THE IMPACT OF PUBLIC PARTICIPATION ON THE PERCEPTION OF SERVICE QUALITY IN LOCAL GOVERNMENT IN SOUTHERN THAILAND

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By

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ABSTRAK


Kata Kunci: Partisipasi Awam, Budaya Organisasi, Kualiti Perkhidmatan, Kerajaan Tempatan, Thailand.
ABSTRACT

Local government in Thailand is facing many hindrances in providing service quality to the public. Among the critical factor noted is poor public participation in local government decision-making process. Therefore, this study evaluates the degree of public participation in the decision-making process in local government in Southern Thailand. The impact of public participation on the perception of service quality in local government was also examined. In addition, this study also compares the differences in the perception of service quality between customers and local government officials. Lastly, the differences in customers’ perception of service quality between types of municipality and locations of the municipality is also reviewed. This research employs both quantitative and qualitative methods. The target population consisted of local government officials who were working as administrative officials, and customers who received the services of the local government. More than 600 questionnaires were collected from both customers and officials of over 200 municipalities in Southern Thailand. Twenty officials were interviewed to gather in-depth information. To analyse the data, independent t-test and ANOVA were used to test the differences between the groups while Pearson correlation analysis was used to test the relationship between the independent variables and the dependent variable. Linear regression analysis was used as appropriate statistical tool to test the hypotheses. The results showed that the degree of decision-making participation occurred at a high level in a goal setting process. There was a significant positive impact between public participation and the perception of service quality of the local government officials. In addition, it showed that the gap in the perception of service quality was higher for the customer group compared to that of the local government officials. Moreover, this study revealed that there were significant differences in customers’ perception of service quality between the types of municipality and the locations of the municipality. As such, in order to increase service quality, it is recommended for all types of municipalities to increase efforts to enhance public participation in their decision-making process. This study contributes to the existing body of knowledge by integrating together the public management and the customer–oriented approaches in relation to the perception of service quality, which is based on the marketing approach.

Keywords: Public Participation, Organizational Culture, Service Quality, Local Government, Thailand.
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# TABLE OF CONTENTS

CERTIFICATION OF THESIS WORK.......................................................... i
PERMISSION TO USE............................................................................. iii
ABSTRAK............................................................................................... iv
ABSTRACT............................................................................................... v
ACKNOWLEDGEMENTS........................................................................ vi
TABLE OF CONTENTS........................................................................... vii
LIST OF APPENDICES.......................................................................... xiii
LIST OF TABLES.................................................................................... xiv
LISTS OF FIGURES............................................................................... xvii
LIST OF ABBREVIATIONS..................................................................... xviii

## CHAPTER ONE: INTRODUCTION................................................................. 1

1.1 Introduction......................................................................................... 1
1.2 Background of the Study.................................................................... 4
1.3 Problem Statement............................................................................. 8
1.4 Research Questions........................................................................... 12
1.5 Purpose of the Study.......................................................................... 12
1.6 Research Objectives.......................................................................... 13
1.7 Significance of the Study................................................................. 14
1.8 Scope of the Study............................................................................ 16
1.9 Operational Definitions..................................................................... 16
1.10 Organization of the Study............................................................... 18
1.11 Summary......................................................................................... 19
CHAPTER TWO: LITERATURE REVIEW ................................................................. 20

2.1 Introduction ........................................................................................................ 20

2.2 Democratic Theory ............................................................................................. 20

  2.2.1 Concepts of Participatory Democracy Theory ........................................... 22

  2.2.2 Concepts of Public Participation .................................................................. 24

  2.2.3 Review of the Literature of Public Participation ......................................... 43

2.3 Total Quality Management, Organizational Performance Measurement in Public Sector, and Service Quality ......................................................... 47

  2.3.1 Concepts of Total Quality Management ....................................................... 47

  2.3.2 Organizational Performance Measurement in Public Sector ....................... 50

  2.3.3 Concepts of Service Quality ........................................................................ 52

  2.3.4 Review of the Literature of Service Quality ................................................ 60

2.4 Theories of Organizational Culture ................................................................... 63

  2.4.1 Denison Organizational Culture Survey (DOCS) ........................................ 67

  2.4.2 Review of the Literature of Organizational Culture ..................................... 71

2.5 Local Administration of Thailand ....................................................................... 75

  2.5.1 Municipality Structure ................................................................................ 77

  2.5.2 Roles and Authorities of Local Government Organization ......................... 78

  2.5.3 Problems of Local Administration of Thailand ............................................ 80

2.6 The Conceptual Framework .............................................................................. 81

2.7 Hypotheses .......................................................................................................... 84

  2.7.1 Differences in the Perception of Service Quality .......................................... 84

  2.7.2 The Impact of Public Participation on the Perception of Service Quality .......... 86
2.7.3 Moderating Effect of Organizational Culture ......................... 87

2.8 Summary .................................................................................. 88

CHAPTER THREE: RESEARCH METHODOLOGY .............................. 89

3.1 Introduction .............................................................................. 89
3.2 Purpose of the Study ................................................................. 89
3.3 Research Design ...................................................................... 90
3.4 Population ................................................................................ 92
  3.4.1 Local Government Officials .................................................. 92
  3.4.2 Customers ........................................................................... 94
3.5 Sample Size ............................................................................. 94
  3.5.1 Sampling of Quantitative Research ...................................... 94
  3.5.2 Sampling for Qualitative Research ....................................... 96
3.6 Measurement ............................................................................ 97
  3.6.1 Measuring Public Participation ............................................ 97
  3.6.2 Measuring Service Quality .................................................... 98
  3.6.3 Measuring Organizational Culture ........................................ 100
3.7 Data Collection .......................................................................... 102
  3.7.1 Data Collection Processes ..................................................... 102
3.8 Pilot Study ................................................................................ 104
  3.8.2 Validity and Reliability of the Measurement for
         Qualitative Research .......................................................... 106
3.9 Data Analysis Techniques ........................................................ 107
  3.9.1 Analysis of Quantitative Data .............................................. 107
  3.9.2 Analysis of Qualitative Data ............................................... 107
4.11.1 The Interaction Effect of Organizational Culture Dimension with Public Participation on the Perception of Service Quality ................................................................. 147

4.11.2 The Interacting Effect of Involvement Dimension with Public Participation (PP) on the Perception of Service Quality (SQ) ........................................................................ 148

4.11.3 The Interacting Effect of Consistency Dimension with Public Participation (PP) on the Perception of Service Quality (SQ) ........................................................................ 149

4.11.4 The Interacting Effect of Adaptability Dimension with Public Participation (PP) on the Perception of Service Quality (SQ) ........................................................................ 150

4.11.5 The Interacting Effect of Mission Dimension with Public Participation (PP) on the Perception of Service Quality (SQ) ........................................................................ 150

4.11.6 The Moderating Effect of Organizational Culture (OC) on the Impact of Public Participation (PP) on the Perception of Service Quality (SQ) .......................................................... 151

4.12 Summary of Hypotheses Testing ........................................................................................................ 152

4.13 The Interview Data .................................................................................................................................. 154

4.13.1 Demographic Data of the Officials .................................................................................................... 154

4.13.2 How to Get People to be Involved in Local Government Decision-making Processes ......................... 156

4.13.3 The Degree of Public Participation in Decision-making in Local Government ..................................... 157

4.13.4 The Barriers to Public Participation in Decision-making Processes in Local Government .................. 158

4.14 Summary .................................................................................................................................................. 159
CHAPTER FIVE: DISCUSSIONS, IMPLICATIONS, AND RECOMMENDATIONS

5.1 Introduction ............................................................................................................ 160

5.2 Overview of the Study .............................................................................................. 160

5.3 Discussion .................................................................................................................. 161

5.3.1 The Degree of Public Participation in Local Government .............................. 161

5.3.2 Differences in the Perception of Service Quality between Customers and Local Government Officials (H1) .......................... 173

5.3.3 Differences in Customers’ Perception of Service Quality between Types of Municipality (H2) ........................................ 177

5.3.4 Differences in Customers’ Perception of Service Quality between the Locations of the Municipality (H3) ......................... 180

5.3.5 The Impact of Public Participation on the Perception of Service Quality of Local Government Officials (H4) ............... 182

5.3.6 The Moderating Effect of Organizational Culture on the Impact of Public Participation on the Perception of Service Quality (H5, H5a, H5b, H5c, H5d) ..................................................... 186

5.4 Implications .............................................................................................................. 189

5.4.1 Theoretical Implications .................................................................................... 189

5.4.2 Policy Implications ............................................................................................ 191

5.5 Limitations and Future Research Directions ........................................................ 194

5.6 Conclusion .............................................................................................................. 195

REFERENCES .............................................................................................................. 196

APPENDICES .............................................................................................................. 209
# LIST OF APPENDICES

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix A</td>
<td>The Questionnaires of the Study</td>
<td>209</td>
</tr>
<tr>
<td>Appendix B</td>
<td>Factor Analysis of PP</td>
<td>226</td>
</tr>
<tr>
<td>Appendix C</td>
<td>The Results of the Reliability Analysis</td>
<td>235</td>
</tr>
<tr>
<td>Appendix D</td>
<td>Independent Samples t-test</td>
<td>241</td>
</tr>
<tr>
<td>Appendix E</td>
<td>ANOVA Test</td>
<td>242</td>
</tr>
<tr>
<td>Appendix F</td>
<td>Correlation Test between PP and SQ Dimensions</td>
<td>248</td>
</tr>
<tr>
<td>Appendix G</td>
<td>Linear Regression Test of the Relationship between PP and SQ</td>
<td>249</td>
</tr>
<tr>
<td>Appendix H</td>
<td>Hierarchical Regression Test of the Interacting Effect of Organizational Culture Dimensions on the Impact of Public Participation on the Perception of Service Quality</td>
<td>250</td>
</tr>
<tr>
<td>Appendix I</td>
<td>Hierarchical Regression Test of the Interacting Effect of Organizational Culture on the Impact of Public Participation on the Perception of Service Quality</td>
<td>252</td>
</tr>
</tbody>
</table>
LIST OF TABLES

Table 2.1  IAP2 Public Participation Spectrum 31
Table 2.2  Advantage of Citizen Participation in Government Decision-making 38
Table 2.3  Organizational Culture Traits in Denison’s Model 69
Table 2.4  Number of Local authorities 76
Table 3.1  Number of Population 93
Table 3.2  Sample Size of Administrative Officials 94
Table 3.3  Instrumentation and Variables Used in the Study 100
Table 3.4  The Values of Cronbach’s alpha for Administrative Officials 104
Table 3.5  The Values of Cronbach’s alpha for Customers 105
Table 4.1  Response Data and Rate 109
Table 4.2  Demographic Data of the Officials 110
Table 4.3  Demographic Data of the Customers 112
Table 4.4  Results of Factor Analyses for Independent Variable 115
Table 4.5  Factor Analysis for Dependent Variable 116
Table 4.6  Factor Analysis for Moderating variable 118
Table 4.7  The Cronbach’s alpha Values 120
Table 4.8  Descriptive Statistics of Variables 121
Table 4.9  Use of Public Participation Mechanisms in Local Government 123
Table 4.10  The Degree of Participation in Decision-making Process in Local Government 124
Table 4.11  Perception Scores for All Dimensions 126
Table 4.12  Expectation Scores for All Dimensions 127
Table 4.13  Descriptive Statistic for Officials and Customers in the Perception of Service Quality (Gap Scores)  129
Table 4.14  The Differences in the Perception of Service Quality between the Officials and Customers  130
Table 4.15  Descriptive Statistic for Customers’ Perception of Service Quality (Gap Score) between the Types of Municipality  132
Table 4.16  Differences in Customers’ Perception of Service Quality among the Types of Municipality  134
Table 4.17  Descriptive Statistic for Customers’ Perception of Service Quality (Gap Score) among the Locations of the Municipality  136
Table 4.18  Differences in the Perception of Service Quality among the Customers in Accordance with the Locations of the Municipality  138
Table 4.19  Pearson Correlation Coefficient between Public Participation (PP) Dimensions and the Perception of Service Quality (SQ)  140
Table 4.20  Pearson Correlation Coefficient between Public Participation (PP) and the Perception of Service Quality (SQ)  140
Table 4.21  Evaluating the Relationship between PP Dimensions and SQ  142
Table 4.22  Linear Regression of PP with SQ  143
Table 4.23  F- Test and ANOVA Summary of Predictors for PP with SQ  143
Table 4.24  Results of Linear regression analysis on PP with SQ  144
Table 4.25  The Moderating Effect of Organizational Culture Dimensions on the Impact of Public Participation on the Perception of Service Quality  147
Table 4.26  The Moderating Effect of Organizational Culture on the Impact of Public Participation on the Perception of Service Quality  151
| Table 4.27 | Summary of Hypotheses Testing | 152 |
| Table 4.28 | Demographic Data of the Qualitative Respondents | 154 |
| Table 4.29 | Use of Public Participation Mechanisms in Local Government | 155 |
| Table 4.30 | The Current Degree of Public Participation in Decision-making Processes | 156 |
| Table 4.31 | The Barriers to Public Participation in Decision-making Processes | 157 |
## LIST OF FIGURES

| Figure 1.1 | Public Sector Reform Initiatives | 5 |
| Figure 2.1 | The Service Quality Model | 58 |
| Figure 2.2 | Model of Organizational Culture | 68 |
| Figure 2.3 | Municipal Structure | 77 |
| Figure 2.4 | Conceptual Framework of the Study | 82 |
LIST OF ABBREVIATIONS

ADAPT  Adaptability
COMSATS  COMSATS Institute of Information Technology
CON  Consistency
CSS  Customer Satisfaction Survey
CVM  The Competing Value Model
DOCS  Denison Organizational Culture Survey
FLE  Frontline Employee
INV  Involvement
LAO  Local Administrative Organization
MIS  Mission
OC  Organizational Culture
OECD  The Organisation for Economic Co-operation and Development
OPDC  The Office of the Public Sector Development Commission Thailand
PAO  Provincial Administrative Organization
PP  Public Participation
QMS  Quality Management System
ROA  Return on Assets
SOA  Service-oriented-architecture
SQ  Service Quality
TAO  Tambon Administrative Organization
TQM  Total Quality Management
CHAPTER ONE
INTRODUCTION

1.1 Introduction

In many developing countries, including Thailand, the public organization is poorly managed and lacks the ability to provide quality public services. In addition, it cannot meet customers’ satisfaction because of the weak motivation for government officials to deliver services efficiently (OECD, 2001). While the public sector has been confronted by many external factors, for example, changes in the economic, social and political systems, and also changes in information and communication technology, the government has focused on a basic theme about governance which emphasizes the roles and responsibilities of the public service to respond to citizens or customers’ needs. According to Paarlberg (2007), organizational achievement depends on its capacities to constantly gather data of customers’ needs and requirements in order to increase organizational performance and establish better value for customers. Thus, public organizations are moving toward a more customer-oriented management approach to cope with current and future challenges and changes.

Many studies, for example, Total Quality Management (TQM) and Good Governance were considered in order to reform the public sector and to improve the public sector efficiency, effectiveness, and service delivery (Baird et al., 2004).
The contents of the thesis is for internal user only
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