THE PEOPLE'S SATISFACTION OF TAXATION MAPPING AND PROPERTY REGISTRATION'S SURVEY SERVICES GIVEN BY BANG NOK KHWAEK MUNICIPALITY IN BANGKHONTEE DISTRICT, SAMUTSONGKHRAM PROVINCE.

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Abstract- A The purpose of this research was to study the people's satisfaction of taxation mapping and property registration's survey services given by Bang nok-khwaek Municipality. To compare the levels of people's satisfaction of the services according to personal background to findings way to develop how to give services. The sample of the research was 280 people who had to give some information for data based management in Taxation Mapping and Property Registration to survey services department in 2016. The data collection instrument was rating scale questionnaire with .95 reliability coefficient. The data analysis was done by the a calculation of means, standard a deviation, Independent Samples t-test and F-test (one way ANOVA) It was found from the study that the majority of the respondents are female. Aged between 25– 50 years old, holders of undergraduates. Most of them had income per month was lower than 10,000 baht and their occupation mostly was a famer of 89 persons or 30.90%.The people's satisfaction of taxation mapping and property registration's survey services is considerably high as rankings from high to low in the aspects of services personal ($\bar{x}$=3.85) ,services proceed ($\bar{x}$=3.61), and public relations ($\bar{x}$=3.54) respectively. By comparison of the people's satisfaction of taxation mapping and property registration's survey services based on personal background and their basic knowledge which is sex, age, occupation, income, education level. The findings were the overall of the survey services to people of different personal background and their basic knowledge were not different. There are a number of factors, according to the area of land rights that patients carrying different. The overall difference with .95 reliability coefficient.

Keywords- people's satisfaction, taxation mapping and property registration's survey, Bang Nok Khwaek municipality

I. INTRODUCTION

Subdistrict Administrative Organization (SAO) is a form of a Local Administrative Organization that can work closely with local people and response rapidly to problems of the community. SAO is also the main organization providing public service management for people in responsible area. According to the legislation of Determining Plans and Process of Decentralization to Local Government Organization Act B.E.2542 (1999), article 12, indicates that "State must decentralize to local governments for self-reliance and self-decision making towards own responsibility about economy, public utility system, and infrastructure by taking people's intention into consideration. This is; however, under State's supervision to ensure the implementation is within legal framework." Office of the Permanent Secretary for Interior and Prince Damrong Rajanuphap Institute (1999) have made local administration organization to earn and gain enough income to manage and provide thoroughly and effectively public service to the people. Therefore, the Municipal district of Bang Nok Khwaek needed as well to implement the property registration and tax map urgently to response to the said policy. In 2011, the Municipal District of Bang Nok Khwaek first started to do so by hiring a private sector contractor from other area and the achievement was only the process of making a copy of land information. In 2014, another private contractor from other area was hired again to improve model scheme and proceed with the rest of the process. The achievement of the second implementation was only the field survey of 104 households. Both times of hiring contractor can later indicate the problems to the Municipal District of Bang Nok Khwaek that there was no cooperation from private sector or civil society sector in the area of giving personnel information which is useful for property registration and tax map providing.

The Chief Administrator of the SOA said that from the meeting for Yearly Community Strategic Plan for fiscal year budget 2015, there was a consensus opinion that all parties concern Personnel Development Policy Plan including stakeholder community in the Property Registration and Tax Map Providing Project should gain knowledge and understanding about the process as well as allow people in the community to participate in the activities instead of hiring outside contractor to do it. A fiscal year budget passed by; however, the policy plan has not yet come to an action which will be result in evaluation score for the progress of managing the Property Registration and Tax Map Providing Project. The usual low score of yearly evaluation of the Local Administrative Organization done by the Department of Local Administration reflects that the Municipal District of Bang Nok Khwaek put no effort or enthusiasm to adhere to the guideline given by the Local Administrative Organization. Not only the Municipal District of Bang Nok Khwaek that encountered the obstacles for

not to be able to drive successfully the field survey but also many SAOs that needed to hire continuously outside contractors to perform every step of the Property Registration and Tax Map Providing Plan without any cooperation from the communities either. From the above interview, the researcher think that the problems found are important and should be urgently solved by identifying the reason of what creates in-coordination with field survey service or dissatisfaction with private sector and civil society sector in the area of the said service. The Municipal District of Bang Nok Khwaek, as a service provider, must evaluate customer satisfaction in many aspects such as service provider, service environment, service promotion and suggestion, and service procedure. The effect on customer satisfaction evaluation is important to make service provider realize and provide sufficient service as well as improve better service to impress customer to come back to use service again. In return, the customer will finally give cooperation not only with field survey service of the property registration and tax map provided by the Municipal District of Bang Nok Khwaek but also with any other activities. Lastly, the researcher hope that the answer and problem solving guideline of what happened to the Municipal District of Bang Nok Khwaek will become a case study that can be used as an example for the similar problem in other district.

II. DETAILS EXPERIMENTAL

2.1 Scope of study

This research focuses on studying about people satisfaction towards field survey service of the property registration and tax map of Pragnamdang Subdistrict Administrative Organization. The researcher collected data during October 15 - January 16 from field survey of population of 890 household and selected 280 household as sample; sample size calculation is according to Taro Yamane formula.

2.3 Methodology and Data Analysis

1. Quantitative Research: researcher gather theoretical concepts which are well accepted and use them for research hypothesis and perform hypothesis testing, also collect information from questionnaires by posting questions to the respondents to choose one answer that matches with their opinion.

2. Population and sample: sample for this study comes from household filed survey which sample size is according to Taro Yamane formula (1973: 725-727) equivalent to 288 household. The selection of sampling used is Multi-Stage-Sampling method which performed

Step 1: Stratify Sampling method used to specify 8 villages within the territory of the subdistrict administration as the area of study framework.

Step 2: Simple random sampling method by randomly selecting from 8 villages; one village per 35 household, total amount is 280 household.

3. The tools for data collection are Survey research and Questionnaire: field staff sent questionnaire directly to the representative of each household to fill in information and keep it in the tool code. The questionnaires are divided into 4 parts as follows;

- General information question of the respondent-there are 6 questions about personal identity, background, gender, age, career, income, education level, and the amount of title deed ownership

- Basic knowledge about field survey service of property registration and tax map question - the format of questionnaire is true of fault, yes or no, positive and negative questions.

- Level of people satisfaction towards field survey service of property registration and tax map of the Municipal of Bang Nok Khwaek questions – to study the 3 variables: service officer, service process, and service promotion and suggestion from opinion-based questions which consists of 5 levels of the answer according to Liker's Rating Scale (referred in Boonchom Srisa-ard, 1989: 75-77)

- Open end question for the suggestion of field survey service of property registration and tax map of the Municipal of Bang Nok Khwaek.

4. The statistic methods used for data analysis are as follows;

- Analyze personal factor from population and sample – use Frequency Distribution Table and indicate data value in percent

- Data analysis of people satisfaction towards service – use mean and standard deviation

- Hypothesis testing study to compare people satisfaction towards service – use statistical testing value of One way ANOVA and Multiple Comparison test by Scheffe's method.

III. RESULTS AND DISCUSSION

1. Total respondents of 288: classified by

Gender – female: 173 or 60.07%, male 115 or 39.93%.

Age - between 25-50: 126 or 43.75%, over 51: 89 or 30.90%, younger than 25: 73 or 25.35%,

Career – farmer: 89 or 30.90%, employee: 76 or 26.29%, worker: 76 or 26.39%, government officer: 50 or 17.36%, other occupations: 41 or 14.24%, own business/trader: 76 or 26.39%

Monthly income – less than 10,000 baht: 124 or 43.60%, 10,000-20,000 baht: 95 or 32.98%, and more than 20,000 baht: 69 or 23.96%

Education level – less than bachelor degree: 160 or 55.56%, bachelor degree: 81 or 28.12%, and higher than bachelor degree: 47 or 16.31%

Title deed ownership – 1-5 rai: 124 or 43.06%, less than 1 rai: 93 or 32.29%, more than 5 rai: 71 or 24.65%.

2. Basic legal knowledge of the 288 respondents: classified by level Average: 129 or 44.79% Poor: 90 or 31.25% Good: 69 or 23.96%

Considering the item 4) of property tax, respondents knowledge is in high level with the highest mean of (x=0.88), next is item 1) the field survey of property registration and tax map is the data collection system about land, building, signboard, and property usage, in high level (x=072) and poorest knowledge in item 10) signboard of agricultural trader who sells his/her own product will be exempted with signboard tax, is in low level (x=0,15)

3. People satisfaction towards field survey service of the property registration and tax map of the Municipal of Bang Nok Khwaek is overall in high level (x=3.66), considering mean value from high to low will be as follows; service officer (x=3.85), service process (x=3.61), and service promotion and suggestion (x=3.54) respectively.

4. Comparison of people satisfaction towards field survey service of the property registration and tax map of the Municipal Bang Nok Khwaek found that

4.1 The service users with different gender, age, career, monthly income, education level, and basic legal knowledge have the same overview opinion about service satisfaction,

4.2 The service users who own different amount of land size have significant statistic opinion about field survey service of the property registration and tax map of the Municipal of Bang Nok Khwaek in the level of .05, consequently comparative pairs of different land size of title deed ownership was undertaken on satisfaction topic and found that

- the users who own less than 1 rai satisfy with the service from service officer more than the users who own land size of 1-5 rai or more, and the significant statistic level is .05
- the users who own less than 1 rai satisfy with the service process more than the owner of land size 1-5 rai and more, and the significant statistic level is .05
- the users who own less than 1 rai satisfy with the service promotion and suggestion more than the owner of land size 1-5 rai or more, and the significant statistic level is .05
-the users who own less than 1 rai satisfy with overall service more than the users who own more than 5 rai, and significant statistic level is .05

5. The suggestion to improve service is an important thing that will help increase service quality and convenience to the users. Thus the suggestion to improve filed survey service of the property registration and tax map of the Municipal of Bang Nok Khwaek in the aspects of service process and service promotion and suggestion which must be accurate, precise and quick in order to create accessibility and clear information to the users. Moreover, users' satisfaction in all service aspects must be evaluated regularly to provide proper service for them such as what found from field survey service of property registration and tax map of the Municipal of Bang Nok Khwaek is that many of the users do not know about service procedure including document needed to prepare in advance. So to promote clear public communication is one factor that helps the users to have more convenience and service satisfaction.

DISCUSSION

1. Overall level of people satisfaction towards service officer about field survey service of property registration and tax map of the Municipal of Bang Nok Khwaek is very high because service officers are polite, friendly, active, give honor to the customers. They also treat everyone equally and fairly with pleasant manner and smiling face. This responds to Pratya Vesarach's service concept (1997) that personality and appearance of service officers presented in public can create impression to people through their look, smile, greeting, responding to question, explanation, and polite speech. Every expression will result in service quality and impressive feeling from service officer to customer. This is called the second of truth or the moment of customer touch point. (Vitoon Simachokdee, 2000. p. 203)

2. The overall level of people satisfaction towards service process about field survey service of property registration and tax map of the Municipal of Bang Nok Khwaek is very high because the proper duration of information record in survey questionnaire (tax map 1-3) and modern technology that help increase service efficiency to be more convenient and quick. This is responded to the study of Paiwan Chalalai (2007: abstract): the People Satisfaction towards the officer of Subdistrict Municipality of Bang Khlongyai is in very high level which divided into the significant services; 1) the ability to apply computer system to assist effective and quick service to people reaches high score and is most important.

3. The overall level of people satisfaction towards service promotion and suggestion about field survey service of property registration and tax map of the Municipal of Bang Nok Khwaek is very high. This study by Musthaya Patchanee (2014:9) because the letter for cooperation was sent in advance and it creates mutual understanding about service as well as the introduction to the project committee. Besides, the report of service quality has been disseminated regularly and advance appointment schedule is announced to users for they can prepare themselves well for the service. This is allied to the study of Danai Boontob (1997: abstract) that level of people satisfaction towards service of Subdistrict Municipality of Na Nong Thum, Kaeng Khro District, Chaiyaphum Province shows 3 aspects of service: service system, service personnel, and service location. It is found that the level of satisfaction of all three aspects is average while comment and suggestion from this survey are as

follows; about service system that it needs improvement for public relation, information of direction to service area, internet application to service system including improvement and development of public facilities for people. About service personnel – service officer should educate people about service procedure and take care them fairly.

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