Enhancing the Efficiency of Public Service Delivery by Digital Government

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Abstract

The objective of this digital government format is to enhance the efficiency of public services provided by the government. It aims to address the issues faced by government agencies in delivering services and the challenges that hinder the effectiveness of digital government. The analysis, based on the theory of efficiency, focuses on achieving successful outcomes by utilizing the most valuable resources. Digital government is utilized to address problems in the government system through the creation of platforms and applications by various government agencies to provide online services to the public. Other platforms are developed, and laws are enacted to address the issues. Some of the problems faced by the digital government include limited internet access for individuals with low incomes and the elderly who do not use smartphones. The operating system of smartphones is in English, posing a language barrier. There are also security issues with the use of various applications and online scams that deceive people by pretending to be government agencies to extort money. The public lacks knowledge and understanding of internet usage and technology. The government's applications are not widely used. Government officials sell personal data to unethical individuals, and the broad legislation does not specify the wrongdoing of these individuals. Therefore, it is necessary to provide knowledge and understanding to the public regarding internet usage, technology, and preventing dangers from cybercrimes in various forms. The development of government platforms and applications should be emphasized.

Keywords: Digital Government; Public Service; Efficiency

Introduction

The important principles of public administration in the field of political science are the management of public services to meet the needs of the people equally and fairly. The principles of public administration consist of three eras: the first era is the traditional era (CPA), the second era is the New Public Management era (NPM), and the third era is the New Public Service era (NPS). In the traditional era, the government focused on traditional authority but faced inflexibility and a loss of benefits. Then came the New Public Management era (NPM), which aimed for efficiency and collaboration with the private sector, viewing citizens as customers and emphasizing efficiency and flexibility, but may not fully cover the needs of the people. In the New Public Service era (NPS), the focus is on public benefits and citizen participation in public administration, aiming to create public value. This era emphasizes the democratic process and the importance of citizen involvement in decision-making and policy-making. The NPS era is the core of public administration in a democratic system. (Inthaphrom, 2022)

Thai society has developed rapidly from the past to the present. However, the government system still faces problems in providing efficient and high-quality services to people nationwide. For example, people in Bangkok and other provinces often encounter issues such as government officials lacking good interpersonal skills and treating the public with disrespect. The service providers also lack quality, ethics, and a sense of responsibility towards the people. Some officials do not work diligently or work slowly. Additionally, there are a large number of service users but a limited number of officials, which leads to a lack of urgent service provision. Some officials lack accountability and misuse their authority for personal gain. Some also lack knowledge and understanding, including knowledge about work equipment to improve efficiency and expertise in their roles.

The issues in public sector service delivery arising from citizens include: (1) insufficient documentation of operations due to a lack of knowledge, awareness, or indifference to legal requirements; (2) queue-jumping and special treatment requests, disregarding the standard order of service, with a demand for expedited services; and (3) a lack of understanding of governmental processes and systems by the majority of the population. (4) Some citizens prefer utilizing their privileges by issuing direct orders from higher-ranking officials, bypassing responsible officers in the hierarchy. (5) Misunderstanding of procedural steps, negative attitudes towards governmental processes, and ignorance of personal responsibilities; and (6) disregard for official documents issued by the government. (7) Concealment of certain facts by some individuals and submission of false

information to government officials. (8) Presentation of gifts or bribes to civil servants, leading to complications within the governmental system. (9) Disregard for laws, regulations, and orders by officials and related agencies. (10) Overcrowded and outdated government facilities, inadequate equipment and tools, and insufficient seating for individuals seeking government services. (11) Inadequate seating, tables, and writing materials for data input on official forms, forcing individuals to wait outside the building. (12) Outdated technology and lack of readiness in utilizing modern tools for official tasks. (Vesarat, 1994)

Common issues encountered when contacting government agencies are: (1) delayed and prolonged service delivery due to complicated procedures, excessive regulations, and outdated practices within the governmental system. (2) Long waiting queues, complicated forms, excessive document demands, and inconsistent attitudes from some officials. (3) Unfulfilled appointments and inconsistent work schedules of officials. (4) Lack of courteous service, demonstrated through impolite gestures, rudeness, insensitivity, and unwillingness to assist.

(5) Selective treatment, preferential queue-skipping, and demanding excessive compensation beyond the prescribed fees. (6) Violation of ethics and laws, allowing illicit practices and bending rules for monetary gain. (7) Unsatisfactory environmental conditions, such as distant government offices, extreme weather, limited seating, and inconvenient accessibility. (8) Inadequate communication and insufficient information dissemination to the public, lacking user-friendly guidelines and instructions, resulting in inadequate preparation and wasted time. (9) Inaccurate and incomplete information provided by officials, leading to misinformation and the need for repeated contact. (10) As a consequence, the past approach to public service is deemed inefficient, ineffective, and significantly detrimental to the country's governance. (Vesarat, 1994)

The theoretical concept of efficiency

Caroline Banton (Banton, 2022) states that efficiency refers to utilizing resources to the minimum extent required to achieve the maximum possible output or production. Resources in this context encompass raw materials, financial capital, workforce size, time for operations, and energy, which can be measured in ratios or can result in increased output while reducing or maintaining the same level of resources. Efficiency also entails achieving timely or early outcomes by reducing waste and resource depletion in the production of goods and services. When we minimize waste and inefficiencies in resource utilization, efficiency is consequently enhanced. We can measure efficiency by dividing the output by the resources used. Efficiency takes various forms, including economic

efficiency and marketing efficiency, as well as operational efficiency. It is a crucial attribute because production resources are scarce. We can assess investment efficiency by measuring the return on investment.

Many investors can determine the efficiency of an investment through the return on investment (ROI), which emphasizes the relationship between the return on investment and the cost. The formula for calculating efficiency arises from subtracting inputs from outputs (efficiency = Output ÷ Input).

The Budget Bureau, Office of the Prime Minister (2001) defines the term "efficiency measurement" as the assessment of costs (or quantities of other resources used) per unit of output. The measurement of efficiency within government agencies refers to services provided by the state to the public at the lowest possible cost, regardless of whether public services meet the specified needs of the people. This can be analyzed through variations in cost per unit and the efficiency of service provision. The concept of cost–effectiveness measure, which gauges costs per unit of outcome, serves as an evaluative and comparative tool for service alternatives, acting as a fundamental basis to determine whether there are alternative methods to achieve the same objectives with lower costs or higher effectiveness but with equal costs.

"Output", or the output of work refers to all the benefits that arise from work without subtracting waste and what is used. If calculated as a percentage, take the proportion of efficiency and multiply it by 100. Efficiency measures the outcome of work that utilizes minimal inputs or resources but results in the highest quantity of output. In simpler terms, efficiency arises from using less time.
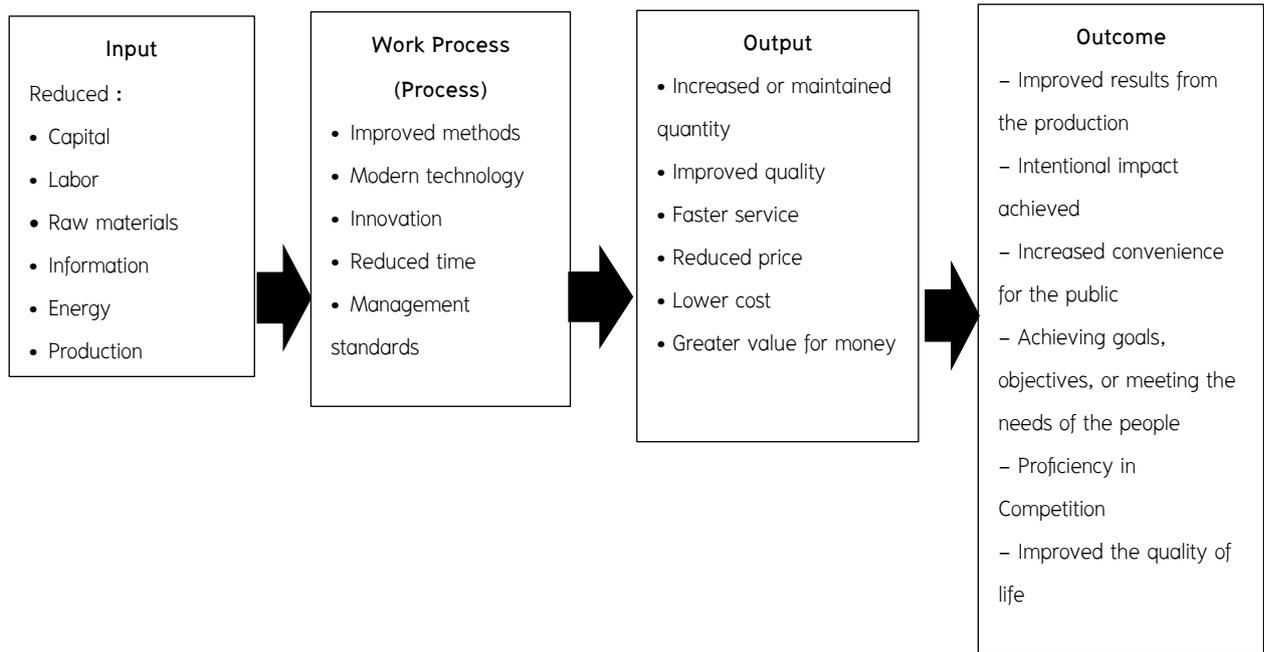
The Budget Bureau (2001) explains that quality emerges from the efficiency of work, which can be measured through assessment and reporting of quality. It reflects the satisfaction of users of goods and services, emphasizing the importance of meeting the needs of target customer groups. The standards for measuring quality encompass accuracy, precision, completeness in all forms, accessibility, risk coverage, legal compliance, and user satisfaction with the quality of outcomes in relation to users. This is different from indicators set by an organization for its self–evaluation purposes.

Banton (2022) describes the concept of efficiency from various angles as follows: Economic efficiency refers to the optimal utilization of resources to maximize benefits for providing the best possible service to everyone, without any predefined criteria. It encompasses products brought to market at the lowest feasible prices while employing labor that yields the maximum output. Market

efficiency pertains to the aggregation of all information and data about goods and services into their respective prices. Information that does not contribute to excess returns is part of this concept. Operational efficiency is measured through the profit derived from operations, which includes both operational costs and transaction fees. Efficiency can also result from reduced work time. Economic efficiency is in harmony with inventing new work tools to enhance productivity. Allocation efficiency involves allocating resources in the best possible manner to maximize benefits for all parties involved. It aids in distributing goods, services, and financial services to consumers and businesses. Energy efficiency refers to reducing the cost of energy consumption to achieve consistent outcomes. It involves methods to reduce energy loss and decrease greenhouse gas emissions. Maximum efficiency signifies the optimal allocation of capital, resources, and workforce, ensuring suitable and full capacity utilization. It has a significant impact on effectiveness and uplifts living standards across the population.

In summary, efficiency can be defined in several ways. It refers to the capability of accomplishing goals and objectives with the least amount of effort or energy, resulting in minimal waste. Efficiency also implies achieving success while utilizing the most valuable resources. At times, it means simplicity and effectiveness through optimal processes. It involves the efficient use of human capital, production equipment, and energy resources. Alternatively, efficiency might involve multiple feasible methods. Analyzing efficiency aids in cost reduction, leading to reduced break–even points, lower environmental costs, and addressing issues like global warming through greenhouse gas mitigation. As a result, it enhances productivity, reduces prices, and increases income. Efficiency can stem from factors such as reducing production elements like money, time, raw materials, workforce, and energy to their minimum. Alternatively, it can involve discovering new methods that yield better results, such as technologies and innovations. These innovations maintain or enhance existing outcomes or increase productivity while lowering costs and sales prices. Positive impacts of efficiency include increased competitiveness, elevated living standards, and improved standards of living. Public sector organizations can contribute to these benefits by increasingly facilitating public convenience.

Framework of Efficiency Concepts

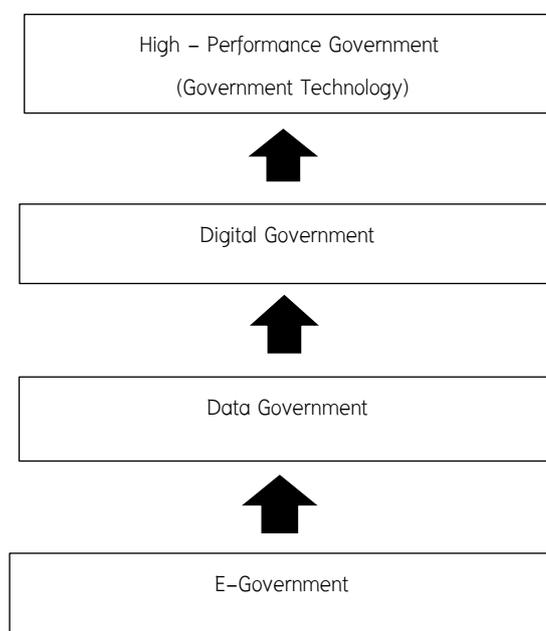| Input	Work Process (Process)	Output	Outcome
Reduced : • Capital • Labor • Raw materials • Information • Energy • Production	• Improved methods • Modern technology • Innovation • Reduced time • Management standards	• Increased or maintained quantity • Improved quality • Faster service • Reduced price • Lower cost • Greater value for money	– Improved results from the production – Intentional impact achieved – Increased convenience for the public – Achieving goals, objectives, or meeting the needs of the people – Proficiency in Competition – Improved the quality of life

Content

Since 2002, there has been a government reform known as e-government, where the government utilizes electronic systems and the internet to provide faster and more convenient services to the public. Digital technology and the internet have developed to the present day, and both the private sector and the general public have sufficient equipment to enter the digital era. In the phenomenon of digital transformation or disruption, there are four factors that have influenced digital changes: social media, mobile computing, cloud computing, and information or big data (S-M-C-I). We can see online social networking platforms such as Facebook, Twitter, Line, Instagram, and Thread, as well as technologies like big data analytics and the use of artificial intelligence (AI). The government needs to have a vision for technology and mechanisms to drive digital development to keep up with the changing world.

The government has a new role as a "Digital Government" that provides public services different from the era of modern public sector management and traditional government management. For example, the Government Data Exchange, the project to reduce requests for copies of government documents, the One Stop Service digital government service system, the Government Data Center, the Open Government Data Center, and the Data Governance framework. There is also the Unified Government Communication System, the Government Secure Intranet (IT AS A UTILITY), and the Digital Transformation Program to transition the government sector into the digital era as Thai society moves towards a cashless society through various important projects that

are ready for the public and private sectors to use. What the government urgently needs to prioritize is the development of digital skills for public sector personnel in order to utilize big data to enhance the efficiency of government work and be more responsive to the needs of the public. (Office of the Digital Government Development Commission, 2020)

"The digital government is not the ultimate goal of public sector development. The goal in the next 10 years is to become a high-performance government driven by digital technology, known as GovTech, according to Herbert Adams (Adams, 2018). He stated that GovTech refers to technology developed to enhance work efficiency and public service delivery to the people. These services can be developed and provided by the government itself or outsourced to private sector contractors.

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Digital Government Maturity Model by Gartner (2017)

Source: Digital Government Development Agency (Public Organization) (DGA) (2020)

"GovTech services can be divided into 5 groups: (1) Administration, which includes technology that helps manage data to make operations easier, more transparent, and better audited, such as financial data, human resource data, court case files, asset management, and traffic management services, among others. (2) Delivery, which includes technology that improves government services in financial transactions, transportation, or delivery between the government and the public, as well as enhances business sectors, such as a system for requesting and issuing licenses that can deliver documents quickly to homes and provide tracking at every step. (3) Infrastructure, which includes

technology services that enhance the capabilities of various government systems and public utilities, such as cloud systems, smart meters, smart grids, and various sensors that collect data for automated forecasting and analysis to provide security and real-time crime prevention. (4) Participation, which includes technology services that help create participation between the government and the people, also known as Civic Tech, such as websites for filing complaints and platforms for voting. (5) Regulation, which includes technology services that ensure efficient compliance with laws and regulations in government administration (Digital Government Development Agency, 2020).

The high-performance government is composed of several factors, including the readiness of government agencies, the skills and knowledge of personnel, budget, policies, and the ability to manage change based on GovTech principles. GovTech consists of three main principles: (1) Enhancing the quality of life for the people; (2) Easy and convenient access to services through the internet; and (3) State agencies can develop services themselves or engage private sector contractors or startups to operate. Therefore, developing GovTech Foresight is beneficial for improving the efficiency of public services provided by the Thai government. It helps determine the direction of using government technology to drive public services effectively and promotes the development of government technology startups within the country. It also contributes to the promotion and acceleration of innovation and new public services, leading to an improved quality of life for the people.

Case study

The problem of the government system is that it improves the problem of public service by using technology as a tool to provide better and more efficient services to the public, meeting the various needs of the people. For example, the use of GovTech services allows government agencies to create their own applications to provide services to the public, reducing overcrowding in public service areas. In addition, the situation of the COVID-19 pandemic has led government agencies to develop applications that allow people to access services quickly and provide accurate information from the government to the public. Examples of popular applications include "Pao Tang," "Thaigov," "Department of Land," "Chula Care," "DDC-Care," "CitIZENinfo," "AOT Airports," and "Nearby Doctor." "Card2U," "BMA Traffic," "Smart Labour 1, 2, & 3" "My ACT," "Citizen Handbook," "RD Smart Tax," "Smart Life," "Thai Victory Doctor," "Air Quality: Real-time AQI," "AirBKK," and more. The public

receives convenience, speed, and quality services. These applications allow the public to access the information stored by the government (Big Data) for their own benefit, as stated in the Data Protection Act of 2007 and the Convenience of Government Licensing Act of 2015, which simplifies the process of applying for services, reduces time, and solves transportation issues for government agencies. Furthermore, government agencies can reduce the number of personnel required for service provision and become a one-stop service, reducing the investment of government agencies in expanding physical space to accommodate the public. This also ensures the confidentiality of personal information when contacting government agencies. Therefore, the digital government service system has evolved into a high-performance government, and the public's personal data is protected under the Personal Data Protection Act of 2019, which gives the public confidence in receiving services from government agency applications. The satisfaction of the public with services provided through applications is highly appreciated, and it also helps enhance the digital capabilities of government officials while benefiting the people in the long run.

The use of this application is in line with the objective of improving the efficiency of public service to solve problems for the public. It aims to provide convenient, fast, and high-quality public services, reduce overcrowding and long queues, and also help address the issue of the COVID-19 pandemic. In the past, when the government called on the public to come forward for vaccination, it caused chaos and conflicts as people competed for their turn and increased the risk of infection. Providing public services to a large number of people and managing queues is challenging, and ensuring everyone's satisfaction with government services is even more difficult.

The application is part of efforts to enhance the efficiency of public service delivery by investing in information technology. Compared to traditional hiring of personnel to provide public services, managing personnel often poses more problems than using information technology and artificial intelligence. For example, training service providers to have a service-oriented mindset and providing public services in the context of the COVID-19 pandemic that has occurred in the past If technology is not utilized, like in some countries in the developing world that have had problems with a shortage of disease prevention equipment, it would be extremely difficult for individuals to sacrifice themselves to provide intensive services. In addition, problems with public service often include issues such as forgetting important documents and incomplete information provided to the public. Service recipients have to come back for service again. Resolving these problems by using the government's digital information technology can help retrieve the population data that the government has stored when there is registration and identity verification in the government's

service system, making service delivery faster and more efficient. Hiring personnel incurs costs for hiring and paying benefits in accordance with labor laws, resulting in higher labor costs. Combined with providing services through information technology and artificial intelligence, it makes service delivery more comprehensive. For example, communication between AI that seems very human-like and service recipients who can provide information 24 hours a day.

The utilization of Big Data in public service delivery, in accordance with the Data Protection Act of 2007 and the Government Convenience Facilitation Act of 2015, has made it easier for citizens to access government services. This is achieved through the use of applications that streamline the application process, reduce waiting times, alleviate travel issues, and enable government agencies to optimize their workforce as a one-stop service. This digital transformation of government services has also ensured the protection of personal data under the Personal Data Protection Act of 2019, instilling confidence in the public regarding the use of government applications. The high satisfaction rate among citizens reflects the effectiveness of digital government services in enhancing the capabilities of government officials while benefiting the public in the long run. The digitalization of public services has increased the efficiency of serving a large number of citizens simultaneously. Although there may be occasional technological glitches, they can be resolved without inconveniencing the public by avoiding physical visits to government offices.

Therefore, the strengths of digital government services and related applications lie in their ability to enhance the efficiency of public service delivery by complying with the relevant laws, such as the Computer-Related Offenses Act (No. 2) of 2017 and the Cybersecurity Act of 2019. Furthermore, investments in information technology by the government have yielded cost-effective results, reducing the need for personnel, providing accurate information to citizens, optimizing service space, minimizing service equipment, reducing waiting times, and ensuring data confidentiality. The ability to simultaneously provide services to the large number of citizens throughout the country has improved the convenience provided by the government, ultimately leading to an improved quality of life for the citizens and a closer relationship between the government and its people.

For the ongoing development of the public, in the case of the government's central data exchange center, which operates according to the recommendations of the National Reform Council and the Council for Reforming the Country to elevate the government to an open and connected government, there is an enactment of the administration and service provision of the government through the digital system, B.E. 2019, Article 15.

There are more agencies joining the central data exchange center system every year, and there is an increase in the number of service recipients, such as startups and citizens. The government's central data exchange center also has measures to prevent hacking and denial-of-service attacks, as well as measures in accordance with relevant laws and regulations. This central data exchange system helps reduce the workload of government officials and agencies that are responsible for safeguarding the digital data of the public and businesses, enabling the distribution of services through e-services, and supporting the service provision system of data collection agencies. The public services provided by this center are protected as data controllers under the Personal Data Protection Act B.E. 2019.

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Therefore, the major threat to the government agency's service delivery through the application is the urgent problem of economic scams, such as telephone scams or unprofessional call centers. This is an economic crime in the digital age that causes overall damage at the national level. Part of the problem arises from the leakage of personal data about citizens by government officials responsible for handling such data. According to the news on October 28, 2023, it was

discovered that police officers caught government officials selling personal data of Thai people, which can be accessed by these officials, to call centers. They earned a monthly income of 600,000 baht from selling the data. Moreover, these call centers used the personal data of Thai people to deceive them into transferring money in various cases. Many Thai people believed and transferred money because these call centers had accurate basic information about these individuals. This led to the trust of Thai people being deceived. Previous statistics have shown that in the year 2020, Thailand encountered phone scams up to 2 million times, and in the year 2021, there were over 6.4 million phone scams, resulting in damages exceeding 1,000 million baht. The problem of call centers has increased and is difficult to completely eliminate.

Gangsters use technology for financial crimes. The working format involves four main roles: call center group, cash withdrawal group, bank account or electronic card (ATM card) procurement group, and financial management group (Krasaesoonthorn, 2023). The operations of these gangsters target the people, with the main problems being the impersonation of others and using personal information obtained from government databases to deceive victims. Their modus operandi often involve deceitful tactics, such as promising tax refunds, or lottery winnings, or instilling fear, such as claiming debts for phone bills, credit cards, bank accounts related to drug abuse, or frozen and audited bank accounts. They frequently make phone calls using international numbers or through internet-based systems, appearing as a plus sign on the caller ID of mobile networks. The strategies employed by these gangsters to deceive victims are constantly evolving (Sukto, 2022). Gangsters involved in these scams are usually foreign nationals who have moved to Thailand to engage in illegal activities after facing severe penalties in their home countries. The problem of gangster call centers has had a significant impact on the national economy, resulting in victims losing substantial amounts of money and experiencing stress. Some victims have even resorted to suicide due to the traumatic experiences caused by these criminal activities.

Analysis

Improving the efficiency of public service provision by the government can effectively address the service issues of government agencies, ensuring efficiency, quality, and effectiveness in meeting the needs of the people and society in the future, especially in the era of disruptive technology. The digital government has been rapidly developing, but people still lack knowledge about utilizing technology for daily life benefits. Thai society has not fully utilized technology for its

advantages, resulting in a weaker society. This article found that people frequently use technology and the internet for various platforms and online gaming, similar to the time of the 5th reign, when Thai people were addicted.

The creators of these platforms and online games want users to spend the most time on their platforms, differentiating them from government application platforms that are numerous and often created for specific purposes, sometimes being discontinued after a certain period. The digital government aims to enhance efficiency and expand the service capabilities of the public sector, but the people do not use government services through applications on a daily basis. In comparison, the use of social networking platforms can measure user satisfaction based on daily usage. Frequent usage implies high satisfaction with the application. Therefore, to what extent do people benefit from government application platforms? These applications help improve the efficiency of public service provision by the government but still do not fully meet the needs of the people in all dimensions.

The urgent problem that the government has yet to solve effectively is the issue of organized crime syndicates, which is considered a national-level economic problem. Everyone must be aware of this problem together because these syndicates often claim to be government officials and use personal information collected by the government to deceive victims. For example, they may claim to be officials from the Department of Land, the Royal Thai Police, banks, and others. They also stay vigilant about cybercrime news to protect themselves from becoming victims, even though Thailand has laws regarding organized crime syndicates that involve fraudulent offenses under criminal law. However, this article finds that the unclear provisions of the anti-fraud laws are not strong enough to convict the offenders, and the penalties are not severe enough. Additionally, related laws such as the International Organized Crime Prevention and Suppression Act of 2013, which defines transnational organized crime as a serious offense but does not cover the actions of organized crime syndicates, the Anti-Money Laundering Act of 1999, and the Alien Employment Act of 2008, which have provisions related to the problem of organized crime syndicates, only cover it to a limited extent. Furthermore, the Digital Government Development Agency (Public Organization) has not developed technology that is advanced and complex enough to prevent technology-related crimes.

The problem of corruption in the organization responsible for managing the population and personnel database is that they sell the personal data of Thai people to unethical professionals, which is considered a breach of duty, lacking a sense of responsibility towards their role and organization. The legal problem is that there are no laws covering these illegal actions, compounded

by the fact that the culprits are often foreign and Thai nationals who head gray organizations. There is also a lack of strong screening measures to ensure that foreigners residing in Thailand are law-abiding, resulting in Chinese individuals who come to live in Thailand often being involved in illegal business activities and evading prosecution in their own country by conducting gray activities in Thailand. Additionally, there are numerous cases involving police officers due to the prevalence of corrupt syndicates, which leads to a lack of emphasis on apprehending and punishing the state's officials. The serious and organized money laundering operations and responsible organizations for technology development have a limited scope for overseeing technology usage, and although there are units responsible for monitoring and investigating these offenses, the technology is constantly evolving and complex, comparable to the sophistication of professional criminals. The Digital Government Development Agency (public organization) has developed various formats and laws to enhance the efficiency of public services through digital government. This has allowed government agencies to develop applications that can effectively reduce the budget for public services, expand the scope of public service provision, and improve the overall service provided to citizens. However, the problem that arises is the lack of knowledge about using technology in daily life to reap its benefits. Many government applications are available, but only a few are utilized effectively. Their popularity among the public lies in their satisfaction with platforms and online games, similar to addictive substances.

Legal aspects of technology and technology-related crimes still remain factors that affect the efficiency of government processes and hinder public trust. Even though the development of applications can improve the quality of life for citizens, access to these services is limited to those with internet access and sufficient income to afford smartphones and internet connections. In remote areas, internet connectivity is still unreliable. Therefore, it is predicted that conveniences for the public will continue to have limitations in certain areas. As public sector technology services develop alongside the problem of cybercriminal activities, it greatly hinders the country's economic competitiveness due to a lack of confidence in the government's efforts to develop GovTech. The absence of strong legislation to support efficient banking systems, financial management, and communication technology hinders the country's economic development. If a government formed through elections aims to address this problem as a national agenda alongside economic development, it needs to tackle the issue of cybercriminal activities and unprofessional telephone practices that hinder the efficiency of technology services provided by the government. This will ensure that the tools for enhancing the standard of living for the people align with the sustainable

development goals. If the government intends to enhance the efficiency of public services through a digital government approach, it must address technology-related crimes and unprofessional telephone practices before public trust in government services disappears.

Recommendations:

1. Providing knowledge about the beneficial and appropriate use of technology and the internet for all genders and ages.

2. Advocating for the prevention of cybercrimes.

3. Developing platforms and applications that cover daily life usage for people.

4. Collaboration among all government agencies, private sectors, and international organizations involved in the secure provision of public services.

5. Updating laws to keep pace with cutting-edge technology.

6. Vigilant oversight of government personnel to prevent data breaches.

7. Reducing human involvement in database access by employing advanced technology to prevent unauthorized data access and trafficking.

8. Increasing penalties for cybercrimes and enacting laws that cover various forms of internet-related offenses.

9. Strengthening supervision and monitoring of foreign business operators residing in Thailand to reduce technology-related criminal activities.

10. Widely disseminating knowledge for individuals to address specific issues, preventing them from falling victim to call center scams.

Conclusion

Public administration in the public sector focuses on managing public affairs for the benefit of the people and promoting fairness and justice. The era of public service emphasizes the democratic process and citizen participation, as well as transparency. Efficient public service prioritizes the value of providing services to the public and responding to their needs. Measuring value for money can be done by comparing the cost per unit of output or evaluating alternative service options to determine if the goals are achieved at a lower cost. The quality of service is measured by user satisfaction and the effectiveness of public goods and services. Public service that satisfies the public includes accuracy, completeness, accessibility, risk protection, and compliance

with the law. Efficient, effective, and quality public sector services aim to transform the government system using electronic systems, digital technology, and the internet to provide digital government services. GovTech, in the future, can help enhance the efficiency of public sector services. Government agencies have developed applications to reduce government service issues, such as reducing time, travel, personnel, implementing identity verification systems, reducing paperwork, providing one-stop services, and offering AI consultation services. These technologies help improve the efficiency of public sector services. Legislation supports service delivery reforms that align with government system reforms, with measures to prevent hacking and denial of service attacks on government systems. The digital systems also gather digital data on citizens and businesses. Challenges in enhancing the efficiency of digital government public services include access to technology and the internet, English language skills, smartphone security, and online threats. Unscrupulous callers who impersonate government agencies and misuse personal data are also a concern. Improving public service delivery in diverse applications is crucial. Providing useful knowledge about using technology in daily life, securing personal data, expanding internet access, and providing free internet services, as well as educating the public about countering unprofessional callers, are important. Recommendations include providing knowledge on the proper use of technology and the internet and preventing unprofessional callers. Developing comprehensive platform formats for daily life, controlling and preventing data leaks, and improving legislation to cover and increase penalties for cybercriminals and unprofessional callers.

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