

**FACTORS INFLUENCING THE SUCCESS AND FAILURE OF
THE IMPLEMENTATION OF THE GOVERNMENT WELFARE
CARD POLICY**

RACHATA JUTHAPHIW

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Public Administration
School of Public Administration
National Institute of Development Administration
2024**

**FACTORS INFLUENCING THE SUCCESS AND FAILURE OF
THE IMPLEMENTATION OF THE GOVERNMENT WELFARE
CARD POLICY**

RACHATA JUTHAPHIW
School of Public Administration

..... Major Advisor
(Professor Ponlapat Buracom, Ph.D.)

The Examining Committee Approved This Dissertation Submitted in Partial
Fulfillment of Requirements for the Degree of Doctor of Public Administration.

..... Committee Chairperson
(Professor Voradej Chandarasorn, Ph.D.)

..... Committee
(Professor Ponlapat Buracom, Ph.D.)

..... Committee
(Associate Professor Achakorn Wongpreedee, Ph.D.)

ABSTRACT

Title of Dissertation	FACTORS INFLUENCING THE SUCCESS AND FAILURE OF THE IMPLEMENTATION OF THE GOVERNMENT WELFARE CARD POLICY
Author	Mr. RACHATA JUTHAPHIW
Degree	Doctor of Public Administration
Year	2024

The objectives of this research article were to study: 1) Factors influencing the success or failure of the government welfare card policy. 2) The success or failure of the state welfare card policy. 3) Problems and obstacles in implementing the welfare card policy. This was a mixed method research, using both qualitative and quantitative research. Key informants were ten people in Kalasin Province with an income of no more than 2,000 baht per month and a purposive sampling technique was used in this process. The sample group was 623 people in those provinces with chronic poverty for more than 5 years, using the Taro Yamane formula and a multi-stage random sampling method. Research tools included interview forms and questionnaire forms. Qualitative data were analyzed using a descriptive method, and quantitative data were analyzed by mean and standard deviation. The hypotheses were tested by multiple regression analysis. The results showed that: 1) The overall factors influencing the success of the welfare card policy implementation were at high levels ($\bar{x} = 4.21$). 2) The success level of the overall implementation of the welfare card policy was at a high-level ($\bar{x} = 4.11$). 3) Problems and obstacles in implementing the welfare card policy are as follows: Difficulty in registering, travel problems, identity verification problems, communication problems, and a problem in understanding the right to use the card. Environmental factors influenced the success or failure of implementation of the state welfare card policy at a high level, with statistical significance at the .05 level.

ACKNOWLEDGEMENTS

This research was completed thanks to the generosity and cooperation of many parties. The researchers would like to express our deepest gratitude to Professor Dr. Ponlapat Buracom, the dissertation advisor, and the committee members who kindly provided knowledge, guidance, encouragement and useful advice in preparing this research. I would like to express my gratitude to Professor Dr. Voradej Chandarasorn, Chairman of the Dissertation Examination Committee, who provides advice that is extremely useful to researchers in the academic world, especially in the area of public policy. Associate Professor Dr. Achakorn Wongpreedee, a member of the dissertation examination committee, kindly provided advice and knowledge in preparing this dissertation. I would like to thank everyone very much for this opportunity.

Thank you to the respondents and interview participants in this research. Including the School of Public Administration and the National Institute of Development Administration officers, who provided advice and assistance in various processes related to this study and research.

Thank you to my classmates in the 10th Doctor of Public Administration program batch. The National Institute of Development Administration always brings smiles and happiness to a friendly classroom. What was indispensable was the group "Chuan Gun Gin," which has four members. No matter what situation we are in, we can give advice and talk with each other in a friendly way. They never leave each other anywhere, and help push the students to complete their study.

Finally, I would like to thank my father, mother, and those involved in supporting, helping, and encouraging me to be a cog in pushing as a researcher to complete a doctorate at this institution.

RACHATA JUTHAPHIW

August 2024

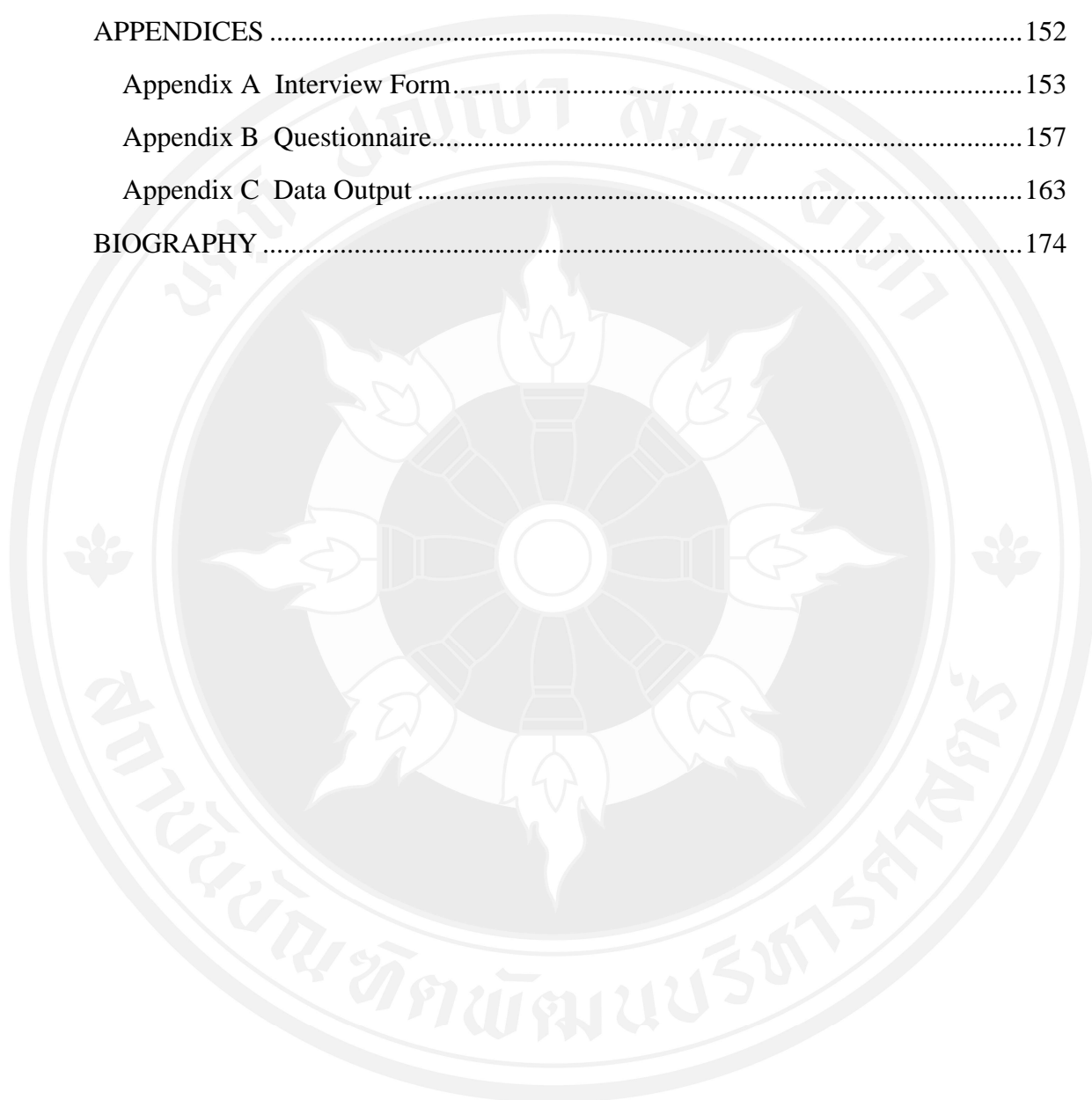
TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENTS.....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	ix
LIST OF FIGURES.....	xi
CHAPTER 1 INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Research Questions.....	7
1.3 Research Objectives.....	8
1.4 Scope of Study.....	8
1.4.1 Content Scope.....	8
1.4.2 Demographic Scope.....	8
1.5 Study Methods.....	9
1.6 Expected Benefits.....	9
1.7 Research Limitations.....	9
CHAPTER 2 LITERATURE REVIEW.....	11
2.1 Policy Concepts.....	11
2.2 Policy Analysis from the Perspective of Edward S. Quade.....	14
2.3 Theoretical Concepts Related to Policy Implementation.....	17
2.4 Concepts About Policy Success and Failure.....	22
2.4.1 Model Policy Success and Failure and Gray Areas in Between.....	26
2.5 Social Policy Concepts.....	40
2.5.1 The Importance of Social Policy.....	45
2.5.2 Guidelines for Studying Social Policy.....	48
2.5.3 Key Institutions in the Social Welfare System.....	51

2.5.4 Educational Scope of the Social Policy Visa	52
2.5.5 Conclusion.....	54
2.6 Group of Concepts and Theories about the Bottom-Up Approach	56
2.7 Information about the State Welfare Registration Project 2017	63
2.7.1 Background of the 2017 State Welfare Registration Project	63
2.7.2 State Welfare Card	70
2.7.3 Registration Process	71
2.7.4 Time Frame for the State Welfare Registration Project, Year 2017	74
2.7.5 Qualification Appeals.....	75
2.7.6 Card Distribution.....	75
2.7.7 Steps for Using Cards to Pay for Goods and Services	76
2.7.8 Benefits Received through the State Welfare Card.....	76
2.8 Concepts about Policy Communication	77
2.8.1 Ideas about Policy Communication.....	77
2.8.2 Communication Concepts and Theories.....	77
2.8.3 Theory of Media Exposure and News Selection.....	78
2.8.4 Communication Management Theory.....	79
2.8.5 Political Communication Theory	79
2.9 Related Research	81
2.9.1 Domestic Research.....	81
2.9.2 Foreign Research.....	89
CHAPTER 3 METHODOLOGY	93
3.1 Conceptual Framework	93
3.2 Operational Definition.....	94
3.3 Hypotheses	95
3.4 Key Informants.....	96
3.4.1 Research Tools	96
3.4.2 Data Collection.....	97
3.4.3 Data Analysis	97

3.5 Population and Sample	97
3.5.1 Population.....	97
3.5.2 Sample Group.....	97
3.5.3 Sampling Technique.....	98
3.5.4 Institutional Review Board: IRB	98
3.6 Research Tools	99
3.7 Testing of Research Tools (Quantitative).....	101
3.7.1 Testing the Correctness/Accuracy of the Content (Content Validity) ...	101
3.7.2 Testing Reliability (Reliability).....	101
3.7.3 Testing the Relationship Between Independent Variables (Multicollinearity)	102
3.8 Data Analysis.....	102
3.9 Data Verification	103
CHAPTER 4 ANALYSIS RESULTS	104
4.1 General Information of the Sample Group.....	104
4.2 General Information of Key Informants.....	106
4.3 Environmental Factors Influencing the Success of Implementing the State Welfare Card Policy	106
4.4 Success or Failure of the Policy Implementation.....	111
4.5 Problems and Obstacles in Implementing the Government Welfare Card Policy.....	112
4.5.1 Government Opinions	116
4.5.2 Opinions from Academics.....	117
4.5.3 Business Sector.....	119
4.5.4 Public Sector.....	120
4.6 Hypothesis Testing	122
CHAPTER 5 SUMMARY, DISCUSSION AND SUGGESTIONS	130
5.1 Summary.....	130
5.2 Discussion.....	131
5.3 Suggestions.....	138

5.3.1 Policy Recommendations	138
5.3.2 Suggestions for Use.....	138
5.3.3 Suggestions for Next Research.....	138
BIBLIOGRAPHY	140
APPENDICES	152
Appendix A Interview Form.....	153
Appendix B Questionnaire.....	157
Appendix C Data Output	163
BIOGRAPHY	174



LIST OF TABLES

	Page
Table 2.1 Compares Boyne, Bovens and t'Hart, and McConnell's Definitions of Success.....	25
Table 2.2 Policy as Process: The Spectrum from Success to Failure	31
Table 2.3 Policy as Program: The Spectrum from Success to Failure.....	35
Table 2.4 Policy as Politics: The Spectrum from Success to Failure	39
Table 2.5 Number of People Registering in the State Welfare Registration Project in 2017	69
Table 2.6 Shows the Synthesis of Dependent Variables (Success or Failure of Policy Implementation)	92
Table 3.1 Outlines the Construction of the Number of Questions for Each Variable.....	99
Table 3.2 Variables, Measurement Methods, Levels, and Sources for Creating the Questionnaire	100
Table 3.3 Cronbach's Alpha Coefficient Test Results for Each Side and the Whole Version	102
Table 4.1 Demographic Characteristics of the Sample.....	104
Table 4.2 Mean and Standard Deviation of Background and Economic Factors that Influence the Success of Implementing the Government Welfare Card Policy.....	106
Table 4.3 Mean and Standard Deviation of Communication Environment Factors that Influence the Success of Implementing the State Welfare Card Policy	108
Table 4.4 Means and Standard Deviations of Environmental Factors in Policy Implementation that Influence the Success of Implementing the Government Welfare Card Policy.....	109

Table 4.5 Means and Standard Deviations of the Success of Policy Implementation	111
Table 4.6 Summarizes the Comparison of Opinions on Problems and Obstacles From 3 Districts	115
Table 4.7 Results of Testing the Influence of Independent Variables, Background and Economic Factors on Variables Depending on the Success or Failure of Policy Implementation in Terms of Reduced Public Expenditures	122
Table 4.8 Results of Testing the Influence of Independent Variables, Background Factors, and the Economy on Variables, Depending on the Success or Failure of Policy Implementation in Terms of Economic Stimulation.....	123
Table 4.9 The Results of Testing the Influence of the Independent Variable Communication Factor on the Dependent Variable as Success or Failure of Policy Implementation in Terms of Public Expenditures Decreased.....	125
Table 4.10 The Results of Testing the Influence of the Independent Variables, Communication Factors, on the Variables Depends on the Success or Failure of Policy Implementation in Terms of Economic Stimulation ..	126
Table 4.11 The Results of Testing the Influence of the Independent Variable, Policy Implementation Factor, on the Dependent Variable on the Success or Failure of Policy Implementation in Terms of Decreased Public Expenditures.....	127
Table 4.12 The Results of Testing the Influence of the Independent Variables on Policy Implementation Factors on the Dependent Variables on the Success or Failure of Policy Implementation in Terms of Stimulating the Economy	128

LIST OF FIGURES

	Page
Figure 1.1 Poverty Line, Proportion of Poor People, and Number of Poor People from 1988-2020.....	2
Figure 1.2 Number and Proportion of Poor People Classified as Nearly-Poor, Little Poor, and Very Poor, 1988-2020	3
Figure 2.1 Dimensions of McConnell’s Model.....	26
Figure 2.2 Classify Success Levels According to McConnell’s Process Dimensions	28
Figure 2.3 Metric Criteria in the Process Dimension (Process).....	29
Figure 2.4 Index of Programs	33
Figure 2.5 Index of Politics.....	37
Figure 3.1 A Conceptual Framework for Education.....	94

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

From the past to the present, it has been found that poverty is still an important problem that the government sector has always given importance to and created policies for solving such problems (Jaruwit Siriphanpanya, 2021). Saowalak Ngamwitroj (2019) said that poverty in Thai society is a problem that every government has given importance to resolving. It is a national strategic policy that the government emphasizes and has continuously implemented. As a result, poverty in Thailand will decrease every year, according to a report summarizing the situation of poverty and inequality in Thailand in 2016, which states that in the past nearly three decades, the poverty situation in Thailand has greatly improved, with the poverty ratio decreasing from 65.17 in 1988 to 8.6 percent, accounting for approximately 5.81 million poor people in 1988. By 2016 there were 5.79 million nearly-poor people. When combining “poor people” with “almost poor people”, it was found that there were 11.6 million people, or 17.2 percent of the population. When considering the poverty gap (Poverty Gap), the severity of the poverty problem was found to have decreased over the past 15 years, with the poverty gap decreasing from 7.80 percent in 2002 to 1.42 percent in 2016. But it still increased, from 1.14 percent in 2015. The severity of the poverty problem decreased from 2.69 percent in 2002 to 0.38 percent in 2015. In 2016, it increased from 0.30 percent in 2015 (Office of the Spokesperson, Secretariat of the Prime Minister, 2018).

Before the outbreak of the coronavirus in 2019 (COVID-19), the year 2019 found that the poverty situation in Thailand had improved in a better direction. The proportion of poor people decreased from 9.85 percent in 2018 to 6.24 percent in 2019; that is, there were 4.3 million poor people, which showed a decrease from 6.7 million in the previous year, this may be a result of the expansion of the economy and

the expansion of government measures to help low-income earners, such as through a state welfare card project and a project to strengthen the grassroots economy according to the Pracharat approach. These projects have resulted in higher-than-average income increases for the poor, and reflects various benefits that accrued over the year falling more to the poor. When considering the household level, in 2019, 1.31 million poor households accounted for 5.04 percent of households, this decreased to 1.85 million households, or 7.64 percent, in 2018, as seen in Figure 1.1.

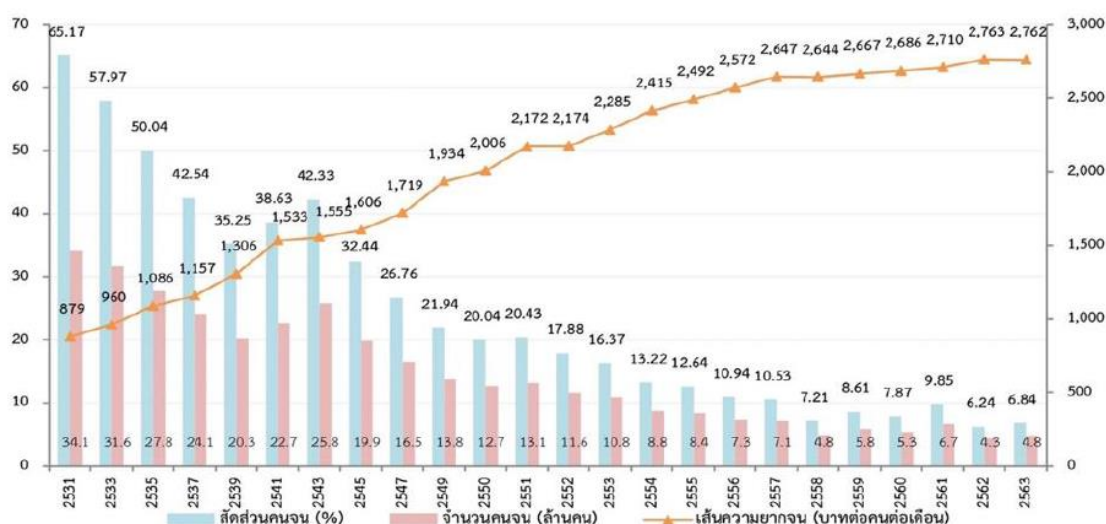


Figure 1.1 Poverty Line, Proportion of Poor People, and Number of Poor People from 1988-2020.

Source: The National Economic and Social Development Council (2021).

During the spread of COVID-19 in 2020, the proportion of people living below the poverty line increased from 6.24 percent in 2019 to 6.84 percent in 2020, resulting in 4.8 million people living in poverty, up from 4.3 million the previous year. This increase was due to the severe impact of the pandemic on the economy and employment. While the overall number of poor people did not increase significantly given the severity of the COVID-19 situation, households across the country were experiencing increased fragility. In 2020, households had reduced income-earning capacity, as reflected by a decrease in working hours and economic activity. This has

led to a significant increase in household debt and a decline in savings among low-income groups.

When considering the household level, it was found that in the year 2020 there were 1.4 million poor households, accounting for 5.51 percent of all households, which increased compared to 2019, when there were approximately 1.31 million poor households. When considering poverty by level of severity, it was found that in 2020 there were many poor people. These people are considered to be a group of people who have severe financial poverty problems. They totaled 1.61 million people, accounting for 2.31 percent of the country's population. It had increased from 1.28 million people, or 1.84 percent of the country's population in 2019, while the number of least-poor people was 3.14 million (4.52 percent of the country's population), an increase from 3.05 million, or 4.40 percent of the population in the entire country in 2019. For nearly-poor people, a population group that is easily at risk of becoming poor, it was found that there were a total of 5.14 million people, or a proportion of 7.40 percent of the entire country's population, which decreased from the number of 5.4 million people, or 7.80 percent in the year 2019.

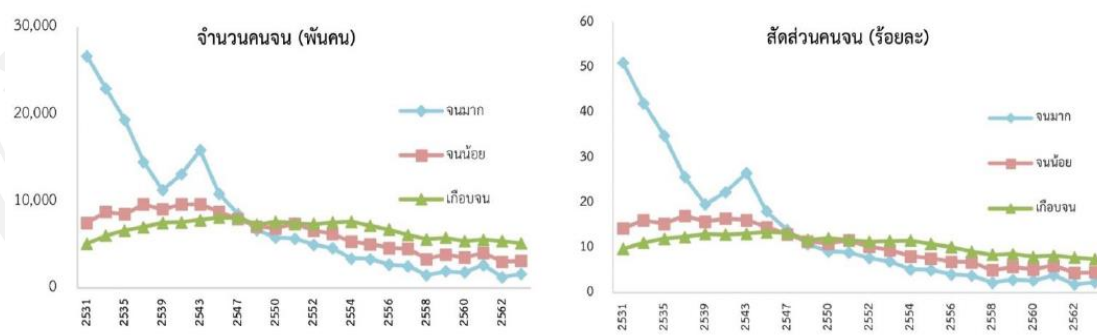


Figure 1.2 Number and Proportion of Poor People Classified as Nearly-Poor, Little Poor, and Very Poor, 1988-2020

Source: The National Economic and Social Development Council (2020).

It was found that in 2020, the number of poor people who increased significantly were very poor people, increasing by 330,000 people from the previous year (increased by 25.8 percent, while the number of least-poor people increased by

90,000 people, or an increase of only 2.95 percent, which indicates that the poor people who have more severe poverty problems increased). This is consistent with the Poverty gap indicator for the severity of the poverty problem that has increased. When looking back at various policies the governments have implemented to reduce/eliminate poverty, it was found that many governments had a poverty policy administration structure consisting of national and area committees. But these committees operate only as committees, or in some cases have a short period to operate. During the period 1982-1986, during the government of General Prem Tinnasulanon, the concept of basic needs (basic needs approach) was trending. It widely spread throughout the world and Thai government agencies, and when looking back, we notice that the policy changed during the government of General Prem Tinnasulanon.

As for government performance in the past, it was found that the government began to give importance to information such as registering the poor in 2012. 2004 and later saw a new project, to solve poverty problems through means such as converting property into capital, registration of poor people, and reform of the regional government sector in an integrated provincial manner. This was to find the main agency to respond to development in the area. To reduce poverty, these new projects, although supported by theories, in the process still had problems and obstacles, including a lack of integration and lack of evaluation system and delegation of responsibilities. Rethinking at the local level to integrate measures to help the poor has highlighted important problems in solving the problem of poverty. In the past, various government agencies have taken measures to help people with low incomes, reduce inequality and solve poverty problems. But still lacking is efficiency, they have been unable to provide assistance to low-income people in the right and appropriate way to target the right groups. This is because there is not an adequate database for implementing the measures. This has allowed people who do not have low incomes to receive benefits from almost every government welfare program that the government distributes to the people. Meanwhile, people with low incomes actually benefit very little from government measures, including the registration project for the state welfare card or the poor person card policy.

Registration for state welfare in the year 2016 during the period of the National Council for Peace and Order (NCPO) government with General Prayut Chan-o-cha as Prime Minister found that there were a total of 14,176,170 people with low incomes registered. An inspection that was completed on September 8, 2017 found that there were 11,431,681 people who had passed the qualifications (Macroeconomic Policy Office, Fiscal Policy Office, 2017). It can be seen that the number of state welfare cardholders was as many as 11,431,681 people, which was twice the number of 'poor people' that had been calculated correctly, according to academic principles from the National Economic and Social Development Board. (The number of people whose income was below the threshold, also known as the poverty line, in 2016-2017 was approximately 5 million people) (Wannaphong Durongkaverroj, 2019), which indicates the gap caused by the criteria for selecting people who can register is still not tight.

However, since the state welfare card project has been implemented from 2016 until now, it has been found that there are still many problems, such as those receiving welfare cards who are not truly poor. This has resulted in doubts from wider Thai society about how strict the registration process is. At the same time, in the register of 2017, when deposits and land holdings were checked, it was found that several poor people were eligible to receive welfare but had their rights cut off because the name was on the deposit account of the savings group or welfare group (BBC Thai, 17 October 2017). There are still many gaps, including: (1) the criteria for considering those eligible to receive welfare are mostly based on certain objectives without examining other aspects of status; (2) some types of welfare are still random. Some eligible people do not need assistance. (3) Some welfare benefits require the discretion of government officials in deciding. (4) Citizens' information is not up-to-date, causing money to leak out, affecting the efficiency of allocation. (5) Some people have costs in receiving welfare in the form of cash or deposits. The Office of the Auditor General of Thailand (2020) found that implementation of the State Welfare Registration Project was not yet strong enough to obtain a database of target groups. That is, incomplete, inaccurate, and not current; thus the implementation of measures to improve the quality of life of people with state welfare cards has not

achieved the stated objectives. As well, it was found that Welfare assistance provided through government welfare cards is not yet truly beneficial for the target group.

Therefore, the state welfare card project has been studied and pushed into concrete form by academics from the Fiscal Policy Office, Ministry of Finance. The focus is on efficiency in allocation and effectiveness in alleviating inequality problems. To allocate welfare to people who are in need, Thon Pi Tidol (2019) proposed and noted that the Welfare card policy of this state was implemented just a few months before the general election and after the coup. The party was “Palang Pracharath”, similar to the “Pracharath Project”, which has the state welfare card policy as one of them. It also issued additional orders regarding the political implications of the state welfare card project as follows: (1) The state welfare card reaches many people. One of the qualifications for those eligible is to be 18 years old or older. Total card holders are 14.5 million, accounting for 22 percent of the Thai population and accounting for 28 percent of eligible voters; at the end of 2018, registration was not opened to selected eligible voters before the election in March 2019. (2) The State Welfare Card Project had no long-term planning. The 2019 Pracharath Welfare Act for the Grassroots Economy and Society had no income, no clear details of the welfare direction, no measures to improve the quality of life, and no long-term plans. (3) The timing of adding additional measures to reduce the cost of living at the end of 2018 was 500 baht per person, which could be withdrawn as cash during February - April 2019. There is an allocation of credit limits for use in purchasing products in Thongfa Pracharat stores into the wallet, electronic money for being able to withdraw money for cash, and (4) efforts to collect welfare on state welfare cards. The 2019 Pracharat Welfare for the Grassroots Economy and Society Act stipulates that money from the fund will be used to support the project in order to help people in all types of difficult situations, opening the door to adding other benefits or other agencies to participate.

From the foregoing, it can be seen that the past measures or policies for providing welfare cards of the state have still been unable to successfully solve the poverty problem or reduce the burden on the people. And this is despite decades of policies and efforts to address poverty and many governments. Still, the government has been unable to solve this problem sustainably, even though modern technology

has come in to help drive the policy so that it can be carried out efficiently and effectively. At present, although there is a lot of research on state welfare cards, most of it is research that studies the user dimension, such as Saowalak Ngamwittroj's research (2019) studying the response of citizens to the government welfare card policy: a study of the community case of Nakhon Chai Si, Bangkok. Kwanthip Waewsanga (2021) studied the perception of the effectiveness of the state welfare card policy among the people in the Yala Municipality area, Yala Province. Research by Jaruwit Siriphanpanya (2021) studied the satisfaction of people with the state welfare card project. In Maha Sarakham Province, Suwanee Yamprai and Preechaya Nakfon (2019) studied the evaluation of government welfare card policy: a case study of Lat Krabang District. It was evaluated through public opinion.

From the aforementioned research, it can be seen that most of them studied the dimensions of results that already occurred. There are still limited studies on factors related to success or failure. The researcher realized the importance and therefore researched the factors that influence the success or failure of implementing government welfare card policy. The results of the research can be used as information to formulate policies and develop state welfare card policies, to be able to respond to the needs of the people, and thus effectively reduce the burden and relieve the suffering of poor people in the future.

1.2 Research Questions

- 1) What are the factors that influence the success or failure of implementing the state welfare card policy?
- 2) What is the level of success or failure of the implementation of the state welfare card policy in 2017?
- 3) What are the problems and obstacles in implementing the government welfare card policy?

1.3 Research Objectives

- 1) To study the factors influencing the success or failure of implementing the state welfare card policy.
- 2) To study the level of success or failure of the implementation of the 2017 State Welfare Card Policy.
- 3) To study problems and obstacles in implementing the state welfare card policy.

1.4 Scope of Study

A study on the implementation of the state welfare card policy. The scope of content and demographic boundaries are as follows:

1.4.1 Content Scope

A study of factors influencing the implementation of the government welfare card policy. The research aims to study and analyze factors that influence success or failure, and the level of success or failure of the state welfare card policy, including studying the problems and obstacles of policy implementation in the 2017 State Welfare Registration Project. Details about concepts, theories, articles, journals, and various research studies related to public policy and implementation of policy and state welfare card policy are addressed.

1.4.2 Demographic Scope

The scope of the population used in the study includes people who registered in the 2017 State Welfare Registration Project in Kalasin Province. This is because it is a province that had experienced chronic poverty for more than 5 consecutive years (Office of the National Economic and Social Development Council, 2023. p. 17).

1.5 Study Methods

This research is a mixed method research, including both quantitative and qualitative research. Data were collected by questionnaires and interview forms, and a multi-stage random sampling method was used. The population comprised registered recipients for state welfare cards in 2017 in Kalasin Province, numbering 248,149 people, by randomly selecting a sample of 623 samples, with the sample size calculated by Yamane's T formula, and applying statistical processing to explain the three environmental factors that influenced the success or failure of implementing the state welfare card policy by analyzing Descriptive Statistics Analysis, including number, percentage, mean, standard deviation and Inferential Statistics Analysis, including ANOVA and multiple regression analysis. For qualitative data analysis, content analysis and descriptive analysis were used.

1.6 Expected Benefits

The researcher expects to know the factors that affect success and/or failure, the level of success and/or failure of the implementation of the State Welfare Card Policy through the State Welfare Registration Project in 2017, and learn the results of the analysis of the distribution of benefits in the State Welfare Card Policy, including problems and obstacles in implementing the policy in order to make recommendations and use them to develop, improve, and amend the state welfare card policy or policies for solving poverty problems in the future.

1.7 Research Limitations

This research has important limitations: the researcher started the project in 2017 and this research is an ongoing research project, which means information may not be current. The conditions and details of the state welfare card have changed. As for data collection during the spread of the coronavirus disease 2019 (COVID-19), data collection was delayed because field visits could not be carried out continuously, and when able to visit the area, people were still concerned about the situation. Participation and cooperation was therefore obscured by anxiety. Therefore, the

interviews or answers of questionnaires may have some discrepancies. There also were economic limitations because they are a poor group of people. This resulted in no time to fully absorb information because they had to rush to work.



CHAPTER 2

LITERATURE REVIEW

The objectives of this research were to study; (1) The environmental factors that influence the success or failure of the implementation of the state welfare card policy. (2) The level of success or failure of the state welfare card policy in implementation. (3) The problems and obstacles of implementing the state welfare card policy. The researcher reviewed concepts, theories, and related research. The presentation covers the following contents:

- 2.1 Policy Concepts
- 2.2 Policy Analysis from the Perspective of Edward S. Quade
- 2.3 Concepts and Theories Related to Policy Implementation (Policy Implementation)
- 2.4 Concepts about Policy Success and Failure
- 2.5 Concepts about Social Policy (Social Policy)
- 2.6 Group of Concepts and Theories about the Bottom-Up Approach
- 2.7 Information about the State Welfare Registration Project 2017
- 2.8 Concepts of Policy Communication and Political Communication
- 2.9 Related Research

2.1 Policy Concepts

Policy is a word that comes from the Pali language. By combining the word “ny”, which suggests self-understanding, with the word “trick” or a clever method, together they can be interpreted to mean principles and practices that are considered guidelines for operations. A policy may be a broad statement or understanding that guides decision-making in carrying out a mission of executives and agencies. The wording used in a policy is often words that have flexibility in practice (Flexibility), such as using words as far as possible, as far as practicable, and under normal

circumstances, because the policy is not a specific guideline on how to proceed. The policy is therefore only a broad guideline that helps in deciding what to do. Is it only one thing? Or is it something that should be chosen to do or not to be done? Policy is therefore a careful planning of activities to lead to decisions to achieve the organization's goals reasonably. It is an indication of management's intention to do a certain activity in the future or in the situation that exists at that time.

Policy is a concept that will lead to effective operations. It is accepted that the first important duty of administrators is to set administrative policies. It is policy that provides direction and information for planning. That is, when the policy is developed or prepared with care and clearly understood, it will result in planning that is more accurate and efficient. This will help to carry out operations according to the specified plan. Therefore, policy is important for the management of every type of work, which scholars have given many meanings, as follows.

Haimann and Scott (1974, as cited in Sunan Ta Thawiphon, 2007, p. 15) said that policy is the scope of reasons and results that administrators use in making decisions. Terry (1977) explains that policy is the spoken or written description of the entire scope and direction of work, while Greenwood (1965, as cited in Mayuree Anumanrajathon, 2004, p. 5) said that policy refers to a broad preliminary decision based on general information to be used as a guideline for carrying out work correctly and according to the specified objectives, consistent with Wayne. AR, Leys (1969). He explained the meaning of policy as follows: Policy is a program for carrying out work to achieve goals in a valuable manner. Or it is a decision to choose the aims and methods of managing a particular organization.

In addition, Goodnow (1900, as cited in Prachum Rodprasert, 2002, p. 21) explains that policy is something created by the political department. The implementation of policy is a matter of administration, and this idea was supported by later political scientists, with Lindblom (Charles E. Lindblom) noting that all politics is the entire process of policy making. Lan Bright (w. Henry Lambright) also supported the assertion that the administration of state affairs is the determination of public policy of the state. Friedrich (1974, as cited in Sombat Thamrongthanyawong, 2001, p. 12) mentions that policy is a proposal for how an individual, group, or government will operate within an environment that will contain both obstacles and

opportunities. This makes it necessary to propose policies to take advantage of and overcome various situations. Policies have at least three important elements: goals (targets), things to be done, means (means), operations, and resources (resources) to support action according to policy. In addition, the relationship between politics, administration and policy is discussed as follows. “Although policymaking is a duty, the principles of the political department and their use or performance are the main functions of the executive branch. But both sides must play a continuous role in determining policy and implementing policy.” In conclusion, “policy” is a framework for executive decision-making in a way that shows the way and results of operations.

The policy is important, as Massic and Douglas (1981, as cited in Nuanpak Chungpaisan, 2002) mentioned, the importance of policy is as follows:

- 1) Policy saves time in performing work because the policy is something that has already been thought out or anticipated in advance, therefore, policy leaders do not need to come up with new ideas.
- 2) Policy creates coordination, because in an organization there are many sub-units. The same policy work will help each sub-agency to make predictions, make decisions and perform tasks with greater accuracy.
- 3) Policies help create stability in the organization and can help reduce stress among members within the organization, because every member understands the direction and goals of work.
- 4) Policies help promote and support executives at each level, and each person to dare to make decisions, because everyone knows the nature and extent of responsibility that they can decide on.
- 5) Policy serves as a national flag that will lead to decision-making by first-level executives and will help senior management to assign authority and duties to first-level executives according to their true abilities.

In summary, if the policy is clear, it will make operations simple and efficient, allowing personnel or subordinates to make decisions on missions for which they are responsible immediately without having to wait for orders from executives or supervisors, because good policy will allow executives to make correct decisions and produce good results. As well, clear policies will help make correct decisions, fairer and just.

2.2 Policy Analysis from the Perspective of Edward S. Quade

Public policy analysis according to Edward S. Quade's perspective covers the process of using factual information to analyze and find the best options to solve policy problems for implementation, both within the country and abroad. The study of public policy analysis to gain clarity requires an understanding of the important elements to provide a basic conceptual framework. Therefore, it is related to the following important points:

1) Objectives: Finding the true objectives of a policy is something that creates great difficulty for policy analysts. Because objectives are abstract, the government will set unclear objectives to prevent binding, such as poverty alleviation policies, policies to solve traffic congestion problems, etc. If we consider policies that the government has expressed its intention in order to solve a problem, it will be found that setting such policy guidelines is a broad overview and does not specify actual results. It should be asked, how many percentage points will the poverty problem be reduced? Or in solving traffic congestion problems, by how much percentage will it be reduced? Therefore, those with authority to set policy must create clarity in setting objectives, which is in line with Lineburry and Skarkansky (1971, as cited in Kowit Phuangngam, 2007, p. 14) which states that public policy must have well-defined objectives.

2) Alternatives: In considering alternatives, policy analysts must consider the political, economic, social, and resource differences of each option. It must be consistent with the objectives that have been set, showing consistency of each choice. The decision should be based on the following criteria: nature of the alternative (description), effectiveness of the alternative (effectiveness), cost, unanticipated effects (spillover effect), ranking (comment on ranking), and other related factors. It involves considering things that were not considered beforehand. What risks or impacts will there be to the political, economic and social environment?

3) Impacts: Studying the impacts of each option must use factual data to analyze and see whether the impacts will be positive or negative, and to what extent they are consistent with the objectives.

4) Criteria: Evaluation or measurement of success is the duty of policy analysts to use the same measurement principles to be able to evaluate policies and compare their appropriateness.

5) Models: Creating models involves converting from abstract to concrete for use in public policy analysis, such as creating maps. Using computer programs to calculate data and graphing the importance of the model will help policy analysts make an overall decision on all options and then implement them successfully.

The components of public policy analysis mentioned above will be important for consideration in leading to the public policy analysis process according to the view of Edward S. Quade (1982), who thinks that the public policy process is dynamic (Dynamics), a cyclical process that occurs over and over again. Another iterative consists of:

1) Identifying the policy problem (clarifying the problem) and specifying what the problem is. What group of people does it affect? How urgent is the need to solve the problem? Identifying all of the above problems requires setting objectives that are most consistent with the problem.

2) Defining objectives (determining objectives). In cases where the policy problem is clear, a competent policy analyst must set objectives consistent for solving the problem. They must be realistically implementable within the given time frame and specified. If the objectives are not clear, they will inevitably fail in implementation.

3) Searching and designing alternatives: Once the objective is clear, several alternatives must be determined to find a solution to the problem that is consistent with the objectives that have been set.

4) Collecting data and information: Good policy analysts must collect useful information to analyze options to see what their strengths, weaknesses, opportunities and limitations are in order to make comparisons. The options for solving the problem must be as clear as possible.

5) Building and testing models: Once the decision on choosing a solution to a problem has been made clear, then take the choices that have been set and create a model to test the possibility that if implemented, how successful would it

be? If analyzed and success is quite difficult, don't choose this approach and consider additional approaches.

6) Examining alternatives for feasibility: The results of testing the model should clearly show alternatives and evaluate the options to see how much they are consistent with social values. One must be careful not to use options that include personal values, as they may conflict with the people's values, and implementation may fail.

7) Evaluating costs and effectiveness: Appropriate and clear alternatives. The primary duty and responsibility of policy analysts is to evaluate the cost and effectiveness of each implementation option based on limited social resources. Therefore, cost and effectiveness analysis helps policy analysts to compare each alternative appropriately and clearly.

8) Interpreting results is an evaluation of the implementation of the policy to see how consistent it is with the objectives that have been set.

9) Questioning assumptions in cases where the policy evaluation for implementation is not consistent with the objectives that have been set. Policy analysts will need to revisit their assumptions (reviewing questions). What are the causes of the inconsistency? Are the objectives that have been set clear or not?

10) Seeking new alternatives: (opening new alternatives). Seeking new alternatives is used in cases where the implementation of the policy is not consistent with the objectives as set out. Policy analysts must analyze to know why policies have not been successful when implemented. They must take that information to check with the actual problem and search for new policy options that are appropriate to truly solve the policy problem.

In summary, policy analysis, according to Edward S. Quade's view, is a meaningful process that covers the process of using factual information to analyze and find the best options to solve policy problems. It is also an analysis of every element involved. The researcher used this concept in the analysis of related variables.

2.3 Theoretical Concepts Related to Policy Implementation

Many scholars have defined the meaning of policy implementation in various ways. In this section, the researcher has collected and summarized ideas about the meaning of policy implementation from both Thai and foreign academic textbooks. Three groups were divided by explaining the meaning into issues that were similar, divided into 3 groups, as follows:

The first group is broadly described as policy implementation, meaning actions or processes that are related to goals, objectives, success, or results of policy implementation, which is a meaning that most academics like to explain similarly as follows:

Smith (1973, pp. 197-198) explains that policy implementation is a step in the policy process. When a policy is formulated by a government, that policy is implemented. And that is closer to what policymakers expected.

Van Meter and Van Horn (1976, p. 103, as cited in Sombat Thamrongthanyawong, 2009, p. 402) gave their views on the implementation of policy in that policy implementation covers all activities carried out by the state and the private sector, both as individuals and as groups. This affects the achievement of predetermined objectives from policy decisions.

Pressman and Wildavsky (1979), said the meaning of policy implementation refers to actions taken to get things done. Achieving the goal completely causes productivity to be complete. In general, a policy must have goals and methods for the policy to be successful.

Jone (1984, p. 166, as cited in Kraft & Furlong, 2007, p. 82) explains the implementation of policy as follows: It is a set of activities that influences the results of policy implementation.

Supachai Yawaprapas (1995, p. 90) noted that most academics agree on the meaning and nature of policy implementation on at least 2 issues: First, policy implementation is a continuous process. There are steps in a continuous activity and each step is interrelated over time. The second point is that policy implementation is an operation to achieve the goals of the policy. Before implementing the policy, there must be the policy itself first. and it must have a set goal or objective, as well.

Somporn Fueangchan (1997, p. 157) summarized the meaning of policy implementation in that policy implementation is a process that continues from the policy formulation process. It is an activity that has goals set in advance to reach the desired final results.

Nattha Winijanaipak (2011, p. 273) concluded that policy implementation is an intermediate step between policy formulation and policy evaluation. Those responsible for implementing policies will be able to do so by translating policies into plans, projects and activities, respectively.

The second group explains the meaning of policy implementation like the first group, that is, it is an action that affects the implementation of the policy. But this group discusses more details of what is called policy implementation. That is, the meaning of this group will also be explained. Implementing policy means doing something. The scholars who explain the meaning in this way include:

Sabatier and Mazmanian (1983, pp. 20-21) explain that policy implementation is the implementation of policy decisions that usually take the form of laws, executive orders, or court judgments into practice, which is the point of deciding those policies, identifying issues, setting objectives, and determining the structure for implementing policies.

Kla Thongkhao (2005, pp. 7-8) explained that policy implementation refers to the process and coordination of activities to bring change to desired results. There is a search for knowledge and understanding of actual phenomena in the process of policy implementation to find lessons and guidelines that make it possible to manage and coordinate activities to achieve the objectives of the policy as well as avoid problems that are obstacles, reaching policy achievement.

Mayuree Anumanrajathon (2006, p. 218) summarized the meaning of policy implementation as converting the objectives set out in the policy into guidelines, plans, projects, and concrete activities, consisting of providing various resources to proceed successfully according to the objectives, including planning, designing, and executing the project according to the operating guidelines to result in scheduled project tasks.

Jumpol Nimpanich (2011, p. 10) concluded that implementing policies means policy management covering organizational behavior analysis, interaction of

individuals and groups of people, competency, and cooperation of government and private sector employees, environment, competency and cooperation of government and private sector employees that affect the achievement of policy goals.

Voradej Chandarasorn (2008, pp. 25-26) explained that policy implementation is a matter of seeking explanations about phenomena or real conditions that occur in the process of policy implementation in order to practice with content covering behavior and practice interaction of individuals, groups of people, competencies, and cooperation between government and private agencies. The economic, social, and political environment includes other factors that occur and may affect the achievement of policy implementation goals.

The third group covers the definition and meaning of policy implementation, which is quite different from the first two groups. Scholars who have explained such different meanings include:

Bardach (as cited in Sombat Thamrongthanyawong, 2009, p. 403), who defines policy implementation as a game of the political process. It involves theoretical concepts and research on policy implementation. and is a social activity that occurs following the policy requirements.

Rueangwit Kasetsuwan (2008, pp. 7-8) summarizes the meaning of policy implementation in that policy implementation is a process between policy formation and results. The actual implementation of the policy may not match the stated policy objectives, depending on other factors that are uncertain and cannot be controlled, such as the number of agencies, benefits, resources, and support from various factors, both inside and outside the organization, or perhaps the policy has failed since the policy formation stage. This uncertainty is related to being political or having politics in it, observed from the conflict, seeking cooperation, negotiating, and fighting for resources from policies, etc.

From gathering the meaning of policy implementation as in the examples above, it can be divided into 4 points for explaining the meaning, as follows:

- 1) Policy implementation is the implementation of policy decisions in the form of laws, executive orders or court judgments into practice, with the content of those decisions including specifying issues, objectives, goals, and structures for

practice or various methods, which are specified in the policy before the policy is implemented.

2) Policy implementation is management, action, or operation to achieve the goals of the policy. The actions considered to be the implementation of the policy can be summarized into two issues: the first issue is seeking knowledge and understanding, or a description of a phenomenon or reality that occurs in the process of policy implementation. It covers organizational behavior analysis, individual and Group Interaction Competency, and cooperation between government and private agencies, including economic, social, political, and other factors that have an impact on the achievement of policy goals to use the knowledge gained as a lesson in successful policy implementation. The second point translates policies, objectives, or goals of policies into plans. Projects and Activities include sourcing various resources, planning, designing, and executing projects according to goals. The project objectives are consistent with Van Meter and Van Horn's broad definition of policy implementation encompassing all activities, which is done by the state or private sector, both as individuals and as groups. Policy implementation is discussed as a set of activities that influences the results of policy implementation.

3) Policy implementation is a process or step in the entire policy process. The steps or processes between policy formation and results are in line with what some academics might describe as the process between policy formulation and policy evaluation. Such a process is a process for bringing change to desired results. Once a policy is established by the government, that policy must be put into practice. The nature of the policy implementation process is a process that is continuous from the policy formulation process, and the nature of the activities must be continuous and related.

4) The implementation of the policy may not meet the objectives. Or it may not follow a reasonably defined method as described in the above point. This is because policy implementation can sometimes be a game of the political process. Actual implementation of the policy may not match the stated policy objectives, depending on other factors that are uncertain and uncontrollable. This uncertainty is related to being political or having politics in it, as observed from the conflict seeking cooperation, negotiation and fighting for resources from policies, etc.

In summary, policy implementation is a step or process between policy formulation and policy evaluation. To bring change to the desired results once a policy is established by a government, it must be implemented. Policy implementation means implementing policy decisions that are usually in the form of legislation. Administrative orders or court judgments are carried out to seek explanations about phenomena or real conditions that occur in the process of implementing policies, in order to use the knowledge gained as lessons in implementing the policy to be successful, according to the goals or objectives of the policy that were determined in advance. The policy, objectives, or goals of the policy must be translated into plans. Projects, Activities, and Planning Design include procuring various resources and operating the project according to the goals and objectives of the policy. But sometimes the implementation of the policy may not follow the stated policy objectives, depending on other uncertain factors, such as those that are related to the political process, which are difficult to control.

Steps to put policy into practice

Voradej Chandarasorn (2022) stated that the process of policy implementation is a study of interactions, including the connection, dependency, and independence of organizations and individuals. The process of policy implementation was studied and found that it can be divided into 2 main steps. (Berman, 1978, pp. 157-184, as cited in Voradej Chandarasorn, 2022, pp. 32-33) outlined steps at the macro level and steps at the micro level (micro) which have an indirect relationship with higher government agencies and is beyond the control of the state's lower-level government agencies, and therefore have considerable freedom in carrying out their operations. Therefore, implementing national policy must rely on (1) higher-level agencies responsible for setting policy and who must cause lower-level agencies to implement such policy. To practice using appropriate methods, it is called policy implementation at the macro level, and (2) lower-level agencies that have received policy transfers from higher-level agencies. They must determine their internal policies to be consistent with national policies, called policy implementation at the micro level. The details are as follows:

- 1) Policy implementation at the macro level has a wide scope. As to the implementation of policies at the micro level as well, the important problem that

high-level agencies are unable to make lower-level agencies or government service agencies implement policies under the intent of the policy (policy intent), may cause failure or delay. In implementing the policy, important factors that cause uncertainty include the implementation of macro-level policies or failure. Berman and McLaughlin (Berman & McLaughlin, 1977, as cited in Voradej Chandarasorn, 2022, pp. 33-34) summarized it into four factors: goal discrepancies, influence and authority differentials, resource deficiencies, and communication barriers between agencies or organizations (i.e., communication difficulties among organizations).

2) Policy implementation at the micro level begins with the agency. The lower level receives policies, plans or projects from above, and then takes those policies, plans or projects and changes them to be work guidelines. It must rely on changes in each work process. As for the original agency first, this change is difficult because in reality, when the agency receives any policy in the past, it will cause automatic adjustments to the operating model. This is an important problem in implementing policies at the micro level. In addition, bringing the said policy or project into practice to achieve results will require interaction and change to lead to the coordination of benefits between the project owner agency and the lower-level organization that performs the work, which Berman called “mutual adaptation” (Berman, 1977, as cited in Voradej Chandarasorn, 2022, pp. 37). Implementing policies at the micro level consists of three steps: mobilization, deliverer implementation, and institutionalization or continuation in the organization.

2.4 Concepts About Policy Success and Failure

In this section, the researcher begins by reviewing the debate over the definitions of success and failure in public policy evaluation. This is compared with McConnell ‘s objective proposal for defining success and failure in the Gray Area in between, which is used as the model in this research.

After the 1970s, when systematic studies of public policy evaluation began. It began to analyze policy failures (Policy Failures), also known by many other names, such as analysis of failures (Fiascos), serious mistakes (Bunders), great damage (Disasters), or abnormalities (Anomalies).

In the first phase, success has not yet been analyzed, nor clear policy failures. It is often assumed that achieving the objectives of a policy or project equals success. Failure to achieve project objectives, in turn, is considered a failure. Donna H. Kerr, author of *The Logic of Policy and Successful Policies* (1976), was one of the first scholars to become interested in establishing success criteria. For project completion she divided criteria for evaluating success into 3 types: evaluating success in implementing policies, evaluating success by using measurement criteria, and a common judgment of success, with Kerr defining failure as the inability to implement a policy, or that policy does not achieve its objectives. Failure therefore has the same meaning as not being successful.

Later, many other scholars further defined the success of public policy in different ways, such as the article “Why Policies Succeed or Fail?” (1980) by Stuart Nagel, who explains that success means achieving goals according to set goals by getting worthwhile benefits with the least expenditure in an efficient manner. Other definitions of success are what O’Neil and Primus (2005) refer to as mixed success (Mixed Success), and Pollack (2007, as cited in Supawan Ron Klongdamnoenkit, 2018), as partial success (Partial Success), etc. (McConnell, 2010, pp. 348-349).

Scholars who have paid serious attention to the definition of success include Boyne (2003). Boyne questions how to improve the delivery of public policy services (Delivery of Services), where he separates the issues of effectiveness and improvement. Boyne points out that defining success as evaluating effectiveness is a rather limited concept because it is an evaluation from only one organization, whereas improvements aimed at evaluating public service delivery are a more dynamic assessment approach. He therefore focused his definition of success on creating a model for improving the delivery of public services. For example, using the Goal Model, he explains that the best index to measure achievement of the goals of a public health service is an assessment of the survival or death rate of people receiving the service. Therefore, it can be said that, for Boyne, success according to the model of the goal is to achieve the set goals.

Bovens and t’Hart (2001) defined success as a reflection of failure (Mirror Images). Bovens and t’Hart divide failure into two types: complete failure (fiascos), or it does not happen. In general, it’s a matter specifically from the influence of

neoliberal political ideology that attacks the government (Bovens & t' Hart, 2001, p. 643).

Attention to policy failure is a product of a political reaction to neoliberal ideology that occurred in the context of the rise of neoliberalism in the 1980s and 1990s (Bovens & t'Hart, 2006, p. 8, as cited in Marsh & McConnell, 2010, p. 568). Bovens and t'Hart (2001) studied the success and failure of policies in European countries, including the United Kingdom, Netherlands, France, Germany, Sweden and Spain. Their study of policy management is divided into 4 groups: Management of Decline in the case of the steel industry, Management in the context of institutional reform (Management of Institutional Reform) in the case of public health services, Management of innovation (Management of Innovation in the case of the financial sector, and Management of Crisis in the case of HIV/Aids.

Bovens and t'Hart conclude that across all countries in the study, there is a consensus that the key determinant of the success or failure of a policy or program is major political change, from the issue of conflicts in parliamentary politics even to the legitimacy and popularity of the government itself (Bovens & t'Hart, 2001, pp. 12-15, 21). Therefore, the success or failure of a policy or project does not only mean whether its objectives are met or not. But the success or failure of a policy or project will be evident mainly due to the political failure of the government (Bovens & t'Hart, 2001, p. 20; Bovens & t' Hart, 2016, pp. 654-657).

The success or failure of a policy or project therefore does not come from fixed factors. It is, rather, in a relativist style, meaning it depends on how many failures of politics there are rather than having the empirical reality of real success or failure factors (Bovens et al., 2006, p. 239, as cited in Marsh & McConnell, 2010, p. 568).

McConnell (2010) suggests that the definition of success needs to be theorizing. Therefore, it requires objectives in the definition as well. He divided success into 5 levels: complete success (Success), acceptable success (Resilient Success), conflicting success (Conflicted Success), risky success (Precarious Success), and failure, and then divided policy into 3 dimensions, namely the process, the project dimension (Programs), and the political, using different criteria to measure the gradation of success that is divided into levels of failure (McConnell, 2010 a;

2010 b; and McConnell, 2010) in order to solve the problem of focusing only on projects in Boyne's style, which neglects the role of politics which affects policy. The emphasis on the role of politics is the main thing according to Bovens and t' Hart's definition of failure, which makes success or failure too relative to the point of not being able to create an objective in theory.

McConnell (2010) divides the question of defining policy success into seven issues, as follows:

- 1) Form of Policy Success: What dimension is the level of success?
- 2) Time frame: How much time does success take?
- 3) Interests: Interests in success fall to which group?
- 4) Reference Points: What criteria are used to measure success?
- 5) Information: Can success be extended or built upon?
- 6) Policy Isolation: Is the policy affected by other policies or factors?
- 7) Conflict and Ambiguity: Does success lead to conflict or ambiguity? (Marsh & McConnell, 2010, p. 580)

A summary comparison of success definitions between Boyne, Bovens and t'Hart, and McConnell can be found in Table 2.1.

Table 2.1 Compares Boyne, Bovens and t'Hart, and McConnell's Definitions of Success

Definition of Success	Boyne	Bovens and t'Hart	McConnell
Dimension	Project	Politics	Process, Project, Politics
Epistemology	Objective	Relative Popularity	Objective
Definition of Policy Success	Achieve Objectives	It depends on the failure of politics.	Gradient with A gray area in between

Source: Boyne (2003); Bovens and t'Hart (2001); McConnell (2010a, 2010b).

2.4.1 Model Policy Success and Failure and Gray Areas in Between

McConnell expands this model from the concept of the Multidimensional Model (Multiple Dimensions Approach) by dividing what government does that dynamically affects public policy into three dimensions:

1) The process dimension is an important dimension used in the analysis of public policy since the beginning, such as in the work of Laswell (1956; Lindblom, 1959, 1965; Easton, 1953, 1965 as cited in Suphawan Ron Klongdamnoenkit, 2018), the process dimension begins with problem identification. Select the feasibility of the policy or project. Enter the decision-making process, and negotiate policies, until pushing for a policy to be issued (Policy Formation).

2) Project dimension (Programs) is the practical part of the project, or implementation of the policy (Implement).

3) Political dimension (Politics) refers to the forces of internal politics that affect policy, such as expectations for the next election, the image of a politician, etc., which affects decisions that affect policy (McConnell, 2010a, pp. 349-350).

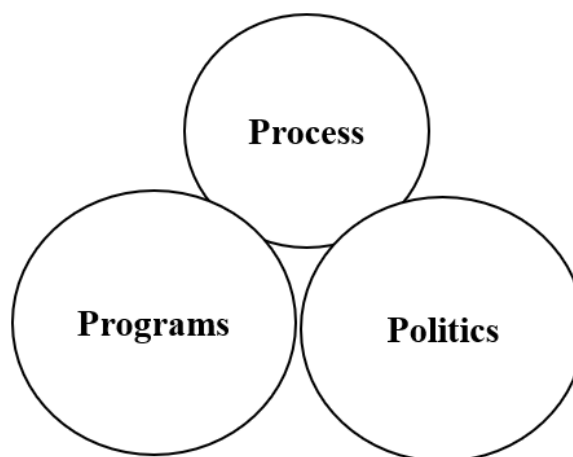


Figure 2.1 Dimensions of McConnell's Model

Source: McConnell (2010a, pp. 349).

McConnell begins his definition of policy success by separating it according to ontology, regarding the reality of success, into three groups:

1) The traditional group of thought (Foundationalist) views success as a fact (Fact) in an objective way (Objectives).

2) Anti-Foundationalist groups view success as not fact. But it depends on interpretation.

3) The Realism group views that success can be both objective and depend on interpretation. Achieving success can happen. But not everyone agrees. according to the perception and understanding, which can be different for each person (McConnell, 2010b, pp. 30-31).

From the foregoing, it can be explained that, in defining success, one must begin with the reality group (Realism), which is consistent with the real world of public policy, and it must aim to achieve the goals of the project. But at the same time, disagreement over the success of the project must be acknowledged by those who disagree with the goals and view the policy as a failure. Opening the door to focusing on the definition of success requires an objective perspective to create generalizable conclusions. Generalization theoretically does not close the way to understanding the interpretation (subjectivity) of groups that differ from the policy goals, thus causing conflict between the original evaluation concept and a group that accepts the values (Values). This is a major obstacle in developing a coherent theory of evaluation (McConnell, 2010a, p. 351, 2010b, p. 39).

It has been proposed that accepting both subjective and objective factors in defining the success of the above policies or projects makes it possible to understand that the definition of success is not black or white in the sense that if you are unsuccessful you are considered a failure. This extreme, binary definition is inconsistent with the reality of public policy. A definition of success that is consistent with reality will be more in the form of gradients in the gray areas in between (Gray Areas in Between), which classify the gradient (spectrum) of success in 3 dimensions of what the government does, divided into 5 levels, as follows:

1) Level of Success (Success) is the complete achievement of the government's policy goals, without having different opinions or opposing groups.

2) Resilient Success is the second highest level of success. There are opposition groups that are unable to negotiate and agree on policies or projects, but support groups are more numerous.

3) Conflict Success is the level of success at which the main contents of the policy have been implemented and there have been modifications and amendments to the policy. It is a level of success that lacks consensus. However, the policy is still considered able to survive.

4) Precarious Success is a level of success that is likely to fail. Little was achieved. The main substance of the policy has deviated from the original goal. There are more opposition groups than support groups.

5) Failure is the degree to which a policy or project receives scrutiny from the media, or is a project in effect based on a failed metric that overshadows a much less successful level of success (McConnell, 2010a, p. 352-353, 355, 356-357) as shown in Figure 2.2.

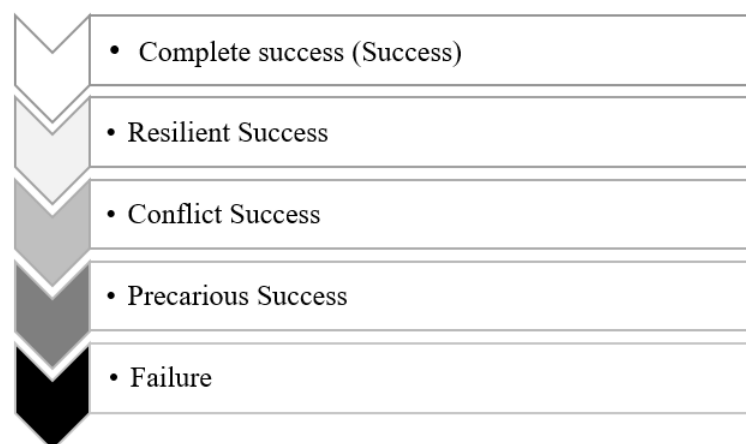


Figure 2.2 Classify Success Levels According to McConnell's Process Dimensions

Source: McConnell (2010a).

Summary of dimensions of what the government does, classification of success levels and measurement criteria in each dimension as follows:

1) Process dimension: Criteria for measuring the process dimension include:

- (1) Preserving policy goals and instruments of the project (Preserving Policy Goals and Instruments)
- (2) Conferring Legitimacy
- (3) Building a Sustainable Coalition

(4) Facilitating further development that leads to innovation (Symbolizing Innovation and Influence)

(5) Opposition and Support (Opposition and Support) (McConnell, 2010a, pp. 352-353, 355; McConnell, 2010b, pp. 40-46)

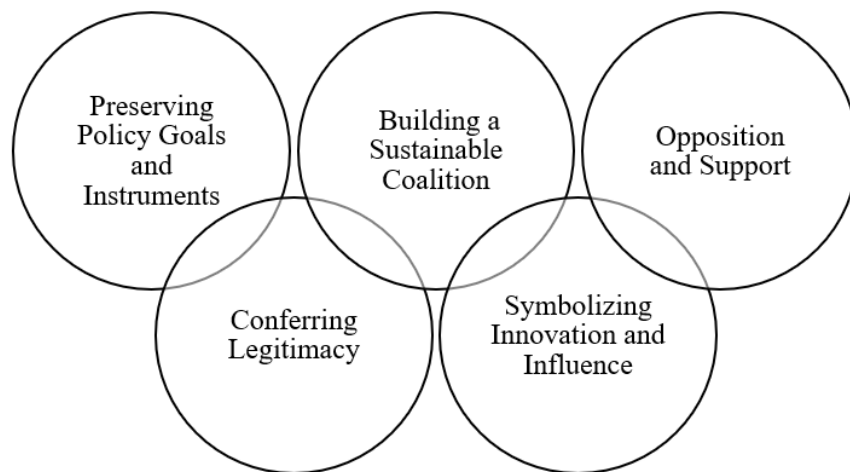


Figure 2.3 Metric Criteria in the Process Dimension (Process)

Figure 2.3 Measuring criteria in the process dimension (Process) (McConnell, 2010a, pp. 352-353, 355, 2010b, pp. 40-46).

When the classification of success levels according to 5 process dimensions is combined with 5 types of indicators, it can be summarized as follows:

- (1) Complete success of the process (Process Success)
 - a) Government policy goals and methods (Government Goals and Instruments) - perfectly preserved.
 - b) Legitimacy (Legitimacy of the Policy) - Receives legitimacy.
 - c) Compromise (Coalition) - Able to maintain sustainability in compromises from all sides.
 - d) Continuing and creating innovation (Influence and Innovation) – success.

e) Opposition and Support - There are no opponents. Or there is consensus among the support group.

(2) Acceptable success of the process (Resilient Process)

a) Government policy goals and methods (Government Goals and Instruments) - largely preserved.

b) Legitimacy (Legitimacy of the Policy) - has some impact on legal legitimacy, but it didn't have any significance.

c) Compromise (Coalition) - There are some differences of opinion.

d) Expanding and creating innovation (Influence and Innovation) - Possible but not outstanding.

e) Opposition and Support - The opposing side insists on their opinions, but the supporting side is more numerous.

(3) Conflicted Process Success

a) Government policy goals and methods (Government Goals and Instruments) - challenging, requires effort to maintain goals and methods.

b) Legitimacy of the Policy - Confronts and challenges references to legitimacy with the law. It is difficult to maintain the policy in the long term.

c) Compromise (Coalition) - There is clear opposition. There is a clear sign of division into two sides.

d) Extension and innovation (Influence and Innovation) - Unable to create extension and innovation from policy. There are equally many criticisms from both supporters and opponents.

e) Opposition and Support - There are equal numbers of support and opposition groups.

(4) Precarious Process Success

a) Government policy goals and methods (Government Goals and Instruments) - Government takes risks in maintaining policy goals and methods.

b) Legitimacy (Legitimacy of the Policy) - Legitimacy of a policy or project is almost lost.

c) **Compromise (Coalition)** - Compromise can hardly be maintained.

d) **Continuing and creating innovation (Influence and Innovation)** - There are alternatives that arise even if the policy or project is not accepted.

e) **Opinion/Support (Opposition and Support)**- The number of opposition groups is slightly greater than the support groups.

(5) **Process Failure**

a) **Government policy goals and methods (Government Goals and Instruments)** - cannot maintain the government's policy goals and methods any longer.

b) **Legitimacy (Legitimacy of the Policy)** - Unable to maintain legal legitimacy.

c) **Compromise (Coalition)** - No more compromises can be made.

d) **Continuing and creating innovation (Influence and Innovation)** - Proposals for alternative solutions receive approval.

e) **Opinion/Support (Opposition and Support)** - The opposition group won, or there is no longer a group advocating for the policy or project (McConnell, 2010a, pp. 352-353, 355, 2010b, pp. 40-46).

Table 2.2 Policy as Process: The Spectrum from Success to Failure

Process Success	Resilient Success	Conflicted Success	Precarious Success	Process Failure
Preserving government policy goals and instruments.	Policy goals and instruments preserved, despite minor refinements.	Preferred goals and instruments proving controversial and difficult to preserve. Some revisions are needed.	The government's goals and preferred policy instruments hang in the balance.	Termination of government policy goals and instruments.
Conferring	Some challenges to	Difficult and	Serious and	Irrecoverable

Process Success	Resilient Success	Conflicted Success	Precarious Success	Process Failure
legitimacy on the policy.	legitimacy but of little or no lasting significance.	contested issues surrounding policy legitimacy, with some potential to taint the policy in the long term.	potentially fatal damage to policy legitimacy.	damage to policy legitimacy.
Building a sustainable coalition.	The coalition is intact, despite some signs of disagreement.	The coalition is intact, although strong signs of disagreement and some potential for fragmentation.	The coalition is on the brink of falling apart.	Inability to produce a sustainable coalition.
Symbolizing innovation and influence.	Not groundbreaking in innovation or influence, but still symbolically progressive.	Neither innovative nor outmoded, leading at times to criticisms from both progressives and conservatives.	Appearance of being out of touch with viable, alternative solutions.	Symbolizing outmoded, insular, or bizarre ideas, seems oblivious to how other jurisdictions are dealing with similar issues.
Opposition to process is virtually non-existent and/or support is virtually universal.	Opposition to process is stronger than anticipated, but outweighed by support.	Opposition to process and support are equally balanced.	Opposition to process outweighs small levels of support.	Opposition to process is virtually universal and/or support is virtually non-existent.

Source: McConnell (2010a, pp. 352-353, 355, 2010b, pp. 40-46).

2) Project Dimension (Programs) Measuring the criteria in project dimensions include:

(1) Able to implement policies according to objectives (Meeting Objectives).

- (2) Results meet the desired goals (Producing Desired Outcomes).
- (3) Allocating benefits to the designated target groups (Creating Benefit for Target Group).
- (4) Pass standard criteria according to the scope of the policy (Meeting Policy Domain Criteria) (McConnell, 2010a, pp. 354-356, 2010b, pp. 46-49).

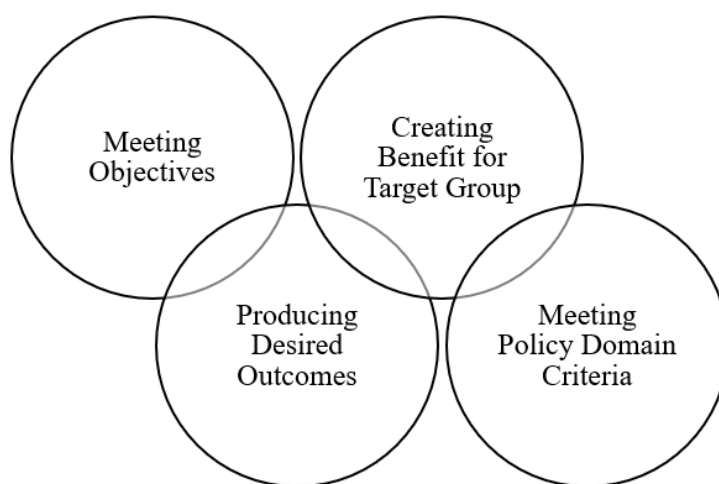


Figure 2.4 Index of Programs

Source: McConnell (2010a, pp. 354-356, 2010b, pp. 46-49).

When the classification of success level according to the 5 program dimensions is combined with 4 types of indicators, it can be summarized as follows.

- (1) Complete success of the project (program success)
 - a) Able to implement the policy according to the objectives (Meeting Objectives) – Successful.
 - b) Results as desired (Producing Desired Outcomes) - Successful.
 - c) Allocating benefits to the designated target groups (Creating Benefit for Target Group) – Success.
 - d) Pass the standard criteria according to the scope of the policy (Meeting Policy Domain Criteria) – Pass the criteria.
- (2) Acceptable success of the project (Resilient Programs)

a) Able to implement the policy according to its objectives (Meeting Objectives) - achieved on a large scale.

b) Results are as desired (Producing Desired Outcomes) - Most of the results are as set.

c) Allocating benefits to the designated target groups (Creating Benefit for Target Group) - There are some cases where there are problems, but most of them achieve their goals.

d) Pass the standard criteria according to the scope of the policy (Meeting Policy) Domain Criteria – close to standard.

(3) Conflicted Programs

a) Able to implement the policy according to its objectives (Meeting Objectives) - Partially completed. Some parts of the project have problems.

b) Results were as desired (Producing Desired Outcomes) - Some of the results were as intended. Some of them had undesirable results.

c) Allocating benefits to the designated target groups (Creating Benefit for Target Group) - Only a portion of the target group will benefit. Benefits are limited to a narrow circle.

d) Passed the standard criteria according to the policy scope (Meeting Policy Domain) Criteria - Criteria partially passed. Some parts are not effective.

(4) Precarious Programs

a) Able to implement policies according to objectives (Meeting Objectives) - Experiencing difficulties in implementing the policy.

b) Results meet the desired goals (Producing Desired Outcomes) - Only a small portion achieves the results according to the goals.

c) Allocating benefits to the designated target groups (Creating Benefit for Target Group) - Only a small portion of the benefits reach the target.

d) Pass the standard criteria according to the scope of the policy (Meeting Policy Domain Criteria) - Only a small percentage succeeds. The project has been full of scandal.

(5) Project failure (Program failure)

a) Able to implement policies according to objectives (Meeting Objectives) - Failure to implement the project.

b) Results achieved as desired (Producing Desired Outcomes) - Failed to achieve desired results.

c) Allocating benefits to the designated target groups (Creating Benefit for Target Group) – failed.

d) Pass the standard criteria according to the scope of the policy (Meeting Policy) Domain Criteria - far from standard (McConnell, 2010a, pp. 354-356, 2010b, pp. 46-49).

Table 2.3 Policy as Program: The Spectrum from Success to Failure

Process Success	Resilient Success	Conflicted Success	Precarious Success	Process Failure
Implementation line with objectives.	Implementation objectives broadly achieved, despite minor refinements or deviations.	Mixed results, with some successes, but accompanied by unexpected and controversial problems.	Minor progress towards implementation as intended, but beset by chronic failures, proving highly controversial and very difficult to defend.	Implementation fails to be executed in line with objectives.
Achievement of desired outcomes.	Outcomes broadly achieved, despite some shortfalls.	Some successes, but the partial achievement of intended outcomes is counterbalanced by unwanted results, generating substantial controversy.	Some small outcomes achieved as intended, but overwhelmed by controversial and high-profile instances or failure to produce.	Failure to achieve desired outcomes.
Creating benefit for a target group.	A few shortfalls and possibly some anomalous	Partial benefits realized, but not as widespread or deep	Small benefits are accompanied and overshadowed by	Damaging a particular target group.

Process Success	Resilient Success	Conflicted Success	Precarious Success	Process Failure
	cases, but intended target group broadly benefits.	as intended.	damage to the very group that was meant to benefit. Also, likely to generate high profile stories of unfairness and suffering.	
Meets policy domain criteria.	Not quite the outcome desired, but close enough to lay strong claim to fulfilling the criteria.	Partial achievement of goals, but accompanied by failures to achieve, with possibility of high-profile examples e.g., ongoing waste when the criterion is efficiency.	A few minor successes, but plagued by unwanted media attention eg, examples of waste and possible scandal when the criterion is efficiency.	Clear inability to meet the criteria.
Opposition to program aims, values, and means of achieving them is virtually non-existent, and/or support is virtually universal.	Opposition to program aims, values, and means of achieving them is stronger than anticipated, but outweighed by support.	Opposition to program aims, values, and means of achieving them is equally balanced with support for same.	Opposition to program aims, values, and means of achieving them, outweighs small levels of support.	Opposition to program aims, values, and means of achieving them is virtually universal, and/or support is virtually non-existent.

Source: McConnell (2010a, pp. 354-356, 2010b, pp. 46-49).

3) Political Dimension (Politics) Criteria for measurement in the political dimension (Politics) include:

(1) Enhancing Electoral Prospects/Reputation of Governments and Leaders.

(2) Controlling the Policy Agenda and Easing the Business of Governing.

(3) Sustaining the Broad Values and Direction of Government.

(4) Opposition to political benefits for government to virtually non-existent (and/or support is virtually universal.) (McConnell, 2010a, p. 353, 356, 2010b, p. 46, 49-54).

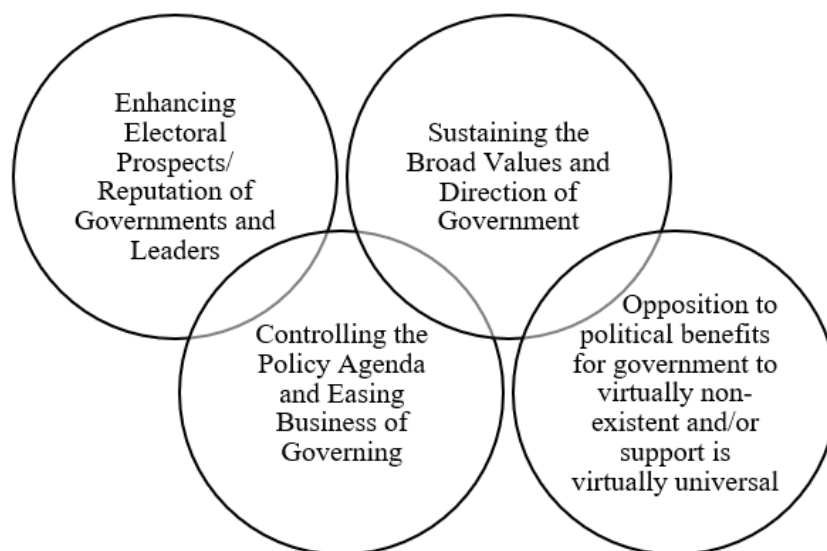


Figure 2.5 Index of Politics

Source: McConnell (2010a, pp. 354-356, 2010b, pp. 46-49).

When the 5-level classification of success levels according to the political dimension (Program) is combined with 4 types of indicators, it can be summarized as follows:

(1) Complete political success (Political Success)

a) Enhancing Electoral Prospects/Reputation of Governments and Leaders - receive both opportunities and reputation.

b) Controlling the policy agenda and reducing the burden of ordering (Controlling the Policy Agenda and Easing Business of Governing) – Controllable.

c) Maintaining the overall values and direction of the government (Sustaining the Broad Values and Direction of Government) – Maintain values and direction.

d) Opposition to political benefits for government to virtually non-existent and/or support is virtually universal - Opposition to political benefits for government is virtually non-existent and/or support is virtually universal.

(2) An acceptable level of success in politics (Resilient Politics)

a) Enhancing Electoral Prospects/Reputation of Governments and Leaders - There are still opportunities and reputation. Only a few people were dissatisfied.

b) Controlling the policy agenda and reducing the burden of ordering (Controlling the Policy Agenda and Easing Business of Governing) - Started having difficulty controlling the policy agenda.

c) Sustaining the Broad Values and Direction of Government - able to maintain broad values.

d) Opposition to political benefits for government is virtually non-existent and/or support is virtually universal - Opposition to political benefits for government is stronger than anticipated, but outweighed by support.

(3) Conflicted Politics

a) Enhancing Electoral Prospects/Reputation of Governments and Leaders - There are both supporters and opponents.

b) Controlling the Policy Agenda and Easing Business of Governing - must encounter difficulties and increase the burden of ordering.

c) Sustaining the Broad Values and Direction of Government – still in control.

d) Opposition to political benefits for government is virtually non-existent and/or support is virtually universal - Opposition to political benefits for government is equally balanced with support for same.

(4) Precarious Politics

a) Enhancing Electoral Prospects/Reputation of Government and Leaders - There is a question of the benefits received from the policy.

b) Controlling the Policy Agenda and Easing Business of Governing - The government must face political difficulties.

c) Sustaining the Broad Values and Direction of Government – requires compromise.

d) Opposition to political benefits for government is virtually non-existent and/or support is virtually universal - Opposition to political benefits for government outweighs small levels of support.

(5) Politics Failure

a) Enhancing Electoral Prospects/Reputation of Government and Leaders - The government and leaders lose their reputation and opportunities.

b) Controlling the Policy Agenda and Easing Business of Governing - Failed to control the policy agenda and give orders.

c) Sustaining the Broad Values and Direction of Government – Failure to uphold values and loses control of direction.

d) Opposition to political benefits for government is virtually non-existent and/or support is virtually universal – Opposition to political benefits for government is virtually universal and/or support is virtually non-existent. (McConnell, 2010a, pp. 353, 356, 2010b, pp. 46, 49-54).

Table 2.4 Policy as Politics: The Spectrum from Success to Failure

Process Success	Resilient Success	Conflicted Success	Precarious Success	Process Failure
Enhancing electoral prospects or reputation of governments and leaders.	Favorable to electoral prospects and reputation enhancement, with only minor setbacks.	Policy obtains strong support and opposition, working for and against electoral prospects and reputation in fairly equal measure.	Despite small signs of benefit, policy proves an overall electoral and reputational liability.	Damaging to the electoral prospects or reputation of governments and leaders, with no redeeming political benefit.
Controlling policy agenda and easing the	Despite some difficulties in agenda	Policy proving controversial and taking up more	Clear signs that the agenda and business of	Policy failings are so high and persistent on the

Process Success	Resilient Success	Conflicted Success	Precarious Success	Process Failure
business of governing.	management, capacity to govern is unperturbed.	political time and resources in its defense than was expected.	government is struggling to suppress a politically difficult issue.	agenda, that it is damaging government's capacity to govern.
Sustaining the broad values and direction of government.	Some refinements needed but broad trajectory unimpeded.	Direction of government very broadly in line with goals, but clear signs that the policy has promoted some rethinking, especially behind the scenes.	Entire trajectory of government is being compromised.	Irrevocably damaging to the broad values and direction of government.
Opposition to political benefits for government is virtually non-existent and/or support is virtually universal.	Opposition to political benefits for government is stronger than anticipated, but outweighed by support.	Opposition to political benefits for government is equally balanced with support for same.	Opposition to political benefits for government outweighs small levels of support.	Opposition to political benefits for government is virtually universal and/or support is virtually non-existent.

Source: McConnell (2010a, pp. 354-356, 2010b, pp. 46-49).

2.5 Social Policy Concepts

Social Policy (Social Policy) as a field of study is considered another field of study in the social sciences (Social Science) that is multidisciplinary in nature, linked with other sciences in a comprehensive way (interdisciplinary collaboration) (Lavalette & Pratt, 2002, p. 6). Therefore, in many issues of the study of social policy, Social Policy may cause confusion or make you feel like you are studying in another

field of study with similar content, such as sociology, political science, anthropology, psychology, economics, etc.

However, if we look back at the development of the field of social policy, we will find that in the past, the field of social policy was not widely accepted in academic circles or developed as a serious field of social science until the beginning of the 20th century, when some of the content of the Social Policy subject was published in social work training courses. Eventually, the concepts and content of the Social Policy subject were modified and developed, up to “Social Administration (Social Administration)” (Dean, 2012, p. 13). Later on, the concepts and theories taught in Social Administration courses have been developed and are now widely taught, especially in British and European universities (Dean, 2012, p. 3; Lavalette & Pratt, 2002, pp. 1-4; Alcock, 1998, pp. 8-9; Bulmer & Lewis & Piachaud, 1989, pp. 2-24). However, in the middle of the 20th century, the content, concepts, and theories of social administration (Social Administration) have been widely developed, making the status of social management more accepted in academic circles. It has even led to changing the name of the main subject taught from the original. The subject of social administration (Social Administration) has been the subject of social policy (Social Policy) to this day (Dean, 2012, p. 3; Blakemore & Warwick-Booth, 2013, pp. 7-15; Blackmore & Griggs, 2007, pp. 5-11; Baldock, 2012, p. 17). The concepts, theories, and findings of the field of social policy are now being taken seriously in social science and political science. In many countries, it has been certified and established as a “profession” to support students who graduate directly from the field of social policy (Social Policy) to perform social work (Social Workers) for the government or other social development work that is relevant.

However, the first important question for students regarding the subject of Social Policy is probably the question of the meaning and scope of study of Social Policy (Social Policy), and what exactly it is a subject of study about. Initially, the researcher would like to begin by explaining the meaning of the social policy subject by supporting Richard’s comments. Richard Titmuss said that trying to define the meaning of social policy is quite tedious (Titmuss, 1974, p. 28) because important educational issues in the field of social policy involve all dimensions of human life and every mechanism, system or institution that interacts in society; however, Richard

Titmuss also gave an interesting opinion on explaining the meaning of social policy (Social Policy) as a subject that studies the extent and level of social needs - Mechanisms for providing social services or social welfare systems to meet various social needs (Titmuss, 1976, p. 20). Therefore, when considering the comments of Richard Titmuss, one will find that one of the important points of study in social policy is the study of social needs (social needs) and social welfare provision systems (Social Welfare Provision) to meet social needs.

However, the next question is, so what do these social needs consist of? These social needs consist of needs for health care, housing, education, income maintenance, and the provision of a variety of social services (Lavalette & Pratt, 2002, p. 2).

Therefore, the study of social policy must understand the relationship between various types of social institutions that influence the provision of public services to meet these social needs (Social Needs), such as the social need for education. The state must design an education policy that covers all groups of people so that they can access education effectively, including the role of educational institutions in issuing measures to care for students' well-being and develop learners according to the target characteristics of each policy. As with providing social services to various groups of people, whether it be children, the elderly, or the disabled, it is necessary to have responsible institutions not only from the government sector, but also including services from the private business sector, etc.

Saying that the subject of Social Policy (Social Policy) emphasizes the study of interactions between social institutions to solve problems or meet social needs alone may not be very comprehensive, because the subject of Social Policy (Social Policy) also gives importance to the well-being of "humans" or citizens. As Hartley Dean (Hartley Dean) (2012, pp. 1-2) explains, social science includes the scope of education. Related to the well-being of human beings, including studies of relationships and social mechanisms that influence the promotion of well-being, is studying the defects (Impairments) of such social systems or mechanisms that may affect the well-being of human life. In addition, Hartley Dean (Hartley Dean, 2012, pp. 74-85) further explains that the nature of the subject of social policy focuses on studying human life and understanding social problems that occur and how they affect human life. Therefore, it can be concluded that the subject of social policy focuses on

education to develop: 1) human well-being, and 2) models or methods for promoting such human well-being, including study and understanding. There are various types of “social problems” as well. The question is, what is “human well-being” (?)

Of course, the definition of this “well-being” of human beings is likely to have many perspectives and explanations. The well-being of each of us is different, however, it is this fundamental aspect of human well-being that we all desire. There seems to be no escaping the issue of happiness and convenience in living, including independence and the ability to fulfill one’s basic desires in terms of education, health, hygiene, wealth, social and political status, etc. However, from the current economic and social conditions in the global capital, it has been reflected that “Human well-being” is inextricably linked or pinned with the capitalist economic system. Therefore, an important question that researchers must ponder on this issue is the level of economic development and progress. Does good always lead to human well-being? (1) If the answer is no, and economic prosperity of many countries (or every country) is the desire and priority policy of every country, how does it have a good or bad impact on human well-being? What forms of social problems does it lead to? These questions are raised, but it is beyond the intention of the author to present answers in this chapter. But the reason why these questions are raised is to reflect that the state’s economic development policies have a direct impact on human life, both good and bad. And not only economic development issues. All types of government policies, besides affecting development in another corner, may also cause unexpected impacts on groups of people with different economic and social statuses. Therefore, skills in analytical thinking and reasoned criticism (critical thinking) towards various social policies of the state are therefore very necessary to the study of social policy. This is in line with the ideas of Blakemore, Moore, and Warwick-Booth (Blakemore & Warwick-Booth, 2013, p. 2) who explain that the study of social policy is like asking, What are the different types of social policies of the state? What are social policies, the form in which these policies are established, the management methods and the implementation of various policies put into practice (how policies are developed, administered and implemented), including study of the origins of various types of social policies, and what are the reasons they come into being? Why are some social policies developed and others not? Why do policies exist (or not exist)?

Additionally, Blakemore and Warwick-Booth, (2013, p. 6) further explained that one necessary skill that students must have (or at least must continually develop) is the skill to think analytically and reasonfully criticize the impact of social policies on various aspects of human life. Therefore, linking the theory of policy subjects (Social Policy) integrated with skills Experience and use of analytical thinking, to Criticize with reason. Therefore, it is something that students in the field of social policy need to continuously develop during their studies, with field visits to study social phenomena, including research in the field of social policy.

From the comments of many academics that were explained at the beginning, it can be concluded that the important point in the study of social policy is to focus on the study of forms or methods for promoting and supporting the well-being of humans in society (Hudson, 2013, pp. 9-11; Dean, 2012, pp. 1-2; Alcock, 1998, p. 7; Spicker, 1995, p. 5; Bryson, 1992, p. 30), as well as driving approaches to meet human social needs in various areas (Titmuss, 1976, p. 20; Blakemore & Warwick-Booth, 2013, p. 1). However, if the subject of social policy aims to study patterns for promoting well-being and meeting basic human needs in society, as mentioned above, the question is, who drives the mechanisms to promote human well-being and satisfy these humans need? Of course, the first answer that might come to mind is: "That is the role of the government", because these mission of promoting human well-being seem to inevitably fall under the responsibility of the state. And it's not a wrong answer in any way. Because it promotes and supports human well-being, it is the mission of the state to respond to needs, solve problems, and provide services to citizens as "citizens of the state". For this reason, another important issue that must be studied in social policy is "Citizenship (Citizenship)" which is the concept of citizenship of the said state. It is considered another important issue in the subject of social policy (Social Policy) that must be studied (Dean, 2012, p. 16; Marshall, 2000, pp. 32-41), especially the connection between the rights of citizenship (citizenship) and the influence of the capitalist system (Capitalism), as well as the role of the state (State). Therefore, the question of "who" plays an important role in moving the system or mechanism to meet human needs and well-being remains to be answered. Therefore, consisting of the state (State) is the first important basis.

Institutions that influence the promotion and development of human well-being are not limited to government agencies alone. They also comprise the private sector (Private Sector), volunteer sector, family, informal sector, and occupational sector. In other words, studies in social policy. Therefore, it is necessary to study the role, form, relationship, and influence of these various social institutions that affect the promotion and development of human well-being. As Lavalette and Pratt (Lavalette & Pratt, 2002, pp. 6-8) explain, social policy (Social Policy) is a subject that gives importance to the analysis of social service delivery systems (Social Provision) of the public sector, private sector, professional groups, volunteer groups, and comparative informal institutions, both in historical dimensions and in theoretical analysis. All of which is related to health care, education, housing, social security systems (Social Security), social services (Social Service), and other social activities. In general, this kind of analytical study is called the “welfare state”.

Of course, in the field of social policy, students must hear and be familiar with the word “welfare state” regularly, it can be called jargon in the field of social policy because, in the end, the form or method of a state’s welfare system can be explained through analysis of the roles of the state, private sector, and social institutions involved in the welfare provision systems in each country.

2.5.1 The Importance of Social Policy

In the pre-modern era, human well-being, and economic and social interaction were maintained through the exchange of goods with one another. The complexity of economic and social processes occurred through mutual exchange relationships, whether at the individual, household, or community level. Therefore, social policy in earlier times was no more complex than the creation of values. Appropriate social conditions for exchanging things promotes well-being and good social relations between people in the community (Titmuss, 1974, as cited in Rapepan Khahom, 2011, pp. 25-26). However, from what has been presented previously, various types of social policies (Social Policies) are directly related to improving or developing the well-being of humans. In the past, especially before the Industrial Revolution, when there was no market economy (Polayi, 2001, as cited in Suriyanon Pholsim, 2020), this resulted in a form of social policy in the past that was simple, mainly through

mutual assistance between individuals. However, if considering current economic and social mechanisms, these economic and social systems are very complex. There are also factors surrounding the creation of new economic models that are more complex, such as the advancement of technology. Modernity, liberal capitalism, economic and political globalization, etc., all have a direct effect on human life and living conditions, including new economic and social patterns. This brings about various impacts all around, whether it is the problem of income inequality, poverty problems, access to educational opportunities, domestic and international crime problems, unemployment, social exclusion, health problems, global warming or environmental pollution. Of course, these various forms of social problems are all under the educational scope of the Social Policy subject. Therefore, it can be said that the influence and importance of the subject of social policy is not completely focused on the academic dimension. It is also directly important to the development of tools and methods for solving various social problems to promote human well-being, including through social policy action (Social Action) (Baldock, 2012, p. 8; Alcock, 1998, p. 7).

In addition, due to the nature of Social Policy (Social Policy) as being interdisciplinary (Blakemore & Warwick-Booth, 2013, pp. 3-7), the patterns of human life are linked to mechanisms of society in many different dimensions, whether in economics, society, politics, education, culture, the environment, etc. Therefore, the pluralism of both social policy subjects and human life patterns, makes social policies of various types, whether they are policies on education, public health, environment, economy, employment, social assistance, etc., fall basically under the responsibility of government agencies and must be developed under concepts and guidelines to be appropriate and consistent with social needs and social problems effectively. Therefore, the role of social policy subjects has a great influence on the development of theoretical frameworks and principles, in order to analyze, select and create guidelines for developing new and effective social policies and improve the quality of life of citizens, increase efficiency in responding to needs, and solve social problems comprehensively (Dinitto & Johnson, 2012, pp. 2-3; DiNitto, 2011, pp. 2-4).

On the contrary, if social policies are developed inappropriately, whether for economics, political reasons or various defects arising from the work of government

agencies, social policy may make existing problems in society more pronounced and severe.

It can be seen that social policies fundamentally aim to improve the quality of human life and alleviate social problems, but sometimes social policies themselves (Social Policies) may also be part of the cause of social problems (Dean, 2012, p. 85), such as issues of inequality and fairness in organizing the welfare system. Social exclusion is a result of social policy, or can be an issue of “equal” but “unfair”, or “fair” but “unequal”, etc. Therefore, in this sense, the subject of social policy (Social Policy) is extremely important in two dimensions: 1) It is important to find methods or guidelines to put social policies into practice to raise the quality of human life and effectively solve social problems, and 2) it is important to study the issues and impacts that arise from a failure to promote human well-being as a result of social policy preparation and policy implementation. The knowledge gained from studies in the field of social policy in both dimensions of benefits, and problems arising from these social policies (Social Policies), has a direct effect on the development of both. In terms of academics and operational guidelines (Social Action), applying knowledge in the field of social policy (Social Policy) will raise the level of development and solve social problems more efficiently.

The importance of social policy can also be explained through economic mechanisms and social patterns that people in society share (Collective Action). In this dimension, Peter Alcock (Alcock, 2016, pp. 1-13) explains the necessity of social policy in an era when people (including various types of social institutions, whether economic institutions, government, households, etc.), all rely on each other to live their lives and drive their social institutions. Therefore, organizing a social welfare system is an inevitable necessity that can and must be fully implemented together among people in society (collective action) (Alcock, 2016, p. 2). In addition, are social problems (Social Problems) from the example of the British welfare state in the Beveridge Report of 1942 (Beveridge, 1942), which declared war on five social problems (Five Giant Evils) that government agencies inevitably had to eradicate from society at that time, including: 1) illiteracy (ignorance), 2) dirtiness (squalor), 3) laziness (idleness), 4) disease (disease), and 5) needs (wants). In the end, it was guidelines for fighting problems in these 5 areas that led to the formation of various

aspects of the state welfare system in England. By eliminating these five evils or problems from British society, it led to the emergence of the concept of a welfare state (welfare state) to solve social problems and fully raise the quality of life of the people. Therefore, it can be seen that in every society there are problems that vary depending on the complexity of the economic and social mechanisms in each country, and which have an overall impact on people's lives and livelihoods. Social policies (social policies) are therefore like tools used to solve and alleviate problems that every society cannot ignore.

2.5.2 Guidelines for Studying Social Policy

Social policy (Social Policy) that is multidisciplinary (Interdisciplinary) uses various approaches or methods for integrated study, not fixed, depending on the theoretical conditions and issues in the study (Hill, 2003, pp. 7-12; Erskine, 1998, pp. 14-15; Becker, 2008, pp. 11-18; Overbye, 2012, pp. 152-166), whether it is a study of the state's social welfare system, or of benefits and impacts arising from various types of social welfare systems, studies of the forms in which the government intervenes in market mechanisms to carry out various types of social policies, etc. Angus Erskine (Angus Erskine, 1998, pp. 14-15) explained that, because the subject of social policy is multidisciplinary, it makes the study approach unable to adhere to any one method in particular. The Social Policy subject focuses on studying and seeking ways to promote the well-being of people, to be better than they are. But the problem in most studies lies in considering the word "better" in social policy study methods, both academically and practically, because the word "better" can be interpreted and evaluated in many different ways. Therefore, in the approach used to evaluate the value (value) of better living conditions, the human nature of social policy can be applied in a variety of ways (Methodologies) from other fields of study. Whether it is statistics, philosophy, sociology, management science, political science, history, or law, social policy (Social Policy) is inevitably related to other fields of study.

The study of social policy (Social Policy) also emphasizes the analysis of factors that influence the determination of various types of social policy (Determinants) as well (Blakemore & Warwick-Booth, 2013, pp. 1-3), such as ideology or politics that affects determining the form and structure of social welfare

provision. In the study of social problems, market systems, and economic mechanisms, the state's form of welfare provision is under the influence of mass media, gender, civil society groups, industrial systems, the employment system, crime problems, etc. Guidelines for studying and analyzing social policy according to the concept of Nil Gilbert and Paul Terrell (Gilbert & Terrell, 2013, pp. 13-15) are also of the view that the study of social policy can be studied through the 3 P's approach, which covers studies in 3 main dimensions, consisting of the process, product, and performance of various types of social policies. Therefore, from their approach, the study of the 3 P's thus reflects that the approach to studying social policies (social policies) can be achieved through studies of the process of making them (studies of process) including the study of products that arises from social policy (studies of product) in various forms, as well as the evaluation of results or impacts arising from the products of social policy (Studies of Performance), whether the effects are beneficial to society, or have adverse effects that cause existing social problems to become more severe.

Although approaches to study in the field of social policy can occur in many ways under the multidisciplinary umbrella, overall, researchers view that approaches to the study of social policy can be divided into three dimensions (Manning, 2008, pp. 26-33; Lister, 2010, pp. 167-193), which includes the study of social problems (social problems), the study of social needs (Social Needs), and the study of welfare provision mechanisms and social institutions (Social Institution). The details are as follows:

- 1) Educational approaches under the methodology of studying social problems (Social Problem-based Approach: SPA) requires assessment skills, to analyze trends or forecast various forms of social problems that may affect the formulation of social policies in the future. This requires skills and knowledge in statistical forecasting to be applied to evaluate and analyze the impact of current social problems in order to study and formulate social policies for planning. This is to cope with the impact of social problems that will occur in the future (foresight) (Erskine, 1998, pp. 15-19). Therefore, the approach to studying social policy (Social Policy) under the methodology of studying social problems (Social Problem-based Approach (SPA)) leads to “approaches to solving social problems (Social Solutions)”

in various forms for problems that currently exist and problems that are expected to occur in the future. Solutions for the problem of poverty are for solving unemployment problems. Guidelines for preventing crime problems means solving the problem of homeless people, or ways to deal with problems of changes in population structure, etc. Therefore, the important focus of studying social policy (Social Policy) with this method is to focus on 2 main issues: 1) evaluating and analyzing trends in social problems to determine social policies (social policies) to accommodate problems that will occur in the present and the future. 2) Study to find different types of approaches or ways to solve social problems (social solutions) that are consistent with and appropriate to the conditions of each social problem.

2) The study approach under the methodology of studying social needs (Social Needs-based Approach: SNA) is directly related to the analysis and classification of social groups (Social Groups), because every society has differences and diversity, whether it is differences between age groups (children, youth, working age groups, elderly group), ethnic groups, groups of people with different economic, occupational, or social status (poor groups, groups of homeless people, groups of unemployed people, groups with regular income, middle class groups, elite groups), etc. These differences inevitably lead to different levels of social needs. Therefore, the creation of various types of social policies (Social Policies) that are consistent with social needs (Social Needs) of various types of groups of people is an important educational issue in the subject of Social Policy (Social Policy). The educational approach under the study of Social Needs (SNA) emphasizes the importance of: 1) a channel analysis Social gap, the needs (Social Needs) of different social groups in order to determine social policy to be consistent with the needs of each group. 2) Evaluation and analysis of the impact of social policy (social implications) that are created to meet the needs of these social groups, that each type of policy has different effects, and how, on each type of group of people, and 3) Analysis of whether each type of social policy has been established. Can it truly respond to the social needs of various groups?

3) The study approach under the methodology of studying social institutions (Social Institution-based Approach: SIA) focuses on considering the role, scope of duties, relationships, and influences of various types of social institutions

that affect social welfare provisions (Welfare Provision) and social services (Social Services), whether economic institutions, government institutions, educational institutions, religious institutions, or family institutions, including informal institutions, foundations, and other public benefit institutions. This study guideline focuses on the social welfare system of a particular state. How was it established and managed? It also aims to study the relationship between concepts and theories of social policy study, and the main social institutions that have influence in determining social policy in each country, especially the role of public and private institutions. By studying social policy under this approach, a deeper understanding can be gained. It is necessary to apply knowledge in political science, law and political concepts (Erskine, 1998: 17).

Because of this study guideline, emphasis is placed on analyzing the working patterns of the government sector, legal mechanisms, tax systems, and political policies in the social welfare system of each country. Studies following this approach will help reflect the level of importance of social policies that governments in each country are aware of. In particular, the spending of public and private budgets related to social welfare (social expenditure) of each country (Adema & Whiteford, 2012, pp. 121-138; Dean, 2012, p. 2). Guidelines for studying these characteristics led to the methodology for studying and classifying welfare states by Esping-Anderson (Gosta Esping-Anderson) (1990), and are mentioned in Suriyanon Pholsim (2020).

2.5.3 Key Institutions in the Social Welfare System

Studying the form and relationships of various types of social institutions and their role in providing welfare (welfare provision) is considered very important in the study of social policy (Social Policy), because its role in providing the social welfare provision of each type of social institution influences the social patterns and values that affect people's lives, economic development direction, and the political mechanisms of each country. As well, because different types of social policies (social policies) are related to the working mechanisms of various types of social institutions, such as state institutions (State), family institutions (family), market institutions (market), or even non-profit organizations (NGOs) (Manning, 2016, pp. 21-22), etc., the roles of these institutions have different duties. The system of social

welfare for different types of people depends on the mission and aims of each type of institution. However, in the society in which we live, there are many social institutions. Many types have emerged to drive the mechanisms of economic development and human well-being. Therefore, in the social welfare provision system, various types of institutions are involved (Gilbert & Terrell, 2013, pp. 2-10), which in general, can be classified into 6 types: kinship institutions or family institutions, religious institutions (religion), workplace (workplace), market institutions (market), civil society (civil society), and government institutions (government). All six types of social institutions are linked to the way humans live throughout their lives (life course) or “from the mother’s womb, to the sediment”, as said by Professor Puey Ung Phakorn. As well, the progress and stability of economic development of each country depends on the working potential of these 6 types of institutions. Therefore, social policy (each aspect of social policies) and social welfare schemes are driven by different types of social institutions depending on their mission. It can be seen that in organizing Social welfare, social institutions can occur in both formal methods and informal methods. Therefore, it can be concluded that Social institutions involved in providing welfare consist of 2 types: 1) formal social institutions (formal institutions), including public institutions (government) such as health insurance policies, etc., private institutions (private institutions) such as welfare and employee benefits from workplaces (workplaces, companies, factories, market institutions) such as purchasing health services, insurance, or providing various social services from private companies, etc., and 2) informal institutions (informal institution) which includes family institutions (kinship), such as financial support between family members, upbringing, health care and educational support for family members, etc. Religious institutions, such as alleviating mental problems, socialization giving help to a temple or church for a group of poor, helpless people (in-kind benefits), etc., including the provision of various social services by volunteer groups, community organizations, and foundations from civil society institutions.

2.5.4 Educational Scope of the Social Policy Visa

Due to the status of the subject Social Policy (Social Policy), which is multidisciplinary, there are wide study topics covering the main dimensions of society

comprehensively, whether it be issues of education, health, economy, or housing, or even environmental, psychological, and criminal issues. Therefore, it can be said that the study of social policy involves the study and analysis of various policies that exist in society. However, if we consider the essence of the study of various types of social policies, which have the main goal of raising the level of the quality of human life to one of well-being (human well-being), including the development of social mechanisms for promoting human well-being (social well-being) (Hudson, 2013, pp. 9-11; Dean, 2012, pp. 1-2; Alcock, 2016, p. 7; Picker, 1995, p. 5; Bryson, 1992, p. 30), it is enough to reflect that the scope of study in social policy covers two main dimensions: the study and analysis of issues related to human well-being, and Social mechanisms that are used to promote and develop the well-being of such humans.

The problem is the human well-being that we are talking about here. It seems to have a fairly broad meaning, so the important question is: What issues does the human well-being that we will study in this social policy subject involve? The concept of the Organization for Economic Cooperation and Development (OECD), that has created indicators for evaluating the quality of life of people around the world (OECD's Better Life Index), can be used as a case. An example to explain the scope of social policy studies related to the issue of promoting human well-being is well divided into 11 areas (2011, p. 25, 2017, pp. 21-26) including: 1) income and wealth; 2) jobs and earnings; 3) quality of housing; 4) work and life; 5) health status; 6) education and skills; 7) social connections; 8) civic engagement and governance; 9) environmental quality; 10) personal security; and 11) subjective well-being. Therefore, it can be seen that the scope of the study is basic human well-being as described above. It covers the whole issue of human life (living) from birth until death. Issues of economic development, income and job security of the individual, issues of housing management, issues of health and quality of life of people in society, educational issues and access to skills development and opportunities, knowledge and abilities of people in society, political participation issues, social interaction, and even natural resource and environmental issues.

However, the concepts described by the Organization for Economic Co-operation and Development (OECD) do not fully reflect the scope of study in social policy. This is because the educational issues in Social Policy also cover the

dimensions of human rights (Morgan & Turner, 2009) and gender studies (McLain & Grossman, 2009; Weissman, 2009), (Achan Witthaya Stephens, 2013; Knepper, 2007), or even study of the management model of welfare governance of both central and local governments, or at the union level. Therefore, the author summarizes the scope of study of social policy covering the main issues in 10 areas: 1) social protection or social security; 2) income and employment; 3) welfare governance; 4) healthcare; 5) education; 6) housing; 7) social services; 8) crime; 9) environment; and 10) gender.

2.5.5 Conclusion

There is a legal proverb in Latin that has been spoken since Roman times up until modern times: “Where there are humans, there is society, where there is society, there is law.” However, if we consider the role and importance of social policies (social policies) together with the social structure and liberal economic system in the 21st century, it is not strange that the said proverb could be further adjusted to be consistent with the present day context:

“Where there are humans, there is society. Where there is society, there are laws (and social policy).”

Today, if considering the importance of social policies that are dominated by the influence of liberal economics, they result in social problems in various areas, especially problems of social inequality and environmental impacts; therefore, social policies are necessary and inevitable for every state. Governments in every country around the world must therefore have both laws and social policies to use as tools for designing mechanisms to solve problems that inevitably arise in their societies in various aspects. Therefore, explaining “where there is a society, there will be laws and social policies,” is not strange. Instead, it reflects the importance of knowledge in the fields of social policy, law, and governance in human life and well-being. However, the subject of Social Policy is interdisciplinary, thus making it possible to explain the meaning of social policy in a variety of ways through the conceptual framework and perspectives used to explain the meaning of social policy.

The researcher views that if we consider the content studied in the subject of social policy, the meaning of studies in the field of social policy can be summarized

as follows: Social Policy is a subject that aims to study and create knowledge to find solutions to social problems, develop the quality of life, human well-being, and social mechanisms for use, to promote social peace and social well-being to occur as equitably and fairly as possible.

However, there is no specific guideline for studying social policy. A variety of knowledges and study methods (methodology) from various fields, such as sociology, political science, statistics, law, etc. can be applied to achieve guidelines for solving social problems (social solutions), improving the quality of life and human well-being (human well-being), including mechanisms to promote social peace and stability (social well-being) that are appropriate and have the highest efficiency. Therefore, approaches to studying social policy can occur in either qualitative (qualitative study), quantitative (quantitative study), or comparative studies (comparative study). Whether it is a comparative study between family institutions, private, public, or informal institutions in the welfare provision system, or even comparative studies of the welfare states of various countries, etc. However, in addition to the guidelines for study mentioned above, there are also guidelines for studying social policy according to the 3 P's concept of Gilbert and Terrell, which are studies of process, studies of product, and studies of performance, that arise from the product of social policy as well. In addition, approaches to studies in the field of social policy can be studied through three methodological approaches: the study approach under the methodology of the study of social problems (Social Problem-based Approach - SPA), the study approach under the methodology of the study of social needs (Social Needs-based Approach - SNA), and the study approach under the study methodology of social institutions in society (Social Institution-based Approach - SIA).

However, to achieve the goal of solving social problems, developing the well-being of people in society (human well-being), and promoting peace and stability in social well-being, there must be various types of social institutions for driving the social welfare system. These social institutions in the social welfare system consist of 6 main institutions, both formal and informal, including kinship or family institutions, religious institutions, workplaces, market institutions, civil society, and government institutions. These social institutions play an important role in providing social welfare to members of their own institutions in different ways. These social welfare

systems are of great importance in the field of social policy. This is because they can reflect the institutional mechanisms that contribute to the development of the quality of life of people in society very well. It also reflects the connection of various types of social institutions, which leads to approaches in analyzing various forms of welfare state.

And finally, because social policy is multidisciplinary in nature, the study of social policy has a wide educational scope covering various dimensions related to human life and various policies in society. However, the author concludes that the scope of study in the field of social policy covers 10 main dimensions, including: 1) the dimension of protection/social security systems, 2) dimension of income and employment systems, 3) the dimension of system management. Under Social welfare we include, 4) health, 5) education, 6) housing, 7) social services, 8) crime, 9) environment, and 10) gender.

2.6 Group of Concepts and Theories about the Bottom-Up Approach

Top-down policy implementation has been debated by another group of academics, which had the idea that policy implementation is a matter for lower-level practitioners, to see if they can carry out the policy to reach the goals as specified or not, according to Michael Lipsky (Lipsky, 1980; as cited in Voradej Chandarasorn, 2022, p. 89). Implementation of the policy was studied by studying the operational methods of low-level practitioners, also known as street-level bureaucrats in the delivery of public services. He also studied the decision-making behavior of those lower-level actors. Lipski found that the factors that influence the effectiveness of policy implementation are the results of the following:

- 1) Decisions.
- 2) Performance of routine duties (routines) of each civil servant.
- 3) Tools or devices (devices) used to deal with uncertainty in work.

Lipski emphasized that the main obstacles that low-level civil servants face are mostly related to the resources that individuals have. For example, low-level civil servants find that their work environment is unstable. This makes it impossible to predict the results of operations. Low-level civil servants also face pressure due to

limited time. In addition, control from senior management puts these civil servants under additional pressure. Therefore, implementation of the policy is only successful if little depends on the decisions of low-level civil servants in how they choose to use these limited resources under various pressures. Lipski also said that, even though low-level government officials are faced with such situations, they still try to use their decisions to make the most of their limited resources.

Lipski's work can be concluded that this is the concept of implementing policies in a bottom-up manner due to two reasons:

- 1) The nature of duties of low-level government officials which must focus on work rather than policy, and
- 2) Implementing the policy is a matter for low-level government officials to provide services to the group. Goals are under uncertain pressure. The Bottom-Up concept has been supported by academics such as Barrett and Fudge (1981, pp. 12-13, as cited in Voradej Chandarasorn, 2022, p. 90). It is said that the implementation of the policy is a matter for the implementers to determine the guidelines for their work. This may be different from the work practices of other people and different from the ideas of policymakers.

This approach is from the bottom-up. Younis and Davidson (1990, pp. 8-10, as cited in Sombat Thamrongthanyawong, 2017, p. 478) called it a radical change approach because it is an approach that allows lower-level personnel to play a role in decision-making and use discretion in leading policy to practice. This is completely different from the top-down approach and therefore represents a radical change from the traditional approach.

A bottom-up approach to policy implementation emphasizes the delivery of policy outcomes through the actions of lower-level personnel. This is because the intention of the policy will not be realized until there is a negotiation between the policymaker and the policy leader to implement it. The point of view in the analysis is mainly based on the logic of the phenomenon in each case and the cooperation of the organization related to policy implementation.

This view holds that a top-down view is detrimental to policy objectives because it focuses on the use of political power rather than budget allocation. As a result, a top-down approach avoids issues related to budget consistency required to

successfully implement a policy. Particularly regarding the optimal distribution of resources (Ham & Hill, 1984), democratic politics can promote a bottom-up approach to policy implementation by expanding the role of practitioners to be more involved (Hjerm, 1987, as cited in Sombat Thamrongthanyawong, 2017, p. 482) under a democratic environment. Policy implementation does not necessarily make civil servants hostile to the public interest (Wamsley, 1985, as cited in Sombat Thamrongthanyawong, 2017, p. 482) but can be an effective service provider for the highest benefit of the public. Lipsky (1971) proposed the idea of the importance of lower-level workers (Street-Level Bureaucrats) and made “bottom-up” policymaking important (Wilavsky, 1979).

Important findings of the approach to policy implementation from the bottom-up concept of policy implementation structure include 3 interesting aspects (Hjerm & Potter, 1981):

First, the dominance of bureaucratic influence on policy within the context of resource distribution (Murphy, 1971).

Second, it is the fidelity of inter-organizational relationships that transforms intentions into results (Hjerm & Potter, 1981).

Third, negotiating policy implementation promotes desired intentions (Elmore, 1985, as cited in Sombat Thamrongthanyawong, 2017, p. 483).

The importance of context in decentralization and resource distribution arises from the representativeness of the target population or clients. This representativeness allows leaders to implement distributive policy to play a part and participate in policy creation through four specific features of the bureaucracy as follows (Calista, 1994, pp. 134-136):

First, civil servants must continually consider the success of their actions by checking them against external standards (both legal and professional), or organizational objectives (both formal and informal).

Second, street-level bureaucrats must maintain their independence. Even though they face behavioral constraints from legislation or management, these constraints must be negotiated because other contexts rely on bureaucrats.

Third, low-level government officials participate in creating policy regulations by coordinating service delivery with other organizations, both state and non-state

organizations. Such actions allow them to dominate groups of service recipients to act on their behalf, both from policies that focus on control by the state (Regulatory Policy), in which the state plays a role in determining the behavior of citizens (Kaufman, 1971), to policies that focus on the distribution of fairness (redistributive policy) so that people who are less fortunate will receive more benefits from the policy (Brodkin, 1986).

Lastly, low-level civil servants are in a unique position to assess whether conditions faced in service delivery should be communicated horizontally to colleagues, or vertical to the boss, or not; and how they should disclose their part in delivering the service in response to the needs of those who come into contact with them (Lipsky, 1978). If the description indicates that bureaucracy is an important part of control policy results, it will cause something contrary to previous expectations in the relationship between the main unit and the operating unit (Moe, 1991).

In general, civil servants are empowered because they decide who and how much contact should be made.

In summary, the approach considers policy implementation from the bottom-up. Problems are solved by practitioners closest to the point of contact with the problem, and the role of policy affects the direct interests of actors responsible for public problems. This depends largely on the skill and discretion of the practitioner (Elmore, 1978, p. 484).

This approach says that policy makers should not seek control or command anyone to follow them. Instead, they should provide resources to support and provide opportunities for practitioners to make the most of their expertise and professional experiences and support them using budget strategies. And with the bottom-up policy implementation method, there will be a change to a new approach in information systems, where “success” or “failure” will be more appropriate. When a bottom-up approach provides a standard for success in every condition, one’s definition of success is anticipating the limited capacity of implementers at some level in the policy implementation process, to influence practitioners at other levels.

In this research study, the researcher has compiled a group of ideas. The theory about the Bottom-Up Approach is as follows.

1) Compensation theory. It is a concept that points out the impact of globalization (Globalization) on the expansion of public expenditures, especially social expenses. Scholars who have proposed this idea include Rodrik (1998), Hicks and Swank (1992), and Garrett and Mitchell (2001). They point out that highly globalized countries include countries that have a high degree of liberalization in international trade and investment. Open economies are often countries that are at high risk from global economic fluctuations such as expansions and contractions of the world economy, and changes in demand and supply in the world market. This often results in some production sectors expanding and others shrinking, which has an impact on the production and employment of many people. Therefore, globalization often results in the problem of economic inequality. Unemployment and income distribution problems sometimes increase these problems, thereby pushing the government to come in and fix it by increasing public expenditures on society and social welfare to correct the negative effects of globalization, such as increasing expenditures on education and developing labor skills, this allows workers to move from the shrinking economic sector to other economic sectors, as well as increase social welfare and social security expenditures. It also reduces the impact of economic fluctuations and inequality in income distribution; therefore, according to this concept, the expansion of public expenditure is seen as compensation for the effects of globalization.

There are some empirical studies supporting Compensation Theory, for example, Lindert (2004, p. 71) found a positive statistical relationship between globalization as measured by the level of trade liberalization (value of imports and exports as a percentage of GDP) and social expenditures. It was a cross-national study of 24 countries, which means countries with high trade globalization. These are often countries with high social expenditures as well.

Jungkeun Yoon (2009, pp. 16-22) was the same. His study of the impact of globalization on the expansion of social welfare spending (welfare spending) was a cross-national study of 37 developing countries. The study defines the word globalization as follows: It means that the country has openness (openness) to international trade and investment by dividing globalization into two types: globalization in trade (measured by the value of exports and imports as a percentage

of GDP) and investment globalization (measured by the value of capital inflows and outflows as a percentage of GDP). From statistical analysis, the study found a statistically significant relationship between trade globalization and social welfare expenditures, that is, developing countries with high trade liberalization. They often have high social welfare expenses as well.

In summary, Compensation Theory is a theory that points out the importance of globalization factors, especially international trade liberalization as a factor that creates demand for the expansion of public expenditures. Therefore, the expansion of globalization is likely to result in the expansion of public expenditures in various areas, especially social public expenditures (Ponlapat Buracom, 2013).

2) Interest group theory. According to the concept of public choice theory, public expenditure or public policy is a product of the political process responding to demands from society. Therefore, interest groups play a role. It is also important in creating demand for public expenditures. For example, groups of construction and automotive industry operators may have common interests in pushing the government to have more spending projects on road construction. Labor groups may want the government to spend more on social welfare. Farmer groups and farmers are trying to push the government to provide more price guarantees for agricultural crops. Consumer groups may also try to band together to get the government to take greater care of consumers' interests, and even in a democratic political system with various groups of people, they will all have the right to form groups to express their needs. However, with various interest groups, there is an unequal ability to form groups. Some interest groups are more easily organized and have more funds to push their demands to government. Therefore, the growth of public expenditures varies widely depending on how they perform in that society, which interest groups are strongly organized, and which can influence the allocation of public expenditures.

Academics following the theory of public choice and those who have paid attention to studying the influence of interest groups include Olson (1965, 1982), North and Wallis (1982), Mueller and Murrell (1986), etc.

Olson's (1965) early studies mainly looked at the factors and motivations that led to the emergence of interest groups. Also, there were later studies

such as Olson (1982). Besides studying the factors that create motivation for the formation of interest groups, Olson also pointed out that the expansion of interest groups has pushed the government to be more responsive to the needs of their groups. As a result, the government must allocate more and more public expenditures to meet the needs of these interest groups, and as a result, the management of macroeconomic policies in these countries is inefficient. An example of this is the failure of European countries' macroeconomic policy management at the end of the 20th century.

Similarly, North and Wallis (1982, p. 340) examined the expansion of highly skilled working classes and professional managers in various countries as a result of their economic systems. There, the division of labor and more specialized expertise in high-class workers can influence and push the government to play a role in enacting laws and new regulations. Trade and investment is more modern, such as the role of setting up organizations to take care of copyright issues, and investment benefits as well as the establishment of government agencies to take care of foreign trade interests, etc. This has caused public expenditures in the non-military and non-social welfare areas of these countries to increase.

Rice's (1986) study also shows the influence of interest groups, especially the expansion of a labor force that has an influence on the governments of various countries. In Europe, public spending on social welfare and social security must be allocated to more workers. Similarly, Lindert's (2004, pp. 66-70) study found that the strength of the workforce and the increasing proportion of the elderly population are important forces. That pushes governments in these countries to allocate public expenditures on the economy and social welfare to meet the needs of these groups more.

A study by Mueller and Murrell (1986) points out the influence of interest groups on the expansion of public expenditures. That is, in democratic political systems, political parties that want to gain votes must try to allocate various spending projects to respond to the needs of various interest groups in exchange for political support from those interest groups. Therefore, this study found a statistically significant relationship between the number of interest groups in a country and the size of public expenditures, that is, countries with a large number of strongly

organized interest groups are also often countries with large public expenditures (Ponlapat Buracom, 2013).

2.7 Information about the State Welfare Registration Project 2017

2.7.1 Background of the 2017 State Welfare Registration Project

The project originated from the fact that the government currently uses a large amount of budget to support social welfare and help people throughout their lives, from birth to death. Whether it is welfare for children and families, educational welfare, health welfare, welfare for disabled people, welfare for the underprivileged, welfare of the elderly, etc. There are also other financial aids provided, according to the policies of each government. However, in the past, the provision of social welfare and the provision of financial aid by the government sector was limited. The government sector is still unable to determine policies for providing various financial aids that meet the target groups. This is because the information needed for policymaking is scattered in many places and there's a lack of information on individual low-income earners integrated across agencies. For this reason, at the Cabinet meeting on December 22, 2015, it was resolved to approve a strategic plan for developing the National e-Payment Master Plan. The Ministry of Finance has therefore implemented a registration project for state welfare. This is part of the project for integrating social welfare databases into the government e-payment project.

The Ministry of Finance therefore proposed a project to register for state welfare. The Cabinet resolved to acknowledge this on July 14, 2016, to improve the efficiency of social welfare provision and government financial assistance. This will lead to solving the problem of poverty in Thai society and improving the quality of life of the people sustainably. Later, on November 22, 2016, the Cabinet resolved to approve measures to increase incomes for low-income earners in the state welfare registration project so that such operations would cover all low-income earners according to the project, with registration for state welfare both in and outside of the agricultural sector.

The 2017 State Welfare Registration Project is a sub-project of the government e-Payment project under the strategic plan for developing an electronic payment system infrastructure (National e-Payment Master Plan). It aims to support a digital policy. The Economy Government e-Payment project has sub-projects consisting of the following:

1) Social Welfare Database Integration Project. The project integrates social welfare databases. It is a project to develop a central database system that allows the government to pay welfare payments and help people with low incomes, or those the government wants to provide direct assistance to, the right target group, with no duplication, and maximum benefit. It helps to manage the budget efficiently, including providing various assistance with the public conveniently, quickly, and directly to the target group, or what is called “integration of social welfare payments and financial aid for low-income earners”. The first phase of operations, beginning in 2016, involves registering to pay subsidies for raising newborn children in the amount of 300-600 baht up to the age of 3 by transferring money into a bank account. Later, the Ministry of Finance wanted to create a public information base system to integrate social welfare assistance and respond to government policies aimed at reducing inequality. The Ministry of Finance therefore proposed to the Cabinet to implement the State Welfare Registration Project in 2017 to collect data on the target group, namely income earners. Continuing from the 2016 registration project, in 2017 registration was open between 3 April-15 May 2017 at Krung Thai Bank, Government Savings Bank, and Bank for Agriculture and Cooperatives. Provincial Finance Office and Bangkok District Office.

2) The Project aims to increase the efficiency of electronic government payment receipts. It promotes the receipt and payment of government agencies through an electronic system by using electronic cards instead of cash and checks to increase service channels for receiving payment for public services to government agencies, or government agencies through electronic systems. The objective is to increase the efficiency of financial management of government agencies to be more efficient. The objective is for people to receive social welfare assistance from the government quickly, accurately and thoroughly.

It also reduces the opportunity for corruption in the government sector following this strategy. The Ministry of Finance aims to provide people living in remote areas with easy access to financial services. Financial transactions can be made through electronic systems and modern financial technology conveniently and quickly, changing the method of receiving and paying money by using the electronic system instead of cash. This will help reduce costs related to banknote management such as printing, counting, destroying, etc.

The 2017 State Welfare Registration Project was created with the objective of keeping records of citizens. Record information on age, education, income, occupation, and citizen information creates a central database system for the country. It is the first project to register citizens' personal information and prepare it as a state welfare card to deliver various benefits. Given to the target group, namely low-income people, it shows the determination of the current government to reduce economic and social inequality, including wanting to distribute the income of the people within the country and help reduce the burden of household expenses for those with low incomes, solving the problem of economic inequality and issuing measures to improve the quality of life of the people, developing individual careers and self-reliant incomes.

Summary of Strategy 4. According to the draft 20-year strategic framework (2017-2036) of the Ministry of Finance, the Cabinet resolved to approve the strategic plan for developing the electronic payment system infrastructure (National e-Payment Master Plan) on December 22, 2015, consisting of the strategic plan for developing the electronic payment system infrastructure (National e-Payment Master Plan) which consists of 5 important projects: (1) An ID payment system project, (2) Card usage expansion project, (3) Tax system and electronic transaction document project, (4) e-project Government Payment, and (5) A project to educate and promote the use of electronic transactions.

The e-Payment project is divided into 2 parts: Part 1, a project to integrate social welfare databases, and Part 2, a project to increase the efficiency of government electronic payments to solve the problem of economic and social inequality in Thailand. This is to create stability for people at the grassroots level from birth until death, and help raise the level of the micro-economy and the quality of life of the

people thoroughly, which affects the macro-level economy of the country. The State Welfare Registration Project is important in collecting personal and economic information of citizens in detail, such as age, occupation, income, property ownership, etc., in order to analyze the information in preparing for future problems of the country entering into an aging society, and the global economic system that is rapidly changing due to technological advancements.

According to the resolution of the Cabinet giving approval to proceed, the Ministry of Finance has therefore established guidelines for the operation of the State Welfare Registration Project to help people with low incomes while aiming to reduce inequality in the economy and society sustainably. In the State Welfare Registration Project, the objective is to collect public information to develop a central database system. As a result, the government is able to pay welfare payments and help people with low incomes, or those the government wants to directly assist, and the target group, with no repetition, and maximum benefit. It can also manage the efficiency of budget allocation. The social welfare aspect of the country has been improved. Or it may be called “Integrating data with a central database system” using cooperation from many agencies, both in the government and private sectors. Details are as follows:

2.7.1.1 Measures for the State Welfare Registration Project in 2016

On June 14, 2016, the Cabinet passed a resolution approving the State Welfare Registration Project (Ministry of Finance, 2016). It is open for public registration. The qualifications for those eligible to register are defined as having Thai nationality, being 18 years of age or older, being unemployed or having income that does not exceed 100,000 baht in a calendar year. It is a voluntary form in which registrants must disclose information such as income, holdings of their assets, creditors, the amount of outstanding debts, etc. For the first time, the government sector transferred money to those who had registered in the amount of 3,000 baht for those with incomes not exceeding 30,000 baht per year, and 1,500 baht for Those with incomes over 30,000 baht but not more than 100,000 baht per year, which is a measure to help low-income people in the first phase. The objective was for people to spend money in order to stimulate the economic system to circulate. During the New Year festival from December 2017-February 2018, the criteria for considering people

with low incomes was calculated using the poverty line (Poverty Line) at the level of 30,000 baht per person per year, which was calculated by the Office of the National Economic and Social Development Board in 2014 in the implementation of the State Welfare Registration Project in 2016. The Ministry of Finance specified that registration could be made only at the Government Savings Bank, the Bank for Agriculture and Agricultural Cooperatives, or Krung Thai Bank Public Company Limited. Regarding principles for registering later, on 27 September 2016, the Cabinet resolved to approve measures to increase incomes for people with low incomes who were not farmers, agreeing to proceed with registration for state welfare covering citizens throughout the country between 15 July and 15 August 2016 (Ministry of Finance, 2016).

Results from registration for state welfare in 2016 between 15 July-15 August 2016. On 28 February 2017, the Cabinet resolved to know the results of the registration for state welfare project in 2016. The total number of people registering included 8,375,383 people eligible to receive government assistance transfers, and 7,525,363 people not eligible to receive transfers, including 660,024 people due to death, or the wrong name and surname, or having an income exceeding 100,000 baht per year, or did not have a deposit account with a bank, or the account had been frozen. From the information mentioned above, the government set guidelines for continuous assistance to the people by specifying 2 measures, as follows (Ministry of Finance, 2017):

2.7.1.2 State Welfare Registration Project, Phase 1

Measures to help reduce the burden of household expenses for people with low incomes. The Cabinet was informed of the results of the registration project in 2016 and therefore set guidelines for providing continuous assistance to the people by organizing a registration project for state welfare in 2017 with the objective of collecting in-depth information from the people to cover the entire population in order to raise the efficiency of social welfare provisions and issue social welfare policies or measures that increase the efficiency of social welfare provision and sustainable improvement of people's quality of life. The qualifications for those who can register are: Thai nationality, 18 years of age (born before 16 May 1999), and no income or unemployment. If income was generated in 2016 it must not exceed 100,000 baht per

person, the recipient does not have financial assets and does not own property, that is, does not have a house or townhouse with an area of more than 25 square wah or a condominium with an area exceeding 35 square meters. In the case where farmers have land and use it as a residence, the area must not exceed 10 rai. If it is used for purposes other than farming, the area must not exceed 1 rai. However, if the person on the registration is not for people with normal bodies, disabled people and bedridden patients, or elderly people who need someone to take care of them, they can authorize a caregiver to register on their behalf. Five registration units consist of the Bank for Agriculture and Agricultural Cooperatives, Government Savings Bank, Krung Thai Bank Company Limited (Public) Provincial Finance Office under the Comptroller General's Department and district office in Bangkok. The registration period was between 3 April-15 May 2017. Registrants were to bring their new national identification card, Smart Card type, to verify their identity during registration. They could also check the list of eligible applicants at the Ministry of Finance's website, Fiscal Policy Office website www.epayment.go.th to receive welfare, as specified.

In addition, the Ministry of Finance coordinated cooperation and integration of work between agencies and organized a memorandum of understanding ceremony regarding cooperation in the 2017 State Welfare Registration Project on March 16, 2017, including the Office of the Permanent Secretary, Ministry of Finance, Fiscal Policy Office Bank of Thailand, Comptroller General's Department, Revenue Department, Department of Provincial Administration, Department of Lands, Bank for Agriculture and Agricultural Cooperatives, Government Savings Bank, Krung Thai Bank Public Company Limited to jointly drive the registration project for state welfare in 2017.

Table 2.5 Number of People Registering in the State Welfare Registration Project in 2017

Agency	Registered Persons (People)
1. Bank for Agriculture and Agricultural Cooperatives (BAAC)	7,723,748
2. Government Savings Bank	3,719,717
3. Krung Thai Bank Public Company Limited	2,392,017
4. Provincial Finance Office	180,194
5. District office in Bangkok	164,660
Total	14,180,336

Source: Ministry of Finance (2017).

Opening for registration applications in 2017, Phase 1. The Cabinet passed a resolution on 13 June 2017, approving the Ministry of Digital Economy and Society (DSD) and the National Statistical Office (NHSO) to conduct a survey project. Information on low income people (Ministry of Finance, 2017) to acknowledge living conditions, welfare needs, and request assistance from the government was to ensure efficiency in the management of government assistance. They conducted a survey by hiring vocational and tertiary students in the area to survey households in August 2017 in order to use the information to issue measures to further promote careers. The results of the survey found that there were 14,176,170 people who had registered. There were 11,431,681 qualified people and 2,744,489 people who were not qualified.

2.7.1.3 State Welfare Registration Project, Year 2017, Phase 2

Measures to improve the quality of life for those with state welfare cards confirms the right to report a desire to develop a career. By registering to notify for vocational training according to individual wishes according to the occupational code accounting category, courses at the Department of Employment, The Ministry of Labor, designated 597 courses with careers to choose from as training menus for the development of 3 groups of state welfare card holders, as follows:

- 1) Farmer groups increase their skills, find jobs, find loans, reduce burdens, and find markets.

2) Working groups who have an employer. Practice skills. Increase potential, find work, and get loans.

3) Independent working groups. Practice skills. Increase potential. Find business opportunities, find markets, and find loans.

4) Additional State Welfare Registration Projects Under the “Thai Niyom Yuenyuen” project for the disabled, the elderly, and bedridden patients or those who were unable to register within the time frame of the 2017 registration project.

Additional round of registration. Under the “Thai Niyom Yangyuen” project after the Ministry of Finance closed registration. The Ministry of Interior went to the area to survey the living conditions of the people. It was found that there were still some people who were low income earners who do not receive information about project registration or know about it, but were not comfortable traveling to register because they were disabled people, the elderly, and bedridden patients, or those who were unable to travel to register. The Ministry of Interior was therefore accepting registrations more under the Thai Niyom Yangyuen Project by picking up people at their residences and providing registration services at the district office in Bangkok using the registration criteria for the year 2017.

2.7.2 State Welfare Card

The State Welfare Card is a card made of plastic that has a magnetic strip system to protect personal information. It is used instead of cash to pay for goods and services in the transportation and non-transportation sectors. The card can also be used as an electronic wallet (e-Money), to add cash to the card and use it to withdraw cash from an ATM. There are 2 types of cards:

Type 1: Hybrid Contact Chip card can be used in a common ticketing system called a spider card. It is a card for those who register at registration units in Bangkok and surrounding areas. (Nonthaburi, Pathum Thani, Phra Nakhon Si Ayutthaya, Samut Prakan, Nakhon Pathom and Samut Sakhon Provinces).

Type 2: EMV card (Europay, Master Card, Visa) is a Contact Chip for those who register with registration agencies other than Bangkok and surrounding areas, which are debit and credit cards. The exercise of rights will be checked from the facial

image specified on the card to make sure they match, except for disabled people, the elderly, and bedridden patients who are unable to travel to exercise their rights, they can have their caregivers use their rights on their behalf. The rights can begin to be used on the date 1 October 2017, the card is valid for 5 years (expires at the end of September 2022 by transferring the credit limit to pay for consumer products in the amount of 200-300 baht per person per month at Thong Fah Pracharath Shop, or shops participating in the project. For a discount on the purchase of cooking gas of 45 baht, it can be used 1 time per 3 months, as well as assistance with travel fares of 500 baht per person per month by means of swiping or tapping the card through an electronic payment terminal (EDC machine), instead of paying with cash. At present, the State Welfare Card can be used to pay for train fares, buses, B.K.S., and the MRT Blue Line and Purple Line. As for bus fares (BMTA buses), they are still being processed. When paying for goods or services, the credit limit will be reduced according to the amount spent. And when it comes to the 1st of every month, the limit will be adjusted to the default value of the new limit of each benefit (Comptroller General's Department, 2017).

2.7.3 Registration Process

The Ministry of Finance specifies that people can register throughout the country without limiting their domicile to whether they are listed in the civil registration or merely reside in other provinces in the country. The registration units include the Bank for Agriculture and Agricultural Cooperatives, Government Savings Bank, Krung Thai Bank Public Company Limited, Provincial Treasury Offices in every province under the Comptroller General's Department, and district offices in Bangkok from 3 April-15 May 2017, as follows.

Smart Card ID card and a copy of the house registration to the registration unit. To fill in information on the form at the registration unit or download the form from the website www.epayment.go.th, www.mof.go.th, www.fpo.go.th. The form has 7 parts, consisting of (1) date, month, year, and place of registration, (2) personal information, (3) occupational information, (4) financial information, (5) asset information, (6) the part where there is a signature certifying consent to disclosure, and (7) check information and documents attached to the form that the registrant must

keep as evidence to give to officials to record information at registration units. A total of 3,668 locations were as follows: Bank for Agriculture and Agricultural Cooperatives (BAAC) 1,275 branches; Government Savings Bank 1,055 branches; Krung Thai Bank Public Company Limited 1,212 branches; Provincial Treasury in every province affiliated with Comptroller General's Department, 76 provinces and 50 district offices in Bangkok.

Step 2: Responsible officials check relevant documents and evidence, and record information of low-income people, including identification cards. Copy of house registration. Copy of the registrant's bank account page. Copy of the adopter's identification card (if any), power of attorney, attorney's ID card. A copy of the disabled person's identification card (if any). A copy of the document registering as a farmer (if any). A medical certificate. Copy of the caretaker's bank account page (in the case of elderly people, disabled people, patients who cannot help themselves Ready for people with lower incomes to sign as relevant evidence).

Step 3: The official will register the basic qualifications as being of Thai nationality, 18 years of age (born before 16 May 1999), having no income or being unemployed or having income that occurred in the year 2016, totaling not more than 100,000 baht, having financial assets and not owning property according to the conditions, namely not having a house or townhouse with an area of more than 25 square meters, or if having an apartment, the area must not exceed 35 square meters. In the case of farmers, if they have land and use it as a residence the area must not exceed 10 rai. If it is for purposes other than agriculture, the area must not exceed 1 rai. People can check their rights in June 2017 at the website www.epayment.go.th. or the village headman's office or district office. If there is no name, they were to contact the registration unit.

Step 4: Checking eligibility to receive a state welfare card operated by the Revenue Department Bank of Thailand Department of Lands, who inspects rights. Before announcing the list of eligible persons by the Ministry of Finance and transferring the database obtained from this verification of rights to the Comptroller General's Department they allocate the budget and transfer the amount to the card according to the rights received within July 2017.

Step 5: Announcement of the results of those who pass the qualifications. The Ministry of Finance opens for verification of qualification examination results from September 15, 2017 onwards. There are 3 ways to check, as follows:

Channel 1: Check by yourself or ask for assistance from officials at the registration agency via websites, including www.epayment.go.th, w.mof.go.th and ww.fpo.go.th by typing in the number. Enter the 13 digit ID card in the designated field. The system will notify of the inspection results.

Channel 2: Check through the hotlines of 6 agencies during official hours, including the Fiscal Policy Office's Call Center, Telephone number 1359; Comptroller General's Department, Telephone number 02-270-6400; Government Savings Bank, Telephone number 1115; Bank for Agriculture and Agricultural Cooperatives, Telephone number 02-555-0555; Krung Thai Bank Public Company Limited, Telephone number 02 111 1111.

Channel 3: All 50 Bangkok District Offices.

Step 6: Qualification appeal process in the case of registrants who do not pass the qualification examination and wish to appeal. They could appeal for new qualification verification by September 29, 2017 by following 7 steps as follows.

- 1) Registrants could check results through 3 channels and if it was found that the qualifications had not been passed on the display screen, the qualifications that had not been passed were indicated. And if the registered person wanted to appeal, they had to press the button: "Submit an appeal request".

- 2) Fill out the electronic form. To request an appeal after pressing the appeal button, the system asked for the date of birth to confirm identity along with contact phone numbers.

- 3) After that, press the yellow button at the bottom of the screen that says "Save and submit appeal request".

- 4) After pressing the save button and submitting the appeal request. The text on the yellow button would change to "Pending appeal" after appeal submission is closed. The Ministry of Finance would collect the information and send it to the agency responsible for verifying the eligibility of the appeal request. It would take one week for verification and send the appeal results back to the Ministry of Finance by October 16, 2017.

5) Announcement of appeal results on October 24, 2017 through 2 channels: www.epayment.go.th and 6 agency hotlines. The applicant would not be eligible to receive a welfare card. However, if the appellant still had doubts about the outcome of the appeal, they could contact the agency that inspects the qualifications directly, but if the appeal results showed that the qualifications were met, the person submitting an appeal would continue to receive a card.

Step 7: Card production and delivery to registration units was carried out by Krung Thai Bank, delivering cards to a total of 3,668 locations nationwide.

Step 8: The Comptroller General's Department delivered cards to registrants at registration units at a total of 3,668 locations, divided into 1,275 branches of the Bank for Agriculture and Agricultural Cooperatives (BAAC), Government Savings Bank, 1,055 branches; Krung Thai Bank Company Limited (Public Company Limited), 1,212 branches; and provincial treasury branches in every province under the Comptroller General's Department, 76 provinces, and district offices in 50 districts in Bangkok. District offices in Bangkok distributed cards to citizens by the working group to develop the quality of life of people with state welfare cards in the district (Mor Pracharath Sukjai team or Por Provincial team).

2.7.4 Time Frame for the State Welfare Registration Project, Year 2017

1) Registration for low-income earners was open from 3 April-15 May 2017 at registration units, which included 50 district offices in Bangkok, the Bank for Agriculture and Agricultural Cooperatives, Krung Thai Bank Public Company Limited, Government Savings Bank, and provincial finance offices under its jurisdiction. Comptroller General's Department nationwide.

2) Information Technology Center collected information and sent information to relevant agencies to check the qualifications of low-income earners for May-July 2017, including the Provincial Administration Department, Revenue Department, Land Department, Bank of Thailand. commercial bank and state specialized banks.

3) Low-income earner data survey project, July 20-August 18, 2017, by the National Statistical Office, hired 70,000 students to visit areas throughout the country and survey of living conditions and welfare needs from the government.

4) Information Technology Center processed and sent data to the Fiscal Policy Office. Ministry of Finance analyzes data from July-August 2017).

5) An announcement of results of those eligible to receive state welfare cards was in September 2017 at the registration unit and website www.e-payment.go.th.

6) People who received welfare cards could begin exercising their rights on October 1, 2017.

2.7.5 Qualification Appeals

In the case where people confirmed that they had low income but did not pass the qualification examination, Qualifications could be appealed as follows:

1) By submitting an appeal request by September 29, 2017 and filling out the electronic form. They confirmed their identity and submitted an appeal which the registrant then had the status “Pending appeal”.

2) Information Technology Center collected information and sent it to relevant agencies for review after approximately 1 week.

3) Announcement of appeal results was on the website www.epayment.go.th on 24 October 2017.

2.7.6 Card Distribution

The researcher has defined the scope of the research area only for the 50 district office registration units in Bangkok by proceeding as follows.

1) Publicize the information to people in the community and have them contact to receive a card at the district office or other registration unit where registration documents have been submitted.

2) Coordinate with the community committee to notify people who receive cards to come and get them at the district office in the area where they registered.

3) The Pracharat Sukjai Doctor Team or the Provincial Health Promotion Team and the State Welfare Card Administrator Team (Account Office: AO) consist of officials who are contract employees with the Government Savings Bank or from the Bank for Agriculture and Agricultural Cooperatives, coordinating

and following up with people to receive cards, including going to the area to deliver state welfare cards. And for those registering who are unable to travel, such as disabled people, bedridden patients, etc.

2.7.7 Steps for Using Cards to Pay for Goods and Services

The researcher defined the scope of the research only as to the use of state welfare cards to pay for consumer products and educational products, and agricultural products in Blue Flag Pracharat stores or other stores participating in the project with the Ministry of Commerce. This involves using a payment card by swiping the card through an electronic payment terminal as follows:

- 1) Using your rights by showing your card to pay for consumer products as given by the government by showing the state welfare card before paying for the product. It is the exclusive right of the person in the picture specified on the card.

- 2) Checking the card owner's rights, refers to employees who provide payment services. The employee has checked that the facial image on the card and the facial image of the service recipient match. Or they check authorization documents in cases where the card owner is unable to pay for products in person, except for disabled people, the elderly, and bedridden patients that cannot travel, they can have the administrator be the user of the rights instead, for example power of attorney, copy of the identity card of the power of attorney and attorney, etc.

- 3) Paying for consumer goods through an electronic payment terminal means bringing the state welfare card through an electronic payment terminal connected to a central database system.

2.7.8 Benefits Received through the State Welfare Card

- 1) Limit on purchases of necessary consumer products. Educational products and raw materials for agriculture. Those with incomes not exceeding 30,000 baht per year will receive 300 baht per month, while those with incomes over 30,000 baht will receive 200 baht per month, including a discount limit on cooking gas of 45 baht per 3 months.

2) The limit for bus/electric train fares is 500 baht per month, the limit for bus fare is 500 baht per month, and the limit for train fares is 500 baht per month.

3) Increase in money for those with state welfare cards who express a desire to develop themselves and join government training projects. Those with an income of not more than 30,000 baht per year will receive an additional credit line of 200 baht per month, and those with an income of more than 30,000 baht per year will receive an additional credit line of 100 baht per month. This money has been topped up by the Comptroller General's Department monthly into the electronic wallet on the state welfare card, and can be withdrawn in cash (Thairath Newspaper, 2019).

2.8 Concepts about Policy Communication

2.8.1 Ideas about Policy Communication

Studies in public policy communication show that Public policy is a policy that is determined by the political sector. Therefore, it is necessary to understand about political communication and other communication, as well. As in the following details.

2.8.2 Communication Concepts and Theories

Miller (1951) said that communication means the transfer of information. News from one place to another, or from one person to another, is an interactive exchange of information consistent with the concept of Sarah Trenholm (1992). According to McQuail (2005), communication is the process of using signs and symbols to create meaning to create an impact on the other party. The meaning of communication is defined as giving and receiving meaning. Transmission and reception. This includes the concepts of interacting, sharing, and interacting. The Merriam – Webster online dictionary defines communication as: the process of exchanging information between people through a system of symbols, signals, or behaviors that can be understood (Paswalee Nitikasetsunthorn, 2009). In conclusion, communication (Communication) means “the process of conveying information, news, and various stories from the sender to the receiver by any method in a certain environment until learning the meaning of things that are transmitted together and

responding to each other according to the intentions of both parties, which may be characterized as interpersonal communication and organizational communication.”

2.8.3 Theory of Media Exposure and News Selection

Klapper (1960, pp. 19-25). It has been said that the process of choosing to receive news or being exposed to news is like a news filter in human perception, which consists of 4 steps of filtering in the following order: Selective Exposure, Selective Attention, Selective Perception and Interpretation, and Selective Retention, consistent with Peera Jira Sophon (2013), who said that selecting exposure (Selective Media Exposure) behavior in this section is the first step in selecting communication channels where individuals choose to receive news and information from many sources, such as choosing to read magazines or choosing to receive information from various media according to your interests and to use the information to solve problems, or use that news to satisfy yourself. And when people are exposed to news, they will have selective attention (Selective Attention).

People who are exposed to news tend to choose to be interested in news from many media. Most people choose to be exposed based on their interests and the convenience of accessing those media. An individual's exposure to news or media use is mostly to support his or her original opinion, and to avoid things that are inconsistent with their opinions, existing knowledge and understanding (Cognitive Dissonance). As for the process of selecting perception and interpretation (Selective Perception and Interpretation), this process occurs when a person uses media to receive information in which a person will give meaning to information that is consistent with opinions or personal characteristics, and will cut off some information that is not interesting or does not correspond to one's own opinions and in memories (Retention) in this step or process. Individuals choose to remember news that is relevant to their interests, needs, and opinions. And if there is any piece of information that you are not interested in or disagree, it will not be passed on, because the information that people choose to remember often is content that will help promote or support each person's existing beliefs, to be clearer and used for benefit in the next order.

2.8.4 Communication Management Theory

Communication management means planning and conveying information systematically, including planning, implementing, monitoring and fixing all communication channels within the organization and between organizations. That helps the organization have a unified system within the communication area. Communication and management are closely linked. This is because communication is the process of exchanging information between two people, and executives and managers generally provide information to their people. Moreover, communication and management truly go hand in hand. It's a way to expand control and basic elements of project management. Without the advantages of a good communication management system, the cycle involved in developing work from start to finish can be truly forced. It also provides the basic project integrity needed to provide information assistance to everyone on the team. This data must move in descending order in a bottom-up direction, and horizontally within the link. It is also both the commander and servant of project control and an action element or process integrator to assemble projects. Because project management is both a craft and a science, Project managers therefore lead multidisciplinary plans and build teams (Oliver, 1983). The study results of Kritsada Chimphliwat (2022) found that government communications should use applied communication management, consisting of: 1) defining problem issues, 2) setting communication goals and objectives, 3) determining main target groups, 4) setting communication strategies, 5) determining communication channels and methods, 6) putting the plan into practice, and 7) providing a summative evaluation and improvement of the communication project.

2.8.5 Political Communication Theory

Warren K.G. et al. view political communication as a political process that involves the exchange of facts, views and opinions. As well as political experiences between individuals, political communication is a special process that creates interaction between members of political society and enables individuals to survive in political society. Political communication is still a widespread activity. According to the meaning of Almond and Coleman, political communication is publicly published activities which perform all duties in the political system, social process, and creation

of a network of benefits and coordination of interests, creating rules, applying rules, and modifying rules. All operate using communication as a tool, while Michael Rush and Phillip Althoff (Rush & Althoff) gives the meaning that Political communication refers to the transmission of politically relevant information from one part of the political system to another part of the political system, and is a transfer between the social system and the political system. In addition, Shaffee (Shaffee) mentioned political communication in that it is characterized as a system of spreading political information to members of the political system. Therefore, it can be said that political communication is a pattern or process of spreading political information between members and various units in the political system. In other words, political communication plays a role by being an intermediary between the people and the government. It is a channel for presenting various political information regarding government decisions and policies to the public, and at the same time, it is a process of bringing the demands and needs of the people to the government so that the government's policymaking and decision-making will be more consistent and responsive to the needs of the people.

Sa Thira Phueakpraphan (2011) studied the political communication process of Mr. Uthai Pimjaichon during the period 1969-2006. It was found that the political communication process of Mr. Uthai Pimjaichon in that period used communication strategies through a variety of media, such as brochures, billboards, public relations, speeches, etc. As for Si Rattanan Thaiyanan (2013), in studying the political communication process of Pattaya city mayors, it was found that all three eras of Pattaya city mayors used political communication processes systematically, fully and comprehensively, to achieve maximum efficiency in public relations. Meanwhile, Waranya Prasert (2016) studied political communication in the program "Returning Happiness to People in the Nation between 2014-2016" and found that it was a combination of government public relations using persuasive tactics found in the program, with 7 propaganda factors. In addition, the research results of Pakhain Chotiwetsaysin (2019) found that General Prayut Chan-ocha's political communication strategy was a strategy of using a variety of communication channels to reach the audience of Thai people everywhere, because there are many different communication styles, both in advertising and public relations.

2.9 Related Research

2.9.1 Domestic Research

From research studies related to the evaluation of state welfare card policies, research on state welfare cards, low-income people, poverty and inequality, it was found that there is not much research related to state welfare cards in the database. But there's still enough. The details are as follows:

Matika Arayapakdee (2019) studied the evaluation of the state welfare card project: a Case Study of Kamnan Maen community, Bang Bon District, Bangkok. The purpose of this research was to study the operations of the state welfare card project, factors affecting the success of the policy, problems and obstacles of the state welfare card project, and guidelines for developing and improving the policy of the state welfare card project in the Kamnan Maen community area. This research was used as qualitative research. From documentary data, interviews, and Non-Participant Observation, the results found that 510 people from the Kamnan Maen community received rights, accounting for 0.47 percent of the total population of 1,912 people. Divided by age group, there were 150 people aged 60 years and over, 290 people in the general public, and 70 people with disabilities. The money for the project was sent to the people without going through the bureaucratic system because of problems and obstacles in distributing state welfare cards in the area. People who live far away were unable to travel to apply at the designated points. The verification of qualifications for those with welfare cards is not yet comprehensive and should not be monopolized at Blue Flag stores alone.

Suwanee Yamprai and Preechaya Nakfon's (2019) study was on the evaluation of the government welfare card policy: a Case Study of Lat Krabang District. The objective was to study the operating conditions, problems, and results of the implementation of the state welfare card policy in Lat Krabang District. The results of the study found that people in Lat Krabang District have opinions regarding the state welfare card policy, that it is appropriate at a high level. As for the personal characteristics of people in Lat Krabang District that affected opinions about the state welfare card policy, it was found that different genders have similar opinions on all aspects of government welfare card policy. Different ages have different opinions on

the government welfare card policy regarding content and process. While there were no differences in opinions on the state welfare card policy regarding the results over different careers, there were different opinions on every aspect of the state welfare card policy. People with different incomes had different opinions on the government welfare card policy in terms of content and process. While there were different opinions on the state welfare card policy regarding the results, different educational levels had different opinions on the government welfare card policy in terms of content and process. As for the types of card usage that are different, it had a significant effect on opinions regarding all aspects of the government welfare card policy at the .05 level.

Ratthakon Klinubon (2018) studied and researched factors affecting success in implementing good governance policies in a case study of sub-district administrative organizations in the central region. The research aimed to study factors affecting success in implementing good governance policies into practice. The Case study of sub-district administrative organizations in the central region, namely Pathum Thani Province, Samut Songkhram Province and Uthai Thani Province, found that factors affecting success in implementing good governance policies in practice in sub-district administrative organizations in the central region consists of 5 factors, namely factors in the objectives and standards of the policy that included: communication factors between various organizations, qualification factors of responsible economic agencies, and social and political factors related to the qualifications of responsible personnel. All of them were at a high level.

The researcher suggested that the success of the policy depends on many factors that make up the policy. That is, setting the objectives and standards of the policy must be easy to understand and something that all personnel can practice. In terms of publicizing information, the details must be continuously communicated. This must be informed by the senior management. In order to make decisions for following the agency's qualifications policy, executives or supervisors must be familiar with orders. The steps may be reduced to make them concise, easy to understand, and train personnel to have economic expertise. Social and political leaders who implement policies must have good relationships with local leaders in order to gain acceptance of the policies. And in terms of personnel, personnel should

be sent for training to increase their knowledge and skills in order to become proficient in the work they do.

Kajornsak Sukprem (2012) studied the factors that create obstacles in public policy management in the Case of the 30 Baht Cures All Diseases Project, from 2001-2004. The results of the study were divided into internal factors to put policy into practice. Due to the implementation of the 30 Baht to Cure Every Disease Project, it was carried out without the readiness of production resources and with insufficient budget allocation. In the first period, the budget was allocated according to the budget system. But lately, the government has had a way to allocate the budget by allocating expenses per capita for service recipients under the 30 baht project to treat all diseases, and external factors are political factors. Because it was a policy used in the campaign of the Thai Rak Thai Party, which raised it as an issue in campaigning in the election, implementation of the policy was not ready, affecting the project's implementation. Administrators did not have expertise in public health matters when implementing policies. The quality of the medicine used was for symptom relief, not treatment. And there was not enough medical personnel to meet the demand when many people turned to the service.

The researcher suggested that Thailand's policy process has many weaknesses and lacks public attention. Policy making must take into account the public interest of the majority of people and the nation, rather than considering political interests, even though public policy uses taxpayers' money as a budget for policy implementation.

Sasane Sornsinsin (2011) conducted a research study on the topic of public policy on income insurance for the elderly. By providing living allowances, the results of the study found that factors affecting the implementation of policies for universal health insurance for the elderly has a change in policy objectives, it causes confusion among practitioners and creates a significant budget burden on the government. Administrative factors and problems were found regarding the organization's responsibility structure due to the transfer of local missions in 2002 to the Department of Local Administration, Ministry of Interior which has many regular missions. There are not enough staff and no knowledge about social welfare work in providing services to the elderly. Communication factors between the organization and activities in implementing policies, found that there was constant coordination and

communication. However, there was no channel for communicating opinions for the elderly who are directly involved in the policy. And the factor regarding the attitude towards welfare operations of the workers found that the workers had an attitude that is positive for policy implementation because they saw that it was a useful policy but did not agree with the change in objectives or criteria for receiving universal benefits using age as a criterion without considering the status of the benefit recipient.

The researcher had a suggestion that setting standards and objectives of the policy must be clear so that the elderly living allowance can truly help those in need and establish a main agency to oversee policy implementation, including encouraging the elderly to participate in expressing opinions or suggestions to improve the policy.

Prapaphan Wattana (2019) studied strategies for providing social welfare for those who did not receive state welfare cards: a Case Study of Ban Ram Subdistrict, Hua Sai District, Nakhon Si Thammarat Province. The results of the study found that there were problems and obstacles in accessing the State Welfare Registration Project for those who do not receive a State Welfare Card that meets the qualifications required by the Comptroller General's Department in 2017 and 2018. The first 5 were not knowing the news, not being able to travel to register, can't or don't want to register because they don't want to receive rights, they have a mission and it's not convenient to register, and registration is difficult for those who do not receive a state welfare card. It was proposed that if registration is accepted for the 2019 State Welfare Registration Project, it is considered appropriate to register using the Thai Niyom Yuenyuen team in the area, similar to the registration received in 2018. As for Social welfare needs of those who do not receive a welfare card, the first 3 areas of the state are employment and income. Those who do not receive state welfare cards of all age groups have a desire for increased income. Most of them want the government sector to take care of the economy regarding the prices of agricultural products. Regarding health, there is a demand for exercise equipment and exercise fields in the village. For education, there is such a need for scholarships for children's education that families have to bear a lot of expenses. Even though the government has a policy of free education for 15 years, with quality, and has set a strategy for social welfare for those who do not receive a state welfare card. By setting the vision that "Ram villagers have access to universal welfare and join development groups Prachasuksan

Complete with public utilities” with a mission to promote access to social welfare and develop a welfare system to support Ram villagers of all age groups. To achieve this vision, it is consistent with the research of Saowalak Ngamwittroj (2018) who studied people’s responses to the state welfare card policy. The Case Study of Nakhon Chai Si Community Bangkok encountered problems, such as the problem of inequality in receiving rights. Wearing the right to register in another person’s name and obtain a state welfare card. Perceiving news about details of state welfare cards from various media such as television, radio, newspapers, etc. Welfare for the elderly receives a discount on water bills not exceeding 100 baht and electricity bills not exceeding 230 baht.

Thamonthon Phonpatcharanit (2018) studied the subject of Factors that affect Success in implementing the State Welfare Registration Project in 2017, a case study of district offices in Bangkok. The results of the study found that factors affecting the success of the State Welfare Registration Project in 2017 included the objectives of the policy, policy resources, communication between various organizations, agencies that implement policies, the social, economic and political environment, and the policy implementation leader. Overall, it was at a high level, except for policy resources, which was at a moderate level. The factor with the highest average value was Leader of policy implementation. The results from the study of efficiency factors in the performance of the State Welfare Registration Project in 2017 included the quality of work, amount of work, time and cost. Overall, it was at a high level. Except for expenses, they were at a moderate level. The factor with the highest average value was workload. It was also found that Success factors in the implementation of the 2017 State Welfare Registration Project in all 6 areas were related to efficiency in operating in all 4 areas, with a statistical significance of 0.01, and the results of the qualitative study found that the objective problems of Project registration showed that the policy leaders implemented the policy and the people understood that the government wanted to create a database of low-income people and help relieve the burden of living expenses on low-income people. But the benefits that citizens receive have been changed by policymakers, and that information was not communicated to policy leaders before doing so. The policy was therefore very vague. In terms of policy resources, it was found that district offices had a need for materials and

equipment that are ready to use and efficient, and the operating budget was more than the personnel to help carry out the work. In terms of communication between organizations, it was found that meetings should be organized to build networks between Bangkok, who leads the implementation of policies with government agencies at the ministry level, and external agencies who set public policy, to discuss the process of implementing the policy together. In terms of publicizing news to the public, they should choose an appropriate time period, a variety of channels, and frequency of public relations, including public relations on television stations at 8:00 p.m. onwards, making pamphlets to distribute to people in their homes, creating detailed public relations messages to install on large billboards in Bangkok and every provincial hall. As for the characteristics of the agencies that implement the policy, it was found that the structure of the working group to develop the quality of life for people with state welfare cards in the district was not yet appropriate. District offices should be made the center for direct coordination with policy makers. For flexibility in operating the Social, economic and political environment, the researcher found that people do not oppose the policy and want to receive assistance. But the limit is still not consistent with the current economic situation, including the elderly and the disabled, who have difficulty using and withdrawing cash through state welfare cards. In terms of policy leaders implementing it, it was found that Civil servants and community development and social welfare personnel are highly committed to their work, have familiarity and expertise in the area, and can communicate well with the public. In terms of efficiency in operating the State Welfare Registration Project in 2017, it was found that when technology was used in operations, results were accurate, fast, and shortened the time required for registration. Therefore, the amount of work as specified was obtained. However, it was found that the Bang Khae District Office and other district offices received their budget too late in time for the procurement process. Therefore, the agency's resources must be managed and use personal resources to perform work. The solution to the problem should be to use technology to help with registration by adding channels for citizens to edit their personal information or income and to be able to confirm the same information for the past 1 year via mobile phone or websites of related agencies without having to register twice at the registration unit. For convenience, speed and budget savings for the next

project, including delivery of state welfare cards, it should be sent by post according to the wishes of the registrar specified in the house registration or actual residence.

Patcharakan Thianchutinan (2019) studied public policy to improve the quality of life of low-income people through state welfare cards. The results of the study found that the success factors are policy factors, organizational factors, Civil service factors, information factors and communication processes, and people factors. Public policy implementation guidelines are a database of people eligible to hold state welfare cards for Quality-of-Life Development Measures. By creating careers that are consistent with the context and diversity of cardholders, in balance with the labor market, they create sustainable income and reduce real social inequality.

Thor Pitidol, et al. (2019) studied the matter of reducing inequality and creating fairness. In the case of state welfare cards, it has two main purposes: the first is to study the origins, concepts and problems of the state welfare card project. The second is a study of concepts and case studies of comparable welfare arrangements from developing countries, including Indonesia, China and India, and developed countries including the United Kingdom and Sweden. To review the observations and lead to recommendations for developing the said project to solve the inequality problem, the study method consisted of a literature review, synthetic interviews of experts using criteria-based sample selection methods, and group discussions with government welfare card holders using random methods according to the objectives.

The study found that the state welfare card program is classified as a cumulative welfare scheme, similar to most welfare programs in the past. But there is an important difference in targeting the poor, with an important stance on the efficiency of state spending to avoid distorting the free market, and stimulating the grassroots economy. But this project still lacked clarity in solving the inequality problem. Using money from the central budget and planning and evaluating long-term results. Case studies of the experiences of implementing welfare policies targeting the poor in other developing countries highlight many of the challenges of this type of policy. Whether it is the cost of screening and managing the database, the problem of misspecification may be high, or the use of power to distort the benefit allocation process until the policy is misused.

Moreover, comparative studies of developed countries such as Sweden and the United Kingdom served as an example of the shift towards more targeted use. As has been the case in the UK since the 1970s, this has been accompanied by an increase in inequality. There is also a loss of support for the welfare system as a whole. The Swedish experience shows, on the other hand, that the benefits of universal welfare go beyond preventing misspecification. It also includes supporting women to become a labor force in the economy, and maintaining middle class support for the welfare system. This has enabled Sweden to maintain a society with low levels of inequality. All of these findings reflect that the state welfare card project should be reviewed, from the conception to the operational process, and carefully plan the placement of welfare specifically for the poor with the big picture of Thailand's welfare system. It is not just the type of welfare policy that has an important effect on inequality. Other factors that go along with the design of the overall welfare system in each country also have an important effect. Many studies have focused on the role of institutional factors accompanying welfare systems as actually more important than the content of welfare policies themselves.

In Suwanee Yamprai and Preechaya Nakfon's (2019) Study and Evaluation of the State Welfare Card Policy: a Case Study of Lat Krabang District, the results of the study found that people in Lat Krabang District held an opinion on the government welfare card policy that it was appropriate at a high level. As for the personal characteristics of people in Lat Krabang District that affect opinions about the state welfare card policy, it was found that different genders had similar opinions on all aspects of government welfare card policy. Different ages had different opinions on the government welfare card policy regarding content and process. While there were no differences in opinions on the state welfare card policy regarding the results, different occupations had different opinions on every aspect of the government welfare card policy. People with different incomes had different opinions on the government welfare card policy in terms of content and process. While there were different opinions on the state welfare card policy regarding the results, different educational levels had different opinions on the government welfare card policy in terms of content and process. While there were different opinions on the state welfare card policy regarding the results, as for the type of card usage, different effects had

different effects on opinions regarding government welfare card policy in every aspect, with statistical significance at the .05 level .

Wasana Usap's (2563) study on the state welfare card project and improving the quality of life of low-income people in Uttaradit Province, found that the implementation of the state welfare card project is a horizontal management system that uses integration of work in the area in a manner of "Area-Mission- Participation", which works in a networking manner. It is a management system that aims at meeting the needs of the people and is a management system within the framework of the provisions and spirit of the Constitution to solve the problem of poverty through policy and various measures using an in-depth information base on economics and society (socioeconomic) of low income people. In the first phase, assistance was provided through state welfare cards in two areas, namely reducing household expenses, and reducing travel expenses.

2.9.2 Foreign Research

Epsing-Anderson and Myles (2012) found that the implications of welfare policy styles on political support are an important factor affecting the ability of welfare policies to reduce inequality in countries that emphasize policies targeting the poor. There may be a problem where these policies fail to gain sufficient support among non-poor groups. This makes it impossible to invest in expanding the results of the policy to reduce inequality in line with the results of the study. Korpi and Palme (1998) found that there are institutional factors behind the choice of different welfare policies, such as the prevalence of welfare-related ideas in a country. It plays an important role in the results of welfare policies in reducing inequality. The fact that countries that employ universal welfare policies are often better at reducing inequality is because the main idea behind their policy design views welfare as a matter of creating equal rights and rights for citizens. Although there may be inequality of opportunity, economic inequality in income, and inequality in wealth, there will be a connection between the provision of immediate assistance to alleviate the hardships of poor households in the short term. Being unable to reduce inequality in the long run, including being unable to prevent the transmission of inequality from generation to

generation, increases opportunities for human capital development, access to resources and pursuit of a career. Therefore it is necessary and urgent as well.

Akkahaporn Kokkhangplu, Kanokkarn Kaewnuch and Poonpong Suksawang, (2020) studied social inequality and factors that influence the social inequality of people in community tourism areas in Thailand. The research results found that factors that influence social inequality of people in community tourism areas in Thailand consider each factor in order of importance. Economic factors and technological factors influence social inequality among people in community tourism areas, and those involved from outside the area have no effect on social inequality. Consistent with the research results of Samphantharak and Townsend (2010); Alem and Townsend (2014); Samphantharak and Townsend (2018) ; and Kinnan et.al (2020), studies of the literature on inequality in access to social networks explained that social networks may help inequality to be reduced through assistance between relatives and friends when one of them is in trouble. This assistance may be in the form of in-kind, labor or monetary assistance, helping households to access quality education and public health helps transfer financial and technological knowledge or financial assistance to entrepreneurs to start or expand their businesses. Several studies by Townsend and colleagues found that the kinship system in rural Thailand involves risk sharing, which allows households to reduce financial costs for both consumption and business operations. However, Bunkanwanicha and Wiwattanakantang (2009) studied how social networks may aggravate inequality if the networks provide unfair opportunities to certain groups of people, such as capital, business opportunities, or job position. For the study in the case of Thailand, studies found that households with connections to village headmen are more likely to receive loans from village funds than other households (Vera-Cossio, 2017). Businesses with relatives holding political positions are more likely to receive concessions from village officials. The government sector does even more than that, as well.

Xavieria Jeffers (2016) researched the causes and results in: The welfare state remains: a comparative analysis of different welfare states. The study found that the United States has the lowest welfare state, Germany and the United Kingdom have a mixed welfare state and their response to unemployment ultimately reflects that, while Denmark scores high. Much of the welfare state has a good percentage of GDP put

into social programs. When examining the chart and table, it can be said from the data that the unemployment rate is related to social spending. Therefore, it can be concluded that the reason the welfare state still exists is due to responding to the needs and desires of the people in times of need from the government, such as high unemployment, when people need additional assistance from the government.

Ali Hajighasemi, et al (2022) undertook research on the impact of the welfare state system on innovation performance and competitiveness: European countries. The study found that the results obtained from the performance of the five welfare state groups of European countries show that the most comprehensive welfare states were in the Nordic countries. They were most successful in achieving innovation goals and have long been ranked as leaders in innovation in Europe. Moreover, allocating public resources for innovation leads to a more inclusive agenda, including promoting employment, gender equality goals and sustainability concerns. Welfare costs do not appear to reduce competitiveness, and competitiveness itself promotes the development of an advanced social security system.

Schmidt et al. (2023) researched Welfare states and global human well-being: A cross-national analysis. Their study focuses on three dimensions: 1. It focuses on major developed countries. Second, the main outcome of interest is subjective well-being (life satisfaction, happiness). In this study, these shortcomings have been addressed to some extent. First, we have extended the analysis to a broader and more diverse sample of countries. Second, we have focused on different aspects of human well-being beyond life satisfaction. Third, there is reliance on new measures of welfare impacts beyond aggregate spending—an expert survey based on the Social Security Protection Coding of the 2021 Global Government Quality Data Set, and the study finds that this welfare measure has a positive and significant effect on a number of well-being outcomes. The impact on education, welfare state and well-being is discussed.

Table 2.6 Shows the Synthesis of Dependent Variables (Success or Failure of Policy Implementation)

Variable	Source					
	Sasane Sornsin (2011)	Saowalak Ngamwitoj (2018)	Thamonthon Phonpatcharanit (2018)	Patcharakan Thianchutinan (2019)	Thor Pitidol, et al. (2019)	Prapaphan Wattana (2019)
- Public Expenses Decreased		✓	✓	✓		
- Economic Stimulation Occurs				✓	✓	✓
- Positive Attitude Towards Policy Implementation	✓					
- Reduce Social Inequality				✓		
- Registration successful			✓			
						together
						3
						3
						1
						1
						1

From Table 2.6, it was found that the dependent variable or variable affecting the success or failure of the state welfare card policy in this research, settled on a total of 5 variables. The researcher selected the variables with the highest frequencies to use in the study, namely, public expenditures decreased, and economic stimulation occurred

CHAPTER 3

METHODOLOGY

The research study on “Factors Influencing the Success or Failure of the Implementation of the State Welfare Card Policy” has the following objectives: (1) to study factors influencing the success or failure of the State Welfare Card Policy, (2) to study the level of success or the failure of the state welfare card policy to be implemented, and (3) to study the problems and obstacles of implementing the state welfare card policy. This research is mixed method research, with both qualitative and quantitative research methods. The researcher proceeds in a sequence of steps as follows:

- 3.1 Conceptual framework
- 3.2 Operational definition
- 3.3 Hypotheses
- 3.4 Key informants
- 3.5 Population and sample
- 3.6 Research tools
- 3.7 Testing research tools
- 3.8 Data analysis
- 3.9 Data verification

3.1 Conceptual Framework

From the literature review in Chapter 2, there will be a conceptual framework for the study used to study the dimensions of the target population which can summarize the factors. The environment that influences the success or failure of implementing the state welfare card policy is as follows.

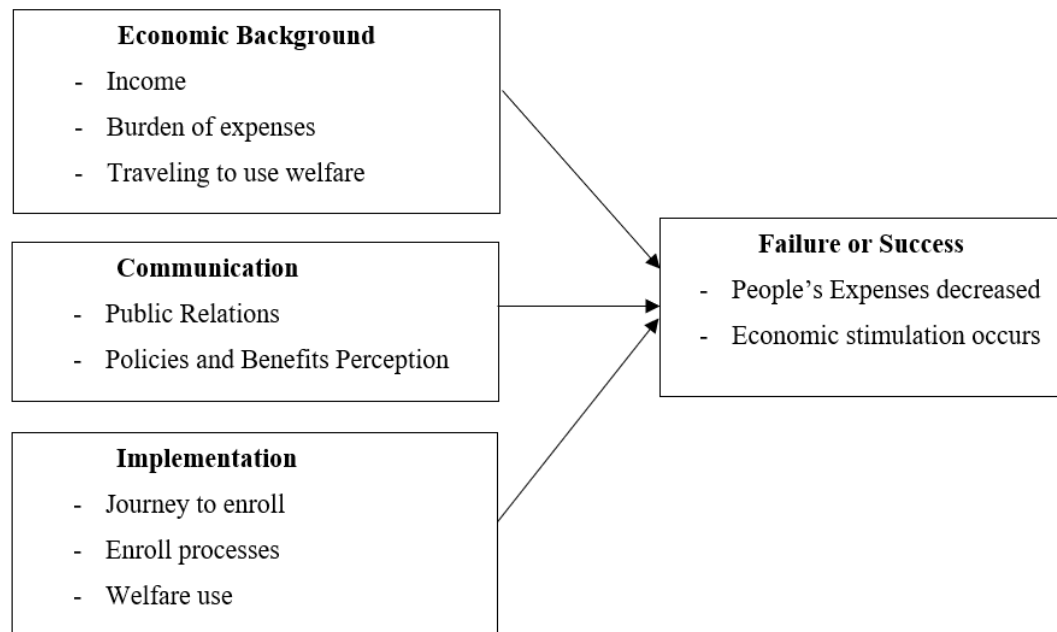


Figure 3.1 A Conceptual Framework for Education

3.2 Operational Definition

In science research, one important thing is the operational definition (Suchitra Bunyaratphan, 2012, p. 119). Operational definition determines how, in a particular research matter, variables are measured or data is collected (Suchitra Bunyaratphan, 2012, p. 117). For this research, the following criteria were selected:

The 2017 State Welfare Registration Project refers to a project in which the government allows citizens to register and be stored in a database for providing various welfare benefits of government agencies to low-income earners who need government assistance.

Reducing the cost of living burden refers to how much the benefits that the target population receives can help reduce their cost of living, calculated as a percentage of the expense burden.

The success and/or failure of policy implementation refers to the results of policy implementation in the 2017 State Welfare Registration Project. In implementation of the policy, there may be successes and/or failures. It is measured

by whether public expenditures increase or decrease, and the amount that provincial gross product increases or decreases.

External environmental factors refers to anything that affects the success or failure of implementing the government welfare card policy, including:

- 1) Background and economic factors refers to anything that affects the success or failure of implementing the government welfare card policy, measured by income. The burden of expenses and travel for people to use the welfare.
- 2) Communication factors refers to the dissemination of information that affects the success or failure of implementing the state welfare card policy, measured by the effectiveness of public relations and the level of awareness of the policy and the rights and benefits that will be received.
- 3) Policy implementation factors refers to things that support the implementation of policies in a concrete way that affects the success or failure of implementing the government welfare card policy, measured by people's opinions in terms of ease of travel to go register, convenience of the registration procedure or process, and convenience in exercising welfare rights.

3.3 Hypotheses

The assumptions under the conceptual framework of the study in the target population dimension are as follows:

- 1) Background and economic environmental factors have a positive influence on the success or failure of policy implementation in terms of public expenses being decreased.
- 2) Background and economic factors have a positive influence on the success or failure of policy implementation in terms of economic stimulation.
- 3) Communication environment factors have a positive influence on the success or failure of policy implementation in terms of reducing public costs.
- 4) The communication environment has a positive influence on the success or failure of policy implementation in terms of economic stimulation.
- 5) Factors surrounding policy implementation have a positive influence on the success or failure of policy implementation in terms of reduced public costs.

6) Factors surrounding policy implementation have a positive influence on the success or failure of policy implementation in terms of reduced public costs.

3.4 Key Informants

The key informants in collecting qualitative data were comprised of people in Kalasin Province in 3 districts: Somdet District, Yang Talat District, and Tha Muang District. The number of key informants was set at 20 per district according to the concept of Saaty (1970). An experiment was conducted to find the appropriate size of the group of key informants. In qualitative research, it was proposed that the appropriate group size of key informants should be 17 people, which is consistent and close to the principles of Delbecq, et al. (1975), who found that the optimal size of the group of key informants was 7-21 people, which was similar to Näyhä (2014) who proposed 9 - 23 people and used a purposive selection method (Purposive selection) by defining the qualifications to be people with an income not exceeding 2,000 baht per month, who have received a state welfare card and those who have not received a state welfare card. From the interviews in each district, it was found that when the 7th person, 8th person, 9th person, and 10th person were interviewed, it was found that the information or answers were duplicated or saturated and that the content was of high quality, relevant and to the point. The researcher therefore stopped conducting interviews. Therefore, this research analyzed qualitative data from 10 key informants from each district, totaling 30 people.

3.4.1 Research Tools

The tool for collecting qualitative data was an in-depth semi-structured interview. The researcher determined the interview questions from a review of related concepts, theories, and research to find out the quality of the research tools by taking them to the thesis advisor to examine each question line, and then improve and revise them according to the recommendations.

3.4.2 Data Collection

The researcher wrote a letter to the Graduate School of the National Institute of Development Administration to prepare a book requesting assistance in collecting research data, then went to the data storage area personally.

3.4.3 Data Analysis

Qualitative data analysis was carried out by categorizing the data and then using the content analysis method (Content Analysis) together with descriptive analysis (Descriptive Analysis).

3.5 Population and Sample

3.5.1 Population

The population in this research comprised people in Kalasin Province with a state welfare card. Total number: 248,149 people.

3.5.2 Sample Group

The sample group were people in Kalasin Province, totaling 623 people with state welfare cards, using the Yamane formula (Yamane, 1973).

$$n = \frac{N}{1 + Ne^2}$$

n = sample size

N = population

e = error (In this study, the acceptable tolerance value was set at 0.04).

Substitution for values in the formula

$$n = \frac{248,149}{1 + 248,149(.04)^2}$$

$$= 622.88$$

$$= 623 \text{ people}$$

3.5.3 Sampling Technique

For sampling, the researcher used the method of probability sampling (Probability Sampling), which is a widely used method. It is a random sampling method that takes into account the probability of the research population (Anchana Na Ranong, 2011, p. 155) using Multistage Cluster Sampling. This method is used in cases where the population is large. Therefore, it is necessary to carry out sampling multiple times, by dividing the population into groups according to area, starting with large groups and then gradually dividing them into smaller groups (Anchana Na Ranong, 2011, p. 161). This method is very suitable for sampling from the population in this research. There were 248,149 people with state welfare cards in Kalasin Province, a province that has experienced chronic poverty for more than 5 years in a row (Office of the National Economic and Social Development Council Ti, 2023, p. 17).

The procedure is as follows:

- 1) The researcher uses stratified sampling (Stratified Sampling) to arrange different units of the population that have the same characteristics into the same group (Thanin Silpjarn, 2012, p. 59). This divides the population into similar groups. The same divisions consist of districts, sub-districts, and villages.
- 2) The researcher uses simple random sampling (Simple Random Sampling) as a random sampling method in which the population has an equal chance of being selected (Kanlaya Wanichbancha, 2012, p. 14).

3.5.4 Institutional Review Board: IRB

In this research, the ethical principles of human research were considered as the most important thing. Therefore, a research outline (Protocol) and the research tools were submitted, along with all related documents, to the Human Research Ethics Committee of the National Institute of Graduate Administration, to check that the created tools have not caused harm to the mind, social status, or financial status, and whether it poses a legal danger or not. (Office of the National Research Council, 2016: Introduction). The Human Research Ethics Committee has considered and reviewed the ethical aspect as an important component in protecting rights, dignity, and safety, as the matter of well-being of the volunteers and sample groups

participating in the research is important (Office of the National Research Council, 2016, p. 6).

3.6 Research Tools

For quantitative data collection, the research tool was a questionnaire developed from a review of both domestic and international literature.

Table 3.1 Outlines the Construction of the Number of Questions for Each Variable

Part	Main Variables	Sub-variables
1	Background and economic factors	Income Burden of expenses Traveling to use welfare
2	Participation factors	Public relations Awareness of the policy and benefits that will be received
3	Factors in policy implementation	Traveling to register Registration steps or processes Using welfare rights
4	Success or failure of policy implementation	Public expenses decreased There is economic stimulation

Table 3.1 Summary draft of the creation of the number of questions for each variable.

Table 3.2 Variables, Measurement Methods, Levels, and Sources for Creating the Questionnaire

Variables	Measurement	Level	Resources for Developing Questions
Background and economic factors	1 = Least Agree 2 = Agree A Little 3 = Moderately Agree 4 = Strongly Agree 5 = Most Agree	Interval	TDRI (2016) Matichon Online (2016) Nation TV, (2016)
Communication factors	1 = Least Agree 2 = Agree A Little 3 = Moderately Agree 4 = Strongly Agree 5 = Most Agree	Interval	Ratthakorn Klinubon (2018) Sasane Sornsinsin (2011)
Factors in policy implementation	1 = Least Agree 2 = Agree A Little 3 = Moderately Agree 4 = Strongly Agree 5 = Most Agree	Interval	Pressman and Wildavsky (1979) Supachai Yavaprapas (1995) Somporn Fueangchan (1997) Nattha Winijanaipak (2011)
Success or failure of policy implementation	1 = Least Agree 2 = Agree A Little 3 = Moderately Agree 4 = Strongly Agree 5 = Most Agree	Interval	Matika Arayapakdee (2019), Suwanee Yamprai and Preechaya, dancers (2019)

Variables, measurement methods, levels, sources for creating questionnaires.

3.7 Testing of Research Tools (Quantitative)

Because research is about finding the truth, obtaining the truth requires reliable tools. If the tool is not accurate and reliable, the results of the research will not be of good quality. (Kanlaya Vanichbancha, 2012, p. 29). Therefore, in this research, the research instruments were tested in terms of content validity (Validity) and reliability (Reliability) as follows.

3.7.1 Testing the Correctness/Accuracy of the Content (Content Validity)

The researcher has brought the questionnaire to experts to check the correctness or accuracy of the content (Content Validity) in order to check the quality of the tool by qualified persons or experts.

After having experts assess the quality and accuracy of the content (Content Validity) of the research tool, the researcher then processed it in a ready-made program to know the index of congruence between each question and the research objectives (Index of Item - Objective Congruence: IOC is between .66-1.00), which indicates congruence between the questions. Each question has an objective (Index of Item - Objective Congruence: IOC).

3.7.2 Testing Reliability (Reliability)

Testing reliability (Reliability) is an evaluation of the consistency of the answers (Suchitra Bunyaratphan, 2012, p. 150). There is a test of unity (homogeneity) of the question set. It is a test of reliability. The internal relationship between the various items in the question has been established to have internal consistency by testing Cronbach's alpha coefficient (Suchart Prasittharatsin, 2012, p. 237). If Cronbach's alpha coefficient is 0.75 or higher, it is considered that the research tool has high reliability and can be used to collect data (Attadate Sorasuchart, 2020, p. 90). In this research, test results from the overall Cronbach's alpha coefficient was 0.789, therefore it was considered to meet the criteria. The test results appear in Table 3.3.

Table 3.3 Cronbach's Alpha Coefficient Test Results for Each Side and the Whole Version

Issue	Reliability
Background and economic factors	0.785
Communication factors	0.831
Factors in policy implementation	0.874
The success or failure of policy implementation	0.821
Cronbach's alpha coefficient for the whole model	0.789

3.7.3 Testing the Relationship Between Independent Variables (Multicollinearity)

To determine the coefficient between the pool variable and the dependent variable, the independent variables must not be overly related. In a case where the independent variables are highly related to each other, it will result in it not being possible to specify the coefficient of relationship between the independent variable and the dependent variable, or the coefficient will be obtained. To prevent problems with the relationship between independent variables or predictors (Suchart Prasitratsin, 2012, p. 471), if the test results for the relationship between the independent variables (Multicollinearity) exceeds 0.85, it is considered a relationship problem between independent variables (Multicollinearity). Therefore, in this research, relationships were tested by making a matrix of correlation coefficients. It was found that there were no independent variables. Which has a relationship value greater than 0.85? The test results found that all variables had a relationship in between. Therefore, from this test, there is no problem of relationship between independent variables (Multicollinearity).

3.8 Data Analysis

As for the quantitative data analysis, the program that was used was applied statistics, and in processing, the quantitative data was analyzed using both descriptive and inferential statistics, as follows.

1) Descriptive Statistics

Quantitative data analysis was conducted by using descriptive statistics, including frequency, percentage, mean, and standard deviation (SD), with criteria for interpreting the mean results as follows: (Best, 1997, p. 190).

4.51-5.00	Means	The Most
3.51-4.50	Means	A Lot
2.51-3.50	Means	Medium
1.51-2.50	Means	Little
1.00-1.50	Means	Least

2) Inferential Statistics

Inferential statistics are used to explain phenomena according to the deductive reasoning method to test research hypotheses that have been established from the literature review and from the conceptual framework (Nattakrit Pao-in, 2015, p. 102), which in this study, used multiple regression analysis as an analysis of the relationship of many variables. It consists of greater than or equal to two independent variables. All independent variables are quantitative and some are qualitative, while one dependent variable is quantitative (Kanlaya Wanichbancha, 2012, p. 173). In using multiple regression analysis to analyze the factors that influence the success or failure of implementing the state welfare card policy, the value of statistical significance was set at $p < 0.04$.

3.9 Data Verification

The researcher performed data triangulation to verify the accuracy of the data obtained from various sources by considering the time source. Sources of places and sources of people are different. If the data is different at different times, will it be the same? Is the information from different places the same or not? And if the person providing the information changes, will the information remain the same?

CHAPTER 4

ANALYSIS RESULTS

Research on “Factors influencing the success or failure of the implementation of the state welfare card policy” has the following objectives: 1) to study the factors that influence the success or failure of the implementation of the state welfare card policy, 2) to study the level of success or failure of the state welfare card policy, and 3) to study the problems and obstacles of implementing the state welfare card policy.

The researcher presents the results of the analysis in a step-by-step manner as follows.

4.1 General Information of the Sample Group

Results of the general data analysis of the sample appear in Table 4.1

Table 4.1 Demographic Characteristics of the Sample

n=623		
Demographic Characteristics	Quantity	Percentage
Sex		
Male	374	60.00
Female	249	40.00
Total	623	100.00
Age		
21-30 Years	44	7.00
31-40 Years	62	10.00
41-50 Years	112	18.00
51 Years and Older	405	65.00
Total	623	100.00

Demographic Characteristics	Quantity	Percentage
Education Level		
Below Junior High School	343	55.00
Junior high school	187	30.00
High school or equivalent	93	15.00
Total	623	100.00
Occupation		
Farmer	343	55.00
General Employee	218	35.00
Don't Have a Job	62	10.00
Total	623	100.00
Have a State Welfare Card		
Have	623	100.00
Do not have	0	0.00
Total	623	100.00

From Table 4.1 it was found that the majority of the sample were male, 374 people, accounting for 60.00 percent, followed by females, 249 people, accounting for 40.00 percent, respectively. The majority of the sample, 405 people, were 51 years old and above, accounting for 65.00 percent, followed by those aged between 41-50 years, 112 people, accounting for 18.00 percent, and the least number being the group between 21-30 years old, numbering 44 people, accounting for 7.00 percent. As for the level of education, it was found that most of them graduated at a level lower than middle school, numbering 343 people, accounting for 55.00 percent, followed by graduating. At the lower secondary level, 187 people accounted for 30.00 percent; and those who graduated high school or equivalent, at 93 people, accounted for 15.00 percent. As for occupations, it was found that most of them work as farmers, 343 people, accounting for 55.00 percent, followed by 218 people working as general contractors, accounting for 35.00 percent, and 62 people without work, accounting for 10.00 percent. The sample group having state welfare cards, numbering 623, accounted for 100.00 percent of the sample.

4.2 General Information of Key Informants

All key informants in Somdej District were male, 6 out of 10 people were between 41 and 50 years old, 7 out of 10 people had a lower secondary education, and 3 people had a high school education. As for the career aspect, it was found that all were farmers by profession, and all had state welfare cards

The group of important information providers in Yang Talat District. All were female and 7 out of 10 people were between 35 and 45 years old. 6 out of 10 had a lower secondary education and 3 had a vocational certificate level education. As for occupations, it was found that all had jobs as general employees, and all had state welfare cards.

The group of important information providers in Tha Muang District. All were male, 8 out of 10 people were between 50 and 60 years old, 5 out of 10 had a high school education, and 5 people had education at the vocational certificate level. As for careers, it was found that 6 out of 10 people had jobs as general contractors. The other 4 people were farmers, and all had state welfare cards.

4.3 Environmental Factors Influencing the Success of Implementing the State Welfare Card Policy

Table 4.2 Mean and Standard Deviation of Background and Economic Factors that Influence the Success of Implementing the Government Welfare Card Policy

				n=623
Background and Economic Factors	\bar{x}	SD	Action Translate	
Income				
Regular income is not enough	4.56	.449	Very High	
Supplementary income is not enough	4.49	.399	Very High	
Irregular income	4.54	.462	Very High	
Total	4.53	.440	Very High	

Background and Economic Factors	\bar{x}	SD	Action Translate
Burden of expenses			
Daily personal expenses such as clothing, travel expenses	4.51	.410	Very High
Family expenses such as food and drinks	4.52	.429	Very High
Children's tuition	4.52	.425	Very High
Occupational expenses	4.49	.428	Very High
Recreation and entertainment expenses	4.42	.411	High
Health care costs	4.54	.423	Very High
Total	4.50	.421	High
Traveling to use welfare			
The journey takes a long time due to the long distance	4.41	.436	High
The journey takes a long time due to having to wait for buses	4.48	.424	High
Total	4.44	.429	High
Overview	4.49	.430	High

From Table 4.2, it was found that background and economic factors that influence the overall success of the implementation of the state welfare card policy are at a high level: \bar{x} =4.49, SD=.430, and when considering each aspect, it was found that the income factor was at a high level and had the highest average: \bar{x} = 4.53, SD=.440, followed by the expense burden factor: \bar{x} = 4.50, SD=.421, and the factor of traveling to use welfare: \bar{x} =4.44, SD=.429; in addition, when considering the details of each factor, it was found that for the income factor, the issue of insufficient regular income was at the highest level: \bar{x} = 4.56, SD=.449; in terms of cost burden factors, the issue of health care costs was at the highest level: \bar{x} =4.54, SD= .423; while in the factor of traveling to use welfare, it was found that the issue of traveling takes a long time due to having to wait for buses was at a high level: \bar{x} = 4.48, SD =.424.

Table 4.3 Mean and Standard Deviation of Communication Environment Factors that Influence the Success of Implementing the State Welfare Card Policy

n=623

Communication Factors	\bar{x}	SD	Translate
Public relations			
Public relations regarding card applications continuously	4.37	.452	High
Presentation of methods and procedures for applying for a card	4.41	.442	High
Frequency of publicizing the card	4.32	.457	High
Period for publicizing the card	4.26	.450	High
Total	4.34	.450	High
Awareness of the policy and benefits that will be received			
There is a purchase limit of 200-300 baht for consumer goods.	4.36	.459	High
Electricity bill does not exceed 315 baht per family. And the water bill does not exceed 100 baht per family. (According to actual payment).	4.30	.472	High
Travel expenses include bus fare of 500 baht per month, train fare of 500 baht per month, KU Bus fare/light rail (MRT/BTS/ARL) 500 baht per month (for holders State welfare card for residents of Bangkok and surrounding areas).	4.35	.468	High
Discount on cooking gas purchases of 100 baht per 3 months (Jan.-Mar. 2023). In the case of vulnerable groups, they will receive a discount of 100 baht (per 3 month period).	4.33	.457	High
Special allowance for disabled persons 200 baht	4.34	.468	High
State welfare card holders who are vendors, hawkers,	4.29	.458	High

Communication Factors	\bar{x}	SD	Translate
small shops will receive a 100 baht discount on PT cooking gas from participating shops.			
Special allowance for senior citizens: 50 to 100 baht, depending on income criteria.	4.34	.465	High
Total	4.33	.464	High
Overview	4.35	.460	High

From Table 4.3, it was found that the overall communication environment factors were at a high-level: \bar{x} =4.35, SD=.460; and when considering each aspect, it was found that public relations was at a high level: \bar{x} =4.34, SD=.450. The next highest average was awareness of the policy and benefits that would be received, also at a high level: \bar{x} =4.33, SD=.464. When considering each issue, it was found that the presentation of methods and procedures for applying for a credit card was difficult, with the highest mean: \bar{x} =4.41, SD=.442 as runner-up. Lower down was that the amount of public relations for applying for state welfare cards is small; \bar{x} =4.37, SD =.452; and the period for publicizing the cards is insufficient, which had the lowest mean: \bar{x} =4.26, SD =.450.

Table 4.4 Means and Standard Deviations of Environmental Factors in Policy Implementation that Influence the Success of Implementing the Government Welfare Card Policy

n=623			
Factors in Policy Implementation	\bar{x}	SD	Action Translate
Traveling to Register			
Citizens have technology limitations in registering online.	4.72	.367	Very High
Identity verification by traveling is done through 3 banks: Krung Thai Bank, Government Savings Bank,	4.68	.419	Very High

Factors in Policy Implementation	\bar{x}	SD	Action Translate
and Bank for Agriculture, causing wasted expenses.			
Authorizing others to perform identity verification on your behalf is complicated.	4.69	.345	Very High
Total	4.70	.377	Very High
Registration Steps or Processes			Very High
Registration is complicated because there are 6 steps.	4.61	.388	Very High
Registration can be done via mobile phone which is difficult.	4.59	.372	Very High
Most people cannot travel to register through government-designated registration units.	4.66	.375	Very High
Total	4.62	.379	Very High
Using Welfare Rights			Very High
People cannot purchase products and can spend from 5:00 a.m.-11:00 p.m. every day.	4.72	.370	Very High
In the case of traveling by bus or train, the service can be used for 24 hours or according to the period specified by the service provider.	4.69	.365	Very High
In the case of traveling by KU Bus or BTS MRT ARL, the service can be used 24 hours or according to the period specified by the service provider.	4.75	.376	Very High
Total	4.72	.370	Very High
Overview	4.69	.375	Very High

From Table 4.4, it was found that the overall factors surrounding policy implementation were at a very high level: \bar{x} =4.69, SD =.375; and when considering each aspect, it was found that the use of welfare rights had the highest mean: \bar{x} =4.72, SD =.370, followed by traveling to register: \bar{x} =4.70, SD=.377 and registration steps or processes: \bar{x} =4.62, SD=.379, respectively.

4.4 Success or Failure of the Policy Implementation

Table 4.5 Means and Standard Deviations of the Success of Policy Implementation

n=623			
Success of Policy Implementation	\bar{x}	SD	Action Translate
Public Expenses Decreased			
State welfare cards help reduce the burden of personal expenses.	4.07	.540	High
The state welfare card helps reduce the burden of expenses within the family.	4.10	.553	High
State welfare cards help families have savings.	4.09	.549	High
The state welfare card helps reduce the burden of travel expenses.	4.08	.528	High
State welfare cards help reduce the burden of household electricity costs.	4.06	.545	High
Total	4.08	.543	High
There is Economic Stimulation			
State welfare cards help shops in the community sell more products.	4.11	.535	High
The state welfare card helps the economy in the community to be driven by increased spending.	4.14	.533	High
The state welfare card helps to collect more taxes from entrepreneurs or shops.	4.17	.549	High
Total	4.14	.539	High
Overview	4.11	.541	High

From Table 4.5, it was found that the overall level of success in implementing the state welfare card policy was at a high level: \bar{x} = 4.11, SD=.541; and when considering each aspect, it was found that the success or failure of policy

implementation in terms of economic stimulation has the highest mean value: $\bar{x}=4.26$, $SD=.598$, followed by reduction in public expenditures: $\bar{x}=3.96$, $SD=.475$.

4.5 Problems and Obstacles in Implementing the Government Welfare Card Policy

In terms of problems and obstacles in of the implementation of the state welfare card policy, it was found that key informants in Kham Muang District, which is a district that is far from Kalasin Province, mostly had the same opinion - that the registration problem is difficult and complicated because it may require installing other related applications. In addition, verifying their identity through the online system especially makes the application difficult. And as a result, people cannot confirm in time, which may cause them to not receive a card. And most importantly, if they are in an area where the internet signal is unstable or unavailable, registration and identity verification will not be possible. Among these problems, key informants said that information dissemination or public relations work from the government sector has not been able to create knowledge and understanding about the people in the area, as well.

“It’s difficult to register. And if there is no internet signal, the more I can’t do anything. And, the news coverage is still not thorough.” (Key informant number 1, personal communication, June 20, 2023)

“Registration is difficult. The older the phone, the harder it is to do this, especially when taking photos.” (Key informant number 5, personal communication, June 22, 2023)

As for registering and verifying identity through the bank, it was found that, in some areas outside of the city, it’s not possible to travel in and arrive at the specified time. Added to that, the majority of people who are already poor will have problems with traveling expenses. And when unable to travel, this also results in loss of rights. As well, some of them are not sure if they will be able to register, or not, when they do arrive.

“Sometimes I can't go. It costs money. Like car expenses, food expenses, many things.” (Key informant number 2, personal communication, June 21, 2023)

“I went to register at the bank and it was difficult to get there. I ran out of money again. Once I went, I didn't know if I would be able to register.” (Key informant number 6, personal communication, June 23, 2023)

In addition, in terms of problems and obstacles in implementation, it was found that, the opinion of those who registered on time and received a state welfare card, when they needed to use the card, sometimes it couldn't be used because the products they wanted to buy were not available in stores in the community. Moreover, the rights obtained in some areas do not meet the needs or are relevant in daily life, such as traveling by BMTA, or BTS MRT ARL.

“Some rights we have nothing to do with, have no place to use them, no chance to use them at all, things like the BTS Skytrain.” (Key informant number 3, personal communication, June 21, 2023)

“The stores where you can buy things using the card are far away. Going to buy them costs money on travel expenses.” (Key informant number 7, personal communication, June 23, 2023)

For those who do not have a card due to being unable to register on time, it was explained that the application process and steps are quite cumbersome and complicated, making it impossible to apply in time.

“There are many steps to applying, it's difficult. Taking pictures to confirm with your phone is also difficult.” (Key informant number 4, personal communication, June 21, 2023)

“I couldn't apply in time, there were many steps and it was difficult to do.” (Key informant number 8, personal communication, June 21, 2023)

In addition, it was found that important information providers in Somdet District, which is a district near Mueang District, said the problems and obstacles that arise are registration problems, which are difficult and complex. The Internet signal is

not available in some areas, resulting in problems with online identity verification, especially when verifying identity through the online system, which makes the application difficult. Moreover, some rights are not consistent with the way of life of the people in the area, as seen in the opinions of key informants from Kham Muang District.

“There are many steps, it is difficult to do, and sometimes it is in English.” (Key informant number 1, personal communication, July 15, 2023)

“When living in another district, sometimes the internet signal is not good, causing problems when applying as well.” (Key informant number 2, personal communication, July 16, 2023)

This is consistent with what the 6th key informant said.

“Sometimes while applying, the internet signal goes down and there is an immediate problem. It takes a lot of time to apply. As for benefits, some things we don’t have a chance to use.” (Key informant number 6, personal communication, July 16, 2023)

“Some services in the area are not available or not used, such as the electric train and such.” (Key informant number 7, personal communication, July 16, 2023)

However, from collecting information from key informants in Yang Talat District, a district that is not far from Mueang District, it can be concluded that most of the problems and obstacles are implementation problems. The various benefits are not consistent with the way of life of people in the area. Therefore, there is the opinion that if viewed from this perspective, it can be said that it has not been as successful as it should be. And another thing about applying through the online system is still there. The problem is the same as in other areas because the provision of information is not clear, as stated by key informants in Yang Talat District.

“Some matters are of no use to the people in the area. Such as exercising the right to use the electric train and these kinds of things.” (Key informant number 3, personal communication, July 17, 2023)

“Some benefits, we didn't use it. Because if you use it, you have to use it in Bangkok. It's not that necessary. If you go, there will only be a cost.” (Key informant number 4, personal communication, July 17, 2023)

This is consistent with the opinion of the 6th key informant, who said:

“Some benefits, we didn't have a chance to use it. Because if you use it, you have to use it in Bangkok. Benefits should be adjusted to suit each area.” (Key informant number 6, personal communication, July 17, 2023)

Results of the study by interviewing key informants from 3 districts regarding problems and obstacles in implementing the government welfare card policy can be concluded in that all 3 districts have similar problems. Regarding the problems and obstacles in implementing the government welfare card policy, it was found that there were problems and obstacles in the area of registration and identity verification. This is caused by space and internet signal limitations, including the problem of expenses for traveling to register and problems with rights to use cards that do not respond to or meet the needs of users. There is also a problem of public relations that lacks clarity, and discontinuity, the frequency of public relations being too little, as well. The researcher presents the results of comparing data on problems and obstacles from all 3 districts as follows.

Table 4.6 Summarizes the Comparison of Opinions on Problems and Obstacles From 3 Districts

District Issue	District Kham Muang	District Her Majesty	District Market Tires
Registration problems	✓	✓	✓
Verifying identity via the online system	✓	✓	✓
The internet signal is unstable	✓	✓	✓
Confidence in the system	✓		
The rights received do not meet the needs or are not	✓	✓	✓

District Issue	District Kham Muang	District Her Majesty	District Market Tires
relevant in daily life			
Public relations problems	✓	✓	✓

From Table 4.6, when comparing opinions about problems and obstacles in the overall use of the state welfare card, it was found that key informants from all three districts had the same opinion that problems and obstacles exist in the implementation of the government welfare card policy, including registration problems, identity verification problems through the online system, and unstable internet signal problems. Rights problems that do not meet needs or are irrelevant in daily life and public relations problems were 100.00 percent, and only the main informant from Kham Muang District had the opinion that confidence in the system is a problem and obstacle in implementing the government welfare card policy, accounting for approximately 33.33 percent.

In addition, from the study interesting opinions of the government, academics, businessmen, and citizens were found and summarized and classified by the researcher as follows:

4.5.1 Government Opinions

Registration for state welfare. In summary, the information of low-income people who register will be linked to the civil registration database of the Ministry of Interior. To process low-income people's data, there is also an evaluation and verification with other data so that it can be used in providing social welfare in the future. No cuts to previous benefits, as it will develop more when the country's income increases. This state welfare registration project is one of integration of social welfare databases. According to the strategic plan for infrastructure development of the national electronic payment system, this is to provide welfare design. It is appropriate and reasonable. Do not let the populist budget be used for things that are not correct. Sometimes it doesn't meet the target group and doesn't meet the actual needs. This makes it possible to save a lot of budget and to use it correctly, resulting

in no wastage of the national budget or use of public tax money inefficiently (The Secretariat of the House of Representatives, 2017).

The Ministry of Finance is preparing to propose criteria for registering low-income earners to receive a new round of government benefits. It will increase the qualifications of people with low incomes. In the matter of deposits and land ownership, it ensures that people have the right to receive state welfare. This new round of registration for people who have registered, you must register again, because there has been an increase in the qualifications of those who receive rights. It is possible that people who received rights in the previous round may not pass the criteria in the new round. However, it is expected that there will be some people registering this time. Not lower than last time, but the number of people passing the criteria is not certain whether it will increase or decrease. (The Office of the Secretariat of the House of Representatives, 2017)

The Government Savings Bank is ready to go to the market to provide information filling services for merchants and citizens. So I want you to prepare, because it is a collection of government data. It will then be used to help in various areas if your income changes when you report the information during your time as a student. And if you have work already done, please notify us further to update the information. Registration this time is beneficial to those with low incomes. (The Office of the Secretariat of the House of Representatives, 2017)

275 officials have been prepared to go to the area to receive additional registration from the public through more than 3,000 branches nationwide. Therefore, we want farmers to be prepared to register so that the government can provide welfare to the right groups and receive additional benefits in other ways. (The Office of the Secretariat of the House of Representatives, 2017)

4.5.2 Opinions from Academics

Thanawat Phonwichai, referred to in the Office of the Secretariat of the House of Representatives (2017). Economic experts say it's a good thing to register low-income people. But will it be able to solve the problem of poverty? We must look at the welfare that the state will determine. We agree that state welfare provision must meet the needs of the people in each group, such as elderly allowances for elderly

people with high incomes, and elderly people with low incomes. You should receive different premiums.

Lae Dilokwittayarat, referred to in the Office of the Secretariat of the House of Representatives (2017) Faculty of Economics, Chulalongkorn University. The Ministry of Finance will use a budget of 10 billion as a New Year's gift to low-income people living in cities. It is a good thing if the extra money goes to low-income earners, it will help stimulate purchasing power in the country and helps in stimulating the economy as well. But the state should not discriminate against specific groups. It should be made universal because everyone is a citizen of this country. Stimulating the economy using this method, if the economic structure is not good, the economy has a monopoly, which may cause people with low incomes to run towards convenience stores. It will put more money into the pockets of capitalists who have monopoly power. It doesn't help low-income people or stimulate the economy as a whole. Therefore, assistance should be widely distributed. (The Secretariat of the House of Representatives, 2017).

Non Rit Phisaibutr, referred to in the Office of the Secretariat of the House of Representatives (2017). Academics from the Thailand Development Research Institute (TDRI) talk about government measures to help people with low incomes. If you look at it, it can stimulate the economy because what the government sector is doing right now is a matter of using treasury money and tax money, whether it be current taxes or the future debt situation of the government sector. It's like taking these funds and distributing them to the people. And the people who receive it will use the money to spend or consume, but they are worried because this type of policy is a solution to an immediate problem. Meanwhile, Thailand has a debt problem, meaning people are still unable to manage their own debt. The matter of handing out money is done without changing the behavior of the people. In the end, it will return to the original problem. The debt burden has not changed, like water seeping into a sandpit (The Office of the Secretariat of the House of Representatives, 2017).

Wirot Na Ranong, an academic at the Thailand Development Research Institute (TDRI), said the policy of giving away money helps stimulate the economy. Increasing purchasing power in the short term does not have a long-term effect on the

private sector's confident in increasing investment (The Office of the Secretariat of the House of Representatives, 2017).

4.5.3 Business Sector

Somkiat Anurat, Vice President of the Thai Chamber of Commerce. It's good that the government has measures to help low-income people. Understand that it will be able to stimulate the economy during the final period of this year. Because the people who receive assistance are the ones who are definitely expected to use the money to make purchases at the end of the year, not kept. Such measures are considered to help with living expenses. It's not like the first car policy that caused the economic system to become somewhat distorted (The Office of the Secretariat of the House of Representatives, 2017).

Wallop Wit Nakorn, Vice President of the Federation of Thai Industries (FTI), is quite confident that this money distribution measure will indirectly stimulate the economy and allow the private sector to release products in stock that have been produced but cannot be sold. When the private sector can sell products, it will have a positive effect on investment, employment, and workers will continue to spend money to help stimulate the economy. However, if the government really wants to stimulate spending in the country, it would like to introduce measures to stimulate the middle class with purchasing power as well. Because this group is also stagnant. By greatly reducing purchasing power. At this point, the government should urgently come to help. (The Secretariat of the House of Representatives, 2017).

Jane Namchaisiri, President of the Federation of Thai Industries (FTI), the policy to help the 5 million low-income or poor people registered for state welfare is "Helicopter Money." In the end, it must be up to the government to decide whether to proceed or not and how to ensure appropriateness. But what we want to be strict about is the list of people registered as poor people. There must be transparency. No right to prevent problems that will come later (The Secretariat of the House of Representatives, 2017).

4.5.4 Public Sector

Uncle Thana Pat, who works as a security guard, said his average annual income is over a hundred thousand baht. Even though they do not meet the criteria to receive government welfare, they agree with this project. And for equality, the state should increase the minimum wage as well.

Auntie Nawaporn, a sales professional, has been trading for more than 30 years, using the area along the pedestrian walkway to set up a shop, said that welfare from the government is not yet necessary because for a group of merchants like them, just asking for the government not to evict their land for farming is enough. (The House of Representatives, 2017).

Amphai Romyapan, a representative of the Health Insurance Lovers group, said that registering poor people claims that there will be a specific welfare policy for them. It will cause the government to cancel universal welfare immediately. Which has an impact on the current welfare, universal health coverage, and universal living allowance for the elderly, which is considered segregation and discrimination against the poor. Even though the right to receive basic welfare in life is everyone's right (The Office of the Secretariat of the House of Representatives, 2017).

Chuleeporn Duang Chim, representative of the Bangkok Consumer Network, said that Thai leaders aim only to limit the budget for people's welfare. While seeing the good policies of various countries in terms of universal welfare, free education up to a bachelor's degree in Slovenia and Finland is provided equally by the state. This is different from Thailand, which announces that studying is free, but it is not actually free. In addition, in various countries there are also labor welfare arrangements, health benefits, welfare for children and the elderly. It is a universal arrangement. (The Secretariat of the House of Representatives, 2017).

Sureerat Treemakkha, coordinator of the People's Network for Welfare, explains that currently the richest people have incomes 22 times different from the poorest people. Therefore, the government must provide equal welfare, especially in three areas: health insurance, educational guarantees, and security in old age. In the past, the government required poor people to register for state welfare in order to know the source of their income. But rich people don't have to stand. As a result, there is inequality. Therefore, we would like to request that everyone, whether rich or poor,

must register to prevent people from falsely registering as poor people. And you will know who has a little or a lot of income. It would be more fair. It will allow the government to truly provide welfare for low-income people (The Office of the Secretariat of the House of Representatives, 2017).

Muan Thinwilai, leader of a women's group from the northeastern region, said that she hopes that Thai society will have an equal welfare state. On the occasion of the new constitution not yet complete, the network will push and submit demands for citizens to participate and have the power to inspect the government welfare system. Both about access to education, medical treatment, labor rights, employees. Importantly, prepare to submit a proposal not to cut the gold card system from the public health system, because it helps poor people access treatment. Therefore, I would like to call for the provision of the gold card system to be included in the constitution. It is expected that coming out and organizing this activity will send a voice to the government sector and give people an opportunity to present ideas and objections, or to draft people's laws in the appropriate direction and participate in the preparation of the 20-year national strategic plan (The Office of the Secretariat of the House of Representatives, 2017).

Nimit Thianudom, director of the AIDS Access Foundation, said the people have the right to determine where the country should develop. Issuing policies for poor people to register does not solve long-term problems. Because they do not take into account that it is a basic right to create stability in life. Having the government pay money on a one-time basis, such as registering poor people and receiving 3,000 baht, does not help solve the problem. Let the inequality disappear. The state should provide welfare as a sustainable security for the people (The Office of the Secretariat of the House of Representatives, 2017).

In summary, the opinions of governments, academics, business people, and citizens mostly focused on recommendations, or gave suggestions that are beneficial to the people. Emphasis was placed on ensuring that people receive assistance from state policies as equally as possible, such as health policy and education policy, etc.

4.6 Hypothesis Testing

Hypothesis 1. Background and economic factors have a positive influence on the success or failure of policy implementation in terms of reduced public costs.

Table 4.7 Results of Testing the Influence of Independent Variables, Background and Economic Factors on Variables Depending on the Success or Failure of Policy Implementation in Terms of Reduced Public Expenditures

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	2.403	.278		8.628	.000
X1.1 Income factor	-.145	.038	-.140	-3.781	.000
X1.2 Cost burden factors	.478	.046	.405	10.460	.000
X1.3 Traveling to use welfare	.036	.028	.053	1.310	.191
R = .463, R² = .214, SE = .273, F = 56.295, Sig. = .000					

From Table 4.7, it was found that the regression coefficient was equal to .463, with statistical significance at the .01 level. Therefore, the hypothesis was accepted, showing that background and economic factors affecting the success or failure of policy implementation in terms of public expenditures decreased moderately, while the R² value was equal to .214, meaning that this equation can explain the influence on the success or failure of policy implementation in terms of public expenditures. It was reduced by 21.40 percent with an error value of .273.

As for the influence of background and economic factors on the success or failure of policy implementation in terms of reduced public expenditures, they are as follows. The influence of income factors on the success or failure of policy implementation in terms of public expenditures decreased in the opposite direction at a low level with statistical significance at the .05 level, it had a value of $\beta = -.140$. The cost burden factor influenced the success or failure of policy implementation in terms

of public expenses, decreasing in the same direction at a moderate level with statistical significance at the .05 level and a value of $\beta = .450$. While the factor of traveling to use welfare influenced the success or failure of policy implementation in terms of public expenses, it decreased in the same direction at a low level and was not statistically significant at the .05 level. The value of $\beta = .053$, and was therefore not appropriate to use in creating an equation. Therefore, it can be written as a regression equation as follows.

raw score equation

$$\hat{Y} = 2.4036 - .145(\text{income factor}) + .478(\text{expense factor}) + .036(\text{travel to use welfare})$$

Standard score equation

$$Y_z = -.140(\text{Income factor}) + .450(\text{Expense factor})$$

Hypothesis 2: Background and economic factors have a positive influence on the success or failure of policy implementation in terms of economic stimulation.

Table 4.8 Results of Testing the Influence of Independent Variables, Background Factors, and the Economy on Variables, Depending on the Success or Failure of Policy Implementation in Terms of Economic Stimulation

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		Std.				
	B	Error		Beta		
1	(Constant)	5.756	.488		11.801	.000
	X1.1 Income factor	-.137	.067	-. 083	- 2.036	.042
	X1.2 Cost burden factors	.105	.080	. 056	1.308	.191
	X1.3 Traveling to use welfare	-.286	.049	-. 258	- 5.853	.000
R = .233, R ² = .054, SE = .478, F = 11.836, Sig. = .000						

From Table 4.8, it was found that the regression coefficient was equal to .233 with statistical significance at the .01 level. Therefore, the hypothesis was accepted,

showing that background and economic factors affect the success or failure of policy implementation. Economic stimulus was at a relatively low level, while the R² value was equal to .054, meaning that this equation can explain the influences that affect the success or failure of policy implementation. The economic stimulus was 5.40 percent with an error of .478.

As for the influence of background and economic factors on the success or failure of policy implementation, economic stimulation occurred as follows: Income factors influence the success or failure of policy implementation in terms of public expenditures, decreasing in the opposite direction at the less statistically significant level of .05, with a value of $\beta = -.083$. The cost burden factor has an influence on the success or failure of policy implementation in terms of public expenses decreasing in the same direction at a small level and not statistically significant, with a value of $\beta = .056$, it is therefore not appropriate to use in creating the equation. The factor of traveling to use welfare influences the success or failure of policy implementation while public expenditures decreased in the opposite direction at a relatively small level, with statistical significance at the .01 level, with a value of $\beta = -.258$. Therefore, it can be written as a regression equation as follows:

raw score equation

$$\hat{Y} = 5.756 -.137(\text{income factor}) -.286(\text{travel to use welfare})$$

Standard score equation

$$Y_z = -.083(\text{income factor}) -.258(\text{travel to use welfare})$$

Assumption 3. Communication environment factors have a positive influence on the success or failure of policy implementation in terms of reducing public costs.

Table 4.9 The Results of Testing the Influence of the Independent Variable
Communication Factor on the Dependent Variable as Success or Failure of
Policy Implementation in Terms of Public Expenditures Decreased

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	S. E.	Beta		
1 (Constant)	1.955	.838		2.332	.027
X2. 1 public relations	.218	.742	.317	2.024	.041
X2. 2 Awareness of the policy and benefits that will be received	.436	.764	.482	2.640	.034
R = .508, R² = .258, SE = .265, F = 67.597, Sig. = .000					

From Table 4.9, it was found that the regression coefficient was equal to .508 with statistical significance at the .01 level. Therefore, the hypothesis was accepted, showing that communication factors affecting the success or failure of policy implementation in Public expenses decreased at a moderate level, while the R² value was equal to .258, meaning that this equation can explain the influence that affects the success or failure of policy implementation in terms of public expenses, which reduced by 25.80 percent, it had an error value of .265.

As for influence of the factor Communication on the success or failure of implementing the policy in terms of reduced public expenses, it was as follows. Communication factors influenced the success or failure of policy implementation in terms of public costs, decreasing in the same direction for both components: public relations and awareness of the policy, and the benefits that will be received. At a moderate level, there was statistical significance at the .01 level, with values of $\beta = .482$ and $.317$, respectively, which can be written as a regression equation as follows:

raw score equation

$$\hat{Y} = 1.955 + .436 (\text{Awareness of the policy and benefits to be received}) + .218 (\text{Public relations})$$

Standard score equation

$Y_z = .482$ (Awareness of the policy and benefits to be received) $+ .317$ (Public relations)

Hypothesis 4: Communication environment factors have a positive influence on the success or failure of policy implementation in terms of economic stimulation.

Table 4.10 The Results of Testing the Influence of the Independent Variables, Communication Factors, on the Variables Depends on the Success or Failure of Policy Implementation in Terms of Economic Stimulation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	S. E.	Beta		
1 (Constant)	4.304	1.472		2.924	.007
X2. 1 public relations	.290	1.341	.365	2.216	.030
X2. 2 Awareness of the policy and benefits that will be received	.295	1.303	.372	2.226	.023
R = .408, R² = .166, SE = .234, F = .387, Sig. = .000					

From Table 4.10, it was found that the regression coefficient was equal to .408, with statistical significance at the .01 level. Therefore, the hypothesis was accepted, indicating that communication factors affect the success or failure of policy implementation in terms of stimulation. The economy was at a moderate level, while the R² value was equal to .166, meaning that this equation can explain the influence that affects the success or failure of policy implementation in terms of economic stimulation by 16.60 percent. It has an error value of .234

As for the influence of communication factors on the success or failure of policy implementation in terms of economic stimulation, it was as follows. Communication factors influenced the success or failure of policy implementation in terms of stimulating the economy in the same direction. Both elements included public relations and awareness of the policy, and the benefits that will be received. At a moderate level, there was statistical significance at the level of .05 with values of $\beta = .372$ and $.365$, respectively. It can be written as a regression equation as follows:

raw score equation

$$\hat{Y} = 1.955 + .295 (\text{Awareness of the policy and benefits to be received}) + .290 (\text{Public relations})$$

Standard score equation

$$Y_z = .372 (\text{Awareness of the policy and benefits to be received}) + .365 (\text{Public relations})$$

Hypothesis 5: Factors surrounding policy implementation have a positive influence on the success or failure of policy implementation in terms of reducing public costs.

Table 4.11 The Results of Testing the Influence of the Independent Variable, Policy Implementation Factor, on the Dependent Variable on the Success or Failure of Policy Implementation in Terms of Decreased Public Expenditures

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	S. E.	Beta		
1 (Constant)	5.450	.203		26.884	.000
X3. 1 Traveling to register	-.287	.944	-.253	-.304	.761
X3. 2 Registration steps or processes	-.487	.952	-.429	-.512	.609
X3. 3 Using welfare rights	.457	.096	.440	4.775	.000
R = .334, R² = .111, SE = .290, F = 38.796, Sig. = .000					

From Table 4.11, it was found that the regression coefficient was equal to .334, with statistical significance at the .01 level. Therefore, the hypothesis was accepted, showing that the factors in implementing the policy affect the success or failure of the policy implementation in terms of value. Public spending decreased moderately, while the R² value was equal to .111, meaning that this equation can explain the influences that affect the success or failure of implementation. Policy

implementation in terms of public expenses was reduced by 11.10 percent with an error value of .290.

As for the influence of factors for the implementation of policy and the success or failure of the implementation of policy in terms of reducing public expenses, they are as follows. Factors in implementing policies regarding the use of Welfare rights influence the success or failure of policy implementation in terms of public expenditures, decreasing in the same direction at a moderate level with statistical significance at the .01 level, and a value of $\beta = .440$, while other components are not statistically significant and therefore not appropriate to use in creating a regression equation. Therefore, it can be written as a regression equation as follows.

raw score equation

$$\hat{Y} = 5.540 + .457 (\text{Using welfare rights})$$

Standard score equation

$$Y_z = .440 (\text{Using welfare rights})$$

Assumption 6. Factors surrounding policy implementation have a positive influence on the success or failure of policy implementation in terms of stimulating the economy.

Table 4.12 The Results of Testing the Influence of the Independent Variables on Policy Implementation Factors on the Dependent Variables on the Success or Failure of Policy Implementation in Terms of Stimulating the Economy

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	S. E.	Beta		
1 (Constant)	3.963	.340		11.647	.000
X3. 1 Traveling to register	.680	1.585	.676	.771	.441
X3. 2 Registration steps or processes	-.659	1.598	-.363	-.412	.680
X3. 3 Using welfare rights	-.499	.160	-.301	- 3.106	.002

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	S. E.	Beta		
R = .133, R ² = .018, SE = .487, F = 5. 262, Sig. = .005					

From Table 4.12, it was found that the regression coefficient was equal to .133, with statistical significance at the .01 level. Therefore, the hypothesis was accepted, indicating that policy implementation factors affect the success or failure of Implementation of the policy in the field of economic stimulation, which is moderate, while the R² value is equal to .018, meaning that this equation can explain the influence that affects the success or failure of the implementation of the policy in the field of economic stimulation. Economic stimulation was only 1.80 percent, with a discrepancy of .487.

The influence of factors Policy implementation and the success or failure of policy implementation in terms of economic stimulation are as follows. The policy implementation factors in the use of welfare rights influencing the success or failure of the policy implementation in terms of stimulating the economy was in the opposite direction at a relatively small level with statistical significance at the .05 level, and a value of $\beta = -.301$, while the other components were not statistically significant and thus not suitable for use in creating a regression equation. Therefore, it can be written as a regression equation as follows:

raw score equation

$$\hat{Y} = 3.963 -.499 (\text{Using welfare rights})$$

Standard score equation

$$Y_z = -.301 (\text{Using welfare rights})$$

CHAPTER 5

SUMMARY, DISCUSSION AND SUGGESTIONS

Research on “Factors influencing the success or failure of the implementation of the state welfare card policy” had the objectives: 1) to study the factors that influence the success or failure of the implementation of the state welfare card policy, 2) to study the level of success or failure of the state welfare card policy, and 3) to study the problems and obstacles of implementing the state welfare card policy.

This research utilized mixed method research (Mixed Method Research), both quantitative (Quantitative Research) and qualitative (Qualitative Research). The key informants in collecting qualitative data were comprised of people in Kalasin Province, 3 districts, 10 people per district in total. A total of 30 people were used in the purposive selection method by specifying qualifications to be citizens with an income of not more than 2,000 baht per month and both those with and without credit cards, and the sample group for collecting quantitative data, which involved 623 people in the province who had a state welfare card. It used Taroyama Ne's calculation formula and a multi-step sampling method. The tool for collecting qualitative data was a semi-structured interview. The research tool used to collect quantitative data was a questionnaire in qualitative data analysis. Using content analysis methods and analytical descriptions for quantitative data analysis, descriptive statistics were used, including frequency, percentage, mean, and standard deviation. Hypothesis testing used reference statistics, including multiple regression analysis.

5.1 Summary

Results of the study on background and economic factors that influence the success of implementing the state welfare card policy found that overall, it was at the highest level (\bar{x})= 4.51, SD =.422.

Results of studies on communication factors that influence the success or failure of implementing the state welfare card policy, found that overall, it was at a high level (\bar{x})=4.35, SD =.460.

Results of the study on factors of policy implementation that influence the success of implementing the state welfare card policy, found that the overall level was at a high level (\bar{x})= 4.69, SD = .375; overall implementation of the policy was at a high level (\bar{x})= 4.11, SD = .541.

Regarding results of the study regarding problems and obstacles in implementing the government welfare card policy, it was found that there were problems and obstacles in implementing the government welfare card policy. It was also found that there were problems and obstacles in registration and identity verification. This was caused by space and internet signal limitations, including a problem with expenses for traveling to register, and problems with rights to use cards that do not respond or meet the needs of users. There is also a public relations problem.

1) Background and economic environmental factors have a positive influence on the success or failure of policy implementation with statistical significance at the .05 level, while there are some component variables such as the income factor, with a relationship in the opposite direction to the success or failure of policy implementation, with statistical significance at the .05 level.

2) Environmental factors of Communication have a positive influence on the success or failure of policy implementation, with statistical significance at the .05 level.

3) Factors surrounding policy implementation have a positive influence on the success or failure of policy implementation, with a statistical significance of .05.

5.2 Discussion

Results of the study found that background and economic factors are at a high level. Especially the factor of regular income, i.e., there isn't enough, putting it at the highest level. Different from the research results of Thamonthon Phonpatcharanit

(2018), it was found that the factors affecting the success of the State Welfare Registration Project in 2017 were overall at a high level. When considering each aspect, it was found that Policy implementation factors were at the highest level and had the highest average, which is the opinion of each side. The reason for this is that the studies used different variables and in different local contexts. The study of Thamonthon Pornpatcharanit, conducted in the Bangkok area, was in an economic area that may be able to find regular income easily and is higher than in other provinces, therefore the researchers set different variables in the study. However, the results of this research are still consistent with Ratthakorn Klinubon (2018), who found success in implementing good governance policies in a case study of sub-district administrative organizations in the central region. Objective factors and the standard of policy and implementation was at a high level. It is also consistent with Chaiwat Juwan (2021), who studied the state welfare card policy in Mueang Sakon Nakhon District. Sakon Nakhon Province found that import factors were at a high level, as well. The reason for this may be that these factors are important, and people are interested in such factors because they are elements of driving the policy. In addition, the economic situation is also an important factor affecting the thinking of public policy to solve problems for the people.

Communication factors were found to be at a high level, it indicated effective communication, allowing information to be disseminated directly and quickly to those involved. This is different from Sasanee's research results. Sonsin (2011) found that communication factors between organizations and activities when implementing policies do not have channels for communicating opinions of the elderly, who are directly involved in the policy. The reason why the results of this research are different from the research results of Sasanee Sornsilp may be that the research was conducted at a different time and during the year 2011 when the communication channels were not yet available. Therefore, research results on the success of government policies resulting from communication to the public, and therefore the response, are different. However, the results of this research are still consistent with Ratthakorn Klinubon (2018). It was found that communication factors between various organizations was at a high level, which is also consistent with Saowalak Ngamwitroj (2019), who found that communication factors, including receiving news

about the details of state welfare cards from various media such as television, radio, newspapers, etc., are at the highest level of importance. It is also consistent with the research results of Thamonthon Phonpatcharanit (2018), who found that communication factors between various organizations and the agency that implements the policy affected the success of the 2017 State Welfare Registration Project. The reason for this may be that communication is an important factor in conveying information about various policies to the public sector. Especially when that information meets needs or can be used to solve problems, people will be open to receiving that information and cooperating in driving such policies. All of this can be explained by political communication theory, where Rush & Althoff explained that political communication is an intermediary between citizens and the government. It is a channel for presenting various political information regarding government decisions and policies to the public. At the same time, it is a process of bringing the demands and needs of the people to the government that will make government policymaking and decision-making more consistent and responsive to the needs of the people. Therefore, it can be said that Communication factors are important and affect the success of the government welfare card policy.

Factors in implementing the policy were found to be at a high level, consistent with Suwanee Yamprai and Preechayan (2019). It was found that implementation of the state welfare card policy was appropriate and at a high level. The reason for this may be that the problem of poverty requires policy to solve clear problems and help the people as much as possible. The government welfare card policy may be a policy that meets the needs of poor people. In the operation, objectives have been set and the problem analyzed clearly. Therefore, opinions on implementation are at a high level, which is a reflection of success in another way. This is consistent with Voradej Chandarasorn (2008), who explained implementation of the policy, that it is a matter of seeking explanations for phenomena or realities that occur in the process of policy implementation. The scope of content covers behavior and practice, interaction of individuals, groups of people, competencies, and cooperation between government and private agencies for the economic, social and political environment, and other factors that occur.

Success of the policy implementation was found to be at a high level, consistent with Chaiwat Juwan (2021). The results of operations according to the state welfare card policy in terms of results were at a high level. The reason for this may be that government operations are fully operational, with a clear survey of poverty needs and issues. In addition, various driving processes have been carefully carried out. As a result, overall success is at a high level, consistent with Jumpol Nim Phanich (2011: 10), who concluded that the implementation of policies will cover the analysis of organizational behavior, the interaction of individuals and groups of people, competency and cooperation of government and private sector employees. Environment, competency and cooperation of government and private sector employees affect the achievement of policy goals.

For problems and obstacles in implementing the government welfare card policy, it was found that there were problems and obstacles in registration and identity verification. This was caused by space and internet signal limitations, including the problem of expenses for traveling to register, problems with rights to use cards that do not respond or meet the needs of users, and public relations problems, which are communication problems. This part is qualitative data from the interviews, which the researcher found to be consistent with the quantitative data. The quantitative data for communication factors found that the number of public relations for applying for state welfare cards was low, with a value mean (\bar{x})= 4.37, SD =.452, and the duration of publicizing the card was inadequate, with the lowest mean (\bar{x})= 4.26, SD =.450. Therefore, it can be confirmed that communication factors are problems and obstacles to the success or failure of implementing the government welfare card policy in concrete practice. This problem is also consistent with the research results of Matika Arayapakdee (2019), who found that problems and obstacles in distributing state welfare cards in the Kamnan Maen community area, Bang Bon District, Bangkok, showed that public relations of the information was still within a narrow circle of people. Those who live far away cannot come to apply at the designated point. The verification of qualifications for those with welfare cards is not yet comprehensive. It also corresponds to the research results of Prapaphan Wattana (2019), who found that problems and obstacles in accessing the registration project for State welfare for those who do not receive a state welfare card is not knowing the news, and being unable to

travel to register. In addition, problems and obstacles in public relations, which are qualitative data, also support the quantitative research results. The research found that communication factors affect the success or failure of the state welfare card project, although at a high level. But when compared with the average values of other factors, it was found to have the lowest values, which clearly reflects communication problems.

Background and economic factors affect the success of policy implementation in terms of reduced public expenses at a moderate level, consistent with Wasana Usap (2020), who found that the state welfare card project affects the development of quality of life for low-income people in Uttaradit Province by helping reduce household expenses. and reducing travel expenses. The reason for this may be that the various rights specified in the policy help solve the problem of the cost burden of the people who have the card. Background and economic factors affect the success or failure of policy implementation in terms of economic stimulation to a relatively small extent. Different from the research results of Kanmanee Karin (2022), it was found that economic factors are the factors that have the greatest influence on household debt burden, with statistical significance at the 0.00 level. The reason for this may be that the economy is a process that drives the income and expenditure of people in society. If people's income is balanced with their expenses, the economy will be stimulated to move forward. In the case of state welfare cards, it was found that background and economic factors affect the success or failure of policy implementation in terms of economic stimulation at a relatively low level. It shows that if people have low incomes and high expenses, the use of state welfare cards may still not be enough to balance income and expenditures. Therefore, background and economic factors affect the success or failure of policy implementation in terms of economic stimulation, while the level is quite low.

In addition, it was found that the income factor has a relationship in the opposite direction to the success or failure of policy implementation, with statistical significance at the .05 level. This can be explained in two dimensions: if people's income decreases, the success of policy implementation will increase. This is because when income decreases, people pay more attention to such policies, also if people

have increased income. The success of policy implementation may also be reduced due to a lack of interest in having a state welfare card.

Communication factors have a moderate effect on the success of policy implementation in terms of reduced public expenditures. Corresponding to Ratthakorn Klinubon (2018), it was found that communication factors between various organizations affect the success of sub-district administrative organizations in the central region in implementing good governance policies. This corresponded to Thamonthon Phonpatcharanit (2018), who found that communication between various organizations in the areas of agencies that implement policies affected the success of the 2017 State Welfare Registration Project. The reason for this is that communication is an important process in conveying information, the messenger goes to the receiver to achieve a common understanding, which leads to action that follows the purpose of the messenger. Because no matter how much policy there is, if good communication is ineffective, implementing the policy into concrete practice may not be possible. In addition, in the theory of information reception, Klapper (1960) stated that in receiving information, a person will have a process to check whether any information is useful or not, because it is impossible to receive information for the entire system. It is therefore necessary to choose, and people tend to choose to receive news that supports their original attitude. So, when it feels consistent and useful, there will be confidence, acceptance, participation, and eventually cooperation. In this research, communication factors in terms of communication frequency therefore affect the success of policy implementation in terms of decreasing public expenses at a moderate level. It is possible that the frequency or number of times such policies are communicated is not sufficient, including the presentation of various content. It still does not respond to the needs of the people as it should.

Communication factors affected the success or failure of policy implementation in terms of generating economic stimulation at a moderate level, consistent with Ratthakorn Klinubon (2018). It was also found that communication factors between various organizations affect the success of sub-district administrative organizations in the central region when implementing good governance policies. The reason for this may be that communication is an important process in conveying information from the sender to the receiver in order to achieve a common

understanding, and leads to action that meets the objectives of the messenger, consistent with Saowalak Ngamwitroj (2019), who found that communication factors include receiving news about the details of state welfare cards from various media, such as television and radio. Newspapers were at the highest level of importance. No matter how much policy there is, if communication is inefficient, putting that policy into concrete practice may not be possible. In this research, communication factors in terms of communication frequency therefore affect the success of policy implementation in terms of stimulating the economy at a moderate level. In this case, it may be that the frequency or number of times of communication, including the content related to putting the said policy into practice, is not enough.

In addition, it was found that in the factors of traveling to use welfare, there was an inverse relationship with the success or failure of policy implementation in terms of economic stimulation. This can be explained by the fact that when traveling to use welfare decreases, the failure of policies to stimulate the economy increases, and vice versa. When welfare travel increases, policy failures in stimulating the economy decrease, because there is spending from people who come to use welfare.

Factors for implementing policy in terms of exercising rights affected the success of implementing the policy in terms of decreasing public expenses at a moderate level, which was consistent with Teerasil Kan Tha and colleagues (2019), who found that state welfare cards help in reducing economic and social inequality by reducing the cost burden of the people and helping to reduce inequality in the household economy. As well, it can be explained by the concept of Kla Thongkhao (2005), who stated that policy implementation is a process and coordination of activities to bring change to a desired result. In this research, it refers to the success of implementing the government welfare card policy concretely.

As for policy implementation factors in the exercise of rights, they affected success of the policy implementation in terms of generating economic stimulation at a moderate level. Consistent with the research results of Nantaphan Kokkhong (2021), it was found that setting public policy to help the people has an indirect effect on stimulating the economy. The policy implementation factor is the use of rights in state welfare cards according to the policy. This is considered public policy and therefore stimulates the economy as well. This is consistent with Voradej Chandarasorn (2008),

who explained that policy implementation is related to economic, social, and political phenomena or environments, including other factors that occur and may have an impact on achieving the goals of implementation; and putting policy into practice, as well.

5.3 Suggestions

5.3.1 Policy Recommendations

The government sector, especially related agencies, should take the results of each aspect of research and evaluate it to know the odds of success or failure, and know the real needs of the public sector, especially the poor, to lead to the formulation of effective and sustainable poverty alleviation policies.

5.3.2 Suggestions for Use

The government sector, especially related agencies, should apply these research results. For example, the research results found that factors influencing the success or failure of implementing state welfare card policy, especially communication factors in the field of Frequency of being average, were at a high level. This shows that it is a very important factor, consistent with related research results, which found that communication has an effect on the success of implementing government policies. Therefore, the government sector should give importance and develop the communication process, especially Public relations, to create awareness and understanding in registering or exercising rights according to the state welfare card.

5.3.3 Suggestions for Next Research

This research was conducted using the database in 2017 because the researcher started the project in 2017, and the research has been carried out continuously since. Therefore, information may not be current. The conditions and details of the state welfare card have changed, so future research should use current information. As well, this research is a linear correlation research. It gives information on the influence between variables in a direct, one-directional way. In the next

research, a model should be developed that shows the path of influence between both direct and indirect variables. This will help to get answers that cover the relationship between variables in all dimensions, which will be useful for further development.



BIBLIOGRAPHY

- Adema, W., & Whiteford, P. (2012). Public and private social welfare. In F. G. Castles, S. Leibfried, J. Lewis, H. Obinger, & C. Pierson (Eds.), *The Oxford handbook of The Welfare State*. New York: Oxford University Press.
- Ali Hajighasemi et al. (2022). The impact of welfare state systems on innovation performance and competitiveness: European country clusters. *Journal of Innovation & Knowledge*, 7(4), 1-11.
- Alock, P. (1998). The discipline of social policy. In P. Alcock, A. Erskine, & M. May (Eds.), *The Student's companion to social policy*. Oxford: Blackwell Publisher.
- Alcock, P. (2016). *Why we need welfare: Collective action for the common good*. Bristol: Policy Press.
- Alem, M., & Townsend, R. M. (2014). An evaluation of financial institutions: Impact on consumption and investment using panel data and the theory of risk-bearing. *Journal of Economics*, 183(1), 91-103.
- Atthadet Sorasuchat. (2020). *Applied statistics and research methods*. Khon Kaen: Greenness World Wide.
- Baldock, J. (2012). Social policy, social welfare, and the welfare state. In J. Baldock, L. Mitton, N. Manning, & S. Vicerstaff, S. *Social policy* (4th ed.). New York: Oxford University Press.
- Barrett, S. M., & Fudge, C. (1981). *Policy and action: Essays on the implementation public policy*. London: Methuen.
- BBC Thai. (2017). Voices from the urban poor-homeless people who do not benefit from the poor person card. Retrieved from <http://www.bbc.com/thai/thailand-41656067>
- Becker, S. (2008). Methods and Approaches in social policy research. In P. Alcock, M. May, & K. Rowlingson (Eds.), *The student's companion to social policy* (3rd Ed.). Oxford: Blackwell Publishing.
- Berman, P. (1978). The study of macro- and micro-implementation. *Public Policy*, 26(2), 157-184.
- Berman, P., & Mclaughlin, M. W. (1977). *Federal programs supporting. Educational change, Vol.7 Factors affecting implementation and continuation*. Santa Monica,

- Calif.: The Rand Corporation.
- Best, J. W. (1997). *Research in education*. Boston: Allyn and Bacon.
- Beveridge, W. (1942). *Report on social insurance and allied services, Cmd 6404*. London: HMSO.
- Blakmore, K., & Griggs, E. (2007). *Social policy: An introduction* (3rd Ed.). New York: Open University Press & McGraw-Hill.
- Blakemore, K., & Warwick-Booth, L. (2013). *Social policy: An introduction* (4th Ed.). New York: Open University Press & McGraw-Hill.
- Boyne, G. A. (2003). What is public sector improvement? *Public Administration*, 81(2), 211-227.
- Bovens, M., t'Hart, P., & Peters, B. (Eds.). (2001). *Success and failure in public governance: A comparative analysis*. Cheltenham: Edward Elgar.
- Bovens, M., & t'Hart, P. (2016). Revisiting the study of policy failures. *Journal of European Public Policy*, 23(5), 653-666.
- Brodkin, E. Z. (1986). *The false promise of administrative reform*. Philadelphia: Temple University Press.
- Bryson, L. (1992). *Welfare and the State: Who benefits?* Basingstoke: Macmillan.
- Bulmer, M., Lewis, J., & Piachaud, D. (1989). Social policy: Subject or object? In M. Bulmer, J. Lewis, & D. Piachaud (Eds.). *The goals of social policy*. London: Unwin Hyman.
- Calista, D. J. (1994). Policy implementation. In S. S. Nagel (Ed.). *Encyclopedia of policy studies*. New York: Marcel Dekker.
- Chaiwat Chuwan. (2021). *Evaluation of the state welfare card policy in Mueang Sakon Nakhon District Sakon Nakhon Province* (Unpublished master's thesis). Sakon Nakhon Rajabhat University, Sakon Nakhon.
- Comptroller General's Department. State welfare card. Retrieved from <http://www.cgd.go.th/cs/internet/internet>
- Dean, H. (2012). *Social policy* (2nd ed.). Cambridge: Polity Press.
- Delbecq et al. (1975). *Group techniques for program planning: A guide to nominal group and Delphi processes*. Glenview, IL: Scott, Foresman and Company.
- DiNitto, D. M. (2011). *Social welfare: Politics and public policy* (7th ed.). New York:

Pearson.

DiNitto, D., M., & Johnson, D., H. (2012). *Essentials of social welfare: Politics and public policy*. New York: Pearson.

Elmore, R. F. (1978). Organizational models of social program implementation. *Public Policy*, 26(2), 185-228.

Erskine, A. (1998). The approaches and methods of social policy. In P. Alcock, M. May (Eds.). *The student's companion to social policy*. Oxford: Blackwell.

Esping-Andersen, G., & Myles, J. (n.d.). The welfare state and redistribution. Retrieved from <http://dcpis.upf.edu/~gosta-esping-andersen/articles.htm>

Garrett, G., & Mitchell, D. (2001). Globalization, government spending and taxation in the OECD. *European Journal of Political Research*, 39(2), 145-177.

Gilbert, N., & Terrell, P. (2013). *Dimensions of social welfare policy* (8th ed.). New York: Pearson.

Ham, C., & Hill, M. (1984). *The policy process in the modern capitalist state*. New York: St. Martin's.

Hicks, A. M., & Swank, D. H. (1992). Politics, institutions and welfare spending in industrialized democracies, 1960-82. *American Political Science Review* 86(3), 658-674.

Hill, M. (2003). *Understanding social policy* (7th ed.). Berlin: Blackwell Publishing.

Hjern, B., & Proter, D. (1981). Implementation structures: A new unity of Administrative analysis. *Organization Studies*, 2(3), 211-227.

Hudson, J. (2013). Welfare. In P. Dwyer, & S. Shaw (Eds.). *An introduction to social policy*. London: Sage.

How to look at.... registering low-income people. (2016). *Nation TV*. Retrieved from <http://www.nationtv.tv/main/content/economy-business/3785057221>

Jaruwit Siriphanpanya. (2021). *The satisfaction of people with the government welfare card project in Maha Sarakham Province* (Unpublished master's thesis).

Rajabhat Maha Sarakham University, Maha Sarakham.

Jeffers, X. (2016). *Why the welfare state persist: A Comparative analysis of varying welfare states* (Master's thesis). Georgia Southern University, Georgia.

Jumpol Nim Phanich. (2011). *Putting policy into practice, Perspectives in political*

- science, politics and the state economics, administration and case studies.*
Bangkok: Chulalongkorn University Press.
- Jungkeun, Yoon. (2009). Globalization and the welfare state in developing countries.
Business and Politics, 11(1), 1-31.
- Kajornsak Sukprem. (2012). *Factors that create obstacles in public policy management, case project 30 Baht to cure all diseases, year 2001-2004* (Unpublished master's thesis). Thammasat University, Bangkok.
- Karnmanee Karin. (2022) . Analysis of costs, returns and value for money. of community enterprise groups that grow marijuana in Buriram Province . *IJBRU Interdisciplinary Management Journal*, 6(1), 1-14.
- Kaufman, H. (1971). *The limits of organizational change*. Alabama: University of Alabama Press.
- Khwantip Waeosanga. (2020). *A study of the perceived effectiveness of the State Welfare. Card Policy among Citizens in Yala Municipality, Yala Province* (Unpublished master's thesis). Prince of Songkla University, Songkla.
- Kinnan, C., Samphantharak, K., Townsend, R., & Vera-Cossio, D. (2020). *Insurance and propagation in village networks*. PIER Discussion Paper No. 115.
- Kla Thongkhao. (2005). *Implementation of educational policies and plans: concepts, theories and guidelines. Operations*. Nonthaburi: Academic Office of Sukhothai Thammathirat Open University.
- Klapper, J. T. (1960). *The effect of mass communication*. New York: Free Press.
- Kokkhangplu, A., Kaewnuch, K., & Suksawang, P. (2020). Factors influencing the society inequality of community-based tourism, Thailand. *Chiang Mai University Journal of Humanities*, 21(3), 214-236.
- Korpi, W., & Palme, J. (1998). The paradox of redistribution and strategies of equality: Welfare state institutions, inequality, and poverty in the Western countries.
American Sociological Review, 63(5), 661-687.
- Kotchakorn Thammachat. (2019). Should the 'Poor Person Card' continue or is this enough?. Retrieved from <https://thematter.co/thinkers/welfare-card/> 70624
- Kowit Puangngam. (2007). *Thai local government*. Bangkok: Winyuchon Publishing Company.

- Kraft, M. E., & Furlong, S. R. (2007). *Public policy: Politics, analysis, and alternatives*. Washington, DC: CQ Press.
- Kritsada Chimpiliwat. (2022). Applied communication management of the public sector. To build public confidence in measures and control of the spread of COVID- 19. *Journal of Corporate Management and Local Innovation*, 8(2), 355-368.
- Knepper, P. (2007). *Criminology and social policy*. London: SEGA.
- Lavalette, M., & Pratt, A. (Eds.). (2002). *Social policy: A conceptual and theoretical introduction* (2nd ed.). London: Sage.
- Leys, W. A. R. (1969). Dilemmas of democracy, tocqueville , and modernization. *Journal of the History of Philosophy*, 7(3), 341-342.
- Lindert, P. H. (2004). *Growing public: Social spending and economic growth since the eighteenth century*. Cambridge: Cambridge University Press.
- Lipsky, M. (1978). Standing the study of implementation on its head. In W. D. Burnham and M. W. Weinberg (Eds.). *American politics and public policy*. Cambridge, Massachusetts: MIT Press.
- Lipsky, M. (1980). *Street-level bureaucracy: Dilemmas of the individual in public services*. New York: Russell Sage Foundation.
- Lister, R. (2010). *Understanding theories and concepts in social policy*. Bristol: The Policy Press.
- McConnell, A. (2010a). Policy success, policy failure and gray areas in-between. *Journal of Public Policy*, 30(3), 345-262.
- McConnell, A. (2010b). *Understanding policy success: Rethinking public policy*. London: Palgrave Macmilan.
- Manning, N. (2008). Social needs, Social problems, social welfare and well-being. In P. Alcock, M. May, & K. Rowlingson (Eds.). *The student's companion to social policy* (3rd ed.). Oxford: Blackwell Publishing.
- Manning, N. (2016). Social needs, social problems, social welfare and well-being. In P. Alcock, M. May, & K. Rowlingson (Eds.). *The student's companion to social policy* (5th ed.). Oxford: Blackwell Publishing.
- Mishra, R. (1983). The academic tradition in social policy: The Titmuss year. In M.

- Bulmer, M. J. Lewis, & D. Piachaud (Eds.). *The goals of social policy*. London: Unwin Hyman.
- Morgan, R., & Turner, B. (Eds.). (2009). *Interpreting human rights: Social science perspectives*. London: Routledge.
- McQuail. (2005). *McQuail's mass communication theory* (5th ed.). London: Sage.
- Macroeconomic Policy Office, Fiscal Policy Office. (2017). Announcement of the results of those who pass the qualifications. *Ministry of Finance News*, (101), 1-2.
- Marsh, D., & McConnell, A. (2010). Towards a framework for establishing policy success. *Public Administration*, 88(2), 564-583
- Matika Arayapakdee. (2019). *Evaluation of the state welfare card project: A case study of kumnan community Bang Bon, Bangkok* (Unpublished master's thesis). Ramkhamhaeng University, Bangkok.
- Mayuree Anumanrattan. (2004). *Public policy, concepts, processes and analysis*. Chiang Mai: Kanungnit Printing.
- Mayuree Anumanrattan. (2006). *Public policy*. Bangkok: Expert Net.
- Mazmanian, D. A., & Sabatier, P. A. (1983). *Implementation and public policy*. Glenview, III.: Scott, Forestman.
- Miller, G. A. (1951). *Language and communication*. New York: McGraw-Hill.
- Ministry of Finance. Ministry of Finance News No. 78/2016. Retrieved from https://www.mof.go.th/home/news_current.html
- Ministry of Finance. Ministry of Finance News No. 154/2016. Retrieved from https://www.mof.go.th/home/news_current.html .
- Ministry of Finance. Ministry of Finance News No. 18/2017. Retrieved from https://www.mof.go.th/home/news_current.html
- Ministry of Finance. Ministry of Finance News No. 20/2017. Retrieved from https://www.mof.go.th/home/news_current.html
- Ministry of Finance. Ministry of Finance News , Issue 67/2017. Retrieved from https://www.mof.go.th/home/news_current.html
- Mueller, D. C., & Murrell, P. (1986). Interest groups and the size of government. *Public Choice*, 48, 125-145.

- Moe, T. M. (1991). Politics and the theory of organization. *The Journal Economics & Organization*, 7.
- Murphy, J. T. (1971). Title I of ESEA: The politics of implementing federal education reform. *Harvard Educational Review*, 41.
- Näyhä. (2014). *Method and application. School of Forest Sciences*. Joensuu: University of Eastern Finland.
- Nantaphan Khotkhong. (2021). Public policy for low-income people through state welfare cards towards sustainable development. *Journal of Legal Entity Management and Local Innovation*, 7(6), 309-329.
- North, D. C., & Wallis, J. J. (1982). American government expenditures: A historical perspective. *American Economic Review*, 72, 336-340.
- Nuanpak Jungpaisarn. (2002). *Management of mass media business organizations, case study of BEC-Tero Entertainment Co., Ltd.* (Unpublished master's thesis). Thammasat University, Bangkok.
- NaRanong, V., NaRanong, A., & Leckcivilize, A. (2007). *Fiscal health insurance System evaluation series report volume 3, guidelines and modeling options for benefit incidence analysis from government subsidies in Universal Health Coverage scheme*. Bangkok: Research Office for the Development of Thai Health Security, Thailand Development Research Institute
- Nattha Winijanaipak. (2011). *Public policy: An interdisciplinary educational approach*. Bangkok: Project Documents and textbooks, Faculty of Public Administration, National Institute of Development Administration.
- OECD. (2011). *How's life?: Measuring well-being*. Paris: OECD Publishing.
- OECD. (2017). *How's Life 2017?: Measuring well-being*. Paris: OECD Publishing.
- Overbye, E. (2012). Disciplinary perspectives. In F. G. Castles, S. Leibfried, J. Lewis, H. Obinger, & C. Pierson (Eds.). *The Oxford handbook of the Welfare State*. Oxford: Oxford University Press.
- Office of the Auditor General of Thailand. (2020). Report on inspection of the Department of Labor Protection and Welfare Project. Retrieved from <https://www.audit.go.th/th/multimedia>
- Office of the National Economic and Social Development Council. (2021). *Poverty*

- situation analysis report. and inequality of Thailand in 2020*, Bangkok: Office of the National Economic and Social Development Council.
- Office of the Secretariat of the House of Representatives. (2017). *State Welfare Card Registration Project*. Bangkok: Academic Bureau, Secretariat of the House of Representatives.
- Oliver. (1983). Communications management. *Project Management Quarterly*, 14(1), 28-30.
- Olson, M. Jr. (1965). *The logic of collective action*. Cambridge: Harvard University Press.
- Olson, M. Jr. (1982). *The rise and decline of nations: Economic growth, stagflation. and social rigidities*. New Haven: Yale University Press.
- Office of the National Economic and Social Development Council. (2022). *Poverty and inequality 2022*. Division Develop Social Data and Indicators Office of the National Economic and Social Development Council.
- Patcharakan Thianchutinan. (2019). Public policy to develop the quality of life of low-income people. Through cards. *State Welfare, Mahachula Academic Journal*, 6(2), 313-320.
- Peera Jira Sopon. (2013). *Paradigm regarding the theory of results from mass communication*. Bangkok: Chulalongkorn University Press.
- Phakhin Chotiweitsaysin. (2019). Political communication strategies of General Prayut Chan-o-cha, Prime Minister who seized power under the crisis of political conflict. *Journal of Interdisciplinary Research: Graduate Edition*, 8(1), 15-25.
- Phatsawalee Nitikasetsunthorn. (2009). *Communication philosophy and communication theory*. Nonthaburi: Sukhothai Thammathirat Open University Press.
- Ponlapat Buracom. (2013). *The determinants and distributional effects of public spending inThailand*. Bangkok: DK Printing World.
- Powintara, N. (2015). *Research methods for public administration officers*. Bangkok: Rattanatri Printing Factory.
- Prachum Rodprasert. (2002). *Project management* (6th ed.). Bangkok: Netikun Printing.
- Pramuan Bunkanwanicha, & Yupana Wiwattanakantang. (2009). Big business owners in politics. *The Review of Financial Studies*, 22(6), 2133-2168.

- Prapapan Watana. (2018). *Social welfare strategies for those who are not beneficiaries of the state welfare card: A case study of Banram Subdistrict in Huasai District, Nakhon Si Thammarat* (Unpublished master's thesis). Prince of Songkla University, Songkla.
- Prasitthasin, S. (2015). *Establishing the correct research metrics*. Bangkok: Limited Partnership Samlada.
- Pressman, J. L., & Wildavsky, A. B. (1979). *Implementation: How great expectations in Washington are Dashed in Oakland: or, Why It's Amazing That Federal Programs Work at All, This Being a Saga of the Economic Development Administration as Told by Two Sympathetic Observers Who Seek to Build Morals on a Foundation of Ruined Hopes*. Berkeley: University of California Press.
- Quade, E. S. (1982). *Analysis for public decision* (2nd ed.). New York: Elsevier Scientific.
- Rapeepan Khamhom. (2011). *Social welfare and Thai society* (3rd ed.). Bangkok: Book Center Thammasat University
- Ratthakorn Klinubon, (2008). *Factors affecting success in Make good governance policies, A case study of sub-district administrative organizations in the central region* (Unpublished master's thesis). Srinakharinwirot University, Bangkok.
- Rice, T. O. (1986). The determinants of Western European government growth, "1950 1980." *Comparative Political Studies*, 19, 233-257.
- Rodrik, D. (1998). Why do more open economies have bigger governments? *Journal of Political Economy*, 106(5), 997-1032.
- Rueangwit Kasetsuwan. (2008). *Policy implementation*. Bangkok: Bopit Printing.
- Saaty. (1970). How to make a decision the analytic hierarchy process. *European Journal of Operational Research*, 48(1), 9-26.
- Samphantharak, K., & Townsend, R. M. (2010). *Households as corporate firms: An analysis of household finance using integrated household surveys and corporate financial accounting* (No. 46). Cambridge: Cambridge University Press.
- Samphantharak, K., & Townsend, R. M. (2018). Risk and return in village economies. *American Economic Journal: Microeconomics*, 10(1), 1-40.

- Sarah Trenholm. (1992). *Interpersonal communication*. Belmont, CA.: Wadsworth.
- Sasanee Sornsilp. (2011). *Study of public policy on income insurance for the elderly By supporting the allowance also life* (Unpublished master's thesis). Thammasat University, Bangkok.
- Saowalak Ngamwitroj. (2019). *The study of public response to the government welfare card policy: a case study of Nakhon Chaisi community* (Unpublished master's thesis). Ramkhamhaeng University, Bangkok.
- Sa Thira Phueakpraphan. (2011). *Political communication of Mr. Uthai Pimchaichon: A study in the time period between 1969-2006* (Unpublished doctoral dissertation). Krirk University, Bangkok.
- Schmidt, E., Pacek, A. C., & Redcliff, B. (2023). The welfare state and human well-being around theWorld: A cross-national analysis. *Applied Research in Quality of Life*, 19(1), 365-380.
- Si Rattanan Thaiyanan. (2013) . *Political communication process of the mayor of Pattaya: a study in time from 1978 to 2011*. (Unpublished doctoral dissertation). Krirk University, Bangkok.
- Silpcharu, T. (2012). *Research and statistical analysis with SPSS and AMOS*. Bangkok: Au R Company Printing Mass Products Co., Ltd.
- Sombat Thamrongthanyawong. (2009). *Public policy: Concepts, analysis and process*. Bangkok: Semafair.
- Sombat Thamrongthanyawong. (2001). *Public policy: Concepts, analysis and process*. Bangkok: Faculty of Public Administration, National Institute of Development Administration.
- Sombat Thamrongthanyawong. (2017). *Public policy: Concepts, analysis and processes*. Bangkok: Semafair.
- Somporn Fueangchan. (1997). *Public policy: Theory and practice*. Songkhla: Faculty of Management Science Prince of Songkla University.
- Sornphon Tulyasathien, Noraphat Asavawanlop, Phongnakorn Pho Chakorn, Thanakorn Phaiwan, Piyawan Srikham, Orkanya Tae Chapaiboon, Sanhanat Settha Sakdasiri. (2017). *Cracking the code for intelligent finance*. Bangkok: Fiscal Policy Office. Ministry of Finance.

- Smith, B. T. (1973). The policy implementation process. *Policy Sciences*, 4, 197-209.
- Spicker, P. (1995). *Social policy: Themes and approaches*. Hemel Hempstead: Prentice Hall.
- Stephens, M. (Ed.). (2013). *Crime and social policy*. New York: Gildredge Press.
- Special report-looking at government gifts of 12 billion baht distributed to "poor people". (2016). *Matichon Online*. Retrieved from <http://www.matichon.co.th/news/370108>
- State Welfare Card Benefits. (2019). *Thairath Online*. Retrieved from <https://www.thairath.co.th/news/business>
- Suchitra Bunyaratphan. (2012). *Research methodology for public administration*. Bangkok: Sematham.
- Sunan Tha Thaweephon. (2007). *Satisfaction of the people with the legal problem advisory services of the Office of the Special Prosecutor, Legal Assistance Department 3 (S.C.O.). Special Problems in Public Administration* (Unpublished master's thesis). Burapha University, Chonburi.
- Supachai Yavaprapas. (1995). *Public policy*. Bangkok: Chulalongkorn University Press.
- Suphawan Ron Klongdamnoenkit. (2018). *Interactive between success and failure in process, programs and political dimension in Yingluck's rice pledging policy* (Unpublished doctoral dissertation). Thammasat University, Bangkok.
- Suriyanon Pkolsim. (2020). *Concepts and theories for social policy studies*. Khon Kean: Khon Kean University.
- Suwannee Yaempai, & Preechaya Nakfon. (2019). Titlean evaluation of state welfare policy: A case study Lad Krabang District. *Nakhon Lampang Sangha College Journal*, 8(1).
- Tamontont pornpatcharanish. (2018). *Factors affecting the success of operation of the state welfare registration project 2017: A case study of district offices in Bangkok*. Bangkok: Political Science, Thammasat University.
- TDRI. (2016). 'Handing out money' does not help escape the poverty cycle. Suggest long-term policies to solve the problem. Retrieved from <http://tdri.or.th/tdri-insight/2016-11-22-2/>
- Terry, G. R. (1977). *Principles of management*. Homewood: Richard D. Irwin.

- Titmuss, R. M. (1974). *Social policy*. London: George Allen and Unwin.
- Titmuss, R. M. (1976). *Commitment to welfare*. London: George Allen and Unwin.
- The National Economic and Social Development Council. (2020). *Poverty situation analysis report. and inequality of Thailand 2019*. Bangkok: Office of the National Economic and Social Development Council.
- The National Economic and Social Development Council. (2021). *Poverty situation analysis report and inequality of Thailand in 2020*. Bangkok: Office of the National Economic and Social Development Council.
- Thon Pitidol, & Weerawat Phattharasakkamjorn. (2019). *Reducing inequality and creating fairness: The card case state welfare*. Bangkok: College of Politics and Administration King Prajadhipok's Institute.
- Vera-Cossio, D. A. (2017). Dependence or constraints? Cash transfers, labor supply. *Economic Development and Cultural Change*, 70(4), 1439-1477.
- Voradej Chandarasorn. (2008). *Theory of public policy implementation*. Bangkok: Association of University Researchers.
- Voradej Chandarasorn. (2022). *An integrated theory of public policy implementation*. Bangkok: Taksin Foundation for Educational Development.
- Wanichbancha, K. (2012). *Statistics for research*. Bangkok: Thammasan Co., Ltd.
- Waranya Prasert. (2016) . *Political communication in the program Returning Happiness to the Nation. Studied between 2014-2016* (Unpublished master's thesis). Thammasat University, Bangkok.
- Wasana Usap. (2020). *The state welfare card program and the development of quality of life for low-income households in Uttaradit Province* (Unpublished master's thesis). Ramkhamhaeng University, Bangkok.
- Weissman, D. M. (2009). Gender and human rights: Between morals and politics. In R. Morgan, & B. Turner (Eds.). *Interpreting human rights: Social science perspectives*. London: Routledge.
- Wildavsky, A. (1979). *Speaking truth to power*. Boston, Massachusetts: Little, Brown.
- Younis, T., & Davidson, I. (1990). The study of implementation. In T. Younis (Ed.). *Implementation in public policy*. Worcester; Great Britain: Billing G. Sons Ltd.





Appendix A

Interview Form

Interview Form

“Factors Influencing the Success or Failure of Implementing the State Welfare Card Policy”

Dear interviewee,

The objectives of this research are: 1) to study the environmental factors that influence the success or failure of the implementation of the government welfare card policy, 2) to study the level of success or failure of the implementation of the welfare card policy of the state, putting it into practice, and 3) to study the problems and obstacles of implementing the state welfare card policy using the information received from you and the results of this study. This will provide useful information for increasing academic knowledge in conducting research at the doctoral level, and leads to the development of knowledge in implementing state welfare card policy, which relevant officials can use as information in planning and managing state welfare cards, to be able to effectively respond to the needs of registered citizens. The information that you have taken the time to submit in this interview will be used for research purposes only. Your information will be kept secret and no part of it will be disclosed or used.

The researcher would like to thank you for taking your valuable time to conduct this interview.

Researcher

Part 1 General information of the respondents

Instructions: Please write a $\sqrt{\quad}$ mark in () in front of the statement that corresponds to your truth.

1. Gender

() 1. Male () 2. Female

2. Age

() 1. 21-30 years () 2. 31-40 years old

() 3. 41-50 years () 4. 51 years and over

3. Education level

() 1. Less than junior high school () 2. Lower secondary school

() 3. High school or equivalent () 4. Others

4. Career

() 1. Farmer () 2. Contractor () 3. Other

5. Do you have a state welfare card?

() 1. Yes () 2. No

Part 2: Questions used in the interview

1) What do you think is the current implementation of the government welfare card policy?

.....

2) Factors that you think affect success in what implementation of the government welfare card policy is?

.....

3) Important factors that affect failure in what implementation of the government welfare card policy is?

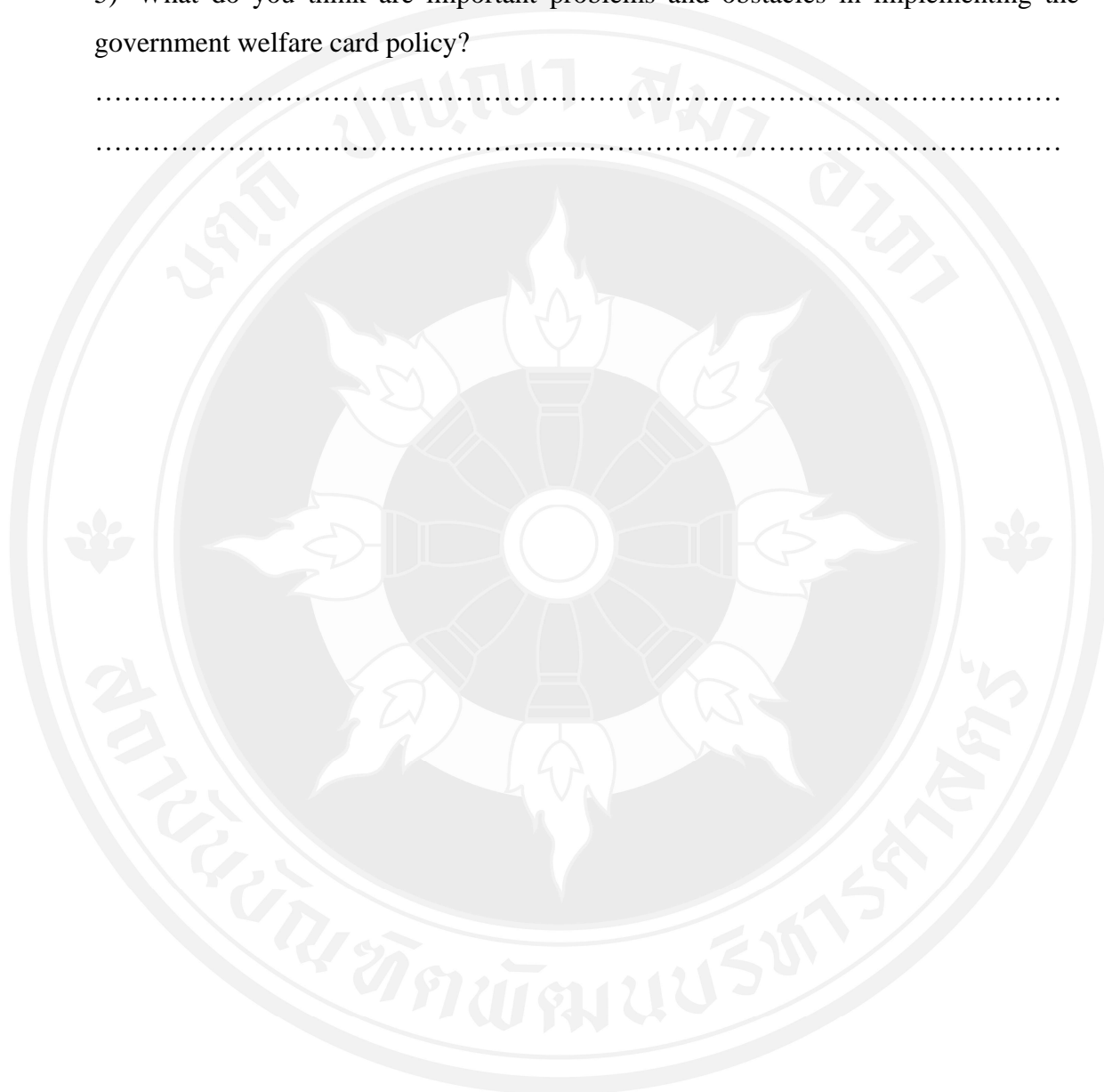
.....

4) Do you think that in the past, implementing the state welfare card policy was a success or failure?

.....
.....

5) What do you think are important problems and obstacles in implementing the government welfare card policy?

.....
.....





Appendix B

Questionnaire

Questionnaire

“Factors Influencing the Success or Failure of Implementing the State Welfare Card Policy”

Dear respondent,

The objectives of this research are (1) to study the environmental factors that influence the success or failure of the implementation of the government welfare card policy, (2) to study the level of success or failure of the implementation of the welfare card policy, of putting the state policy into practice, and (3) to study the problems and obstacles of implementing the state welfare card policy. The information received from you and the results of this study will provide useful information for increasing academic knowledge in conducting research at the doctorate level, thus leading to the development of knowledge in the application of welfare card policies of the state in which the officials involved can be use it as information for determining a plan for managing state welfare cards, to be able to effectively respond to the needs of registered citizens. The information that you have taken the time to submit in this interview will be used for research purposes only. Your information will be kept confidential and no part of such information will be disclosed. The questionnaire used in the research is divided into 4 parts:

Part 1 has questions about general information about the respondents, including gender, age, education level, and occupation.

Part 2 has questions about environmental factors that influence the success or failure of implementing the state welfare card policy.

Part 3 is a question about the level of success or failure of implementing the state welfare card policy.

Chapter 4 Other Suggestions

The researcher hopes to receive assistance in answering the questionnaire. Thank you for your sacrifice of valuable time to answer all questions completely.

Researcher

Part 1 General information of the respondents

Instructions: Please write √ in () the page with text that matches your reality

1. Gender

() 1. Male () 2. Female

2. Age

() 1. 21-30 years () 2. 31-40 years

() 3. 41-50 years () 4. 51 years and over

3. Education level

() 1. Less than junior high school () 2. Lower secondary school

() 3. High school diploma or equivalent () 4. Others

4. Career

() 1. Farmer () 2. Contractor () 3. Other

5. Do you have a state welfare card?

() 1. Have () 2. None

Part 2: Environmental factors that influence the success or failure of implementing the welfare card policy.

Question: What do you think are the environmental factors? In the following issues, to what extent does it influence the success or failure of implementing the state welfare card policy?

Instructions: Please write a √ mark in the box that best corresponds to your opinion.

Background and economic factors	Comment				
	5	4	3	2	1
Income					
1. Regular income is not enough					
2. Supplementary income is not enough					
3. Irregular income					
Burden of expenses					
4. Daily personal expenses such as clothing, travel expenses					

Background and economic factors	Comment				
	5	4	3	2	1
5. Family expenses such as food and drinks					
6. Children's tuition					
7. Occupational expenses					
8. Recreation and entertainment expenses					
9. Health care costs					
Traveling to use welfare					
10. The journey takes a long time due to the long distance.					
11. The journey takes a long time due to having to wait for buses.					
Communication factors					
Public Relations					
12. Public relations for applying for a state welfare card is clear.					
13. The instructions and procedures for applying for a card are clear and easy to understand.					
14. There are many media channels for promoting state welfare cards.					
15. Accessing information about the card is not difficult.					
Awareness of the policy and benefits that will be received					
16. There is a purchase limit of 200 - 300 baht for consumer products.					
17. Electricity bill does not exceed 315 baht per family. And the water bill does not exceed 100 baht per family. (According to actual payment).					
18. Travel expenses include bus fare of 500 baht per month, train fare of 500 baht per month, KU Bus fare/light rail (MRT/BTS/ARL) 500 baht per month (for holders State welfare card for residents of Bangkok and surrounding areas).					
19. Discount on the purchase of cooking gas of 100 baht per 3 months (Jan. - Mar. '23). In the case of vulnerable groups, they					

Background and economic factors	Comment				
	5	4	3	2	1
will receive a discount of 100 baht (per 3 month period). 2.2.4					
20. Special allowance for disabled persons = 200 baht					
21. State welfare card holders. Those who are vendors, hawkers, stalls, and small shops will receive a 100 baht discount on PT cooking gas (PTT) from participating shops.					
22. Special money for senior citizens 50 to 100 baht depending on income criteria 2.2.7					
Factors in policy implementation					
Convenience of traveling to register					
23. Registration is convenient because it is done online.					
24. Identity verification is convenient because you can travel to do it through 3 banks: Krung Thai Bank, Government Savings Bank, and Bank for Agriculture, etc.					
25. In cases where it is not convenient to travel to confirm in person, you can authorize someone else to do it on your behalf.					
Convenience of the registration procedure or process					
26. Registration is easy as there are only 6 steps.					
27. Registration can be done via mobile phone.					
28. Registration can be done through the registration agency designated by the government.					
Ease of use of welfare rights					
29. In the case of purchasing products. Can be spent from 05.00 - 23.00 every day.					
30. In the case of traveling by bus or train, the service can be used for 24 hours or according to the period specified by the service provider.					
31. In the case of traveling by KU Bus or BTS MRT ARL, the service can be used 24 hours or according to the period specified by the service provider.					

Part 3 The success or failure of implementing the policy

Question: What do you think is the success or failure of implementing the government welfare card policy? What level are you in the following issues?

Explanation: Please write a ✓ mark in the box that best corresponds to your opinion.

Success or Failure of Policy Implementation	Comment				
	5	4	3	2	1
Public expenses decreased					
1. State welfare cards help reduce the burden of personal expenses.					
2. The state welfare card helps reduce the burden of expenses within the family.					
3. State welfare cards help families have savings.					
4. The state welfare card helps reduce the burden of travel expenses.					
5. State welfare cards help reduce the burden of household electricity costs.					
There is economic stimulation.					
6. State welfare cards help shops in the community sell more products.					
7. The state welfare card helps the economy in the community to be driven by increased spending.					
8. The state welfare card helps collect more taxes from store operators.					

Part 4 Other suggestions

.....

.....



Appendix C

Data Output

Data Output

Descriptives

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	249	40.0	40.0	40.0
	Male	374	60.0	60.0	100.0
	Total	623	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30 Years	44	7.0	7.0	7.0
	31-40 Years	62	10.0	10.0	17.0
	41-50 Years	112	18.0	18.0	35.0
	51 Years and Older	405	65.0	65.0	100.0
	Total	623	100.0	100.0	

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below junior high school	343	55.0	55.0	55.0
	Junior high school	187	30.0	30.0	85.0
	High school or equivalent	93	15.0	15.0	100.0
	Total	623	100.0	100.0	

Career					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Farmer	343	55.0	55.0	55.0
	General employee	218	35.0	35.0	90.0
	Don't have a job.	62	10.0	10.0	100.0
	Total	623	100.0	100.0	

Card					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have a card	623	100.0	100.0	100.0
Descriptive Statistics					
		N	Mean	Std. Deviation	
X1 . 1 . 1		623	4.5601	. 44904	
X1 . 1 . 2		623	4.4902	. 39901	
X1 . 1 . 3		623	4.5400	. 46201	
X1 . 1T		623	4.6907	. 43999	
Valid N (listwise)		623			

Descriptive Statistics			
	N	Mean	Std. Deviation
X1 . 2 . 1	623	4.5101	. 41003
X1 . 2 . 2	623	4.5213	. 42907
X1 . 2 . 3	623	4.5203	. 42501
X1 . 2 . 4	623	4.4923	. 42810
X1 . 2 . 5	623	4.4202	. 41120
X1 . 2 . 6	623	4.5420	. 42312

X1 . 2T	623	4.5012	. 42102
Valid N (listwise)	623		

Descriptive Statistics			
	N	Mean	Std. Deviation
X1 . 3 . 1	623	4.6661	. 47197
X1 . 3 . 2	623	4.4655	. 49921
X1 . 3T	623	4.5658	. 44252
Valid N (listwise)	623		

Descriptive Statistics			
	N	Mean	Std. Deviation
X2 . 1 . 1	623	4.3731	. 45217
X2 . 1 . 2	623	4.4111	. 44201
X2 . 1 . 3	623	4.3203	. 45714
X2 . 1 . 4	623	4.2602	. 45020
X2 . 1T	623	4.3411	. 45001
Valid N (listwise)	623		

Descriptive Statistics			
	N	Mean	Std. Deviation
X2 . 2 . 1	623	4.3612	. 45910
X2 . 2 . 2	623	4.3033	. 47197
X2 . 2 . 3	623	4.3501	. 46807
X2 . 2 . 4	623	4.3323	. 45710
X2 . 2 . 5	623	4.3402	. 46810
X2 . 2 . 6	623	4.2923	. 45814
X2 . 2 . 7	623	4.3402	. 46520
X2 . 2T	623	4.3297	. 46392
Valid N (listwise)	623		

Descriptive Statistics			
	N	Mean	Std. Deviation
X3 . 1 . 1	623	4.7201	. 36705
X3 . 1 . 2	623	4.6790	. 41902
X3 . 1 . 3	623	4.6903	. 34528
X3 . 1T	623	4.6907	. 37696
Valid N (listwise)	623		

Descriptive Statistics			
	N	Mean	Std. Deviation
X3 . 2 . 1	623	4.6107	. 38802
X3 . 2 . 2	623	4.5902	. 37241
X3 . 2 . 3	623	4.6603	. 37528
X3 . 2T	623	4.6202	. 37926
Valid N (listwise)	623		

Descriptive Statistics			
	N	Mean	Std. Deviation
X3 . 3 . 1	623	4.7201	. 37055
X3 . 3 . 2	623	4.6902	. 36541
X3 . 3 . 3	623	4.7530	. 37628
X3 . 3T	623	4.7201	. 37018
Valid N (listwise)	623		

Descriptive Statistics			
	N	Mean	Std. Deviation
Y1 . 1 . 1	623	4.0702	. 54010
Y1 . 1 . 2	623	4.1020	. 55321
Y1 . 1 . 3	623	4.0905	. 54960
Y1 . 1 . 4	623	4.0810	. 52889
Y1 . 1 . 5	623	4.0602	. 54510

Hypothesis 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.233 ^a	.054	.050	.47822

a. Predictors: (Constant), X1. 3T, X1. 1T, X1. 2T

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.121	3	2.707	11.836	.000 ^b
	Residual	141.564	619	.229		
	Total	149.685	622			

a. Dependent Variable: Y1. 2T

b. Predictors: (Constant), X1. 3T, X1. 1T, X1. 2T

Model Summary						
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
1		.233 ^a	.054	.050	.47822	
a. Predictors: (Constant), X1. 3T, X1. 1T, X1. 2T						

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.121	3	2.707	11.836	.000 ^b
	Residual	141.564	619	.229		
	Total	149.685	622			
a. Dependent Variable: Y1. 2T						
b. Predictors: (Constant), X1. 3T, X1. 1T, X1. 2T						

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.121	3	2.707	11.836	.000 ^b
	Residual	141.564	619	.229		
	Total	149.685	622			
a. Dependent Variable: Y1. 2T						
b. Predictors: (Constant), X1. 3T, X1. 1T, X1. 2T						

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.955	.838		2.332	.027		
	X2. 1T	.218	.742	.317	2.024	.041	.064	15.650
	X2. 2T	.436	.764	.482	2.364	.034	.064	15.650
a. Dependent Variable: Y1. 1T								

Hypothesis 4

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 ^a	.166	.162	.234105
a. Predictors: (Constant), X2. 2T, X2. 1T				

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.187	2	.093	.387	.679 ^b
	Residual	149.498	620	.241		
	Total	149.685	622			

a. Dependent Variable: Y1. 2T

b. Predictors: (Constant), X2. 2T, X2. 1T

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.304	1.4720		2.924	.007		

BIOGRAPHY

Name-Surname

Mr. Rachata Juthaphiw

Academic Background

Bachelor of Political Science (Government)
Ubon Ratchathani University, 2011.
Master of Arts in Political Science (M.A.)
Burapha University, 2015.

