2. Satisfaction of Service Recipients with Various Service Types provided by Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province.

The majority of the sample group expresses high levels of satisfaction with all 8 categories of services provided by Nasaton Subdistrict Municipality. Overall, the average satisfaction rating is 4.78 (95.02%).

When considering specific service categories, it is found that the highest satisfaction is with the services related to education, with an average rating of 4.84 (96.75%). Following this, services in the field of public health (vaccination services and mosquito fogging) have an average rating of 4.79 (92.81%). Services related to infrastructure (construction permits and water pipe installation) have an average rating of 4.78 (94.13%), and services in the social welfare and well-being category (disability registration, elderly support, newborn registration, and funeral assistance) have an average rating of 4.78 (95.56%). Services in the fields of disaster prevention and relief have an average rating of 4.77 (95.45%), environmental and natural resource management services (waste collection) have an average rating of 4.76 (95.29%), and services related to citizenship registration have an average rating of 4.76 (95.27%). Services related to community economic development and professions (new business registration) have an average rating of 4.74 (94.86%).

3. Problems, Challenges, and Suggestions for the Services Provided by Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province.

3.1 Impressive Aspects of Service Provision:

Service recipients are particularly impressed with the courteous, friendly, and responsive attitude of the service providers who effectively meet the needs of the service recipients.

3.2 Problems and Challenges in Service Provision:

The problems and challenges related to service provision include:

Issues with providing services during the lunch break.

Unstable WIFI signals.

Outdated service delivery methods and outdated information.

3.3 Suggestions for Service Improvement:

The following suggestions are offered for enhancing service provision: 1) Continuous service during lunch breaks for all service categories. 2) Improve the efficiency of free WIFI services for service recipients. 3) Modernize service delivery methods and ensure that information is up-to-date.

Analyze the results

1. The satisfaction of service recipients regarding the services provided by Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province.

Regarding the process/steps of service delivery, when considering the service tasks, it is found that service recipients are most satisfied with the services related to education. Next in line are the services related to disaster prevention and relief, as well as public health services. This indicates that Nasaton Subdistrict Municipality has clear guidance on the service delivery process, appropriate service durations, speedy service at each step, clear process flowcharts, equal treatment of service recipients, and uncomplicated and flexible service steps. This aligns with the findings of the study conducted by Chainit, A. et al. (2023). a study on the assessment of people's satisfaction towards services of Thaweewattana Subdistrict Administrative Organization, Sai Noi District, Nonthaburi Province, where they found that there was rapid service delivery and comprehensive information and steps in the service process.

Regarding the service channels, when considering the service tasks, it is found that service recipients are most satisfied with services related to education. Next in line are services related to public health and services related to infrastructure. This indicates that Nasaton Subdistrict Municipality provides services during official hours, outside official hours, through service centers, via internet-

based services, offers diverse service channels, and provides off-site/ mobile services, aligning with the research conducted by Surichak-hong, Y. and Phakdeeying, R. (2022). on assessing service quality affecting satisfaction on services of Kaen Fang Subdistrict Municipality, Ban Fang District, Khon Kaen Province. The study found that service recipients' satisfaction with service channels is at the highest level. This is due to the effective dissemination of information, contact options for inquiries regarding service availability, such as providing contact names and phone numbers, the agency's phone number, Facebook, and alignment with the research conducted by Chainit, A. and Phophueksanand, N. (2022). evaluation of satisfaction towards the service recipients of Bangrakpattana Municipality, Bangbuathong District, Nonthaburi Province. The study found that service recipients' satisfaction with service channels is at the highest level. This is because Bangrakpattana Municipality uses technology to disseminate information or communicate with the public who cannot visit the office, such as through a fan page, Facebook, Line, websites, or by calling the office. Furthermore, they also provide mobile services to provide information or assist the public in the area and for the speedy dissemination of news and information.

In terms of the service providers, when considering the service tasks, it is found that service recipients are most satisfied with services related to education. Next in line are services related to citizen registration and services related to social welfare. This suggests that Nasaton Subdistrict Municipality has courteous and friendly service providers who are eager to assist and meet the needs of service recipients. They carry out their duties honestly, with dedication, and with a willingness to help. They possess the knowledge and abilities required for service delivery, provide service to all without discrimination, and have an adequate number of staff members to provide service, aligning with the research conducted by Thongthod, S. (2023). a study on satisfaction assessment of service recipients from Nopphitam Subdistrict Administrative Organization. The overall

satisfaction level by the receiving services in Nopphitam Subdistrict Administrative Organization, Nopphitam District, Nakhon Si Thammarat Province was at the highest level. For each item, the service officer was at the highest level. And aligning with the research conducted by Chinfuk, A. et al. (2023). a study on the public services from users' attitude of Kho Hong Town Municipality in Songkhla. Considering the service tasks by service type, it is found that the highest level of satisfaction is with service providers in the education sector. Following that are service providers in citizen registration services. This is because Ko Hong Municipality has service providers who are caring, friendly, polite, and empathetic, consistent with the ideas of Osborne, D. & Gaebler, T. (1992). Discussing a new public management that places importance on customer satisfaction. and alignment with the service mind concept by Thongkaew, T. (2017). having a service mind are committed to providing convenience, assistance, transparency, support, and expediting tasks in a cheerful and helpful manner. They welcome others with a positive attitude and aim to help others achieve their goals, as everyone desires quick and cost-effective service.

In terms of convenience, when considering service tasks, it is found that service recipients are most satisfied with services related to education. Following that are services related to community economic development and livelihoods, as well as services related to public health. This indicates that Nasaton Subdistrict Municipality has clear and well-marked service points, which are easy to understand. They provide necessary information promptly, have adequate conveniences such as parking spaces, restrooms, and well-organized, clean, and convenient service areas. Additionally, they possess quality, up-to-date equipment for service provision. This aligns with the research conducted by Chinfuk, A. et al. (2023). a study on the public services from users' attitude of Kho Hong Town Municipality in Songkhla. These findings indicate that Kho Hong Town Municipality is dedicated to ensuring that their service facilities are well-equipped and provide

a comfortable and convenient environment for service recipients, which has resulted in high levels of satisfaction. Considering the convenience aspect by service type, it is found that the highest level of satisfaction is with service convenience in the education sector. Following that are services related to citizen registration and services related to filing complaints and requests through websites. This is because Ko Hong Municipality has made improvements in their service facilities to enhance convenience, and alignment with the research conducted by Chainit, A. et al. (2023). a study on the assessment of people's satisfaction towards services of Thaweewattana Subdistrict Administrative Organization, Sai Noi District, Nonthaburi Province, found that the satisfaction of service recipients in terms of convenience at the highest level Since staying, such as constructing new buildings to expand various conveniences, including restrooms and waiting areas for service recipients. This has led to high levels of satisfaction among service recipients.

2. Problems, Obstacles, and Suggestions for improving the services of Nasaton Subdistrict Municipality, Hua Sai District, Nakhon Si Thammarat Province.

When considering the problems, obstacles, and suggestions for improving the services of Nasaton Subdistrict Municipality, located in Hua Sai District, Nakhon Si Thammarat Province, and taking into account the points of satisfaction among service recipients, it becomes evident that the strengths of the municipality are the knowledgeable and capable staff who provide services with dedication and a "Service Mind" approach. They are available to provide services during official working hours, as well as outside of regular working hours, at various times as needed. The municipality also offers convenient amenities for service recipients, such as informative public relations signs, parking areas, restrooms, and more. Furthermore, the well-suited work processes enable them to effectively respond to the needs of the public, which is an essential characteristic of good

service. However, it is advisable for the organization to establish consistent standards for providing services in other service areas.

Suggestions:

1. Suggestions derived from the research:

1.1 Organizations should expand their public relations channels or online service options through social media or online platforms. This can include providing basic answers through chatbots, online document submission, and online application submissions to enhance accessibility for everyone.

1.2. Organizations should ensure continuous service during lunch breaks for all types of services and improve the efficiency of free and fast Wi-Fi services provided to service recipients.

2. Suggestions for future research:

2.1 Conduct qualitative and quantitative research to better understand the problems and needs of service recipients.

2.2. Study the problems and needs of service recipients in all service areas provided by the organization by actively listening to their feedback.

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