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Topic	Page
Factors Affecting the Success of the Sufficiency Economy Model Community. Case Study: Sai Yao Community Thalung-lek Subdistrict, Mueang District, Buriram Province Sasithorn Ritram, Sirilak Tho-ngamaiam, Sunisa Charoenrut, Supanya Kunlawong, Oraya Sunarin, Rangsimma Sawangtap, Kittikorn Huadsri, Chaninart Thip-akson	235
The Study of Consumers' Satisfaction of Cafe Amazon in Salaya, Nakornpathom Yanin Kieatmingmongkol, Nalin Simasathiansophon	244
Income inequality as a factor of 5G network inaccessible to the case of SSRUIC student Rutkawat Singsombut, Denis Ushakov	263
Factors Influencing to visit World Night Market among SSRUIC Students Sirachet Piyanijsamrong, Sommaya Prachyangprecha	286
The Study of Consumers' Satisfaction in Online Marketing Mix of Netflix Gritsanawan Thangseweephan, Nalin Simasathiansophon	294
Service Quality in Airline Industry: A Comparison between Bangkok Airways and Thai Smile Airways Ratchatin Krisvoranont, Nisara Paethrangsi	309
Key Factors Caused Error at Check-in Counter; A Comparison of Human Error and System Error Phanthach Phansuwan, Nisara Paethrangsi	316
Noise pollution from Suvarnabhumi Airport Affects Residents Jirachod Chaiyapim, Nisara Paethrangsi	321
Trends of Technology Changes in Airport Passenger Services, Post COVID-19 Era Somruethai Lunna, Nisara Paethrangsi	330

Factors Affecting the Success of the Sufficiency Economy Model Community. Case Study: Sai Yao Community Thalung-lek Subdistrict, Mueang District, Buriram Province

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Abstract

The application of Sufficiency Economy Philosophy drove a community to strengthen the economy and society. Studying Sufficiency Economy Model Community revealed the success factors to use in community development for well-being. The objectives of this study were to find out the factors affecting the success of Sufficiency Economy Model Community, Sai Yao Community, Thalung-lek Subdistrict, Mueang District, Buriram Province. The study was quantitative research. The population sample size was 1,421 Sai Yao Community members and the sample size was 302, obtained by simple random sampling. The research tool used for data collection was a questionnaire which it indicated reliability of 0.8622. The statistics used for data analysis were percentage (percentage), mean (standard deviation), and confirmatory factor Analysis. Findings from the research showed that the mean and standard deviation of factors affecting the success of Sufficiency Economy Model Community at the high-level, there were leadership (4.35 ± 0.301), budget (4.17 ± 0.425), management (4.14 ± 0.335), and participation (4.04 ± 0.451), respectively. By the confirmatory factor analysis, variables consisted of four factors. In a sequence of factor loadings, they were participation, leadership, management, and budget. The model in accordance was fit with the empirical data with chi-square = 2.94, $df = 2$, $p\text{-value} = 0.022990$, $RMSEA = 0.040$, $RMR = 0.003$, $CFI = 0.997$, $GFI = 0.995$, $AGFI = 0.976$.

Keywords: Sufficiency Economy, the success of Sufficiency Economy Model Community.

Introduction

The Sufficiency Economy is a philosophy initiated by King Rama IX of Thailand which provides guidance on appropriate conduct covering numerous aspects of development, including local and community development, (The Chaipattana Foundation, 2021). The application of the Sufficiency Economy Philosophy helps the community to strengthen the

economy, society, and way of life. Collaboration of community members under the principles of sufficiency economy leads to shared learning in self-management as well as helping to solve community problems, (Churairat Saenchairak, 2010). As a result, the community can be strong, self-reliant, and become a model community. In addition, the government has included the development of the model community in the National Economic and Social Development Plan since the 8th edition, (Office of the National Economic and Social Development Board, 1997). So, the model community is, therefore an idea and an alternative to solving Thailand's economic and social problems. From the literature review, factors affecting the success of the Sufficiency Economy Model Community consist of finance, production, marketing, management, leadership, participation, regulations, budget, and networks. (Narong Petchprasert, 2007; Lakshmi Suea-pan, 2012; Jarous Sawangtap, 2016)

Sai Yao Community, Thalung-lek Subdistrict, Mueang District, Buriram Province has been successful as a model of sufficiency economy community. Therefore, the research team is interested in studying the factors affecting the success of the Sufficiency Economy Model Community. The research results can be used as a guideline for developing nearby communities to be strong, self-reliant, and become a model community successfully.

Research Question

What are factors affecting the success of Sufficiency Economy Model Community, Sai Yao Community, Thalung-lek Subdistrict, Mueang District, Buriram Province?

Objective

To find out the factors affecting the success of Sufficiency Economy Model Community, Sai Yao Community, Thalung-lek Subdistrict, Mueang District, Buriram Province.

Research Hypothesis

The model of factors affecting the success of the Sufficiency Economy Model Community, Sai Yao Community, Thalung-lek Subdistrict, Mueang District, Buriram Province, was consistent with the empirical data.

Research Conceptual Framework

Researchers have studied principles, theories, and ideas of the factors affecting the success of the Sufficiency Economy Model Community and gathered data from academic papers, textbooks, reports, and articles from various journals and summarized them into a conceptual framework that the success factors variables in the study were management, participation, budget, and leadership.

Literature Review

It is known that the application of the Sufficiency Economy Principle will provide stability in life and community. Collaboration of community members leads to shared learning on self-management to solve community problems. As a result, the community can be strong, self-reliant, and become a model community, (Churairat Saenchairak, 2010). Due to the different environments of each community. Therefore, the factors that affect the success of the sufficiency economy model community are varied. From the literature review, those variables are listed in the following Table 1.

Table 1 *Classification of factors affecting the success of the sufficiency economy model community. model community.*

No.	Exchange of experiences	Knowledge of Sufficiency	Leadership	Shared-learning	Networking	Personnel	Budget	Management	Resource	Technology & Innovation	Support from the public or private	Sourcing a Supporting Market	Participation	Local wisdom	Society and culture	Mentally	Production	Goods	Customer	Labor
1						✓	✓	✓	✓	✓										
2	✓				✓		✓				✓	✓	✓							
3			✓	✓				✓			✓		✓	✓	✓					
4							✓		✓	✓	✓		✓		✓	✓				
5			✓	✓	✓											✓				
6			✓				✓		✓	✓		✓			✓	✓				
7										✓		✓								
8		✓	✓									✓								
9			✓		✓						✓					✓				
10							✓	✓				✓					✓			
11							✓	✓				✓						✓	✓	
12			✓		✓		✓	✓				✓	✓				✓			✓
13			✓		✓		✓	✓				✓	✓				✓			✓
14			✓				✓	✓				✓	✓				✓			✓
	1	1	8	2	5	1	9	7	3	4	4	6	9	1	3	4	4	1	1	3

Note: ¹Supha-pon Phuphaiboon (2015) ²Anucha Phimai-nok (2015) ³Laddawan Samran (2016) ⁴Nisara Jaisue (2016) ⁵Niphan Boonluang (2017) ⁶Thanyachanok Pawala (2018) ⁷Kaewchanya Kongnun & Somboon Sirisanhira (2019) ⁸Supawat Sao-ngo (2017) ⁹Jamras Kotayan & Wilaiwan Somsopon (2011) ¹⁰Jira Kanjanapak & Phanojit Laopoonsuk (1998) ¹¹Supachai Muangrak & Suriphan Senanuch (2003) ¹²Narong Petchprasert (2007) ¹³Lakshmi Suea-pan (2012) ¹⁴Jarous Sawangtap (2016)

From Table 1, reviewing 14 literature related to factors affecting the success of the group or organization. Four factors with high frequency were selected in this study, consisting of leadership, budget, management, and participation.

Methodology

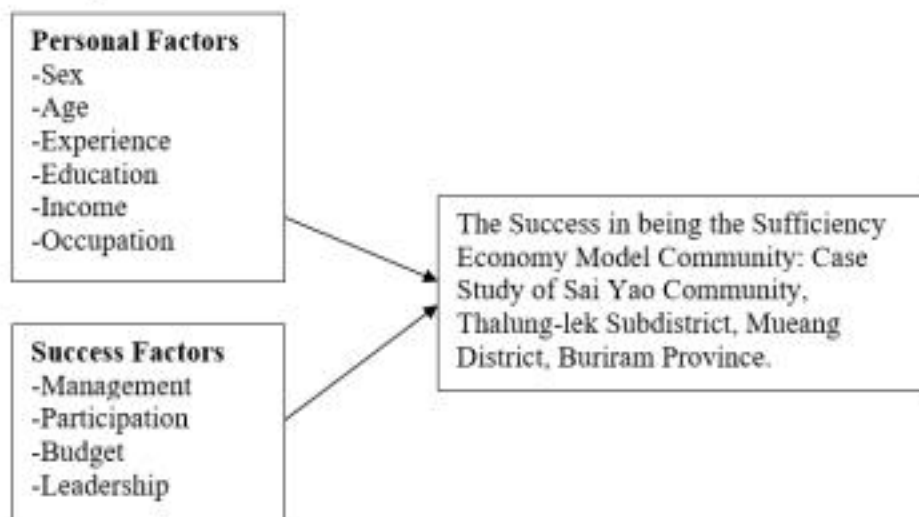
Research Scope

The focus of this research was factors affecting the success of the Sai Yao Sufficiency Economy Model Community, Thalang-lek Subdistrict, Mueang District, Buriram Province.

Population and Sample

The population used for the study was the Sai Yao community's members with 313 members of Non-Sila Village, 347 members of Samranrat Village, 257 members of Sametrat Village, 287 members of Nongkrua Village, 217 members of Non-Samran Village, with the population of five villages totaling 1,421 people. The sample size was determined through the formula of Weiers, R.M. (2008) with the confidence at 95%, the standard deviation 0.5, and the error value 0.05, was 302. The sample was obtained by simple random sampling.

Research Conceptual Framework



Research Tools

The questionnaire was evaluated by experts, such as faculty members at Buriram Rajabhat University and divided into 2 parts as follows:

Part 1, The checklist of Respondents demographic information. Demographics include gender, age, education, income, and experience in participating in the Sufficiency Economy Model Community.

Part 2, The 5-levels rating scale questionnaire. The opinion's question on factors affecting the success of Sai Yao Sufficiency Economy Model Community. The scale ranges from 1 = strongly disagree to 5 = strongly agree.

The questionnaire's reliability was tested by calculating the Cronbach's alpha coefficient and had an acceptable level of 0.8622.

Statistical Analysis

The statistics used in data analysis were percentage, mean, standard deviation (SD), and confirmatory factor analysis. The factors were examined for suitability with factor analysis by descriptive statistics (mean, standard deviation, skewness, kurtosis), Pearson's Product Moment Correlation, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's test of sphericity. The model fit indices with their acceptable thresholds were Chi-square, Root Mean Square Residual (RMR), Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), and Comparative Fit Index (CFI). (Kalaya Vanichbancha, 2005).

Results and Findings

Demographic Analysis

Percentage distribution for the demographic variables is presented in Table 2.

Table 2 *Percentage Distribution*

Profile Factors	Particulars	f	%
Sex	Male	140	46.40
	Female	162	53.60
Age	Less than 20 years	1	0.30
	20-30 years	6	2.00
	31-40 years	78	25.80
	41-50 years	123	40.70
	51-60 years	79	26.20
	More than 60 years	15	5.00
Education	Elementary level	159	52.60

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	Secondary level	104	34.40
	Vocational level	27	8.90
	Undergraduate level	12	4.0
Occupation	Farmer	132	43.70
	General employment	103	34.10
	Merchant/Business	53	17.50
	Public servant	14	4.60
Income	Less than 5,000/month	47	15.60
	5,001-10,000/month	86	28.50
	10,001-15,000/month	97	32.10
	More than 15,000/month	72	23.80
Experience in participating in the Sufficiency Economy Model Community	Less than 1 year	19	6.30
	1-2 years	75	24.80
	3-6 years	130	43.00
	7-9 years	61	20.20
	10 years or more	17	5.60

The sample includes 302 respondents. The largest group of respondents were female, between the ages of 41-50, elementary educational level, mostly are farmer, income 10,001-15,000 baht/month, and having 3-6 years of experience in participating in the Sufficiency Economy Model Community.

The Analysis of Factors Affecting the Success of the Sufficiency Economy Model Community, Sai Yao Community.

Factors consisted of management (15 items), leadership (15 items), participation (1 item), and budget (8 items) as shown in Table 3

Table 3 The level of opinion on the factors affecting the success of the Sai Yao Sufficiency Economy model community.

Factor	\bar{x}	SD.	Quality level
1. Management (15 items)	4.14	0.335	High
2. Leadership (15 items)	4.35	0.301	High
3. Participation (10 items)	4.04	0.451	High
4. Budget (8 items)	4.17	0.425	High

All factors finding were at a high level. The average and standard deviation were leadership (4.35±0.301), budget (4.17±0.425), management (4.14±0.335), and participation (4.04±0.451), respectively.

Affirmative Component Analysis on the Factors Affecting the Success of the Sufficiency Economy Model Community, Sai Yao Community.

Analysis of descriptive statistics and correlation coefficients between observed variables or factors.

The finding of the observed variables' average found a high level of 4.038 to 4.354, the standard deviation was between 0.301-0.451 and not more than 1, indicating that the data is distributed close to the mean. When considering the skewness value was between -0.061 to 0.218 and the kurtosis was between 0.089 to 1.006 which was not more than ± 2 . Showed the observed variables were normality.

The value of the correlation or correlation coefficient ranges from 0.120 - 0.624, which was statistically significant at levels of .01 and .05, therefore, there was no multicollinearity problem.

The analysis results of Bartlett's test of sphericity and Kaiser-Meyer-Olkin (KMO) values of the observed variables.

In considering Bartlett's test of sphericity, it was found that the values were 319.884, $df = 6$, $p\text{-value} = 0.000$, indicating that the identity matrix was not statistically significant at the .01 level and analyzing of Kaiser-Meyer-Olkin (KMO), near 1 (0.714). It confirmed that these observed variables were available to analyze by factor analysis.

Verification of the harmonization of research models with empirical data by confirmatory factor analysis.

The researchers analyze by using the data of the sample ($n = 302$), specifying one latent variable was "Com" consisting of 4 observable variables: Manage, Leader, Partic, and Budget. The result of the analysis and adjustment of the component model was harmonized with the empirical data, as shown in Figure 1

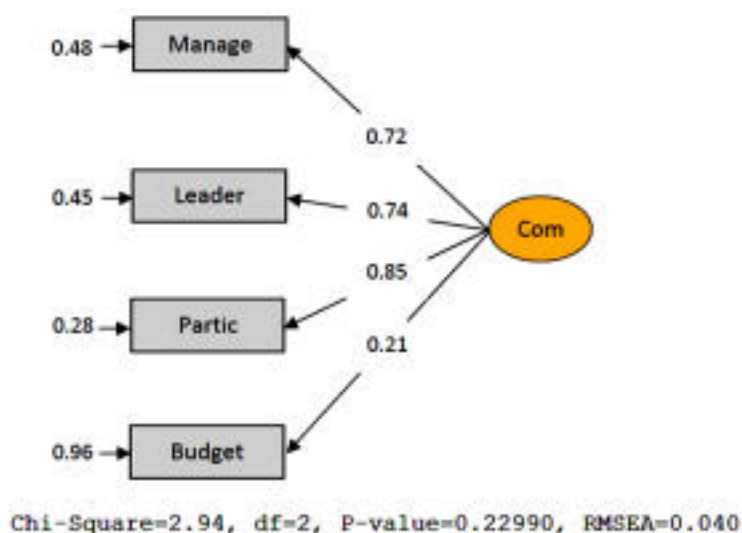


Figure 1. Model of factors affecting the success of the sufficiency economy model community.

From Figure 1, the index values used to verify the conformance of the model with the empirical data after the revision of the model are shown in Table 4

Table 4 *Analysis of the overall model consistency indices after revision of the model.*

Consistency indices	acceptance criteria values	Received values	Result
χ^2	P-value > .05	P-value=.22990	Consistent
GFI	0.95	0.995	Consistent
AGFI	0.90	0.976	Consistent
CFI	0.95	0.997	Consistent
RMR	< 0.05	0.003	Consistent
RMSEA	< 0.05	0.040	Consistent

The factor analysis model of factors affecting the success of the sufficiency economy model community had the goodness of fit as the criterion set with Chi-square=2.94, df=2, p-value=0.229, RMSEA=0.040, RMR=0.003, GFI=0.997, GFI=0.995, AGFI=0.976.

From Table 4, in consideration of the model's harmonization index, it was found that the model was consistent with the empirical data, with all four harmonization indices meeting the acceptance criteria.

Table 5 *Results of the Validation of the Measurement Model of Factors Affecting the Success of the Sufficiency Economy Model Community (Factor loadings, Standard error, t-value, Squared multiple correlation coefficient).*

Variables	Factor loadings	SE	t-value	r ²
Manage	0.72	0.019	12.985**	0.52
Leader	0.74	0.017	13.393**	0.55
Partic	0.85	0.025	15.539**	0.72
Budget	0.21	0.027	3.358**	0.04

Chi-Square=2.94, df=6, p-value=0.22990, RMSEA=0.040, RMR=0.003, CFI=0.997, GFI=0.995, AGFI=0.976

Note: ** statistically significant at the .01 level

Com-Model Community, Manage-Management, Leader-Leadership, Partic-Participation, Budget-Budget

From Table 5, the results of the analysis of the factor loadings of the observed variables were all positive, ranging from 0.21 to 0.85, the t-value ranged from 3.358 to 15.539 and all t-values were more than 2.58. The squared multiple correlation coefficient represented from 0.04 to 0.72.

In other words, the factors in terms of participation, management, leader, and budget had the real effect on the success of the sufficiency economy model community.

Conclusion

This study provided an overview of the Sufficiency Economy Model Community that served as a foundation for this study. There was also a discussion of the findings that revealed and confirm the factors affecting the sufficiency economy model community that may be helpful for future research. These findings indicate that factors that had a real effect on the success of the sufficiency economy model community are participation, management, leader, and budget.

Discussion

The purpose of the study was to find out the factors affecting the success of Sufficiency Economy Model Community, Sai Yao Community, Thalung-lek Subdistrict, Mueang District, Buriram Province. This was accomplished by using a quantitative research design that collected information from Sai Yao Sufficiency Economy Model Community's members. Within the framework of the literature review, the results of the statistical analysis have confirmed the factors which had a real effect in being the Sufficiency Economy Model Community. The research question related to the Sufficiency Economy Theory and empirical studies within the framework of the literature review, the results of the statistical analysis confirm clearly the factors consisting of leadership, budget, management, and participation that had a real effect in being the sufficiency economy model community and these factors were correspondent with research results of Narong Petchprasert (2007); Lakshmi Suea-pan (2012) and Jarous Sawangtap (2016).

The conclusions drawn about the question will help the community to be better understand what factors can make the community become the sufficiency efficiency model community. And the factors that can help community development for their real well-being are participation, management, leader, and budget.

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