

## **ABSTRACT**

This study was related to people's opinions about public transportation. This research aimed to observe the attitude of people; who are the commuters traveling along three commercial areas of Bangkok; Silom, Pharam Sam, and Charoennakorn, related public transportation provided by the government and private sector.

The sample of this study was 100 commuters selected by convenient sampling from three commercial areas of Bangkok. The questionnaire was the instrument of the study and was divided into 4 parts; personal information of respondents, the rating of transportation that people frequently use, the attitude and behavior of respondent relating to public transport use and a suggestion part that composed of open-ended questions regarding opinion and suggestions toward the current service of public transport.

A Statistical Package for Social Science version 12.0 was used for data analysis. The result of the study indicated that commuters valued it as a convenient transport.

The study found that service quality was considered the most influential factor regarding respondents' satisfaction. Furthermore, area coverage, safety, and rapidity were in respondents' consideration when they made a choice regarding public transportation. Different periods of time were the factor that had an effect on the respondents' decision to make use of public transport. The main suggestion obtained from the study was that bus drivers should have good conduct and discipline and follow the traffic regulation in order to prevent damage to life and the well-being of the commuters as well as the pedestrians.