

- Journal Title:** Innovation Journal of Digital Technologies, Education, Social Sciences
- ISSN (Online):** 3088-1072 (Online)
- Publisher:** Academic Institute for Innovation Development and Education (AIIDE)
- Journal Objectives:** The objectives are to be a platform for sharing knowledge, viewpoints, and experiences between researchers, academics, students, and the wider community and to distribute high-quality research studies, scholarly works, and academic papers in relevant areas.
- Journal Scopes:** Innovation, Digital Technology, Education, Social Sciences, and other related work.
- Article Publication Schedules:**
Issue 1— January to June
Issue 2— July to December
- Article Types:** Research articles and Academic articles.
- Language:** English Articles
- Publication Terms:**
1. The publication terms will be considered by the journal editors regarding the article scope and article writing style to pass the initial review.
 2. After passing the preliminary review, the manuscript will be sent for the evaluation of the article quality by a panel of 2 qualified peer reviewers with expertise in related fields from various institutions and must pass the consideration criteria of 2 qualified peer reviewers.
 3. The evaluation format is an anonymous expert evaluation, and the author(s) is an unknown expert (double-blind peer reviews).

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This issue in Vol. No.1 January to June 2024 included five article as follows:

1. Democratic Political Culture of Personnel in the Surin Provincial Election Commission Office.
2. Factors Affecting the Decision to Elect Members Representatives of Ban Tha Sawang, Tha Sawang Subdistrict, Mueang District, Surin Province.
3. Political Participation of the People of Ban Nong Wa, Narung Subdistrict Sikhorphum District Surin Province.
4. Public Political Participation in the Election of the President of the Surin Provincial Administrative Organization, Ban Takuan, Lumravee Subdistrict, Chom Phra District, Surin Province
5. Public Participation in Enhancing the Police Station for the People at Surin Provincial Police Station, Mueang Surin District, Surin Province.

The editorial board genuinely wishes that the articles featured in the Innovation Journal of Digital Technologies, Education, Social Sciences will serve as a resource for academic knowledge for researchers, scholars, and the general public, fostering the advancement of educational endeavors, the generation of Innovation, Digital Technology, Education, Social Sciences, and contributing to the sustainable development of the society of nation and international onwards.

Dr. Wijitra Potisarn
Editor-in-Chief

Content

	Pages
Preface	I-V
Research Articles	
<ul style="list-style-type: none">• Democratic Political Culture of Personnel in the Surin Provincial Election Commission Office <i>Kanrawee Maneelam, Bencharat Wutthiya, Thofan Channgam, Wanchai Suktam, Sasithon Thongjan</i>	1-12
<ul style="list-style-type: none">• Factors Affecting the Decision to Elect Members Representatives of Ban Tha Sawang, Tha Sawang Subdistrict, Mueang District, Surin Province <i>Panida Kaendiao, Surakiat Ngaongam, Suttika Krongkaew</i>	13-22
<ul style="list-style-type: none">• Political Participation of the People of Ban Nong Wa, Narung Subdistrict Sikhorphum District Surin Province <i>Pinmanee Butdee, Pattra Ruang</i>	23-31
<ul style="list-style-type: none">• Public Political Participation in the Election of the President of the Surin Provincial Administrative Organization, Ban Takuan, Lumravee Subdistrict, Chom Phra District, Surin Province <i>Pinmanee Butdee, Pattra Ruang, Sasithorn Soonklang</i>	32-40
<ul style="list-style-type: none">• Public Participation in Enhancing the Police Station for the People at Surin Provincial Police Station, Mueang Surin District, Surin Province <i>Natsaya Saenkla, Chonthikan Kuruthanang, Jirayu Supsin</i>	41-46

Democratic Political Culture of Personnel in the Surin Provincial Election Commission Office

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Received: 13 May 2024;
Revised: 5 June 2024;
Accepted: 12 June 2024;

Keywords:
Political Culture;
Democratic;
Personnel;

Abstract

Introduction: This study aims to: 1. Examine the degree of democratic political culture among staff at the Surin Provincial Election Commission Office, 2. Analyze the perspectives on the democratic political culture of staff at the Surin Provincial Election Commission Office, and 3. Create principles for the democratic political environment of staff at the Surin Provincial Election Commission Office.

Methodology: This research employs both qualitative and quantitative methods and utilizes a sample of 25 staff members from the Surin Provincial Election Commission Office. Data was gathered through closed-ended and open-ended surveys. The reliability of the questionnaire was 0.761. The statistics used for data analysis included frequency, percentage, mean, and standard deviation. Hypothesis testing was conducted using t-test, and F-test.

Results: The study revealed that 1) The staff in the office held strong views regarding the democratic political culture of employees within the Surin Provincial Election Commission Office. Upon evaluating each factor, it was revealed that the degree of perspectives regarding the democratic political culture of the staff, particularly concerning trust in democratic governance, was the most significant. The highest level is represented by the average value, followed by engagement in political and administrative activities, reasoned expression of opinions, and lastly, adherence to the principles of democratic governance. 2) The results of the comparison of opinions among personnel in the Surin Provincial Election Commission Office based on their potential for democratic political culture in four areas-classified by gender, age, education level, occupation, and average monthly income-found. It found no differences among personnel regarding gender, age, education level, occupation, and average monthly income. Therefore, the hypothesis is rejected. 3) The democratic political culture of personnel in the Surin Provincial Election Commission Office found that 3.1) In terms of belief in democratic governance principles, the personnel have a deep understanding and high responsibility in performing tasks related to political processes and elections, which is a positive sign for building confidence in the democratic system and development at the local level. 3.2) Regarding respect for democratic governance rules, most personnel have a good perception of the importance of enforcing laws and regulations transparently and fairly in elections. Respect for the rights of the people

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and the importance of public participation in elections are critical factors in maintaining confidence in the democratic system. Although adherence to the rules is high, there remain areas that may require development and improvement. 3.3) Regarding participation in political and administrative activities, the personnel place significant importance on participating in election and administrative processes. 3.4) In terms of expressing opinions with reason, the personnel frequently use profound and systematic reasoning when expressing their opinions and often demonstrate an understanding of the complex political process, including the ability to explain clearly and provide examples that link to reliable data or reasoning. Personnel can often carefully analyze the pros and cons of political actions within the democratic framework.

1. Introduction

Political culture is a component of social culture, referring to the political behavioral patterns of individuals, which stem from the beliefs, values, and political attitudes that have been passed down and cultivated until individuals accept and adhere to them as a political practice within society. Political culture arises from the political socialization process, both directly and indirectly, which has been transmitted over time until individuals in society acquire political knowledge that influences their political behavior. When individuals in society develop a pattern of political behavior, this pattern of behavior becomes the political culture of the people within that society. Regarding the study of political culture, it is directly connected to the evolution of political systems in the past, particularly the process of political change that impacts changes in political culture (Thomrongthanyawong, 2006).

Since the change in government on June 24, 1932, Thailand is considered to have taken the first step away from an absolute monarchy towards a democratic regime with the King as the head of state. This presents an opportunity for the people, who are the rightful owners of the country, to play a role in determining their nation's direction, both directly and indirectly, in accordance with the principles of democratic governance, where sovereignty represents the highest authority in governing the nation. The people will exercise their power to enact laws through parliament, their executive power through the government, and their judicial power through the courts, making democracy an ideal governance system for many countries (Nakatan, 2000). Although the country has changed its system of governance for more than 92 years, the sovereignty of the people, by the people, and for the people, as per the principles of democratic governance, has not yet fully materialized. Political participation among the populace remains minimal, and there is a lack of political awareness. Consequently, most governing power has reverted to the elite class, referred to as "sovereignty," thereby limiting the involvement of nobles, civil servants, military personnel, businessmen, politicians, and others.

From a review of the literature related to democratic political culture within the Election Commission, it was found that most studies examined five aspects: 1) belief in the principles of democratic governance, 2) respect for the rules of democratic governance, 3) acting for the public benefit, 4) tolerance for differing opinions, and 5) participation in political and governance activities (Nokyai, 2015; Whangsuk, 2016; Purimart, 2020; Jaiyakeaw, 2023; Sritho et al., 2023). Similarly, the study of the promotion of Buddhist political culture among community leaders in Khon Kaen Province investigated four aspects: 1) elections, 2) campaigning, 3) political participation, and 4) the role of community leaders in policy-making (Huadsri, 2015). Additionally, a study on voters' political culture in Huai Kapi Subdistrict Municipality explored three aspects: 1) narrow political culture, 2) common political culture, and 3) participatory political culture (Rassamidit, 2015). Consequently, the research team synthesized the issues of democratic political culture in the Election Commission Office of Surin Province and identified four key issues: 1) belief in the principles of democratic governance, 2) respect for the rules of democratic governance, 3) participation in political and administrative activities, and 4) expressing opinions with justification.

For personnel in the Surin Provincial Election Commission, 25 are divided into three groups: 1) Administrative Group, 13 people; 2) Election Management and Participation Group, six people;

[2]

and 3) Investigation and Political Parties Group, six people. The Surin Provincial Election Commission is an independent and politically neutral organization. It aims to control, manage, and inspect elections at the national and local levels, including overseeing referendums and implementing mechanisms to manage elections, control elections, and investigate or inquire into election-related offenses to ensure honesty and fairness. It is hoped that the information received will be utilized to improve and develop the democratic political culture of personnel in the Surin Provincial Election Commission and benefit relevant agencies in working more efficiently in the future (Surin Provincial Election Commission, 2024).

Therefore, based on the background and significance mentioned above, the research team is interested in conducting a research study on democratic political culture in the Election Commission Office, Surin Province, to examine the level of democratic political culture of personnel, compare the opinions on democratic political culture among personnel, and propose guidelines for developing the democratic political culture of personnel in the Election Commission Office, Surin Province. The results of this research study will be used to further enhance the democratic political culture of personnel.

2. Research Objectives

1. To study the level of democratic political culture of personnel in the Election Commission Office, Surin Province
2. To compare the opinions of the democratic political culture of personnel in the Election Commission Office, Surin Province
3. To use the guidelines for developing a democratic political culture of personnel in the Election Commission Office, Surin Province

3. Conceptual Framework

Research on the democratic political culture of the personnel of the Election Commission Office in Surin Province. From the study of concepts, theories, documents, and related research, the researcher can apply this by establishing a conceptual framework for the research. In this section, the conceptual framework of the research will be discussed, which consists of (1) independent variables: 1) gender, 2) age, 3) education level, 4) occupation, 5) monthly income; (2) dependent variables: democratic political culture in four aspects: 1. belief in the principles of democratic governance, 2. respect for democratic rules, 3. participation in political and administrative activities, and 4. expressing opinions with reasoning, as illustrated in the following diagram.

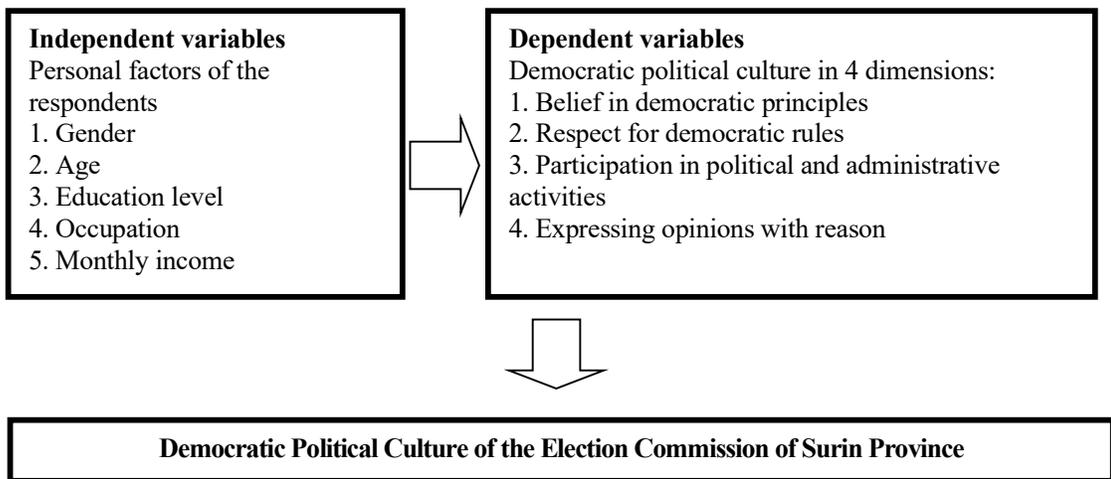


Figure 1. Conceptual Framework

4. Literature Review

Whangsuk (2016) conducted a study titled “Democratic Political Culture: A Case Study of the Educators at Ban Dong Man School, Khokho Subdistrict, Mueang District, Surin Province”. The goals were to 1) examine democratic political culture through a case study of the educators at Ban Dong Man School in Khokho Subdistrict, Mueang District, Surin Province, and 2) recommend strategies for enhancing democratic political culture among the teachers of Ban Dong Man School, Khokho Subdistrict, Mueang District, Surin Province. This study was qualitative, analyzing data collected from pertinent documents and comprehensive interviews. The population and sample for the research included 17 teachers from Ban Dong Man School. The study utilized an interview procedure and examined data through descriptive analysis. The study revealed that 1) the democratic political culture among teachers at Ban Dong Man School aligns with the principles of democratic governance based on the following criteria: the majority and minority principle, the principle of equality in advocating for one’s rights while honoring the rights of others, the principle of justice, belief in democratic governance, the rule of law, and recognition of rights and freedoms. And acceptance of varied opinions and behaviors. Recommendations indicate that ongoing democratic political education should be offered to teachers, and the government should supply texts on democracy and different laws, including the Constitution of the Kingdom of Thailand, for teachers to read and acquire further knowledge in constitutional law.

Nokyai (2015) examined the democratic political culture among staff at Kanchanaphisek College of Medical Technology and Public Health. The aims of this study were 1) to examine the extent of the democratic political culture among the staff of Kanchanaphisek College of Medical Technology and Public Health. 2) to contrast individual traits with the democratic political culture of staff at Kanchanaphisek College of Medical Technology and Public Health. 3) to examine the personal traits influencing the democratic political culture among the staff of Kanchanaphisek College of Medical Technology and Public Health. This study was quantitative. The group was made up of 92 staff members from Kanchanaphisek College of Medical Technology and Public Health. The method of purposive sampling was employed. A survey was employed as a method for gathering data. Data analysis utilized frequency distribution statistics, percentages, means, standard deviations, test values, and one-way analysis of variance (One-way ANOVA). The findings indicated that 1) the democratic political culture among the staff of Kanchanaphisek College of Medical Technology and Public Health was at a moderate level. The component that reflects the greatest degree of democratic political culture is confidence and hope in other people. 2) An analysis of personal traits in relation to democratic political culture revealed that age, marital status, educational attainment, and position type influence the degree of democratic political culture, with a statistical significance of 0.05.

Kettong et al. (2022) researched the encouragement of democratic political involvement among university students in Phitsanulok Province. This study sought to investigate the overall circumstances and challenges in encouraging democratic political engagement among university students in Phitsanulok Province, explore the elements influencing the enhancement of democratic political participation of university students in Phitsanulok Province, and propose a model for fostering democratic political involvement of university students in Phitsanulok Province using Buddhist principles. The study employed a combination of methodologies, incorporating qualitative research, detailed interviews with 20 essential informants, and focus group discussions with 13 participants. A sample of 391 individuals was utilized for descriptive analysis and quantitative research. The analysis of data encompassed frequency, percentage, mean, standard deviation, and basic linear regression analysis. The study's findings indicated that the overall circumstances and challenges in encouraging democratic political engagement among university students in Phitsanulok Province included: 1) Residence: facilitating direct political involvement by voting, with indirect engagement in political campaigns; 2) Education: individuals with higher education levels possess greater political awareness and comprehension than those with less education, yet they often remain apathetic towards political issues; and 3) Communication: enhancing student organization networks to promote awareness of their political rights. Nonetheless, the primary challenges for students include inexperience in political matters, absence of organizational cohesion, and insufficient ongoing leadership. The overall quantitative dimension is at an elevated level. 2. Factors affecting promoting democratic political participation among university students in Phitsanulok Province are: 1) Student affairs: organizing

[4]

activities to provide students with knowledge about democracy, teaching subjects about citizenship, and opening up spaces for constructive political participation. 2) Participation: universities should emphasize student political participation. The curriculum should create good citizenship, express political opinions, and create citizenship awareness rather than just being citizens. Providing knowledge, access to online information, case studies of popular trends, organizing activities to develop curricula, and students. The overall quantitative aspect is at a high level. It was found that general conditions and obstacles do not affect the promotion of political participation. The factors affecting political participation significantly affect promoting political participation at the 0.01 statistical level.

5. Research Methodology

The research on the democratic political culture of personnel in the Surin Provincial Election Commission Office is a mixed method research between quantitative and qualitative research. The study is divided into two steps as follows:

5.1 Quantitative Research

The research on the democratic political culture of personnel in the Surin Provincial Election Commission Office is a mixed method research between quantitative and qualitative research. The study is divided into two steps as follows:

1. Research design

This research uses a mixed methodology of quantitative and qualitative research. It is the use of both quantitative and qualitative research methods in the same research to obtain thorough research results by using the strengths of quantitative research to correct the weaknesses of qualitative research and the strengths of qualitative research to correct the weaknesses of quantitative research (Lily Liu, n.d).

2. Population and sample

The population and sample include 25 personnel in the Surin Provincial Election Commission Office, divided into three work groups: 1. Administrative Group, 13 people; 2. Election Management and Participation Group, six people; and 3. Investigation and Political Parties Group, six people using the purposive sampling method.

Table 1. Population classification

No.	Work Group	Personnel (people)
1	Administrative Group	13
2	Election Management and Participation Group	6
3	Investigation and Political Parties Group	6
	Total	
	Total	25

3. Research instruments

The instruments used for data collection consists of a questionnaire in the form of a 5-level rating scale, which was created according to the objectives and conceptual frameworks set for the democratic political culture of personnel in the Surin Provincial Election Commission Office, as follows:

The questionnaire created by the researcher to study the democratic political culture of personnel in the Surin Provincial Election Commission Office is divided into three sections, consisting of:

1) Section 1: General information on personnel in the office, five items: gender, age, education level, occupation, average monthly income, and a checklist.

2) Section 2: A questionnaire on opinions to find the democratic political culture of personnel in the Surin Provincial Election Commission Office. The questionnaire is in the form of a 5-level rating scale, consisting of the most, most, moderate, less, and least, according to the Likert scale, with 20 items.

3) Section 3 : Suggestions on the democratic political culture of personnel in the Surin Provincial Election Commission Office. Which is a rating scale with scoring criteria.

4. Data collection method

In this research, the researcher collected data from the questionnaires according to the following steps:

4.1 Prepare a letter requesting permission to collect data from students in the Political Science program, Faculty of Humanities and Social Sciences, Surin Rajabhat University, to ask permission from Niyom Petchkomol, Director of the Surin Provincial Election Commission Office, will request permission from personnel in the Surin Provincial Election Commission Office to answer the questionnaires.

4.2 Prepare a questionnaire sufficient for the number of samples to be collected. Then, submit the questionnaires and the letter requesting permission to collect data to request permission to collect data, along with explaining the details of the political science thesis study and the procedures for using the questionnaires to collect data to the required amount.

4.3 Take the questionnaires to collect data from the sample group by collecting the questionnaires by yourself.

4.4 For data collection, the researcher has the respondents return all the questionnaires and check their accuracy and completeness. If it is incomplete, remove the questionnaire and collect new data until it is complete. Then, the data will be analyzed according to the research methodology chosen.

5. Data analysis

In analyzing research data, the results collected from the questionnaires were recorded in a computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research. The researcher followed the following steps:

5.1 Return the questionnaires to check their completeness.

5.2 Record the data results into the computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research to find statistical values.

5.3 Present the results of data analysis in a table.

6. Statistics used in data analysis

The researcher analyzed the data using a statistical program for social science research, presented the data, and used statistical values to analyze the data.

5.2 Qualitative Research

The research on the democratic political culture of personnel in the Election Commission Office of Surin Province in the qualitative research section has the following steps:

1. Study documents and research related to the concept and theory of democratic political culture and ask for advice from the research advisor. Then, all data will be integrated to create an interview form that covers the content according to the scope of the research.

2. After expressing various opinions on democratic political culture, the researcher used it as a framework to create an interview tool on the issue of democratic political culture and suggestions for the democratic political culture of personnel in the Election Commission Office of Surin Province.

3. The informants in the second step were the sample group from the in-depth interview. The sample group consisted of 10 people, consisting of:

3.1 Personnel in the Administrative Group: four people

3.2 Personnel in the Election Management and Participation Group: three people

3.3 Personnel in the Investigation and Political Participation Group: three people

4. The research instrument used a structured interview, in which the issues used in the interview were obtained from a literature review related to quantitative data, which were issues with the lowest average in the ranking. It is an interesting and useful issue for studying the democratic political culture of personnel in the Election Commission Office of Surin Province. The researcher used the data to set the questions and then presented them to the research advisor to adjust before collecting the data.

5. Data collection: The researcher conducted the interview and collected the data himself. The interview took different amounts of time depending on the time and how convenient the informant was to provide the data.

6. The researcher will check and confirm the data obtained from the interview because the reliability of qualitative research depends on the researcher and the data used for analysis (Chantavanich, 2016). Therefore, the researcher emphasized checking the data using the triangulation method, which is different people, places, and times, by controlling the quality of data recording by taking detailed notes immediately after the interview.

7. Data analysis the qualitative data was analyzed for content (Content Analysis) to categorize the content. Then, it was synthesized into common or main issues and the content was explained. Then, the study results were presented to the research advisor after the results were discussed, and the data was added to complete the study.

6. Results

Democratic Political Culture of Personnel in the Office of the Election Commission of Surin Province The researcher can summarize the research results according to the objectives as follows:

1. General status of the respondents

The personal status of the sample group that responded to the questionnaire was predominantly female, 16 people, or 64 per cent. They were between 41 and 50, 10 people, or 40 percent. Their education level was a bachelor's degree, 16 people, or 64 percent. They were civil servants/government officials, 22 people, or 88 percent. Their average monthly income was more than 30,001 baht, 16 people, or 64 percent.

2. Results of the analysis of personnel's opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office

Table 2. Mean and standard deviation of personnel's opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office.

Democratic political culture	μ	σ	Meaning	No.
In terms of belief in democratic principles of governance	4.86	0.160	Very High	1
In terms of respect for the rules of democratic governance	3.86	0.381	High	4
In terms of participation in political and administrative activities	4.30	0.526	High	2
In terms of expressing opinions with reason	4.20	0.493	High	3
Total	4.31	0.291	High	

From Table 2., it was found that personnel's view on the democratic political culture of personnel in the Surin Provincial Election Commission Office, overall, had a high average value. When considering each aspect, it was found that the level of personnel's view on democratic political culture of personnel in the Surin Provincial Election Commission Office, in terms of belief in democratic governance, was the highest level, with the highest average value. Next was participation in political and governance activities, with a high average value. The aspect of expressing opinions with reason had an average value of a high level. Finally, respect for the rules of democratic governance had an average value of a high level.

3. Summary of the overall results of the comparison of the level of opinions of personnel according to the potential of democratic political culture in 4 areas

Table 3. Summary of the overall results of the comparison of the level of opinions of personnel in the Surin Provincial Election Commission Office.

Hypothesis	Independent variable	Test Value	Sig.	Result	
				Accept	Reject
1	Gender	t - test	0.068	-	√
2	Age	F - test	0.643	-	√
3	Education level	F - test	0.295	-	√
4	Occupation	F - test	0.318	-	√
5	Average monthly income	F - test	0.964	-	√

From the comprehensive analysis in Table 3., it can be concluded that:

1. Personnel with different genders have no difference in overall opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office. This unequivocally rejects the hypothesis.

2. Personnel with different ages have no difference in overall opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office. Therefore, the hypothesis is rejected.

3. Personnel with different education levels have no difference in overall opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office. Therefore, the hypothesis is rejected.

4. Personnel with different occupations have no difference in overall opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office. Therefore, the hypothesis is rejected.

5. Personnel with different average monthly incomes have no difference in overall opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office. This finding suggests that income may not be a significant factor in shaping political opinions, but further research is needed to confirm this. Therefore, the hypothesis is rejected.

7. Conclusion

The results of the research can be discussed as follows:

1. Regarding confidence in democratic governance principles, the average value was at the highest level. When considering each item, it was found that the level of personnel's opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office, in terms of confidence in democratic governance principles, was at the highest level in all items. This is because personnel in the Surin Provincial Election Commission Office have a deep understanding and high responsibility in carrying out work related to political processes and elections, which is a good sign in building confidence in the democratic system and development at the local level. This study helps to enhance understanding of political participation and respect for essential rules in maintaining democratic principles in organizations and society, consistent with Boonrueang et al. (2021) studied the development of people's political awareness in a democratic regime that affects the general election. The study found that people had the highest opinions on political awareness factors.

2. In terms of respect for the rules of democratic governance, the average value was at a high level. When considering each item, it was found that the level of personnel's opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office's Respect for the rules of democratic governance is at the highest, high, and low levels, respectively, in order of average values from highest to lowest. This is because most personnel in the Surin Provincial Election Commission have a good perception of the importance of implementing laws and regulations that are transparent and fair in elections. Respect for the rights of the people and the importance of public participation in elections are essential factors in maintaining confidence in the democratic system. Although adherence to the rules is at a high level, there are still areas that may need to be developed and improved, such as a deeper understanding of following the rules in every situation for respect for the rules in the democratic political process to be more complete in all dimensions, which

is consistent with the research of Whangsuk (2016) who studied the democratic political culture of teachers in Ban Dong Man, Tambon Khokkho, Mueang District, Surin Province. The results of the study found that the democratic political culture of teachers in Ban Dong Man, Tambon Khokkho, Mueang District, Surin Province, was at a high level overall.

3. Participation in political and administrative activities Overall, the average value was at a high level. When considering each item, it was found that the level of personnel's opinions on the democratic political culture of personnel in the Surin Provincial Election Commission in terms of participation in political and administrative activities was at the highest and high levels, respectively, in order of average values from highest to lowest, respectively. Because personnel in the Surin Provincial Election Commission Office have given importance to participation in the election process and governance, they have played a role in organizing and conducting various activities to promote the democratic process and high-level public participation, which is consistent with the research of Chaiyasit (2023) who studied the political attitudes in the democratic regime with the King as Head of State of the Army Non-Commissioned Officer School students. The study's results found that the overall political attitudes in the democratic regime with the King as Head of State of the Army Non-Commissioned Officer School students were at a high level.

4. Regarding expressing opinions with reason, the overall average was at a high level. When considering each item, it was found that the level of personnel's opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office in terms of expressing opinions with reason was at the highest level and a high level, ranked in order of average value from highest to lowest, respectively because personnel in the Surin Provincial Election Commission Office tend to use profound and systematic reasoning in expressing their opinions and tend to express their understanding of the complex political process, including being able to explain clearly and provide examples that are linked to reliable data or reasoning. Personnel tend to be able to carefully analyze the pros and cons of political actions under the democratic framework. This is consistent with the research of Purimart (2020). He studied the political dynamics of local politicians in a democratic regime. The study results found that the political dynamics of local politicians in a democratic regime were at a high level overall.

8. Discussion

Discussion of the results of comparing the democratic political culture of personnel in the Surin Provincial Election Commission Office, classified by personal status: gender, age, education level, occupation, and average monthly income.

Hypothesis 1: Personnel of different genders have different opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office, classified by personal factors. The study found that personnel of different genders have different opinions on the democratic political culture of personnel in the Surin Provincial Election Commission Office. Therefore, the hypothesis is rejected. This is because personnel in the Surin Provincial Election Commission Office, regardless of gender, receive the same training and education about elections and democratic systems in political operations. It focuses on promoting professionalism and equal collaboration. Personnel in the office play a role in supporting the election process and promoting democracy equally. Having a gender-neutral perspective makes personnel's opinions on democracy similar, consistent with Nokyai (2015). He studied the democratic political culture of personnel at Kanchanabhisek College of Medical Technology and Public Health. The comparison results found that personnel of Kanchanabhisek College of Medical Technology and Public Health of different genders. There is no difference in democratic political culture.

Hypothesis 2: Personnel of different ages have different opinions on the democratic political culture of personnel in the Surin Provincial Election Commission. The study found that personnel of different ages have different views on the democratic political culture of personnel in the Surin Provincial Election Commission. Therefore, the hypothesis is rejected. This is because most personnel in the Surin Provincial Election Commission believe in democracy and transparent elections, which are shared ideologies in the organization. However, it is something that all personnel working in this organization should understand and realize, and that all ages play an essential role in working together to strengthen a transparent and fair election process. All personnel, whether old or new, have a role

in supporting the democratic process, which makes their opinions on this matter not different according to their age. This is consistent with the research of Sritho et al. (2023). He studied the model of promoting participatory political culture in a democratic regime for the people of Nonthaburi Province. The comparison results found that people in Nonthaburi Province with different ages have different opinions on the model of promoting participatory political culture in a democratic regime, which is not in accordance with the hypothesis.

Hypothesis 3: Personnel with different levels of education have different opinions on the democratic political culture of personnel in the Surin Provincial Election Commission, classified by personal factors. The study found that personnel with different education levels There is no difference in the level of personnel's opinions on the democratic political culture of the personnel in the Surin Provincial Election Commission Office. Therefore, the hypothesis is rejected. This is because all Surin Provincial Election Commission Office personnel play an essential role in promoting and developing a transparent and fair election system. Working in this way allows everyone to focus on performing common missions, regardless of their education level. These values are often promoted so that all personnel have similar understandings and opinions, regardless of their education level. This is consistent with the research of Chaityasit (2023). He studied the political attitudes in a democratic regime with the King as Head of State of the Army Non-Commissioned Officer School students. The comparison results found that the sample groups with different education levels had no difference in political attitudes in a democratic regime with the King as Head of State of the Army Non-Commissioned Officer School students. It is concluded that the hypothesis is not consistent with the hypothesis.

Hypothesis 4: Personnel with different occupations have different opinions on the democratic political culture of the personnel in the Surin Provincial Election Commission Office. The study found that personnel with different occupations had different views on the democratic political culture of the personnel in the Surin Provincial Election Commission Office. They had no difference in opinions on democratic political culture. Therefore, the hypothesis is rejected. This is because The personnel of the Surin Provincial Election Commission Office generally receive training and education on the election system and democracy in an equal manner. This training aims to create a common understanding of the election process, respect for the rights of the people, and promotion of democracy, which makes the personnel's opinions on this issue similar. In particular, those who work on the election process tend to have an ideology that focuses on democratic governance, respect for the rights and freedoms of the people, and transparent elections, which are values that all personnel in the organization should have, which makes the opinions on this issue not different. This is consistent with the research of Rassamidit (2015), who studied the political culture of voters.

9. Recommendation

Research on the democratic political culture of personnel in the Surin Provincial Election Commission Office. The researcher would like to present recommendations on essential issues for the democratic political culture of personnel in the Surin Provincial Election Commission Office to achieve further results, as follows:

1. Recommendations for applying the research results

The research results on the democratic political culture of personnel in the Surin Provincial Election Commission Office. The researcher would like to present recommendations on essential issues that benefit the democratic political culture of personnel in the Surin Provincial Election Commission Office. It will also be a guideline for the office to improve and develop the democratic political culture of personnel in the office, as follows:

1.1 In terms of belief in democratic principles, this means providing knowledge about democratic principles from the compulsory education level, such as teaching the history of democracy and methods of political institutions, which will help people understand the benefits of democracy and the importance of participating in politics.

1.2 In terms of respect for the rules of democratic governance, this means teaching and disseminating knowledge about the rules of democratic governance from the compulsory education level, especially in terms of respect for the law and rules of the political process, organizing seminars,

Or a forum that allows people to learn about democratic governance and respect for the rules, such as giving people the opportunity to talk to politicians.

1.3 participation in political and administrative activities includes organizing activities or learning programs for people in various areas, such as the election process, policy proposals, and political decision-making so that people can participate effectively. It also encourages people to participate in decision-making about community development and local administration, such as establishing community committees or supporting community meetings to decide on issues related to the community jointly.

1.4 In terms of expressing opinions with reason, this includes promoting constructive expression of opinions without using words with negative connotations or damaging others but emphasizing expressions that benefit development. Responding emotionally or irrationally should be avoided, and responses should be based on information and reasonable principles to create valuable conversations.

2. Recommendations for future research

2.1 Factors affecting the democratic political culture of personnel in the Surin Provincial Election Commission Office should be studied.

2.2 Problems and obstacles in the democratic political culture of personnel in the Surin Provincial Election Commission Office should be studied to see what problems and obstacles there are.

2.3 The views of administrators should be studied. And personnel in Election Commission Office towards the democratic political culture of personnel in the Election Commission Office of Surin Province

2.4 The motivation in the democratic political culture of personnel in the Election Commission Office of Surin Province should be studied.

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Factors Affecting the Decision to Elect Members Representatives of Ban Tha Sawang, Tha Sawang Subdistrict, Mueang District, Surin Province

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Received: 13 May 2024;

Revised: 10 June 2024;

Accepted: 13 June 2024;

Keywords:

Election;
Decision;
Members
Representatives;

Abstract

Introduction: The objectives of this research were 1) to study the level of factors affecting the decision to elect the members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province. 2) To compare the factors affecting the decision to elect the members representatives, and 3) to present guidelines for developing factors affecting the decision to elect the members representatives.

Methodology: Using a quantitative research model, the sample group included the population of Ban Tha Sawang, numbering 377 people. Selected using a multi-stage sampling method. A questionnaire was used to collect data. The confidence value for the whole document was equal to 0.923. Statistics used for analysis included frequency, percentage, mean, standard deviation, t-test, one-way ANOVA.

Results: The research results found that 1. The level of factors affecting the decision to elect the members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province. Most of the respondents were female, 219 people, accounting for 58.1 percent. Most of them were 18 to 30 years old, 173 people, accounting for 45.9 percent. Most of them work as farmers, 122 people, accounting for 32.4 percent, most have an average monthly income of 10,000 baht, 184 people, accounting for 48.8 percent, and most study at the Mathayom 6/Vocational Certificate level. There were 148 people, accounting for 39.3 percent, respectively. Factors affecting the decision to elect the members representatives found that the average is moderate. When considering each aspect, it was found that the averages were at a high level in 3 areas from highest to lowest as follows: political participation, party policy, and voting decision. 2. Results of comparing the factors affecting the decision to elect members representatives classified by personal status. It was found that the population of Ban Tha Sawang is of different gender, age, occupation, average monthly income, and education level had factors affecting the decision to elect members representatives in all three areas not different. Therefore, the hypotheses were rejected. 3. Guidelines for factors affecting the decision to select members representatives separated into each aspect, it was found that in terms of political participation, 32 percent of the Ban Tha Sawang population in the sample group suggested that Vote buying should be prevented. As for voting decisions, 25 percent of the sample population of Ban Tha Sawang gave suggestions that information about the applicant's policies should be provided in a way that is easy to understand. Finally, regarding policy, 28 percent of Ban Tha Sawang's sample population suggested that a new policy should increase the minimum wage because, today, the price of goods is incompatible with income.

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1. Introduction

The election of members of the House of Representatives is an essential mechanism in a democratic system because it is a channel through which citizens can express their needs and participate in determining the direction of national development. Therefore, the selection of an appropriate representative has a direct impact on the quality of national administration and public policy. However, citizens' voting decisions are often determined by various factors, such as their trust in the candidates, political party policies, personal popularity, and economic and social factors that affect voters' views. The election of members of the House of Representatives is a necessary process that allows citizens to participate in a democratic system. Elections reflect citizens' needs for national development and determine the direction of political, economic, and social development in the long term. Therefore, studying the factors affecting the decision to vote is essential in many dimensions. Studying the factors affecting the decision to vote helps understand the behaviour of voters in each area, such as thoughts, beliefs, attitudes, and motivations that affect the choice of representatives, especially in rural areas or communities with specific characteristics. Understanding the factors affecting citizens' decisions allows relevant agencies, such as political parties or candidates, to develop policies that specifically respond to the needs of citizens at the local level. Studying factors such as the influence of the media, the popularity of candidates, or the role of community leaders can be used as basic information to improve the election process to be transparent, reduce vote buying, and increase efficiency in the election process in rural areas with different cultures and ways of life. Studying the factors affecting the election helps reflect the diversity of citizens in each area which the Constitution The Kingdom of Thailand Act of 2017, Section 50, Clause 7, has defined the duties of all Thai citizens as follows: "A person has to exercise his right to vote or hold a referendum freely, taking into account the collective interests of the country as the most important factor".

From the literature review on the factors affecting the decision to vote for the Member of Parliament, it was found that the factors affecting the decision to vote for the Member of Parliament have been mainly studied in 7 aspects: 1) Candidate's policy, 2) Citizenship 3) Economy and society 4) Political party 5) Candidate's aspect 6) Political news reception 7) Political grooming (Wilasang, 2022). Similarly, the factors affecting the decision to vote for the Member of Parliament of the people in Constituency 1, Nakhon Sawan Province, consist of 4 aspects: 1) Candidate qualifications, 2) Political party, 3) Policy, 4) Election campaign methods (Chomphoo et al., 2023). Therefore, the researchers synthesized it into a study framework consisting of 3 issues: 1) News perception, 2) Campaigning, 3) Party policy

Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, is a rural community with unique characteristics in terms of culture and way of life. Most of the population is engaged in agriculture and has fundamental beliefs, traditions, and relationships within the community that affect their decision-making in political activities. Therefore, studying the factors affecting the decision to vote in this area is essential in understanding the voting behaviour of the rural population.

From the background and importance mentioned above, the research team is interested in studying the factors affecting the decision to vote for the members of the House of Representatives of the people of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, intending to analyze various factors affecting the decision to vote for the members of the House of Representatives of the people of Ban Tha Sawang to find the relationship between personal characteristics, social factors, and people's decision-making.

2. Research Objectives

1. To study the level of factors affecting the decision to elect the members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province.
2. To compare the factors affecting the decision to elect the members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province.
3. To present guidelines for developing factors affecting the decision to elect the members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province.

3. Conceptual Framework

From the review of literature, concepts, theories and related research, the researchers were able to set the conceptual framework for the study as follows:

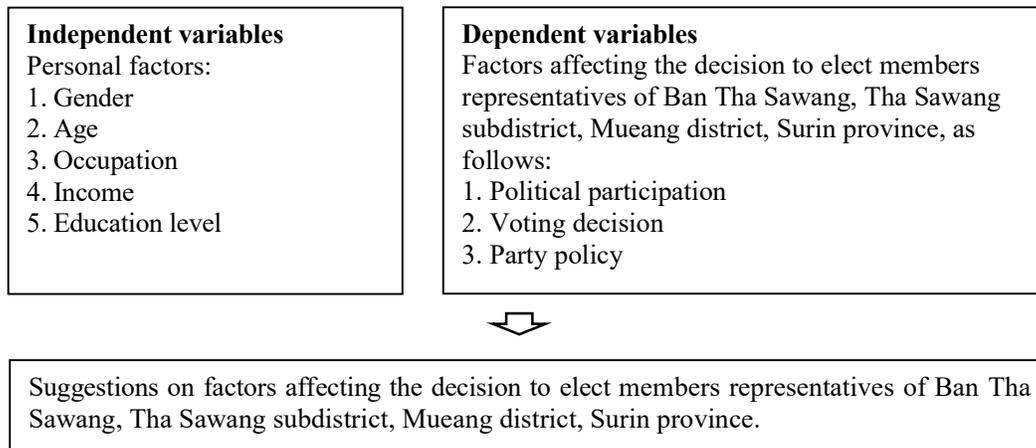


Figure 1. Conceptual Framework

4. Literature Review

Tongnak & Vuthimedhi (2023) research on “Decision-making in the 2022 Bangkok Council Member Election under the Pheu Thai Party”. The analysis of the factors influencing voters' decision-making in choosing candidates for the Pheu Thai Party's Bangkok Council members found that different genders and family economic status had statistically significant differences in their decision-making to vote for the Pheu Thai Party's Bangkok Council members (0.00), which was in line with the hypothesis. Meanwhile, different ages and occupations did not statistically affect such decisions (0.05), which was not in line with the hypothesis. This research indicates that social and economic factors play an essential role in determining election decisions at the local level, especially gender and family financial status, which are crucial variables in explaining differences in choosing candidates from the Pheu Thai Party. The results of this study will help understand voting behaviour in Bangkok and may provide basic information for planning campaign strategies.

Pinyo (2022) research on “Research on factors influencing the decision to elect the president of Chonburi Provincial Administrative Organization (Case study of Constituency 2, Mueang Chonburi District, Chonburi Province)” found that personal factors, including gender, age, education level, and occupation, were not significantly different at the .05 level on the decision to elect the president of Chonburi Provincial Administrative Organization. Meanwhile, the average monthly income was significantly different. Those with an average monthly income of 15,001-20,000 baht had less influence on the decision to elect the person who received the most votes than those with an average monthly income of more than 20,000 baht, indicating that economic factors, especially income, play an essential role in the decision to elect local elections in Chonburi Province.

Yoswilai et al. (2023) research on “Factors Affecting the Voting Rights of the Members of Parliament in 2019 of People in Bang Kho Laem District, Bangkok” and found that overall, people in Bang Kho Laem District exercised their right to vote for the MPs in 2019 at a high level. When classified by each aspect, it was found to be high in all aspects. The results of the hypothesis testing also indicated that political motivation factors and the three principles of honesty significantly affected the people's exercise of their right to vote for the MPs in 2019 at a statistical level of 0.01, which supported the hypothesis of this research.

Padankeaw (2023) research on “Factors Affecting the Decision to Elect Local Leaders and Local Council Members of Kamphaeng Sao Subdistrict Administrative Organization, Mueang District, Nakhon Si Thammarat Province” and found that overall, gender, age, and occupation were not related to the decision to elect local leaders and local council members in such a context. However,

the research results indicated that education level and monthly income were significantly related to the decision to vote at a statistical level of 0.05, suggesting that educational and economic factors played a role in determining the decision to elect local leaders and local council members of Kamphaeng Sao Subdistrict Administrative Organization, Mueang District, Nakhon Si Thammarat Province.

Wilasang (2022) from a comparative study of factors affecting the exercise of voting rights of Gen X, Y and Z, it was found that the factors affecting the exercise of voting rights, ranked from most to least, were 7 aspects: candidate policies, citizenship, economics and society, political parties, personal aspects of candidates, political news reception and political persuasion, which had an average value at a high level, except for political persuasion, which was at a moderate level. In addition, the study results also found that the factors affecting the exercise of voting rights between Gen X, Y and Z were statistically significantly different at the 0.000 level, indicating that each age group had different factors affecting the decision to exercise voting rights.

Rimfai (2022) studied the factors affecting people's participation in the election of MPs in Sai Mai District, Bangkok. The study results found that most of the sample were female, aged 31-40 years, had a bachelor's degree, worked as employees in private companies, had an income between 20,001-30,000 baht, and had lived in the area for 11-15 years. In addition, the study results also indicated that most people had opinions on the factors affecting their participation in the election at the highest level.

Srikitrungruang (2022) studied the factors in choosing local politicians of the people in the area of Khlong Maduea Municipality Subdistrict Administrative Organization, Samut Sakhon Province. The study results found that the sample group gave high importance to the image of the party they belonged to, the image of the mayor, personal qualities, and campaign policies. It was also found that the image of the mayor, personal attributes, campaign policies, and satisfaction with the performance between 2017 and 2021 had a statistically significant influence (at the 0.05 level) on the decision to vote for the mayor of Khlong Maduea Municipality, Krathum Baen District, Samut Sakhon Province.

Plangsree et al. (2022) studied the factors that influenced the decision to vote for members of the council and executives of local government organizations of the people in Nakhon Phanom Province. The research results found that overall, the political participation of the people in Nakhon Phanom Province was at a moderate level, while the decision to vote for members of the council and executives of local government organizations of the people in Nakhon Phanom Province was at a high level overall.

Chomphoo et al. (2023) studied the factors affecting the decision to elect a member of the House of Representatives of the people in Constituency 1, Nakhon Sawan Province. The research results found that the factors affecting the decision to elect a member of the House of Representatives of the people in Constituency 1, Nakhon Sawan Province, according to the principle of the 7 Sappurisadhamma, overall, had a moderate average value.

Subhasaen (2023) studied the factors influencing voting behaviour for the House of Representatives in 2019 by comparing age groups in the northern region. The study results indicate that people of different age groups have different voting behaviours, and Generation Y has different voting behaviours according to economic and social factors, psychology, rational consciousness, and political landscape.

5. Research Methodology

1. Research design

In this research, the researcher used a quantitative research design by providing a questionnaire to obtain information about "Factors affecting the decision to vote for the members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province." The researcher had the people of Ban Tha Sawang fill out the questionnaire.

2. Population and sample.

2.1 The target population is Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, which totals 867 people and four households.

2.2 The sample group is the population of Ban Tha Sawang who are eligible to vote, aged 18 years and over, totalling 489 out of the total population of 867 people. The researcher determined

[16]

the sample size using the Taro Yamane calculation and multi-stage sampling (Multi-Stage Sampline) to obtain a sample size proportional to the amount, which uses a confidence level of 95% at a significance level of 0.05.

2.3 The researcher used a multi-stage sampling method (MultiStage1). Therefore,

Step 1 divided the population of Ban Tha Sawang, Tha Sawang Subdistrict, Mueang District, Surin Province, totalling 489 people out of 867 people into four groups, consisting of 1) Group 1, 101 people, 2) Group 2, 84 people, 3) Group 3, 138 people, 4) Group 54 people.

Step 2: Then use the random sampling method by determining the sample size as a proportion by considering the population to obtain data that is distributed about the population proportion by using the population of Ban Tha Sawang, Tha Sawang Subdistrict, Mueang District, Surin Province in random sampling in proportion by using the formula. From the formula, the sample population will be obtained as follows: the population of Ban Tha Sawang, , Tha Sawang Subdistrict, Mueang District, Surin Province, 377 people.

3. Data collection

In this research, the research team collected data from the questionnaires according to the following steps:

3.1 Prepare the questionnaires in sufficient quantities for the sample group to be collected. Then, submit the questionnaires and the request for permission to collect data to request permission to collect data, along with explaining the details of the research study and the procedures for using the questionnaires to collect data to the required number.

3.2 Take the questionnaires to collect data from the sample group. The researcher went down to collect the questionnaires himself.

3.3 For data collection, the researcher had the respondents return all the questionnaires and check their accuracy and completeness. If they were incomplete, the questionnaires were discarded, and new data collection was conducted until they were complete. Then, the data analysis was started according to the research methodology chosen for this time.

6. Results

1. The results of the study of the general personal data of the respondents are as follows: The sample population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, most of the respondents were female, 219 people, or 58.1 percent. The population was aged 18 to 30, 173 people, or 45.9 percent. The population was a farmer, 122 people, or 32.4 percent. The population had an average income of 10,000 baht per month, 184 people, or 48.8 percent. The population studied in Mathayom 6/Vocational Certificate was 148 people, or 39.3 per cent.

Table 1. Mean and standard deviation of the level of factors affecting the decision to elect the members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province.

Factors affecting the decision to elect members Representatives	\bar{x}	S.D.	Results	No.
Political participation	3.85	.269	High	1
Voting decision	2.65	.249	moderate	3
Party policy	3.44	.192	moderate	2
Total	3.31	.161	moderate	

From Table 1, The results of the study on the factors affecting the decision to elect members of the House of Representatives of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, overall, had a medium average. When considering each aspect, it was found that the level of factors affecting the decision to elect members of the House of Representatives of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, in terms of political participation, was the highest level, with a high average, followed by party policies, with a medium average, and finally, voting decision, with a medium average.

2. Summary of the results of the comparison of differences in factors affecting the decision to elect members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province.

Table 2. summarizes the overall results of the comparison of the levels of factors affecting the decision to elect a members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province

Hypothesis	Independent variable	Test Value	Sig.	Result	
				Accept	Reject
1	Gender	t - test	0.833	-	✓
2	Age	F - test	0.752	-	✓
3	Occupation	F - test	0.879	-	✓
4	Average monthly income	F - test	0.427	-	✓
5	Education level	F - test	0.907	-	✓

* means statistical significance at 0.05.

From Table 2, it can be concluded that:

2.1 The population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different genders, has a level of factors affecting the decision to vote for the MP of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, in the overall picture, is not different. Therefore, the hypothesis is rejected.

2.2 The population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different ages, has a level of factors affecting the decision to vote for the MP of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, in the overall picture, is not different. Therefore, the hypothesis is rejected.

2.3 The population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different occupations, has a level of factors affecting the decision to vote for the MP of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, in the overall picture, is no different. Therefore, the hypothesis is rejected.

2.4 The population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province The factors affecting the decision to vote for the MP of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, in the overall picture are not different. Therefore, the hypothesis is rejected.

2.5 The population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different levels of education, have factors affecting the decision to vote for the MP of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, in the overall picture are not different. Therefore, the hypothesis is rejected.

3. The direction of the factors affecting the decision to elect the members representatives of Ban Tha Sawang, Tha Sawang subdistrict, Mueang district, Surin province. separated by each aspect, found that:

3.1 In terms of political participation, when considering each item, it was found that the suggestions for political participation that affect the decision to vote for the MP The most popular item was to prevent vote buying at 32 percent, followed by improving the election system to be transparent at 28 per cent, providing knowledge about the political system at 20 percent, allowing the public to participate in expressing their opinions at 16 percent, and finally promoting participation through technology at 4 percent.

3.2 In terms of political participation, when considering each item, it was found that the recommendations for voting decisions that influenced the decision to choose a member of the House of Representatives were the most popular item: There should be easy-to-understand information about the candidates' policies at 25 percent, followed by promoting public interest in politics at 20.83

percent, there should be guidelines to prevent misleading information from fake news at 18.75 percent, and finally, promoting public appreciation of their voices at 14.6 percent.

3.3 In terms of political participation, when considering each item, it was found that the policy recommendations that influenced the decision to choose a member of the House of Representatives The most popular opinion was that there should be a new policy that increases the minimum wage because nowadays the price of goods is inversely proportional to income (28 percent). Next in line was that there should be a policy that truly reaches people in every area (23.25 percent). There should be a policy that increases pensions for the elderly and provides compensation for illness (21 percent). Support for a policy to reduce electricity costs (16.27 percent). Finally, there should be an increase in child development centres or elderly care centres (11.62 percent).

7. Conclusion

The results of the comparison of the level of factors affecting the decision to vote for the MPs of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, classified by personal status, found that:

1. The population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different genders, the level of factors affecting the decision to vote for the MPs of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different genders, had different levels of factors affecting the decision to vote for the MPs of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, overall, there was no statistically significant difference. Therefore, the hypothesis was rejected. This may be because people of all genders can access political news quickly and comprehensively, especially through online media and social networks. As a result, both males and females can receive political news and issues in a similar amount and form. Therefore, the attitudes and factors in deciding to vote for the MPs of both genders are not different.

2. The population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different ages, had different levels of factors affecting the decision to vote for members of the House of Representatives of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province. The study found that the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different ages, had different levels of factors affecting the decision to vote for members of the House of Representatives of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province. Overall, there was no statistically significant difference. Therefore, the hypothesis was rejected. This may be because Ban Tha Sawang may have shared values emphasising decision-making based on unity and public benefit rather than being divided by age group.

3. The population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different occupations, the level of factors affecting the decision-making to vote for the House of Representatives of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, is different. The study found that the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different occupations, has a level of factors affecting the decision-making to vote for the House of Representatives of the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province. Overall, there is no statistically significant difference. Therefore, the hypothesis is rejected. This may be because even though the population of Ban Tha Sawang has a variety of occupations, the study results show that the factors affecting the decision-making to vote for the House of Representatives are not significantly different. This may be due to equal access to information, the importance of community issues, and the decision-making process that focuses on overall policies rather than specific group interests. Yoswilai et al. (2023) conducted a study on the factors affecting the right to vote for the 2019 House of Representatives of the people in Bang Kho Laem District, Bangkok. Different occupations had different decision-making behaviours in voting for the House of Representatives at a statistically significant level of 0.05, which aligns with the hypothesis.

4. The population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different monthly incomes, the level of factors affecting the decision-making process to vote for the House of Representatives of the people of Ban Tha Sawang, Tambon Tha Sawang,

[19]

Mueang District, Surin Province, was different. The study found that the population of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, with different monthly incomes, had different levels of factors affecting the decision-making process to vote for the House of Representatives of the people of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, overall, there was no difference. Statistically significant, the hypothesis was rejected. This may be because Ban Tha Sawang is a community with relatives and neighbours, which makes political decisions influenced by discussions and consultations. As a result, political ideas are not divided by economic status but focus on selecting representatives who can drive community development for the better.

8. Discussion

From the study of the political participation of the people of Ban Ta Muen, Ram Subdistrict, Mueang Surin District, Surin Province, the analysis can be discussed as follows:

The level of political participation, overall, has a high average value. When considering each item, it was found that the factors affecting the decision to vote for members of the House of Representatives of the people of Ban Tha Sawang, Tambon Tha Sawang, Mueang District, Surin Province, in terms of political participation, the item with the highest level is that they respect the opinions of others who are different from theirs, which has the highest average value. This may be because the people in the area understand and are aware of their rights and duties in a democratic regime, resulting in their interest and active political participation, whether it be following the news, participating in political activities, or exercising their right to vote. The Ban Tha Sawang community may have networks and social activities that promote the exchange of opinions, including discussing political issues and allowing people to debate and express their views freely, consistent with Phiphatsuriya & Chitlaoarpor (2023) studied factors affecting the decision-making in the 2023 election for the House of Representatives, Constituency 1, Satun Province. It was found that the overall level of decision-making in the 2023 election for the House of Representatives, Constituency 1, Satun Province, was at a high level. The results of the research study by Yoswilai et al. (2023) surveyed factors affecting the exercise of the right to vote for the House of Representatives in 2019 by the people of Bang Kho Laem District, Bangkok, found that the exercise of the right to vote for the House of Representatives in 2019 by the people of Bang Kho Laem District, Bangkok was at a high level overall.

The guidelines for factors affecting the decision-making to vote for the House of Representatives of the people of Ban Tha Sawang, Tha Sawang Subdistrict, Mueang District, Surin Province, separated by each aspect, found that the element of political participation affecting the decision-making to vote for the House of Representatives It should prevent vote buying and improve the transparency of the election system. As for the second aspect, the voting decision that affects the decision to elect members of the House of Representatives, there should be easy-to-understand information about the candidates' policies. Finally, the policy that affects the decision to elect members of the House of Representatives should have a new policy that increases the minimum wage because, nowadays, the price of goods is inversely proportional to income. From the study, the development guidelines for the factors that affect the decision to elect members of the House of Representatives of the people of Ban Tha Sawang should focus on three main aspects: preventing vote buying and creating transparency in the election process, improving the communication of candidates' policies to be straightforward to understand, and pushing economic policies, especially increasing the minimum wage to be in line with the cost of living. These reflect the needs of the people who hope to see positive changes at both the local and national levels, which is consistent with the research of Saikuea (2022), who conducted a study on the behaviour of people in voting for members of the House of Representatives in Noppitam District, Nakhon Si Thammarat Province. It was found that the behaviour of people in voting for members of the House of Representatives in Noppitam District, Nakhon Si Thammarat Province, in general, the development guidelines The responsible agencies for elections, including political institutions, must continuously raise public awareness that there should be a forum for exchanging knowledge between first-time voters and those who have prior experience about election concepts and political developments in a democracy to reduce conflicts in coexistence in family institutions and social institutions due to differences of

[20]

opinion. They should increase their role in providing information and knowledge about elections and politics in a democratic regime in an impartial manner.

9. Recommendation

1. Suggestions for applying the research results

1.1 Regarding political participation that affects the decision to vote for MPs, vote buying should be prevented, the election system should be improved to be transparent, knowledge about the political system should be provided, and participation through technology should be promoted.

1.2 In terms of voting decisions that affect the decision to vote for MPs, easy-to-understand information about the candidates' policies should be provided, people should be encouraged to be interested in politics, there should be guidelines to prevent misleading information from fake news, and people should be encouraged to see the value of their voices.

1.3 Regarding policies that affect the decision to vote for MPs, there should be a new policy that increases the minimum wage because, nowadays, the price of goods is inversely proportional to income. There should be a policy that truly reaches people in all areas. There should be a policy that increases the pension for the elderly and provides compensation for illnesses. Support a policy to reduce electricity costs. Child development centres or elderly care centres should also be increased.

2. Suggestions for future research

2.1 There should be coordination between community leaders and research teams about documents and information about the people in the area to be ready for the field visit.

2.2 The workload should be divided to facilitate work.

2.3 The date and time should be arranged in advance to facilitate data collection.

2.4 The questionnaire should be easy to read and understand.

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Political Participation of the People of Ban Nong Wa, Narung Subdistrict Sikhoraphum District Surin Province

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Received: 25 May 2024;

Revised: 26 June 2024;

Accepted: 27 June 2024;

Keywords:

Participation;

Politics;

Population;

Abstract

Introduction: The objectives of this research are 1) to study the level of political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District. Surin Province 2) to compare citizens' political participation. Ban Nong Wa, Narung Subdistrict, Sikhoraphum District Surin Province Classified according to personal factors and 3) to present guidelines for developing political participation of the people of Ban Nong Wa, Narung Subdistrict. Sikhoraphum District Surin Province.

Methodology: This research use a quantitative research model. The sample group was the people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District—Surin Province. A total of 185 people were selected using a multi-stage sampling method using a questionnaire to collect data. The entire version has a confidence value of 0.811. Statistics used for analysis include Frequency value, percentage, mean and standard deviation, t value (t-test), and F value (One-way ANOVA).

Results: The research found that 1. results of the study of general personal information of the respondents. The sample population of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District, is as follows. Surin Province Most of those who responded to the questionnaire were female. Several 103 people, accounting for 55.7 per cent; most are 18-30 years old; 47 people, accounting for 25.4 per cent; most have a secondary education level 1-6/vocational certificate; 81 people, accounting for 43.8 per cent; most have occupations. General employees: There were 106 people, accounting for 57.3 per cent, and most had an average monthly income. It was found that most of the sample population had monthly income. According to educational level results, 10,001-15,000 baht, a total of 63 people, accounting for 34.1 per cent, respectively. Political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District Surin Province as a whole has an average level at a high level. 2. Results of comparing the level of political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District. Surin Province: Classified by personal factors, it was found that people of different genders, ages, levels of education, occupations, average monthly income, and levels of political participation vary. Overall, they are not distinct. Therefore, the hypothesis was rejected. 3. Guidelines for developing political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District. Surin Province Separated by the side It was found that the guidelines for developing political participation of People of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District Surin Province Expressing interest in politics When considering each item, it was found that the suggestions regarding expressing interest in politics Items that are very high Most of all, they want the government sector to come in and promote and develop various problems that the people need. 40.0 per cent

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suggested using the right to vote. The highest level is that the rights and voices of the people should be adhered to. Elections are the main thing, 40.0 per cent, followed by recommendations for giving information and receiving political information. The item with the highest level wanted the media to open up and cover more news, 40.0 percent.

1. Introduction

The 20-year National Strategy 2018-2037 emphasizes public involvement in the policy-making process and government sector decisions, utilizing mechanisms for monitoring and considering public opinions. Political involvement is tied to enhancing the public's potential regarding political education, fostering information literacy, and encouraging strong social awareness (National Strategy Secretariat Office, n.d.), which results in heightened awareness of political engagement, enabling the public to take part in national advancement by voicing political opinions or joining campaigns to assert their voting rights, staying updated on political news, sharing and obtaining political information with others, and engaging in overseeing the actions of government entities. From the review of literature related to political participation, it was found that the political participation of people in Sai Ma Subdistrict Municipality has been studied mainly in 4 aspects: 1) information, 2) expressing opinions, 3) decision-making, 4) monitoring and inspection (Boonmueang & Ratchatapibhunphob, 2021). Similarly, the study of people's participation in the development of Lak Hok Subdistrict Municipality, Mueang District, Pathum Thani Province, has mainly studied three aspects: 1) participation in planning, 2) participation in operations, 3) participation in benefit receipt, and 4) participation in evaluation (Thanaphatthanyachot, 2023). It was also found that there were studies on the local political participation of people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, which was studied in 3 aspects: 1) Political interest, 2) Participation in local political change, 3) Participation in political struggle (Sengking, 2017). Therefore, the research team synthesized into a study framework of 3 issues: 1) Expressing political interest, 2) Exercising the right to vote, and 3) Providing political information and receiving news.

In this regard, Ban Nong Wa, Narung Subdistrict, Sikhoraphum District, Surin Province, is a village where most of the people follow political news via social media, television, radio, and from the village headman's public relations via the loudspeaker tower. They also exercise their right to vote every time there is an election at every level. However, they rarely gather to express their political opinions or join the campaign to exercise their right to vote because the people in the village often spend their free time farming and working as labourers in their village or neighbouring villages to earn extra income. Some people work in factories and do not have time to gather with others. The people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District, Surin Province, should be promoted to participate in politics, such as various activities that interest the people and encourage them to come out and do activities together, along with having each person give suggestions for developing the village and the country to be more prosperous so that the community leaders will know the people's opinions and use them to develop the community to be more progressive.

Therefore, the research on the political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District, Surin Province In order to develop public participation towards sustainable practice and with reason, it is important to research the political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, to study the potential to promote political participation of the people, where the community opens opportunities for the people to participate in community development, solves problems and obstacles, improves and increases the efficiency of public participation in village and community development for the sustainable well-being of the people in the community.

2. Research Objectives

1. To study the level of political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District, Surin Province
2. To compare the political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District, Surin Province, classified by personal factors

3. To present guidelines for developing political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhoraphum District, Surin Province

3. Conceptual Framework

From the review of literature, concepts, theories and related research, the researchers were able to set the conceptual framework for the research as Fugure 1.

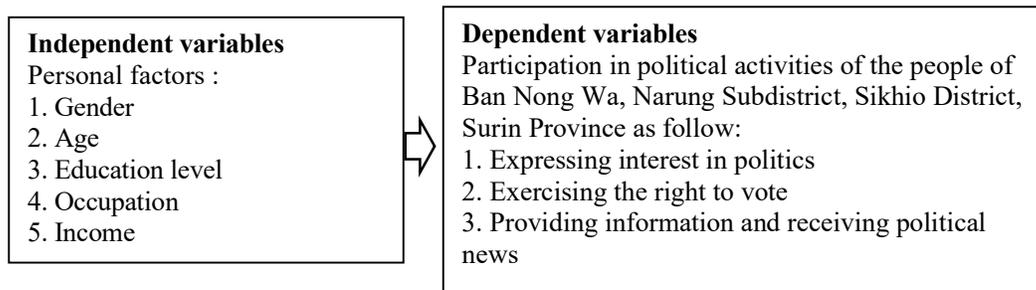


Figure 1. Conceptual Framework

4. Literature Review

The research group examined multiple studies concerning political engagement. Chantana et al. (2019) studied the political engagement of residents in Preng Subdistrict, Bang Bo District, Samut Prakan Province, revealing a generally moderate degree of participation. Particularly, turnout in elections was significant, accompanied by a moderate level of engagement with political news, whereas involvement in political expression and political parties was limited. Additionally, the research indicated that age, relationship status, level of education, job, and earnings substantially impacted overall political involvement, while gender had no effect.

Sengking (2017) examined the political engagement of residents at the local level in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province. Most participants were women aged 51 and older, had completed primary school (Grade 6), worked as hired labourers, and earned a monthly income ranging from 15,001 to 20,000 baht. The research revealed no notable disparity in local political engagement when considering gender.

Chamnankar et al. (2023) examined the political engagement of residents in Ban Pet Subdistrict Municipality, Mueang District, Khon Kaen Province. The general extent of political engagement was moderate (3.09), with involvement noted in conversations about political matters, reaching out to politicians and leaders, self-nominating for elections (as independents), taking part in public hearings or rallies, promoting political awareness and information gathering, acting as election officials or observers, advocating for voter turnout, and reporting electoral fraud. Notable variations in political involvement were identified according to profession, earnings, and educational attainment, consistent with the research of Sriprajan (2014) on influences impacting political engagement in local elections in Udon Thani.

Chitrayon (2022) investigated the political engagement of residents in Na Phra That Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province. Most of the respondents were male, between 31 and 40 years old, married, possessed a bachelor's degree, were employed as company workers or shop personnel, earned between 20,001 and 30,000 baht monthly, and belonged to the general village population. The general degree of local political involvement was extremely minimal. Notable variations in local political engagement were noted based on gender, age, marital status, educational attainment, occupation, and income level.

Pangsakunyanon (2018) examined the political engagement of undergraduate students at Rajabhat Maha Sarakham University. Political participation overall was at a moderate level, showing a reasonable level of engagement in exercising voting rights and exchange of information, along with minimal engagement in demonstrating political interest, electoral campaigning, as well as political engagement. Notable variations in political engagement were observed according to gender,

department, and year of study. The research recommended encouraging democratic engagement among students by participating in political campaigns, utilizing their voting rights, and offering political knowledge.

5. Research Methodology

1. Research design

In this research, the research team used a quantitative research design using a questionnaire to collect data to obtain information about the “Political participation of people in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province”. The research team selected 158 people as a sample to respond to the questionnaire.

2. Population and sample.

2.1 Population: People living in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, totalling 344 people, in 4 households.

2.2 Sample: People who are eligible to vote, aged 18 years and over, totalling 282 people out of a total population of 344 people, obtained by calculating according to Yamane’s formula (Yamane, 1967) and multi-stage sampling to obtain a sample size that is proportional to the proportion. Which uses a 95% confidence level at a significance level of 0.05

2.3 Sampling method

The researchers used the multi-stage sampling method as follows:

Step 1: Divide the population in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, totalling 344 people, into four groups, consisting of:

Group 1, 115 people, resulting in a sample of 62 people; Group 2, 75 people, resulting in a sample of 40 people; Group 3, 120 people, resulting in a sample of 65 people; Group 4, 34 people, resulting in a sample of 68 people.

Step 2: A random sampling method was used to determine the sample size by considering the population to obtain distributed data about the population proportion. Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, was used as the sampling area in proportion using the formula

3. Data collection

In this research, the research team collected data from the questionnaires according to the following steps:

3.1 Prepare a letter requesting permission to collect data from the Faculty of Humanities and Social Sciences, Surin Rajabhat University, to request permission from the village headman of Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, to ask for permission to answer the questionnaire from the sample group of people in Nong Wa Village, Narung Subdistrict, Sikhio District, Surin Province.

3.2 Prepare the questionnaires in sufficient quantities for the sample group to be collected. Then, submit the questionnaires and the letter requesting permission to collect data to request permission to collect data, along with explaining the details of the research study and the procedures to use the questionnaires to collect data to the required number.

3.3 Take the questionnaires to collect data from the sample group. The research team went down to collect the questionnaires themselves.

4.4 For data collection, the research team had the respondents return all the questionnaires and check their accuracy and completeness. If they were incomplete, they discarded the questionnaires and collected new data until they were complete. Then, they began analyzing the data according to the research methodology chosen for this time.

4. Data Analysis

In the research data analysis, the results collected from the questionnaires were recorded in a computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research. The researcher followed the following steps:

4.1 Return the questionnaires to check their completeness.

4.2 Record the data results into the computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research to find statistical values.

4.3 Present the results of the data analysis in the form of a table showing the analysis results with interpretation by descriptive methods according to the statistical values of each data table.

6. Results

1. The results of the study of the general personal data of the respondents are as follows: The sample population of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, most of whom answered the questionnaire were female, 103 people, or 55.7 percent. Most were aged 18-30, 47 people, or 25.4 percent. Most had a secondary education level of 1-6/vocational certificate, 81 people, or 43.8 percent. Most were general labourers, 106 people, or 57.3 per cent. Most had an average monthly income of 10,001-15,000 baht, 63 people, or 34.1 percent, respectively.

Table 1. Mean and standard deviation of the level of political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province

Political participation of the people	\bar{x}	S.D.	Results	No.
In terms of expressing interest in politics	3.06	0.494	Moderate	3
In terms of exercising the right to vote	4.77	0.493	Very high	1
In terms of providing information and receiving political news	3.95	0.445	High	2
Overview	3.93	0.275	High	

From Table 1, The study's results on the level of political participation of the people showed their opinions on the level of participation of the people in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province. Overall, the average value was high ($\bar{x} = 3.93$, $SD = 0.275$). When considering each aspect, it was found that the level of political interest in the evaluation was the highest level, with an average value at a high level ($\bar{x} = 4.77$, $SD = 0.493$). Next, providing information and receiving political news had an average value at a high level ($\bar{x} = 3.95$, $SD = 0.445$), respectively. Finally, political interest had an average value at a moderate level ($\bar{x} = 3.06$, $SD = 0.494$).

2. Summary of the overall results of the comparison of political participation of the people in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province

Table 2. Summarizes the overall results of the comparison of the level of political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhioraphum District, Surin Province

Hypothesis	Independent variable	Test Value	Sig.	Result	
				Accept	Reject
1	Gender	t - test	-0.039	-	✓
2	Age	F - test	0.860	-	✓
3	Education level	F - test	0.426	-	✓
4	Occupation	F - test	0.339	-	✓
5	Average monthly income	F - test	0.113	-	✓

* statistical significance at 0.05.

From Table 2., it can be concluded that:

2.1 People of different genders have a level of career development in political participation of people in Nong Wa Village, Narung Subdistrict, Sikhio District, Surin Province, which is not different overall. Therefore, the hypothesis is rejected.

2.2 People of different ages have a level of political participation in Nong Wa Village, Narung Subdistrict, Sikhio District, Surin Province, which is not different overall. Therefore, the hypothesis is rejected.

2.3 People with different education levels participate in politics in Nong Wa Village, Narung Subdistrict, Sikhio District, and Surin Province, which is not different overall. Therefore, the hypothesis is rejected.

2.4 People with different occupations have different levels of political participation in Nong Wa Village, Narung Subdistrict, Sikhio District, Surin Province, which is not different overall. Therefore, the hypothesis is rejected.

2.5 People with different average monthly incomes have a level of political participation of people in Nong Wa Village, Narung Subdistrict, Sikhio District, Surin Province, which is not different overall. Therefore, the hypothesis is rejected.

3. Guidelines for the development of political participation of people in Nong Wa Village, Narung Subdistrict, Sikhio District Surin Province, separated by each aspect, found that:

3.1 Guidelines for developing political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, in terms of expressing interest in politics. When considering each item, it was found that the suggestion for expressing political interest, the item with the highest level, was that the government should come in to promote and develop various issues that the people wanted, 40.0 percent. Next was that the village community should develop and progress to be a good leader for the people, 30.0 percent, respectively. Finally, the current political participation is good, with a large number of people interested, 30.0 percent.

3.2 Guidelines for developing political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, in terms of exercising the right to vote. When considering each item, it was found that the suggestion for exercising the right to vote, with the highest level, was that the rights and voices of the people in the election should be the main principle, 40.0 percent. The next was that there was an expression Support the political party you like and go out to vote every time (30.0 percent), respectively. Finally, choose someone capable of governing the country (20.0 percent). 3.3 Guidelines for developing people's political participation in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, regarding voting rights. When considering each item, it was found that the suggestion regarding providing information and receiving political news, the item with the highest level was wanting the media to be more open and comprehensive with news (40.0 percent), followed by wanting media that would make people more politically aware (30.0 percent), respectively—finally, wanting the campaign vehicles of election candidates to reach the community more (30.0 percent).

7. Conclusion

The results of the comparison of the level of political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, classified by personal factors found that:

1. The sample population with different genders had a level of political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province in all 3 aspects. Overall, the overall picture was not different. Therefore, the hypothesis was rejected. This may be because at present, Thailand allows freedom of political participation to all genders. Both men and women have the right to participate in politics. Therefore, the political participation of each gender is not different. Which is consistent with the study results of Yodkeeree (2021) on the political participation of the people in local development, Mueang Chiang Mai District, Chiang Mai Province, which found that the political participation of the people in Bang Khonthi District, Samut Songkhram Province, classified by gender, was not different in political participation. And the study results of Sengking (2017) on the local political participation of the people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, found that the local political participation of the people in Nong Mai Daeng Subdistrict Municipality, classified by gender, people in Nong Mai Daeng Subdistrict Municipality with different genders had no different local political participation. And the study results of Chamnankar et al. (2023) on the political participation of people in the municipality of Ban Ped Subdistrict, Mueang District, Khon Kaen Province, classified by personal data factors, found that different genders had no different overall political participation.

2. The sample population of different ages had different levels of political participation of people in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province. Overall, the hypothesis was accepted with statistical significance at 0.05. This may be because each age group has different access to political media on social media. For example, people aged 50 and over usually do not have access to political media on social media, but people aged 18-49 can access, follow news, and express political opinions on social media. Therefore, political participation in each age group is different.

And the study results of Sengking (2017) on the participation of people in local political media in the municipality. Nong Mai Daeng Subdistrict, Mueang District, Chonburi Province found that the local political participation of people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, classified by different ages, had significantly different political participation at a statistical level of 0.05. Chamnankar et al. (2023) on the political participation of people in Ban Ped Municipality, Mueang District, Khon Kaen Province, found that the political participation of people in Ban Ped Municipality, Mueang District, Khon Kaen Province, classified by personal data factors, found that different ages had significantly different overall political participation at a statistical level of 0.05.

3. The sample population with different education levels had different levels of political participation of people in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province. Overall, the hypothesis was not different. Therefore, the hypothesis was rejected. This may be because Thai society does not set a framework for people who graduated from primary and lower secondary schools to be prohibited from participating in politics. Therefore, no matter what level of education they graduated from, they can participate in politics equally with people who graduated from higher levels. Therefore, the political participation of people who graduated from each level of education is not different. This is consistent with the study results of Sengking (2017) on the local political participation of people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, which found that the local political participation of people in Nong Mai Daeng Subdistrict Municipality, classified by education level, showed that people in Nong Mai Daeng Subdistrict Municipality with different education levels had no difference in local political participation.

4. The sample population with different occupations had no difference in the overall political participation level of people in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province. Therefore, the hypothesis was rejected. This may be because occupation does not affect political participation. No matter what occupation you have, you have the right to participate in politics. Therefore, the political participation of each occupation is not different. This is consistent with the study results of Chantana et al. (2021) on the political participation of people in Preng Subdistrict, Bang Bo District, Samut Prakan Province, which found that the political participation of people in Preng Subdistrict, Bang Bo District, Samut Prakan Province, classified by different occupations, showed different political participation. Boonmueang & Ratchatapibhunphob (2021) on the political participation of people in Sai Ma Subdistrict Municipality, Mu Boonmueang eang Nonthaburi District, Nonthaburi Province, found that people with different occupations had no difference in overall political participation.

5. The sample population with different average monthly incomes had different levels of political participation of the people in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province. Overall, the hypothesis was accepted with statistical significance at the 0.05 level. This may be because most people with high incomes tend to work in companies or factories, so they rarely follow political news. Most people with uncertain incomes tend to be farmers, so they have free time to follow political news and participate in politics. Therefore, political participation classified by average monthly income has different political participation, which is consistent with the study results of Yodkeeree (2021) on political participation of the people in local development in Mueang Chiang Mai District, Chiang Mai Province, which found that political participation of the people in local development in Lak Hok Subdistrict Municipality, classified by average monthly income, had statistically significant differences at the 0.05 level. The study results of Chitrayon (2022) on the political participation of the people in Na Phra That Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province, found that political participation of the people in Na Phra That Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province, classified by average monthly income was different. There was a statistically significant difference in political participation at the 0.05 level. The results of the study by Sengking (2017) on the local political participation of people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, found that the local political participation of people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, classified according to different average monthly incomes, had a statistically significant difference in political participation at the 0.05 level.

8. Discussion

From the study of the political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, the study can be discussed as follows:

The level of political participation of the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, overall, has an average value at a high level. This may be because the people are interested in politics, follow political news in Thailand, and exercise their right to vote every time there is an election, which is consistent with the study results of Sengking (2017) on the local political participation of the people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, which found that the local political participation of the people in Nong Mai Daeng Subdistrict Municipality, Mueang District, Chonburi Province, overall and in all aspects, was at a high level. The study results of Yodkeeree (2021) on the political participation of the people in local development, Mueang Chiang Mai District, Chiang Mai Province, found that the political participation of the people in local development, Mueang Chiang Mai District, Chiang Mai Province Overall, it is at a high level. Pimsri (2019) on the political participation of people in Rongkham Subdistrict Municipality, Rongkham District, Kalasin Province found that overall is at a maximum level.

Guidelines for developing political participation of people in Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, separated by each aspect, found that in terms of expressing interest in politics, 40.0 percent of the sample group of people suggested that political news should be distributed to people to be more aware and that news should be followed from reliable sources in order to make decisions with political information. The distributed news can use social media for political communication consistently with research Hongsoong et al. (2023) that people can communicate with each other easily and quickly, which also results in more people participating in politics. Regarding exercising the right to vote, 40.0 percent of the sample group suggested that people should participate in selecting or selecting good leaders to develop the country. Finally, regarding providing and receiving political information, 40.0 percent of the sample group suggested that people should be given more precise and accurate information. This may be because political participation is not only a right of the people but is also an important mechanism in developing democracy and social justice. Therefore, promoting and supporting participation is essential to creating a strong and sustainable society.

9. Recommendation

1. Suggestions for applying the research results

1.1 The study also found that the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, had the highest level of political participation in exercising their right to vote. The level of providing political information and news was high, and the level of expressing interest in politics was moderate. Therefore, the government should encourage the people to participate in politics by expressing their interest in politics even more to increase their interest in politics.

1.2 The study found that the people of Ban Nong Wa, Narung Subdistrict, Sikhio District, Surin Province, were quite interested in participating in politics in terms of expressing interest in politics, exercising their right to vote, and finally, providing information and receiving political information. Therefore, the government should take care of and support and encourage the people to study and become more aware of the country's politics to learn and develop the country. Public sector administration should be transparent, efficient, and effective in its work. These practices will help strengthen the democratic system and develop the people's quality of life sustainably.

2. Suggestions for future research

2.1 Village data should be studied to facilitate fieldwork.

There should be coordination between community leaders and research teams regarding complete and comprehensive documents and information for the public in the area to be ready for fieldwork to collect images and data for research.

2.2 There should be coordination between community leaders and research teams regarding complete and comprehensive documents and information for the public in the area to be ready for fieldwork to collect images and data for research.

2.3 Organizational attire, travel during fieldwork, and routes for surveying data should be organized. Set important positions for fieldwork.

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Public Political Participation in the Election of the President of the Surin Provincial Administrative Organization, Ban Takuan, Lumravee Subdistrict, Chom Phra District, Surin Province

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Received: 30 May 2024;
Revised: 25 June 2024;
Accepted: 29 June 2024;

Keywords:

Public Political
Participation;
Election;
Provincial
Administrative
Organization;

Abstract

Introduction: This research aimed to 1) study the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, 2) compare the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, and 3) present the guidelines for developing the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province.

Methodology: The research used a quantitative research method. The sample group consisted of 280 people from Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, selected using the multi-stage sampling method. A questionnaire was used to collect data, with a reliability value of 0.860 for the entire questionnaire. The statistics used for analysis included frequency, percentage, mean and standard deviation, t-test, and One-way ANOVA. In the case of statistically significant differences, Fisher's pairwise test was used, and the statistical significance was at the .05 level.

Results: The research found that 1. The overall political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, was at a high level. 2. The results of the comparison of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, classified by personal factors, found that the sample population with different genders, ages, education levels, occupations, and incomes had no other levels of political participation. Therefore, the hypothesis was rejected. 3. Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, separated by each aspect, found that in terms of voting rights, 50.0 percent of the sample group suggested that people with knowledge and ability should be elected to govern the country. In terms of monitoring the work, 57.1 percent of the sample group suggested that training or activities should be organized to provide knowledge about the right to monitor the work of the government and how to use the available tools. In terms of following political news, 35.7 percent of the sample

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group suggested that training or activities should be organized to provide knowledge about distinguishing real and fake news. Finally, in terms of expressing interest in politics, 50.0 percent of the sample group suggested that social media that people are interested in, such as TikTok or Facebook, should be used to stimulate interest in politics.

1. Introduction

The democratic regime with the King as Head of State of Thailand emphasizes public participation in political processes at all levels, especially elections, which are an essential mechanism by which the public can express their needs and exercise their power in selecting representatives to manage public affairs at both the national and local levels. The Constitution of the Kingdom of Thailand B.E. 2560 clearly states the rights and duties of the public in participating in politics, including voting (The Constitution of the Kingdom of Thailand, B.E. 2560., 2017). Therefore, the election of provincial administrative organization (PAO) executives is an election of local executives that is important for policy-making and management of various activities at the provincial level. Public participation in the election of the PAO president is, therefore, an essential part of developing democracy at the local level and is a way for the public to effectively monitor and control the exercise of power by local executives (Local Council Member or Local Executive Election Act., 2019).

From the review of literature related to political participation, it was found that there was a study on people's political participation in the Mae Puem Subdistrict, Muang Phayao District, Phayao Province, has studied four aspects in total: 1) the election aspect, 2) being a community player, 3) contacting the government, and 4) being a political reporter (Tuntala, 2023). Therefore, the research team has synthesised it into a framework of study in 4 issues: 1) exercising the right to vote, 2) monitoring work, 3) following political news, and 4) expressing political interest. In addition, Peakoonnang & Srisorn (2022) found that the involvement of citizens in electing the president and members of the provincial administrative organisation council includes 1. The people need to be aware of election information, 2. The people have experience with voting rights, and 3. The people must understand knowledge and comprehension of the election. Moreover, Khotwong et al. (2022) found that The selection of the leader of the Subdistrict Administrative Organization necessitates enhancing communication to build political appeal. Candidates should articulate a distinct vision to qualify as a professional development manager with expertise in managing local administrative organizations. They ought to be committed politicians aimed at offering solutions to the issues faced by the populace, steering clear of assaults on rivals, and outlining clear, implementable policies. Furthermore, they must create content and presentation techniques across different media, making sure they are engaging and of excellent quality, to strengthen their position.

In addition, Takuan Village, Lum Rawi Subdistrict, Chom Phra District, Surin Province, is where most people follow political news via television and social media and exercise their right to vote every time there is an election at every level. However, they rarely gather to express their political opinions or join the campaign to exercise their right to vote because the people in the village usually spend their free time farming, raising cows and buffaloes, and relaxing. Some people are very private and do not like gathering with others. The people of Takuan Village, Lum Rawi Subdistrict, Chom Phra District, Surin Province should be encouraged to participate in politics, such as activities that the people in the village are interested in, along with having each person give suggestions for developing the village and the country so that the community leaders will know the opinions of the people and use them to develop the community to be more progressive.

Therefore, the research on the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, aims to develop the participation of the people in the election to sustainable practice. For these reasons, it is important to study the potential to promote political participation in the election of the people. The community allows the people who have the right to vote to choose the mayor of Surin Provincial Administrative Organization and express their opinions on the policies of the candidates, including campaigning for the people who have the right to vote to exercise their rights to choose good people with quality to develop the province to be prosperous forever.

2. Research Objectives

1. To study the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province.

2. To compare the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, classified by personal factors.

3. To present guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province.

3. Conceptual Framework

From the review of literature, concepts, theories and related research, the conceptual framework for the research as follows:

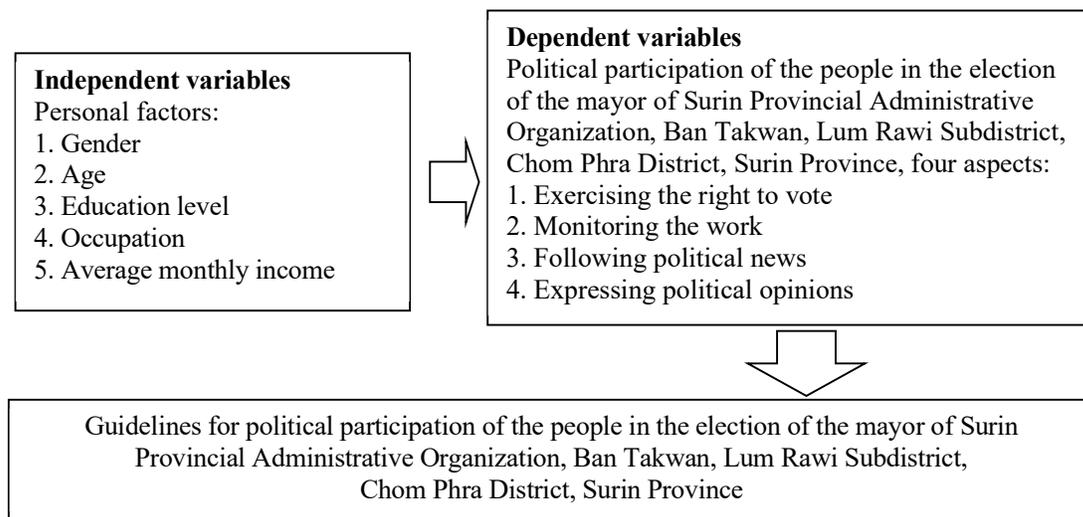


Figure 1. Conceptual Framework

4. Literature Review

Khotwong et al. (2022) conducted a study on “Communications to Build Political Popularity for a Candidate to the Position of Chairman of Dong Chon Sub-district Administrative Organization, Sakon Nakhon Province” and found that the communication process included (a) credible individuals and ideological leaders as message senders, (b) messages primarily focused on the candidate’s principles, background, leadership skills, plans for local development, and management approach, (c) a variety of communication channels such as personal media, print media, signage, websites, and online platforms, (d) message receivers were individuals capable of influencing voting decisions, and (e) the intended outcomes of communication were to establish a positive image for the candidate, gain people's trust, ensure agreement with his principles, ideas, vision, and local development plans, while target groups would collaborate as a network to bolster his campaign

Tuntala (2023) conducted a study on “Political Participation of People in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province” and found that the overall level of political participation of people in Mae Pum Subdistrict in all four aspects had a very high level of satisfaction (mean = 4.41). When considering each element separately, it was found that the aspect of community role had the highest (mean = 4.45), followed by the aspect of contact with government (mean = 4.42), and the aspect of election had the lowest (mean = 4.36). In addition, the results of comparing people's political participation by gender, age, education, and occupation did not show any significant differences. Therefore, the hypotheses set for all 4 factors for the application of the seven principles of

impermanence to political participation of the people in Mae Pum Subdistrict were rejected, which consisted of (1) regular meetings and discussions, (2) promotion of cooperation and punctuality, (3) not setting rules according to the needs of a single person, (4) giving importance to suggestions from adults, (5) giving opportunities for women to participate in the development of the organization with potential, (6) preserving and continuing traditions and culture, and (7) using religious principles to promote morality and to teach goodness to society.

5. Research Methodology

1. Research design

In this research, the research team used a quantitative research model by using a questionnaire to collect data to obtain information about the “Political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province.” The research team selected a sample group of people to respond to the questionnaire this time, totalling 280 people.

The instruments used in this research were a 5-level rating scale questionnaire, which was created according to the objectives and conceptual framework of the study, which was set on political participation towards political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, namely, a questionnaire created by the research team to study the political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, divided into 3 sections, consisting of: Section 1 General information of the respondents, 5 items, consisting of gender, age, education level, occupation, average monthly income Section 2 Level of political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, a 5-level rating scale questionnaire, 36 items, and Section 3 Suggestions on political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, 4 items.

2. Population and sample

2.1 Population: People living in Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, totalling 936 people

2.2 Sample group: People with the right to vote, aged 18 years and over, totalling 280 people from the total population of 936 people, obtained by calculating according to Yamane's formula (Yamane, 1967) and multi-stage sampling to get a sample size that is proportional to the size, using a 95% confidence level at a significance level of 0.05.

2.3 Sampling method

The researchers used the Multi-Stage Sampling method as follows:

Step 1: The population in Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, totalling 936 people, was divided into seven groups: Group 1, 104 people; Group 2, 98 people; Group 3, 124 people; Group 4, 144 people; Group 5, 128 people; Group 6, 175 people; and Group 7, 163 people.

Step 2: Then, the random sampling method was used by determining the sample size as a proportion, considering the population size, to obtain data that was distributed about the population proportion, using Group 1 from Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province. Details are as follows: Plan 1, population 104, sample 32; Plan 2, population 98, sample 29 Plan 3, population 124, sample 37; Plan 4, population 144, sample 43 Plan 5, population 128, sample 38; Plan 6, population 175, sample 52 Plan 7, population 163, sample 49

3. Data collection

In this research, the research team collected data from the questionnaires according to the following steps:

3.1 Prepare a request letter for data collection from the Faculty of Humanities and Social Sciences, Surin Rajabhat University, to request permission from the village headman of Takuan, Lumrawi Subdistrict, Chom Phra District, Surin Province, to ask for permission to answer the

questionnaire from the sample group of people in Takuan, Lumrawi Subdistrict, Chom Phra District, Surin Province.

3.2 Prepare the questionnaires sufficiently for the sample group to be collected. Then, submit the questionnaires and the request letter for data collection to request permission to collect data, along with explaining the details of the research study and the procedures for using the questionnaires to collect data to the required number.

3.3 Collect the questionnaires from the sample group by the research team themselves.

3.4 For data collection, the research team has the respondents return all the questionnaires and check their accuracy and completeness. If incomplete, remove the questionnaires and collect new data until complete. Then, the data will be analyzed according to the research methodology chosen.

4. Data analysis and statistics used in data analysis

4.1 Data analysis

In analyzing research data, the results collected from the questionnaires were recorded in a computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research. The researchers followed the following steps:

1) Return the questionnaires to check their completeness.

2) Record the data results into the computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research to find statistical values.

3) Present the results of the data analysis in a table, showing the results with descriptive methods and interpretation according to the statistical values of each data table.

4.2 Statistics used in data analysis

The researchers used a ready-made statistical program for social science research to present the data and use the statistical values to analyze the data.

6. Results

1. The results of the study of the general personal data of the respondents are as follows: The sample population of Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, most of whom responded to the questionnaire were female, 155 people, or 55.4 percent. Most were 60 or older, 107 people, or 38.2 percent. Most had primary education level 4-6, 197 people, or 70.4 percent. Most of them were farmers, 179 people, or 63.9 percent. Most had an average monthly income of less than 5,000 baht, 189 people, or 67.5 percent, respectively.

Table 1. Mean and standard deviation of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, according to the four aspects of political participation. Each aspect classifies the overall picture.

Political participation of the people	\bar{x}	S.D.	Results	No.
In terms of voting rights	4.86	0.295	Very High	4
In terms of monitoring work	3.37	0.520	Moderately	1
In terms of providing information and receiving political news	3.76	0.524	High	2
In terms of expressing interest in politics	4.07	0.581	High	3
Overview	4.01	0.310	High	

From Table 1., The results of the study on the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, overall, the average value was at a high level (\bar{x} = 4.01, S.D. = 0.310). When considering each aspect, it was found that the average value was at the highest level in 1 aspect, the average value was at a high level in 2 aspects, and the average value was at a moderate level in 1 aspect. The average values, ranked from highest to lowest, were as follows: exercising the right to vote (\bar{x} = 4.86, S.D. = 0.295), expressing political interest (\bar{x} = 4.07, S.D. =

0.581), providing and receiving political information ($\bar{x} = 3.76$, S.D. = 0.524), and monitoring work ($\bar{x} = 3.37$, S.D. = 0.520).

2. Summary of the overall results of the comparison of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict Chom Phra District, Surin Province.

Table 2. Summary of the overall results of the comparison of the level of political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province

Hypothesis	Independent variable	Test Value	Sig.	Result	
				Accept	Reject
1	Gender	t - test	0.262	-	√
2	Age	F - test	0.255	-	√
3	Education level	F - test	0.772	-	√
4	Occupation	F - test	0.068	-	√
5	Average monthly income	F - test	0.442	-	√

From Table 2., The results of the comparison of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, classified by personal factors, found that the sample population with different genders, ages, education levels, occupations, and incomes had no other levels of political participation. Therefore, the hypothesis was rejected.

3. Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, separated by each aspect, found that:

3.1 Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, in terms of voting rights. When considering each item, it was found that the suggestion for voting rights, with the highest level, was that people with knowledge and ability should be elected to govern the country, at 50.0 percent, followed by organizing knowledge-providing activities in the community. Or schools about the rights and duties of citizens in the election, 35.7 percent, respectively. Finally, it should support the development of an electronic election system to increase convenience for the people by 14.3 per cent.

3.2 Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, in terms of monitoring the work. When considering each item, it was found that the suggestion for tracking the work, the item with the highest level, was that training or activities should be organized to provide knowledge about the right to monitor the work of the government and how to use the available tools, 57.1 per cent. The next was that the public should be encouraged to participate in monitoring the work of government agencies 28.6 percent, respectively. And finally, values should be created that enable government officials to adhere to transparency and responsibility towards the people, 14.3 percent.

3.3 Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, in terms of following political news. When considering each item, it was found that the suggestion for following political news The most popular suggestion was that training or activities should be organized to provide knowledge on distinguishing between real and fake news (35.7 percent), followed by encouraging people to follow political news as part of their daily routine (35.7 percent). Finally, news content should be created that explains complex political issues in a format that is easy for the general public to understand (28.6 percent). 3.4 Guidelines for developing political participation among people in the election of the mayor of Surin Provincial Administrative Organization, Ban Tak Wan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, in terms of expressing political interest. When considering each item, it was found that the

suggestion for expressing political interest, the most popular suggestion was that social media that people are interested in, such as TikTok or Facebook, should be used to stimulate political interest (50.0 percent), followed by giving opportunities to the new generation to express political expression (28.6 percent) clearly, and finally, activities should be organized between different groups to create cooperation in expressing political expression (21.4 percent).

7. Conclusion

1. The overall political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, was at a high level.

2. The results of the comparison of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, classified by personal factors, found that the different genders, ages, education, occupations, and average monthly incomes had different levels of political participation of people in the election of the president of Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province. Overall, the hypothesis was not different. Therefore, the hypothesis was rejected.

3. The guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, separated by each aspect, found that in terms of voting rights, the people with knowledge and ability should be elected to govern the country. In terms of monitoring the work, the training or activities should be organized to provide knowledge about the right to monitor the work of the government and how to use the available tools. In terms of following political news, training or activities should be organized to provide knowledge about distinguishing real and fake news. Finally, in terms of expressing interest in politics, the social media that people are interested in, such as TikTok or Facebook, should be used to stimulate interest in politics.

8. Discussion

From the study of the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, the study can be discussed as follows:

1. The level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, overall, has a high average value. This may be because the people are interested in politics, follow political news in Thailand, and exercise their right to vote every time there is an election, which is consistent with Tuntala (2023) on the political participation of the people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, found that the political participation of the people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, overall, was at a high level. And the study results the study results of Punyapratyusha (2021) on the political participation of people in Constituency 9 Lak Si - Chatuchak found that the overall political participation of people in Constituency 9 Lak Si - Chatuchak was at a high level.

2. The comparison of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province.

2.1 Genders factor: This may be because Thailand currently allows freedom of political participation to all genders. Whether male or female, they have the right to participate in politics. Therefore, the political participation of each gender is not different. Which is consistent with the study results of Jayamedhi et al. (2021) on the political participation of the people in local government in Thepsathit District, Chaiyaphum Province, found that the political participation of the people in local government in Thepsathit District, Chaiyaphum Province, classified by gender, was different. There was no difference in political participation.

2.2 Ages factor: This may be because each age group has different access to political media on social media. For example, people aged 50 and over usually do not have access to political

media, but people aged 18–49 can access, follow news, and express political opinions on social media. Therefore, political participation in each age group is different. However, this is inconsistent with Peakoonnang & Srisorn (2022), who found that the different ages affected different opinions of political participation of the people in the election of chief executive and members of the provincial administrative organization.

2.3 Education factor: This may be because Thai society does not set a framework for those who graduated from primary and secondary schools to not participate in politics. Therefore, no matter what level of education they graduated from, they can participate in politics equally with those who graduated from higher levels. Therefore, the political participation of people who graduated from each level of education is not different. This is consistent with the study results of Tuntala (2023) on the political participation of people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, which found that the political participation of people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, classified by education level, people in Mae Pum Subdistrict Municipality with different education levels had no different political participation. The study results of Punyapratyusha (2021) on the political participation of people in Constituency 9, Lak Si - Chatuchak, found that the overall level was no different.

2.4 Occupations factor: This may be because occupation does not affect political participation. No matter the occupation, they have the right to participate in politics. Therefore, the political participation of each occupation is not different. This is consistent with the study results of Tuntala (2023) on the political participation of people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, which found that the political participation of people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, classified by different occupations, had no different political participation. The study results of Punyapratyusha (2021) on the political participation of people in Constituency 9, Lak Si - Chatuchak, found that the overall level was no different.

2.5 Average monthly incomes: This may be because people with high incomes tend to work for companies or factories, which makes them less likely to follow political news. Most people with uncertain incomes are farmers, giving them free time to follow political news and participate in politics. Therefore, political participation classified by average monthly income is different. Political participation classified by average monthly income differs at a statistically significant level of 0.05.

3. Guidelines for developing political participation of people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, separated by each aspect, found that in terms of exercising the right to vote, 50.0 percent of the sample group suggested that people with knowledge and ability should be elected to govern the country. In terms of monitoring the work, 57.1 percent of the sample group suggested that training or activities should be organized to provide knowledge about the right to monitor the work of the government and how to use the available tools. Regarding following political news, 35.7 percent of the sample group suggested that training or activities should be organized to provide knowledge about distinguishing between real and fake news. Finally, in terms of expressing interest in politics, 50.0 percent of the sample group suggested that social media that people are interested in, such as TikTok or Facebook, should be used to stimulate political interest. This may be because political participation is not only a right of citizens but also an essential mechanism for developing democracy and social justice. Therefore, promoting and supporting participation is necessary to create a strong and sustainable society. It's consistent with Khotwong et al. (2022) found that the online media campaign for election advertising can be regarded as fairly successful. This results from the offering of clear content, regular updates, and prompt information sharing. Moreover, content is shared via social groups in online communities by tagging the candidate's team members in the posts, enabling friends of these individuals to view and follow the candidate's Facebook account. This is an alternative way to boost the follower count

9. Recommendation

1. Suggestions for applying the research results

1.1 The study also found that the people of Ban Takuan, Lumrawi Subdistrict, Chom Phra District, Surin Province, had the highest political participation in exercising their right to vote. They

[39]

had a high level of interest in politics, followed political news at a moderate level, and monitored work performance at a low level. Therefore, the government should support and encourage the people to participate in politics by following political news and monitoring work performance more.

1.2 The study found that the people of Ban Takuan, Lumrawi Subdistrict, Chom Phra District, Surin Province, were quite interested in participating in politics in terms of exercising their right to vote, expressing interest in politics, following political news, and finally, monitoring work performance. Therefore, the government should support and encourage the people more than before to develop the country according to the principles of good governance in public administration to be transparent, efficient, and effective in work performance, which is in line with the principles of democracy with the King as Head of State of Thailand.

2. Suggestions for future research

2.1 The village information book should be organised entirely to facilitate contact and coordination and provide correct and accurate information.

2.2 There should be encouragement to know how to use social media. To make it easier to follow city news correctly and more safely

2.3 New technologies or methods should be used to help collect data quickly and conveniently and save paper to create more accuracy.

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Public Participation in Enhancing the Police Station for the People at Surin Provincial Police Station, Mueang Surin District, Surin Province

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Received: 28 May 2024;

Revised: 27 June 2024;

Accepted: 29 June 2024;

Keywords:

Public Participation;
Enhancing Police
Station for People;
Surin Provincial Police
Station;

Abstract

Introduction: This research aims to 1) study the level of public participation in the enhancement of the police station for the people at Surin Provincial Police Station, Mueang Surin District, Surin Province.

Methodology: The research employs a quantitative research design, using a questionnaire created by the researchers to study the level of public participation in five areas: 1) Behavior of police officers, 2) Performance in providing public services related to documentation, 3) Performance in providing public services related to evidence 4) Performance in providing public services related to criminal cases 5) Performance in providing public services related to traffic. A sample of 342 individuals was surveyed and selected from a total population of 2,316 service users. The questionnaire included both closed and open-ended questions. The researchers analyzed the collected data by calculating the mean, percentage, and standard deviation.

Results: The results indicated that the level of public participation in enhancing the police station for the people at Surin Provincial Police Station, Mueang Surin District, Surin Province, was moderate. On average, public participation in the project was rated moderately. When analyzed by area, it was found that the public's participation regarding the behaviour of police officers was rated high, the performance in the documentation was rated high, the performance regarding evidence was rated high. In contrast, the performance in criminal cases was rated moderate, and the performance in traffic services was rated high. Overall, the average level of participation was moderate. Based on the findings, the researchers propose guidelines for enhancing public participation in the implementation of the Police Station for the People project at Surin Provincial Police Station, emphasizing the involvement and promotion of public participation to raise awareness of the public's role in the project, ensuring its effective implementation and maximizing its benefits.

1. Introduction

Police stations are the “strategic points” of the Royal Thai Police, which must be in close contact with and provide services directly to the people in the area. The success or failure of the police mission will depend mainly on the performance of the police officers at the police station level. Police stations are the “strategic points” of the Royal Thai Police. Suppose the police station can enforce the law, administer justice, and serve the people as “guardians of the peace” per the principles of good governance. In that case, the people will be safe in life and property, satisfied with and confident in the police's performance of their duties, and have confidence in the justice process of Thailand. The Royal Thai Police realizes the importance of police stations and has therefore determined to implement the Police Station for the People Development Project (Police Station for the People Project) continuously since the time of the Royal Thai Police Department for 20 years. The police are

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a profession with honour and dignity, ranks, and are accepted by people in society as a profession with stability for the future. Investigation work is another job of the police, whose duty is to investigate in the investigator position. Being an investigator according to the Code of Criminal Procedure, Section 2(6) defines an investigator as an official whom the law has the power and duty to investigate, which is an essential mission in seeking the facts in a case to prove the innocence of the accused and to track down the perpetrators and punish them according to the law. It is an essential duty to provide justice in society. Therefore, investigators consider it a duty to serve the public by alleviating suffering and creating satisfaction for the public from the past work of police officers. As for investigators, there are many problems and obstacles. The most important is that there are fewer investigators than the overwhelming workload. The case file must often be prepared carelessly because of time constraints.

From the review of literature related to public participation in implementing the police station found in Nithirakjaroen et al. (2023), the enhancement of operational efficiency at the police station demonstrates that effective cost management can be attained through budget oversight. Utilizing budget resources enhances efficiency, while transparency enables the public to confirm the correctness of management and the utilization of various assets such as procurement, contracting, resource allocation, communication tools, military weapons, and budgetary funds. Regarding participation, citizens in the community have opportunities to reflect, engage, and take responsibility for public activities. Furthermore, the studying of Sricharumedhiyan (2018) found that the satisfaction of the public with the services provided by the police officers at the Ban Lao Police Station in Nong Kung Swarn Sub-district, Kosum Phisai District, Mahasarakham Province, it was found that the area that created the highest satisfaction among the public was the collaboration with the community, which was rated as high. Therefore, cooperation with the public is a factor in creating a good relationship between the public and the police station.

For the reasons above, this research will study public participation in implementing the Police Station for the People project at Surin Provincial Police Station, Mueang Surin District, Surin Province. Intending to study the cooperation of the public that occurs through projects of government agencies, it also reveals transparent operations and fosters excellent public collaboration, resulting in the community's sense of ownership of the area and leading to effective development going forward.

2. Research Objectives

To study the level of public participation in the implementation of the Police Station for the People project, Surin City Police Station, Mueang Surin District, Surin Province

3. Conceptual Framework

From the research reviewing theories and related research, the researcher has summarized the conceptual framework for the research on public participation in implementing the Police Station for the People project, Surin City Police Station, Mueang Surin District, Surin Province. The researcher has defined the conceptual framework for the research as Figure 1.

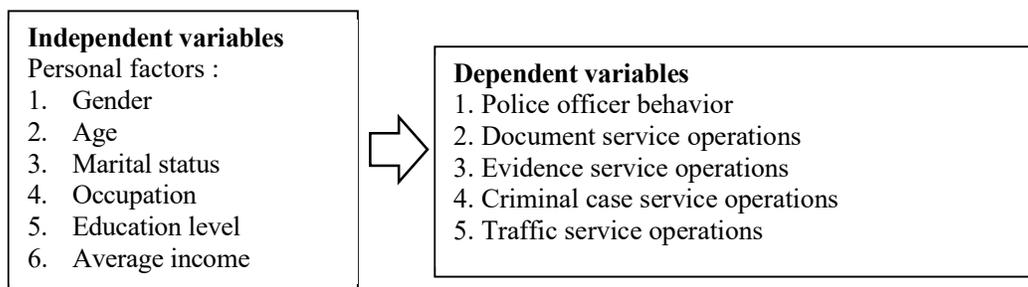


Figure 1. Conceptual Framework

4. Literature Review

This study on citizen involvement in the execution of the “Police Station for the People” initiative at Mueang Surin Police Station, located in Mueang Surin District, Surin Province, has been informed by an examination of pertinent documents and research, as detailed below:

Public participation (Participation) signifies either direct or indirect engagement in any activity. The extent of involvement varies from sharing information with the public, engaging in consultations, and encouraging their participation in activities to enable them to make decisions on particular matters. This guarantees that activities satisfy community members, promote acceptance, and offer leaders a way to inspire and enhance morale (The Constitution of the Kingdom of Thailand, B.E. 2560, 2017).

Ketsin (2018) presented the modern police station project was gathered from 1,475 participants in Bangkok, Chonburi, and Samut Prakan Province. The findings indicated that 19.25% of the participants are police officers, while 80.75% of this group comprises citizens. The 84.41% of the targeted individuals are aware of this project, while 15.59% of the target group remain uninformed. This indicates that the implementation reported for this project has over an 80% perception rate. 35.19% of the targeted individuals have come from Facebook, Line app, websites, and various other online platforms. A total of 26.24% of the target audience has received information from project brochures and posters.

Thongmee et al. (2020) presented that the text outlines the service delivery strategy at police stations involved in the community-oriented police station initiative, transitioning from "guardians" to "service providers," delivering one-stop services to the public. Consequently, in the analysis of public satisfaction regarding the Police Stations Development Project for People: A Case Study of Si Thep Provincial Police Station, Si Thep District, Phetchabun Province, it was discovered that the overall satisfaction level was rated as high. Regarding the methods and practices for service delivery, the general satisfaction was likewise rated highly. Concerning the officers, the general satisfaction was rated as high. Finally, regarding the environment and facilities, the overall satisfaction was also rated highly.

Khruakham & Mangkhalasiri (2020) presented the police in a case study regarding the contemporary police station initiative in Thailand. The findings indicated a notably increased level of public satisfaction with Bangkaew Police Station and Mueang Pattaya Police Station following the project's implementation when compared to the other locations (Bangsoathong Police Station and Banglamung Police Station). In the meantime, public satisfaction with the police at Phasicharoen Police Station post-implementation, while increased, did not show a significant difference compared to the pre-implementation period when compared to Laksong Police Station. It is important to mention that just the general public satisfaction with the police at Bangkaew Police Station achieved the project's objective of 80 percent. Suggestions were provided to enhance police operations regarding service processes, service personnel, and service facilities that had a public satisfaction rate below 80 percent at each police station.

5. Research Methodology

1. Research design

Scope of content This research focuses on studying the participation of the public in the implementation of the police station for the people project, Surin City Police Station, Mueang Surin District, Surin Province, in 5 aspects: 1) Police officer behaviour 2) Documentation work 3) Evidence work 4) Criminal casework and 5) Traffic work.

2. Population and sample.

The population used in this study is those who used the services of Surin City Police Station, Mueang Surin District, Surin Province, from January 2024 to November 2024. There 342 individuals sample who was surveyed and selected from a total population of 2,316 service users.

3. Data collection

Period scope Data were collected from the public who used the services of Surin City Police Station, Mueang Surin District, Surin Province, from January 2024 to November 2024.

Location scope: Surin City Police Station, Mueang Surin District, Surin Province.

6. Results

The researcher used data to analyze the level of participation in the behaviour of police officers in Surin City Police Station, Mueang Surin District, Surin Province by answering the following questions: The researcher used data to analyze the level of participation in public participation under the Police Station for the People Project, Surin City Police Station, Mueang Surin District, Surin Province, according to the results of the analysis of the level of public participation by answering the questionnaire in 5 areas as follows: 1) Police officer behaviour 2) Documentation work 3) Evidence work (Participation of police officers and the public) 4) Criminal casework (Community role in participation with police officers) 5) Traffic work (Role of police and cooperation with the public) as shown in Table 1

Table 1. Mean and standard deviation of the level of participation of people who received services at Surin City Police Station, Mueang Surin District, Surin Province under the Police Station for the People Project according to the conceptual framework of 5 areas, overall classified by area

Public Participation in Implementing the Police Station	\bar{x}	S.D.	Results
1. Police officer behaviour	4.08	0.775	High
2. Documentation work	4.01	0.631	High
3. Evidence work	4.06	0.609	High
4. Criminal casework	3.34	0.629	Moderate
5. Traffic work	4.13	0.809	High
Overview	3.92	0.568	High

From Table 4.2, it was found that the level of public participation under the Police Station for the People Project, Surin City Police Station, Mueang Surin District, Surin Province, had a public participation level. The average value was medium ($\bar{x}=3.92$, S.D. =0.568). The details are as follows: When classified by aspect, it was found that the public participation under the Police Station for the People Project, Surin City Police Station, Mueang Surin District, Surin Province, in terms of police officer behaviour, had an average participation level at a high level ($\bar{x}=4.08$, S.D.=0.775), in terms of document work, had an average participation level at a high level ($\bar{x}=4.01$, S.D. =0.631), in terms of evidence work The mean level of participation was at a high level ($\bar{x}=4.06$, S.D. =0.609), the mean level of the involvement in criminal cases was at a moderate level ($\bar{x}=3.34$, S.D.=0.629), and the mean level of participation in traffic cases was at a high level ($\bar{x}=4.13$, S.D.=0.809). Overall, the mean level of involvement was at a moderate level.

7. Conclusion

Public involvement in the police station for the community initiative, Surin City Police Station, Mueang Surin District, Surin Province. In general, the extent of public participation is at a moderate degree. Public participation at this stage indicates that there has been ongoing encouragement and backing for community engagement in the police station for the People initiative. Nonetheless, there should be encouragement and backing for community involvement to gain knowledge and comprehension and recognize the significance of public participation in the police station for the people initiative even further. Community involvement in police officer conduct is at a positive level.

Law enforcement personnel wear tidy and organized attire. Law enforcement personnel use courteous language suitably when interacting with the public. Law enforcement officers act by the law and use their power within legal boundaries. Law enforcement personnel operate with integrity, transparency, and a strong commitment to serving the community. Police officers who handle complaint reporting possess expertise in offering guidance to those receiving services. Police officers possess knowledge and awareness of the procedures for seeking approval in different situations, including obtaining permission to use voice.

8. Discussion

Regarding the involvement of police officers and the community, public engagement in evidence work is satisfactory. When gathering evidence, police officers do not request property or

additional benefits outside of fees as per government regulations. Law enforcement officials promptly examine the incident location, collect evidence from the scene to utilize for the case, appropriately reference key witnesses/ evidence in the case, apply scientific principles to validate evidence correctly, and swiftly hold the offenders accountable.

Regarding the community's involvement with officers, public participation in criminal cases is satisfactory. The local law enforcement has set up a volunteer policing initiative and involved the community as volunteer officers. The local police value volunteer officers who assist in establishing checkpoints and examining the vicinity. Volunteer police can share information regarding crime prevention, including the reporting of crimes. Volunteer officers can enhance the connection between the community and law enforcement in preventing crime. Establishing a volunteer police initiative fosters empowerment and independence, leading to tranquillity within the community. In consistency with Ketsin (2018), who reported that over 35.19% of the targeted individuals have come from Facebook, Line app, websites, and various other online platforms. Thus, the public benefits from the publicity, and makes the police station more credible and has a better image, and people trust in the service provided by Polisman. In consistency with Pegaree & Thongchan (2017) found that the general level of satisfaction among individuals regarding the services provided by police officers at WapiPathum Police Station was assessed as high. Considering all factors, four aspects received high ratings and are ranked from highest to lowest: service environment, service procedure, service personnel, and information. The service role aspect was evaluated at a moderate level. Moreover, Phuangawat & Lertpongprasert (2022) found that the overall satisfaction with the police station's services was noted to be relatively high; when examining each factor, it was revealed that the highest average pertained to the police officers responsible for service delivery, while the lowest average was related to the service process.

Regarding the traffic police's role in collaboration, public involvement in traffic-related activities is commendable. Traffic police officers are consistently given shifts to monitor the roads for safety. Traffic police agents assist along the pathway. Ongoing training is conducted to educate the public regarding traffic regulations

9. Recommendation

1. Promote opinions and participation: Establish online platforms or social media to allow citizens to easily and conveniently express their views, file complaints, or suggest solutions to various problems, and organize public meetings to enable government representatives and citizens to meet and exchange opinions.
2. Education and knowledge promotion: Promote education and training on citizen participation in decision-making processes and enhance the knowledge and skills necessary for effective participation.
3. Create a listening and response mechanism: Establish a mechanism for listening to citizens' opinions and responding to suggestions quickly and effectively, such as establishing a special agency or committee responsible for evaluating and responding to opinions.
4. Support collaboration between the government and civil society: Promote cooperation between the government and civil society in implementing projects and policies to create meaningful participation.
5. Use of digital technology: To promote citizen participation, such as using mobile applications to collect data and opinions.

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