

## **CHAPTER FIVE**

### **CONCLUSION, DISCUSSION, AND RECOMMENDATIONS**

This chapter presents 1) a summary of the study and findings, 2) a discussion of factors relating to commuter opinions toward public transportation, 3) conclusions, and 4) recommendations for further research.

#### **5.1 SUMMARY OF THE STUDY**

To relieve traffic congestion and develop infrastructure responding to economic growth, public transportation plays a significant role as one of the most important issues in policy making. In Bangkok, public transportation varies widely in terms of operation. They all serve the boundless needs of people in both the economic aspect and personal activity. Although, public transportation has been developed as there are many means of transport, such as BTS, MRT, omnibuses serving people in the Bangkok area, the development has also had some impact on people living in the areas concerned such as air pollution, traffic jams etc. The outcome of transportation growth is of concern the authorities to improve the quality of transportation to satisfy the people's needs.

##### **5.1.1 Objective of the Study**

This study was conducted to find out the attitude of commuters who traveled along three major commercial areas in Bangkok towards public transportation. The study also aimed to find out which transport people consider the most satisfactory when making a trip. In addition, the study aimed to analyze the factors that influence people's satisfaction towards public transportation, and reveal suggestions provided by commuters relating to public transportation development.

##### **5.1.2 Subjects, Materials, and Procedures**

The subjects included in this study were 100 commuters who traveled in three commercial areas of Bangkok which were Silom, Pharam Sam and Charoennakorn. There were 33 male and 67 female respondents. The questionnaire was the instrument

of the study to collect information from the respondents before being analyzed by the SPSS program.

## **5.2 SUMMARY OF THE FINDINGS**

The results of the study can be summarized as follows:

### **5.2.1 General information Result**

The demographic result revealed in chapter three shows that the majority of respondents were in between the ages of 26-30 years old. 67% of the total respondents were male and half of respondents hold Bachelor degrees and worked for private companies.

### **5.2.2 Behavior in traveling and rating of public transportation**

It showed that the major purpose of respondents when making trips is for work. The period of time when respondents frequently used the public transportation service is 06.01 am - 08.30 am, 04.31 am - 06.00 am, and 06.31 pm - 08.30 pm. The result reveals that affiliated buses, air-conditioned buses, and non air-conditioned buses are the public transport that the respondents regularly use when travelling. The respondents considered area coverage, safety, service quality, and rapidity as the most influential factors when they made chose public transportation.

### **5.2.3 Attitude towards public transportation**

The study found that the speed of public transportation to a destination was considered an important factor when people made use of public transportation. The public transport with high fares was acceptable in that they provided good service quality. Further more, the study showed that public transport operated by the government sector; such as BTS, MRT, and buses, were rated of a higher rank of quality of service than public transport operated by the private sector. More than half of participants agreed that omnibuses with air-conditioners can serve them best in terms of safety rather than omnibuses without air-conditioners.

### 5.3 DISCUSSIONS

This part concerns whether the findings of the study correspond to the research questions and the previous studies. The discussions are as follows:

From the theory of rate-making of Mossman and Morton (1957), the pricing system in transportation depends on two elements which are the operation cost and value of service. In the finding, the majority of respondents selected public transports which provide high service quality regardless of fare considerations. Also, respondents said that the speed to destination each transport provided was acceptable when processing fare regulation. On the other hand, half of respondents did not agree that operational costs be taken into consideration by government when rating fare. People expected public transport operators to provide good service in terms of safety, cleanliness, and overall service while the operational costs should not be included in fare-decision.

According to an empirical study in India, the government tried to privatize public transport for the purpose of expanding investment (Mishra, Nandagopal, 1993). This led to a satisfaction drop in that the transportation operated by the private sector provided a low quality of service when compared with ones operated by government agencies due to commercial concerns. From the finding when considering the aspect of satisfaction, the respondents preferred public transport operated by government sector to those operated by the private sector. Some respondents opined that public transport such as affiliated buses and mini vans were restricted to rush hours because they provide a good service in rapidity. Anyway, the quality of safety provided by affiliated buses and mini vans, was considered low in terms of satisfaction.

According to the Public Transportation Organization of the U.S. (2002), well-organized facilities should be included in any policy of public transit system development in order to increase the number of commuters. A previous study regarding the benefits of public transportation weighs the surroundings nearby a public transport's service area as an important factor in attracting the passengers and to increasing the satisfaction toward service. The finding revealed that the respondents agreed with the consideration relating to facilities provided around a transport's stopping point that those facilities enabled them to make use of public transport conveniently. And nowadays, the respondents were satisfied with the environment

and amenities at stopping points which each type of public transports provided (American Public Transportation Association, 2002)

Referring to the theory of Belief, Attitude, Intention, and Behavior of Fishbein and Ajzen (1975), that attitude relates to evaluative consistency in that different behaviors at different points of time may not affect people's favorable or unfavorable manner with respect to a given object. Although the finding found that affiliated buses, air-conditioned buses, and non air-conditioned buses are public transports that the respondents regularly use when travelling, the respondents rated BTS and MRT as most satisfactory in service quality. Even though BTS and MRT have high fares when travelling, the respondents had a positive perception in that they provide a higher quality of service and greater rapidity than other kinds of transport. The study also supported the concept of attitude relating to the theory of Fishbein and Ajzen in that the respondents weighed quality of service as the most influential issue when they chose the mode of public transport while some respondents had different opinions that in rush hours they selected a mode of travel regardless of quality service. This means that sometimes the respondents made trips by affiliated buses or mini vans in rush hour because the number of these transports were in service with a high frequency rate when compared with other transport they considered as safe vehicles.

## **5.4 CONCLUSIONS**

From the discussion above, the following conclusion can be made:

5.4.1 The respondents were satisfied with public transport provided in Bangkok nowadays in that they had many choices when making trips. The BTS and MRT were considered most satisfactory in service quality, but at the same time's periods, for example in rush hours, the respondents did not mind making trips with affiliated buses and mini vans which were considered to provide a poor quality of service.

5.4.2 The study suggested that affiliated buses, air-conditioned buses, and non air-conditioned buses are public transport that the respondents regularly use when travelling.

5.4.3 From the study, service quality was considered the most influential factor relating to respondents' satisfaction. Furthermore, area coverage, safety, and rapidity were in respondents' consideration as well when the respondents chose public transportation. Different period of time became an indication that made the respondents use various types of public transport.

5.4.4 The additional suggestions from the respondents revealed that they were concerned about the conduct and discipline of the transportation drivers, especially, those bus driver who did not follow the traffic regulation well, which in turn creating car accidents on the roads and damaged life and the well-being of commuters as well as pedestrians.

## **5.5 RECOMMENDATIONS FOR FURTHER RESEARCH**

The study was conducted in three sample areas of Bangkok thus the attitude and opinions of commuters may be different from those of commuters who travel in other areas. This may cause limitations to a generalization of the findings. Future study on opinion towards public transportation should be extended to cover a larger sample scale in other areas. In addition, the additional suggestions and the attitude toward public transportation obtained from this study may help the government and the parties concerned to improve the standard of public transportation in order to better serve people's needs and increase satisfaction which could support other government policies such as fuel conservation and energy-saving.