

ABSTRACT

Thesis Title : Factors Affecting Decision to Use BTS Service

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The purpose of this thesis is to study the factors determining decisions of Bangkokians to use BTS electric train service 200 samples of BTS users were randomly selected and interviewed. Information about gender, age, occupation, income, education and marital status of these samples were then analysed. Chi-square test was used as tool of the analysis.

The study of general characteristics of the samples shows that most of the BTS users are female at age 25-29 with bachelor degree and their incomes are under 10,000 baht. Main occupations of these samples are businessmen and businesswomen, traders, professionals and company's employees.

According to the interviewed samples, most of them use BTS electric trains to go to work or study on weekdays and fastness is the main reason to use the service. Most users take BTS electric trains during 6.00 a.m. to 9.00 a.m. and the frequencies of use are mostly twice a day. It takes 16-30 minutes, on the average, to travel from users' homes to BTS stations. At least one member of the samples' family uses BTS service and most of the users considered taking buses as alternative means of travel.

Most of BTS users in this study thought that there is no serious problem concerning the travel from homes to BTS stations and the rather high fare rate of the service is worth its fastness and convenience. Duration of BTS service time is considered appropriate by most of the interviewed samples and need not to be extended. However, number of station should be increased for better convenient. Among samples that use BTS service everyday proportion of male is higher than female and most of them are company's employees and businessmen. Among samples that use BTS service only on weekday, proportion of male is also higher than female, but most of them are traders holding at least bachelor degree and have monthly income more than 10,000 baht. Moreover, student is also an important proportion of this group.

Most of the interviewed samples who get bachelor degree think that BTS fare rate is reasonable cheap and its service helps saving travel time efficiently. Among samples with educational level less than bachelor degree, most of them consider BTS fare rate expensive but worth its service. However, among those samples with master degree or higher, most of them think that fare rate is too expensive and help saving travel time less than expected.

Opinions of the interviewed samples on BTS fare rate with respect to gender, age, occupation, income, marital status, and number of family members are not statistically difference.

Lastly, BTS users who have to spend 31-60 minutes of travel time each day tend to have problems concerning BTS service more than other groups.