

# Factors Driving the Provision of Civil Registration Services: Surat Thani Municipality Local Registration Office

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## ABSTRACT

The objectives of this study are to study the quality level of civil registration services, Surat Thani Municipality Local Registration Office; to analyze problems and obstacles in driving the provision of civil registration services, Surat Thani Municipality Local Registration Office and to analyze important elements in driving the provision of civil registration services, Surat Thani Municipality Local Registration Office. It is a mixed method research, including quantitative research with a sample size of 400 people and convenience sampling. Qualitative research has 9 key informants. The tools used are questionnaires and interviews. Statistics were used to analyze the data, including descriptive statistics consisting of percentages, frequencies, and standard deviations, and factor analysis. The research results found that most respondents were female, aged 31 - 40 years, marital status, and educated at the bachelor's level. Most of them have occupations. Hiring/trading with an income of 10,001-30,000 baht in the work that requests services. This is general registration work, such as marriage registration, divorce registration, child registration, registration of adoption of a child registration of family status, change of name, change of surname, etc., and the number of times the service is requested is 2-3 times/year.

The results of the analysis of data regarding the level of opinions on factors in service provision (overall) had opinions at a high level ( $\bar{x}$  = 4.07, S.D. = 0.11), and the results of the analysis of important factors in driving the provision of civil registration services. Surat Thani Municipality Local Registration Office (overall) has opinions at a high level ( $\bar{x}$  = 4.08, S.D. = 0.53).

The results of the factor analysis found that 3 elements can be analyzed: Component 1: Driving readiness to provide civil registration services. Surat Thani Municipality Local Registration Office Component 2: Driving the process of creating knowledge, understanding, and participation in civil registration work. Local Registration Office, Surat Thani Municipality and Component 3: Promoting and supporting agencies to drive the operation of civil registration work. Surat Thani Municipality Local Registration Office

The results of the qualitative research found that the guidelines for providing services in the service process A good service process should be created from the beginning. Until the end of each service matter, creating a service process for every matter. Focus on maintaining time, speed, and accuracy. Information should be disseminated through the voices of the community regarding civil registration work. Public relations signs should be provided. published documents for the public to be informed to provide various services, procedures, and methods for using civil registration services and service should be provided on a first-come, first-served basis for those who contact us to request service and control Strictly not allow shortcuts in using the service.

**Keywords:** *Civil Registration Services; Service Quality; Local Registration Office*

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## INTRODUCTION

From the global trend of technological advancement and administrative development, private sector organizations in the present day are directly influenced, necessitating governmental system reforms to enable public agencies to compete with private entities. This is done by employing new public management systems based on principles of good governance as a guideline for effective and efficient service delivery, achieving governmental objectives, and satisfying public expectations towards state agencies. Currently, local government organizations are considered close to the people and play a significant role in providing various services, leading to an increased responsibility for local governments to develop personnel, tools, equipment, locations, and various technologies for autonomous and robust administration that effectively and comprehensively meets local needs, guided by the principles of good governance.

Providing services to citizens is a primary duty of the state, as seen in the Constitution of the Kingdom of Thailand, B.E. 2560 (2017), Article 76, which mandates the development of administrative systems at all levels according to good governance principles. In line with the 20-year National Strategy, the focus is on improving and enhancing the efficiency of state services, modernizing them to keep pace with rapid global changes, and systematically resolving issues to excel in public service. The Department of Provincial Administration plays a crucial role in delivering services to citizens, with districts being central in bringing state services to the people. Thus, the district offices are central to public contact, requiring continuous development in service processes, technology, and personnel training to meet public needs effectively.

Additionally, the government's policy plan, assigned by the Ministry of Interior, includes the Department of Provincial Administration's mission for efficient citizen registration and other records. A 10-year strategic plan for the Ministry of Interior is set to provide a framework for systematic development with modern technology, reducing procedures and processing time for accurate data that meets public needs. Citizen registration is vital for social order and national development in all aspects. Thailand's registration system has evolved from manual services and paper records to nationwide online computer services, with current data stored in database systems. However, continuous improvements are needed to support national development plans, including ASEAN integration, with the Ministry's 10-year strategy using scenario planning to guide registry work towards clear goals, supported by all relevant sectors.

However, with rapid technological changes, the strategy for citizen registration and other records must be continually reviewed and adjusted to align with the evolving environment in Thailand, ASEAN, and the global community. Furthermore, the process of providing public services in citizen registration is integral to daily life, confirming and protecting citizen rights. It's crucial, from birth to death, as it indicates status and benefits, serving as legal documentation and statistical data for national development planning. Therefore, the registry office must have the capacity to offer high-quality services, adjust service standards to align with public expectations and needs, and use computer systems for efficient operations.

The Municipality of Surat Thani underwent a status change from Surat Thani Town Municipality to Surat Thani City Municipality on May 4, 2007. The Municipality has an area of 68.97 square kilometers with a population of 131,361 (as of October 31, 2022). Its administrative structure includes various departments and units, with the Central Registration Office assigned the primary task of citizen registration and ID cards from December 26, 2003. The local registry office in Surat Thani City Municipality has continuously developed its services, as information development within organizations is crucial. Transferred to the Municipality in 2002, its duties include notifying births, deaths, address changes, and house numbering. The Municipality must provide polite, efficient, responsible, unbiased services, maximizing taxpayer-funded benefits, and choosing the most effective methods in line with democratic governance ideals – "of the people, by the people, for the people."

The local registry office has various responsibilities in citizen registration and voter registration, ensuring legal compliance. The office must be careful, knowledgeable, neutral, just, transparent, and provide willing service, with good interpersonal skills. However, there are still gaps in legal knowledge among registry staff, highlighting the need for research on factors driving service quality in citizen registration at the local registry office to understand real-world service quality from the citizen's perspective and identify causal factors influencing service quality. This research will inform strategies to improve service quality in citizen registration, aligning with the Ministry of Interior's specific mission strategy.

The objectives of the research.

1. To study the quality level of citizen registration services at the local registry office of the Surat Thani City Municipality.
2. To analyze problems and obstacles in driving the citizen registration services at the local registry office of the Surat Thani City Municipality.
3. To analyze the key components in driving the citizen registration services at the local registry office of the Surat Thani City Municipality.
4. To study the approaches to driving the citizen registration services at the local registry office of the Surat Thani City Municipality.

### Benefits of the Research

1. To understand the level of service quality in citizen registration at the local registry office of the Surat Thani City Municipality.
2. To analyze problems and barriers in providing citizen registration services at the local registry office of the Surat Thani City Municipality, offering directions for future development.
3. To analyze the key components in driving the provision of citizen registration services at the local registry office of the Surat Thani City Municipality, for applying these important factors in organizational operations.
4. To propose methods for enhancing the provision of citizen registration services at the local registry office of the Surat Thani City Municipality, aiming for further development.

### RESEARCH METHODOLOGY

1. The quantitative sample population for this study includes 400 citizens from the Surat Thani City Municipality who have interacted with services such as birth, death, and address change notifications. The sample size is set at 400 with a 95% confidence level, ensuring the study's comprehensiveness. A convenience sampling method is used for selecting the sample.
2. The qualitative sample population includes 9 personnel from the citizen registration department of the local registry office of the Surat Thani City Municipality.

Tools for data collection include

1. Studying from documents and theoretical concepts that can be used as variables in the study,
2. The researcher creates questionnaires and interviews, and
3. Checking the quality of the tools.

Methods of data collection include primary and secondary data collection.

Data analysis involves descriptive statistics, including frequency counts and percentages, mean ( $\bar{x}$ ), and standard deviation (S.D.). Factor analysis is conducted using Exploratory Factor Analysis, and qualitative data analysis is done through content analysis.

### RESULTS OF DATA ANALYSIS

The analysis of the questionnaire data from 400 respondents revealed that the majority are female, aged between 31 to 40 years old, married, educated to a bachelor's degree level, and employed in jobs related to hiring/trading with an income of 10,001-30,000 baht. Most of them utilized general registry services such as marriage registration, divorce registration, child legitimization registration, adoption registration, family status registration, name changes, and surname changes, and they used these services 2-3 times per year.

Results of data analysis related to the level of opinion on factors in service provision, by finding the Arithmetic Mean and the Standard Deviation.

Table 1: Level of opinion on factors in service provision (overall).

Overall opinion level on service provision factors.	Level of Opinion		
	X	S.D.	Opinion
Tangibles of Service	4.02	0.24	high
Accessibility of Service	4.04	0.23	high
Competence of the Service Provider	4.08	0.22	high
Courtesy	3.82	0.28	high
Credibility	4.12	0.24	high
Reliability	3.97	0.28	high
Aspects of Amenities/Facilities	4.00	0.26	high
Understanding and Knowing the Service User	3.89	0.20	high
<b>Summary</b>	<b>4.07</b>	<b>0.11</b>	high

From Table 1, it is found that the overall opinion level on service factors is high (mean = 4.07, standard deviation = 0.11). When considered individually, it is found that the opinion level is high for each factor, including Credibility (mean = 4.12, standard deviation = 0.24), followed by the Competence of the service provider (mean = 4.08, standard deviation = 0.22), Accessibility of service (mean = 4.04, standard deviation = 0.23), Tangibles of service (mean = 4.02, standard deviation = 0.24), aspects of amenities/facilities (mean = 4.00, standard deviation = 0.26), Reliability (mean = 3.97, standard deviation = 0.28), understanding and knowing the service user (mean = 3.89, standard deviation = 0.20), and Courtesy (mean = 3.82, standard deviation = 0.28), in that order.

The analysis of key factors in driving the service provision of registry work at the local registry office of Surat Thani City Municipality (overall) shows a high level of opinion (mean = 4.08, standard deviation = 0.53). Upon consideration of individual items, it is found that there is a high level of opinion for each item. This includes the introduction of innovations by the agency for faster registry work, which has the highest level of opinion (mean = 4.24, standard deviation = 0.68)."

**The results of the factor analysis, using Exploratory Factor Analysis, were employed to identify the principal components driving the service provision in the field of citizen registry at the local registry office of Surat Thani City Municipality.**

From the analysis of the commonalities of the 25 variables, it was found that Q19, which deals with the agency's introduction of information systems for various operations and follow-ups after service use, has the lowest commonality value at 0.502. However, this is not considered too low and can be included in one of the components. Therefore, in this factor analysis, no variables were excluded. The factor extraction was performed using the Principal Component method to obtain a consistent component structure.

The results of the analysis can name the components in driving the service provision in the field of citizen registry at the local registry office of Surat Thani City Municipality as follows:

Component 1: Driving readiness in providing registry services at the local registry office of Surat Thani City Municipality, which includes:

- Q11: Promoting a reduction in service time, such as online registration.
- Q25: Service users can efficiently use information systems with explanations provided by the service provider throughout the operation.
- Q8: Promoting the use of online information systems for queue convenience.
- Q1: Using communication tools for easy contact with the agency.
- Q12: Improving service quality in terms of time and document inspection.
- Q22: Convenient and fast internet signal during the service provider's operations.
- Q9: Screening service users to prevent misinformation.

Q21: Allowing users to enter their data in the system quickly and by themselves.

Q20: Having suitable equipment for service provision.

Component 2: Driving the process of creating knowledge, understanding, and participation in registry work at the local registry office of Surat Thani City Municipality, which includes:

Q18: Availability of verifiable documents for notifying details to registry officials.

Q23: Service users can correctly complain or amend information in the system.

Q15: The agency introduces innovations for speedier registry work.

Q4: Promoting the use of innovations in service provision.

Q2: The public sector should create an understanding of the use of services at the local registry office.

Q10: Service providers possess good knowledge, skills, and abilities.

Q17: Creating public awareness and trust in the state's e-Service system.

Q16: Managing various state services for citizens through online channels.

Component 3: Promoting and supporting the operational advancement of registry work at the local registry office of Surat Thani City Municipality, which includes:

Q7: The agency is ready with amenities for convenience while waiting for documents.

Q24: The agency filters information to verify confidential data of service users accurately.

Q13: The agency operates in an orderly step-by-step manner.

Q5: Fairness and accuracy in service provision.

Q6: The public sector agency has clear laws and measures for service provision.

Q3: Improving efficiency in terms of time due to waiting for operations.

Q14: The agency encourages citizens to self-check information through electronic systems.

Q19: The agency provides guidance on information systems for various operations and follows up after service use.

### QUALITATIVE DATA ANALYSIS

In summary, from the service process of the registry office, it is found that in terms of information systems, the factor employed is the ThaID system. ThaID, an application developed by the Department of Provincial Administration, Ministry of Interior, is used for digital identity verification (Digital ID) and facial image comparison (Face Verification System) in digital format. When citizens access services from the public or private sectors where identity verification is required, they can simply log in to the ThaID application for verification without the need to enter redundant information. This represents a new dimension of digital transaction processes that are more convenient, faster, and safer.

Problems and Obstacles in Service Provision include

1. Staff or Personnel Aspect: This refers to responsibility and willingness to serve, equitable service, and sufficient staffing for registry work, which results in public satisfaction and new information dissemination through various channels for service convenience.
2. Amenities and Facilities: This involves ensuring clean, spacious, and adequately equipped service locations. Although services are now provided online, there should be regular follow-ups and assessments after service to ensure tangible and relevant information.
3. Regulations and Legal Aspects: If related agencies update and develop laws relevant to registry services to facilitate the work of officials and the public, such as simplifying service procedures, it would increase public satisfaction and continuous service use.

### Solutions

1. Service Methods of Municipal Employees: Public suggestions for registry office service improvement include:
  - a. Improving service by ensuring staff have a good attitude towards service users.
  - b. Staff should be friendly.
  - c. Staff should be capable of answering public inquiries understandably.
  - d. Staff should adhere to work schedules.
  - e. Staff should avoid grouping and chatting when public members are seeking services.
2. Service Area Methods.
  - a. Provide sufficient drinking water for service users.

- b. Mark different locations inside and outside the building.
  - c. Ensure enough waiting areas for the public.
  - d. Provide adequate parking for cars and motorcycles.
  - e. label staff names at their workstations.
3. Service Process Methods.
- a. Create effective service processes from start to finish, focusing on time efficiency, speed, and accuracy.
  - b. Disseminate information through community PA systems about registry services.
  - c. Provide informational signs and documents for public awareness of services, procedures, and methods.
  - d. Strictly manage service orders and control queue jumping.

## RESEARCH DISCUSSION

### Discussion based on Objective 1

The level of service quality in the registry services at the Surat Thani City Municipality's local registry office was found to be high. The overall opinion on service factors was significantly positive (mean = 4.07, S.D. = 0.11). Considering each aspect, high levels of opinion were observed in all areas, including Credibility (mean = 4.12, S.D. = 0.24), Competence (mean = 4.08, S.D. = 0.22), Access (mean = 4.04, S.D. = 0.23), Tangibles (mean = 4.02, S.D. = 0.24), Facilities (mean = 4.00, S.D. = 0.26), Reliability (mean = 3.97, S.D. = 0.28), Understanding and Knowledge of Service Users (mean = 3.89, S.D. = 0.20), and Courtesy (mean = 3.82, S.D. = 0.28). These findings align with the research of Wichirawit Chaiyakun, Supan Samasarn, and Danai Lamkham (2023) on registry services at Kudbak District Office, Sakon Nakhon. Their research indicated a high overall level of service, with the highest mean scores in service personnel, followed by facilities, and the lowest in assuring service recipients.

### Discussion based on Objective 2

Analyzing problems and obstacles in driving registry services at the Surat Thani City Municipality's local registry office, the research identified key aspects. First, the responsibility and willingness of staff to provide equitable services and adequate staffing levels lead to public satisfaction. Second, the amenities and facilities, including cleanliness and sufficient seating, were important. However, despite modern office tools and the current online system, challenges persist. Third, regulations and legal aspects need to be simplified and made more understandable to improve public satisfaction and continuous service use. This aligns with the research of Sawaporn Chumthong, Suphatphong Yaemim, and Atsawasilapee (2022) on developing excellence in registry and ID card services at Ban Na San District Office, Surat Thani Province. Their study found high overall service quality, with staff being the highest-rated aspect, followed by facilities and service delivery.

### Discussion based on Objective 3

The research found key components for driving registry services at the Surat Thani City Municipality's local registry office: 1) Readiness to provide services; 2) Process of creating knowledge and understanding, and participation in registry services; and 3) Promoting and supporting operational advancement. This is consistent with the research of Wichirawit Chaiyakun, Supan Samasarn, and Danai Lamkham (2023) on registry services at Kudbak District Office, Sakon Nakhon. Their study indicated a high overall level of service provision with similar findings in service personnel, facilities, and assurance to service recipients.

### Discussion based on Objective 4

The research explored approaches to driving registry services at the Surat Thani City Municipality's local registry office. It found that service methods of municipal employees, service area approaches, and service process methods are crucial. The study emphasizes establishing efficient service processes from the beginning to the end, focusing on time efficiency, speed, and accuracy. Public awareness and orderly service provision were also highlighted. This aligns with the study by Natthaphon Tatjampa (2021) on the ID card issuance process for Thai nationals in Pom Prap Sattru Phai District, Bangkok, which identified five key legal procedures and highlighted challenges such as public understanding of the law, communication between officials and applicants, and the need for efficient, modern equipment. The study also aligns with the research of Busakorn Rangseephon and Thanasatha Rojtrakul (2022) on the quality of registry services at the local registry office in Phitsanulok City Municipality, which found high overall

service quality and suggested improvements in facilities, service systems, decentralization, and designated service points for different types of services.

### SUGGESTIONS FOR THIS RESEARCH.

#### Service Improvement.

1. There should be a one-stop service center to enhance the efficiency of public services. This approach would consolidate various services to provide greater convenience and transparency to the public, fostering a more friendly and accessible environment. Services should be comprehensive, convenient, equitable, and fair. Relevant agencies should focus on building proper understanding and practical implementation.
2. Information System: Currently, there is a limited understanding of information systems within agencies, hindering comprehensive service to the public. Therefore, more extensive training is needed to ensure proper use and development of these systems.

#### Suggestions for future research

1. Further Study on Service Quality: Investigate the problems and obstacles in providing quality public services in the registry sector to understand the specific issues and challenges faced.
2. Additional Variables: Examine other variables that could impact the quality of public registry services.
3. Study on Causal Factors: Research the causal factors that affect the service delivery in the local registry office of the Surat Thani City Municipality, focusing on what drives effective service provision.

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