

Citizen Satisfaction Assessment of Bang Kurud Municipal Services, Nonthaburi Province

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Abstract

This research aimed to study 1) the level of satisfaction of citizen with the services of Bang Kurud municipality, Bang Bua Thong district, Nonthaburi province 2) the problems, obstacles and suggestions for the services of Bang Kurud municipality, Bang Bua Thong district, Nonthaburi province; and 3) the guidelines and suggestions for the services of Bang Kurud municipality, Bang Bua Thong district, Nonthaburi province.

Research methodology is mix method. The quantitative approach involved surveying 400 people using a structured questionnaire. The data analysis included frequency, mean, percentage, and standard deviation. Qualitative research used an interview. The instrument is collected data from interviews with service recipients and officials of Bang Kruat municipality, Bang Bua Thong district, Nonthaburi province. The results of research found that 1. Citizen's satisfaction with the services of Bang Kurud municipality was in accordance with the opinions of service recipients which classified by service aspect overall, the highest level of satisfaction was found, with an average value of (\bar{x} = 4.81. 2. Service recipients were highest satisfied with various services overall (\bar{x} = 4.81) and 3. Testing the hypothesis of the comparison of personal factors of people towards satisfaction in the services of Bang Kurud municipality found that it classified by gender, consisted of 2 groups overall, males an average of 4.83 and females an average of 4.79 when tested using t-test statistics, it was found that people of different genders which had similar opinions on satisfaction with the services of Bang Kurud municipality, the statistically significant difference found at the 0.01 level.

Keywords: Assessment; People's satisfaction with services; Bang Kurud municipality

Introduction

The role and challenges of local government public service delivery emphasizes the importance of providing quality public services that meet the needs of local residents, improve quality of life, foster equality, and promote economic development. This approach addresses overlapping missions with government agencies and the limitations of traditional management systems that lack public participation. The importance of local government services lies in promoting democratic governance, responding quickly and efficiently to public needs, driving economic and social development at the local and national levels, and reducing the workload of the central government, resulting in improved quality of life for citizens through services tailored to local needs. Service responds to the needs or expectations of service recipients, and may include providing advice, problem-solving, information, or providing care and assistance in various areas. Good service often emphasizes customer focus and strives to provide customers with a positive and satisfying experience. The importance of service delivery is building public satisfaction and a positive corporate image, leading to increased sales and sustainable business growth. Good service is also a key differentiator, providing businesses with an advantage, and creating a positive impression that encourages repeat business and referrals. Various activities aimed at satisfying customers and meeting their needs, whether in the areas of trade, health, education, or social services, all play a significant role in creating a positive impression and satisfaction for service recipients. Government-provided services or activities for the public benefit or to meet the needs of the public, it is an activity that is under the supervision or control of the government that is established with the objective of meeting the needs of the public. (Narathip Sriram, 2014) which is to develop a good quality of life for the people and create development in both economic and social aspects for the local area, including the development of the nation as a whole. The principle that is an important issue in providing public services is that the provision of public services must be carried out to benefit the public, be able to meet the needs of the local area, have equality, continuity and transparency in providing services.

The role and target of local public services are to improve quality of life, foster equality, promote integration, and participation. Effective public service provision should promote inclusion of all groups in society and provide opportunities for citizens to participate in local development. Local government organizations have a primary duty to provide public services to enhance the quality of life of all groups in the community, ensuring convenience, speed, and quality. This also helps develop the local economy. Effective public service provision can promote economic growth, create employment, and develop local potential. Problems and limitations of local public services include duplication and lack of clarity in public service provision. Some public service provision may overlap with other agencies, resulting in inefficiency and impacting public service delivery. Lack of participation. The traditional public service provision system, which emphasizes internal control and centralized authority, lacks public participation and scrutiny, and often fails to meet public needs. Local public services sometimes fail to address local issues and the real needs of the population. Development guidelines and clear goal setting: Local government organizations must establish clear goals for public service provision to ensure quality and meet the needs of all sectors. Improving management systems should improve the paradigm for public service provision, emphasizing public participation and reducing the limitations of the traditional bureaucracy. Regular research and analysis of public service provision should be conducted to improve quality and efficiency. Public service is an activity that has emerged alongside the emergence of human society. Whenever people come together as social groups, certain tasks arise that are not the responsibility of any one individual. This article aims to study the promotion and development of local public services that impact people's quality of life.

The findings reveal that the process and methods for promoting and developing local public services that impact people's quality of life are a result of successful public service provision through collaboration between the public, private, and public sectors. Key factors contributing to the success of local administrative organizations in providing public services can be distinguished. The process and methods for promoting and developing local public services include: Service type creation. Local governments must be capable of creating new types of public services to meet the changing needs of each locality, driven by local decision-making and the involvement of relevant sectors. (Parichat Ladasai et al., 2022) Therefore, services or activities organized by the state to meet the needs of the public as a whole aim to improve people's quality of life, benefit the public, and develop the nation's overall economic and social development. Public services must be implemented based on the principles of public benefit, equality, continuity, and transparency.

Local government organizations' macro-level public service provision problems stem from the relationship between local government organizations and central and regional government agencies. This includes the lack of true independence in public administration in deciding on local public policies due to legal and budgetary constraints. This also includes structural problems in the public service provision system, which still emphasizes centralization of power, lacks clarity, is complex, has a long chain of command, and has an administrative structure that is inconsistent with the context of each locality (Roskon Ratthasermpong, 2014) stated that the main cause of the problem stems from changes in decentralization policies according to the political context of each government from 1997 to the present. This has resulted in a lack of clarity, continuity, and confusion in the operations of government agencies involved in the decentralization policy implementation process, which have different interpretations and defined the scope of decentralization in each era. This has led to a lack of unity and conflict among the agencies involved in the decentralization policy implementation overall, this has an impact on promoting true decentralization to local government organizations (Weerasak Khruethep et al., 2015) stated that the solution should include policy improvements. To ensure that the decentralization of government power is clear and continuous, both in terms of the direction of the government's decentralization policy and the operational guidelines of relevant government agencies, in order to drive the decentralization process to local administrative organizations efficiently.

The Act on Decentralization Plans and Procedures for Local Administrative Organizations B.E. 2542 (1999) stipulates the power and duty of provincial administrative organizations, municipalities, Pattaya city, sub-district administrative organizations, and the Bangkok Metropolitan Administration to provide public services. These organizations have the power and duty to provide public services as assigned. The government is also responsible for allocating subsidies and money from taxes and duties to ensure efficient public service operations. Office of the Council of State (1999) states that the missions transferred to local administrative organizations from the state can be divided into four main areas: providing public services related to infrastructure, such as road construction, drainage, public electricity, and water resource management for agriculture; promoting quality of life, such as providing child development centers, basic public health services, local education, and local recreational facilities; organizing communities, society, and maintaining peace and order, such as preventing road accidents, preventing and mitigating disasters, and providing local public restrooms; and investing, resources, the environment, and arts and culture, such as promoting tourism and occupations, and promoting religion, arts, culture, and local traditions. Department of Local Administration Ministry of Interior, (2007) etc.

Local government organizations' past public service operations have faced numerous problems that have prevented them from delivering public services efficiently and in accordance with the principles of public service provision. These public service provision problems can be divided into two levels: The macro-level problems stem from the relationship between local governments and central and regional government agencies, in terms of public administration authority, which lacks true autonomy in deciding on local public policies due to legal and budgetary constraints. Furthermore, the structural problems of the public service administration system, which emphasizes unclear centralization of power, is complex, has a long chain of command, and has an administrative structure that does not align with the context of each locality. The primary cause of these problems stems from changes in decentralization policies, aligned with the political context of each government, from 1997 to the present. These changes have resulted in a lack of clarity, continuity, and confusion among relevant government agencies, who have interpreted the meaning and defined the scope of decentralization differently in each era. This has led to a lack of unity and conflict among the overall operations, which has impacted the promotion of true decentralization among local governments. Therefore, solutions should include improving the clarity of the state's decentralization policy. Continuing both in terms of the government's decentralization policy direction and the operational guidelines of relevant government agencies to ensure that the decentralization process to local administrative organizations is carried out efficiently.

Bang Kurud Municipality is a local government organization with self-governance and administrative autonomy as mandated by law. As the local government organization closest to the people, Bang Kurud Municipality is expected by many to develop the local area and provide comprehensive services to the local population. This commitment prioritizes public service and creates public satisfaction. To this end, a survey of direct service recipient satisfaction has been conducted. This survey will be useful for personnel development and addressing issues and obstacles for civil servants. This survey will serve as a guideline for local government employees and employees, leading to efficiency and effectiveness in public service delivery. Recipients must be prompt and timely, especially in today's competitive environment. Speedy service and prompt communication are desirable for all parties. Therefore, fast service is impressive because it eliminates waiting time and allows for efficient use of time. Providing good service, assistance, or acting for the benefit of others will impress and commend the organization. This is a positive factor that benefits the organization. Behind almost every successful project, service is often found to be a tool supporting various areas, such as public relations and community service. Therefore, excellent service impresses customers. Service is the face of an organization, and its image is enhanced by the problems of local government public service provision at the micro-level. Public services are not aligned with the needs and problems of the people, nor are they consistent with the local environment. Furthermore, public services are inappropriate, resulting from incomplete and inadequate provision of public services to all groups of people. For example, they may emphasize the benefits of certain groups while neglecting the benefits of others, lack of prioritization in public service provision, which should have been prepared in advance or considered urgent, results in a lack of quality, clarity, fairness, and inappropriateness for local conditions. Key solution to this problem is to provide opportunities for local citizens to participate in policy proposals, operations, and inspection of local government public services. Furthermore, new approaches to public administration should be adopted to enhance public service efficiency and enhance problem-solving capabilities. For example, a network approach is a collaborative approach between government agencies, private sector organizations, civil society organizations, professional institutions, and non-profit organizations. This approach prioritizes partnerships with relevant knowledge and expertise to solve local problems. This ensures effective public service provision that truly meets the needs of local people. This approach requires: The survey and assessment of satisfaction in at least 4 areas and in the survey and

assessment of satisfaction in each job, at least the framework for assessment must be determined, which includes (1) satisfaction with service process, (2) satisfaction with service channels, (3) satisfaction with service staff, (4) satisfaction with facilities.

Bang Kurud Municipality, a local administrative organization located in Bang Bua Thong district, Nonthaburi province, has legal authority to provide public services to residents within its jurisdiction. The primary goal is to improve the quality of life and well-being of local residents. However, to effectively develop an organization's operations, it is essential to understand its performance, its strengths, and weaknesses. The public and service recipients will be the ones to reflect on the effectiveness of the local administrative organization's performance and whether it meets the needs of the public and service recipients. These issues depend on the quality of the operation, which can be measured by the public's perception of the operation. However, since operations are a key mechanism in local administration, each local administrative organization aims to maximize service recipient satisfaction. As a local administrative organization overseeing Bang Kurud Municipality had coordinated with Phranakhon Rajabhat University to conduct a satisfaction survey of citizens, government officials, government agencies, and private sector recipients of Bang Kurud Municipality's services. The service quality indicators assess service processes and procedures, service channels, service personnel, and facilities. In providing services and in terms of service quality in the following public service areas: (1) legal services, (2) registration, (3) environmental and sanitation, (4) revenue or tax, (5) education, and (6) community development and social welfare.

Therefore, the researcher believes that the public service sector of Bang Kurud Municipality, Bang Bua Thong district, Nonthaburi province, is interested in studying customer satisfaction, which is crucial to the local community today, as mentioned above. Therefore, in order to plan effective and publicly acceptable services, it is necessary to understand the satisfaction levels of service users and identify key factors, according to the sample group. This information can be used to improve the service system of Bang Kurud Municipality, enhancing its efficiency and leading to sustainable development. As mentioned above, empathy, consideration of the feelings of service users, expecting convenience, speed, and accuracy, and friendly expressions from service providers, explaining things that customers do not understand clearly, using friendly language, empathy, and following up on work and giving full attention to the services provided will lead to customer satisfaction. Therefore, in planning effective and publicly acceptable services, it is essential to understand the satisfaction level of service users and identify key factors, according to the sample group, which can be used to improve the efficiency of Bang Kurud municipality's service system. Effective service monitoring and evaluation should include tracking and evaluating customer satisfaction to gather feedback and identify areas that need improvement. This information can be used to further develop the service and its own development. Therefore, an effectively plan service delivery and achieve public acceptance, it is essential to understand the satisfaction level of service users and identify key factors, according to the sample group. This information can be used to improve Bang Kurud Municipality's service system and achieve sustainable development.

The research will be guidelines and principles for evaluating public satisfaction with service delivery. Furthermore, these crucial findings can be used to inform improvements to Bang Kurud Municipality's operations, enhancing efficiency and effectiveness, and ultimately meeting the needs of local residents.

Research Objectives

1. To study the level of citizen satisfaction with the services provided by Bang Kurud Municipality, Bang Bua Thong district, Nonthaburi province.
2. To study the problems, obstacles, and recommendations regarding the provision of public services by Bang Kurud Municipality, Bang Bua Thong district, Nonthaburi province.
3. To study the guidelines and recommendations for the provision of services by Bang Kurud Municipality, Bang Bua Thong District, Nonthaburi province.

Literature Review

Concepts and theories about service delivery

Services refers to actions or activities aimed at meeting the needs and satisfying service recipients. The primary goal is to assist, facilitate, and deliver value to service recipients, benefiting both the service recipient and the organization. Due to the government's policy of civil service reform, which primarily aims to provide services to the public, known as service recipients, government organizations must cater to the needs of diverse groups. Providing services by government organizations or agencies involves direct contact and public relations with service recipients to ensure convenient and timely service. Academics have briefly outlined the concept of providing services, as follows:

From a study of the meaning of the term "providing services," similar definitions have been proposed:

Sunantha Thaweephon (2007) summarized the following in her commentary on providing services:

1. The principle of conformity to the needs of the majority. This means that the benefits and services provided by an organization must meet the needs of most or all individuals, not just specific groups. Otherwise, not only will the benefits and services not be maximized, but the service itself will not be worthwhile.
2. The principle of consistency. This means that services must be provided continuously and consistently, not on a temporary basis to satisfy the needs of the service provider or operator.
3. The principle of equality. The service provided must be provided equally and fairly to all service users.
4. The principle of economy: The cost of service must not exceed the benefits received.
5. The principle of convenience: The service provided to service recipients must be easy to perform, convenient, and comfortable, with minimal resource consumption. It also does not create excessive burdens or difficulties for service providers or users.

(Smit Satchukorn (1999, cited in Sunantha Thaweephon, 2007) defines service as the act of performing or interacting with service users. Providing benefits to various individuals in some way, regardless of effort, through various methods, to ensure assistance to those involved, is considered a form of service. Providing convenience and meeting the needs of service users is also a form of service. Therefore, services can be provided in a variety of ways. The key is to assist and benefit service users.

(Tueamsai Jaijang, 2003) proposed the concept of providing good and quality public service, which requires techniques, strategies, and skills to win the hearts of service recipients, which can be implemented. Both before and during contact, and in accordance with the principles of contact, service is provided by individuals at all levels within the organization, including the organization's executives. Good service is a tool that helps those receiving service gain trust, confidence, and build a good image, which will influence future use of various services.

The concept of satisfaction

Citizen satisfaction with service delivery refers to citizens' feelings, attitudes, or emotions toward receiving public services, resulting from a comparison of an agency's performance with its expectations. Key components include service processes and procedures, service personnel, and facilities. Satisfaction is the positive feeling, satisfaction, pleasure, or happiness that arises when a person's needs, goals, or expectations are met or achieved. It is an emotional state that indicates that the outcome is as desired, creating a sense of well-being, enthusiasm, and motivation to continue activities.

(The Royal Institute Dictionary, 2009) defines the word "satisfaction" as being interested, liking, or appropriate. Scholars have summarized the meaning of satisfaction as follows:

(Uthaiphan Sudjai, 2019) states that satisfaction refers to a person's feelings or attitudes toward something, which may be evaluative, whether they are positive or negative.

(Atthaphon Khamkhom, 2018) summarizes satisfaction as a person's attitude or level of satisfaction with various activities, reflecting the effectiveness of the activity based on the individual's perceptions, values, and experiences. Satisfaction occurs when an activity meets a person's needs.

(Saijit Singhaseni, 2018) concluded that satisfaction is a feeling toward something, which can be either positive or negative. However, if the thing meets a need or achieves a goal, it will result in a positive feeling. Conversely, if something creates disappointment and fails to achieve a goal, it will result in a negative feeling, a feeling of dissatisfaction.

(Chittinan Dechakupt, 2020) defined consumer satisfaction as a state of expression resulting from the evaluation of the purchasing experience and use of products and services. This can be further clarified as satisfaction means the expression of positive feelings from the comparative evaluation of the experience and the service that meets the customer's expectations exceeds customer expectations.

(Thaniya Panyakaew, 2018) defined the factors that cause satisfaction and are related to the nature of the job. These factors lead to job satisfaction, including achievement, recognition, job description, responsibility, and advancement. When these factors are lower, job dissatisfaction occurs. If the job provides advancement, challenge, responsibility, achievement, and recognition to the worker, they will be highly satisfied and motivated to work.

(Good, 1973, cited in Yuthana Bonython, 2019) defines satisfaction as a state or level of satisfaction resulting from a person's interest and attitude toward the quality of something. Negative attitudes are expressed as a state of dissatisfaction with that thing.

(Wolman, 1973, cited in Yuthana Bunthon, 2019) defines satisfaction as the feeling of happiness experienced when a person achieves their goals, needs, or motivation.

(Shelley, 1975, cited in Yuthana Bunthon, 2019) defines satisfaction as a feeling of satisfaction that is typical of human nature, consisting of both positive and negative feelings. Positive feelings are feelings that, when experienced, lead to happiness. This happiness is different from other positive feelings, namely: It is a feeling that has a feedback system that can further generate positive happiness. It can be seen that happiness is a complex feeling, and this happiness has a greater impact on an individual than other positive feelings.

(Mouse, 1953, cited in Prabhas Ketkaew, 2020) stated that satisfaction refers to a mental state free from stress. This is because human nature has needs. If those needs are fully or partially met, stress will decrease, resulting in satisfaction. Conversely, if those needs are not met, stress and dissatisfaction will arise.

According to this definition, satisfaction refers to the feeling of having human needs met as expected and achieving those expectations, which then becomes a feeling of satisfaction.

In conclusion, satisfaction is a person's positive feeling or attitude that occurs when his or her needs or expectations are met as intended, resulting in happiness, comfort, or satisfaction with something. This satisfaction is an important factor in success in work and life.

Concepts and theories about citizen service

Citizen service is a service or activity provided by the state or local government to meet the needs of the public at large for the benefit of society. This service emphasizes improving the quality of life of the public and must be conducted based on principles of equality, continuity, transparency, and public participation. The term "public service" has been defined by many different definitions. However, considering the form and rationale for defining public service, it can be seen that it was influenced by the ideas of (Prayoon Kanchanadol, 2006) cited in Suwat Bunruang, 2002). He defined public service in his book "Administrative Law" as "activities under the direction or control of the administrative sector, organized with the objective of meeting the needs of the public."

Public service refers to activities under the direction or control of the administrative sector, organized to meet the needs of the public. Administrative sector refers to the executive branch, including civil servants at all central, regional, and local levels, whose duty is to provide public services to the public. These characteristics include:

1. Activities under the control of the state.
2. The objective is to meet the needs of the public.
3. The organization and procedures for implementing public services. It can always be amended or changed to suit the needs of the times.
4. It must be implemented consistently.
5. Private individuals have the right to receive equal benefits from public services.

(Pathom Manirote, 1995, cited in Suwat Bunruang, 2002) defined public service as a service performed by an authorized agency to meet needs and create satisfaction. From this definition, public service can be considered to consist of both providers and recipients, with the former acting as a duty to provide services to the latter's satisfaction.

Concepts and Theories Regarding Public Service

Public service is the provision of services by government agencies to meet the needs of the public in various aspects, including welfare, safety, and convenience of daily life. Currently, there is an emphasis on the application of digital technology to increase efficiency, speed, and ease of service access. This includes developing public sector personnel to possess a service mind, possess knowledge and skills, and engage with the public effectively. This aims to build satisfaction and confidence in service delivery. Scholars have defined the following:

(Kulthon Thanaphongthorn, 1985) stated that there are five key principles of service delivery:

1. The principle of conformity to the needs of the majority of individuals. The benefits and services provided by the organization must meet the needs of most or all personnel, not just those of a particular group.
2. The principle of consistency. The service must be continuous and consistent, not interrupted to suit the needs of the service provider or operator.

3. The principle of equality. The services provided must be provided to all service users consistently and equally. No special privileges are granted to any individual or group in a manner that is significantly different from others.

4. The principle of cost-effectiveness. The cost of services must not exceed the benefits received.

5. The principle of convenience of services provided to service recipients. It must be simple, convenient, and comfortable, with minimal resource consumption, and without creating excessive frustration for service providers or users.

(Amorn Raksasat, 2003) another scholar, believes that customer satisfaction is another measure of service efficiency. This is because government service provision is not simply about getting things done; it also means providing excellent service that satisfies the public.

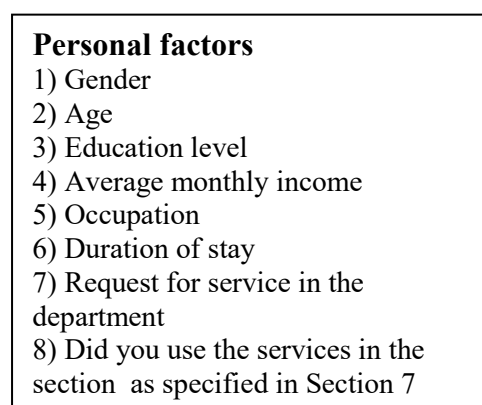
(Jerdasak Chiwakongkiat, 1991) stated that in the provision of public services, public satisfaction with the service is crucial because it indicates the extent of success of the public service. Some scholars have defined public service satisfaction, including Michael R. Fitzgerald, Robert F. Durant, and John D. Millet. Fitzgerald and Durant define public service satisfaction as a measure of evaluation, and this will vary. This depends on the individual's experience, which serves as the criteria set by each individual, as well as their judgment. Evaluation can be divided into two aspects: subjective, which stems from the perception of service delivery, and objective, which stems from the quantity and quality of service received.

Conclusion public service is the facilitation provided by government agencies for the benefit and well-being of the people. This emphasis is placed on providing services with good conscience, speed, accuracy, and equality, along with the use of technology to facilitate convenience. This also includes being open to feedback and allowing the public to participate in service development.

Conceptual Framework

From the study of documents and related research, the researcher has used them as a guideline for determining the conceptual framework for the research (Priyaporn Wong-Anuttharot, 2010) as follows:

(Independent variable)



(Dependent variable)

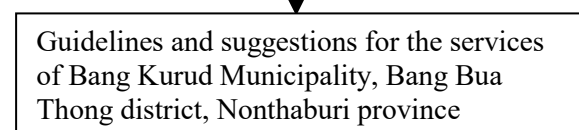
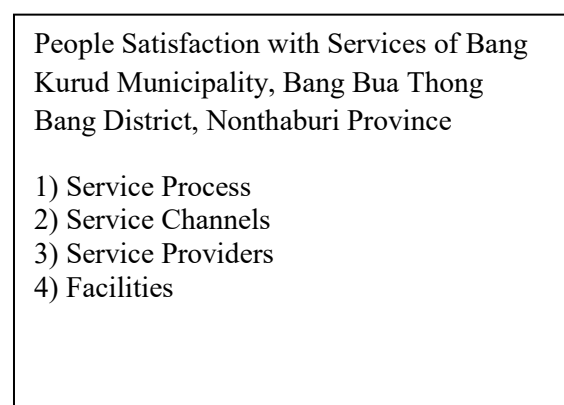


Figure 1: Conceptual Framework for the Research**Research Methodology**

This research was a survey research study, collecting data from service users in six activities and missions as the following

1. Legal services
2. Registration
3. Environmental and sanitation
4. Revenue or tax
5. Education
6. Community development and social welfare

Population and Sample

1. Population: The population used in this research consisted of residents using services at Bang Kurud Municipality, Bang Bua Thong district, Nonthaburi province, totaling 41,313 people, comprising 19,103 males and 22,313 females.

2. Sample: The research team determined the sample size using a ready-made table (Krejcie & Morgan, 1970) cited in Wallop Ratchatranon, 2019) Stratified random sampling was used based on population statistics from household registrations, separated by area, village, and address of service recipients. The sample group was as follows:

| Number | Name of Village | Population | | Total | Sample |
|--------|--------------------|------------|--------|--------|--------|
| | | Male | Female | | |
| 1 | PlaiklongBangkurud | 336 | 359 | 695 | 15 |
| 2 | Nokfaek | 1,142 | 1,320 | 2,462 | 30 |
| 3 | Nongsano | 2,692 | 3,089 | 5,781 | 70 |
| 4 | Nongkradi | 3,152 | 3,691 | 6,843 | 70 |
| 5 | Nongaiprong | 8,467 | 10,074 | 18,541 | 80 |
| 6 | Bang Kurud | 452 | 582 | 1,034 | 25 |
| 7 | Ranglakor | 690 | 747 | 1,437 | 25 |
| 8 | Nongpaktop | 1,494 | 1,720 | 3,214 | 55 |
| 9 | Klongtachom | 303 | 332 | 635 | 15 |
| 10 | Klongnaileek | 319 | 342 | 661 | 15 |
| Total | | 19,103 | 22,313 | 41,313 | 400 |

Source: Data from Bang Kurud Municipality, 2025

Research Instrument

The data collection instrument was a questionnaire regarding the satisfaction of citizens using Bang Kurud Municipality services. It was divided into three sections as follows:

Part 1 contained general information about respondents, including gender, age, education level, average monthly income, occupation, length of residence, service division, and type of service received.

Part 2 contained a questionnaire regarding the satisfaction of users of services within the Bang Kurud Municipality area. This questionnaire was adapted from previous research on similar services and based on various theoretical concepts.

Data Collection

The researcher collected data for analysis according to the following steps:

1. The researcher coordinated with the department heads responsible for Bang Kurud Municipality, Bang Bua Thong district, Nonthaburi province, to request their cooperation in data collection.
2. The researcher developed a questionnaire and collected data from a sample of service recipients. The questionnaire was interviewed based on the questions and had the selected individuals fill out the questionnaires themselves.
3. The researcher compiled a total of 400 questionnaires and verified their completeness for further data analysis.

Statistics Used in Data Analysis

The researcher used the following statistics to analyze the data:

1. Descriptive Statistics: Percentage, Mean, and Standard Deviation.
2. Hypothesis Testing: The t-test (independent t-test) compares the difference between the means of two groups.

If comparing percentages, satisfaction is expressed as a percentage. The researcher used the mean statistic and adjusted the mean to a percentage by multiplying by 20. The resulting percentages were then compared to find scores based on the following criteria:

| | |
|---------------------------------------|-------------|
| Satisfaction Level: Over 95% | (10 points) |
| Satisfaction Level: Less than 95% | (9 points) |
| Satisfaction Level: Less than 90% | (8 points) |
| Satisfaction Level: Less than 85% | (7 points) |
| Satisfaction Level: Less than 80% | (6 points) |
| Satisfaction Level: Less than 75% | (5 points) |
| Satisfaction Level: Less than 70% | (4 points) |
| Satisfaction Level: Less than 65% | (3 points) |
| Satisfaction Level: No more than 60%, | (2 points) |
| Satisfaction level: No more than 55%, | (1 points) |
| Satisfaction level: No more than 50%, | (0 points) |

Research Finding

Part 1. Citizen satisfaction with the services of Bang Kurud Municipality, Bang Bua Thong District, Nonthaburi Province

Table 1 shows the mean and standard deviation of the level of citizen satisfaction with the services of Bang Kurud Municipality, Bang Bua Thong District, Nonthaburi province, according to the opinions of service recipients classified by service aspect.

| Citizen Satisfaction with Services of Bang Kurud Municipality | \bar{x} | S.D. | Level | Percentage (%) | Interpretation | Number |
|---|-----------|------|---------|----------------|----------------|--------|
| 1. Service Procedures | 4.81 | .435 | highest | 96.20 | 10 | 2 |
| 2. Service Channels | 4.80 | .522 | highest | 96.00 | 10 | 4 |
| 3. Service Provider Personnel | 4.82 | .388 | highest | 96.40 | 10 | 1 |
| 4. Facilities Side | 4.80 | .358 | highest | 96.00 | 10 | 3 |
| Total | 4.81 | .298 | highest | 96.20 | 10 | |

Table 1. Citizen satisfaction with the services of Bang Kurud Municipality, Bang Bua Thong District, Nonthaburi Province, according to the opinions of service recipients classified by service aspect overall, the highest level of satisfaction was found, with an average value of ($\bar{x} = 4.81$), representing 96.20 %. When considering each item, the item with the highest average value was service personnel ($\bar{x} = 4.82$), representing 96.40 percent. The second highest was service procedures ($\bar{x} = 4.81$), representing 96.20 %. The next highest was facilities ($\bar{x} = 4.80$), representing 96.00 %. The lowest was service channels ($\bar{x} = 4.80$), representing 96.00 %.

Part 2. Results of the Satisfaction Analysis: Percentage of Service Recipients Satisfaction, and Overall Satisfaction Scores Categorized by Service Recipients at Bang Kurud Municipality, Bang Bua Thong District, Nonthaburi Province.

Table 2 shows the average satisfaction level, percentage of service recipient's satisfaction, and overall satisfaction scores categorized by service recipients at Bang Kruat Municipality, Bang Bua Thong district, Nonthaburi province.

| Service work | Average Satisfaction | Percentage Satisfaction | Satisfaction Level | Score obtained |
|--|----------------------|-------------------------|--------------------|----------------|
| 1. Legal services (n =82) | 4.86 | 97.20 | highest | 10 |
| 2. Registration services (n =78) | 4.85 | 97.00 | highest | 10 |
| 3. Environmental and sanitation services (n =74) | 4.83 | 96.60 | highest | 10 |
| 4. Revenue or tax services (n =60) | 4.80 | 96.00 | highest | 10 |
| 5. Education services (n =56) | 4.78 | 95.60 | highest | 10 |
| 6. Community development and social welfare services (n =50) | 4.76 | 95.20 | highest | 10 |
| Total | 4.81 | 96.20 | highest | 10 |

Table 2 shows that service recipients were highest satisfied with various services overall ($\bar{x} = 4.81$), receiving a score of 10. When classified by service type, the satisfaction level was ranked from highest to lowest as follows:

1. Legal services: Service recipients were highly satisfied ($\bar{x} = 4.86$), representing 97.20 %.
2. Registration services: Service recipients were highly satisfied ($\bar{x} = 4.85$), representing 97.00 %.
3. Environmental and Sanitation services: Service recipients were highly satisfied ($\bar{x} = 4.83$), representing 96.60 %.

4. Revenue or Tax services: Service recipients were highly satisfied ($\bar{x} = 4.80$), representing 96.00 %.

5. Education services: Service recipients were highly satisfied ($\bar{x}=4.78$), representing 95.60 %.

6. Community development and Social welfare services: Service recipients were highly satisfied ($\bar{x} = 4.76$), representing 95.20 %.

Part 3 tests the hypothesis of the comparison of personal factors of people towards satisfaction in the services of Bang Kurud Municipality, Bang Bua Thong district, Nonthaburi province. The results of the analysis are shown in Table 3.

Table 3 Comparison of personal factors of people who come to contact and had satisfaction with services of Bang Kurud Municipality, Bang Bua Thong district, Nonthaburi province (by gender)

| Opinions on satisfaction with services of Bang Kurud Municipality | Male | | Female | | t | Sig. (2-tailed) |
|---|-----------|------|-----------|------|--------|-----------------|
| | \bar{x} | S.D. | \bar{x} | S.D. | | |
| 1. Service Procedures | 4.88 | .256 | 4.75 | .551 | 2.891 | .004** |
| 2. Service Channels | 4.81 | .545 | 4.79 | .499 | .291 | .771 |
| 3. Service Provider Personnel | 4.77 | .460 | 4.87 | .296 | -2.436 | .015** |
| 4. Facilities Side | 4.88 | .262 | 4.73 | .419 | 4.283 | .000** |
| Total | 4.83 | .304 | 4.79 | .290 | 1.632 | .103 |

** With statistical significance at the 0.01 level

From Table 3, the analysis results revealed that opinions on satisfaction with the services of Bang Kurud municipality, classified by gender, consisted of 2 groups. Overall, males had an average of 4.83 and females had an average of 4.79 When tested using t-test statistics, it was found that people of different genders had similar opinions on satisfaction with the services of Bang Kurud Municipality had the statistically significant difference found at the 0.01 level, the researcher made a comparison and found that females and males had similar satisfaction with the services of Bang Kurud Municipality. Details are shown in Table 2.

Discussions and Conclusion

An assessment of service recipient satisfaction with the services of Bang Kurud Municipality, Bang Bua Thong district, Nonthaburi province, regarding service procedures. The study found that citizens were satisfied with the services provided by Bang Kruud Municipality. This included reducing work steps in various areas, working with the community, coordinating activities with local leaders, and publicizing various information to the public, encouraging them to participate. Furthermore, staff engaged with the public, such as developing local development plans with villagers. This benefited villagers from various development initiatives, resulting in worthwhile government missions and effectively meeting public needs. This aligns with research by the Udon Thani Rajabhat University Research and Development Institute (2017).

The study assessed satisfaction with the services provided by the Sang Ko Subdistrict Administrative Organization in Kut Chap district, Udon Thani Province. The purpose of this survey was to explore public satisfaction with the services provided by the Sang Ko Sub-district Administrative Organization in Kut Chap District, Udon Thani province. The survey was conducted using a satisfaction survey of the Sang Ko Subdistrict Administrative Organization's services. Data were collected from a

sample of 400 people who used or received various services provided by the Sang Ko Subdistrict Administrative Organization using accidental sampling. Data were analyzed using a statistical software package, and the average was used to analyze the data. Standard deviation, frequency, and percentage. The results of the study revealed: 1. Overall satisfaction with the service processes/procedures of the Sang Ko Subdistrict Administrative Organization (SAO) had an average of 4.86. Based on the satisfaction assessment criteria for the service processes/procedures, 97.20% of respondents were satisfied. 2. Overall satisfaction with the service channels: Satisfaction with the service channels of the SAO. Overall satisfaction with the service channels: The average of 4.82 was 4.84. Based on the satisfaction assessment criteria for the service channels: 96.40% of respondents were satisfied. 3. Overall satisfaction with the service staff/personnel: Satisfaction with the service staff/personnel of the SAO. Overall satisfaction with the service staff/personnel of the SAO. The average of 4.84 was 4.84. Based on the satisfaction assessment criteria for the service staff/personnel of the SAO. 4. Overall satisfaction with the service facilities: Satisfaction with the service facilities of the SAO. Overall, the average satisfaction level for facilities was 4.82. When considering the satisfaction criteria for facilities 96.40 % of respondents were satisfied. 5. Overall satisfaction with the services provided by the Sang Ko Subdistrict Administrative Organization (SAO) was 4.84. Overall satisfaction with the services provided by the Sang Ko Subdistrict

Administrative Organization (SAO) was 96.80%. 6. Overall satisfaction with the services provided by the Sang Ko Subdistrict Administrative Organization (SAO) classified by service request. The highest satisfaction level was civil engineering, with a satisfaction score of 4.91, followed by disaster prevention and mitigation, with a satisfaction score of 4.88.

Assessing customer satisfaction with the services provided by Bang Kurud Municipality, Bang Bua Thong district, Nonthaburi province, regarding service channels. The study found that Bang Kurud Municipality offers a variety of services, equipped with modern equipment, tools, and internet access. There are also advertising media such as billboards, pamphlets, suggestion boxes, and mobile service units in communities to facilitate service recipients. This aligns with research by the Research and Development Institute, Maha Sarakham University (2022). The study examined the satisfaction of service recipients with the service quality of the Sang Tho Sub-district Administrative Organization, Khueang Nai district and Ubon Ratchathani province. The study examined five service areas: 1) civil engineering, building permit applications, 2) public cleanliness, 3) education, 4) revenue or taxation, and 5) public health. The study assessed the four indicators: 1) service procedures, 2) service channels, 3) service personnel, and 4) facilities. A sample of 475 service recipients was selected using accidental sampling. Statistical data were analyzed using a ready-made program, using mean, standard deviation, frequency, and percentage. The results of the study revealed that: Overall, the people who received the service had the highest level of satisfaction ($\bar{x} = 4.82$, representing 96.40 %). The satisfaction of the people who received the service in each aspect, from most to least, was ranked as follows: first is the service personnel (next is the facilities (4.81, representing 96.20 %), and then the service channels ($\bar{x} = 4.90$, representing 98.00 %), ($\bar{x}=4.83$, representing 96.60 %), and the service prores ($\bar{x}=4.75$, representing 95.00 %), respectively.

New Knowledge

From the research, the researcher has discovered new knowledge and would like to present it in the form of a picture as follows:

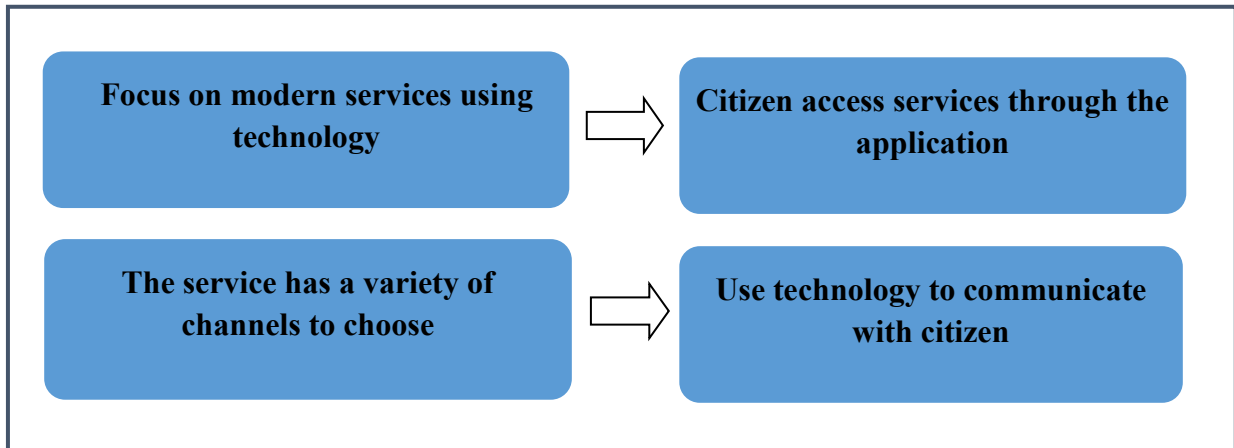


Figure 2. Citizen Satisfaction Assessment of Bang Kurud Municipal Services, Nonthaburi Province

Recommendation

1. Qualitative studies should be conducted is better reach the public. This will help understand the problems and needs of service recipients, enabling the organization to identify areas for improvement and strengths for further development.
2. People needs should be studied, addressing the current problems, and prioritizing them based on their feedback to ensure on time resolution.
3. The public should be listened to ensure access to services in all areas, and comparisons should be made with other areas to monitor progress and determine the success of improvements and service quality.

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