

Thesis Title : Public Opinion Towards Administration According to Sufficiency Economy of Sila Sub-district Administrative Organization in Lomkao District, Phetchabun Province

Researcher : Phra Kiattisak Dhiravamso (Kamjiem)

Degree : Master of Arts (Public Administration)

Thesis Supervisory Committee

: Dr. Apichayanatsopha Opsin, B.Acc., MBA., Ph.D.
(Public Administration)

: Phrapalad Sombat Thitiyano, Dr., B.A., MPA., Ph.D.
(Public Administration)

Date of Graduation : 7 March 2016

Abstract

The objectives of this research were : 1) to examine the public opinion towards administration according to sufficiency economy of Sila sub-district Lomkao district Phetchabun Province, 2) to compare the opinion of public towards administration according to sufficiency economy of Sila sub district Lomkao district Phetchabun Province, 3) to examine the problems, trouble, suggestion and public opinion towards administration according to sufficiency economy of Sila sub district Lomkao district Phetchabun Province.

This research was mixed-research between quantitative research by survey research and qualitative research. The sampling group used in this study were public in Sila sub-district Lomkao district Phetchabun Province 385 person by using method of Taro Yamane. The data collection instrument was questionnaire. There are reliability levels at 0.971. The statistics for data analyses were frequencies, percentage, mean standard deviation (S.D.), t-test and f-test. Data analysis methods are One Way ANOVA by Least Significant Difference : LSD and qualitative research by In-depth interview method with 8 key informants by using content and context analysis techniques.

The results of the research revealed that :

1. The public opinions towards the administration according to sufficiency economy of Sila sub-district Lomkao district Phetchabun Province in overall at the high level ($\bar{X} = 4.03$). When considered into each sides by sorting of average more to less, it was found that for the side of moral had the average level at 4.13, for the side of rationality had the average level at 4.08, for the side of knowledge had the average level at 4.04, for the side of modesty had the average level at 3.98, for the side of the immunity had the average level at 3.93. Every side was the high level.

2. The result of the comparative the public opinions towards the administration according to sufficiency economy of Sila sub-district Lomkao district Phetchabun Province which classified by personal factors that include gender, age, study level, occupation, and annual income found that public who had different gender, occupation, and annual income had opinions on the administration according to sufficiency economy of Sila sub-district Lomkao district Phetchabun Province not different, thus the hypothesis was refused. People who had difference age and study level had opinions on the administration according to sufficiency economy of Sila sub-district Lomkao district Phetchabun Province different at the statistical significant 0.05 level. So, the hypothesis was accepted.

3. The problems, trouble and suggestions about the public opinion towards the administration according to sufficiency economy of Sila sub-district Lomkao district Phetchabun Province were : There are also problems with farming use of chemical as a result of the increased cost. So that, The relevant agencies must campaign to get farmers to take their own, know the economical and assisting each other in the community. Most farmers will plant the same type of agricultural as result to agricultural crops over capacity and price slump. The relevant agencies have to provide funds to farmers who had economic crops until they can sell their produce and supply markets for agricultural products for farmers.

Suggestions included : the administration according to sufficiency economy of Sila sub-district must encourage the community to create value, Self-reliance, know saving and help each other. Farmers should be advised about cropping the combination to be more productive such as : the rice, fish, vegetables, fruits for local consumption. Farmers should know about cost savings. Farmers should be introduced to save water, save electricity and fuel, living in a household or community in order to reduce spending. The farmers should have received supporting about lifestyle by adhere principle of middle path that is sufficiency economy in daily life.