REFERENCE

- American Public Transportation Association. (2002). *The benefits of public transportation An overview*. Cambridge Systematics. Retrieved 24 August, 2007 from http://www.apta.com/research/info/online/
- Bangkok Mass Transit Association. (2006). *The number of passengers who travel by public transportation*. Retrieved 13 September 2007, from http://www.mot.go.th/
- Cleland, F., Perone, J. S, & Tucker, L. (2003). Study of potential TDM and transit to serve seasonal residents (Center for Urban Trnasportation Research No. 6)
- Coyle, J. J., Bardi, E. J. & Cavinato, J. L. (1990). *Transportation*. London: West publish company.
- Cresswell, Roy. (1977). Passenger transport and the environment. London: Leonard Hill.
- Ferguson, Erik. (2000). *Travel demand management and public policy*. Georgia: Athenaeum Press, Ltd., Gateshead, Tyne & Wear.
- Fishbein, M. & Ajzen, I. (1975). *Belief, attitude, Intention, and behavior: An introduction to theory and research.* Addition Wesley.
- Gunter, Barrie, & Furnham, Adrian. (1992). Consumer profile: An introduction to psychographics. MN: Biddles Ltd., Gildford and King's Lynn.
- Karnprapan Karnchaporn. (1997). Mental sickness of Bangkoker. p26-32
- Mary E. Peter. (2007). What's Ahead for Transit?. Retrieved 2 March 2008 from http://www.apta.com/
- Mishra, R. K., & Nandagopal, R. (1993). State transport undertakings in India: reforms and privatization strategies. *International Journal of Public Sector Management*, 6(5)
- Mossman, F. H. & Morton, N. (1957). *Principles of transportation*. New York: The Ronald Press.
- Public transportation organization. (2006). 10 ways to enhance your community: Unleash the power of public transportation (2006, February 10) Retrieved 24 August, 2007 from www.apta.com/research/info/online/documents/10ways.pdf

- Somkiat Athikomchaikul. (2005). Problem of Bangkok's traffic and Improvement.
- United Nation. (1974). A transport strategy for land-locked developing countries. New York: United Nation publication.
- Wallin Andreassen, Tor. (1995). (Dis)Satisfaction with public services: The case of public transportation. *Journal of Services Marketing*, 9, 30-41.