

Khomkrit Ratchasuk 2014: Project Feasibility of Cement Transportation Service for Xayaburi Hydro Power Plant of MIB Holding Co., Ltd. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Chuenjit Changchenkit, M.B.A. 263 pages.

The main purposes of this study are to study 1) Cement Transportation feasibility of MIB Holding. 2) Factor effecting to truck driver's behavior. 3) Relation between personal and truck driver's behavior. 4) Relation between personal and truck driver's expectation. 5) Relation between truck driver's expectation and driving behavior. 6) Transportation model.

This study is qualitative research by interview management team who run this project, CEO, director and manager in topic of distribution model, investment, cost and income. The result show that 1) This project will return in 3.90 years, net present value is 4.4 million baht.

Quantitative research by using survey data collected from a questionnaire from MIB Holding's truck driver of 300 samples by purposive sampling method. Analyzing by use frequency, percentage, mean, standard deviation, Paired Sample t-test, F-test, LSD and Pearson correlation at significance level of 0.05. The result are 2) Truck driver expected with part of effort to performance and performance to outcome the most. 3) Truck driver's personal relate to driving behavior. 4) Truck driver's personal relate to expectation. 5) Truck driver's expectation relate to behavior. 6) In the worst case of transportation model truck driver can drive for inland transport about 5.5 hours/day, 71 percentage from management's target and about 5.0 hours/day, 50 percentage from management's target.

The suggestion of this research are 1) The company should provide fuel supplier, diesel and NGV near hub for support distribution activity. 2) The company must control standard time every activity for avoid worst cast, 5.5 driving hour per day for inland transport and 5.0 driving hour per day for outland transport. 3) For inland transport, company should select driver's age between 41-50 years old and 21-30 years old for outland because their driving behavior close to the management's target. 4) Truck driver expect effort to performance and performance to outcome the most, expectation affect to driving's behavior so that company must support tools to make a good performance such as a new truck, insurance that cover to inland and outland transport.

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Student's signature

Thesis Advisor's signature