

THRIRAPONG SANTIPHOP : SERVICE AREAS OF URBAN PLACES IN
CHANGWAT NAKHON RATCHASIMA : ASSOC. PROF. CHATCHAI
PONGPRAYOON, Ph.D., 134 PP. ISBN 974-579-750-2

This research is focused on the service areas of urban places in Changwat Nakhon Ratchasima. The hypotheses are "Towns of different functions will yield different service areas" and "Retail and whole sale trader are determinant of the trade area of the Nakhon Ratchasima province."

Thirteen variables of trade and services are utilized to determine the service area. The variables are grouped into independent and dependent of which the former were traveling distance of the customers and the latter travel expense, ages, and monthly income of the customer and quantity of daily goods sold to the wholesalers. All data were used for multiple regression analysis. The final analysis showed that the service area of the city with an average of 25.4 kilometers away was far greater than that of the town of Pak Chong with an average trade area of 19.5 kilometers from the town center and that of the commune center of Bua Yai and Non Sung of 15.9 and 10.6 kilometers away respectively. The analysis of the stepwise multiple regression revealed two significant variables, traveling expense and ages of the customers which would affect the dependent variables at the significant level of .05. The predictive percentage of the city of Nakhon Ratchasima was 91 and that of the town of Pak Chong at 61. The significant variables of the Non Sung commune was daily income of the customers which correctly predicted at 38 per cent, and that of the Bua Yai commune, the daily quantity of goods sold to the customers was correctly predicted at 33 per cent. Consequently, variables of the city of Nakhon Ratchasima and that of the town of Pak Chong are likely suitable to build predictive equation of service areas for other areas.