

# **FACTORS AFFECTING THE ACHIEVEMENT OF MOVEMENT GUIDELINES OF IMPLEMENTING DIGITAL LOCAL GOVERNANCE POLICY FOR INNOVATIVE PROMOTION OF PUBLIC SERVICE IN LOCAL ADMINISTRATIVE ORGANIZATION: CASE STUDIES OF THE CITY MUNICIPALITIES IN NONTHABURI PROVINCE**

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### **Abstract**

This article was conducted to analyze the factors influencing the achievement of movement guidelines of implementing digital local governance policy for innovative promotion of public services in local administrative organizations. City municipalities in Nonthaburi Province were selected as a case study. The study used a quantitative approach. The population for this study consisted of 4,893 municipal employees working under the Nonthaburi City Municipality and Pak Kret City Municipality while a sample size comprised 400 people determined based on Taro Yamane's formula and selected by multi-stage sampling. A structured questionnaire was used as the research data collection tool, and collected data were analyzed using statistical software for stepwise multiple regression with a 95% confidence level. The findings revealed that the factors influencing the achievement of movement guidelines of implementing digital local governance policy for innovative promotion of public services in local administrative organizations of the city municipalities in Nonthaburi Province have a coefficient of determination or  $R^2$  of 0.861. It means the five predictive variables in the regression model can predict 86.1% of the studied factors. Each influences the prediction of the following dependent variables: 1) organizational management ( $\beta = 0.283$ ), 2) partnerships and participation ( $\beta = 0.237$ ), 3) leadership and motivation ( $\beta = 0.204$ ), 4) organizational policy ( $\beta = 0.172$ ), and 5) work environment ( $\beta = 0.092$ ).

**Keywords:** Digital Local Governance Policy, Local Innovation, City Municipalities

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