

Developing the Operational Efficiency of Local Government Organization Personnel in Nuea Khlong District, Krabi Province

Tawee Nakforn¹ and Arun Chainit²

¹(Department of Politics and Administration, Surat Thani Rajabhat University, Thailand)

³Department of Public Administration, Phranakhon Rajabhat University, Thailand)

Email: 63052540001@student.sru.ac.th

Email: arun@pnru.ac.th

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ABSTRACT: *The objectives of this research were: 1) study the work efficiency of local government organization personnel. 2) Analyze the work performance components of local government organization personnel; and 3) create l for developing the work efficiency of local government organization personnel in Nuea Khlong District, Krabi Province. A questionnaire with 210 responses was used for the quantitative analysis, which employed a mixed-methods research approach. Group talks were employed in the qualitative analysis, factor analysis, structural equation model analysis, and descriptive statistics such as frequency, percentage, mean, and standard deviation. 1) The effectiveness of local government employees' performance All things considered, it is at a high level, and the highest averages were found for personal qualities, trustworthiness, teamwork, knowledge, initiative, work quality, and quantity. 2) When looking at the work performance development component of local administrative organization staff overall, taking into account all aspects, it was discovered that doing, policy and planning, technology, management, and personnel had the highest averages, respectively. When the model's consistency was checked, it was discovered to be in line with the findings of the primary component data analysis about the growth of employees' productivity in local administrative organizations. 3) the developing work efficiency of personnel of local government organizations, must use an effective operating model consisting of management, doing, technology, policy and planning, and personnel that causes the develop the operational efficiency of local government organization personnel in Nuea Khlong District, Krabi Province.*

Keywords – *Developing; Operational Efficiency; Local Government Organization; Personnel in Nuea Khlong District; Krabi Province*

Introduction

Currently, the use of digital technology systems in operations has greatly increased. Under new management in the Thailand 4.0 era by government policy in the electronic government era. (e-government) is an information technology system that comes in and helps with management. Perform public service work in the government sector (e-Public Service) efficiently. By providing personnel performing their duties with knowledge, expertise, and experience ready to work in electronics (e-government) immediately. Driving local government will require personnel with knowledge, ability, and expertise to develop the local area to progress. Personnel are therefore an important mechanism that drives the work of local government organizations. Both personnel are regular government officials as well as various employees Therefore, in the Thailand 4.0 era, personnel of local government organizations it is necessary to adapt to keep up with the times. It is necessary to provide more quality services to the people. Need to upgrade the level of service To meet the needs of the people Both provide services and solve problems for the people according to the mission of the local government organization.

Local government organization In the Nuea Khlong District of Krabi Province, there are a total of 9 local government organizations. Separated into 1 municipality and 8 subdistrict administrative organizations, namely Nuea Khlong Municipality Nuea Khlong Subdistrict Administrative Organization Huai Yung Subdistrict Administrative Organization Khok Yang Subdistrict Administrative Organization Pakasai Subdistrict Administrative Organization Khlong Khemao Subdistrict Administrative Organization Khlong Khanan Subdistrict Administrative Organization Taling Chang Subdistrict Administrative Organization and Ko Sribya Subdistrict Administrative Organization The way of life of the Nuea Khlong people lives together as a multicultural Thai people of Buddhist, Chinese, and Islamic descent, relying on each other in harmony. It has become a distinctive identity of Krabi province. The main occupations of the population include oil palm plantations, rubber plantations, and fishing and tourism. Local fishing and trading, in addition to having fertile cultivation areas, are also important tourist attractions. Outstanding features of the islands in the North Sea the island is both inhabited and a tourist attraction. Beautiful beach conditions including hot springs Ancient sites of shellfish fossils that are millions of years old are in the area. There is also a power plant. The industrial factory and location of Krabi International Airport Make it ready in many different areas, including public utilities, the economy, society, and tourism. Fisheries and transportation by land, sea, and air. The population has jobs and high incomes. From agriculture, tourism, fishing, trade, and industry throughout the careers of civil servants and state enterprises, etc. local government organizations in Nuea Khlong District Krabi Province Have your budget there is a large budget from tax collection. But there are also complaints about the work of personnel in local government organizations. Public service and infrastructure including the problem of personnel still being unable to adapt to the changes according to the new government policy. To provide local government

organizations in Nuea Khlong District Krabi Province to keep up with modernity and change. Personnel needs to be developed. It is necessary to increase the ability to develop efficiency in working even better. (Nuea Khlong District Community Development Office, 2023).

Current advancements in technology it affects the way people work. The agency or organization must therefore reform its working system. Promote and develop knowledge for personnel to use tools or equipment that are already used in the office every day to be worthwhile and most beneficial. Information systems and software, etc., must facilitate operations and be interconnected. Including current information (Data). The executives of the agency or organization must have a policy and recognize the importance and necessity of using the e-Office system. Arrange training to provide knowledge like an employees may learn by themselves from everyday use (Learning by Doing), which will help save time and resources and facilitate work for personnel Reduce work steps but get more efficiency. Responding to the Thailand government policy 4.0, it is stimulating agencies or organizations and personnel to develop, think, and do new things that affect their image and bring about changes for the better. (Institute for the Promotion of Teaching Science and Technology, 2019)

Therefore, the researcher, who is a local council member of Huai Yung Subdistrict Administrative Organization Nuea Khlong District Krabi province Therefore interested in doing research on improving the operational efficiency of local government organization personnel in Nuea Khlong District Krabi province.

Objectives

1. To measure the performance of personnel of local government organizations in Nuea Khlong District. Krabi province.
2. To analyze the performance components of local government organization personnel in Nuea Khlong District. Krabi province.

Research Scope

Study the improvement of the performance of local government organization personnel in the area. Nuea Khlong District Krabi province the researcher uses Mixed Method Research. The researcher has defined the scope as follows.

Scope of the Contents

Study information on primary and secondary documents, textbooks, documents, and other academic works related to developing the operational efficiency of local government organization personnel in the Nuea Khlong district. Krabi province and visiting the area to observe and collect data by group discussion (Focus group) based on the results of

performance measurement and components of operational efficiency of local government organizations in Nuea Khlong District Krabi Province to find a way to create a model for developing the operational efficiency of local administrative organization personnel in Nuea Khlong District. Krabi province.

Scope of the Population

Quantitative research (Quantitative Research) using questionnaires and used the factor analysis program by the population used in the study from All personnel of local government organizations in Nuea Khlong District Krabi Province, all 9 areas, consisting of 1 subdistrict municipality and 8 subdistrict administrative organizations (SAOs), in fiscal year 2023, totally of 412 people. The sample group was selected as civil servants, regular employees, hired employees, teachers, assistant teachers, and child caretakers of local administrative organizations. In Nuea Khlong District Krabi province from 1 subdistrict municipality and 8 subdistrict administrative organizations (SAOs) in fiscal year 2023 by calculating the sample using the Taro-Yamane formula at a confidence level of 0.5, resulting in a sample size of 203 people.

Scope of the Area

The researcher has defined the area for this study. It is within the area of responsibility of the local government organization in the area. Nuea Khlong District Krabi Province, 9 locations, including 1) Nuea Khlong Subdistrict Municipality 2) Nuea Khlong Subdistrict Administrative Organization 3) Huai Yung Subdistrict Administrative Organization 4) Khok Yang Subdistrict Administrative Organization 5) Pakasai Subdistrict Administrative Organization 6) Krabi Province Taling Chan Subdistrict Administrative Organization 7) Khlong Khemao Subdistrict Administrative Organization 8) Khlong Khanan Subdistrict Administrative Organization 9) Ko Sribya Subdistrict Administrative Organization.

Literature review

Theory concepts regarding operational efficiency

Definition of efficiency

Studying the efficiency of that work there were many academics and experts gave the meaning of the word the efficiency is as follows.

The Royal Institute (2003) has defined that efficiency is measured by the ability to work to create results in work.

Wirat Sanguanwongwan (2008) gave the meaning that efficiency (Efficiency) is measured by resources (Resource Usage) and output obtained from any operation. That can

produce a large amount of output using few resources (Input) is considered to be an efficient operation. Resources may mean raw materials, employees, costs, time, etc. Efficiency may mean performing or doing various activities correctly. To minimize the loss of resources and budget.

Millet (1954) defined efficiency as the result of work that brings satisfaction to humans and receives profits arising from the performance of that work which is satisfaction in providing services to the people By considering Providing services to the people equally Providing fast, timely, and progressive service

In conclusion, efficiency means the ability to perform work to produce results per plans and projects to achieve the specified goals and objectives by using available resources in an economical, cost-effective manner with minimal wastage and results in working correctly and completely within the specified time it has the greatest benefit to the general public. The work received is of high quality and accuracy. Reliable operation for maximum efficiency is there a method to bring in appropriate technology to help increase productivity. Use various resources wisely by being able to create maximum satisfaction for all parties.

Concepts and theories related to operational Efficiency

Meaning

Improving operational efficiency focusing on personnel is important there are academics and experts who have given various meanings to the word efficiency as follows:

Kotchakorn Endurat (2004) has given the meaning that work efficiency refers to the results of work. (Performance) when there is good performance it can be considered highly efficient in working and on the contrary if poor performance it can be considered that there is low efficiency in working operational efficiency it is work that the practitioner must have skills. Focus on promoting development Division of work and job-specific internships that will help save both in terms of resources. Time for work and the command process including discipline job regulations efficiency is based on the concepts of Peterson and Plowman regarding the three elements of efficiency as follows:

1. In order for producers and users to be satisfied and gain from the work, it must be of a high caliber.

2. The quantity of work that is done must match the agency's expectations.

3. Time is the amount of time needed to complete the task. It must be done correctly, in accordance with the guidelines appropriate for the position, taking into account current costs. Every operation needs to be suitable for the task. The strategy aims to make the most profit with the least amount of investment.

Thanin Suthikunchorn (2000) has given the meaning that Efficiency in practice is something that can be measured in many dimensions according to the objectives that must be considered:

1. Efficiency in terms of cost and ease of use or production costs, such as economical use of available financial resources, people, materials, and technology It is cost effective and causes minimal loss.

2. Efficiency in the dimensions of the production process and results include:

3. Efficiency in the administrative process dimension, such as having accurate, standardized, fast working methods and using techniques that are more convenient than before.

In summary, efficiency in work means that the quality of the work must be of high quality, that is, producers and users receive worthwhile benefits and are satisfied. Ease of use or production costs. It is cost effective and causes minimal loss. Quality work results in benefits to society, profits, and in a timely manner. Workers have a good conscience towards their work and the service is satisfactory. Operation time it must be in a manner that is correct according to principles, suitable for the job and modern.

Conclusion

Results of development of work efficiency of personnel of local government organizations in Nuea Khlong District. Krabi province is as follows:

1. Management consists of conducting performance inspections and evaluating results for improvement. Creating a team with knowledge, ability, and participation in work by clearly defining job positions. Providing opportunities for executives and personnel to have space to create innovation. Creativity and flexible working according to changing situations Promoting learning and developing the skills of personnel in the organization to be ready to work in the digital government era Applying digital technology to increase efficiency in the organization appropriately

2. Work operations include personnel having a good working atmosphere, cleanness and safety in working. Work hard and have honesty in your work. Provide accurate and clear information to the people who come to use the service. There is information sharing and cooperation between the various departments of the organization.

3. Digital technology includes the use of online meeting technology that reduces the need to travel. To increase the convenience of meetings and reduce organizational costs. The use of electronic filing systems makes it easier to access important information and reduces the time that personnel can work anywhere, anytime. Including sharing documents

conveniently and quickly using an online communication platform or application can help reduce the time and increase the speed of communication between personnel in the organization and with the public. Electronic office systems are used to help improve the efficiency of personnel's work and help reduce office supplies. Digital systems are used to manage information, and communication, and provide services that are efficient, convenient, and fast.

4. Policy and plan include promoting the development of personnel skills through training. There is an appropriate personnel structure in the organization. Having good policies and planning according to the objective of having personnel perform their duties according to the law. The time required to carry out the work is correct and timely.

5. Personnel consists of a sufficient number of personnel for the assigned tasks. There is a fair promotion. Have a budget and sufficient materials and equipment.

Suggestions

1. Leaders of local government organizations in Nuea Khlong District Krabi province should develop themselves by studying and acquiring additional knowledge to keep up with the world of digital technology changes.

2. Local government organization administrators must have a policy for personnel development. To raise the level of work performance of personnel including encouraging personnel to develop themselves either through further education or training to become proficient in information technology related to the work they perform in order to gain expertise and adapt to keep up with changes in modern technology at all times.

3. Local government organization administrators must allocate a budget including necessary office supplies and equipment and modern in order to keep up with information technology in the Thailand 4.0 era or the 21st century must be adequately allocated. To respond to the needs of personnel to perform tasks and provide services to the public quickly and efficiently

4. Local government organizations in the 9 Nuea Khlong districts, Krabi, should recruit or develop personnel to have knowledge, skills, and experience in drafting all aspects of basic construction projects. To serve and respond to the needs of the people in every aspect.

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Tawee Nakforn

Arun Chainit
