

## PalArch's Journal of Archaeology of Egypt / Egyptology

### ROLE OF PEOPLE OPINION TO ADMINISTRATION OF NONG WAENG KUANG SUB-DISTRICT MUNICIPALITY, SI SOMDET DISTRICT, ROI ET PROVINCE

*Jagraval Sukmaitree<sup>1</sup>, Phramedhavinaiyaros (Suthep Buddhachanya)<sup>2\*</sup>,  
Phrakhrupaladkaweewat Teerawit Sukontavaranon<sup>3</sup>, Salinee Raggatanyoo<sup>4</sup>*

<sup>1</sup>College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand  
<sup>2,3,4</sup>Mahamakut Buddhist University, Nakhon Pathom, Thailand

<sup>1</sup>jagraval.su@ssru.ac.th, <sup>2\*</sup>buddhachanya@gmail.com, <sup>3</sup>teerawit.pk@mbu.ac.th, <sup>4</sup>Salinne.ra@mbu.ac.th

Jagraval Sukmaitree, Phramedhavinaiyaros (Suthep Buddhachanya), Phrakhrupaladkaweewat Teerawit Sukontavaranon, Salinee Raggatanyoo. Role of People Opinion to Administration of Nong Waeng Kuang Sub-District Municipality, Si Somdet District, Roi Et Province. – PalArch's Journal of Archaeology of Egypt/Egyptology 17(2), 430-444. ISSN 1567-214X

Keywords: Municipality administration, People opinion, Land development, Water management, Waste management, Cemeteries management, Firefighting.

#### ABSTRACT

The objective of the current study is to examine the effect of people opinion in Municipality administration. The effect of Municipality administration was examined on land development, water management, waste management, cemeteries management and firefighting. Therefore, the relationship between Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting was examined. This relationship was examined among the community of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, Thailand. Number of studies are carried out in Municipality administration; however, previous investigations have not examined the role of people opinion. Data were collected from the community of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, Thailand. After the collection of data, it was analyzed by using the structural equation modeling (SEM). Findings of the study highlighted that Municipality administration has positive effect on land development, water management, waste management, cemeteries management and firefighting. Furthermore, people opinion is playing a moderating role.

## INTRODUCTION

Administration is an important element of any activity. Better administration has several benefits; however, low quality administration has negative consequences. It is one of the most important responsibility of the people which has important influence on the individuals. Administration is the key concept which is based on the management of things. This concept of administration is applied among all fields and have major role in the success as well as performance of every activity in the universe. Therefore, the importance of administration among the every field is most important (Narang, Panchal, Goel, & Taneja, 2020).

Administration has different level and it has vital role at each level. It has significant importance at organizational level. Each organization has separate body of administration which handle the different matters. The capability of administration has central importance in activities. Every business activity also has importance in respect to the administration. Higher the administration level higher will be the impact on the people and higher will be the responsibility. The word “administration” is most famous at government level and it is one of the highest levels of administration. Therefore, administration is generally supposed to be the administration form government side which has great influence (Abbas & Zafar, 2019; Callanan, 2016).

The current study is also concerned with the government level administration. Municipality administration is considered in the current study. At the public level, municipality administration is most important (Carvalhido, Brilha, & Pereira, 2016; Alqahtani, 2019) which has most crucial role among the people. Municipality administration has number of duties to perform for the community. In a community, the Municipality administration has most crucial role to solve different problems. Therefore, the role of Municipality administration in the community has central role. However, Municipality administration is facing several issues to handle different problems. The people in the community also has significant participation level in this matter. The involvement of people in various community matters and various community problems has important role. As people in the community highlight different issues to the Municipality administration and they look for the solution. Thus, the involvement of people, particularly, the opinion of people in various matters of Municipality administration has significant role to play.

Municipality administration has relationship with various issues of the community. For instance, Municipality administration has relationship with land development. Land development is the most crucial part of every community (Wen, Chatalova, Butsic, Hu, & Zhang, 2020). As the land development has relationship with livelihood opportunities of the people. Better land development is always in the favor of people living in specific areas. Moreover, Municipality administration has influence on water management. The responsibility of the Municipality administration is to manage the supply of water in the community. Management of wastage in concerned area is also one of the responsibilities of Municipality administration. Cemeteries management is another part of Municipality administration which has key relationship with the community. Finally, according to the current study, firefighting is another part of Municipality administration and community development. All these elements are linked with the Municipality administration.

Municipality administration in Thailand is also contributing significantly (Buayairuga, Sukmaitree, & Raggatanyoo, 2020). Municipality administration activities in different parts of Thailand has role to enhance the community development through problem solving and taking corrective measures. Particularly, Municipality administration is crucial role in the area of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province. The activities of Municipality administration are most common in this area of Thailand to deal with different problems.

The objective of the current study is to examine the effect of people opinion in Municipality administration among the community of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, Thailand. Number of studies are carried out in Municipality administration (Chaiyapong, Ittithanasuphavitch, Yindee, Rattanawut, & Chungern, 2019; Numkham, Sumpowthong, & Chompook, 2018; PORNPRASERT & POONIKOM, 2016), however, these investigations have not examine the role of people opinion. Therefore, this is a unique study which considered the role of people opinion in Municipality administration. The moderating role of people opinion was considered in the current study to examine Municipality administration. Hence, this study has unique contribution to the literature by examining the role of people opinion in Municipality administration,

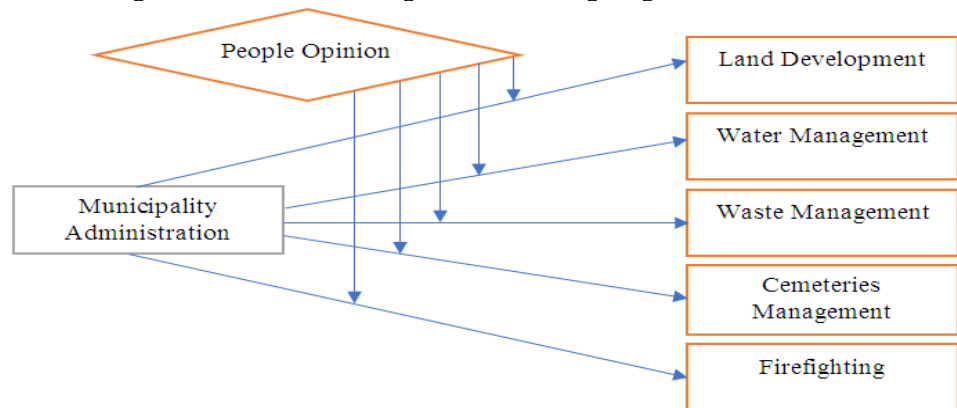
### **LITERATURE REVIEW**

Administration denotes to the procedure of running an organization, office as well as business. This comprises creating rules and regulations, making different decisions, management of operations, making organization of staff/employees/people to direct many actions towards attaining a common objective. Administration is the key part of every activity. On the other hand, a municipality is generally a single administrative partition having corporate status as well as powers of self-government along with the jurisdiction as decided by national as well as regional laws to which it is subordinate. The municipality administration has important role in government activities and to handle various community matters (Valerio, 2018). Municipality administration has several benefits for the people. Municipality administration is involved in various matters of the community. As community level, Municipality administration try to resolve various problem in the community and lead the community towards the welfare and provide different opportunities to achieve better performance in different activities of the community. The proper working of Municipality administration has the ability to enhance the progress of community in different activities. It also led the community to enhance business activities which finally shows positive role in the welfare of the community. It is also one of the steps further to decrease the poverty level among the community. Therefore, Municipality administration has positive role in community (Kazda et al., 2009; Salazar, 2016). The role of Municipality administration in land development, water management, waste management, cemeteries management and firefighting are most important which lead to the welfare of community. Along with this, the participation of people opinion in different matters of Municipality administration has influence on various matters. The relationship between Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting are highlighted in Figure 1.

#### ***Municipality administration and land development***

Land development is one of the process of changing the landscape in a certain area in any number of ways such as: changing landforms from a natural or semi-natural state for a purpose such as agriculture or housing. Dividing real estate into lots, typically for the objective of building homes. Land development in any areas has importance for the lives of people. As better land development has positive role to promote human activities. Land development is also involved environmental factors. Improvement in the land environment causes to promote human lives. As the previous studies shows the importance of land development (Fokaides, Polycarpou, & Kalogirou, 2017; Martinuzzi, Gould, & Gonzalez, 2007; Razzaq, Maqbool, & Hameed, 2019). In this direction, Municipality administration has positive role to enhance land development. Municipality administration is responsible to protect the environment and develop in a proper way by following the requirements of community.

**Figure 1:** Theoretical framework of the study showing the relationship between Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting.

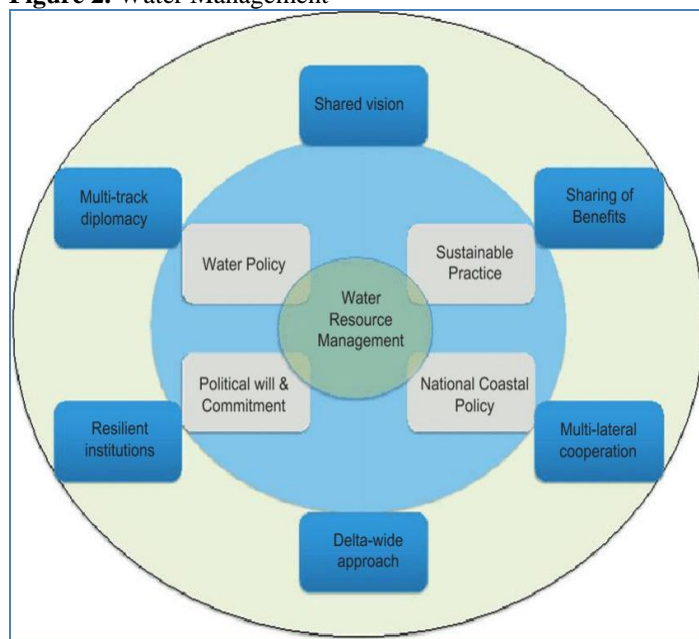


*Hypothesis 1: Municipality administration has positive effect on land development.*

***Municipality administration and water management***

The water management is the responsibility of Municipality administration. Water resource management is an action of preparation, developing, allocating as well as handling the optimal use of water resources. It is one of the sub-sets of water cycle management. Water is vital for our survival. Therefore, this is the most important responsibility of Municipality administration. Better practices of Municipality administration have positive role to support water management in Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, Thailand. Water management is most crucial for human lives (Pan et al., 2017; Voisin et al., 2017). Moreover, Figure 2 shows the water management.

**Figure 2.** Water Management



**Source:** Abedin, Habiba, and Shaw (2014)

*Hypothesis 2: Municipality administration has positive effect on water management.*

#### ***Municipality administration and waste management***

Municipality administration also has concern with the environment in the concerned area. As in the Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, the Municipality administration is also working to decrease the problem of environment. They are trying to clean the environment for the people. As the environment health is most important for the human lives. In this direction, Municipality administration to promote waste management practices. Many studies show that waste management is really important for the environmental safety (Piet, Cheng, Fetter, & Herring, 1991; Wuschke et al., 1981). Therefore, Municipality administration has the responsibility to management environment through waste management. Thus, Municipality administration has positive effect on waste management.

*Hypothesis 3: Municipality administration has positive effect on waste management.*

#### ***Municipality administration and cemeteries management***

A cemetery or the other name graveyard is one of the places where the leftovers of dead people are concealed or otherwise buried. Here, the word cemetery suggests that the land is definitely chosen as a burial ground as well as initially functional to the Roman catacombs. In every community or any residential area, there must be a one cemetery to buried dead people. It is the responsibility of Municipality administration. Municipality administration has significant relationship with cemetery. Cemetery is an important place for the people which should be available in any area (da Cruz et al., 2017; Streb, Kolnberger, & Kmec, 2019; Valmohammadi & Jarihi., 2019). Therefore, Municipality administration has relationship with cemetery.

*Hypothesis 4: Municipality administration has positive effect on cemeteries management.*

#### ***Municipality administration and firefighting***

Firefighting is one of the practices of struggling to stop the spread as well as extinguish significant undesirable fires in different buildings, vehicles, various woodlands, etc. A firefighter overpowers fires to shield lives, stuff as well as the environment. Firefighters classically undergo a high degree of practical training to fight with fire. Municipality administration has significant relationship with firefighting. It is the responsibility of Municipality administration to handle the issues related to the firefighting. Firefighting is the most important department of any area (Windisch, Seiberl, Hahn, & Schwirtz, 2017; Yuan, Liu, & Zhang, 2017). In the area of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, the Municipality administration is available which has important role and relationship with firefighting.

*Hypothesis 5: Municipality administration has positive effect on firefighting.*

#### ***People opinion as moderating variable***

As the Municipality administration has relationship with the community and Municipality administration is responsible of various matters in the community, therefore, it has significant role with the people living in the concerned area, for instance, Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, Thailand. The people in the areas also has contribution to various matters. Municipality administration should work with the people. People also give their own opinion related to the specific problem. In this direction, opinion of people may be more valuable than Municipality administration.

Therefore, consideration of people opinion in a given area is most important. Previous studies also shows the relationship between people opinion and Municipality administration (Meenonthongmahasan, Wongwangphoem, Fongchai, & Sornvongkaew, 2018; Gülsün & Miç, 2019; Nkyabonaki, 2019).

*Hypothesis 6: People opinion moderates the relationship between Municipality administration and land development.*

*Hypothesis 7: People opinion moderates the relationship between Municipality administration and water management.*

*Hypothesis 8: People opinion moderates the relationship between Municipality administration and waste management.*

*Hypothesis 9: People opinion moderates the relationship between Municipality administration and cemeteries management.*

*Hypothesis 10: People opinion moderates the relationship between Municipality administration and firefighting.*

## **METHODOLOGY**

Self-administered questionnaires were used in this study for data collection. A questionnaire was used to conduct a survey. A questionnaire survey is important to collected data which is recommended in other investigations (Bowling, Bond, Jenkinson, & Lamping, 1999). Survey questionnaire was divided into different sections, the first section involved general information's related to the respondents of the study. The second section was involved scale items. All the scale items were extracted from previous studies. These scale items were adapted for the current study. Therefore, the current study designed the questionnaire by adopting various measures from previous studies. The second section was based on the scale items of key variables, namely; Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting. Hence, this study measured the relationship between Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting with the questionnaire.

Data were collected from the community of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, Thailand. After the collection of data, it was analyzed by using the structural equation modeling (SEM). Questionnaires were sent to the people of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province. All the questionnaires were distributed by using simple random sampling (Kaur, Patil, Shirk, & Taillie, 1996). By using simple random sampling, this study used 500 questionnaires for data collection. Hence, 500 questionnaires were distributed among the community of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, Thailand. From the total 500 questionnaires, respondents were responded for 280 questionnaires. Three remainders were also sent to the respondents after the gap of one week. From total 280 questionnaires, 11 questionnaires were not complete and missing with the sufficient part of questionnaires, thus excluded from the study. Hence, 269 were used for data analysis and response rate was above 50%. Furthermore, data statistics are given in Table 1.

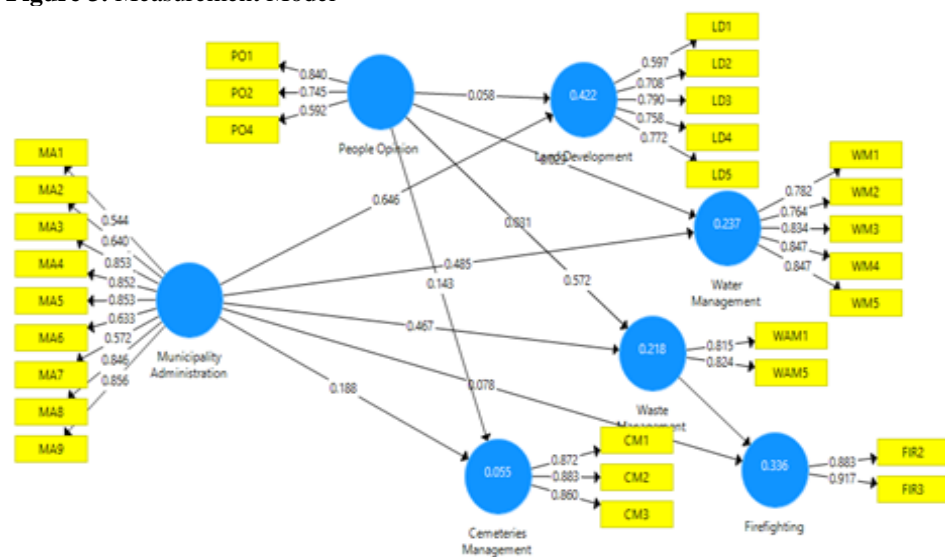
## **FINDINGS**

This study employed Partial Least Square (PLS) version 3 for data analysis. According to number of researchers, PLS is very much appropriate for primary data analysis (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014; J. Hair, Hollingsworth, Randolph, & Chong, 2017; J. F. Hair, Ringle, & Sarstedt, 2013; J. F. Hair, Sarstedt, Pieper, & Ringle, 2012; Naveed, Hameed, Albassami, & Moshfegyan, 2019). Figure 3 shows the factor loadings which is also given in Table 2. It is found that all the variables; Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting have factor loadings above 0.5.

**Table 1:** Data Statistics.

	No.	Missing	Mean	Median	Min	Max	SD	Kurtosis	Skewness
MA1	1	0	3.056	4	1	5	1.023	-0.292	-0.549
MA2	2	0	3.037	4	1	5	0.949	-1.374	-1.507
MA3	3	0	3.622	4	1	5	1.333	-0.696	-0.721
MA4	4	0	3.569	4	1	5	1.376	-0.845	-0.648
MA5	5	0	3.508	4	1	5	1.405	-0.847	-0.713
MA6	6	0	3.092	4	1	5	1.047	-0.445	-1.425
MA7	7	0	3.653	4	1	5	0.918	-0.466	-0.569
MA8	8	0	3.607	4	1	5	1.32	-0.664	-0.719
MA9	9	0	3.58	4	1	5	1.333	-0.71	-0.712
LD1	10	0	3.01	4	1	5	1.004	-1.246	-1.508
LD2	11	0	3.737	4	1	5	1.09	-0.768	-0.282
LD3	12	0	3.054	4	1	5	1.212	-0.577	-0.565
LD4	13	0	3.515	4	1	5	0.925	-0.61	-0.599
LD5	14	0	3.412	4	1	5	1.265	-0.865	-0.438
WM1	15	0	3.607	4	1	5	1.218	-0.595	-1.589
WM2	16	0	3.007	4	1	5	1.116	-1.534	-0.519
WM3	17	0	3.702	4	1	5	1.285	-0.493	-0.786
WM4	18	0	3.641	4	1	5	1.22	-0.487	-0.667
WM5	19	0	3.019	4	1	5	1.222	-0.677	-0.492
WAM1	20	0	3.63	4	1	6	1.177	-1.659	-0.462
WAM2	21	0	4.042	4	1	5	0.938	0.813	-0.921
WAM3	22	0	4.103	4	1	5	0.937	0.562	-0.99
WAM4	23	0	3.607	4	1	5	1.075	-0.519	-0.539
WAM5	24	0	3.355	4	1	5	1.152	-1.231	-0.184
CM1	25	0	3.321	4	1	5	1.209	-0.868	-0.649
CM2	26	0	3.305	4	1	5	1.298	-1.072	-0.54
CM3	27	0	3.279	4	1	5	1.243	-0.985	-0.542
FIR1	28	0	3.302	4	1	5	1.241	-0.974	-0.589
FIR2	29	0	4.137	4	3	5	0.707	-0.992	-0.203
FIR3	30	0	4.061	4	3	5	0.734	-1.138	-0.096
PO1	31	0	4.046	4	3	5	0.73	-1.118	-0.071
PO2	32	0	4.092	4	3	5	0.709	-1.007	-0.134
PO3	33	0	4.031	4	3	5	0.704	-0.977	-0.043
PO4	34	0	4.294	4	3	5	0.678	-0.81	-0.441

**Figure 3.** Measurement Model



**Table 2:** Factor Loadings.

	Cemeteries Management	Firefighting	Land Development	Municipality Administration	People Opinion	Waste Management	Water Management
CM1	0.872						
CM2	0.883						
CM3	0.86						
FIR2		0.883					
FIR3		0.917					
LD1			0.597				
LD2			0.708				
LD3			0.79				
LD4			0.758				
LD5			0.772				
MA1				0.544			
MA2				0.64			
MA3				0.853			
MA4				0.852			
MA5				0.853			
MA6				0.633			
MA7				0.572			
MA8				0.846			
MA9				0.856			
PO1					0.84		
PO2					0.745		
PO4					0.592		
WAM1						0.815	
WAM5						0.824	
WM1							0.782
WM2							0.764
WM3							0.834
WM4							0.847
WM5							0.847

Table 3 shows that; Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting have composite reliability (CR) above 0.7. It is also found that; Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting have average variance extracted (AVE) above 0.5. Cross-loadings was used in Table 4 to test the discriminant validity (Fornell & Larcker, 1981).

**Table 3:** Reliability and Convergent Validity

	Alpha	rho_A	CR	(AVE)
Cemeteries Management	0.844	0.866	0.905	0.76
Firefighting	0.768	0.783	0.896	0.811
Land Development	0.776	0.769	0.848	0.53
Municipality Administration	0.898	0.911	0.918	0.562
People Opinion	0.761	0.799	0.774	0.537
Waste Management	0.712	0.713	0.804	0.672
Water Management	0.874	0.88	0.908	0.665



**Table 4:** Cross-Loadings

	Cemeteries Management	Firefighting	Land Development	Municipality Administration	People Opinion	Waste Management	Water Management
CM1	0.872	-0.094	0.26	0.204	-0.121	0.369	0.273
CM2	0.883	-0.038	0.204	0.145	-0.127	0.331	0.231
CM3	0.86	-0.07	0.222	0.12	-0.114	0.297	0.219
FIR2	-0.077	0.883	0.056	0.097	0.469	-0.04	0.027
FIR3	-0.067	0.917	0.056	0.07	0.559	-0.004	0.024
LD1	0.082	-0.069	0.597	0.536	-0.024	0.24	0.242
LD2	0.203	0.046	0.708	0.493	0.084	0.35	0.411
LD3	0.259	0.109	0.79	0.431	0.058	0.54	0.735
LD4	0.223	0.065	0.758	0.426	0.105	0.522	0.736
LD5	0.21	0.098	0.772	0.419	0.051	0.563	0.713
MA1	0.112	-0.06	0.58	0.544	-0.03	0.26	0.275
MA2	0.038	-0.036	0.436	0.64	0.023	0.235	0.22
MA3	0.247	0.152	0.492	0.853	0.011	0.424	0.433
MA4	0.158	0.123	0.443	0.852	0.056	0.376	0.418
MA5	0.161	0.141	0.503	0.853	0.032	0.423	0.429
MA6	-0.003	-0.036	0.428	0.633	0.019	0.195	0.19
MA7	0.025	-0.027	0.493	0.572	0.015	0.31	0.337
MA8	0.226	0.137	0.488	0.846	-0.031	0.419	0.425
MA9	0.174	0.112	0.506	0.856	0.059	0.401	0.438
PO1	-0.098	0.513	0.075	0.001	0.84	-0.074	-0.014
PO2	-0.017	0.409	0.022	0.015	0.745	-0.002	0.047
PO4	-0.204	0.316	0.059	0.042	0.592	0.058	0.074
WAM1	0.226	-0.004	0.618	0.381	0.029	0.815	0.741
WAM5	0.405	-0.033	0.368	0.383	-0.061	0.824	0.403
WM1	0.288	0.035	0.654	0.43	0.015	0.514	0.782
WM2	0.191	-0.015	0.521	0.33	0.054	0.523	0.764
WM3	0.201	0.062	0.639	0.421	0.063	0.592	0.834
WM4	0.211	0.013	0.672	0.426	0.047	0.587	0.847
WM5	0.247	0.009	0.599	0.353	-0.02	0.622	0.847

PLS structural model is most recommended for hypotheses testing (Hameed, Basheer, Iqbal, Anwar, & Ahmad, 2018; Henseler & Chin, 2010; Henseler, Ringle, & Sinkovics, 2009; Ul-Hameed, Mohammad, & Shahar, 2018). Results of hypotheses testing are given in Table 5. It shows that six hypotheses are accepted from direct effect. All the hypotheses having t-value 1.96 was supported and other hypotheses were not supported.

Figure 4: Structural Model

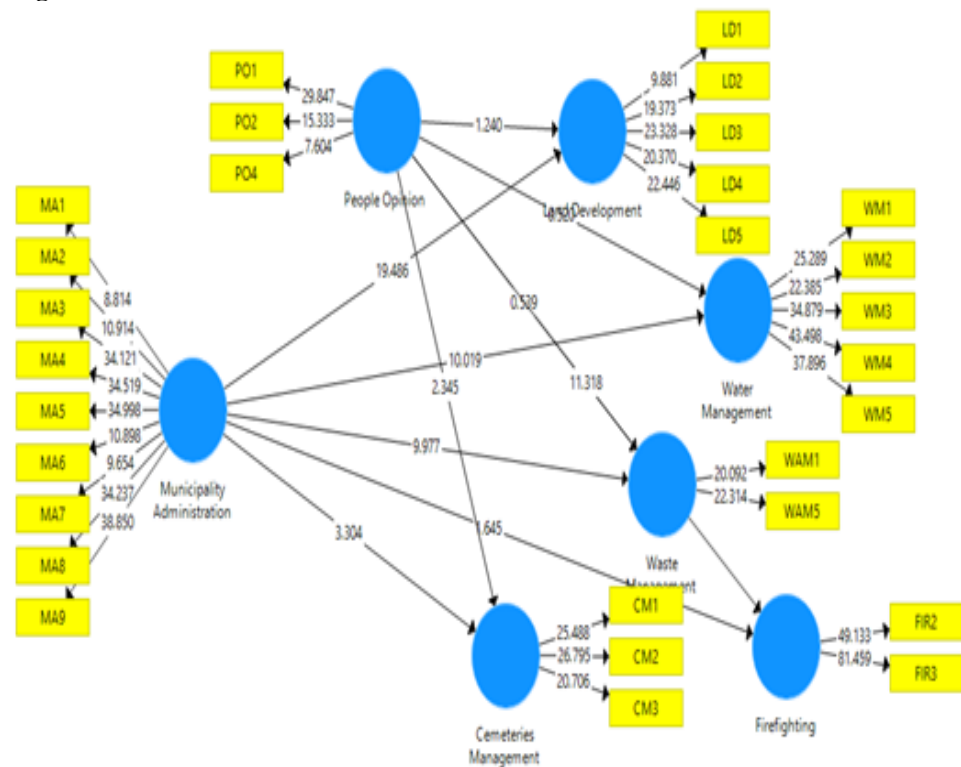


Table 5: Direct Effect Results

	(O)	(M)	SD	T Statistics	P Values
Municipality Administration -> Cemeteries Management	0.188	0.192	0.057	3.304	0.001
Municipality Administration -> Firefighting	0.078	0.079	0.048	1.645	0.101
Municipality Administration -> Land Development	0.646	0.649	0.033	19.486	0
Municipality Administration -> Waste Management	0.467	0.474	0.047	9.977	0
Municipality Administration -> Water Management	0.485	0.49	0.048	10.019	0
People Opinion -> Cemeteries Management	0.143	0.149	0.061	2.345	0.019
People Opinion -> Firefighting	0.572	0.577	0.051	11.318	0
People Opinion -> Land Development	0.058	0.057	0.047	1.24	0.215
People Opinion -> Waste Management	0.031	0.032	0.057	0.539	0.59
People Opinion -> Water Management	0.029	0.026	0.056	0.52	0.603

Moderation effect is given in Figure 5 and results are given in Table 6. In the current study, five moderation effect were examined. From five hypotheses, two hypotheses were supported, however, three were not supported. Supported hypotheses shows that moderation effect strengthens the relationship. Same criteria of t-value 1.96 were considered in the current study.

Figure 5: Moderation Effect

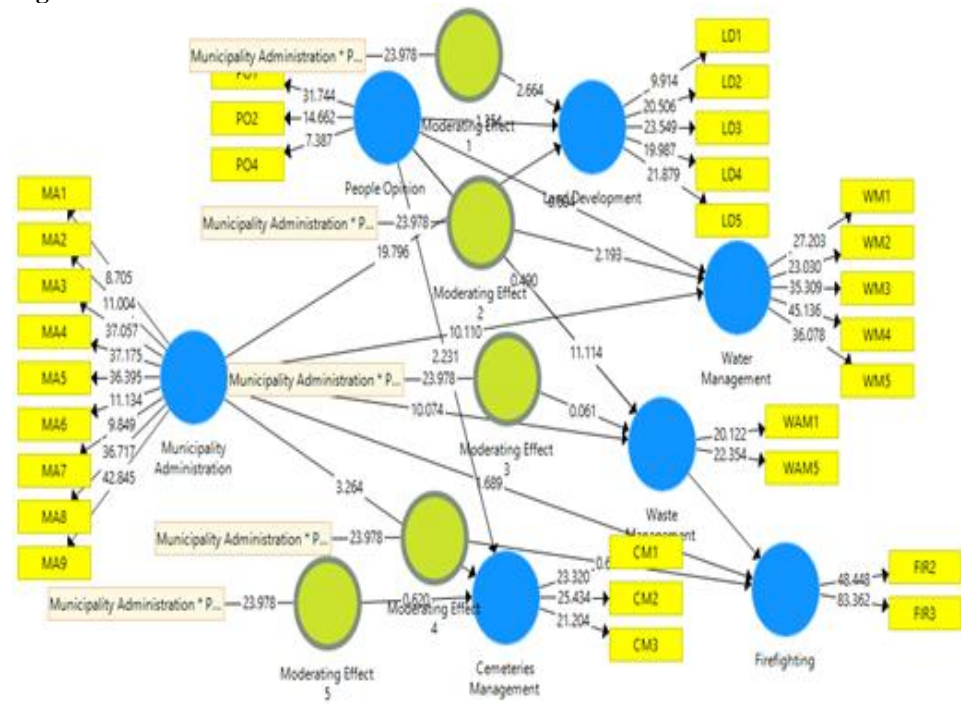


Table 6: Moderation Effect Results.

	(O)	(M)	SD	T Statistics	P Values
Moderating Effect 1 -> Land Development	0.114	0.112	0.043	2.664	0.008
Moderating Effect 2 -> Water Management	0.121	0.119	0.055	2.193	0.029
Moderating Effect 3 -> Waste Management	0.003	0.002	0.055	0.061	0.951
Moderating Effect 4 -> Firefighting	0.036	0.034	0.055	0.649	0.517
Moderating Effect 5 -> Cemeteries Management	0.033	0.031	0.053	0.62	0.535
Municipality Administration -> Cemeteries Management	0.189	0.19	0.058	3.264	0.001
Municipality Administration -> Firefighting	0.079	0.084	0.047	1.689	0.092
Municipality Administration -> Land Development	0.647	0.65	0.033	19.796	0
Municipality Administration -> Waste Management	0.467	0.469	0.046	10.074	0
Municipality Administration -> Water Management	0.487	0.491	0.048	10.11	0
People Opinion -> Cemeteries Management	0.142	0.15	0.064	2.231	0.026
People Opinion -> Firefighting	0.573	0.578	0.052	11.114	0
People Opinion -> Land Development	0.061	0.06	0.045	1.354	0.176
People Opinion -> Waste Management	0.03	0.038	0.062	0.49	0.624
People Opinion -> Water Management	0.032	0.029	0.054	0.604	0.546

## CONCLUSION

To achieve the objective of this study, this study examined the relationship between Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting. The objective of this study was to examine the effect of people opinion in Municipality administration among the community of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, Thailand. The effect of Municipality administration was examined on land development, water management, waste management, cemeteries management and firefighting. Data were collected from the community of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province, Thailand. After collection of primary data, results of the study were approached with the help of statistical software. It is evident from the results; Municipality administration has positive effect on land development. Better policies of Municipality administration enhance the land development in Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province. Moreover, Municipality administration has positive effect on water management and wastage management. Both the water management and wastage management are most important for any community. Proper implementation of Municipality administration strategies increases the water management and wastage management. Furthermore, it is found that Municipality administration has positive effect on cemeteries management and firefighting. Municipality administration among the people of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province has the ability to enhance cemeteries management and firefighting. Hence, Municipality administration has positive role to enhance land development, water management, waste management, cemeteries management and firefighting. Furthermore, people opinion also has important participation. According to the results, people opinion as moderating variable strengthen the positive effect of Municipality administration on land development. Moreover, it also has positive effect between the relationship of Municipality administration and water management.

### *Implications of the study*

The role of Municipality administration among the community of Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province is very important to contribute to the literature. Because previous studies did not examine the role of Municipality administration in Nong Waeng Kuang Sub-District, Si Somdet District, Roi Et Province. This is very first study which examined the effect of people opinion in Municipality administration. Therefore, this study contributed to the literature of Municipality administration. Along with this, the current study contributed to the field of community development. The relationship between Municipality administration, people opinion, land development, water management, waste management, cemeteries management and firefighting are one of the most unique relationship in the literature which has theoretical implications and lead to the valuable practical implications. Furthermore, this study has practical insights for the government of Thailand to promote land development, water management, waste management, cemeteries management and firefighting.

### References

- Abbas, M., & Zafar, B. (2019). Muhammad Kashif Iqbal Department of Mathematics, National College of Business Administration & Economics, Lahore, Pakistan. Department of Mathematics, Government College University, Faisalabad, Pakistan. *Journal of Mathematics (ISSN 1016-2526)*, 51(5), 43-59.
- Abedin, M. A., Habiba, U., & Shaw, R. (2014). Salinity scenario in mekong, ganges, and indus river deltas *Water Insecurity: A Social Dilemma*: Emerald Group Publishing Limited.
- Alqahtani, A.S. (2019). Examining the relationship between academic leaders' communication skills and their social

- media usage. *International Journal of Business Tourism and Applied Sciences*. 7(2). 75-89.
- Bowling, A., Bond, M., Jenkinson, C., & Lamping, D. (1999). Short Form 36 (SF-36) Health Survey questionnaire: which normative data should be used? Comparisons between the norms provided by the Omnibus Survey in Britain, the Health Survey for England and the Oxford Healthy Life Survey. *Journal of Public Health*, 21(3), 255-270.
- Buayairugsa, J., Sukmaitree, J., & Raggatanyoo, S. (2020). *Factors Affecting the Decision-Making of People in Election of the Members of Municipality Council in Pa-Ngiw Sub-District Municipality, Wiang Pa Pao District, Chiang Rai Province*. Paper Presented At The International Academic Multidisciplinary Research Conference In Switzerland 2020.
- Callanan, M. (2016). Institutionalizing the Politics-Administration Dichotomy in Local Government: Reforming the Council-Manager System in Ireland *Theoretical foundations and discussions on the reformation process in local governments* (pp. 153-178): IGI Global.
- Carvalho, R. J., Brilha, J. B., & Pereira, D. I. (2016). Designation of natural monuments by the local administration: the example of Viana do Castelo municipality and its engagement with geoconservation (NW Portugal). *Geoheritage*, 8(3), 279-290.
- Chaiyapong, A., Itithanasuphavitch, V., Yindee, N., Rattanawut, J., & Chungern, T. (2019). Guidelines for the Appropriate Career Development of the Elderly in Makok Neau Sub-District Municipality, Phatthalung, Thailand. *Asian Administration & Management Review*, 2(1).
- da Cruz, N. J. T., Lezana, Á. G. R., dos Santos, P. d. C. F., Pinto, I. M. B. S., Zancan, C., & de Souza, G. H. S. (2017). Environmental impacts caused by cemeteries and crematoria, new funeral technologies, and preferences of the Northeastern and Southern Brazilian population as for the funeral process. *Environmental science and pollution research*, 24(31), 24121-24134.
- F. Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM) An emerging tool in business research. *European Business Review*, 26(2), 106-121.
- Fokaides, P. A., Polycarpou, K., & Kalogirou, S. (2017). The impact of the implementation of the European Energy Performance of Buildings Directive on the European building stock: The case of the Cyprus Land Development Corporation. *Energy Policy*, 111, 1-8.
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of marketing research*, 382-388.
- Gülsün B. & Miç, P. (2019). Multi-Criteria decision making and the choice of university in education. *International Journal of Business Tourism and Applied Sciences*. 7(1). 32-38.
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, 117(3), 442-458.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance.
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modeling in strategic management research: a review of past practices and recommendations for future applications. *Long range planning*, 45(5-6), 320-340.
- Hameed, W. U., Basheer, M. F., Iqbal, J., Anwar, A., & Ahmad, H. K. (2018). Determinants of Firm's open innovation performance and the role of R & D department: an empirical evidence from Malaysian SME's. *Journal of Global Entrepreneurship Research*, 8(1), 29.

- Henseler, J., & Chin, W. W. (2010). A comparison of approaches for the analysis of interaction effects between latent variables using partial least squares path modeling. *Structural Equation Modeling*, 17(1), 82-109.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing *New challenges to international marketing* (pp. 277-319): Emerald Group Publishing Limited.
- Kaur, A., Patil, G., Shirk, S. J., & Taillie, C. (1996). Environmental sampling with a concomitant variable: a comparison between ranked set sampling and stratified simple random sampling. *Journal of applied statistics*, 23(2-3), 231-256.
- Kazda, M. J., Beel, E. R., Villegas, D., Martinez, J. G., Patel, N., & Migala, W. (2009). Methodological complexities and the use of GIS in conducting a community needs assessment of a large US municipality. *Journal of community health*, 34(3), 210-215.
- Martinuzzi, S., Gould, W. A., & Gonzalez, O. M. R. (2007). Land development, land use, and urban sprawl in Puerto Rico integrating remote sensing and population census data. *Landscape and urban planning*, 79(3-4), 288-297.
- Meenonthongmahasan, P., Wongwangphoem, P. N., Fongchai, J., & Sornvongkaew, N. (2018). Duty Performance of Traffic Police under Royal Thai Police up on Opinions of People in the Area of, Chum Phae Municipality, Chumphae District, KhonKaen Province. *Dhammathas Academic Journal*, 18(3), 67-78.
- Narang, A., Panchal, M., Goel, R., & Taneja, L. (2020). Pnd70 Evaluating the Importance of Drug Administration and Monitoring Costs in Economic Evaluation for Management of Multiple Sclerosis in the United Kingdom. *Value In Health*, 23, S272.
- Naveed, R. T., Hameed, W. U., Albassami, A. M., & Moshfegyan, M. (2019). Online Tax System (OTS) in Pakistan: The role of Tax Service Quality (TSQ) and Information Communication Technology (ICT). *Pacific Business Review International*, 11(12), 78-86.
- Nkyabonaki, J. (2019). Effectiveness of the Public Service Code of Ethics in Controlling Corrupt Behaviour in The Public Service: Opinion from the Grassroots at Toangoma Ward-Temeke Municipal Council. *Journal of Asian and African Studies*, 54(8), 1195-1212.
- Numkham, L., Sumpowthong, K., & Chompook, P. (2018). *Situational Analysis on Health Services for People with Chronic Diseases and Groups with High Risk: A Case Study at Kohkha Municipality, Lampang, Thailand*. Paper presented at the Proceedings of the International Conference on Healthcare Service Management 2018.
- Pan, J., Liu, Y., Zhong, X., Lampayan, R. M., Singleton, G. R., Huang, N., . . . Tian, K. (2017). Grain yield, water productivity and nitrogen use efficiency of rice under different water management and fertilizer-N inputs in South China. *Agricultural Water Management*, 184, 191-200.
- Piet, S. J., Cheng, E. T., Fetter, S., & Herring, J. S. (1991). Initial integration of accident safety, waste management, recycling, effluent, and maintenance considerations for low-activation materials. *Fusion Technology*, 19(1), 146-161.
- PORNPRASERT, P., & POONIKOM, K. (2016). Development of Key Performance Indicators of Municipality by Applying an Analytical Hierarchy Process: Case Study of Lower Northeastern Thailand, Group II. *Walailak Journal of Science and Technology (WJST)*, 13(6), 399-410.
- Razzaq, S., Maqbool, N., & Hameed, W. U. (2019). Factors Effecting The Elasticity Of Micro Credit Demand In Southern Punjab, Pakistan. *International Journal of Social Sciences and Economic Review*, 1(2), 46-53.
- Salazar, G. S. (2016). A Strategic Needs-Based Community Health Administration Model for Social Development and Administrative Reform: A Case Study of an Urban Municipality in the Philippines. *People: International Journal of Social Sciences*, 2(1).

- Streb, C. K., Kolnberger, T., & Kmec, S. (2019). The material culture of burial and its microgeography: A Luxembourg cemetery as a methodological example of an object-centred approach to quantitative material culture studies. *Journal of Material Culture*, 24(3), 334-359.
- Ul-Hameed, W., Mohammad, H., & Shahar, H. (2018). Microfinance institute's non-financial services and women-empowerment: The role of vulnerability. *Management Science Letters*, 8(10), 1103-1116.
- Voisin, N., Hejazi, M. I., Leung, L. R., Liu, L., Huang, M., Li, H. Y., & Tesfa, T. (2017). Effects of spatially distributed sectoral water management on the redistribution of water resources in an integrated water model. *Water Resources Research*, 53(5), 4253-4270.
- Wen, L., Chatalova, L., Butsic, V., Hu, F. Z., & Zhang, A. (2020). Capitalization of land development rights in rural China: A choice experiment on individuals' preferences in peri-urban Shanghai. *Land Use Policy*, 97, 104803.
- Windisch, S., Seiberl, W., Hahn, D., & Schwirtz, A. (2017). Physiological responses to firefighting in extreme temperatures do not compare to firefighting in temperate conditions. *Frontiers in physiology*, 8, 619.
- Wuschke, D., Mehta, K., Dormut, K., Andres, T., Sherman, G., Rosinger, E., . . . Lyon, R. (1981). Environmental and safety assessment studies for nuclear fuel waste management: volume 3: post-closure assessment.
- Valmohammadi, C. & Jarihi, S. (2019). The impact of transformational leadership on people empowerment: the mediating role of organization culture. *International Journal of Business Tourism and Applied Sciences*. 7(2). 55-74.
- Yuan, C., Liu, Z., & Zhang, Y. (2017). Aerial images-based forest fire detection for firefighting using optical remote sensing techniques and unmanned aerial vehicles. *Journal of Intelligent & Robotic Systems*, 88(2-4), 635-654.