

# A Study of Client Satisfaction with Civil Registration Services from Local Civil Registry Office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province

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## ABSTRACT

The purposes of this study were 1) to study client satisfaction with civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province; 2) to compare the satisfaction of clients, different in demographic factors such as genders and careers, receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, and 3) to examine feedback from clients receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality. The population consisted of 1,200 clients receiving civil registration services during January to June 2019. The sample consisted of 300 clients selected by quota sampling and simple random sampling techniques. The instruments for data collection were rating scale questionnaires. The data analyses were frequency, percentage, standard deviation (SD), t-test, ANOVA, and Fisher's Least Significant Difference (LSD). Content analysis was used to analyze the clients' feedback.

Results showed that the satisfaction level of clients receiving civil registration services was at a high level in all aspects ranging from high to low scores as the convenience of the place, speed of service, staff service manner, and public service equality, respectively. There were statistically significant differences at 0.05 level in the satisfaction of clients in three different types of jobs: Traders or business owners and farmers or daily workers had the same level of satisfaction. Traders or business owners and farmers or daily workers had a higher level of satisfaction than government officers or state enterprise employees. Male and female clients were equally satisfied with civil registration services. Feedback from clients, ranging from high to low scores, was as follows: there should be more clean toilets, civil registration officers should speak politely to clients, in-building signpost and procedures for taking service guideline were needed, more public relation on policy or rule regarding civil registration was required, and there should be clean drinking water provided for clients.

**Keywords :** Satisfaction, civil Registration, local civil registry office

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## Introduction

The municipality is a type of local administration which has been registered as a juristic person and autonomous. In accordance with Section 7 Paragraph 2 of Municipalities Act, B.E. 2496 (1953), the municipality has been instituted as administrative department possessing the authority under this act and other laws (Atipho, 2017). In addition to Section 284, Paragraph 1 of the Constitution of the Kingdom of Thailand, local administrative organizations are free, autonomous, to design administrative policy, personnel management, and finance policy. In other words, the municipality is a type of local administration that fulfills local people's needs and is believed to be an institution which spreads very knowledge about democracy towards local people and lighten the load of government. Given that the load has been lightened, the government can confer many benefits to people and serve their needs (Hongthongkam, 2013).

The municipality is a type of local administration which has been established among community areas and mainly used in governing the country on par with many developed countries. In the case of Thailand, the municipality has been a type of local administration set up among community areas since B.E. 2476 (1933) to date. During the 90s, the Department of Provincial Administration (DOPA) had been described as the most efficient public service department which satisfies many clients. The department adopted

pragmatic approaches in adjusting patterns and service procedures, i.e., changing organization rules to be justified for people and reducing unnecessary procedures causing some sort of obstacles in providing service, to enhance the speed of service (Department of Provincial Administration, 2013). Improving and developing both quantity and quality of providing service as mentioned before is to benefit government and people; however, many studies found that those improvements and developments have not achieved the DOPA's aims. The service providers usually encounter difficulties, such as delay in receiving services and are not able to provide services conveniently as expected. The reasons are as follows: a small number of officers, an inadequate amount of materials and equipment, dilapidated equipment, limited space in the building, and clients' limited knowledge about law and rules, which have long been introduced in the past. In this day and age, it is generally accepted that the needs of people have been changed tremendously and the government also attempts to improve by reducing procedures in giving services (Department of Provincial Administration, 2013).

However, it takes time to transform the system to keep abreast of people's needs in this present day, especially the rules and staff procedures that are not inadequately appropriate in providing services to people. It has to be accepted that rules, laws, and procedures established by the government are designed to benefit and protect human liberty and rights for peace, security in lives,

and property of people. Some rules and procedures particularly emphasize the convenience of people while some rules require people to behave according to national security. According to civil registration certificate and identification card (Department of Provincial Administration, 2013), it can be seen that there are extensive scopes at civil registration offices in serving people, both Thai nationality and non-Thai nationality, such as birth notification, moving notification, and notification of death. The goal is to benefit both in the field of marital status, migration, self-authentication, demographic information for administrative use, planning, including the protection of public rights (Department of Provincial Administration, 2013). The civil registration work is an important task associated with all people from birth to death. There are practical procedures that require a resolution in completing the integrity of documents, which are beneficial to the people. This allows people to use them as evidence for receiving services in various fields from government and private agencies (Office of the Official Information Commission, 2015).

Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, originally named as "Phak Pang Sub District Municipal" which was in the sanitation form according to the Sanitation Act B.E. 2549 (2006). According to the Ministry of Interior notification, declared in the Thai Royal Gazette (Special Issue) Volume 72, Part 76, Page 43-44, Phak Pang Sub District Sanitary was established on 1st August 1955 with the total area of 1.94

square kilometers. Phak Pang Sub District Sanitary was later transformed to Sub District Municipal under Municipal Law on 25 May B.E. 2542 (1999) and was renamed to the Phu Khiao sub-district municipality as the Ministry of Interior announcement on 25th March B.E. 2553 (2010).

The researcher of the present study will bring gathered information to Phu Khiao District to improve the civil administration services. Shortly, she will be a candidate for the executive at Phu Khiao District Municipality. Therefore, this study is in her interest to raise awareness of problems in the civil registration services. This is to ensure that it will provide local people with the best civil registration services.

## Objectives

The objectives of this study were threefold:

1. To study client satisfaction with civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province.
2. To compare the satisfaction of clients, different in demographic factors such as genders and careers, receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality.
3. To examine feedback of the clients receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality.

### Research Hypotheses

1. The satisfaction of clients receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality is at a moderate level.

2. The satisfaction of clients receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, is different according to careers and genders.

### Research Scopes

To study the client satisfaction with civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, the researcher of the present study defined the scopes of this study as follows:

1. Area scope: The study area was Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province.

2. Population and Sample scope:

2.1 Population – The population in this study refers to local people receiving services from civil registration office at Phu Khiao Sub-district Municipality from January to June B.E. 2562 (2019), 1,200 people in total.

2.2 Sample – The researcher performed the following steps:

2.2.1 Select sample size from the records of civil registration at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, from January to June B.E. 2562 (2019), which there were 1,200

people participated, and find a group of representative sample by using Taro Yamane method (Yamane, 1973) in which 300 people were used as a representative sample. The researcher had set up an amount of sample from each career and gender equality, using the following sampling methods:

1. The researcher categorizes the sample by using quota sampling technique into three types of careers, i.e., government officers or state enterprise employees, traders or business owners, and farmers or daily workers. There were 100 people from each career, 50 males and 50 females, which equates to a total of 300 people.

2. The researcher selects the sample size from the records of civil registration at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, from January to June B.E. 2562 (2019), then, classified the gathered information into different types of careers and genders and performed simple random sampling technique by drawing lots.

### Research Instruments

The instrument used in this research was a questionnaire. The researcher developed the questionnaire which was consistent with the purposes and scope of this study. The participants were asked to answer questions based on the Likert scale of three categories as follows:

Part 1 – Personal backgrounds such as gender, age, education, and career

Part 2 – The Level of satisfaction with civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, which particularly emphasized on four aspects as service speed, staff service manner, service equality, and building convenience.

Part 3 – Feedback about the local registration office service at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province.

### Research variables

Independent variables were genders and careers. Careers were categorized into three groups as government officers or state enterprise employees, traders or business owners, and farmers or daily workers.

Dependent variables were level of client satisfaction with civil registration services from local civil registry office at Phu Khiao Sub-district Municipality on four aspects as service speed, staff service manner, service equality, and building convenience.

### Data Analysis

1. Statistical methods involved in analyzing the personal background data were frequency and percentage

2. Arithmetic mean (Average) and standard deviation (SD) were used in comparing the satisfaction of clients receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality,

Phu Khiao District, Chaiyaphum Province.

3. The satisfaction of male and female clients was analyzed by t-test.

4. One-way analysis of variance was employed in analyzing the satisfaction of clients with different jobs.

The researcher drew a pair comparison by using Least Significant Difference (LSD) method if there was a statistical difference at the 0.05 level of significance.

### Research Findings

1. The satisfaction of clients receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, was at a high level in all aspects, i.e., the convenience of the place, speed of service, staff service manner, and public service equality, ranging from high to low scores.

2. The satisfaction comparison of clients of different careers and genders showed that government officers or state enterprise employees were satisfied with civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, differing from traders or business owners, and farmers or daily workers. That is to say, traders or business owners, and farmers or daily workers were more satisfied with the civil registration services than government officers or state enterprise employees. The group of traders or business owners, farmers or daily workers, and that of

clients with different genders, showed no difference in the satisfaction with services from the local civil registry office.

3. Feedback from clients receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, ranging from high to low scores, stated that there should be more clean toilets, civil registration officers should speak politely to clients, in-building signpost and procedures for taking service guideline were needed, more public relation on policy or rule regarding civil registration was required, and there should be clean drinking water for clients.

## Discussion

There are important issues that should lead to the discussion as described below:

The overall satisfaction level of people receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, was at a high level, which does not support the research hypothesis. It may be due to the local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, has been hiring an external agency to assess the satisfaction level of servicing every year. This leads to service improvement, especially service speed and accuracy, as the staff was asked to be close to and facilitate clients at the very most. Additionally, the government

reform policy and effective management tend to play a crucial role, resulting in a high level of client satisfaction. The new board of municipal executive directors determines the civil registry office's operating policies with guidelines on service operations as follows:

- 1) Adapt the roles and perspectives of government officers to act as an appropriate service provider.
- 2) Accelerate its staff their habitual works to make convenient, rapid, accurate, and up-to-date services.
- 3) Develop a service system by bringing various technologies to cover all aspects.
- 4) Improve the personnel ability associated with civil registry service with thorough training, expecting officers' knowledge will increase continually.

The findings are consistent with Kiatpathomchai (2015) who studied the people satisfaction with service provision of a district registration office: a case study of Sakon Nakhon Province. The study indicated that overall people receiving civil registration services were highly satisfied with the services. Furthermore, Sirithrungsri (1992) conducted a study on people satisfaction with identification card service at the district registration office, Mueng District, Maha Sarakham Province, and found that people receiving identification card service were also highly satisfied in every aspect. However, the research findings are inconsistent with Toboon (1991) who studied the client satisfaction with civil registration services at a district registration office, Mueng

District, Maha Sarakham Province, in that the author found the satisfaction of people receiving services at a moderate level.

In a comparison of client satisfaction receiving civil registration services between three groups of careers, it is found that there were statistically significant differences at 0.05 level which support the research hypothesis in that the group of government officers or state enterprise employees were less satisfied than that of traders or business owners and farmers or daily workers. It is probably because when groups of traders or business owners and farmers or daily workers receive a service, the civil registration staff provide a convivial service and focus on every client equally. This, thus, makes groups of traders or business owners and farmers or daily workers feel honored regardless of which profession these clients do.

In a comparison of clients with different genders satisfaction receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, it revealed that there was no difference between male and female clients which is inconsistent with the research hypothesis. It is probably because of service improvements, i.e., service speed, accuracy, and especially equality, in which the staff was asked to be close to and facilitate clients at the very most. This makes both genders who received civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, felt

satisfied with civil registration services at the same level.

## Recommendation

The results of the present study on the client satisfaction with civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, have various practical implications, which cover five essential aspects in managing local government units. These implications proposed to work-related personnel might benefit in dictating policies or design strategies to provide more efficient service.

1. Practical implications for local civil registration office services are described below:

1.1 As seen in the findings, the satisfaction level of clients receiving civil registration services from local civil registry office at Phu Khiao Sub-district Municipality was at a high level. Hence, this yardstick of success should be maintained, and for a better level, services and staff should be constantly developed and improved forevermore.

1.2 According to the service speed aspect, the highest average of satisfaction level is that documents clients received are accurate and comprehensible, and the lowest average is a fair amount of procedures for taking service guidelines. The researcher, then, suggests that it improve procedure signposts by making them transparent.

1.3 In the case of staff service manner, the highest average satisfaction level is that the staff clearly explains rules and processes in detail to the clients' satisfaction. In contrast, the lowest average goes to the staff punctuality, resulting in a moderate level of satisfaction. Local civil registration offices should recruit or replace more staff when some are on fieldwork.

1.4 In the case of service equality, the highest average of satisfaction level is that staff are friendly and service-minded to people from all walks of life, resulting in a high level of satisfaction. The lowest average of satisfaction level is queue management which resulted in a moderate level. Local civil registration offices should revise the queue managing plan.

1.5 In the case of the building convenience, the highest average of satisfaction level is that there is sufficient light in civil registration rooms and the rooms are also translucent. Conversely, the lowest average of satisfaction level is that there is an insufficient toilet, resulting in a moderate level of satisfaction. The researcher suggests that local civil registration offices always keep the toilet clean.

2. The recommendation for further research will be described as follows:

The present study focused on the client satisfaction with civil registration services from local civil registry office at Phu Khiao Sub-district Municipality, Phu Khiao District, Chaiyaphum Province, by analyzing local people (also known as clients) coming to

receive civil registration services. The researcher carried out this study by categorizing clients into three groups of careers and two groups of genders, male and female, to evaluate their satisfaction towards civil registration services. Future research should particularly focus on perspectives from different careers such as teacher, soldier, police, to name but a few, about service satisfaction and to see whether there is any difference.

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