Service Innovation According to Public Policy of Local Government Organizations in the Northeast

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ABSTRACT

The local government organization is a government organization that has been granted administrative powers from the central government to provide timely public services to local residents. Therefore, it is an important role for local governments to create and develop public policy innovations that are suitable for their own areas. Thus, the purpose of this research was to analyze the public policy service innovation model of local administrative organizations in the Northeastern region. The research area consisted of the municipality, the city council, the sub-district municipality, the provincial administrative organization, and the sub-district administrative organization in the Northeast of Thailand. The sample used in the research was 720 people in the local administrative organization in the Northeastern region; they were selected by Multi-Stage Random Sampling. To analyze by Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The research results were found that;

The service innovation has three components: (1) corporate service provider, (2) information technology service, and (3) public policy engagement.

The public policy services have five components: (1) Dimension of promotion and development of infrastructure. (2) the dimension of promoting quality of life. (3) Dimensions of investment promotion, commerce, and tourism. (4) the dimension of conservation of natural resources and the environment. and (5) the dimension of promoting the arts, culture, traditions, and local wisdom.

The structural equation model of service innovation had a direct influence on public policy services with a magnitude of direct influence of 0.225 with statistical significance at the .05 level.

The service innovation model according to the public policy of local government organizations in the Northeastern region consists of a systematic structure as follows: () Input includes (a) corporate service provider, (b) service of information technology, (c) participation in driving quality service from the community. (2) Transformation Process: (a) PDCA Model (Plan, Do, Check, Act), (b) 4 good (4 Good Model) good management, good opportunity for community participation, good community activities, and good quality, (c) Refection. (3) Product is the service under the public policy of the local government organization in the Northeastern region.

Keywords: Innovation, Service, Public Policy

INTRODUCTIONS

At present, the development competition of various countries, due to the rapid change in the era of globalization. The environmental context is complex and highly dynamic, including economic, social, and environmental crises, as well as legal changes. Local governments are partly facing problems that affect operations that affect directly and indirectly, in which crises can arise at any time, including changes in people's behavior. in the age of learning society, or "Knowledge-based Society". This means that they are informed and have higher political, economic, and social awareness than in the past, resulting in higher expectations and demands on local administrators. (Punnapong Wongnasri, 2017: 28)

Under the circumstances of the expectations and needs of the people with a variety of pressures in the

performance of the local government, organizations must manage to meet the expectations and needs of each group is a challenging task extremely. Another thing that affects the services of municipal organizations is Changes in the structure and content of the law. Decentralization that allows citizens to participate in the process of formulation and work monitoring development projects have all made the administration of municipal organizations more diverse and complex. The efficient operation of the organization and the achievement of objectives depend on the administration and organization of the management, personnel within the organization, and the process of participation of civil society in all sectors. In formulating policies and decision-making plans in the development of government agencies and government agencies to become an organization of excellence, the organization structure is modern, compact, and simple. (Simplicity), has a flexible, fast operating system. A paradigm shift in work that emphasizes creative thinking (Creativity). Developing the capacity of personnel in organizations that focus on effective work, creating value in the performance of government missions. Saving costs in various operations and creating social responsibility and sustainable environmental conservation, is in line with the context of that society, especially in municipal organizations that work closely with the people (Office of the Civil Service Commission. 2019: 17).

Local governments established have the authority to provide the service public and the power to control (Police). The local government of Thai society in both the form of Provincial Administrative Organization (PAO), Municipality, Subdistrict Administrative Organization (TAO), and special forms such as Bangkok (Bangkok) and Pattaya. These are considered to be the government administration that is the basis for the development of the country and the democratic governance of Thailand that is closest to the people, especially in the local community with social problems, cultural living, and different natural resources. If there is an aim to rely on the government as a care to the people as a whole across the country, it will not be able to meet the needs or solve problems thoroughly and meet the needs of the people in each area.

Service innovation according to the public policy of the local government is new because the service is about new techniques and service processes under the concept of innovation such as the idea of a new service that is completely different from the old one or the improvement of the existing to modify the work surface is beneficial to the development of the organization. The innovation development process consists of (1) the study and analysis of the context of the local government organization, both internal and external factors. (2) innovative design. (3) innovation development. (4) experimentation in innovation. and (5) assessments to confirm the quality of innovations for appropriate services for sustainable local governments. Currently, there is a process to promote the process of learning about innovation from the local community for continuous improvement. Many local government organizations in the northeastern region have come up with innovations for use in various fields such as administration. In terms of providing public services to people in the area effectively and efficiently. Whether or not such innovations have been developed to be successful in management or not is due to the acceptance of stakeholders such as civil society and people involved in that area, making it a model organization for development. Service innovation of local government organizations.

It can be seen that the importance of innovation for local development is essential as a whole as well. For this reason, the researcher is interested in the study of service innovation of local administrative organizations in the Northeast that has achieved service. In which service innovations are applied to expect local government organizations to learn to adapt to accommodate future changes and to acquire innovative service models for the development of local government organizations with innovation in the future, it will be effective for maximum benefit to the public and the real local development.

OBJECTIVES
To analyze the public policy service innovation model of local administrative organizations in the Northeastern region

METHODOLOGY

This research is a research methodology using Mixed Methods, which aims to analyze public policy service innovations of local administrative organizations in the Northeastern region, divided into 3 phases as follows:

Phase 1 Exploring the elements and indicators of NGO Public Policy Service Innovation, is divided into two phases; Phase 1: Analysis and synthesis of concepts, principles, theories, and related research: Step 2: Interview 3 experts to obtain additional indicators by analyzing and synthesizing the indicators.

Phase 2 Analysis of Public Policy Service Innovation of Local Administrative Organizations in the Northeastern Region From the structural equation model, there are two steps; Step 1: Confirmatory Factor Analysis (CFA) for confirmation. the elements and indicators, Examine the Construct Validity and Construct Reliability. Step 2: Analyzing the structural model that determines the influence between independent and dependent variables.

Phase 3 There are three steps in the presentation of the public policy service innovation model of the local government organization in the Northeastern region. Step 1: Drafting the model of the public policy service innovation of the local government organization. Step 2: Assessment of the local government's public policy service innovation model. Step 3: Synthesis of innovative public policy service models of local administrative organizations in the Northeastern region

RESULTS

1. Confirmatory Factor Analysis (CFA) was statistically significant at the .05 level;

1.1 Service innovation has three components: (1) Organizational Servicemanship weighs elements (λ)=0.599. (2) Information technology services weigh the elements (λ)=0.4175. (3) Involvement driving quality service from the community weighs the elements (λ)=0.375.
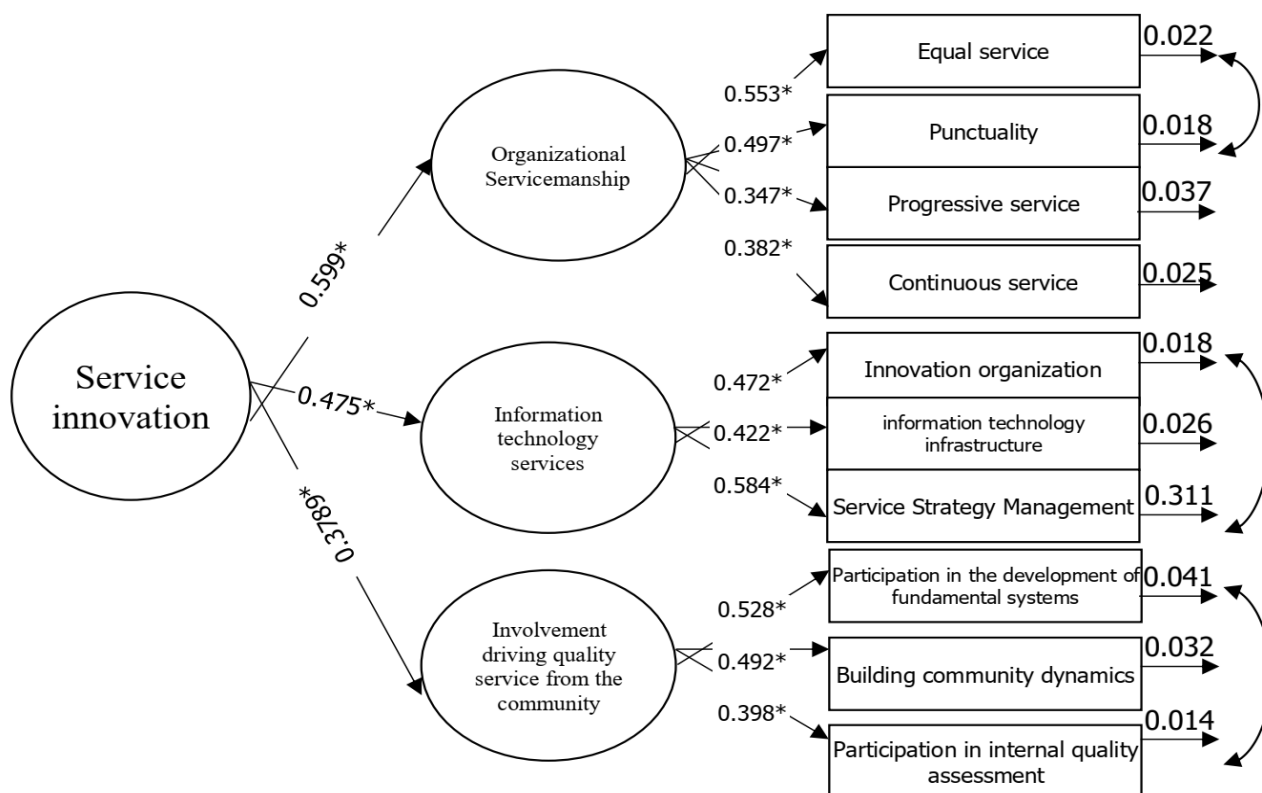

Figure 1: The service innovation model

The construct Validity of the Service Innovation Model with the following statistical values: χ^2=12.722, df=8, P-Value=0.084, CFI=0.978, TLI=0.968, SRMR=0.043, RMSEA=0.034, and χ^2/df=1.590<2. This indicates that the measurement model of service innovation has a Construct Reliability (CR) of 0.978, which is higher than the threshold (above 0.60).

1.2 Public policy service has 5 components as follows: (1) promotion and development of infrastructure with element weight (λ)=0.523. (2) Promoting the quality of life weighs the elements (λ)=0.484. (3) Promotion of investment, commerce, and tourism weighs the elements (λ)= 0.414. (4) Conservation of natural resources and the environment weighs the elements (λ)= 0.502. (5) The promotion of arts, culture, traditions, and local wisdom weighs elements (λ)=0.511.
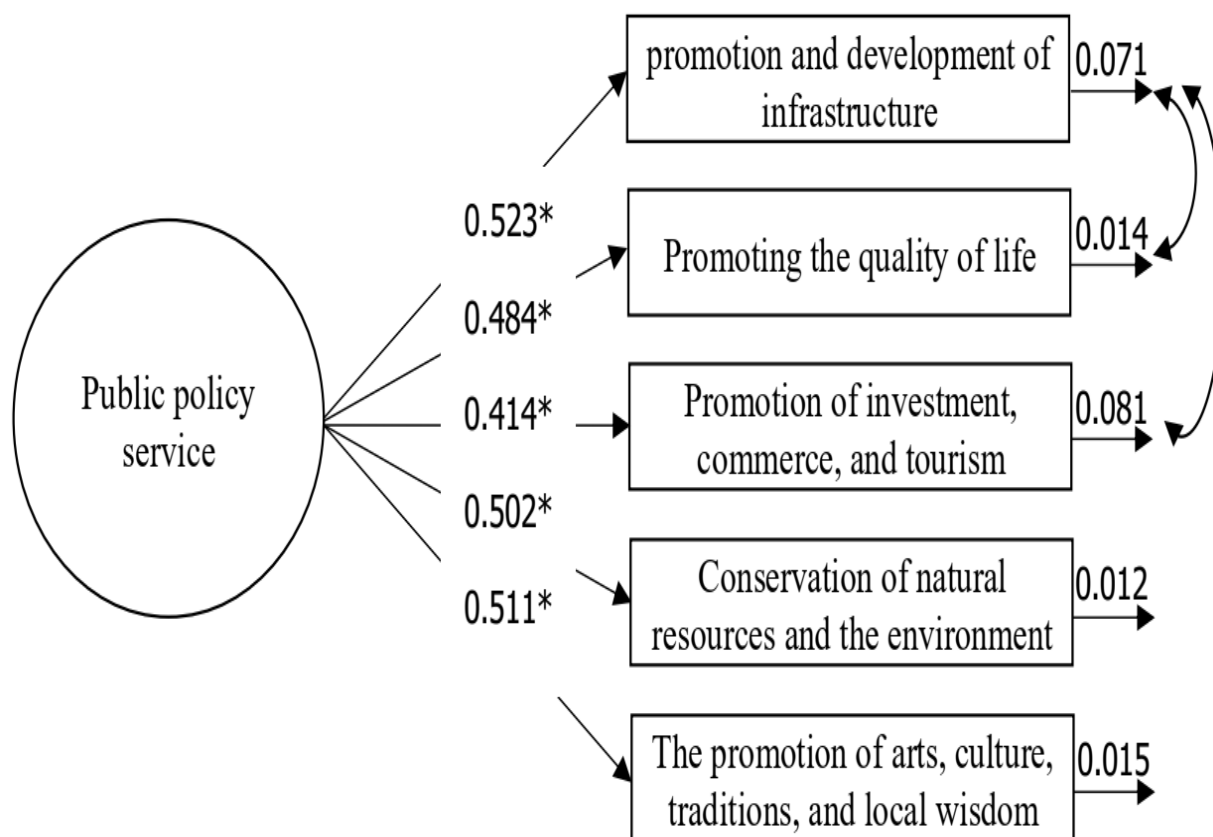

Figure 2: Public Policy Service Model

The construct Validity of the Public policy service Model with the following statistical values: χ^2=10.291, df=9, P-Value=0.072, CFI=0.985, TLI=0.986, SRMR=0.032, RMSEA=0.037 และค่า χ^2/df=1.143<2. Shows that the public policy service measurement model has a Construct Reliability (CR) of 0.962, which is above the threshold (above 0.60).

2. The results of the structural model analysis of service innovation had a direct influence on public policy services of six local government organizations in the Northeastern region, with a magnitude of direct influence of 0.225, with statistical significance at the 0.05 level.
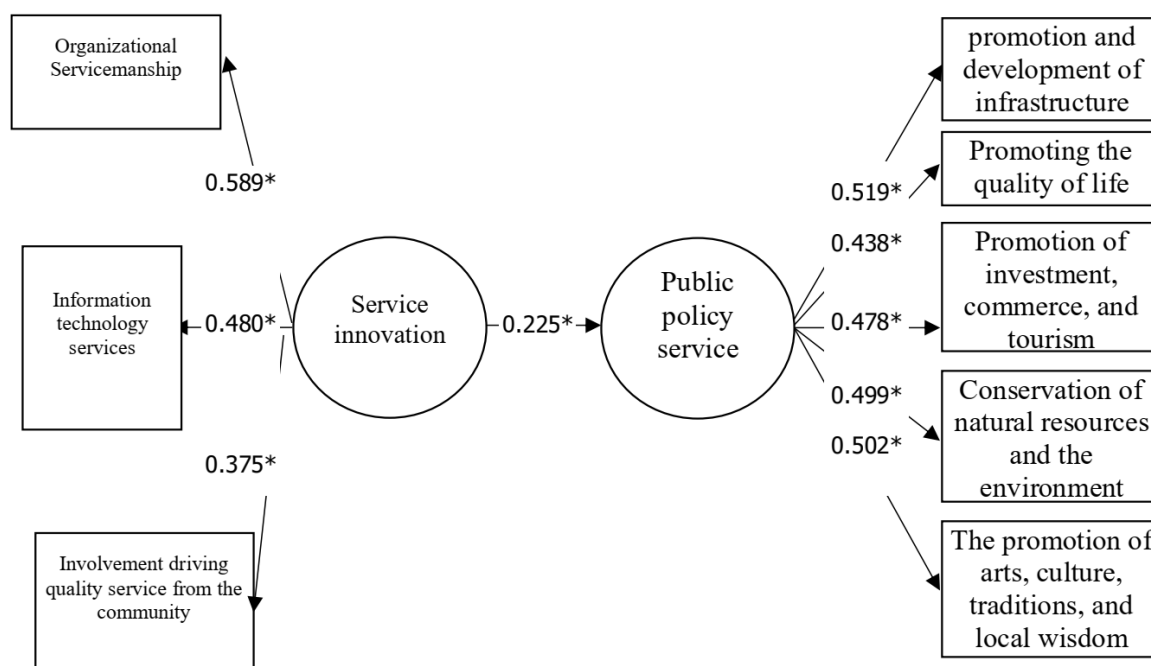
Figure 3: Service Innovation Structural Equation Model Affects Public Policy Service

3. the service innovation model according to the public policy of local government organizations in the Northeastern region consists of a systematic structure as follows: () Input includes (a) corporate service provider, (b) service of information technology, (c) participation in driving quality service from the community. (2) Transformation Process: (a) PDCA Model (Plan, Do, Check, Act), (b) 4 good (4 Good Model) good management, good opportunity for community participation, good community activities, and good quality, (c) Refection. (3) Product is the service under the public policy of the local government organization in the Northeastern region.

DISCUSSION

From research on service innovation according to the public policy of local government organizations in the Northeastern region. The researcher presented the findings by splitting them up to discuss the research results as follows

1. From the results of the study of elements and indicators of service innovation according to public policy, which was studied from Concept, Principle, Research, Theory, and from interviews with experts, the following components were found: Component 1: Service Innovation It consists of three sub-components: (1) the organization's service provider, (2) the service of information technology, and (3) the participation in driving quality service from the community. All three sub-elements have 10 indicators. Component 2: Outcomes of Public Policy Services and has 5 sub-components as follows: (1) the dimension of infrastructure promotion and development, (2) the dimension of promoting quality of life, (3) the dimension of promotion and development of the investment structure of commerce and tourism, (4) the dimension of Manage the conservation of natural resources and the environment, and (5) the dimension of the promotion of arts, culture, traditions and local wisdom. This process is to prepare the data for further analysis of the standing elements (Kanlaya Vanichbuncha, 2019: 43; Supamas Angsuchoti, 2011: 94-97).

2. Confirmatory Factor Analysis; It was found that all four components were harmoniously consistent with the empirical data. The statistically generated model has Construct Validity and Construct Reliability, indicating that the model is quantitatively fulfilling the specified criteria (Diamantopoulos & Siguaw, 2000: 58).

3. The structural model of service innovation had a direct influence on public policy services of local administrative organizations in the Northeastern region with a magnitude of direct influence of 00.225 with a statistically significant level of .05. Shows that the service of the staff of the organization is effective at a high level, thereby affecting or influencing the performance of public policy that the central government trusts the local government organization to act to represent the government, especially the Ministry of Interior and Local government organizations supervise to ensure efficiency and effectiveness for people to be convenient and happy. consistent with the findings of Thailand Development Research Institute (TDRD) (2013: 5 – 7) and Tossaporn Sirisamphan (2002) that said, bureaucracy 4.0 and service innovation and government entrepreneurship must be consistent with each other, etc.

4. The structure of the model is built based on the systematic theory of the scientific processes used to plan and operate to achieve the intended goals and to see the holistic interrelationships on PDCA-Model theory base (W. Edwards SEMing) which has the following important features; (1) A large system is not the sum of its subcomponents. It is a new quality resulting from the interaction of the subcomponents. (2) The system of structures that are nested in layers (Hierarchy). (3) Understanding the system must look at the context (Context). (4) Understanding Relationships and Interactions (Feedback). And (5) A structured way of thinking (Structure) comes to a process (Process).

However, if applied socially, it can be seen that the structural view will see the conceptual framework to which Peter Singe (1994) proposed systematic thinking, and is consistent with the research model, which is (1) Personal Mastery, (2) Shared Vision, (3) Communication, (4) Team Learning and Working, and (5) System Thinking. More ever, Assessment or confirmation of the model by experts found that it was appropriate in all five areas: (1) reasonable, (2) feasible, (3) utilization, (4) transfer, and (5)) Clear KPI goals (Stufflebeam & Shinkfield, 2007).

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