

# SUFFICIENCY ECONOMY PHILOSOPHY TOWARDS PERSONNEL LIVING OF LOCAL ADMINISTRATION ORGANIZATION IN EASTERN REGION IN THAILAND YEAR 2019

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**Abstract:** Research on “Sufficiency Economy Philosophy towards Personnel Living of Local Administration Organization in Eastern Region of Thailand Year 2019” aimed 1) to study on the levels of sufficiency economy philosophy in the local administration organization in Eastern region of Thailand year 2019; 2) to study on the personnel living of the local administration organization in Eastern region of Thailand year 2019; 3) to study on the influences of the sufficiency economy philosophy on the personnel living in the local administration organization in Eastern region of Thailand year 2019; and 4) to study on the suggestions. The populations in this study were the personnel in the local administration organization in Eastern region of Thailand. Sample groups in this study were 400 of personnel in the local administration organization in Eastern region of Thailand. The convenience sampling method was adopted where the interviews and questionnaire were used as the research instruments. The statistics used for data analysis were frequency, percentage, average, standard deviation, correlation coefficient, and multiple regression. It was found by the study that most of the samples were single female aged between 25 – 34 years old. They graduated with Bachelor degree and monthly income between 10,001 – 20,000 baht per month. The sufficiency economy philosophy in the local administration organization in Eastern region of Thailand was found at the highest level. The highest score was on the aspect of morality, second by good self-immunity, rationality, knowledge and modesty, respectively. The levels of sufficiency economy philosophy towards the personnel living in the local administration organization in Eastern region of Thailand was found at high level. The highest score was on the aspect of social and culture, second by psychological, natural resources and environment, economic and technology, respectively. The influences of sufficiency economy philosophy towards the personnel living in the local administration organization in Eastern region of Thailand were on the aspect of morality, rationality, good self-immunity, and modesty. While in the aspect of knowledge, sufficiency economy philosophy showed no influence on the personnel living in the local administration organization in Eastern region of Thailand.

**Keywords:** sufficiency economy philosophy, Local administration organization, personnel living.

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## I. INTRODUCTION

Sufficiency economy philosophy is honored by the United Nations. That is a philosophy that is beneficial to Thailand and many countries and support member countries to follow towards sustainable development. With many scholars and economists agree to the sufficiency economy approach. At the same time, some media questioned the praise of the United Nations including the credibility of the study report and the attitude of the organization.

Sufficiency economy philosophy is a philosophy that is a concept, principle, and guideline for individuals and organizations at all levels, from the family level, the community level, and the national level, both in the development and administration of the country to a middle path. By taking into account modesty and self-potential, environment, reasoning, and self-immunity, by using knowledge of academic knowledge with prudence and caution in parallel with morality not encroaching each other, sharing, helping each other and working together in harmony in society which leads to unity balanced and sustainable development. Ready to tolerate changes under globalization in a reasonable way, including the necessity of having a reasonable safeguarding system to have any effects resulting from both external and internal changes. This will require knowledge, prudence and extreme caution in applying various academic issues in planning and every step of the operation.

Decentralization is a word or something that people in Thai society are very interested and followed especially after the promulgation of the 1997 Constitution of the Kingdom of Thailand, it was one of the most clearly defined provisions regarding decentralization and local government. And as a consequence of the 2007 Constitution of the Kingdom of Thailand, making decentralization more clear in Chapter 14, Local Government Decentralization is therefore an issue that has received more attention respectively. And there is a link between self-government at the local or local level in Thailand.

Local government in the form of formal (Formal Institution), widely known as local government (Local Self Government) has a distinctive feature is the state certification which the certification may be written in the constitution law of the country or enacted in the law. The certification by the said state causes the local administrative organization to be a juristic person which can be divided into 3 forms which are administrative decentralization (Administrative Decentralization) Political Decentralization and Fiscal Decentralization.

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## II. LITERATURE REVIEW

### SUFFICIENCY ECONOMY PHILOSOPHY

The King's 9th reign is considered the most important concept in teaching people which can be applied to practice at every level. By focusing on practice on the middle path and step-by-step development in which the definition of sufficiency must consist of 3 characteristics at the same time, which are

1. Modesty means moderation that is neither too small nor too much. By not hurting oneself and others, such as production and consumption at a moderate level.
2. Rationality means making decisions about the level of sufficiency that must be rational. By considering the relevant factors as well as taking into account the expected results of such actions carefully.
3. Having a strong immune system means preparing for the effects and various changes that will occur, taking into account the possibility of various situations that are expected to occur in the near and far future. Conditions for decisions and carrying out activities to a sufficient level must rely on both knowledge and virtue as a basis, that is to say
  1. The condition of knowledge consists of knowledge about different academic subjects. All-round prudence to bring those knowledge into consideration to be linked together to carry out planning and precautions in practice.
  2. Moral conditions that must be strengthened consisting of with awareness of morality, honesty and have patience with diligence use intelligence in life. Guidelines / Expected results from applying the sufficiency economy philosophy to apply is a balanced and sustainable development ready to accept changes in all aspects, both economic environmental society knowledge and technology.

### CONSUMER BEHAVIOR

Consumer behavior means the actions of persons involved in the selection, purchase, use and dispose of products or services in response to their needs and desires (Solmon, 2009). These behaviors can be explained in detail as follows (Chuchai Smithikrai, 2015: 6).

Decision making refers to the behavior and mental processes of consumers when making a purchase of goods and services. Covering various behaviors from realization of needs information search evaluating options and purchasing decisions.

Applying sufficiency economy philosophy in daily life

1. Economy : Do not spend more than oneself. Not over investment, think and plan carefully. Being immune to not being too risky, such as accounting for income and expenses, in order to manage systematic spending.
2. Mentally, have a strong mind, has a good conscience, generosity, more common interest, personal benefit.
3. Society and culture help each other know how to love, unity, strengthen families and communities, preserve the identity, language, wisdom and Thai culture.
4. Natural resources and the environment. Know how to use and manage wisely and prudently. Restore resources for sustainability and sustainability for generations, such as saving water use, turn off the light when not in use. Go up and down the floor using stairs instead of elevators.
5. Technology. Know how to use the right technology. In accordance with the needs and the environment developing technology from folk wisdom.

Introducing the Sufficiency Economy Philosophy applied seriously in all sectors of society will result in national development progressing in a balanced, stable and sustainable manner, ready to accept changes in all aspects in terms of life, economy, society, culture, environment, and technology, which will lead to "peaceful coexistence in Thai society"

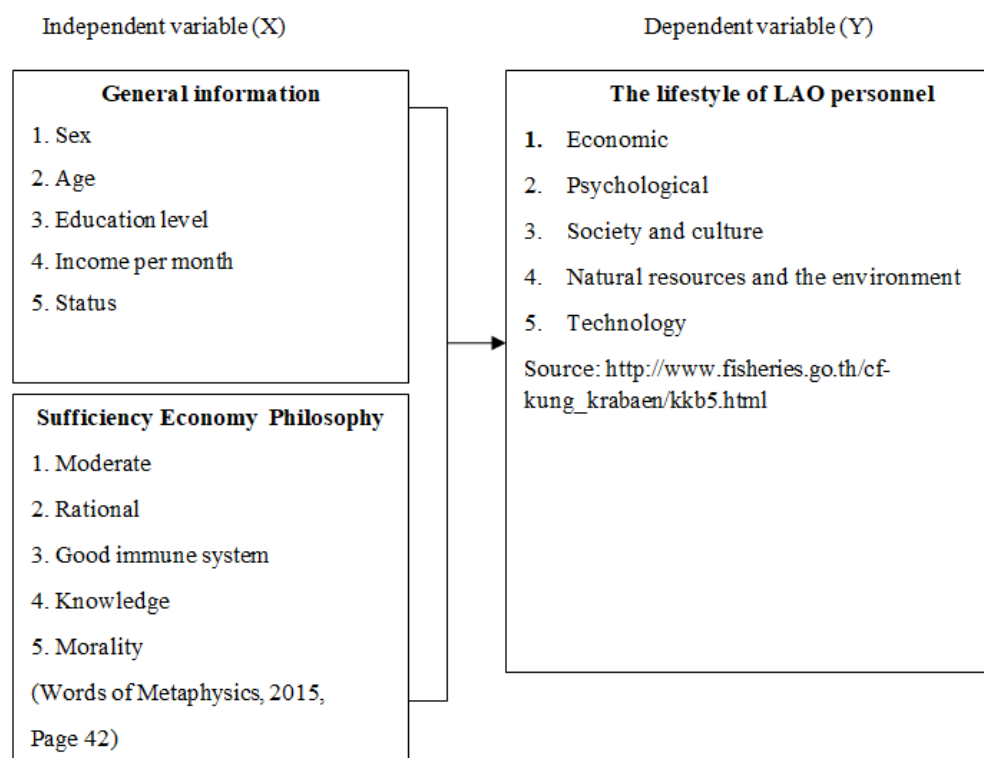
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### LOCAL ADMINISTRATIVE ORGANIZATION (LAO)

The basic idea that is comparable to the large conceptual framework of the local government system is the concept of "Decentralization" is in unity but there are quite many differences. Therefore resulting in an explanation and definition of the said words as follows: Charas Suwanmala (1995: 9-10) observed that most people interpret the term "power" in decentralized terms, meaning "Sovereignty" is often said to be indivisible. In the original meaning of the term, it is not focused on power, but rather on Central and Decentralization are important. "Decentralization should mean Decentralization of decisions not dividing national sovereignty Decentralization to regions and localities does not create sovereignty. It is (granting) the right to self-governing of communities and regions under the sovereignty of one nation together. "

### RESEARCH FRAMEWORK

- Conceptual framework for quantitative research



### III. RESEARCH METHODS

Quantitative research studies

Population and sample groups

The population used in this study are personnel in the local government organization in the eastern region of Thailand.

The sample used in this study is personnel in the local government organization. In the eastern region of Thailand. Because the exact number of citizens is not known therefore, the sample size was calculated at the 95% confidence level (Kananya Wanichbancha, 2009).

Where = the size of the desired sample

If the 95% confidence level is determined,  $z = 1.96$  = Acceptable tolerances Fixed equal to 0.05

When substituting values in formulas to get = 384.16 or 385 sample

For convenience, the researcher requests to collect data are personnel in the local government organization in the eastern region of Thailand, 400 people were selected by convenience sampling.

### IV. RESULT AND DISCUSSION

Table 4.1 Results of the study of the influence of the sufficiency economy philosophy in general affecting the lives of personnel in the local government organization in the eastern region of Thailand

Forecasting Variables	Coefficient Regression (B)	Statistical Value (t)	P- Value
Constant (a)	0.866	5.238	0.000*
Modest	0.116	2.517	0.012*
Rational side	0.232	3.700	0.000*
The side has good immunity.	0.193	3.550	0.000*
Knowledge	0.022	0.486	0.627
Moral	0.225	4.486	0.000*
Correlation coefficient (R)	0.716		
Decision coefficient (R <sup>2</sup> )	0.513		
Coefficient of decision making ) adj.R <sup>2</sup> )	0.507		
F. Statistics )F)	83.024		
P-Value	0.000*		

Note \* Statistical significance is at the level of 0.05

From Table 4.1, it is found that the sufficiency economy philosophy affects the lives of personnel in the local government organization in the eastern region of Thailand as a whole, namely morality (statistics at = 4.486,  $p = 0.000$ ), rationality (statistics  $T = 3.700$ ,  $P = 0.000$ ) good immunity (Statistics  $T = 3.550$ ,  $P = 0.000$ ) and moderation (Statistics = 2.517,  $P = 0.012$ ) and all 4 variables should be in the regression equation ( Statistics  $F = 83.024$  The  $p = 0.000$ ), the primary philosophy of the 4 sides together can predict the lives of people in local government in the eastern part of the overall percentage of 51.3 ( $R^2 = 0.513$ ).

### V. DISCUSSION

From the study, it is found that the sufficiency economy philosophy in the local government organization in the eastern region of Thailand is at the highest level. In terms of morality, having the highest score followed by in the aspect of having good self - immunity, reasoning, knowledge and moderation respectively, which the reason of this study is may be because the local government is a government agency which has always supported the use of the sufficiency economy policy in administration . There are also rules and regulations that make local government organizations must strictly adhere to especially the various fiscal regulations that disbursements must be transparent, verifiable, with clear evidence with the purpose of public benefit.

From the study, it is found that the level of the sufficiency economy philosophy has an influence on the life of the personnel in the local government organization in the eastern region of Thailand at a high level. In which society and culture have the highest scores followed by mental, natural and environmental resources, economy, and technology, respectively. The results of the study may be because the government agencies have been public relations about the philosophy of sufficiency economy for a long time and continue to do there has been an extension of the sufficiency economy philosophy in many contexts, such as the self-sufficiency economy philosophy for family, for agencies, communities, etc. People can apply the sufficiency economy philosophy at all levels.

From the study, it is found that the principles of the sufficiency economy philosophy influence the lives of personnel in the local administrative organizations in the eastern region of Thailand, namely morality, reasoning, good immunity and moderately. As for the philosophy of the sufficiency economy, knowledge does not influence the living of personnel in the local government organization in the eastern region of Thailand. If only knowing and not taking action not following the principles have no effect at all. Many people and many departments have good knowledge of the principles of Sufficiency Economy. But cannot do it because it focuses on self-indulgent consumption or in trend. Therefore, knowledge is not a factor that influences the lives of personnel in local government organizations in the eastern region of Thailand.

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