

GUIDELINES FOR DEVELOPING PARTICIPATION OF COMMUNITY ENTERPRISE MEMBERS NONGWUASO DISTRICT UDON THANI THAILAND

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ABSTRACT

This research was to study the approaches to develop the participation of community enterprise members Nongwuaso district Udon Thani Province affecting participation in the operation of community enterprise members Nongwuaso district Udon Thani Province. Research tools include questionnaires. The statistics used to analyze the data are averages.

The results showed that Demographic factors of 400 people, the respondents were female. Are between 41-50 years bachelor's degree High school/vocational certificate with an average monthly income of less than 15,000-baht, Number of household members more than 4 people. House holding area between 6-10 rai. The number of perceptions of information 1-2 times per month. Types of receiving information from department of Agricultural Extension official 25 percent. The period of being a member of a community enterprise group is between 2-3 years. And the number of community enterprise meetings is more than 2 times per year.

The results of the analysis of the level of participation in the operations of the members of the community enterprise group found Planning and management of community enterprises, Production and marketing, Benefit and Assessment. Affecting participation in the operation of community enterprise members Nongwuaso district Udon Thani Province.

Keywords: Community Enterprise, Participation, Development

INTRODUCTION

This research aims to study the level of participation. Participation development and development of tools for operations of community enterprise members Nongwuaso District Udon Thani Province. To increase the number of community enterprise groups. and reduce the number of business closures of community enterprise groups due to a lack of continuous support from the government. Therefore, it is the source of information on enterprises Nongwuaso District Udon Thani Province, 166

enterprises classified by fund members that are established according to the objectives of each enterprise that is different Sample group 400 people.

The establishment of community enterprises Must be done under the Community Enterprise Promotion Act, B.E. 2005, with the Department of Agricultural Promotion being responsible for certifying the status of community enterprises and the benefit network of registration as a community enterprise. The coming together of people in the community to conduct business at the community level is certified by law. Have the right to request promotion or support for real needs from the Community Enterprise Promotion Committee. And have the right to receive promotion or support for business development according to measures set by the Community Enterprise Promotion Committee that is related to social enterprises with the main aim of solving social and environmental problems. Important to the development of a country usually consists of High-income countries often have large, small and medium enterprises. Small and medium-sized enterprises are an important source of job creation. And new innovations often occur more in small and medium-sized enterprises than in large businesses.

The main problem of community enterprises is the large number of them. And there are community enterprises that have gone out of business due to a lack of continuous support from the government. The researcher therefore had an idea to study the level of participation of community enterprise members in order to create sustainable community enterprises, it is important to consider guidelines for developing the participation of community enterprise members beyond generating income for the community enterprises. One way to create sustainability for community enterprises is to consider local wisdom. And creating opportunities from local wisdom and guidelines for developing tools to drive the work of enterprise members so that community enterprises can grow and adapt to changes in technology and current market conditions. Firmly and sustainably in the future.

METHODOLOGY

The research study focuses on the participation of community enterprise members Nongwuaso District Udon Thani Province. The study used a survey research method combined with a quantitative approach to obtain data analysis results. The researcher has determined the guidelines, steps, and methods of conducting the study.

Population and sample

Population

Population used in the study the population used in the research was determined by the sample size using Cochran's calculation formula. (Cochran,1997) number of 400 people by collecting data from community enterprise members Nongwuaso District Udon Thani Province

Methods for selecting samples for research determining the sample size (Sample Size) to consider the validity of the content (Content Validity) by finding the consistency of the questions and objectives of the research. IOC (Index of Item-Objective Congruence) obtained the consistency index from 0.50-1.00. The researcher determined the appropriate sample size by choosing a convenience sampling method until the specified number was reached.

Research tools are used to collect data.

The research tool was to collect data by questionnaire of 400 people (Questionnaire) regarding guidelines for developing participation of community enterprise members Nongwuaso District Udon Thani Province. That affects the participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. Has all the following sections:

Part 1: General information of community enterprise members Nongwuaso District Udon Thani Province. That this research used a sample group were gender, age, and educational level. Average total household income Number of household members Household holding area Number of information perception Types of information received from Department of Agricultural Extension officials Period of being a member of a community enterprise group and the number of attendances at community enterprise group meetings.

Part 2: Provide a level of participation regarding participation in various operations of community enterprise members Nongwuaso District Udon Thani Province. Province, including planning and management of community enterprises. Production and marketing, Benefits and evaluation.

Part 3: Questionnaire regarding problems, obstacles, and suggestions of community enterprise group members regarding participation in community enterprise members' operations. Nongwuaso District Udon Thani Province.

Data collection methods

In this research study, the researcher has collected data from 2 sources as follows.

There is a process for collecting all data and questionnaires obtained from 400 population groups to check for accuracy. And completeness of the questionnaire before being processed with a computer program according to the criteria of each part of the tool and analyzing the data using a statistical package in the next step.

It is a collection of various information from books and academic articles. Academic journal and other past research are accepted documents. By collecting information about the participation in various operations of community enterprise members Nongwuaso District Udon Thani Province. Therefore, the obtained information was applied as a guideline for determining the conceptual framework for the research and creating a questionnaire. and can be used as a reference in writing research reports.

Data analysis

Statistics are used to analyze data from questionnaires. Statistics are used in research Descriptive statistics Inferential statistics The multiple regression analysis is divided as follows.

Part 1: Descriptive Statistic Analysis

Personal data of respondents of community enterprise members Behavior of community enterprise members and those that affect participation in community enterprise members' operations. Nongwuaso District Udon Thani Province. Used to enumerate frequencies and find the percentage Presented in the form of descriptive statistics. To be used to describe the personal information of respondents. Analysis was performed using percentages.

Concerning participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. It was used to measure central tendency by finding the average score. and measure the distribution by finding the standard deviation Presented in the form of descriptive statistics.

Part 2: Inferential Statistics to explain the planning and management of community enterprises. Production and marketing Benefits and evaluation that affects the participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. By comparing opinions of the group of variables studied. Including independent variables: basic personal characteristics. Economic characteristics and social characteristics, the dependent variable is planning and management of community enterprises. Production and marketing Benefits and evaluation. It affects the participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. Multiple

regression analysis It is an analysis of data to find relationships. between one dependent variable and two or more independent samples, where both the dependent variable and the independent variable is a quantitative variable with an interval measurement level. (Paitoon Wetkarn, 2008).

Part 3: Quantitative data analysis the researcher analyzed the data obtained from the questionnaire. Criteria for Interpreting Potential Assessment Results There are methods for interpreting the questions. It is an evaluation. There are 5 Options The researcher has calculated the evaluation criteria. It is an intersection of 5 layers with a wide range of “average” or “range of averages”. Each layer has a width of layer. Each class quadrant has a value of 0.80.

RESULTS

The analysis provides a level of participation in the evaluation. that affect the participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. When considering, it was found that community enterprise members gave a high level of participation in receiving income-expense information. Give the highest average level of participation ($\bar{X} = 4.27$, SD = 0.77). Community enterprise members provide a level of participation in product development so that products can be sold through many channels. Give the highest average level of participation ($\bar{X} = 4.23$, SD = 0.66). Community enterprise members provide a level of participation in the benefits of the group as members. Give the highest average level of participation.

($\bar{X} = 4.23$, SD = 0.66). Community enterprise members provide a level of participation in participating in the performance evaluations of leaders and group committees. Give the highest average level of participation.

($\bar{X} = 4.25$, SD = 0.72). When considering the average level of participation, the most ($\bar{X} = 4.24$, SD = 0.69).

From Table 1.

Table 1
The results of the analysis provide the level of participation in community enterprise management.

No.	The analysis provides a level of engagement	$\bar{X}$	SD	level of participation
	Community enterprise management	4.24	0.70	most
1	Participation in planning and making plans operate community enterprise business groups	4.24	0.64	most
2	Receiving teaching in various fields and having rotations in other duties in cases where group members are not enough. work	4.22	0.72	most
3	Regularly attending community enterprise member group meetings	4.26	0.70	most
4	Participated in setting guidelines for receiving benefits from the group as a member of a community enterprise group	4.21	0.65	most
5	Obtaining income-expense information of the community enterprise group every month regularly	4.27	0.77	most
	Production and marketing	4.24	0.67	most

6	Participation in planning, directing, monitoring, and inspecting the product production process to get quality products	4.23	0.66	most
7	Participating in product development so that products can be sold through many channels	4.27	0.72	most
8	Received training to develop distribution channels and create added value for the group's products	4.23	0.64	most
9	Participating in production planning in line with sales plans and customer needs	4.24	0.69	most
10	Participating in product development so that products can be sold through many channels	4.21	0.60	most
Benefits		4.23	0.66	most
11	Receiving benefits gives you a career. To increase income for the family	4.23	0.65	most
12	Receiving benefits gives you a better quality of life	4.24	0.66	most
13	Receiving benefits from the group as a member	4.26	0.71	most
14	Receiving benefits makes you more respected in the community	4.21	0.60	most
15	Receiving benefits increases your knowledge about production/processing	4.22	0.66	most
Evaluation aspect		4.25	0.73	most
16	Participating in the evaluation of the performance of leaders and group committees	4.28	0.77	most
17	Following up and knowing the progress of the group regularly	4.25	0.66	most
18	Participating in the follow-up planning of the enterprise group in the next production year	4.23	0.71	most
19	Receiving performance evaluations, a member group	4.22	0.73	most
20	Participating in evaluating the group's business operations during the year together with other group members	4.27	0.76	most
Total (n = 400)		4.24	0.69	most

Community enterprise management variables Influence on participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. Statistically significant at 0.05 with an influence value of 0.295.

Production and marketing variables Influence on participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. Statistically significant at 0.05 with an influence value of 0.197.

Benefit variables Influence on participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. Statistically significant at 0.05 with an influence value of 0.190.

Evaluation variables Influence on participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. Statistically significant at 0.05 with an influence value of 0.295.

Correlation coefficient (R) between independent variables "Community enterprise group operations" and the dependent variable have a relationship of 75.70 percent. From Table 2.

Table 2
Testing the relationship between community enterprise group operations.

No.	Community enterprise group operations	B	S.E.	Beta	t	Sig.
1	Community enterprise management	0.283	0.033	0.342	8.188	0.000*
2	Production and marketing	0.197	0.054	0.198	3.654	0.000*
3	Benefits	0.190	0.058	0.206	3.492	0.000*
4	Evaluation aspect	0.295	0.032	0.314	8.101	0.000*
R ² = 0.757 SEE = 0.295 F = 204.008*						
It is statistically significant at the 0.05 level.						

CONCLUSION AND FUTURE WORK

The results of the analysis of demographic factors revealed that the majority of respondents were female. Accounting for 60.00 percent, they were between 41-50 years old, accounting for 38.50 percent, with most having an education level lower than a bachelor's degree. Accounting for 75.50 percent, the average monthly total household income is less than 15,000 baht. Accounting for 55.75 percent. The number of household members is more than 4 people, Accounting for 70.50 percent. The household holding area is between 6 - 10 rai, Accounting for 55.50 percent. The amount of information received is 1-2 times per month. Accounting for 65.00 percent Contacting department of agricultural extension officials 1 time per month. Accounting for 60.50%, the number of community enterprise group meeting attendance is 1 - 2 times per month. Accounting for 75.75 percent and the period of membership in the community enterprise group is between 1 - 5 years, accounting for 61.00 percent. As for Panidasalee-at et al. (2019), a research study on the technology of Prang rice bones of farmers in half subdistrict municipality. Chiang Khong District, Chiang Rai Province Found a doctor who frequently found rice bones in Prarang rice fields increasing to be effective in technology. Rice fields increased as well. Therefore, the use of technology is the main choice for farmers who have large areas of rice cultivation. Applied to ensure quality rice production sufficient quantity for consumption and sale. The average total household income is 168,858.27 baht per year. Members of the community enterprise group receive information about community enterprises on average 4 times per month. There is contact with officials from the Department of Agricultural Extension 1 time per year.

Educational information on participation in the operations of community enterprise members Nongwuaso District Udon Thani Province. The results of the study found that the management of community enterprises Give the highest average level of participation ($\bar{X} = 4.24$, SD = 0.70). Production and marketing Give the highest average level of participation ($\bar{X} = 4.24$, SD = 0.67). Benefits Give the highest average level of participation ($\bar{X} = 4.23$, SD = 0.66). Evaluation aspect Give the highest average level of participation ($\bar{X} = 4.25$, SD = 0.72). Consistent with the research of Amorn Roddam (2008) studying the study of member participation. in operating a food processing community enterprise in Songkhla Province. The research results found that Members participate in the evaluation of the matter. Assessment knowledge Assessment tools including knowledge and ability to give advice or solve problems. Is at a high-level Minor in Community Enterprise Planning and Management. Community has an average of 4.11, followed by production and marketing with an average of 4.07 and benefits with an average of 3.91. All 4 areas have a high level of participation in the operations of community enterprise group members and consistent with the study of Atchara Meksuwan and Bunthawan Wongwon (2015)

who studied the role of leadership and member participation in driving towards the strength of the community enterprise of the Baan Mae How sewing group Hang Chat District, Lampang Province, said that community enterprises operate in a more developmental manner. This can be measured by more income. and members of community enterprise groups interested in generating income from production.

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