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The Development Of Production Efficiency And Value-Added Creation Of Agriculture Products Affecting Toward Quality Of Life Of Community Enterprise's Members

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ABSTRACT

Creating added value is an important aspect of modern management concepts, however, each organization has limited administrative resources. Thus, the efficiency and effectiveness therefore result from the ability to create added value. Therefore, the objectives of this research are (1) to develop a development model of production efficiency and value-added creation agricultural products to enhance the quality of life of the community enterprise members. (2) Lead development model of production efficiency and value-added creation of agricultural products to improve the quality of life of community enterprise members. And (3) confirm the development model of production efficiency and value-added creation agricultural products that affect the quality of life of community enterprise members. The results showed that the overall appropriate development model consisted of 4 steps. After participating in the community enterprise research project, production efficiency, value-added creation and quality of life were significantly higher than before participating in the research project at the statistical level of .05. The factors affecting the quality of life of the community enterprise members were: production efficiency (β =.300), and value-added creation (β =.271, these factors can together predict the quality of life by 27.70 percent. ($R^{2.}$ =.277) with statistical significantly at the .05 level. In addition, the researcher also found that the production efficiency variable affects the quality of life through the value-added creation variable, the influence size is 0.189. The development model has been confirmed by experts. And a proper development model has three steps.

Keywords: Production efficiency; Value-added creation; Agriculture products; Quality of life; Community enterprise.

INTRODUCTION

The 12th National Economic and Social Development Plan (B.E. 2017-2021) of Thailand has established one of the important development guidelines for upgrading the country by promoting and developing the capacity of entrepreneurs, professional groups, or Community Enterprise to expand the market by strengthening their brand and marketing channels, and government policies that focus on the development of entrepreneurs, professional groups and Community Enterprise. However, the main problem of Thai manufacturing sector entrepreneurs is the lack of sustainable product development, most products and services still lack innovative production, and lack of differentiation of unique products, making them unable to create added value. This results in the product being sold at low prices, limited in a narrow market, and inconsistent with broad market demand. One important factor is that professional entrepreneurs or Community enterprises still lack knowledge, understanding, and focus on product and packaging development and design (Office of the National Economic and Social Development Board, 2017). In addition, Thailand's agricultural sector has undergone drastic changes as the world enters the era of globalization, which has the neoliberal framework as a leading framework for economic, social, and cultural development. The global and national situation has affected the way of production and consumption in the country, Which is linked to more countries, there are many world trade rules and international covenants. The past two decades have contributed significantly to that change. These rules affect not only the trade or economic dimensions of the community but have changed the development of the country, which affects the livelihoods of Thai farmers and rural communities. Currently, the Thai agricultural sector is only 33.5 percent, steadily declining over the past decade, while the world is facing new problems that challenge the global society, such as global warming and international politics. (Ruchirawat, R., 2014: 15). There are several phenomena of problems facing Thai farmers today, namely 1) problems with factors and production resources, 2) problems with health, 3) problems with markets, and 4) problems arising from energy policy (Siam Rath newspaper, 2022).

Moreover, in the global agricultural sector and Thai agricultural sector, there are structural problems that significantly hinder the adaptation of farmers to development, namely: (1) The entry into an aging society in the agricultural sector is faster and more severe than the overall situation of the country. (2) Up to 40 percent of farmers still have incomplete ownership of arable land or do not have their land. And most of the farmer's arable land is still small. (3) More than half of farmers have access to unreserved water resources. (4) Production productivity and the added value of most of the output remain low. (5) Higher production costs and volatile income. This is partly due to the market structure that is characterized by a long supply chain and imperfect competition. (6) Farming structures that put farmers in a cycle of debt. (7) Vulnerability to climate change. Most importantly, (8) government policies that have no continuity in implementation and often focus on short-term outcomes through price interventions, which create improper decision-making and reduce farmers' incentives for adaptation, not on purpose. It is also found that today most of our farmers are still doing the same traditional production, especially in monoculture. The pilot study found low yield but the high risk ("high risk, low return"), especially public crops that are at risk of having a high oversupply in the world market, farmers have to bear the rising cost of production, have low net income and are fragile, as well as having a lot of debt This is in contrast to the efforts of the government and the huge budget that is poured into the agricultural sector every year (Chantharat, S., & et al, 2019). However, there were the success Factor, Community Business Management are categorized into two main areas: (1) Community Business Management and (2) Success Factors of Community Business Management in Thailand. The results of the study revealed that the success factors of community business management in Thailand consist of five key factors: (1) Factors in the leadership of the group. (2) Unique Product factors. (3) Factors

for creating participation within the group. (4) Learning and adaptation factors. And (5) factors in packaging development and branding (U-senyang, S., et al. 2022).

The upper northeastern region of Thailand has potential for agricultural crop production and product processing, by small producers who are SMEs and Community Enterprise in driving the fundamental economy. In addition to manufacturers producing quality products, creating good packaging is important to increase the competitiveness of entrepreneurs good packaging, in addition to helping to maintain product quality intact from the manufacturer to the consumer, clarification of details, quality, and sources also helps promote marketing, build credibility and acceptance to consumers to increase competitiveness both nationally and internationally. Therefore, besides competing in product quality, good packaging is something that entrepreneurs need to focus on. Therefore, training/seminars have organized activities to raise product standards and processed agricultural product packaging to increase competitiveness. Project to promote and develop production Efficiency and safe agricultural product processing including finance, investment, accounting, and marketing as well. Thus, the researcher considers it very important and necessary to study research to lead to the promotion and development of community members. Enterprise in the upper northeast region 2, in terms of searching for a development model, Production Efficiency, privatization, including other important aspects for entrepreneurs who are Community Enterprise has developed product/packaging and marketing strategy planning and lead to Value-added. Siraphatthada, Y., et al (2022) found that various aspects of process innovation are critical in achieving value-added performance in Thailand's agrotourism sector. The finding implies that the characteristics that could drive sustainable agritourism include the expansion and application of an agritourism-specific plan, as well as the creation of a value chain for the local industry. Rodjam, C. (2022) found that promoting the community economic development by promoting value-added products of community enterprise, revealed that; external factors such as government policy, traditions, culture, and environment can contribute to the potential development of community products. Furthermore, marketing focus of enterprises can also lead to the better community product development. Similarly, tourism also has key importance to promote community product development. Hence, external factors, marketing efforts and tourism can promote community economic development. Khlungsaeng, W., (2022) found that to developing proactive marketing strategies (PMS) and public relations (PR) to increase the marketing effectiveness (ME) of community enterprise entrepreneurs with the new post-traditional cultural capital (CC) of Samut Songkhram Province, Thailand. The PLS-SEM results had shown that proactive marketing strategies (PMS) have positive and significant relationship with marketing effectiveness. In addition, public relations (PR) have also positive and significant relationship with the ME. On the other hand, the indirect effect had also shown that cultural capital (CC) significantly and positively moderates on the relationship of PMS and ME. In the same vein, the CC also moderates among the relationship of PR and ME. These findings had shown that CC is important moderating variable that is considered to be major contribution of the research. These findings added a body of theoretical and practical implications that could add a body of knowledge which could become a new research area in future. In addition, Joha, A., (2022) found that the 7Ps factors has strong and positive relationship with purchasing behaviour. Factors with highest correlation with purchasing behaviour is People. This is followed by Product and Price. Factors with least correlation with Purchasing behaviour is Place. These findings provided contribution to the literature in this field and help SME owner to strategies their businesses to retain and increase number of customers. This study can be expended to include customer retention in the framework. However, The creation of agricultural products increases competitiveness and increases sales of agricultural products while maintaining quality standards. Certainly, it will lead the people's quality of like which was happiness that occurs both internally and externally, happiness that occurs both internally and externally, consisting of physical/physical, social, and cultural, intellectual, and mental, environmental, emotional Economic, income, emotional, and mental stability (Tossamas, P., et al. 2021 :43)

RESEARCH OBJECTIVES

The researcher defines the research objectives as follows: 1) To develop a development model of Production Efficiency and Value-added Creation of agricultural products to enhance the quality of life of the community enterprise members. 2) to adopt the development model of Production Efficiency and Value-added Creation of agricultural products to improve the quality of life of community enterprise members. And 3) to confirm the development model of production Efficiency and Value-added Creation, Agricultural products that affect the quality of life of the Community Enterprise members.

LITERATURE REVIEWS

Concepts and theories about quality of life:

Quality of life is an individual's perception of their status in life within the context of the culture and meaning of the systems in the society in which they live and concerning goals, expectations, social standards, and other things that relevant. It is a broad and complex concept, covering individual issues of physical health, mental state, and degree of freedom. Social relationships, beliefs, and relationships with the environment. The theory of quality of life developed from the work of two philosophers Maslow (1954) and Sharma (1988). Maslow proposed Maslow's Hierarchy Needs theory, showing that human beings will have needs as the driving force or intrinsic motivation to use their cognitive energy to lead themselves towards that need. Maslow had a five-level hierarchy of needs that induces a step-by-step motivation from low to high to act to obtain or satisfy a need. Whereas Shama, R. C. (1988) proposes Sharma's Hierarchy Human Needs and Quality of Life with the Satisfaction scale as an index of quality of life categorized according to the response to three types of needs: The first level is Bio-Physical Need, The second level is Psycho-Social Needs, and the third level is Individual Aspiration Needs. If a person obtains a first, second, and third level of what is desired, then there will be low, intermediate, and high levels of satisfaction respectively, and satisfaction is related to the first, second, and highest quality of life. Three as well. This research integrates the concepts of Lennart and Anderson (1975 cited in Butsaenkom, R., 1997) and the United Nations (1990: 21) into this study. The quality of life for the study was divided into 9 areas: 1) health, 2) housing, 3) economic, 4) education, 5) social and environmental, 6) recreation, 7.) family, 8) psychological, and 9) safety.

Concepts and theories about Production Efficiency:

Production Efficiency is the value of using resources, therefore When looking at the overall picture of the process, which consists of factors or resources that are imported and passed through the process until the results are obtained in terms of both products and services. Process efficiency is a measure of how well a process can use its resources, and how much wasted it. In addition, the economic efficiency of a production unit is the ability that a production unit will increase its productivity under the same resources or the ability to save resources without changing its output (Harnhirun, S., 2005). In 1957, Farrell divided Production Efficiency into two categories: technical efficiency and allocative efficiency. Technical efficiency is the ratio of that unit of production to produce the most goods or services from a given set of inputs, In other words, using the least amount of inputs to achieve a specified amount of output, and Production Efficiency through allocation is the ratio between output to inputs measured as value, (The price of output and the price of the inputs are also taken into account, but generally only the price of the inputs is taken into account) that produces the lowest cost under the level of output and the price of the input factor. When these two parts are put together, it is called economic efficiency. There are two approaches for performance measurement: an output-oriented measure and an Input-oriented measure (Farrell, 1957). The increase in production Efficiency may occur in 5 ways, namely; 1) Increase productivity using fewer resources, 2) Increase productivity by using the same resources, 3) Increase productivity by using more resources but in a smaller proportion, 4) Maintain productivity by using fewer resources, and 5) reduce productivity by using fewer resources (Fungarom, M., 2016).

Value-added concept Creation of Agricultural products:

Value-added method Creation of agricultural products comes in many forms, including

(Community Enterprise Product Promotion and Development Group, 2019); (1) Branding is having a brand or mark of a product that makes us proud of the product and is committed to product development, creating a uniqueness. and reduce imitation products, Make the shoppers remember our products, resulting in uniqueness and reducing the imitation of the product. (2) Find new alternatives to products such as reducing global warming, It is a production process that reduces greenhouse gas emissions or has low emissions, including as a guideline for purchasing products that will help reduce global warming, as well as preparing and accepting for the manufacturing industry to export products to foreign markets that have trade protection measures, and may likely be required from partner countries to show more greenhouse gas emissions on products to be exported. The use of raw materials in the production process of some raw materials can generate carbon dioxide. such as burning lime in the cement production process, High-efficiency technology is used in the production process, for example, the production of bottled palm olein and the jade-filled bag type, etc. And (3) Creative Packaging is a packaging designed based on technology and creativity that includes: the benefit of use, part to feel the emotions of consumers, for example, bagasse packaging for the environment by using bagasse leftover in sugar factories to develop food packaging to replace the traditional packaging that uses foam.

In addition to Value-added Creation, agricultural products are associated with several factors: 1) Logistics management makes agricultural products low cost. because they can produce quality products consistently Reduce the loss during transportation and reduce the process and time of transportation of goods. 2) Campaign to produce environmentally friendly agricultural products such as organic farming. 3) Building a product brand. 4) The development of GAP certification to increase the value of production, such as having a good database. Forecast the market in advance Develop a traceability system Build consumer confidence Consumer behavior is learned from marketing, etc. 5) To increase the production value and develop the packaging Creating value by developing a model, for example, from rice hornets that are made into large pieces, they develop into small pieces, or dried bananas that are sold in kilograms, the price of 60 baht is developed into 1 piece of dried banana packed in colorful foil paper, it can be bought as a souvenir for foreigners. Specialties in the packaging, such as telling the origin of the product (Community Enterprise Product Promotion and Development Group, 2019). And general principles for improving work to achieve work objectives whether it is any type of work or any nature some principles or techniques are generally used and are the same. Five principles or techniques of Value-added Creation are; 1) Adoption of new technologies: including new machines, and equipment, which has resulted in a sharp increase in productivity per unit of labor, reducing production costs and making unit costs cheaper. This group of techniques such as the use of modern machinery in the production process, such as the introduction of automatic machines, the use of high-performance computers to work, and the use of counting machines or automatic detection systems, etc. 2) Product-focused as a way to increase visual productivity: Developing quality and valuable products that are in demand by the market. This group of techniques such as product research and development, cost-effective engineering techniques, product quality development, etc. 3) Emphasis on working methods as productivity techniques: based on academic principles of work education, including planning work, such as improving work, setting performance standards, etc. 4) Materials as productivity improvement: Look at the material handling measurements and material consumption control, such as inventory control, material quality control, etc. And 5) Employee side: It increases productivity by improving employee balance and using incentive tools such as training and learning, skill improvement, and employee skill development (Vivekanon, K., 2004).

RESEARCH METHODOLOGY

This research is Research and development, the researcher divides the research method into 3 phases as follows:

Phase 1 Development of Production Efficiency and Value-added Creation Development Models for Agricultural Products by Community Enterprise Members in the Upper Northeastern Region 2. This study was a pilot study with community enterprise groups by extracting lessons learned

from community enterprise operations in the research area.

Phase 2 Implementation of the product development model Efficiency and Value-added Creation of agricultural products to enhance the quality of life. The target population was 10 groups of Community Enterprise members in the Upper Northeastern Region 2, the researcher used purposive sampling.Data collection The researcher used a Document study and Focus group discussion of 9 experts, to discuss and exchange opinions using AIC (Appreciation Influence Control) technique. To analyze the data, the researcher used a questionnaire. by processing from the social science package To study the basic statistical values such as frequency, mean, and standard deviation, qualitative data analysis from the questionnaire, and Semi-structure interview. Summary analysis, Content analysis, and grouping of important issues that have the same meaning and characteristics. A study of the results of applying the model of development of Production Efficiency and Value-added Creation of agricultural products to improve the quality of life of Community Enterprise members. The population used in this research was Community Enterprise in the Upper Northeastern Region of Thailand 2 (Sakon Nakhon, Nakhon Phanom, and Mukdahan province) of 25 groups. The sample consisted of 10 groups of Community Enterprise members in the Upper Northeastern Region 2 using the Purposive sampling method. Research tools The tools used in this research include: 1) a field trip report form, and 2) a 5-level estimation scale questionnaire. The results of the content structure conformity examination according to each objective by 5 experts found that IOC values of 78 or higher, Discrimination power were determined by Item total correlation. The researcher will select questions with a classification power of 0.361 or higher according to the concept of the School of Psychology University of New England (2008) at the significance level of .05. The results of the discriminant power analysis of the questionnaire used in this research. It was found that the power to classify each item was between .526 to .928, which is within the specified quality standards. Finding the Validity of Cronbach's alpha by considering the Finding the confidence of the whole questionnaire, both overall and in each aspect, found that the confidence value was at .886 or higher. Data collection by field visit together with the research team, and research assistants to study the development of Production Efficiency and Value-added Creation of agricultural products, and the quality of life of all 10 target groups in 3 provinces. Data Analysis and Statistical Data Analysis, In this research phase, the researcher used a computer program to analyze the statistical data R & jamovi (The jamovi project (2019) for application in quantitative data analysis consisting of (1) Descriptive statistics such as frequency, percentage, mean and standard deviation. (2) Inferential statistics including t-test, Pearson's correlation coefficient analysis, multiple regression analysis, and path analysis to study direct influence, indirect influence, and collective influence.

Phase 3: Confirmation of the development model of Production Efficiency and Value-added Creation for agricultural products to improve the quality of life of Community Enterprise members: Focus group discussion method, target population consisted of 6 experts, using selection criteria based on expertise in community enterprise development, finance, and accounting, Development of Production Efficiency and Value-added Creation of agricultural products, development and processing of agricultural products and marketing, the development of agricultural network operators, and product development packaging design and marketing of agricultural products. The tools used in the research were four issues of agricultural product development model assessment form, namely; 1) product diagnostics, 2) financial systems analysis, accounting, and marketing, 3) product development, and 4) market trials. There are four assessment criteria: Utility standards, Feasibility standards, Propriety standards, and Accuracy standards. Data collection includes: 1) Audio and video recordings, 2) Small group meetings, 3) Transcripts of specific group discussions, and 4) Summary of subgroup meetings. Data analysis consisted of 1) Content analysis from a small group meeting, 2) grouping of important issues (Grouping) with the same meaning and characteristics, and 3) summarizing the data from the data confirmation form with a frequency distribution.

RESULTS

The researcher summarizes the results according to the research objectives as follows:

1. From the study of Document study and Focus group discussion of 9 experts, to discuss and exchange ideas with AIC (Appreciation Influence Control) technique. It can be concluded that the model suitable for the development of Production Efficiency and value creation of Community Enterprise agricultural products as a whole are product diagnostics, financial accounting, marketing system analysis, product development, and market trials.

2. The results of data analysis to compare the Production Efficiency of Community Enterprise members in the Upper Northeastern Region 2, between before and after participating in the project by using t-test analysis. It was found that the production efficiency of Community Enterprise members after participating in the project was significantly higher than before participating in the project at the .01 level. The value-added Creation of agricultural products by Community Enterprise members after participating in the research project was significantly higher than before participating in the project at the .01 level. And the quality of life of Community Enterprise members after participating in the project was significantly higher than before participating in the project at the statistical level of .01.

3. The results of multiple regression analysis revealed that the factors influencing the quality of life of Community Enterprise members after participating in the project were Production Efficiency and Value-added Creation, the aforementioned can also jointly predict the quality of life of Community Enterprise members by 27.70 percent, significantly at the .01 level. This explains that the more members of the Community Enterprise have production efficiency, and the more Value-added Creation, the higher the quality of life. From the analysis results, when all factors are added to the equation, the forecast equation can be written as follows:

Raw score form equation

$Y = 1.944 + .265X_1 + .313X_2$

Standard score form equation

$Z_Y = .300Z_{X1} + .271Z_{X2}$

4. The results of the analysis of direct influences, indirect influences, and the combined influence of the Production Efficiency and Value-added Creation factor models affecting the quality of life of Community Enterprise members in the Upper Northeastern Region 2, by using Path analysis to Mediator test of Value-added Creation variables found that the effect on quality-of-life variables was statistically significant at the .01 level. Explain that Production Efficiency has an indirect effect. effect) on the quality of life of Community Enterprise members, through the interstitial variable Value-added Creation, the influence size is 0.189. while the production efficiency variable directly affects the quality of life of the members of the Community Enterprise group was statistically significant at the .01 level, and the influence size was 0.300. And all predictive variables together predicted quality of life with statistical significance at the .01 level, the total influence size was 0.489.

5. The results of confirmation of the development model of Production Efficiency and Value-added Creation that affect the quality of life of Community Enterprise members. There are four issues: 1) product diagnostics, 2) financial system analysis, accounting, and marketing, 3) product development, and 4) market trials. And there are four assessment criteria: Utility standards, Feasibility standards, Propriety standards, and Accuracy standards. The results showed that the overall four aspects had an assessment score between 81.10 and 99.37%, When considered on a case-by-case basis, the highest score was product diagnostics (93.33 percent), followed by product development (92.35 percent), Market trial (91.87 percent), and financial, accounting and marketing systems (84.44 percent), respectively. In addition, the experts suggested that the development model be improved in three steps, namely: Step 1 Potential analysis consists of product diagnostics, financial analysis, accounting analysis, and marketing. The second stage of product development consists of knowledge, mentoring, experience transfer, workshop training, vocational skills training, product processing in the lab, and support of materials, equipment, and tools. And the third step, the market trial consists of creating a website, a web page to advertise the product, a market trial by experts, producing advertising materials, and online selling products, and product labels.

DISCUSSION

From the research results, it was found that the development model that the researcher has developed has 3 steps which are potential analysis product development and market trials Such a model can solve the problem directly, that is, it can increase production efficiency and create added value for agricultural products that meet the needs of the members of the Community Enterprise. This research was consistent with the research results of Pongnares, N., Klinraruen, N., & Siriwong, P. (2017), it was found that Value-added Creation by innovative application was to add value from local herbs to form processed products from the herb, by focusing on chemical-free production processes to incentivize consumers to turn to herbal processed products, and distribution channels both directly and indirectly to achieve maximum efficiency, and to gain acceptance from consumers which will lead to the continuous purchase of processed products from Sumalee herbs.

The results of research by Sungkamarn, S. (2016) found that this approach to the development of the processed rice products industry in Yasothon province focuses on linking development for Value-added and Value creation of the production process from raw material sources (upstream), production process (mid-stream), as well as target marketing management (downstream). A study by Butphech, C., Chompha, C., & Tapta, S. (2018) found that the Value-added model Creation of Thai silk handicraft products developed in the Northeastern region consists of 4 parts: 1) Principles and Reasons, 2) Objectives, 3) Form Elements, and 4) Conditions for Success. A model approach has three components: 1) Community potential in silk production, 2) Marketing strategies for service businesses, and 3) Value-added Creation process. And the results of the model experiment showed that the elderly club members had a statistically significant increase in learning behavior at the .05 level. It is also consistent with research by Piandam, P., Gumjudpai, S., & Raksasuk, C. (2014). has studied the appropriate model for the development of tie-dye cotton processing group, namely the management of enterprises and cooperatives, transparent accounting system, participatory operations, Marketing ability, the leadership of the group chairman, morality of members, and support from government agencies. And there is also research by Saenkanha, R. (2008) found that the strategy for the development of women's weaving groups is 1) holding a meeting to clarify the implementation. 2) Organize training to educate about the operations in line with Community Enterprise. And 3) the use of participatory processes in group operations. As well as the research results of Sukhawatthanakun, K., Hinthao, J., & Jitkuakul, P. (2015) found that Value-added Creation to Indigo-dyed cotton with a marketing tool determines a marketing mix strategy. Which consists of product strategy, price, distribution channel, and marketing promotion to integrate the traditional wisdom of Community Enterprise, market management, product management, and add value to indigo-dyed cotton products. For example, the use of naturally dyed cotton in other colors to weave and mix with indigo-dyed cotton, processing indigo-dyed cotton into different products. improvements, packaging improvements, design of booth decorations, etc. In addition, a study by Buaphakham, I., & Sangchai, N. (2015) found that the factors that affect the purchase decision the most are cleanliness, non-toxic, reasonable price with the quality of the product, cleanliness of the selling place, polite, courteous sales staff. The problem with purchasing Hang Sakon Dawapi rice is the size is not suitable for the needs, the packaging is not beautiful, no weight and expiration date, no publicity, and no freebies. Consistent with Prommasakha Na Sakonnakon, T., & Sungkharat, U. (2015) found that political factors, economic factors, and social factors are favorable to Community Enterprise entrepreneurs. Technological and ecological factors are factors that hinder operations. The problems and obstacles in the operation of Community Enterprise are as follows: Marketing problems, accounting, and financial problems, production problems, information technology problems, product design problems, and production cost problems. Community Enterprise Development Guidelines Government agencies are the key units of Community Enterprise development, both in terms of educating, and developing different skills Marketing and regulatory support to support the Community Enterprise. Similarly, the corresponding research, Chemsripong, S., & Petmee, P. (2017), found that the Value-added Creation approach to commercialization

focuses on creating product value from five approaches: Reducing the number of patterns on the canvas. The development of a single pattern into a new pattern until it has evolved into a Phak Waen flower pattern. And Prasat weave pattern is a new product, namely Phu Pha Chai pattern and Phak Sai flower pattern, And have tried to bring a new product which is a pattern that has been developed from the old pattern developed into cushions, sofas, clear iPads, etc. And creating logos for woven products to create recognition. It was the same finding of Thongklongsai, N. (2022) study the value-added of creative community products. by processing products from loincloth including developing and producing prototypes of loincloth products of the multicolored weaving group, Nong Wa Subdistrict, Bua Lai District, Nakhon Ratchasima Province found that it can assess satisfaction in terms of beauty, suitability, color patterns that respond to consumers, suitability, usability. clearly show the distinctive features of the area The ability to add value to the product and its suitability to produce and sell commercially at the highest level of satisfaction. And it is also consistent with research by Haseeb, M., Hussain, H., Slusarczyk, B., & Jermsittiparsert, K (2019) and Jermsittiparsert, K., Namdej, P., & Somjai, S. (2019) as well

In addition, the results of this research can also confirm that after applying the Model of Development of Production Efficiency and Value-added Creation, Community Enterprise members' agricultural products can improve the quality of life as perceived by members within the group to be higher than before participate in the project. Because members of the Community Enterprise participate in activities under the research process that directly and indirectly promote and improve the quality of life. For example, members attend training and increase the skills necessary for production, product design and development, brand building, marketing in various forms, accounting, financial statements, and cost analysis, cost reduction. Production, which directly increases the potential and increases the quality of life in education Community Enterprise members learn and share experiences with experts and fellow group members, which in turn builds networks and builds social connections directly. In addition, when considering the average quality of life in the economy after the development model, Production Efficiency and Value-added Creation were higher than other aspects of quality of life. That is to say, an increase from the mean of 3.58 to 4.54. This may be a result of the Production Efficiency and Value-added Creation development model developed as a process that aims to solve problems to increase Production Efficiency and create added value for agricultural products directly. Therefore, the rate of improvement in the quality of life in the economy is higher than in other areas. Thus, when the quality of life in the economy and income is improved, it has a direct positive effect on the spending potential for better living and livelihood, it indirectly creates added value both physically and mentally. And from the results of the multiple regression analysis of Production Efficiency and Value-added Creation that influenced the quality of life of Community Enterprise members after participating in the project, it was found that Production Efficiency and Value-added Creation were able to jointly predict the quality of life of Community Enterprise members significantly at the .05 level. That is to say, members with higher production efficiency and added value will also increase their quality of life.

This research was consistent with the research of Cheamuangphan, A., & et al (2012) found that the production efficiency of agricultural households could explain the quality of life of agricultural households at the statistical significance of .05, that is to say, agricultural households with high production efficiency will result in a better quality of life for agriculture as well.

RECOMMENDATION

From the results of this research, the researchers-led to the following recommendations:

Finding using recommendation

1. Community enterprises or entrepreneurs, including supporting agencies, both the public and private sectors, should focus on promoting and developing Production Efficiency, especially in terms of production factors such as the use of resources available in the community as raw materials for product processing. Many forms are the development of Production Efficiency and Value-added Creation of agricultural products of Community Enterprise

which directly and indirectly benefit the community, development of production skills, member participation, support for equipment, tools necessary for production, consulting, production methods, standardized production, accounting quality. Revenue-expense, production cost analysis, and sales by order.

2. Department of Agriculture, Division of Community Enterprise Promotion, Department of Agricultural Extension, Provincial Agriculture Office, District Agriculture Officer, and other relevant government agencies, the community should be supported. Enterprise in terms of improving the quality of members such as educating, consulting, training, product development product processing packaging development by extending the effect of existing products or resources To create value for products, modernity, and response to customer need including creative marketing.

3. The issue component of the quality of life of Community Enterprise members that should be developed and promoted first is safety. For example, a community free from drugs, and free of any pollution, including flooding or drought. There is also the economic aspect. and social relations, respectively.

4. Department of Agriculture, Community Enterprise Promotion Division, Department of Agricultural Extension, Provincial Agriculture Office, District Agriculture Officer, and other relevant government agencies such as provincial public health should encourage community enterprises to be certified for product standards such as FDA, CU, IFOAM, Organic Thailand, etc. including creating a market for both retail and wholesale or offline and online marketing, etc.

5. From the research findings, it was found that the Production Efficiency and Value-added Creation development model had an impact on the quality of life of Community Enterprise members participating in the research project, both direct impact, indirect impact, and overall impact. Therefore, relevant agencies, both government agencies and the private sector, may consider applying the development model in this research to apply or apply for community enterprise development further.

Further research recommendation

1. Should research by collecting data covering all dimensions of increasing Production Efficiency and Value-added Creation on a case-by-case basis to gain more insights and gain more details.
2. Should study other variables that may contribute to efficiency and Value-added Creation for agricultural products such as production process optimization, production surface improvement, raw material utilization efficiency, reduction of loss, and brand building Find new alternatives to creative and environmentally friendly packaging products, quality improvement, product standards, creative marketing, government promotion, organic farming, community strength, local politics, gaining Support from government sectors, study tours, formulating marketing mix strategies, promoting community/local innovation, etc.
3. Qualitative research should be conducted using in-depth interviews with stakeholders, including Participatory action research, which may allow the Community Enterprise to participate more in research by funding and other forms of support such as materials, materials, labor, technology, etc.

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