

Abstract

The main objectives of the study are to find out the level of community satisfaction and factors influencing the level of community satisfaction.

To achieve the objectives, the investigator interviewed 200 household heads of Ban Jen community in Phattalung province (the total number of household heads in Ban Jen is 235). Finally, the obtained data were analyzed.

The results of the analysis are as follows:

- (1) The majority of Ban Jen's household heads are "moderately satisfied with" the community whereas the minority of the household heads are "indifferent".
- (2) Age is likely to be related to the level of community satisfaction.
- (3) Household heads with low education are likely to be more satisfied with the community than those with higher education.
- (4) Farmers, government officials, and state enterprise workers are likely to be more satisfied with the community than any other groups.
- (5) Household heads with low income are likely to be more satisfied with the community than those with high income.
- (6) Household heads holding a large size of land are likely to be more satisfied with the community than those holding a small size of land.
- (7) Household heads partially hold their land are likely to be more satisfied with the community than those completely hold this land.
- (8) Household heads having lived in the community since birth (or staying for a longer period of time) are likely to be more satisfied with the community than those staying there for a shorter period of time.

Household heads getting much involvement in social activities are likely to be more satisfied with the community than those getting less involvement in social activities.