



## Factors Affecting Satisfaction Of Participants In The 2<sup>nd</sup> Southern Goat Festival, Hatyai Thailand

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### Abstract

The purposes of this study were: 1) to study the satisfaction of Participants in the 2<sup>nd</sup> Southern Goat Festival 2) To study factors affecting due to the satisfaction of participants in the 2<sup>nd</sup> Southern Goat Festival The samples in this study were 400 people who participants in the 2<sup>nd</sup> Southern Goat Festival between August 12-21,2022. The data were collected by questionnaires and analyzed by using percentage, average, standard deviation Multiple Regression Analysis to find factors affecting to the satisfaction of participants. The results showed that the majority were male, accounting for 71.50% of the total, while females comprised 28.25%. The age range of 25 to 35 years old had the highest representation, with 52.25% falling into this category. Participants between 36 and 45 years old constituted 25.75% of the total. The highest educational qualification among the participants was a bachelor's degree, with 69.75% of them holding this degree. The main occupations of the participants were diverse. Government officers represented 31.50% of the participants, students accounted for 20.50%, farmers comprised 22.00%, and individuals involved in personal businesses made up 19.50%. Participants learned about the 2<sup>nd</sup> Southern Goat Festival from various sources. Personal media for the highest percentage at 55.50%. Social media, with 43.30%. Two factors significantly influenced their satisfaction: occupation and the channels through which they received news about the Southern Goat Festival. The statistical significance, stated as 0.001, indicates a high level of confidence in the observed relationship. There are suggestions for organizing the next event as follows: 1) Organize a goat exhibit and allow visitors to participate in the activity (feed milk). 2) Increase publicity within the event so that participants The event was thoroughly acknowledged, 3) to increase the variety of products, and 4) such activities should be organized every year.

**Keywords:** Satisfaction, Goat, Participants, Thailand

### Introduction

Goat farming in Thailand has been continuously promoted and supported since 2007 until 2022, reporting that there are 1,505,381 goats raised and 92,997 goat farmers. (Information and Communication Technology Centre, 2022) According to estimates of the goat industry during the years 2007–2015, the number of goats has shown an increasing trend, increasing by an average of 3.11 percent per year. For the year 2015, there were 539,583 total goats, increasing from before, which accounted for 8.99 percent, and the number of farmers who raised goats increased by 0.44 percent from the previous year. In 2015, there were 43,118 goat farms in total, with the largest number of goat farmers in the southern region, in Yala province, Pattani province, Satun province, and Narathiwat provinces, respectively. (Department of Livestock Development and the National Institute of Development Administration, 2022) and in terms of consumption and exports sold to foreign countries It is estimated that the number of goats consumed in the country is about 377,000 per year. They are exported to foreign markets in other countries, including the Malaysian market around 100,000 per year, Laos, and Vietnam around 40,000 per year, but at the same time, goats are imported from the country. Myanmar Approximately 39,231 birds per year. (Office of Agricultural Economics, 2022)

Organizing activities for the Southern Goat Festival is crucial for several reasons. Here are some key points highlighting the importance of organizing activities for promote goat raising promotion and consumption of goat products. Organizing activities allows attendees to engage with practices, knowledge, food, and beverage related to goat farming. It helps preserve and showcase local customs and traditions, fostering a sense of pride and identity among the community. The festival can have significant economic benefits for the region. By organizing various activities, such as livestock exhibitions, goat auctions, the festival attracts tourists and visitors from different areas. This influx of people stimulates local businesses and creating job opportunities. It contributes to the overall economic development of the region.

Organizing activities at the Southern Goat Festival provides an excellent platform to educate attendees about the importance of goat farming, its impact on the local economy, and sustainable agricultural practices. Demonstrations, workshops, and informative sessions can be organized to share knowledge and best practices among farmers, aspiring entrepreneurs, and the public. The festival activities serve as a networking opportunity for goat farmers, agricultural experts, researchers, and industry stakeholders. It allows them to exchange ideas, experiences, and innovations in goat farming techniques, animal health, and management practices. Such collaborations can lead to the development of new partnerships, research initiatives, and advancements in the industry, benefiting both farmers and the overall sector. In conclusion, organizing activities for the Southern Goat Festival serves multiple purposes, including cultural preservation, economic development, education, collaboration, tourism promotion, and community building. It plays a vital role in showcasing and celebrating the significance of goat farming while benefiting the local community and economy.

### **Objective**

1. To study the satisfaction of Participants in the 2<sup>nd</sup> Southern Goat Festival
2. To study factors affecting due to the satisfaction of participants in the 2<sup>nd</sup> Southern Goat Festival

### **Methods**

#### **Population**

Research population are visitors in the the 2<sup>nd</sup> Southern Goat Festival Hat between August 12-21,2022.

#### **Sample group**

The research team decided to use a sample size of 400 people, which is slightly larger than the sample size calculated using W.G. Cochran's unknown population formula, which determines a confidence level of 95% and a level of error of 5% (Kalaya Wanitchbuncha, 2006). Use opted for convenience sampling, specifically accidental sampling, which involves selecting individuals who are readily available and willing to provide information. Convenience sampling can be a quick and easy way to gather data, but it may introduce bias into the results. Since participants are selected based on their availability and willingness to participate.

#### **Instrument quality testing**

A validity and reliability score of 0.900 suggests a high level of accuracy and consistency in the assessment or measurement process. Cronbach's alpha coefficient. (Kalaya Wanitchbuncha, 2006)

#### **Data analysis**

- 1) To provide a summary of personal basic data using frequency, percentage, mean, maximum, minimum, and standard deviation.
- 2) Inferential data analysis Statistics. Use Multiple Regression Analysis to find factors affecting due to the satisfaction of participants in the 2<sup>nd</sup> Southern Goat Festival.

### **Result and discussion**

#### **Personal information of participants in the 2<sup>nd</sup> Southern Goat Festival**

The result showed that participants in the 2<sup>nd</sup> Southern Goat Festival were more male participants, accounting for 71.50% of the total, while females made up 28.25%. The majority of participants fell within the age range of 25 to 35 years old, with 52.25% belonging to this category. Additionally, 25.75% of participants were between 36 to 45 years old. Most participants identified as Buddhists, with 70.25% following Buddhism. The highest educational attainment among the participants was a bachelor's degree, with 69.75% of them holding this qualification. The main occupation of the participants varied, with government officers representing 31.50%, students 20.50%, farmers 22.00%, and individuals involved in personal businesses making up 19.50%. Participants were exposed to news about the 2<sup>nd</sup> Southern Goat Festival from various sources. Personal media accounted for the highest percentage at 55.50%, followed by social media at 43.30%, and websites/internet at 1.50%. The participants were individuals aged between 25 to 35 years old and 25 to 45 years old who possessed literacy skills, the ability to read and write, and were familiar with using social media. According to Research and development institute Rajamangala University of Technology Lanna (2020) to study the service satisfaction of research and development institutes It was found that most of the respondents were aged 21 - 40 and most of the respondents were knowledgeable people. Work as a teacher/teacher/researcher The sample is people of working age and those who have knowledge and ability to access content or activities in their work. This resulted in the sample participating in the activity very well. This made it convenient for them to understand and access information about the event quickly. (Tabel 1)

**Table 1** Personal information of participants in the 2<sup>nd</sup> Southern Goat Festival (n=400)

Personal information		Frequency	Percentage
<b>Sex</b>			
	Male	287	71.50
	Female	113	28.25
<b>Age</b>			
	18 - 24	35	8.75
	25 - 35	209	52.25
	36 - 45	103	25.75
	45 - 55	47	11.75
	More than 56	6	1.50
<b>Religion</b>			
	Buddhist	281	70.25
	Islam	108	27.00
	Christianity	11	2.75
<b>Education level</b>			
	Secondary 6	10	2.50
	Vocational Certificate/High Vocational Certificate	56	14.00
	Bachelor's degree	279	69.75
	Master's degree	43	10.80
	Ph.D.	12	3.00
<b>Occupation</b>			
	Government officer	126	31.50
	Student	82	20.50
	Farmer	88	22.00
	Personal business	78	19.50
	State enterprise employees	11	2.75
	Mercenary	9	2.25
	Pensioner	6	1.50
<b>Channels for received Southern Goat Festival news*</b>			
	Person	222	55.50
	Social media	172	43.00
	Website/Internet	6	1.50

\* **Remark:** More than 1 answer

**The satisfaction of Participants in the 2<sup>nd</sup> Southern Goat Festival**

The results of the research revealed that visitors to the exhibition of the project. In the 2nd Southern Goat Festival, they were satisfied with the overall satisfaction in organizing this event at the highest level. Consistent with Sudaporn Thongsawat (2020) The Satisfaction of Citizens on Projects and Activities Organized by the Office of KlongNgae Municipal Sadao Amphoe Songkhla The results found that most of the respondents were female 57.50% and they were educated the secondary school. Their career, mainly, was trading and owning a business while mainly receiving monthly income of THB 10,000 – 15,000. Overall, the level of public satisfaction towards the organizations of projects and activities are at a very high level, while comparative results of different gender and salary to no differences in satisfaction level. Always a positive outcome when an exhibition can meet the expectations and needs of its visitors. High levels of satisfaction indicate that the organizers effectively planned and executed the fair, creating an engaging experience for attendees. This positive feedback can serve as valuable input for future events, helping organizers in the future.

**Satisfaction of venue and duration of the event**

According to the study on respondents' satisfaction with location and duration, several aspects were examined. The findings revealed that the subjects expressed the highest level of satisfaction in three aspects: Availability of audio-visual equipment: The presence of sound systems and projection screens received a mean satisfaction score of 4.75, indicating that the respondents were highly satisfied with this aspect. Duration of the event: The length of the event was also rated highly by the participants, with a mean satisfaction score of 4.75. This suggests that the respondents were satisfied with the duration of the event and felt it was appropriate. Venue and organized activities: The location of the event and the activities that were arranged were evaluated positively by the sample group, with a mean satisfaction score of 4.72. This implies that the respondents found the venue suitable and the activities well-organized. However, there was one aspect that received a slightly lower satisfaction score among the respondents, which was public relations. The mean satisfaction score for public relations was 4.05, indicating that the sample group had a relatively high level of satisfaction in this area compared to the other aspects. Overall, based on the data provided in Table 2, it can be concluded that the respondents expressed the highest satisfaction levels in terms of the availability of audio-visual equipment, the duration of the event, and the suitability of the venue and organized activities.

**Table 2** Satisfaction of venue and duration of the event

Issues	Mean	S.D.	Interpretation
1. Venue and organized activities	4.73	0.51	Highest
2. Availability of audio-visual equipment	4.76	0.53	Highest
3. Duration of the event	4.75	0.51	Highest
4. Public relations	4.05	0.80	High
<b>Total</b>	<b>4.56</b>	<b>0.41</b>	<b>Highest</b>

**Remark:** 4.21-5.00 means Highest level of satisfaction. 3.41-4.20 means High level of satisfaction. 2.61-3.40 means Moderate level of satisfaction. 1.81-2.60 means Low level of satisfaction. 1.00-1.80 means Lowest level of satisfaction.

**Satisfaction of format activities**

Based on the study of respondents' satisfaction level, the format of activities was evaluated based on several points. The sample group expressed the highest level of satisfaction in all 4 points: The exhibition was deemed appropriate, interesting, and easy to read, with a mean satisfaction rating of 4.59. Various food menu demonstration activities were available, which could be performed by the attendees themselves. This aspect received a mean satisfaction rating of 4.52. The exhibition featured a wide range of products with reasonable selling prices, which garnered a mean satisfaction rating of 4.11. Goat performances and visitor participation in activities, such as feeding milk to the goats, received a mean satisfaction rating of 4.72. Additionally, the following activities were highly satisfying: Live music performances on stage received a mean satisfaction rating of 4.74. Overall satisfaction with the activities was rated at an average of 4.74. These findings are summarized in Table 3 of the study.

**Table 3** Satisfaction of format activities

Issues	Mean	S.D.	Interpretation
1. The exhibition was deemed appropriate, interesting, and easy to read	4.59	0.57	Highest
2. Various food menu demonstration	4.53	0.64	Highest
3. The exhibition featured a wide range of products	4.41	0.71	Highest
4. Goat performances and visitor participation in activities	4.72	0.51	Highest
5. Live music performances on stage	4.74	0.52	Highest
6. Overall satisfaction with the activities	4.75	0.51	Highest
<b>Total</b>	<b>4.62</b>	<b>0.43</b>	<b>Highest</b>

**Remark:** 4.21-5.00 means Highest level of satisfaction. 3.41-4.20 means High level of satisfaction. 2.61-3.40 means Moderate level of satisfaction. 1.81-2.60 means Low level of satisfaction. 1.00-1.80 means Lowest level of satisfaction.

**Satisfaction of respondents in the service of the staff in the activity area**

Based on the study of the satisfaction level of respondents in the service of the staff in the activity area, the findings indicate that the sample group expressed a high level of satisfaction in all four aspects: Staff facilitation: The respondents reported a mean satisfaction score of 4.79, indicating that they were highly satisfied with the staff's ability to facilitate their needs and requirements. Giving advice or answering questions from staff: The respondents rated this aspect with a mean satisfaction score of 4.81. This indicates that they were highly satisfied with the staff's ability to provide helpful advice and effectively address any questions they had. Staff politeness, friendliness, and friendliness: With an average satisfaction score of 4.63, the respondents expressed a high level of satisfaction with the staff's demeanor. This suggests that the staff members were perceived as polite, friendly, and approachable. Store booth staff being good-natured, polite, and smiling: The respondents reported a mean satisfaction score of 4.64 for this aspect. This indicates that they were highly satisfied with the staff's positive attitude, politeness, and welcoming demeanor at the store booths. These findings demonstrate that the respondents held a high level of satisfaction with the service provided by the staff in the activity area. The staff members were perceived as helpful, knowledgeable, polite, friendly, and approachable, creating a positive and satisfying experience for the respondents. (Tabel 4)

**Table 4** Satisfaction of respondents in the service of the staff in the activity area

Issues	Mean	S.D.	Interpretation
1. Staff facilitation	4.79	0.49	Highest
2. Giving advice or answering questions from staff	4.81	0.44	Highest
3. Staff politeness, friendliness, and friendliness	4.63	0.57	Highest
4. Store booth staff being good-natured, polite, and smiling	4.64	0.57	Highest
<b>Total</b>	<b>4.72</b>	<b>0.39</b>	<b>Highest</b>

**Remark:** 4.21-5.00 means Highest level of satisfaction. 3.41-4.20 means High level of satisfaction. 2.61-3.40 means Moderate level of satisfaction. 1.81-2.60 means Low level of satisfaction. 1.00-1.80 means Lowest level of satisfaction.

**Satisfaction of respondents in the respondents regarding knowledge, understanding, and utilization**

The study examined the satisfaction level of the respondents regarding knowledge, understanding, and utilization. The results indicate that the subjects expressed the highest level of satisfaction in all four aspects measured: Knowledge of goat production obtained from activities: The respondents reported a mean satisfaction score of 4.65 out of 5, indicating a high level of satisfaction with the knowledge they acquired about goat production through various activities. Knowledge

about consumption of goat products obtained: The respondents also reported a mean satisfaction score of 4.65 out of 5 for their knowledge about consuming goat products. This suggests that they felt well-informed and satisfied with the knowledge they gained about the consumption aspect. Benefits received from visiting activities: The respondents reported a mean satisfaction score of 4.83 out of 5 for the benefits they received from visiting activities. This indicates that they found the activities valuable and beneficial, likely providing them with useful information or experiences. Knowledge/benefits from participating in activities that can be applied: The respondents expressed a mean satisfaction score of 4.83 out of 5 for the knowledge and benefits they obtained from participating in activities that could be applied. This suggests that they found these activities particularly useful and applicable to their own situations or circumstances. Overall, the study's findings indicate that the respondents were highly satisfied with the knowledge, understanding, and utilization aspects related to goat production, consumption, and participation in relevant activities. (Tabel 5)

**Table 5** Satisfaction of respondents in the respondents regarding knowledge, understanding, and utilization

Issues	Mean	S.D.	Interpretation
1. Knowledge of goat production obtained from activities	4.65	0.55	Highest
2. Knowledge about consumption of goat products obtained	4.65	0.53	Highest
3. Benefits received from visiting activities	4.83	0.37	Highest
4. Knowledge/benefits from participating in activities that can be applied	4.83	0.37	Highest
<b>Total</b>	<b>4.74</b>	<b>0.37</b>	<b>Highest</b>

**Remark:** 4.21-5.00 means Highest level of satisfaction. 3.41-4.20 means High level of satisfaction. 2.61-3.40 means Moderate level of satisfaction. 1.81-2.60 means Low level of satisfaction. 1.00-1.80 means Lowest level of satisfaction.

**Factors affecting satisfaction of participants in the 2<sup>nd</sup> Southern Goat Festival**

The findings in Table 6 indicate a statistically significant relationship between participants' satisfaction in the 2<sup>nd</sup> Southern Goat Festival and two factors: Occupation and Channels for received Southern Goat Festival news. The statistical significance is stated as 0.001, The findings in Table 6 indicate a statistically significant relationship between participants satisfaction in the 2<sup>nd</sup> Southern Goat Festival and two factors: Occupation and Channels for received Southern Goat Festival news (Smith et al., 2023). The statistical significance is reported as  $p < 0.001$ . which suggests a high level of confidence in the relationship observed. The findings suggest that both Occupation and the Channels through which participants received news about the Southern Goat Festival have a significant impact on their satisfaction.

**Table 5** Factors affecting satisfaction of participants in the 2<sup>nd</sup> Southern Goat Festival

Variable	B	Beta	t	Sig.
(Constant)	4.96		63.703	.000
Occupation	.057	.360	7.92	.000**
Channels for received Southern Goat Festival news	-.219	.030	-7.35	.000**

F = 51.055, Sig. of F = .000, R = 0.452, R<sup>2</sup> = .205

The difference in professions can indeed affect a person's experience with goats and goat products, leading to varying levels of interest and satisfaction. Professions that involve working closely with goats, such as farmers, shepherds, or goat cheese makers, may develop a deeper understanding and appreciation for these animals and their products. They might have firsthand knowledge of goat husbandry, milk production, or the intricacies of making various goat milk products. On the other hand, individuals in professions unrelated to goats may not have as much exposure or experience with these animals. Their knowledge and interest in goats might be limited to general information or occasional encounters. As a result, their level of satisfaction or interest in goat-related topics or products might be different from those actively involved in goat-related professions. It's important to note that personal preferences and interests can also play a role in shaping one's satisfaction and level of engagement. Some people may naturally have a keen interest in animals, farming, or culinary arts, regardless of their profession. While profession can influence one's experience with goats and goat products, individual interests and inclinations also contribute to the level of satisfaction and engagement.

Different exposure channels can indeed lead to different levels of satisfaction, especially when it comes to participating in activities. When individuals receive news or information about specific activities through multiple channels, it increases their awareness and understanding of the event or opportunity. This awareness can generate interest and a desire to participate, ultimately leading to higher levels of satisfaction when they do engage in the activities. Having access to multiple exposure channels allows individuals to gather more comprehensive information about an activity. They can learn about the details, benefits, and potential outcomes, which can influence their decision to participate. Additionally, exposure through various channels can provide different perspectives, testimonials, or recommendations from others who have already participated. This can further pique their interest and increase their satisfaction when they join the activity. Furthermore, being able to actively take part in activities contributes to a sense of engagement and fulfillment. When individuals could participate, they can experience the activity firsthand, interact with others involved, and potentially achieve personal goals or derive enjoyment from the experience. This active involvement within activities often leads to higher levels of satisfaction compared to passive observation or mere knowledge of an event. Overall, multiple exposure

channels provide individuals with a more comprehensive understanding of activities, fostering interest, participation, and ultimately, higher levels of satisfaction.

### Conclusion

The purpose of this research was to study the satisfaction of Participants in the 2<sup>nd</sup> Southern Goat Festival and factors affecting due to the satisfaction of participants in the 2<sup>nd</sup> Southern Goat Festival The result showed that participants were more female participants, accounting for 71.75% of the total, while males made up 28.25% the age range of 25 to 35 years old, with 52.25% belonging to this category. Additionally, 25.75% of participants were between 36 to 45 years old. The highest educational attainment among the participants was a bachelor's degree, with 70.75% of them holding this qualification. The main occupation of the participants varied, with government officers representing 31.50%, students 20.50%, farmers 22.00%, and individuals involved in personal businesses making up 19.50%. were exposed to news about the 2<sup>nd</sup> Southern Goat Festival from various sources. Personal media accounted for the highest percentage at 55.50%, followed by social media at 43.30%, and websites/internet at 1.50%. They were satisfied with the overall satisfaction in organizing this event at the highest level and two factors: Occupation and Channels for received Southern Goat Festival news. The statistical significance is stated as 0.001, which suggests a high level of confidence in the relationship observed.

### Suggestion

- 1) Goat Show and Visitor Activities: Organize a goat show as a main attraction at the fair. Invite breeders and exhibitors to showcase their goats and compete for prizes. Set up interactive activities for visitors to engage with goats, such as goat feeding stations where visitors can feed and interact with the goats under supervision. Arrange educational sessions or workshops on goat farming, milking, or other related topics to provide visitors with valuable insights and information.
- 2) Public Relations and Promotion: Develop a comprehensive public relations campaign to increase awareness about the fair. Utilize various channels like social media, local newspapers, and radio to reach a wide audience to promote the fair and encourage participation.
- 3) Variety of Products: Expand the range of products available at the fair by inviting vendors from different industries related to agriculture and farming. This could include dairy products, artisanal cheese, goat milk-based skincare products, handcrafted goat milk soap, goat meat delicacies, and more. Encourage local farmers and artisans to showcase their products and create a diverse marketplace within the fair. Arrange product demonstrations or tastings to showcase the quality and versatility of goat-based products.

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