

ABSTRACT

The objective of this study is to identify factors contributing to the users' satisfaction with Community Biodiesel (B100) at Mae Klong Samakki Karnkaset Group, Samut Songkram Province, as well as to seek B100 users' suggestions for further improvement. Approximately 245 questionnaires were distributed to the users of community biodiesel (B100) at Mae Klong Samakki Karnkaset Group from December 2008 to the end of January 2009. The cross-sectional design and quota sampling method were used to conduct the research and select the samples. A questionnaire and the study instrument were closed-ended questions, an open-ended question and Likert scale. Statistical Package for Social Science or SPSS program version 11.5 was used to calculate descriptive statistics of percentage, frequency, mean, and standard deviation. The study result shows that the major respondents were 78.9 percent of males, while 21.1 percent were females. Almost forty percent (40.1 %) of respondents' main age group was over 50 . Most respondents were orchardmen, accounting for 59.91 percent. The major educational level was primary school, accounting for 58.68 percent, whereas the respondents' highest household income per month was over 10,000 Baht representing 78.93 percent. Pickup trucks were the main vehicles used by 67.08 percent of the respondents. Background knowledge and understanding about B100 was 90.08 percent responding 'gained' and 9.92 percent responding 'not gain'. Remarkably, when asked about the government's encouragement of B100 use in Thailand, only 67.36 percent of the respondents revealed 'gained' and the rest 32.34 percent represented 'not gain'. The overall satisfaction level of the respondents was shown to be satisfied, when investigated through the degree of the users' satisfaction with B100 in all aspects. However, the overall respondents were satisfied with B100 as well as with the managing efficiency of the core team at Mae Klong Samakki Karnkaset Group, still, they needed more government encouragement and technical training for further improvement of the project. The results of the study can be used as a guideline for them.