The Pracharat Policy's impact on Improving Quality of Life Following the COVID-19 Pandemic for People in Buriram

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Abstract

The COVID-19 epidemic has had an influence on both the provincial and national economies. The purpose of this study is to examine the extent to which the Pracharat Policy has improved the standard of living for residents of Buriram Province in the wake of the COVID-19 pandemic. 400 people from Buriram Province who are at least 18 years old make up the population; they were chosen by simple random sampling. A questionnaire is the tool utilized for the investigation. According to the research findings, the majority of respondents are females, between the ages of 31 and 41, have a bachelor's degree, work as general laborers, and make between 10,001 and 15,000 baht per year. With an average score of 3.36, their opinion level was considered moderate overall. In particular, Buriram Province's development had an average score of 3.55; the province's community and local quality of life development had an average score of 3.32; and Buriram Province's impact on the Pracharat Policy after the COVID-19 outbreak had an average score of 3.22. The Pracharat Policy in Buriram Province had a direct impact on the province's development and the enhancement of the quality of life at the community and local levels, with influence sizes of 0.600 and 0.186, respectively, according to direct, indirect, and overall influence analysis. With an influence size of 0.772, the province's development directly affected the enhancement of local and communal quality of life in Buriram Province. The prediction coefficient is 0.517, and the influence values were statistically significant at the 0.01 level.

Keywords: Policy, Pracharat, Quality of Life, Buriram Province

Introduction

The government plays a crucial role in advancing the country's development by implementing public policies. Public policy refers to the deliberate actions and decisions made by the government to address the needs and concerns of the people. It involves a sustained commitment to effectively carry out these actions [5]. The formulation of policies for national development in the areas of economy, society, politics, and governance will be influenced by both internal and external variables of the country [7]. These policies will inevitably affect the people, either in a favorable or bad manner. Public policy is a governmental tool used for the management and growth of a country. However, the full realization of public policy can only be achieved by its implementation [3]).

The primary agenda item of the previous government headed by Prime Minister General Prayut Chan-o-cha was the Pracharat policy. Notwithstanding challenges posed by the COVID-19 epidemic and natural calamities, the administration did everything in its power to maintain the nation's progress. The government employed a number of strategies to boost the economy, including raising taxes and borrowing funds to fund various initiatives. Since COVID-19 has spread to all regions, individuals can resume their regular lifestyles. Nevertheless, the nation's GDP has not increased despite the government's enormous economic stimulation spending. It begs the issues of whether the economic stimulation produced long-term jobs and income for the populace or whether it was really a stopgap measure, and if the cash actually made it to the major cities, smaller cities, or rural areas.

In light of the aforementioned, the researchers are keen to investigate how the Pracharat policy, which was implemented under the new government headed by Prime Minister Srettha Thavisin, affected the standard of living of residents in Buriram province during the COVID-19 pandemic. The COVID-19 epidemic and the country's development under the Pracharat program both created substantial obstacles to Buriram's development as a secondary city. The Northeastern region and Buriram province have not previously conducted any research on this topic, according to this study. As a result, it is anticipated to advance knowledge and provide a foundation for the creation of sensible public policy. Moreover, it will demonstrate the policy's future efficacy for the province.

Objectives of the Study

1.   To research the Pracharat policy's degree of influence in Buriram Province

following the COVID-19 pandemic

2.   To research the extent to which the Pracharat policy affected the growth of the

people's quality of life in Buriram Province following the COVID-19 pandemic

3.   To investigate the extent of the Pracharat policy's direct, indirect, and overall

effects on the development of people's quality of life in Buriram Province following the COVID-19 pandemic

Research Methodology

Scope of the Research

1. Population and Sample Group

1.1 Population The 1,224,619 eligible voters in Buriram Province who are over the age of 18 are included in the population [9].

1.2 Sample Group There are 400 eligible voters in Buriram Province who are over the age of 18. This is the sample group. With a margin of error of ±5% and a confidence level of 95.5%, the sample size is obtained by applying Taro Yamane's table formula [17]. By employing simple random sampling and drawing lots, the sample was dispersed at random throughout the different districts [12].

2.1 General information of the respondents: Gender, age, education level, occupation, and monthly income.

2.2 Independent Variable: The impact of the Pracharat policy in Buriram Province after the COVID-19 outbreak.

2.3 Dependent Variables: Provincial development and the quality of life development of local residents and communities in Buriram Province.

Research Instruments

A questionnaire comprising two sections—a checklist and a five-level rating scale—was the research tool employed in this study.

Data Analysis

1 Data Analysis for Instrument Quality Verification

1.1Content Validity Analysis: By calculating the item-objective congruence (IOC) index between each item's questions, operational definitions, and observable variables, the content validity of each item was examined. Every question in the questionnaire used for this study had an IOC value between 0.66 and 1.00, meaning that every question had an IOC value larger than 0.50. According to SuwimonWongwanich [14], this implies that every inquiry is correctly linked with the operational definitions.

1.2 Reliability Analysis: Using Cronbach's approach, the alpha (α) coefficient was calculated for each latent variable and the overall reliability of the questionnaire. During the survey, Cronbach's alpha coefficient was 0.961.

2 Statistics Used for Data Analysis

Mean and standard deviation were used to analyze the data. A statistical software program was utilized to analyze the influence, direct and indirect, and overall.

Data Interpretation

1. Analysis of Mean and Standard Deviation: According to Boonchom Srisuk [4], the purpose of this analysis was to determine the extent to which the Pracharat policy had an impact on the quality of life of people living in Buriram Province following the COVID-19 epidemic:

4.51 – 5.00: Indicates the highest level of impact of the Pracharat policy in Buriram Province.

3.51 – 4.50: Indicates a high level of impact of the Pracharat policy in Buriram Province.

2.51 – 3.50: Indicates a moderate level of impact of the Pracharat policy in Buriram Province.

1.51 – 2.50: Indicates a low level of impact of the Pracharat policy in Buriram Province.

1.00 – 1.50: Indicates the lowest level of impact of the Pracharat policy in Buriram Province.

Results

General Information of the Respondents: As shown in Table 1.

Table 1 Frequency and Percentage of the Status Information of the Sample Group Responding to the Questionnaire (n = 400).

Status	Frequency (n)	Percentage (%)
1. Gender		
- Male	173	43.3
- Female	227	56.7
2. Age		
- 18 - 25 years	50	12.5
- 26 - 33 years	56	14

- 34 - 41 years	162	40.5
- 42 - 49 years	103	25.5
- 50 - 57 years	23	5.8
- 58 years and above	6	1.5
3. Education Level		
- Primary Education (Grades 4-6)	23	5.8
- Secondary Education	95	23.8
- Bachelor's Degree	238	59.5
- Master's Degree and above	44	11
4. Occupation		
- Agriculture	76	19
- Government Service	6	1.5
- State Employee	60	15
- General Labor	132	33
- Private Company	94	23.5
- Trade	32	8
5. Monthly Income		
- Below 5,000 Baht	3	0.8
- 5,001 – 10,000 Baht	69	17.3

- 10,001 – 15,000 Baht	148	37
- 15,001 – 20,000 Baht	126	31
- 20,001 – 25,000 Baht	22	5.5
- Above 25,001 Baht	32	8
Total	**400**	**100**

Table revealed that most respondents are female, between the ages of 31 and 41, and have a bachelor's degree. They make between 10,001 and 15,000 Baht a month, mostly working as general laborers.

1. Analysis of the Impact Level of the Pracharat Policy on the Quality of Life Development of the People in Buriram Province after the COVID-19 Outbreak, Overall and by Aspect, as shown in Table 2.

Table 2

The Mean and Standard Deviation Analysis of the Pracharat Policy's Effect on the Development of People's Quality of Life in Buriram Province Following the COVID-19 Outbreak: Overall and by Aspect Results.

Aspect	Mean (M)	Standard Deviation (S.D.)	Interpretation
Impact of the Pracharat Policy in Buriram Province after COVID-19	3.22	0.706	Moderate
Development of Buriram Province	3.55	0.730	High
Development of Quality of Life of Local Communities in Buriram	3.32	0.902	Moderate
Overall	3.36	0.669	Moderate

Table 2 revealed that the respondents' perceptions of the Pracharat policy's overall influence on the improvement of people's quality of life in Buriram Province during the COVID-19 epidemic were moderate (M = 3.36, S.D. = 0.699). One feature was found to be at a high level when examined aspect-by-aspect: Buriram Province's development (M = 3.55). The improvement of local populations' quality of life in Buriram Province (M = 3.32) and the effect of the Pracharat policy in Buriram Province following the COVID-19 outbreak (M = 3.22) were both at a moderate level.

2. Analysis of the Impact Level of the Pracharat Policy on the Quality of Life Development of the People in Buriram Province after the COVID-19 Outbreak, Focusing on the Impact of the Pracharat Policy in Buriram Province after the COVID-19 Outbreak, Overall and by Aspect, as shown in Table 3.

Table 3

The Results of the Mean and Standard Deviation Analysis of the Impact of the Pracharat Policy in Buriram Province after the COVID-19 Outbreak, Overall and by Aspect.

Aspect	Mean (M)	Standard Deviation (S.D.)	Interpretation
Solving Poverty Issues	3.32	0.964	Moderate
Reducing Social Inequality	3.37	0.946	Moderate
Improving Quality of Life	3.86	0.877	High
Equality and Justice	2.56	1.180	Moderate
Satisfaction with the Pracharat Policy	2.99	1.111	Moderate
Overall	**3.22**	**0.706**	**Moderate**

Based on Table 3, it was found that the respondents' opinions on the impact level of the Pracharat policy after the COVID-19 outbreak, both overall and by aspect, were at a moderate level overall (M = 3.22, S.D. = 0.706). When considering individual aspects, it was found that one aspect was at a high level: the improvement of quality of life (M = 3.86). Four aspects were at a moderate level. The aspect with the highest moderate level was reducing social inequality (M = 3.37), followed by solving poverty issues (M = 3.32), satisfaction with the Pracharat policy (M = 2.99), and lastly, equality and justice (M = 2.56).

3. Analysis of the Impact Level of the Pracharat Policy on the Quality of Life Development of the People in Buriram Province after the COVID-19 Outbreak, Focusing on the Development of Buriram Province, Overall and by Aspect, as shown in Table 4.

Table 4
The Results of the Mean and Standard Deviation Analysis on the Development of Buriram Province.

Aspect	Mean (M)	Standard Deviation (S.D.)	Interpretation
Economy	3.51	0.920	High
Society and Quality of Life	3.56	1.000	High
Natural Resources and Environment	3.53	1.085	High
Security and Peacekeeping	3.58	1.034	High
Overall	**3.55**	**0.730**	**High**

Table 4 revealed that respondents' perceptions of the Pracharat policy's overall impact on the quality of life and development of Buriram Province's population following the COVID-19 pandemic were generally at a high level (M = 3.55, S.D. = 0.730). When examining each component separately, they were all excellent. Security and peacekeeping had the highest level (M = 3.58), followed by quality of life and society (M = 3.56), the environment and natural resources (M = 3.53), and the economy (M = 3.51).

4. Analysis of the Impact Level of the Pracharat Policy on the Quality of Life Development of the People in Buriram Province after the COVID-19 Outbreak, Focusing on the Development of Quality of Life of Local Communities in Buriram Province, Overall and by each item, as shown in Table 5.

Table 5

The Results of the Mean and Standard Deviation Analysis on the Development of Quality of Life of Local Communities in Buriram Province.

Aspect	Mean (M)	Standard Deviation (S.D.)	Interpretation
Sustainability of Community Strength	3.47	0.967	Moderate
Economic Growth of the Community	3.36	0.998	Moderate
Efficiency of Access to Government Services	3.15	1.085	Moderate
Overall	3.32	0.902	Moderate

Using Table 5 as a basis, it was discovered that respondents' perceptions of the Pracharat policy's overall impact on the improvement of local communities' quality of life in Buriram Province following the COVID-19 outbreak were generally moderate (M = 3.32, S.D. = 0.730). When analyzed separately, each was at a mediocre degree. The community's ability to sustain its strength over time was the element with the highest moderate level (M = 3.47), followed by the community's ability to prosper economically (M = 3.36) and efficiently access government services (M = 3.15).

5. Examination of Direct, Indirect, and Total Influences on the Impact of the Pracharat Policy on the Quality of Life Development of the People in Buriram Province after the COVID-19 Outbreak.

The research team presented the analysis results as shown in Table 6.

Table 6

Sizes of Direct, Indirect, and Total Influences on the Impact of the Pracharat Policy on the Quality of Life Development of the People in Buriram Province after the COVID-19 Outbreak.

Variables	direct effects	indirect effects	total effects
Impact of the Pracharat Policy in Buriram Province after the COVID-19 Outbreak (SUMa)			

	-	-	-
Development of Buriram Province (SUMb)	0.186**	-	0.186**
Development of Quality of Life of Local Communities in Buriram Province (SUMc)	0.600**	.772**	1.372**
(χ^2) = 455.012, df = 3, p = 0.000, CFI = 1.000, TLI = 1.000, RMSEA = 0.000, SRMR = 0.000			
R^2 of the structural equation for the impact of the Pracharat policy on the quality of life development of the people in Buriram Province after the COVID-19 outbreak = 0.517			

**Note: ** $p < 0.01$

Table 6 revealed that the Pracharat policy had a direct, indirect, and total influence on the development of the people's quality of life in Buriram Province following the COVID-19 outbreak (SUMa). These influences had an influence size of 0.600 and 0.186 on the development of Buriram Province (SUMb) and the quality of life of local communities in Buriram Province (SUMc), respectively. The development of Buriram Province (SUMb) directly influenced the development of the quality of life of local communities in Buriram Province (SUMc) with an influence size of 0.772, which is statistically significant at the 0.01 level. Additionally, there was an indirect influence from the impact of the Pracharat policy in Buriram Province after the COVID-19 outbreak (SUMa) with an influence size of 0.600 and 0.772, which is statistically significant at the 0.01 level.

Following the COVID-19 outbreak, the Pracharat policy's effect on the quality of life development of the population in Buriram Province was determined to have a coefficient of determination (R2) of 0.517 in the structural equation. This suggests that 51.7% of the variance in the Pracharat policy's influence on the improvement of people's quality of life in Buriram Province following the COVID-19 epidemic can be explained by the variables in the model. The research team took into consideration the weight of the variable components in the model, as indicated in Table 7, in order to clearly summarize the influences of factors on the impact of the Pracharat policy on the quality of life development of the people in Buriram Province following the COVID-19 outbreak and the influences among the factors themselves.
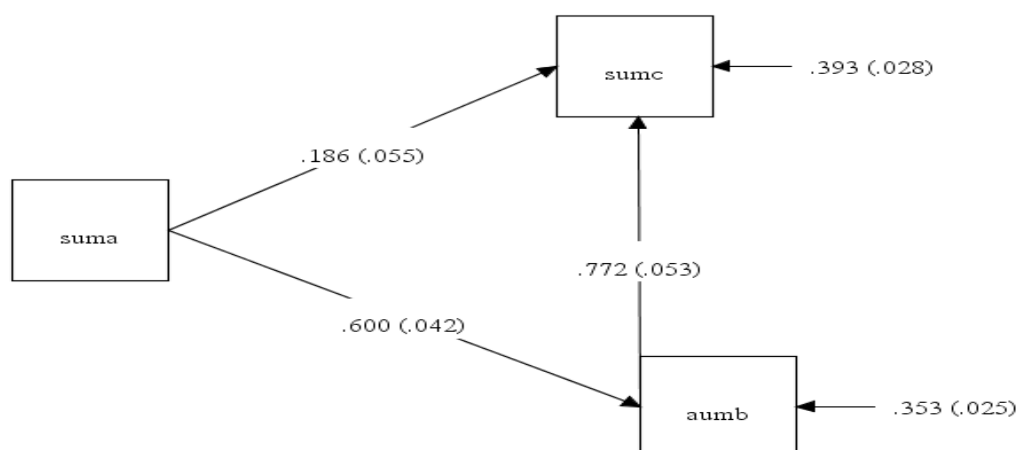
Table 7

Component Weights of Variables in the Model of the Impact of the Pracharat Policy on the Quality of Life Development of the People in Buriram Province after the COVID-19 Outbreak.

Observed Variable	Component Weight(λ)	SE	T	R^2
Development of Buriram Province (SUMb)	0.663	0.038	17.238	0.337
Development of Quality of Life of Local Communities in Buriram Province (SUMc)	0.483	0.035	13.911	0.517

Development of Buriram Province (SUMb), with a component weight of 0.663, is the observed variable with the highest component weight, according to Table 7, which represents the results of developing the model of the impact of the Pracharat policy on the quality of life development of the people in Buriram Province following the COVID-19 outbreak. The Development of Quality of Life of Local Communities in Buriram Province (SUMc) variable has the lowest component weight, weighing 0.483.

Upon examining the observed variables' coefficient of determination, it was discovered that the coefficients ranged from 0.337 to 0.517. With a value of 0.517, the Development of Quality of Life of Local Communities in Buriram Province (SUMc) variable had the highest coefficient of determination. With a value of 0.337, the Development of Buriram Province (SUMb) variable has the lowest coefficient of determination.

As indicated by Diagram 1, it can be concluded that the study's findings regarding the magnitudes of direct, indirect, and total influences as well as the variables affecting how the Pracharat policy affected people's quality of life and development in Buriram Province following the COVID-19 outbreak support the established hypothesis.

Chi – square = 455.012, df = 3, p = 0.000, CFI = 1.000, TLI = 1.000, RMSEA = 0.000, SRMR = 0.000.

Diagram 1:*Direct, Indirect, and Total Influences and Factors Influencing the Impact of the Pracharat Policy on the Quality of Life Development of the People in Buriram Province after the COVID-19 Outbreak.*

Discussions

The research team has separated the explanation of the findings into two sections:

1) The degree to which the Pracharat policy affected the improvement of the quality of life of the residents of Buriram Province following the COVID-19 pandemic. 2) The extent to which the Pracharat policy affected the growth of the people's quality of life in Buriram Province following the COVID-19 epidemic, both directly and indirectly.

Each part includes key points discussed as follows:

1.Overall, it was determined that the Pracharat policy had a moderate impact on the growth of people's quality of life in Buriram Province following the COVID-19 epidemic. Upon analyzing every facet, it was discovered that one aspect—the growth of Buriram Province—was at a high level. The improvement of local populations' quality of life in Buriram Province and the effects of the Pracharat policy in Buriram Province following the COVID-19 outbreak were both at a moderate level.

When specifically analyzing the impact of the Pracharat policy in Buriram Province after the COVID-19 outbreak, it was found to be at a moderate level overall. One aspect, quality of life development, was at a high level, while four aspects were at a moderate level: reducing social inequality, solving poverty issues, satisfaction with the Pracharat policy, and equality and justice.

Overall, it was discovered that Buriram Province had developed to a very high degree in all areas, including the economy, society and quality of life, natural resources and the environment, and security and peacekeeping.

Buriram Province's local communities' general quality of life development was determined to be at a modest level. The elements were the ability of local communities to maintain their strength over time, their economic development, and the effectiveness of their access to public services. Effectiveness, in the words of Supachai Yawaprapas [13], is the capacity of the policy to accomplish its aims. Analyzing whether and to what extent an option can accomplish the goals is the first step in considering alternatives based on effectiveness. It passes consideration if the goal is met; else, it fails. This is consistent with the definition of effectiveness given by Etzioni [6], who stated that an organization's effectiveness is measured by how well its aims are achieved. He also covered the Goal Model and the System Model's analyses of organizational success. Prangtip Phakdeekeereepairawan's study [11], which looked at the people's quality of life in Baan Saen To Community, Moo 11, Tha Pha Subdistrict, Ko Kha District, Lampang Province, is consistent with this. By using a quality of life evaluation instrument, it was discovered that the Baan Saen To community's mental health, relationships, and surroundings all had moderate levels of quality of life.

Additionally, it is consistent with the research conducted by Wilda Inchatr [16], which examined local participatory public policy management. According to the research, there are a number of challenges facing participatory public policy management at the local level, including those pertaining to staffing, funding, and resources; also, there are issues with how the government is encouraging participation from different groups and the community's occupational concerns. Overall, there was moderate agreement between management variables and local environmental aspects. There was a lot of agreement on politics and education. In terms of satisfaction, strategic management, local and organizational culture, service process, society, participation model, public policy model, and economics, there was moderate agreement. In terms of participation in the creation, formulation, execution, evaluation, and receipt of benefits of local public policies, participation behavior was generally moderate.

Warit Kulbut's [15] research, which made policy suggestions for turning Nakhon Phanom Province into a special economic zone, is likewise in line with this. The study revealed that income gaps between urban and rural populations had an impact on the economic aspect, while limited participation and information awareness affected the social aspect. The urban aspect was affected by delays in the revision of relevant laws and regulations, and the physical infrastructure aspect was affected by environmental conditions and pollution. Four areas with twenty-four strategies were included in the policy recommendations for the development of Nakhon Phanom Province: environmentally friendly agricultural and agro-industrial development, trade and investment development, tourism and service quality development, and social and quality of life development for sustainable happiness. Six areas served as enablers for the management of Nakhon Phanom Province: integrated management, state policy, government support, legal appropriateness, and area potential.

In a similar vein, Atiwat Siripan [2] investigated local development involvement in the Mueang District, Pathum Thani Province's Lak Hok Subdistrict Municipality. According to the study, the majority of the sample participated moderately in decision-making, execution, and evaluation, and they had a moderate degree of knowledge and comprehension of local government. Representative power was where participation was at its strongest. The general level of public participation was moderate across the board. The Lak Hok Municipality concentrated on making plans and projects public through a variety of channels in order to promote public involvement in development and gathered feedback from the public in order to coordinate future directions. According to interviews, the municipality prioritizes transparency in disclosure under legislation to encourage public involvement in all facets of local development. The administration placed a high priority on educating the public about quality of life, infrastructure, municipal activities, and possible advantages to encourage greater public participation at every stage and improve the effectiveness of administration planning based on public information gathered.

2. Examination of Direct, Indirect, and Total Influences

The following important topics are covered in the analysis of the direct, indirect, and overall implications on the Pracharat policy's impact on the growth of people'squality of life in Buriram Province following the COVID-19 outbreak:

The study's findings indicate that the Pracharat policy's effects on the quality of life of the population in Buriram Province following the COVID-19 pandemic have a direct impact on the province's development as well as the local communities' quality of life, with influence sizes of 0.600 and 0.186, respectively. With an influence size of 0.772, which is statistically significant at the 0.01 level, the development of Buriram Province directly affects the development of local populations' quality of life. Furthermore, there is an indirect influence (influence sizes of 0.600 and 0.772, both statistically significant at the 0.01 level) from the Pracharat policy's effects in Buriram Province following the COVID-19 epidemic. With an influence size of 0.772, which is statistically significant at the 0.01 level, the development of Buriram Province directly affects the development of local populations' quality of life. Furthermore, there is an indirect influence (influence sizes of 0.600 and 0.772, both statistically significant at the 0.01 level) from the Pracharat policy's effects in Buriram Province following the COVID-19 epidemic.

The structural equation pertaining to the impact of the Pracharat policy on the quality of life development of the population in Buriram Province following the COVID-19 epidemic has a coefficient of determination (R2) of 0.517. This suggests that 51.7% of the variance in the Pracharat policy's influence on the improvement of people's quality of life in Buriram Province following the COVID-19 epidemic can be explained by the variables in the model. This is in line with a study conducted by Kampanat Phonphromwinit et al [8] that looked at how well municipalities in the eastern region implemented community development policies. According to the research, three factors totaling eight variables influence how effectively community development policies are implemented by municipalities in the eastern region: (1) factors related to policy implementation (β = 0.48) that have three variables: political support, measurable and evaluable objectives, and environment; (2) factors related to sufficiency economy (β = 0.53) that have three variables: environment, support, and natural resources; and (3) factors related to community development (β = 0.56) that have two variables: community status and public participation. At the 0.05 level, these three factors are statistically significant because they account for 54.20% of the variance in the success of municipalities in the eastern region adopting community development programs (Adjusted R^2 = 0.542).

Warit Kulbut's research [15], which made policy suggestions for turning Nakhon Phanom Province into a special economic zone, is likewise in line with this. The study discovered that:

1.   The economic aspect has been impacted by income disparities between urban

and rural populations. The social aspect showed limited public participation and low awareness and understanding of information. The urban aspect indicated delays in revising relevant laws and regulations. The physical aspect highlighted issues with infrastructure, pollution, and the environment.

2.   Twenty-four strategies are divided into four areas: five are related to the

development of tourism and service quality; six are related to the development of environmentally friendly agriculture and agro-industry; seven are related to trade and investment; and six are related to the development of society and quality of life for sustainable happiness.

3. Six elements are supportive of Nakhon Phanom Province's development management: public engagement, appropriate law, state policy, state assistance, integrated management, and regional potential. This is consistent with Porntep Namkorn's research [10] on the elements of citizen involvement in local economic, social, and environmental development in the province of Chanthaburi. The study discovered that there are four primary components and nine auxiliary components that make up the public engagement in local development in Chanthaburi Province's economic, social, and environmental

domains. The fit indices for the economic component of local development in Chanthaburi Province are as follows: X2 = 23.014, df = 16, X2/df = 1.438, p-value = 0.113, TLI = 0.997, RMSEA = 0.030, SRMR = 0.010, and CFI = 0.999. These correlate with empirical data.

Fit indices for the social component of local development in Chanthaburi Province are X2 = 29.030, df = 20, X2/df = 1.451, p-value = 0.087, TLI = 0.997, RMSEA = 0.030, SRMR = 0.008, and CFI = 0.999. These values also agree with empirical data. The fit indices for the environmental aspect of local development in Chanthaburi Province are X2 = 26.158, df = 20, X2/df = 1.307, p-value = 0.160, TLI = 0.998, RMSEA = 0.025, SRMR = 0.006, and CFI = 0.999, which are consistent with empirical data. These results conflict with a 2018 study by Athipong Nakroth at al. [1] on Chumphon Province's local development and the "People's State" policy paradigm. According to their research, Chumphon Province has a high overall degree of local development and the "People's State" policy.

A significant correlation value of.8074 was found in the study of the association between Chumphon Province's local development and the "People's State" policy. With an R2 of.665, an F-value of 130.107, an Adjusted R2 of.660, and an R2 Change of.004, the policy factors that affect local development in Chumphon Province statistically significantly explain 66.50% of the variation. These results are significant at the α.05 level. The following subordinate variables, ranked by correlation strength, best explain the local development in Chumphon Province: enhancing organizational capabilities; empowering the community and socially; guaranteeing rights and freedoms; striking a balance in development participation; encouraging local involvement; and enhancing the capacity of civic groups and private development organizations.

The regression equations that predict local development in Chumphon Province are as follows: $Zr = .279Z7 + .204Z6 + .168Z3 + .152Z5 + .117Z1 + .099Z2$, and $Y = .830 + .097X1 + .082X2 + .120X3 + .124X5 + .155X6 + .217X7$ in standardized scores. Chumphon Province's local development policy model, known as the "People's State," aims to uphold citizens' rights and freedoms, resolve social conflicts amicably, build civic groups and private development organizations' capacity, balance participation, promote local involvement, and enhance citizens' competence and social power. Chumphon Province should also focus on other important areas, like managing members of producer and occupational groups, fostering investment in commercial craftsmanship and tourism, boosting tourism, and developing agricultural and agro-industrial production. Policies by the state endorsing the budget for job creation and community entrepreneurship endeavors should also be in place. This is because Chumphon Province's economy is based on coastal tourism and rubber, therefore the changes that have taken place have not had a major effect on the situation. In contrast, agricultural products—which have been impacted by low prices— provide the majority of the province's revenue. In addition, many people have lost their primary source of income as a result of the COVID-19 pandemic, and despite large financial infusions into the system, public satisfaction is low because most people have not benefited from the "People's State" policy or its benefits have not been widely distributed. This has impacted the public's impression of these projects, resulting in respondents to the study having moderate views on the matter.

Conclusion

Following the COVID-19 outbreak, the "People's State" policy had a minor overall impact on the development of the quality of life for Buriram Province's citizens. Buriram Province's development is ranked as high, while the quality of life in the communities and the consequences of the "People's State" policy following the COVID-19 pandemic are evaluated as moderate. Equality and justice, and satisfaction with the "People's State" policy, were found to have the lowest average scores when examining the sub-aspects of each main category in relation to the effects of the policy in Buriram Province following the COVID-19 outbreak. The economic, natural resources, and environmental sectors of Buriram Province's development had the lowest average scores, correspondingly. The effectiveness of local community economic growth and public service accessibility had the lowest average scores in Buriram Province's development of community-level quality of life. After analyzing the direct, indirect, and cumulative effects of the "People's State" policy on the development of the quality of life in Buriram Province following the

COVID-19 outbreak, it was discovered that 51.7% of the variance in the policy's effects on the development of the quality of life for Buriram Province's residents could be explained by the variables used to measure the size of influence.

Recommendations

Future state or "people's state" policies ought to explicitly incorporate support for small and medium-sized businesses (SMEs) and local economic growth. Enabling small and medium-sized enterprises (SMEs) to contribute significantly to employment creation and sustainable income distribution to communities is crucial for supporting local economies. Financial aid, educational opportunities, and business advisory services must be provided in addition to product standards, marketing campaigns, and the advancement of technological innovation. The government should also assist in removing administrative roadblocks that impede regional economic growth.

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