

This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

174f28429eaaaff5a3bfa2194929b5ff9c6af34b2eb61eda92e8af681fe2ecf5

To view the reconstructed contents, please SCROLL DOWN to next page.

Access to government services through the "Paotang" digital wallet

Theerawat Phumdara ¹ and Wallop Piriyaawatthana ²

^{1,2}College of Politics and Governance, Suan Sunandha Rajabhat University, Thailand

*Corresponding author

E-Mail: ¹ theerawat.ph@ssru.ac.th, ²wallop.pi@ssru.ac.th

Abstract

This study aims to study people's satisfaction with accessing government services and welfare through the "Paotang" application, a digital wallet used by the government to deliver digital welfare and government services to people in urban areas of Bangkok. The target population is people living in the urban areas of Bangkok. From a sample of 400 people. Calculated based on Yamane's formula at a 95% confidence level, the tool used to collect the data was an online questionnaire.

The results of the study showed that most of the respondents were male (51.4%), under 20 years old, and 21–30 years old (24.4%), with a bachelor's degree (51.7%), a full-time employee/general employee (17.0%), and a monthly income of 10,001–20,000 baht (42.0%). The average satisfaction in all areas was high (average between 3.80 and 3.97 out of 5), with an average satisfaction of 3.87 (S.D. = 0.522).

Keywords: Access to Government Services, Digital Wallets, Paotang

1. Introduction

Driving Thailand towards a digital economy in accordance with the Thailand 4.0 policy and the digital government strategy. The government has developed a new channel to provide government services through digital technology (DGA, 2024). The app has been used in many important projects such as "Half Per Person," which is a stimulus measure through co-payment, state welfare programs, COVID-19 vaccination appointments, and other government services that help people receive benefits through digital channels (Navalonong, 2021). Furthermore, app users expressed satisfaction with their registration for the government's "Half-Half" program, as they were able to recognize the benefits of using the program (Kasidet Chutimant, Somdech Rungsrissawat, 2023).

Although "Paotang" plays an important role in improving the quality of life and supporting the entry into digital government, its practical implementation also faces several challenges, such as system crashes or instability during peak periods and complicated registration and identity verification, as well as dissatisfaction with the use of some citizens. This reflects that the provision of digital services in the public sector has not fully met the goal of convenience and simplicity (DGA, 2024). Therefore, it is necessary and important to study the level of public satisfaction with access to government services through the "Paotang" app to use the results of the study as a guide to develop and improve the application to better meet the needs of the people.

1.1 Research Objective

The objective of this study is to assess the satisfaction levels of users of the Paotang application, a digital wallet for government services and welfare. In Bangkok's city areas.

2. Literature review

1. Theoretical concept of satisfaction Satisfaction is the positive feeling and happiness that occurs when a need is met (Vacharaporn Jansuwan, 2014). If the results are higher than expectations, consumers will be satisfied (Suwanna Piramana, 2017).

2. Theoretical concept of performance Efficiency refers to the ability to achieve results in work by comparing costs (input) with output (output) and focusing on the best use of available resources. In terms of public administration, efficiency will focus on the satisfaction of the people who receive services. For "Paotang" applications, efficiency means the ability to quickly perform tasks and respond to user commands. **Accurate and stable.**

3. Service Theory and Service Quality Service refers to work, activity, or practice to meet the needs and satisfaction of service customers (Chittima Theeraphansathien, 2006). of the service that the service recipient perceives to meet expectations or not. The key elements used to evaluate service quality according to this concept are trust or reliability, confidence, service creation, care, and customer satisfaction.

3. Methodology

The research study on **Access to Government Services through the "Paotang"** digital wallet used the following quantitative research methodology:

Population and sample: The population is Thai people living in Bangkok, which is an urban area with a total population. A sample of 400 people was obtained from simple randomization and calculation of the sample size using the Yamane formula.

Research Tools: The tool used to collect this data was a structured questionnaire, which was divided into three parts: (1) general information questions of respondents (gender, age, education level, occupation, and average monthly income), (2) questions about people's satisfaction with the use of the Pao Tang application to access government services. The assessment was divided into five areas: 1) Speed of operation, 2) System stability, 3) Device resource management (e.g., storage and battery usage), 4) Real-time operation, 5) Data accuracy, and 6) Open-ended questions to allow respondents to comment further on problems and suggestions in using Apple Tang.

Data Analysis: The statistics used in the analysis include (1) descriptive statistics, including frequency and percentage distributions for the basic demographic data of the sample, and (2) mean and standard deviation (S.D.), which were used to assess the level of public satisfaction with Paotang in each of the five aspects.

4. Results

Sample of people in urban areas in Bangkok: 400 people The basic characteristics are as follows: Most of the respondents are male, accounting for 51.4% of the respondents in terms of age, and the respondents are under or equal to 20 years old or in the age range of 21-30 years old. The proportion was the same at 24.4 percent per group, followed by other age groups,

respectively. The majority of respondents' education level was at the undergraduate level (51.7%). The largest group is private employees/full-time employees. This is 17.0 percent. Income group 10,001–20,000 baht The highest proportion was 42.0 percent of the total sample.

Satisfaction with using Apple Tang to access government services

When assessing the level of public satisfaction with the use of Apple Tang in receiving government services in the five designated areas, it was found that the overall level was "very satisfactory" in all aspects. The average overall satisfaction was 3.87, and the standard deviation was 0.522, reflecting that the majority of users have positive feelings about using the app to get government services. For the details of each aspect, it was found that the average satisfaction of each aspect was at a high level. The average speed of operation is 3.84 (S.D. 0.518), and the system stability is 3.84 (S.D. 0.518). Average 3.80 (S.D. 0.561), Device Resource Management Avg. 3.83 (S.D. 0.535), real-time operational side Average 3.90 (S.D. 0.525) and accuracy The average score was 3.97 (S.D. 0.470), and all scores were in the "Very Satisfied" range.

Discussion of results

The results show that people in urban areas, like Bangkok, have a high level of satisfaction with the use of Apple Tang in all dimensions of government digital services. This is in line with the trends found in several other relevant studies. The details of the discussion by satisfaction element are as follows:

1. Speed of work: Users are very satisfied with the speed of the Pao Tang application (average 3.84), both in terms of user response and the time it takes to make transactions through the app. Rodboon (2020), which found that users of the Krungthai Next app were satisfied with the highest level of convenience and speed. The same is true for the research of Pornpimon Kongchim (2015), which studied customer satisfaction with the services of the business sector. It was found that the speed of service dimension also received a high satisfaction score.

2. System stability: Respondents were highly satisfied with the stability and reliability of the Apple Tang system (average of 3.80), i.e., the app was able to run continuously without frequent freezes or crashes. This assessment is different from the results of Saravuth's study. Panrong (2023) found that some users have a very low level of satisfaction with the stability of Apple Tang, which may reflect the different expectations or experiences of user groups. However, overall, the sample of this study also considered the app to be stable enough to be used for government services.

3. Device resource management: Research has shown that users are very satisfied with how much Apple does not use too many communication tools (average 3.83), such as the app not slowing down the phone or draining the battery quickly, causing inconvenience. This level of satisfaction is consistent with the results of Sariya's study. It was found that work-from-home workers were also highly satisfied with the efficiency of technology and system resource management. This shows that users see the application as a good manager of device resources. It is not a burden for daily use.

4. Real-time functionality: Apple's ability to process transactions and display data in real time has received a high level of satisfaction from users. 3.90) Respondents value receiving immediate notifications when a transaction is completed and that the balance or benefit information is updated quickly and accurately. This is in line with a study by Ekpak Kongmalai & Chanchai Jiujiinda (2022), which found that the convenience of paying for goods and services

through the Paotang application is convenient for using the project service. Since scanning the QR code is easy and convenient. The reason why I prefer to pay for goods through the application is because I don't have to touch banknotes or coins, which reduces contact and does not pose a risk of COVID-19. However, when scanning the QR code to pay for the product, it is found that there is a problem with the scanning system, or the QR code needs to be scanned many times, but it does not happen very often.

5.Accuracy: Users had the highest level of satisfaction with the accuracy of data and transactions through Paotang (average 3.97); in particular, respondents were satisfied when the app was able to display accurate and complete transaction details (such as date, time, and amount), as well as other functions such as the Education Loan System (SER) and health entitlement information (Health Wallet) that provide accurate and factual information. Although some users have experienced problems with identity verification (such as face scanning) or using digital ticketing services that have experienced crashes, the overall accuracy of the app is still at a satisfactory level. These results are consistent with the research of Pimpakant. Arak Rattanakul (2019) found that customers were satisfied with the accuracy and completeness of the service at a high level, as well as the work of Wilaiwan Pokonon (2015), who studied the use of the AIS application. Privilege also found that users were satisfied with the accuracy of their data and services.

5. Conclusion

In conclusion, The results of the study reflect that the Paotang application as a digital service channel of the government can meet the needs of people in urban areas to a very good extent. Maintaining and continuously improving your app in terms of speed, stability, resource utilization, real-time system, and accuracy will result in greater public confidence and satisfaction in accessing government services through this digital platform. This is an important factor for the success of electronic government services in the future. This is especially true in the context of urban society, where people have high expectations for the quality of digital services from the government.

Acknowledgment

This document is the result of political science research supported by the College of Politics and Governance, Suan Sunandha Rajabhat University, and useful information from citizens in Bangkok.

References

- Aekkapark, K., & Chanchai, J. (2022). The expectation of Half-Half Co-payment Scheme customers through the Pao Tang application. *Journal of SaengKhomKham Buddhist Studies*, 7(1), 66–79.
- Chutimant, K., & Rungsrirawat, S. (2023). The policy communication model of the 50-50 co-payment affecting the image of the General Prayut Chan-o-cha government. *Journal of Buddhist Innovation and Management*, 6(2), 142–153.
- Cheasakul, N. (2021). The guidelines for using the Pao Tang application to improve the quality of life of the people.
- Chankhaekla, P. (2021). Digital technology policy acceptance and quality of life: Pao Tang application.

- Kongchim, P. (2014). A study on customer satisfaction received by M.H.E. Dmax (T) Co., Ltd. Research report, Srinakharinwirot University.
- Arakrattanakul, P. (2019). Customer satisfaction with the quality of service provided by Krungsri Bank of Ayutthaya employees. Research report, Graduate University of Business.
- Supisara. (2020). Satisfaction with the use of application services: Krungthai NEXT of civil servants of the Office of the Comptroller of the Treasury.
- Digital Government Development Agency. (2025, September 10). Retrieved from <https://www.dga.or.th/>
- Phiamana, S. (2017). Satisfaction, trust, and service quality affecting store referrals. Master of Business Administration thesis, Bangkok University.
- Klaklay, S. (2023). Satisfaction with the use of information technology in the homework of Faculty of Arts personnel. Research report, Suan Sunandha Rajabhat University.
- Poknon, W. (2015). Perception of service quality and satisfaction with AIS Privilege service. Research report, Srinakharinwirot University.9.