

**OPINION OF PASSENGERS REGARDING STATION
SERVICE AND ENVIRONMENT AROUND BUS STATIONS :
A CASE STUDY OF CHATUCHAK STATION , BANKOK**

CHAWISA CHUANCHUEN

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OPINION OF THE PASSENGERS REGARDING STATION SERVICE AND ENVIRONMENT AROUND BUS STATIONS :
A CASE STUDY OF CHATUCHAK STATION,BANGKOK

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ABSTRACT

The objective of this survey was to investigate the opinions of the passengers regarding station service and environment around chatuchak bus station,Bangkok,Thailand. This study covers factors that influence passengers' opinions, identifies problems of the service and environment at Chatuchak bus station and provides recommendations of the respondents to those problems.

The majority of the passengers at Chatuchak bus station have the positive opinions, at moderate levels.Independent variables consisted of sex, age, hometown, education level, career, news perception, experience other bus stations and their affect on dependent variables was studied.Analysis of variance on opinions related to opinions revealed that education level, passengers' experience of service and environment Chatuchak bus station statistically significant at a 0.05 level and news perception had statistical significance of 0.001. The other variables-sex, age, hometown, career, passengers' experience of other bus stations had no affect on the opinion of the service and environment Chatuchak bus station . When considering the average monthly income, which is covariate,the researcher found that it was strongly related to the passengers'opinion toward service and environment of the Chatuchak bus station,however, there was no statistical significance.Model of analysis, both independent variables and covariates are able to explain the statistical significance at a 0.001 level. The finding also showed that there is a negative relation between the average monthly income and the opinion of Chatuchak bus station, the higher the average monthly income, the lower the opinion given by the commuters.

The study allows numerous recommendations to the transportation company improvement to the service and environment of Chatuchak bus station . Improving the indoor and outdoor surrounding areas, increasing the cleanliness of the bus station and toilet, creating more green areas concerning, building up other services to meet higher standards and passengers' demands, and setting up regular staff training to intensify quality of service in order to satisfy the passengers and all recommended. The company needs to do more public relations together with providing information to people via mass media. In addition, information pamphlets, signboards, etc., which present the latest information for the passengers, should be available as the survey found that the majority of the commuters received a low level the information.

KEY WORDS: SERVICE/ ENVIRONMENT/ CHATUCHAK BUS STATION

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ความคิดเห็นของผู้ใช้บริการรถโดยสารประจำทาง ต่อการให้บริการและสภาพแวดล้อมของสถานีขนส่ง
กรุงเทพ : กรณีศึกษาสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) (OPINION OF THE
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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาความคิดเห็นของผู้ใช้บริการรถโดยสารประจำทางที่มี
ต่อการให้บริการและสภาพแวดล้อมของสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) ศึกษาปัจจัยที่มีผลต่อ
ความคิดเห็น ตลอดจนปัญหาอุปสรรคและข้อเสนอแนะ ผลการวิจัยพบว่ากลุ่มตัวอย่างส่วนใหญ่มีความ
คิดเห็นที่ดีต่อการให้บริการและสภาพแวดล้อมของสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) ในระดับ
ปานกลาง

ผลการวิจัยพบว่า ตัวแปรอิสระทุกตัวประกอบด้วย เพศ อายุ ภูมิลำเนา ระดับการศึกษา อาชีพ
การรับรู้ข่าวสาร ประสบการณ์ที่เกี่ยวกับสถานีขนส่งแห่งอื่น ๆ มีผลต่อความคิดเห็นต่อตัวแปรตามคือ
การให้บริการและสภาพแวดล้อมของสถานีขนส่งผู้โดยสารกรุงเทพฯ(จตุจักร) อย่างมีนัยสำคัญทางสถิติ
ที่ระดับ 0.001 (P – Value < 0.001)

เมื่อพิจารณาตัวแปรอิสระเป็นรายตัวแล้วพบว่า ระดับการศึกษา มีนัยสำคัญทางสถิติที่ระดับ
0.05 และการรับรู้ข่าวสารมีนัยสำคัญทางสถิติที่ระดับ 0.001 ส่วนตัวแปรด้านอื่นๆ ไม่ก่อให้เกิดการผันแปร
ต่อตัวแปรตาม

เมื่อพิจารณาตัวแปรผันร่วมคือรายได้เฉลี่ย พบว่า ก่อให้เกิดความผันแปรต่อตัวแปรตาม แต่ไม่มี
นัยสำคัญทางสถิติ แบบจำลองการวิเคราะห์นี้ทั้งตัวแปรอิสระและตัวแปรที่นำมาควบคุมสามารถอธิบาย
การผันแปรของตัวแปรตามได้อย่างมีนัยสำคัญทางสถิติที่ระดับ0.001จากการวิเคราะห์ความสัมพันธ์พบว่า
ความสัมพันธ์ระหว่างรายได้เฉลี่ยต่อเดือนและตัวแปรตาม เป็นไปในเชิงลบ

ข้อเสนอแนะที่ได้จากการวิจัยคือ บริษัทขนส่ง จำกัด ควรแก้ไขข้อบกพร่องในการให้บริการและ
สภาพแวดล้อมโดยทั่วไปของสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) รวมถึงการเพิ่มการประชาสัมพันธ์
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ส่วนใหญ่ยังได้รับข้อมูลข่าวสารในระดับต่ำ

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CHAPTER 1

INTRODUCTION

1.1 Background

Land transport is one of the primary facilities of the country. It is necessary for the government to manage and provide the good services to reach the need of the passengers. Since the government has plenty of responsibilities, they have allowed the private company to be part of the management in order to provide the passengers with the steady standards of the services with the affordable fair. The government has assigned the Department of Land Transportation to take control of the land transport under the Act of Land Transport and other related laws.

Because of its various services, land transport is the most popular way in the country. Government should manage it properly with the concern of Thailand's economic, the cost of the natural and industrial goods that might incur from transportation. Therefore, the government should not allow too much competition between transportation companies since it might result in creating problems and damaging the country's economy.

As shown below, there are four general transport components.

1. WAY is the basic factor for the vehicles in moving from one place to another. Way can be both natural and man-made.

2. STATION provides the specific services to the vehicles and the passengers. For vehicles, it provides the space and services in filling fuel or changing the facilities inside the vehicles. For the passengers, it provides the changing the transportation system. For example, the passengers have to change the bus from the bus of the Bangkok Mass Transit Authority to the bus of the Transport Company Limited in order to depart from Bangkok to the other parts of the country. It also provides the

accommodation for the traffic such as the parking lots for the vehicles, passengers and the goods, and space for the big amount of the passengers and goods waiting to be loaded in the specific time and the right size of the vehicles.

3. CARRYING UNIT is considered to be like the factory or the unit that is movable by the result of motive power.

4. MOTIVE POWER is the fuel that can cause the carrying unit to move.
(Rex W. Faulks, 1990:21-22)

According to the Act of Transport of the year 1979, there are two kinds of bus stations:

1. The passengers bus station
2. The goods and animals bus station

By transport law, the department has allowed the central land transport control board to set up and manage the bus station in Bangkok and other provinces by themselves or give permission to the government enterprise or government organization to do it.

It is mentioned by law that if there is bus station management in any part of the country, it will be managed by the government, the private companies or the government enterprise with the purpose of being the center for departure and arrival of the passengers.

Besides being the place for departure and arrival for the passengers, the bus station is the tool for the government to control a number of buses, the frequent of the trips, schedules, the fair, as well as the condition of the bus in order to provide the fast, save, and fair services to the passengers.

There are ninety bus stations in the central and provincial part of the country. In the center, there are three bus stations in Bangkok: the Bangkok Bus Station for the south route, the Bangkok Bus Station at Ekamai, and the Bangkok Bus Station at Chatuchak. For the provincial area, there are eighty-seven bus stations all over the country.

The Bangkok Bus Station at Chatuchak, one of the only three bus stations in Bangkok, was set up by the Transport Company Limited, which is the government enterprise, and is under the Ministry of Transport and Communication controlled. The Bangkok Bus Station at Chatuchak is the biggest bus station for the first class passengers in the country (there are three classes of the bus stations divided by the numbers of the buses and the passengers: the first class, the second class, and the third class).

Previously, the Bangkok Bus Station at Chatuchak was named The Bus Station for the north route at Mohchit. In 1993, Captain Krisada Aroonwong Na Ayuthaya, the governor of Bangkok, and Colonel Winai Sompong, the secretary of Ministry of Transport and communication, had asked for the cooperation from the Department of Land Transportation and the Transport Company Limited for developing the area in the Bangkok Bus Station for the north route at Mohchit. The development of this bus station includes constructing the garage for repairing the Mass rapid transit authority of thailand (B.T.S.) in trying to solve the traffic problem in Bangkok area. As a result, the Transport Company Limited had asked for permission to construct the Bangkok Bus Station at Chatuchak by lending the land of The State Railway of Thailand on Kampanpet 2 Road in Chatuchak district.

The Bangkok Bus Station at Chatuchak has been opened on the eighth of April; 1998. It provides the bus services more than 200 routes a day with the numbers of the buses more than 2,000 including more than 2,000 trips to more than 80,000 passengers. It is operated 24 hours a day. During the festive season or holidays, there are more buses and other kinds of vehicles coming to the station 1,000 rounds than usual and about 300,000 passengers more than usual (Information from Technical and

planning division, The Department of Land Transportation, July 30th, 2546). This bus station provides services to the passengers and the buses from and to the provinces in the Northeast, the North, some provinces in the Central area, and some provinces in the South. Furthermore, inside the bus station is the location of the Transport Company Limited, left luggage, restrooms, restaurants, shops, personal parking lots, public services such as taxis including the buses from the Bangkok Mass Transit Authority with more than 20 routes and 100 rounds a day.

From such reasons and the increasing need in transportation and the increasing numbers of the bus, the Bangkok Bus Station at Chatuchak has to support such activities and cannot provide enough services to passengers. There are many complaints concerned about the inconvenient, fairness, and the lack of quality in services (information from the Department of Land Transportation, June 2003).

The Bangkok Bus Station at Chatuchak is officially determined to be the place for the buses and the passengers from and to the provinces in the North, the Northeast, the Central area, and the East of the country. It is necessary for the Station to be able to provide enough good and services to the passengers in the clean, save, and convenient environment. In order to provide such services to the passengers, the opinions from the passengers are the main source for improving the Station because these passengers are the persons who experience the services from the Station. Their point of view, suggestions, and even complaints can be used to improve and develop the Station in order to reach the need of the passengers.

1.2 Objectives of the study

1. To study the opinions of the passengers toward the services and the environment at the Bangkok Bus Station at Chatuchak.
2. To study the factors that affects the opinions of the passengers toward the services and the environment at the Bangkok Bus Station at Chatuchak.
3. To study the opinions of the passengers for the appropriate suggestions toward the services and the environment at the Bangkok Bus Station at Chatuchak.

1.3 Scope of the study

This research is to study the opinions of the passengers who use transport services from the north rout, the northeast rout, the east rout in some provinces, and the central area rout in some provinces at the Bangkok Bus Station at Chatuchak. The sampling unit must be 18 years old and above.

1.4 Definition of terms

Opinion refers to passengers' belief or judgment about the Bangkok Bus Station at Chatuchak. It is not necessarily based on fact or knowledge. It is a view of group; what passengers in general feel about services and environment of the Bangkok Bus Station at Chatuchak.

Passengers refers to people who use services both departure and arrival from the Bangkok Bus Station at Chatuchak, to the provinces in the North, the Northeast, the Central area, and the East of the country.

The Act of Transport of the year 1979 refers to the law that uses to enforce and control over all the transportation activities on land. There are three objectives as shown below.

1. To help to support the economic of the country
2. To observe the rules and regulations of the country
3. For the safety of all the transportation activities on land

Information Accessibility refers to the types and the frequency of getting information from all kinds of medias including interpersonal communication about the Bangkok Bus Station at Chatuchak.

Area of Resident refers to the place of residence of passengers in the North, the Northeast, the Central area, and the East of the country.

Average Monthly Income refers to the average income that each passenger earned in a month.

Experience with other bus stations refers to the Bangkok Bus Station at Chatuchak passengers' experience about other stations that are not Bangkok Bus Station at Chatuchak

Service refers to helpful acts or works that were done for passengers by staffs of the Bangkok bus station at Chatuchak. It also means system or arrangement that meets public needs in the Bangkok Bus Station at Chatuchak. Services in the Bangkok bus station at Chatuchak included

1. Location

1.1 Area outside the station

1.1.1 Traffic management

1.1.2 Environment setting in the station

1.2 Area inside the station

- 1.2.1 Information service center
- 1.2.2 Pre-ticket booking
- 1.2.3 Waiting (resting) area with fan or air condition
- 1.2.4 Baggage leftover counter, trolley renting counter
- 1.2.5 Food center, beverage and grocery store
- 1.2.6 Telephone booth, A.T.M
- 1.2.7 Toilet
- 1.2.8 Other services such as entertainment area (television, magazine, newspapers)

2. Personal

- 2.1 Public relation officers
- 2.2 Pre-booking, booking staffs
- 2.3 Janitors, cleaners
- 2.4 Security officers

3. Communication tools, Medias, Symbols

- 3.1 A number of buses available each day
- 3.2 Bus interchange, transition area from place to place such as Taxi

4. Price

- 4.1 Bus ticket price
- 4.2 Food, beverage, and grocery price
- 4.3 Toilet service fee
- 4.4 Baggage leftover fee, trolley renting fee
- 4.5 Parking fee

5. Environment

- 5.1 Bus station location
- 5.2 Surrounding area and greenery area in the station building
- 5.3 Traffic management inside the station
- 5.4 Passengers' resting or waiting area, parking area, and drop-off point
- 5.5 Cleanliness of inside and outside the station

5.6 Stores and newsstand management inside the station

5.7 Air pollution control and management

5.8 Security management system

Environment setting refers to area arrangement in the Bangkok Bus Station at Chatuchak.

1.5 Variables of the study

A. Independent Variables

- Demographics are sex, ages, area of resident, education level, career and average monthly income.
- Stimulation are passengers' accessibility of information (by mass medias and interpersonal communication), and their experiences with other bus station.

B. Dependent Variable

- The opinion of the passengers toward services and environment of the Bangkok Bus Station at Chatuchak

1.6 Level of Measurement

Variables	Level of measurement
A. Independent Variables	
Demographics	
- Sex	Nominal
- Age	Interval
- Area of Resident	Nominal
- Education Level	Nominal
- Career	Nominal
- Average Monthly Income	Interval
Stimulation	
- Experience with other bus station	Nominal
- Information Accessibility	Interval
B. Dependent Variable	
- Opinions of passengers toward services and environment of the Bangkok Bus Station at Chatuchak.	Interval

1.7 Conceptual Framework

Independent Variables

Demographic

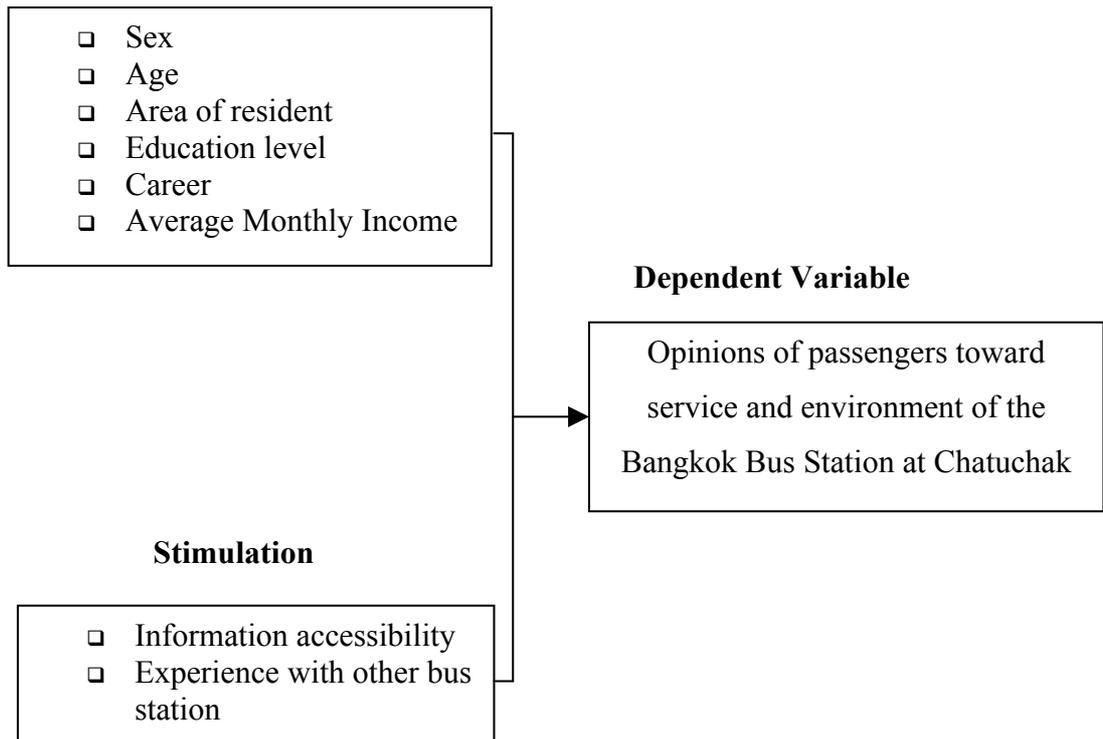
- Sex
- Age
- Area of resident
- Education level
- Career
- Average Monthly Income

Stimulation

- Information accessibility
- Experience with other bus station

Dependent Variable

Opinions of passengers toward service and environment of the Bangkok Bus Station at Chatuchak



1.8 Hypotheses

1. Passengers' opinions toward services and environment of the Bangkok Bus Station at Chatuchak are in moderation level.

2. The passengers who have different demographics will have different opinions toward services and environment of the Bangkok Bus Station at Chatuchak as shown below.

2.1 Sex of the passengers affected the different of passengers' opinion toward services and environment of the Bangkok Bus Station at Chatuchak.

2.2 Age differences affected the passengers' opinions toward services and environment of the Bangkok Bus Station at Chatuchak.

2.3 Passengers who have different area of resident will have different opinions toward services and environment of the Bangkok Bus Station at Chatuchak.

2.4 The level of education of the passengers resulted in the differences of their opinions toward services and environment of the Bangkok Bus Station at Chatuchak.

2.5 Passengers who have different career have different opinions toward services and environment of the Bangkok Bus Station at Chatuchak.

2.6 Passengers who average monthly income also affects the different opinions of passengers toward the services and environment of the Bangkok Bus Station at Chatuchak.

2.7 Passengers who access to different information have different opinions toward services and environment of the Bangkok Bus Station at Chatuchak.

2.8 Passengers who experienced services of the other bus station have different opinions toward the services and environment of the Bangkok Bus Station at Chatuchak.

1.9 Benefits of the study

1. The study shows opinions of the passengers toward the services and environment of the Bangkok Bus Station at Chatuchak.
2. The study shows factors that affect the opinions of passengers toward services and environment of the Bangkok Bus Station at Chatuchak.
3. The study shows problems and possible solutions to services and environment problems of the Bangkok Bus Station at Chatuchak.
4. The study can be useful to the Transport Company Limited and the department of communication in terms of planning and improving the Bangkok Bus Station at Chatuchak and any other bus stations which have the same or similar size in order to satisfy the need of the passengers in services and environment of the bus station.

CHAPTER 2

LITERATURE REVIEW

In an attempt to opinions of the passengers regarding station services and environment around the Chatuchak, station. Secondary data of related document and researches were reviewed as references. There were 6 key issues to be mentioned as followed.

- 2.1 Concept on opinion
- 2.2 Definitions and the background of the Chatuchak Bus Station
- 2.3 Service
- 2.4 Concept on environment
- 2.5 Relevant researches
- 2.6 Variables related to study

2.1 Concept on opinion

2.1.1 Definition of opinion

Thurstone (1977 : 77) believed that attitudes could be measured and indexed through opinions expressed by the subject. Thurstone measured subjects' attitudes through their acceptance or rejection of opinions presented to them.

Webster dictionary (1968 : 1254) defined the word opinion as a person's expression, evaluation, or feeling toward quantity or quality of something. Before it was accepted, it had to be an argument or discussion among members in a group or in many groups in order to find the conclusion.

Hilgard (1962 : 626) stated that the opinion was a person's decision or the belief that brought him or her to the presumption and made him or her behaves in a particular way in circumstances.

Kolasa (1969: 386) cited that attitude was a way, which human express their evaluation on any fact or situation based on its environment. As for "opinion", it was a person's behavior or expression about the positive or negative way toward other people, places, and environment.

Engle and Snellgrove (1969 : 593) pointed out that opinion was a way a person using the word to express his or her idea based on his or her knowledge.

Kolesnik (1970 : 296) had defined opinion as interpretation or agreement on truth or fact. Opinion might be corrected but the others might not agree upon it.

Duncan (1971 : 135) specified that opinion was what people judge or believes in. Opinion might not be accepted in a certain time. Also it could not be measured for a person's knowledge and confident in each circumstance. In addition, different person may not have the same opinion in the same situation.

Good (1973: 339) gave the meaning of opinion that it was a thought, an impression, and what people believe in. Opinion cannot be told whether it was right or wrong.

Prapapen Suwan (1977: 3) recommended that the opinion was the way to express an attitude. However, a person's opinion was usually emotional involved.

Prasart Luksila (1968: 398-399) concluded that opinion was result from a person's experience in daily life. However, when each person has different social background, his or her opinion tends to differ.

Pongpiboon Silawarawaj (1984 : 39) defined that opinion was the verbal or penned expression based on a person's knowledge, experiences and environment. One's opinion might not be the same as the others.

U-thai Hiranto (1979 : 80-81) wrote that there were many levels of opinion such as superficial and intensify level. Attitude was very intense and it would not change for a long time while the superficial opinion could be changed easily.

Sucha Jan-Em (1979 : 8) stated that opinion was a feeling. It was not as intense as attitude. However, opinion was a part of attitude. Each person might have different opinion on the same thing.

Ruengvej Sangrattana (1979 : 20) mentioned that opinion was verbal or penned expression toward something or someone based on a particular person's knowledge, experiences, and environment. One's opinion might or might not be accepted by the others.

Sutho Jareansuk (1981 : 58-59) defined that opinion was a feeling that occurred through live and learn. It resulted from a person's idea toward something or someone in terms of like, dislike, or neutral.

Prawit Chusri (1999 : 14) pointed out the idea that opinion was an expression of a person's thought, belief, and decision in a particular problem or issue based on the knowledge, experience, and environment.

In summary from the definitions above, opinion is the way to express a person's feeling, impression, believes, and decision about someone or something based on his or her knowledge, experiences, and environment. His or her opinion might or might not be accepted by the others.

2.1.2 Compositions of the opinion

Rosenberg and Hovland (1960 : 15) presented 3 compositions of the opinion as follows:

1. Cognitive Component is a person's knowledge, thought, and belief in someone or something.
2. Affective Component is a person's feeling toward group of people, a person, or situation. They are a person's emotion such as likeness, love, hate, and fear.
3. Behavioral Component is the possibility that a person will behave toward something depending on his or her feeling toward it.

2.1.3 Significant of the opinion

Feldman (1971: 53) stated that the study of opinions was to study a person's feeling toward something. Each of them will show his or her feeling or beliefs in verbal or penned.

The opinion survey is beneficial to every planning because it makes planning process flow smoothly. Every successful project was result from the cooperation of people and organization. Therefore, people's opinion is very important. The survey of opinion helps each project to meet local public's need, which would help them to understand and cooperate.

2.1.4 Factors influence opinion

Foster (1952: 119) concluded that the originate of opinion were

1. Experience toward something, someone, groups, story, or situation. Direct opinion happens when a person met, and accustomed with something. Indirect-opinion takes place when a person didn't experience a situation by himself such as saw the picture or read from a book.

2. Value because of the differences in background of each group or society, their opinions tend to be varied.

Oskamp (1977: 119-33) presented 5 factors, which influence one's opinions as follows:

1. Genetic and physical factors
2. Personal direct experience
3. Parental influences
4. Group's attitude and opinion
5. Mass media such as news from newspaper or television

Chartchai Tosintotithi (1986: 15) showed 2 points, which caused the differences in opinions as shown below:

1. Culture - People usually thought that their culture is superior to the others. So they tend to have positive opinions about their own culture.

2. Education Level is an important influence. People who have different education background will have different opinions. Education is somewhat an experience to a person.

2.1.5 Opinion Survey

Morgan and King (1971 : 750) proposed that interview method is better than questionnaire . Also, if questionnaire method was used, you must let the interviewees fill the answers with response scale such as agree or disagree with the questions.

John Zadrozy Thomas (1959: 234) cited that opinion survey must consist of 3 key points: a person, stimulation, and responses, which were varied. The survey of opinion was normally done by questionnaire and interview method.

John Best (1977: 77) suggested that the easiest way to show opinion was to calculate the percentage of the answers in each topic or question.

In opinions of passengers regarding station service and environment around the chatuchak station, summative scale or Likert scale was used to develop the questionnaire. Together, in-depth interview was applied to gather the information from all Staffs who work in the bus station.

According to Likert scaling, there are 5 levels of opinion in the questionnaire: Strongly agree, agree, undecided, disagree, and strongly disagree. Then the score of each selection will be reversed the response value for each of these items on whether positive or negative before summing for the total. (Wichean KetSingh, 1981: 94-97)

2.2 The definition and the background of the Bangkok Bus Station at Chatuchak

2.2.1 Definition of station

Faulks (1990: 21) signified the need of the station in Principle of Transport as follows:

Station defined as furthers point that we could bring anything to. Station also means the point that we interchange transport system or equipment in different way and/ or direction. It is very important that Station must have proper design, size, service, tools or methods of transporting according to the pattern that was set up by land transport authorities. It has to benefit passengers, merchandises, and materials.

There are many factors involved with transporting passengers. If there were more passengers, the station must increase its infrastructure, size of vehicle, distant. Also they must improve services that they usually provided. Besides, location of the station should be convenience for the passengers and merchandises. Hence, the station

should be sited in the community area such as in the city, shopping arcade, or the place that is fully function for the passengers and transport equipment.

2.2.2 Background of the Bangkok Bus Station at Chatuchak

The Transport Company Limited gained the license from the Department of Land Transportation, which also the biggest share holder in the Transport Company Limited, in constructing the station and the company head office on the 92 rai land at The Bus Station for the north and the northeast rout at Mochit market, Paholyothin road. The Bangkok Bus Station was officially opened since January 1st, 1960. In 1993, Captain Krisada Aroonwong Na Ayuthaya, the governor of Bangkok, and Colonel Winai Sompong, the secretary of Ministry of Transport and communication, had asked for the cooperation from the Department of Land Transportation and the Transport Company Limited for developing the area in the Bangkok Bus Station for the north rout at Mohchit. As a result the Station for the north and northeast rout and the Transport Company Limited headquarter was relocated to the State Railway of Thailand's land on the Khampangphet 2 Road, Ladyao district, Chatuchak and was named Mochit Station 2. The Mochit Station 2 is also the station for some provinces from the center part of Thailand such as Ang-Thong, Ayudhya, Sing-buri, and Lopburi.

The main objectives of setting up the Bangkok Bus Station were:

1. The Bangkok Bus Station is station for buses to arrive and depart from places to places.
2. The Bangkok Bus Station is being used as a tool to set criterion in control and manage other transport company by the rule and regulation of The Act of Transport of the year 1979.
3. The Bangkok Bus Station is being used as a tool to monitor all staffs that work on the bus and the bus station such as bus driver, bus conductor, and bus service provider etc.

2.3 Services

2.3.1 Definition of service

World Book Encyclopedia Dictionary (1963) defined that Service is the helpful act, the work done for another or others, the act that benefits others. (Reference by Plai-Fan Sukarom, 2534: 12) According to Thai Royal Dictionary 1991, service means to serve, to assist until the operation runs smoothly.

Siriwan Serirat and co (1991: 142) cited that service is the activities, benefits or the satisfaction of the customers, for example, school, cinema, and hotel.

The service of the Bus Station is one of services by the government, government enterprise, or the private sector, who gained the license from the government. Their duties are to serve and help passengers to meet their needs and to satisfy them with comfort during the period of time they use bus station service.

2.3.2 Quality of the service

One of the most important thing about service is to build up the confident of people so that they will make the decision to come back for more. Therefore, quality of services must be maintained through; (Siriwan Serirat and co, 1991: 143)

1. Place: convenient, nice ambience, good environment
2. People: proper trained staff, nice, and tidy
3. Equipment: the equipment must be modern and must not out-of-date
4. Communication Material: communication tools and documents that related to the service must be used correctly.
5. Symbols: must be able to represent the good service
6. Price: must be clearly stated and categorized according to each type of service.

2.3.3 Composition of the Service Quality

Service quality that passengers perceived will be obtained when the station is able to provide their service to meet the passengers' expectation. There are three factors that affect the expectation of the passengers.

- *Word of Mouth:* The expectation of the people would be high when word of mouth spread about the infamous organizations or companies, their good services and great images.
- *Personal Needs:* The passengers' expectation depends on their needs. Each passenger has different level of need and it will show his or her expectation in service.
- *Past experience:* Past experience plays a big part in the service expectation. If passenger had a good experience in service before, his or her expectation would be high.

Passengers will satisfy when their perceived service meet their expectation. The composition of the quality service are

1. Reliability reflects on the reliable service such as the bus schedule, timetable.
2. Responsiveness means the fast and convenience of every process of service including solving all their problems.
3. Competencies take places when staffs are ready to serve, skillful, and very capable in their work.
4. Access means how easy the passengers can get into the station. The bus station should site in a good location. There should be an outstanding sign to show way in. The accessibility of the station also includes the ability to give feedback and suggestion about the bus station to the staff or officer.
5. Courtesy means the passengers should get the friendly and respectfully service from all staffs.

6. Credibility will be shown when the passengers trust and have confidence in service that the station will do the best to serve them.

7. Security means that the passengers must feel safe and secure.

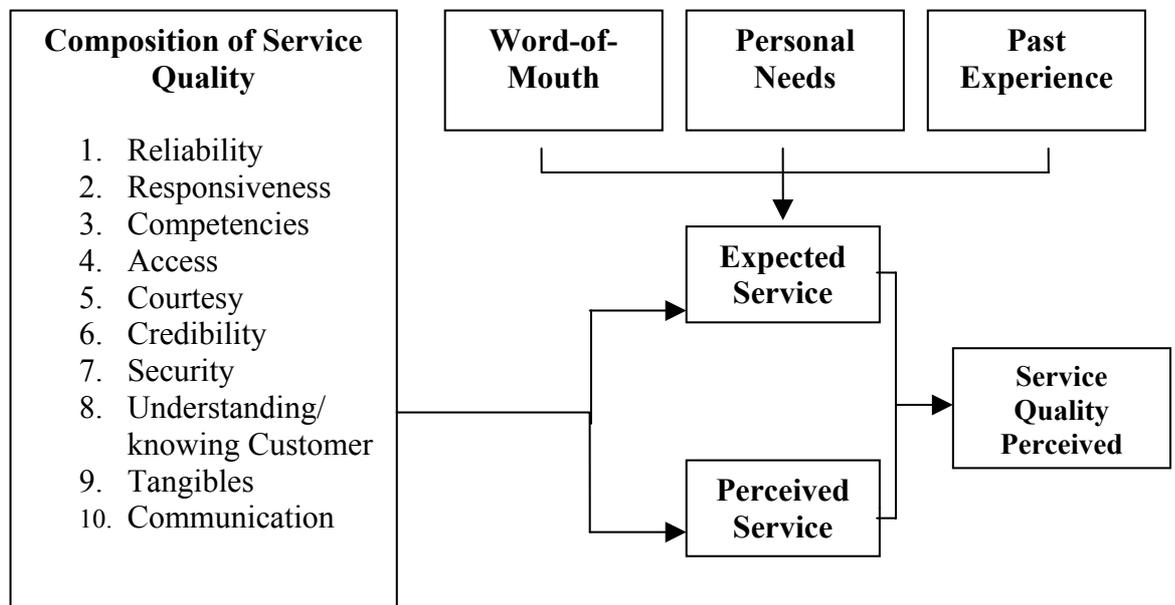
8. Understanding / knowing customer then satisfy their need with the great service.

9. Tangibles happens when service is renown, for example, cleanliness policy, and staffs' personality.

10. Communication mean when information is easy to access and presented to passengers in many styles such as photos, symbols, sign, etc. Also, information must suit target audience (passengers).

In summary, Service Quality Model is about then compositions that will lead the passengers to perceive the quality of service.

Service Quality Model



(Faculty of Commerce, Chulalongkorn University, reference in Master Plan for the Promotion on the Quality and Standards of the Public Bus Operations, Department of Land Transport, 2002: 7-26-7-29)

2.3.4 Conditions of bus station by the Department of Land Transport, Ministry of Transport and Communication.

2.3.4.1 Station Layout

a) The layout of the bus station including any buildings in bus station area must follow the department of land transport rule or must get permission from department of land transport. When the layout was done, there must not be any building block in front of the station building when overlook from the highway, public road, or the entrance of the bus station.

b) The road nearby must be at least 6 meters wide and/or the building nearby the entrance must be at least 6 meters away from the station.

c) The building nearby station (according to b.) must not be cinema, fresh market or other building that caused any inconvenience or congestion or filthy the area around the bus station.

d) The layout of the bus station and interlink must be approved by the department of land transport.

2.3.4.2 Bus Station

a) Bus Station consists of

i. Building that has the area for passengers, reservation and selling tickets, toilet, office area for the department of land transport officers, storefront, food and beverage store, and passengers resting area, etc.

ii. Parking lots and drive way for entrance and exit the bus station.

b) Size, layout, and the amount of I and II must be done as indicated by the department of land transport or at least was approved by government. Also, a person who contributed a piece of land and the construction must specify that he or she allowed the department of land transport to do so.

c) The layout and the construction must be approved by the department of land transport. The list below shows what are necessary to be done according to the department of land transport.

- Water pipe construction and water release system in the station connected to the pipe outside the station.
- Construct electric supply system and the equipment transformer, etc. in the station area and in the building.
- Construct water supply system and pipeline through the station and building according to the master plan. In case there is no pipe water, artesian well must be done instead to facilitate the water throughout the area.
- Construct the entrance and the exit way with at least 20 centimeters thick of concrete.
- Arrange seats for the passengers following the style and amount as indicated by department of land transport.
- Arrange station sign and the flagpole as said by pattern.
- Arrange amplifier with the equipment for the station.
- Arrange miscellaneous essential stuffs such as trash bin, fire engine, and bus rout signboard, etc. according to passengers' need.
- Gardening and planting the station area as indicated in the layout.
- Arrange the office place for staffs and officers.
- Arrange housing for the staffs and officers followed the layout, size, and the amount as said by the department of land transport.
- Construct or arrange anything that approved by the department of land transportation.

2.4 Concept of Environment

2.4.1 Definition of environment

Wimonsit Horayangkul (1983: 2) cited that environment is things, situations or conditions, and influences of something that surrounding human being. It is an important factor in terms of human quality living. Environment is dynamic. The environment that has an effect on human sensory system will result the human well-being. There are four types of sensory stimulations: air that you breathe, water that you drink, sound that you hear, and thing that you see. Environment can be categorized into two groups. They are natural environment such as physical environment and biological environment and environment that was created by human such as religion, culture, norm.

In this chapter we will discuss only the Physical Environment. Physical Environment is tangible. Human senses them by sensory system. We can see from our eyes, we can touch, and it affects or influences human directly or indirectly because human is a part of the physical environment. The examples of Physical environment are buildings, trees, roads, bus stops, phone booths, trash bin, etc.

2.4.2 Relationship between Human and Environment

Because physical environment involved with sensory organs and sensory system, the relationship between human and environment is somewhat about the sensitivity. Human learns about qualification of environment pass through their eyes, ears, nose, and skin in a sequence. For example, figures and color that appeared in environment, sound of people chatting, the smell of the fresh market, and the slippery of the floor. (Wimolsit Horayangkul, 1983: 22-23)

All of things in environment have emotional impact on human from physical to emotional. Therefore, the main objective in the architecture focus on physical environment, and the composition that balances with humans' perspective. (Wimolsit Horayangkul, 1983: 79-80)

Lewin (1951 was mentioned by Wimolsit Horayangkul, 1983: 7) proposed that human behavior is an outcome of the inner influences and the outer influences. Human behaviors are not come about human's need or any stimulation from outside. It was caused by the association of inner and outer environment due to one's experiences.

Lewin's Field Theory presented relationship between human behavior and their experience framework.

$$B = f(P, E)$$

Human behavior (B) depends on relationship between all the influences in human's live span (P) and environment that human perceived. This environment, both physical environment and environment that was created by human, was not real.

2.4.3 Type of the relationship between human and physical environment

Physical environment has many aspects. As a result, there are seven types of relationship between human and physical environment. According to Wimolsit Horayangkul (Wimolsit Horayangkul, 1983: 22-24), 7 types of relationship were:

1. Environmental related - Physical environment featuring the environment such as the level of sound, brightness, temperature, etc. was a part of human nature. Relationship between physical environments might embrace the psychological facet, for example, if the level of sound or temperature were too high, human's body and mind would be affected.

2. Emotional related. Physical environment relates to human sensory and nervous system. Things that human perceived was involved with sensation such as figure and color of the building, and the smell of the fresh market, etc.

3. Dimensional related. Human associate themselves to physical environment in terms of distance between other things and other people. Dimensional relation involved with human physical, psychological, and ecological side. For instance, the height of the table and chair must be interconnected to human size. Dimensional relation also implicates the space. The space is very important to ecology system, which focus on territoriality and personal space.

4. Directional related. Direction is a part of physical environment as it identifies the place where you have to go or the direction you move. Directional relation concerns with location selection especially on the north, east, south, and west. Moreover, direction can be indicated by the landmark such as tall building, church roof, etc.

5. Symbolic related. It is very certain that physical environment can be communicated through symbol. It can be directly communicate by using language such as restaurant signboard. Also, it can be indirectly communicated by physical environment, for example, we know a particular environment is a bedroom or hotel building. Humans need to know the symbolic of the environment so that they will know how to react to any situations. Social symbolic implied social status. In addition, symbolic related include aesthetics, which influences feeling and emotion.

6. Social reaction related. Physical environment triggers human to interact more or less. It is necessary for human to have relationship in society. Human relates to physical environment in terms of environment creates or obstructs human interact, for instance, if the fence is high, the neighbors have less interaction.

7. Cultural blending related. Physical environment makes cultural blending happened. It makes people stay together in society. In the rural where culture and norms play the big part in society, physical environment generates the relationship between culture and environment. On the other hand, physical environment in the open society bring about the differences in cultural value. It lacks of the relationship

between physical environment and cultural system. Culture crash takes place as a result.

2.4.4 Principle and Idea in environment setting

Part of human behavior resulted from Physical Environment and physical environment plays a part in creating or complicating human behavior. Therefore, the environment setting design and planning is directly concerning human behavior.

2.4.5 Objectives of environment setting design and planning

As stated by **Wimolsit Horayangkul** (Wimolsit Horayangkul, 1983: 26), the objectives of environment setting design and planning are

1. Environment setting design and planning creates aesthetics in shape and form. It has to be well balanced with the surrounding.
2. Environment setting design and planning must be able to show symbolic meaning and make people understand. At least the design and planning should be able to tell people about the benefits of that particular environment setting.
3. The environment setting must be useful to all activities that will happen there.

2.4.6 Criterion of the environment setting

Environment setting design and planning means fixing its size and space among the setting design. Size and space setting is not only correlate to physical environment or the needed of the structure, but also concern about human expediency. Environment setting is also relevant to the size of territoriality and personal space.

2.4.6.1 Territoriality (Wimolsit Horayangkul, 1983 : 195-220)

Territoriality means territorial possession by a person. He or she doesn't want anybody to invade his or her territory especially when he or she needs a personal space. With the aim of reducing the conflict that might happen from entering a person's territory, environment setting must be clear in territoriality. Environment setting design must consider a person's status and how he or she related to that area. Also, we must bear in mind that which person claims the territorial possession and not to assault their territory.

Newman (1972 : 9) cited that environment could be separated into many small territories sequentially: public zone to personal space, for instance, public zone, semi-public semi-personal zone, and personal zone. This arrangement could be used to design the setting that protects a person's territory.

It is normal to have some territorial possession problems in the public zone especially in the zone that was unclear activity in that community. Territorial possession usually took place in the areas that has no supervision such as the area under the bridge or highway. Nevertheless, there is a solution for this problem by arranging the semi-personal zone in between the public zone.

As for the semi-public zone, an unclear activities and ambiguous territorial possession bring about the invasion and possession claim. It also creates problems of unutilized area. However, if new environment setting were set, it would solve the problem.

2.4.6.2 Personal Space ((Wimolsit Horayangkul, 1983: 222-257)

The difference between territoriality and personal Space is that personal space can be considered as territory moving with a person. In addition, we usually include all surrounding that we commonly use in our personal space. Personal space has boundary. Environment setting design for personal space concerns the boundary arrangement and a person's behavior.

The guidelines of the environment setting design for personal space are

- 1) Environment setting design sets to bring people together or bring them apart.
- 2) Environment setting design sets according to the level of communication especially by eye contact.

In addition to the guidelines above, there are many miscellaneous points to consider when arranging environment setting design for personal space. They are people relationship, personalities, social status, demographic factors, culture and norms. All this factors are different in degree associate with the size of the personal space. Hall (Hall, 1996: as quoted in Wimolsit Horayangkul, 2526: 255) mentioned that the personal space arrangement must take the activities between people in consideration.

2.4.6.3 Privacy (Wimolsit Horayangkul, 1983: 259-302)

One of focal points about environment setting design and personal space is that everyone needs privacy. Physical environment is a key element to create, adjust, and control one's privacy.

Environment setting design needs proper physical environment to create a good fence. That is the environment a person used to control his or her territory. He or she also can adjust them to generate privacy in any circumstances. The guidelines to construct the physical environment are shown below.

1. Open Plan - Open plan is the plan that allowed a person to be able to control personal boundary. This way a person can adjust his or her privacy. Landscaping is one of an example that widely used in offices at the present time.
2. Multipurpose area - Some activities cannot be included in multipurpose area, as they need more privacy.
3. Area density and Area Size - Another way to help people to control their territory is to reduce the density and size of the area and increase their privacy as we reduce the unnecessary activities between them.

4. Ownership - Avoid setting the area that has no ownership such as the area under residential flat, a small landscaping between two buildings.

5. Domain - Environment setting design should separate the personal area and public zone clearly so that people will have their privacy in the personal area and won't be disturbed by the activities in public zone.

2.5 Relevant Researches

Jutiporn Pholkerd (1996 : Abstract) studied on the Proprietors' Options Regarding the Environment of Beaches: Case Study of Kudua Beach, Muang Ditriect, Ubonratchathani Province. He study was found that the proprietors agreed on the need for environmental management at a medium level on a five point scale devised by the researcher. The options of the sample population and their knowledge of natural touring place conservation was statistically significant at 0.01. Also, the difference in the opinions between the population's sex and levels of education was statistically significant at 0.05.

Walailuk Horatan (1992 : Abstract) studied on the public Opinion on Solid Waste Collection from the Household Along Canals: A Comparison of Khlong Bangkok Noi, Bangkok – Noi District and Khlong Chak Phra, Taling Chan District, Bangkok Metropolis. The results of the research revealed that most of the sample had positive opinion on solid waste collection from the household along canals and the sample living in the areas near Khlong Bangkok Noi had more positive opinion on solid waste collection from the household along canals than the sample living in the areas near Khlong Chak Phra and these opinions were significantly different.

Jirawan Pisesskolkit (1991 : Abstract) studied on the Public Opinion Regarding the Environmental Surroundings of an Ancient Monument: A Case Study of Pom Mahakarn Metropolis. The study was found the majority of the people had a medium level of public opinion regarding the environmental surroundings of Pom Mahakarn. The factors which were found to have a significant effect on the level of

public opinion were the following : present education level, the benefits obtained from the household, the expropriation, level of value judgment of Pom Mahakarn, knowledge of conservation ($p < 0.001$) and distance from the residential area to Pom Mahakarn ($p < 0.05$)

Suree Chimjalern (1989 : Abstract) studied on the Public's Opinions Towards Disit Zoo. The study was found most people had positive general opinions towards the Dusit Zoo in moderate level. Sex, age, hour-side are cause different opinions.

Pongpaiboon Silavaravej (1985 : Abstract) studied on The Urban Public's Opinion Toward Public Park: A Case Study of the Public Park Visitor in Bangkok. The study was found

1. In the group of sample who came to Lumpini Park, to the males, the elderly, the higher educated, and those who came to the park on weekends had a more positive generation opinion toward the public park than the other groups. The findings are statistically significant at the 0.001 level.
2. In the group of sample who came to Dhonburi Rom Park, the males, the youth, those with a low level of education and those who came to public park both on weekdays and weekends had a more positive opinion towards the public park regarding on the environmental layout and maintenance than the other groups. The findings are statistically significant at the 0.05 level.
3. In the group of sample who came to Lumpini Park, the females, the youth, those with a low level of education and those who came the public park both on weekdays and weekends had a more positive opinion towards the public park in the aspect of the atmosphere than the other groups. The findings are statistically significant at the 0.001 level.
4. In the group of sample who came to Dhonburi Rom Park, the males, the elderly, the higher educated and those who came to the public park both on weekdays and weekends had a more positive opinion towards the public park regarding on the aspect of management than the other groups. The finding are statistically significant at the 0.01 level.

5. In the group of people who came to Dhonburi Rom Park, the males, the youth, the low level educated, and those who came to the public park both on weekdays and weekends had a more positive opinion towards the public park regarding on the aspect of the public services than the other groups. The findings are statistically significant at the 0.05 level.

The most important finding is a lack of officers working in the public park, it is a major problem. The minor ones are the security, the insufficient budgets and the cleanliness problem respectively. Those problems should be urgently eliminated to serve the needs on the public park of the city dwellers.

Apinya Papadee (2000 : abstract) studied on The purpose of this research is to study the opinions of proprietors regarding Talingchan Floating Market. The study was found. The majority of the proprietors had positive opinions, at a low level of factors believed to be conducive to the sustainable development of Talingchan Floating Market. The factors that significantly influence the opinions are age, location of residence and the length of service at the statistical level of 0.05.

Tongyod Suantong (1997 : abstract) studied on the Opinions of Tourist Regarding Talingchan Floating Market. The study was found most of the sample under the study had positive opinions, at a moderate level, toward the Market. The factors that significantly influenced the opinions were monthly incomes, availability of the information on the Market and visit patterns, at the significance level of 0.001 and Occupation, education background distance from the tourist's resident to the Market, travel cost, number of visiting times to the Market, at the significance level of 0.01.

2.6 Variables related to study

From the reviews of the researches shown above, the researcher assumed that the opinion of the passengers toward the service and environment of the Bangkok Bus Station at Chatuchak would be reasonably good.

Sex

Sex should be an interesting variable that affect the opinion of the passengers toward the service and environment of the Bangkok Bus Station at Chatuchak. From the study of Guskin (1964: 84), Thai society was characterized as Double Standard society. Female was raised to be gentle and well behave whereas male was raised to be strong. By nature, male and female are physically and psychologically differences. This will result in variations in their personality, attitude, idea, and sexual behavior.

Pongpaiboon Silawarawej (1985: 182) studied the opinion of the urban residents toward the park in Bangkok. He found that male residents had the positive opinion towards park management by all aspects more than female residents.

Orrawan YenJai (1992: 185-186) Studied about Peoples' knowledge and practice of garbage disposal in family: case study of Ong Ang Canal. She found that male sampling group has more knowledge about garbage disposal more than female. However, female sampling group is more practical in garbage disposal than male group.

Prateng YimYai (1991: Abstract) studied about the Peoples' opinion toward the traffic problems in Nakorn- Rajsrima municipality. He discovered that male group and female group has different opinion in traffic problem and its affects in economy, social, health, and mentality. The statistical significance was 0.05.

In conclusion, the researcher will presume that sex plays a part in the difference in opinion of the passengers toward service and environment of the Bangkok Bus Station at Chatuchak.

Age

Pariya Kleub-tong (1996: 174) examined the Bangkok Metropolis Citizens' Opinions about Green Label Products. She found that age factor had an influence on the opinion about green label products. The statistical significance was at 0.01 level.

Winai Bouapradit (1989: 67-68) investigated opinion of government officers toward Supanburi project. He realized that age differences affect their opinion toward Supanburi project. The statistical significance was at 0.05 level.

Suri Simcharearn (1989: 105) studied the public's opinion towards Dusit Zoo. She found that the sampling group age over 35 years old has more positive idea toward Dusit zoo more than 28-35 years and 15-27 years old sampling groups.

In a word, we can assume that the difference in age affect the opinion of the passengers toward the service and environment of the Bangkok Bus Station at Chatuchak.

Area of Resident

It was written in the Report of an Expert Study Committee that people who stay in different area such as urban and rural would have differences in opinions, ideas, attitudes, and norms because their way of living, culture, and social influences were different.

Suchat Prasitrattasin (1986: 92) studied about the change of reproductive condition in Thai women since 1970. He found that the area of resident affects peoples' life. People's life style can be different according to where they live. People who stay in town and rural areas are very significantly different.

Therefore, it is easy to believe that passengers from the difference area of residents would give different opinions toward service and environment of the Bangkok Bus Station at Chatuchak.

Education Level

Sucha Jan-em (1984: 152) cited that education is a factor to shape peoples' behaviors, feelings, opinions because when they learn more or their knowledge change, their ideas or attitudes might be different from what they had before. Therefore, a person who has higher education will not have the same opinion as the lower education one.

Pranom Kommapat (1984: 72-73) did the research about the knowledge of bird-water reservation of primary school teachers in non-hunting area Talaynoi. From research analysis, he found that teachers who have different education background will have different knowledge. The statistical significance was at 0.05 level. Teachers who earn junior degree and bachelor degree have a better knowledge than teachers who earn lower degree than junior degree. The statistical significance was at 0.05. Teacher who got bachelor degree got more point than teacher who got junior degree and lower.

Supawadee Prakobsap (1994: 97) studied the opinions of police in the police carded toward the law that protect no smoking people. He found that people who have higher education than Master degree have positive opinions toward the law. The statistic significance was at 0.05 level.

Jirawan Pisetsakolkij (1991: 76) studied the public's opinions about the environment setting around the ancient place: case study of Pom Mahakarn, Bangkok. He discovered that the sampling groups who have higher education than bachelor degree share their idea about the environment setting around Pom Mahakarn the most. The second group was people whose education levels were secondary school, high school, vocational school or junior degree, and primary school in sequence. The statistical significance was at 0.001 level.

Thus, the result of this survey could be the differences in education level affect opinions of the passengers toward services and environment of the Bangkok Bus Station at Chatuchak.

Career

Pongpiboon Sirawarawej (1985: 176) studied the urban public's opinion toward public-park: a case study of the public park visitor in Bangkok. He found that people in different career have difference general opinions toward public-park. The statistical significance level was at 0.05.

Daranee Arpornpattana (1990: 99) studied the public knowledge and awareness of the local arts reservation in local area: case study of Paratom-Jedee pagoda, Nakorn-pratom province. She found that people who work in government sector and state enterprises have higher awareness of local arts reservation than any other careers. The statistical significance was at 0.001 level.

Kanthima Intarabuth (1995: 98) studied about the public knowledge and awareness of the art reservation in local area: case study of Muang Petchaburi municipality, Petchaburi province. He found that the sampling group who works in government sector and state enterprises share their positive opinions toward local art reservation the most, second group is people who work in business field, third is the merchants, and farmers, housewives, and students in sequences.

We can assume that people who work in different field would have different background and experiences. Therefore, their opinions will differ from one to another.

Average Monthly Income

Pongpaiboon Sirawarawej (1985: 110) studied the opinion of the urban residents toward the park in Bangkok. He discovered that people who has higher monthly average income (2,501 and above) has more positive opinions toward the park management than people who has lower income (2,500 and below). The reason might be the higher average monthly income gets more benefit from the park management than another group.

Prawit Shusri (1999: 77) studied about knowledge and opinions of entrepreneurs regarding garbage disposal along Cha-am beach, Phetchaburi province. He uncovered that people who earn an average of 15,000-20,000 baht has the most corrected knowledge about garbage disposal. Next are group of people who has average monthly income of 20,001 and higher, group of people who earn 10,001-15,000 baht, group of people who earn 5,001-10,000 baht, and people who has average monthly income 5,000 and lower, in order. The statistical significance was at 0.01 level.

Suri Simjarearn (1989: 105) studied the public's opinions towards Dusit Zoo. She stated that the sampling groups who have different average monthly income have different opinion towards Dusit Zoo. The statistical significance level was at 0.001.

Apiwat KeangKwa (1991: Abstract) studied the opinions of tourists regarding the improvement and development of accommodation in Kao Yai natural-park. He found that differences in tourists' income result the differences in their opinions toward the development of accommodation in Kao Yai natural-park. The statistical significance was at 0.05 level.

We are able to assume that the difference in monthly income will affect passengers' opinions toward service and environment of the Bangkok Bus Station at Chatuchak.

Experiences with other bus station

Saowanit Tang-Trakul (1990: 167-183) studied the satisfaction of the physical environment of the Hua Hin beach. She found that tourists who has never been to the beach before are more satisfied than tourists who used to visited other beach. The percentages were 79.4 and 52.8 in order.

Apiwat Keang-Kwa (1991: 92) studied opinions of tourists towards the improvement and development of the accommodation at the Kao Yai natural park. He found that tourists who have been to Kao Yai 1-2 times, tourists who have never been there before, and tourists who have been there for more than 3 times have different opinions toward the improvement and development of the accommodation at Kao Yai. The first group was 62.5%, the second was 60.2 % and the last was 40.6 %.

We can assume that the passengers who didn't share the same frame of experience will not have the same experience as the others. Passengers' experiences affect their opinion in the service and environment of the Bangkok Bus Station at Chatuchak.

Information Accessibility

Information accessibility is very essential for every people. Human needs to socialize. It is indispensable that they need to contact each other, exchanging opinion, learning from each other, trading knowledge and experiences. Also, they try to understand the others. Since information is the important factor in human decision making (Wuthichai Jamnong, 1980), Alkin (Alkin, 1973: 208) cited that information was in needed more when a person was not sure about his or her decision. He or she needs more information in order to know and understand the situation as well as some guideline in his or her resolution. Hence, information accessibility should be one of the main variables that cause the variation in the certified authorities' opinions.

Prawit Chusri (1999: 80) studied about knowledge and opinions of entrepreneurs regarding garbage disposal along Cha-am beach, Phetchaburi province. He found that public who were able to access to the information in moderate level has the right knowledge about garbage disposal more than other groups (group that access to information in high level and group of the low level). The statistical significance was at 0.01 level.

Songkran Puwanatai (1990: 177) studied the opinions of the people who work in the ceramics and white cements in Rajchaburi province toward the reforestation. He found that people who heard about the reforestation have more positive opinion than people who has never heard the new about reforestation before. The reason being was the information made people understand and see how important of the reforestation. The statistical significance was at 0.001 level.

Pitoon Ngam-Ying (1989: 177) studied the opinion of the rural women in reaching for the clean water: case study of Surin province. He found that the different of information accessibility makes different in their opinions. The statistical significances was at 0.01 level.

In the end, we can presume that the varieties of the passengers' opinion toward service and environment in Bangkok Bus Station at Chatuchak reason from the different of their information perception.

CHAPTER 3

MATERIALS AND METHODS

The objective of this research is to opinion of passengers regarding station service and environment around bus stations : a case study of Chatuchuk station, Bangkok. The research tools which used to collect data were questionnaire and in-dept interview. Questionnaire type was used to measure the quantity data and in-dept interview was used for quality data. The researcher also studied the related documents, researches and studies, including observed and checked around the Bangkok bus station at Chatuchak area in order to get the most accurate data for the research.

3.1 Population

The population was partition into 2 groups:

- 1) Population for the quantity data was the Bangkok bus station at Chatuchak's passengers whose age from 18 years old and above.
- 2) Population for the qualitative data was the staffs or officers in the Transport Company Limited who work directly involved with services and environment of the Bangkok bus station at Chatuchak. They are the manager, deputy manager, and the director of all departments in the Transport Company Limited

3.2 Sampling and Sample size

A purposive and random sampling methodology were implemented in conducting the research.

Taro Yamne formula was applied in this survey to calculate the sample size of the population.

$$n = \frac{N}{1+N(e)^2}$$

N = Total Sampling size

n = Sampling size

e = the error of sampling

Calculate

$$n = \frac{80,000}{1 + 80,000 (0.05)^2}$$

$$n = 398$$

According to the Taro Yamne formula, the sampling size is 398. Therefore, the total 400 persons were utilized as the research data.

A total sampling size was taken from the amount of passengers at the Bangkok bus station at Chatuchak each day on the average of 80,000 persons a day.

A purposive sampling was used to conduct the research. The target population was the passengers who is 18 years old and above.

3.3 Research Instrument

The instruments in this study were the questionnaire that used in quantitative research and the In-dept Interview used in qualitative research.

3.3.1 The questionnaires used in the research consisted of 4 parts:

Part 1 General background information and Socio-Economic Characteristic of target groups which are sex, age, area of resident, education level, career, average monthly income, passengers' experience toward other bus station, information accessibility, the need of information about the Bangkok bus station at Chatuchak, and the need of additional information in a particular topic of the Bangkok bus station.

Part 2 Knowledge about information accessibility: information source (radio, television, magazine, personal such as friends, relative, including news from government and private sector) and the frequency of the information accessible.

The frequency of the information accessibility was divided into 5 score rank:

Everyday	score	4
3-4 times a month	score	3
1-2 times a month	score	2
1-2 times a year	score	1
Never	score	0

Afterward, the frequency of information accessibility was classified into 3 levels using mean (\bar{X}), and cumulative percent by the following criterion

2 points and below	=	“low” level
3-6 point	=	“moderate” level
7 point and above	=	“high” level

Part 3 A totals of 36 questions involved passengers' opinions toward services and environment of the Bangkok bus station at Chatuchak. The categories were:

- Service
- Staff and officer
- Communication tools, symbols, signboard
- Price
- Environment

An answer was given to choose using rating scale as follows:

	Positive statement	Negative statement
Strongly agree	5	1
Agree	4	2
Uncertain	3	3
Disagree	2	4
Strongly disagree	1	5

Passengers' opinions toward services and environment of the Bangkok bus station at Chatuchak can be grouped by using mean (\bar{X}) and Cumulative percent as shown below:

Score 92 and below	=	“low” level
Score between 93-121	=	“moderate” level
Score 122 and above	=	“high” level

Part 4 Open-end questions about their opinions, problems, and suggestion about service and environment of the Bangkok bus station at Chatuchak.

3.3.2 In-dept Interview about problems, obstacle, and suggestion on service and environment of the Bangkok bus station at Chatuchak was constructed for 7 officers whose works are directly involved with the station.

1. The Transport Company Limited manager
2. Deputy managers who are in charge of station management and control the bus department
3. Company directors whose work directly related with the station management
4. Officers whose work directly related with the general station work.

3.4 Instruments Validity

3.4.1 Validity

The questionnaires was constructed based on literature review were read by members of the thesis supervising committees and the content validity was approved before they were pre-tested at the Bangkok bus station at Chatuchak. A total of 40 persons were selected for pre-test of questionnaires. The sampling sizes were passengers of the Bangkok bus station at Chatuchak.

3.4.2 Reliability

The reliability of the questionnaires was analyzed by using Cronbach's Coefficient Alpha.

Formula

$$\alpha = \frac{n}{n-1} \left(1 - \frac{\sum S_i^2}{S_t^2} \right)$$

When	α	=	reliability of the questionnaires
	n	=	total questions in questionnaires
	S_i^2	=	variance of single item
	S_t^2	=	variance of total item.

The computed reliability Coefficient Alpha of questionnaires was 0.77

3.5 Data Collection

1. Contact the Transportation Company Limited for the data collection.
2. Prepare questionnaires
3. Prepare research assistants in terms of understanding the objective of data collection process, recording data correctly, interviewing technique, and training them how to collect data.
4. Collecting data by using questionnaires and in-dept interview.

3.6 Data Analysis

After questionnaire collection process was accomplished, the selection and analysis of the filled-up questionnaires for their completeness and correctness were carried out. Grading was given to the negative and positive statements related to the public opinion. Accordingly, coding given to each questionnaires for statistical processing by using Mahidol university's SPSS package.

3.7 Statistics Used

1. General characteristics were analyzed by percentage, mean (\bar{X}), and standard deviation (S.D.)

2. Relationship between an independent variable (group measurement level) and a dependent variable was evaluated by Breakdown Dependent Variable method of One Way Analysis of variance: One-Way ANOVA.

3. Relationship among many independent variables (Nomonal Scale), a dependent variable (Interval Scale), and covariate (Interval Scale) was probed by Analysis of Variance together with Multiple Classification Analysis. (MCA)

4. Descriptive Approach Analysis used for In-depth interview data.

CHAPTER 4

RESULTS

In order to survey the opinion of passengers regarding station service and environment around bus stations: a case study of Chatuchak station, Bangkok, using questionnaire collected a total of 400 field data. Then the raw data was analyzed by SPSS computer program. The results were divided into 4 parts as shown below.

4.1 Data on general characteristics of passengers (sampling groups). They are sex, age, area of resident, education level, career, and average monthly income experiences toward other stations and news and information accessibility by adopting Percentage, Mean(\bar{X}), and Standard Deviation (S.D.) in the analyzing process.

4.2 The opinion of passengers regarding station service and environment around the Chatuchak station.

4.3 Results show relationship between Independent variable and dependent variable (the opinion of passengers regarding station service and environment around the Chatuchak station). One-way analysis of Variance was applied in this stage.

4.4 Results show relationship among many independent variables and dependent variable (the opinion of passengers regarding station service and environment around the Chatuchak station) and many controllable variables by using Analysis of Variance and Multiple Classification Analysis (MCA).

4.5 Problems and Recommendations from the passengers by adopting Percentage in this stage

4.6 The data of In-depth Interview were presented by Descriptive Approach.

4.1 General Characteristics

Demographic and Stimulate Factors

From the survey of 400 passengers' opinion regarding station service and environment around the Chatuchak station, it was found that

Sex

- 55.5% of the passengers were female.
- 44.5% of the passengers were male.

Age

- 61.0 % was the passengers' age between 18-36 years.
- 37.0 % was the passengers' age between 37-54 years.
- 2.0 % was the passengers' age between 55-72 years.
- The average age of the passengers was 33.78 years.
- The youngest age was 18 years old and the oldest was 59 years old.

Area of Resident

- 43.3 % of the passengers have their area of resident in the Northeastern and Eastern.
- 28.5 % of the passengers have their area of resident in the North.
- 28.2 % of the passengers have their area of resident in the Central.

Education Level

- 49.5 % of the passengers attained the bachelor degree or equivalent and higher.
- 21.0 % of the passengers attained the junior degree or equivalent.
- 16.5 % of the passengers attained high school level.

- 6.5 % of passengers attained secondary school level.
- 6.5 % of passengers attained primary school level.

Career

- 44.3 % of the passengers were government officers.
- 32.2% of the passengers were employers / private company employer.
- 14.0% of the passengers were farmers / unemployed.
- 11.0 % of the passengers were students.
- 9.5 % of the passengers were in business.
- 2.5 % of the passengers were state-enterprise officers.

Average Monthly Income

- 37.3 % of the passengers earn average monthly income of 5,601-10,000 Baht.
- 31.5 % of the passengers earn average monthly income of 10,100 Baht and higher.
- 31.2 % of passengers earn average monthly income of 5,500 Baht and lower.

Passengers' Experience toward Other Stations

- 91.5 % of the passengers have experienced other stations before.
- 8.5 % of the passengers have never experienced other stations.

News and Information about the Chatuchak station

- 78.5 % of passengers received news and information about the Chatuchak station before.
- 21.5 % of passengers have never received news and information about the Chatuchak station before.

News and Information needed About the Chatuchak station

- 99.0% of the passengers need more news and information about the Chatuchak station.
- 1.0 % of the passengers don't need more news information about the Chatuchak station.

Additional Information

- 53.8 % of the passengers need to know more about services available information, buses schedule, place of origin, destination, and how many buses going to a particular destination, type of buses, ticket fees, and amount of buses at the present time.
- 14.8 % of the passengers need to know more about general information of the Chatuchak station. 9.5 % of the passengers need to know more about bus ticket reservation, bus ticket selling, telephone number that they can call for information all the time.
- 7.5 % of the passengers need to know more about how the service is being done and government announcement.
- 6.2 % of the passengers need to know more about transporting companies, contact number for asking for information about the buses.
- 4.0 % of the passengers need to know more about the place where each bus waited for depart or arrive, other parking area for taxi, personal car.
- 3.2 % of the passengers need to know more about the bus route from place to place and between Bangkok to Metropolitan.

Media and Public Relation

- 48.3 % of the passengers think they want the Chatuchak station to do public relation via television.
- 23.0 % of the passengers think they want the Chatuchak station to do public relation via leaflet / running letter signboard.

- 18.5 % of the passengers think they want the Chatuchak station to do public relation via newspaper.
- 4.2 % of the passengers think they want the Bangkok bus terminal at Chatuchak to do public relation via radio broadcasting.
- 2.8 % of the passengers think they want the the Chatuchak station to do public relation via government documents.
- 1.0% of the passengers think that it's no need to do any public relation via mass Medias.

Table 4.1 : Passengers' Characteristics

(N=400)

Passengers' Characteristics	Number	Percentage
Sex		
Male	178	44.5
Female	222	55.5
Age		
18-36	246	61.0
37-54	148	37.0
55 and older	9	2.0
Area of Resident		
Central area	113	28.2
Northern region	114	28.5
Northeastern region and Eastern region	173	43.3
Education Level		
Primary school Level	26	6.5
Secondary school Level	26	6.5
High school Level	66	16.5
Junior college Level	84	21.0
Bachelor degree Level/ Higher	198	49.5

Table 4.1 : Passengers' Characteristics (Continue)

(N=400)

Passengers' Characteristics	Number	Percentage
Career		
Government officer / State-enterprise officer	177	44.3
Trading	38	9.5
Employer	129	32.2
Farmer / Students /Unemployed	56	14.0
Average Monthly Income		
5,500 Baht and lower	125	31.2
5,601- 10,000	149	37.3
10,001 Baht and higher	126	31.5
\bar{X} =94.05 S.D. =58.72 Min = 1,000 Max = 36,000		
Passengers' Experience toward other terminals		
Yes	366	91.5
No	34	8.5
News and Information about the terminal		
Yes	314	78.5
No	86	21.5
New and Information needed about the terminal		
Needed	396	99.0
No Need	4	1.0

Table 4.1 : Passengers' Characteristics (Continue)

(N=400)

Passengers' Characteristics	Number	Percentage
Additional specific information needed		
- Publication about service and Government announcement	30	7.5
- Bus schedule, place of originate and destination, how many buses available, type of buses, ticket fees, amount of buses at present	215	53.8
- Ticket booking information, Ticket selling procedure, Contact number	38	9.5
- Information about bus parking Lot, other service cars such as Taxi, private car parking	16	4.0
- Information about the connecting/transferring from place to place and between Bangkok and Metropolitan	13	3.2
- Information about buses from other companies and contact number for more information	25	6.2
- All of above	59	14.8
- None of above	4	1.0
Medias for Public Relation		
- Radio	17	4.2
- Television	193	48.3
- Newspaper	74	18.5
- Leaflet, Running-letter Signboard	92	23.0
- Magazine	9	2.2
- Government documents	11	2.8
- No Need	4	1.0

Frequency of news and information accessibility of passengers

From the results of survey the opinion of passengers regarding station service and environment around the Chatuchak station via media sources, it was found that

Radio

- 62.8 % of the passengers have never received news and information from radio.
- 21.3 % of the passengers have received news and information from radio once in many months.
- 7.5% of the passengers have received news and information from radio 1-2 times a month.
- 5.5% of the passengers have received news and information from radio 1-2 times a week.
- 3.0% of the passengers have received news and information from radio everyday.

Television

- 37.8 % of the passengers received news and information from television once in many months.
- 34.3 % of the passengers have never received news and information from television.
- 14.8 % of the passengers received news and information from television 1-2 times a month.
- 9.0 % of the passengers received news and information from television 1-2 times a week.
- 4.3% of the passengers received news and information from television everyday.

Newspaper

- 53.8 % of passengers have never received news and information from newspaper.
- 22.3% of passengers have received news and information from newspaper once in many months.
- 14.0% of passengers have received news and information from newspaper 1-2 times a month.
- 7.3 % of passengers have received news and information from newspaper 1-2 times a week.
- 2.8% of passengers have received news and information from news paper everyday.

Leaflet

- 81.1% of passengers have never received news and information from leaflet.
- 13.5% of passengers have received news and information from leaflet once in many months.
- 4.3% of passengers have received news and information from leaflet 1-2 times a month.
- 1.0% of passengers have received news and information 1-2 times a week.
- 0.3% of passengers have received news and information everyday.

Magazine

- 81.0% of passengers have never received news and information from magazine.
- 12.8% of passengers have received news and information from magazine once in many months.
- 4.8% of passengers have received news and information from magazine 1-2 times a month.
- 1.3% of passengers have received news and information from magazine 1-2 times a week.

- 0.1% of passengers have received news and information from magazine everyday.

Government Documents

- 73.8% of passengers have never received news and information from government newsletter.
- 18.5% of passengers have received news and information from government newsletter once in many months.
- 6.0% of passengers have received news and information from government newsletter 1-2 times a month.
- 1.3% of passengers have received news and information from government newsletter 1-2 times a week.
- 0.5% of passengers have received news and information from government newsletter everyday.

News and Information from Government Officer

- 72.5% of passengers have never received news and information from government officer.
- 19.8% of passengers have received news and information from government officer once in many months.
- 5.0% of passengers have received news and information from government officer 1-2 times a month.
- 2.5% of passengers have received news and information from government officer 1-2 times a week.
- 0.3% of passengers have received news and information from government officer everyday.

News and Information from Friends, Relatives, other people

- 47.3% of passengers have never received news and information from friends, relatives, or other people.
- 37.3% of passengers have received news and information from friends, relatives, or other people once in many months.

- 11.0% of passengers have received news and information from friends, relatives, or other people 1-2 times a month.
- 4.0% of passengers have received news and information from friends, relatives, or other people 1-2 times a week.
- 0.5% of passengers have received news and information from friends, relatives, or other people everyday.

Table 4.2 : Number and Percentage of sampling group in news and information accessibility of the Chatuchak bus station.

Source of information	Frequency									
	Daily		1-2 times/ week		1-2 times/ month		3-4 times/ year		Never	
	Number	%	Number	%	Number	%	Number	%	Number	%
1. Radio	12	3.0	22	5.5	30	7.5	85	21.3	251	62.8
2. Television	17	4.3	36	9.0	59	14.8	151	37.8	137	34.3
3. Newspaper	11	2.8	29	7.3	56	14.0	89	22.3	215	53.8
4. Leaflet	1	0.3	4	1.0	17	4.3	54	13.5	324	81.0
5. Magazines	1	0.3	5	1.3	19	4.8	51	12.8	324	81.0
6. Government documents	2	0.5	5	1.3	24	6.0	74	18.5	295	73.8
7. Government officer	1	0.3	10	2.5	20	5.0	79	19.8	290	72.5
8. Friends/ relatives	2	0.5	16	4.0	44	11.0	149	37.3	189	47.3

Level of the news and information accessibility regarding station service and environment around the Chatuchak station

From the survey, it was found that the majority of the passengers access to news and information in the lower level (42.0%). Second was the group that can access to news and information in moderate level (32.5%). Only 15.5% of the passengers can access to news and information in the higher level.

Table 4.3 : Level of the news and information accessibility regarding station service and environment around the Chatuchak station

Level of news and information accessibility	Number	Percentage
Lower Level (score 2 and below)	168	42.0
Moderate Level (score 3-6)	130	32.5
Higher Level (Score 7 or higher)	102	15.5
$\bar{X} = 4.60$ S.D.= 4.93 Minimum= 0 Maximum= 28		

4.2 Opinions of passengers regarding station service and environment around the Chatuchak station

In order to study the opinion of passengers regarding station service and environment around the Chatuchak station, a total of 36 questions were asked. The results were responded back as shown below.

Question number 1: Area inside terminal building is large enough to carry all the passengers.

- 39.5 % of the passengers were agreed.
- 27.3 % of the passengers were uncertain.
- 16.0 % of the passengers were disagreed.
- 15.8 % of the passengers were strongly agreed.
- 1.5 % of the passengers were strongly disagreed.

Question number 2: Enough facilities and services such as information counter, ticket selling booths, baggage leftover, trolley service, passengers waiting/ resting area, food and beverage store, grocery store, telephone booth, Automatic Teller Machine (A.T.M).

- 47.5 % of passengers were agreed.
- 24.3 % of passengers were uncertain.
- 16.0 % of passengers were strongly agreed.
- 11.8 % of passengers were disagreed.
- 0.5 % of passengers were strongly disagreed.

Question number 3: Do publicity or news and information announcement constantly, clearly, fast, and well distributed.

- 30.8 % of passengers were uncertain.
- 28.3 % of passengers were agreed.
- 25.8 % of passengers were disagreed.
- 13.3 % of passengers were strongly agreed.
- 2.0 % of passengers were strongly disagreed

Question number 4: News and information of services are easy to access when needed. News and information are fast, and updated.

- 30.8 % of passengers were agreed.
- 28.8 % of passengers were uncertain.
- 17.0 % of passengers were disagreed.
- 11.8 % of passengers were strongly agreed.
- 11.8 % of passengers were strongly disagreed.

Question number 5: Convenience and well-organized ticket selling and ticket reservation service

- 44.0 % of passengers were agreed.
- 31.8 % of passengers were uncertain.
- 12.5 % of passengers were disagreed.
- 10.8 % of passengers were strongly agreed.
- 1.0% of passengers were strongly disagreed.

Question number 6: Good air circulation system inside the station

- 44.3 % of passengers were agreed.
- 30.3 % of passengers were uncertain.
- 13.0 % of passengers were strongly agreed.
- 11.0 % of passengers were disagreed.
- 1.5 % of passengers were strongly disagreed.

Question number 7: Enough and well arrange waiting / resting seat / area inside the station

- 35.5 % of passengers were disagreed.
- 32.8 % of passengers were agreed.
- 18.8 % of passengers were uncertain.
- 8.5 % of passengers were strongly agreed.
- 4.5 % of passengers were strongly disagreed.

Question number 8: Enough toilets inside the station and toilets are regularly clean.

- 33.8 % of passengers were disagreed.
- 26.8 % of passengers were agreed.
- 25.3 % of passengers were uncertain.
- 11.0 % of passengers were strongly agreed.
- 3.3 % of passengers were strongly disagreed.

Question number 9: Baggage left over service, trolley rental service, and convenience trolley returning point

- 35.5 % of passengers were agreed.
- 27.0 % of passengers were uncertain.
- 24.0 % of passengers were disagreed.
- 10.5 % of passengers were strongly agreed.
- 3.0 % of passengers were strongly disagreed.

Question number 10: Enough and well located telephone booths and A.T.M

- 60.5 % of passengers were agreed.
- 15.8 % of passengers were uncertain.
- 13.8 % of passengers were strongly agreed.
- 9.8 % of passengers were disagreed.
- 1.0 % of passengers were strongly disagreed.

Question number 11: More entertainment services and areas to entertain and provide knowledge for passengers while waiting for buses such as magazines, newspaper, and television

- 39.8 % of passengers were agreed.
- 31.3 % of passengers were uncertain.
- 17.0 % of passengers were disagreed.
- 9.8 % of passengers were strongly agreed.
- 2.8 % of passengers were strongly disagreed.

Question number 12: Officers and staffs dress nice, tidy, and proper cloth. They are well-manner and provide good services and friendly.

- 33.8 % of passengers were agreed.
- 30.5 % of passengers were uncertain.
- 18.0 % of passengers were disagreed.
- 14.3 % of passengers were strongly agreed.
- 3.5% of passengers were strongly disagreed.

Question number 13: Officers and staffs have good knowledge and service mind. They are helpful and able to give good recommendations and suggestions to passengers.

- 40.5 % of passengers were uncertain.
- 26.3 % of passengers were agreed.
- 17.5 % of passengers were disagreed.
- 12.3 % of passengers were strongly agreed.
- 3.0 % of passengers were strongly disagreed.

Question number 14: Ticket reservation / ticket selling staffs/officers provide fast and good service. They are also friendly, polite, and proper manner.

- 34.8 % of passengers were disagreed.
- 25.3 % of passengers were agreed.
- 23.3 % of passengers were uncertain.
- 12.3 % of passengers were strongly agreed.
- 4.5 % of passengers were strongly disagreed.

Question number 15: Enough staffs (janitors) to take care of the station cleanliness regularly.

- 42.8 % of passengers were uncertain.
- 25.5 % of passengers were agreed.
- 17.0 % of passengers were disagreed.
- 11.3 % of passengers were strongly agreed.
- 3.5 % of passengers were strongly disagreed.

Question number 16: Enough security staffs to take care of all safety aspects regularly.

- 33.0 % of passengers were uncertain.
- 28.5 % of passengers were agreed.
- 24.3 % of passengers were disagreed.
- 11.3 % of passengers were strongly agreed.
- 3.0 % of passengers were strongly disagreed.

Question number 17: Enough buses for passengers in time of needed. Passengers don't need to wait for a long time.

- 37.3 % of passengers were agreed.
- 36.5 % of passengers were uncertain.
- 15.0 % of passengers were disagreed.
- 10.0 % of passengers were strongly agreed.
- 1.0 % of passengers were strongly disagreed.

Question number 18: Appropriate, fast, and convenience connecting /transferring service from place of originate to destination or place to place such as taxi service and the Bangkok Mass Transit Authority buses.

- 46.8 % of passengers were agreed.
- 28.5 % of passengers were uncertain.
- 15.0 % of passengers were disagreed.
- 9.8 % of passengers were strongly agreed.
- 0.8 % of passengers were strongly disagreed.

Question number 19: Signboards and maps arrangement inside the station to show ways and services available are clear, convenience, and enough for passengers.

- 36.5 % of passengers were agreed.
- 28.0 % of passengers were disagreed.
- 23.3 % of passengers were uncertain.
- 9.0 % of passengers were strongly agreed.
- 3.3 % of passengers were strongly disagreed.

Question number 20: There are significant signs, moving signboard, or information about the places or bus time table that are constantly updated.

- 34.5 % of passengers were agreed.
- 20.8 % of passengers were disagreed.
- 19.0 % of passengers were uncertain.
- 18.5 % of passengers were strongly disagreed.
- 7.3 % of passengers were strongly agreed.

Question number 21: Enough tools and equipments in the station those are ready to use such as seats, television sets, A.T.M, trolleys, trash bins, fire extinguished, etc.

- 37.8 % of passengers were agreed.
- 33.3 % of passengers were uncertain.
- 15.8 % of passengers were disagreed.
- 11.5 % of passengers were strongly agreed.
- 2.0 % of passengers were strongly disagreed.

Question number 22: Bus ticket prices are the same as the price that government set.

- 53.8 % of passengers were agreed.
- 25.0 % of passengers were uncertain.
- 14.0 % of passengers were strongly agreed.
- 5.0 % of passengers were disagreed.
- 1.5% of passengers were strongly disagreed.

Question number 23: Price of food and beverage is the same as the price elsewhere

- 40.3 % of passengers were disagreed.
- 26.5 % of passengers were agreed.
- 13.8 % of passengers were uncertain.
- 10.3 % of passengers were strongly disagreed.
- 9.3 % of passengers were strongly agreed.

Question number 24: Trolley rental fee, Baggage leftover service fee, car parking fee, toilet services fee, all were charged at a fair price.

- 36.5 % of passengers were uncertain.
- 35.3 % of passengers were agreed.
- 15.8 % of passengers were disagreed.
- 8.5 % of passengers were strongly agreed.
- 4.0 % of passengers were strongly disagreed.

Question number 25: Price of all goods and services are clearly stated.

- 35.5 % of passengers were uncertain.
- 29.0 % of passengers were agreed.
- 19.0 % of passengers were disagreed.
- 12.5% of passengers were strongly agreed.
- 4.0 % of passengers were strongly disagreed.

Question number 26: The station locates in a good location, easy to access for people.

- 40.3 % of passengers were agreed.
- 26.5 % of passengers were uncertain.
- 16.8 % of passengers were disagreed.
- 14.3 % of passengers were strongly agreed.
- 2.3 % of passengers were strongly disagreed.

Question number 27: The station area, station entrance and exit are clearly stated and easy to control and manage.

- 47.5 % of passengers were agreed.
- 27.5 % of passengers were uncertain.
- 11.3 % of passengers were disagreed.
- 11.3 % of passengers were strongly agreed.
- 2.5 % of passengers were strongly disagreed.

Question number 28: Overall area of the station is clean and well arranged, no trash and waste.

- 27.8 % of passengers were agreed.
- 26.3 % of passengers were uncertain.
- 23.8 % of passengers were disagreed.
- 14.8 % of passengers were strongly disagreed.
- 7.5 % of passengers were strongly agreed.

Question number 29: Well-arranging and zoning for station area and greenery area (gardening, landscaping)

- 31.8 % of passengers were agreed.
- 31.8 % of passengers were disagreed.
- 23.8 % of passengers were uncertain.
- 8.3 % of passengers were strongly agreed.
- 4.5 % of passengers were strongly disagreed.

Question number 30: Traffic control and arrangement in the station (convenience, fast, and no traffic congestion)

- 36.8 % of passengers were uncertain.
- 30.8 % of passengers were agreed.
- 19.0 % of passengers were disagreed.
- 10.3 % of passengers were strongly agreed.
- 3.3 % of passengers were strongly disagreed.

Question number 31: Convenience, enough and well-arranging area for car parking, passenger drop-off, way in and out, entrance and exit

- 38.0 % of passengers were agreed.
- 32.0 % of passengers were uncertain.
- 20.0 % of passengers were disagreed.
- 8.0 % of passengers were strongly agreed.
- 2.0 % of passengers were strongly disagreed.

Question number 32: Waiting areas are proper arranged for passengers. They are well kept clean and enough seats for everyone.

- 41.5 % of passengers were disagreed.
- 25.3 % of passengers were agreed.
- 20.3 % of passengers were uncertain.
- 7.5 % of passengers were strongly agreed.
- 5.3 % of passengers were strongly disagreed.

Question number 33: Trash, garbage, and waste are proper eliminated, controlled and managed.

- 36.3 % of passengers were uncertain.
- 29.5 % of passengers were agreed.
- 23.5 % of passengers were disagreed.
- 8.0 % of passengers were strongly agreed.
- 2.8 % of passengers were strongly disagreed.

Question number 34: Street stalls and newspaper stands are proper arrangement in station platform area.

- 35.0 % of passengers were agreed.
- 33.0 % of passengers were disagreed.
- 23.5 % of passengers were uncertain.
- 4.5 % of passengers were strongly agreed.
- 4.0 % of passengers were strongly disagreed.

Question number 35: The quantity of noise from car or bus engine and smoke from exhaust pipe are not exceeding safety limit and annoying people.

28.0 % of passengers were strongly disagreed.

24.5 % of passengers were disagreed.

20.8 % of passengers were agreed.

18.8 % of passengers were uncertain.

8.0 % of passengers were strongly agreed.

Question number 36: Security system inside the station is well managed such as bright light, bus lane, and pedestrian way, fencing over signboard, fencing over dangerous area, convenience and safe drop-off for passengers.

29.3 % of passengers were agreed.

28.3 % of passengers were disagreed.

25.5 % of passengers were uncertain.

12.3 % of passengers were strongly agreed.

4.8 % of passengers were strongly disagreed.

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
1. Area inside station building is large enough to contain all passengers.	63	15.8	158	39.5	109	27.3	64	16.0	6	1.5
2. Enough facilities and services such as information counter, ticket selling booths, baggage leftover, trolley service, passengers waiting/ resting area, food and beverage store, grocery store, telephone booth, Automatic Teller Machine (A.T.M).	64	16.0	190	47.5	97	24.3	47	11.8	2	0.5
3. Do publicity or news and information announcement constantly, clearly, fast, and well distributed.	53	13.3	113	28.3	123	30.8	103	25.8	8	2.0

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station (Continue)

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
4. News and information of the services are easy to access when needed. News and information are fast, and updated.	47	11.8	123	30.8	155	28.8	68	17.0	47	11.8
5. Convenience and well-organized ticket selling and ticket reservation service	43	10.8	176	44	127	31.8	50	12.5	4	1.0
6. Good air circulation system inside the station	52	13.0	177	44.3	12	30.3	44	11.0	6	1.5
7. Enough and well arrange waiting / resting seat / area inside the station	34	8.5	131	32.8	75	18.8	142	35.5	18	4.5
8. Enough toilets inside the station and toilets are regularly clean.	44	11.0	107	26.8	101	25.3	135	33.8	13	3.3

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station (Continue)

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
9. Baggage leftover service, trolley rental service, and convenience trolley returning point	42	10.5	142	35.5	108	27.0	96	24	12	3.0
10. Enough and well located telephone booths and A.T.M	55	13.8	242	60.5	63	15.8	39	9.8	1	0.3
11. More entertainment services and areas to entertain and provide knowledge for passengers while waiting for buses such as magazines, newspaper, and television	37	9.3	159	39.8	125	31.3	68	17.0	11	2.8

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station (Continue)

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
12. Officers and staffs dress nice, tidy, and proper cloth. They are well-manner and provide good services and friendly.	57	14.3	135	33.8	122	30.5	7	18.0	14	3.5
13. Officers and staffs have good knowledge and service mind. They are helpful and able to give good recommendations and suggestions to passengers.	51	12	105	26.3	162	40.5	70	17.5	12	3.0
14. Ticket reservation / ticket selling staffs /officers provide fast and good service. They are also friendly, polite, and proper manner.	49	12.3	101	25.3	93	23	139	34.8	18	4.5

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station (Continue)

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
15. Enough staffs (janitors) to take care of the station cleanliness regularly and strictly.	45	11.3	102	25.5	171	42.8	68	17.0	14	3.5
16 Enough security staffs to take care of all safety aspects regularly.	45	11.3	114	28.5	132	33.0	97	24.3	12	3.0
17. Enough buses for passengers in time of needed. Passengers don't need to wait for a long time	40	10.0	150	37.5	146	36.5	60	15.0	4	1.0
18. Appropriate, fast, and convenience connecting /transferring service from place of originate to destination or place to place such as taxi service and the Bangkok Mass Transit Authority buses.	36	9.0	187	46.8	114	28.5	60	15.0	3	0.8

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station (Continue)

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
19. Signboards and maps arrangement inside the station to show ways and services available are clear, convenience, and enough for passengers.	36	9.0	146	36.5	93	23.3	112	28.0	13	3.3
20. There are significant signs, running-letter signboard, or information about the places or bus time table that are constantly updated.	29	7.3	138	34.5	76	19.0	83	20.3	74	18.5
21. Enough tools and equipments in the station those are ready to use such as seats, television sets, A.T.M, trolleys, trash bins, fire extinguished, etc.	46	11.5	151	37.8	132	33.0	63	15.8	8	2.0

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station (Continue)

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
22. Bus ticket prices are the same as the price that government set.	59	14.8	215	53.8	100	25.0	20	5.0	6	1.5
23. Price of food and beverage is the same as the price elsewhere	37	9.3	106	26.5	55	13.8	161	40.3	41	10.3
24. Trolley rental fee, Baggage leftover service fee, car parking fee, toilet services fee, all are charged at a fair price.	34	8.5	141	35.3	146	36.5	63	15.8	16	4.0
25. Price of all goods and services are clearly stated.	50	12.5	116	29.0	142	35.5	76	19.0	16	4.0
26. The station locates in a good location, easy to access for people.	57	14.3	161	40.3	106	26.5	67	16.8	9	2.3

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station (Continue)

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
27. The station area, station entrance and exit are clearly stated and easy to control and manage.	45	11.3	190	47.5	100	27.5	45	11.3	10	2.5
28. Overall area of the station is clean and well-arranged, no trash and waste.	30	7.5	111	26.3	95	23.8	95	23.8	59	14.8
29. Well-arranging and zoning for station area and greenery area (gardening, landscaping)	33	8.3	127	23.8	127	31.8	127	31.8	18	4.5
30. Traffic control and arrangement in the station (convenience, fast, and no traffic congestion)	41	10.3	123	36.8	76	19.0	76	19.0	13	3.3

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station (Continue)

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
31. Convenience, enough and well-arranging area for car parking, passenger drop-off, way in and out, entrance and exit.	32	8.0	152	38.0	128	32.0	80	20.0	8	2.0
32. Waiting areas are proper arranged for passengers. They are well kept clean and enough seats for everyone.	30	7.5	101	25.3	82	20.5	166	41.5	21	5.3
33. Trash, garbage, and waste are proper eliminated, controlled and managed.	32	8.0	118	29.5	145	36.3	94	23.5	11	2.8
34. Street stalls and newspaper stands are proper arrangement in station platform area.	18	4.5	140	35.0	94	23.5	132	33.0	16	4.0

Table 4.4 : Number and Percentage of sampling group opinions regarding service and environment around the Chatuchak station (Continue)

(N=400)

Questions	Strongly Agree		Agree		Uncertain		Disagree		Strongly Disagree	
	Number	%	Number	%	Number	%	Number	%	Number	%
35. The quantity of noise from car or bus engine and smoke from exhaust pipe are not exceeding safety limit and annoying people.	32	8.0	83	20.8	75	18.8	98	24.5	112	28.0
36. Security system inside the station is well managed such as bright light, bus lane, and pedestrian way, fencing over signboard, fencing over dangerous area, convenience and safe drop-off for passengers.	49	12.3	117	29.3	102	25.5	113	28.3	19	4.8

Level of passengers' opinion regarding station service and environment around the Chatuchak station

In an attempt to measure level of the opinion of passengers regarding station service and environment around bus stations: a case study of Chatuchak station, Bangkok, the score from 36 questions were summed up. Then scores were divided into 3 groups by adopting Mean (\bar{X}) in this stage. It was found that 63.2% of passengers have moderate opinion level regarding station service and environment around the Chatuchak station. Second, it was 19.0% in high level and 17.8% in low level for the last.

Table 4.5 : Level of passengers' opinion regarding station service and environment around the Chatuchak station

The opinion of passengers regarding station		
Service and environment around the Chatuchak station	Number	Percentage
Low level (score 92 and lower)	71	17.8
Moderate level (score 93-121)	253	63.2
High level (score 122 and higher)	76	19.0
$\bar{X} = 106.83$ S.D.= 15.16 Min = 70.0 Max = 143.0		

The level of passengers' opinion regarding station service and environment around the Chatuchak station divided according to particular subject matter was done by adding up all subjects' scores using Mean (\bar{X}) in analyzing the level of their opinion as follow.

Location

- 62.3 % of passengers have opinion in moderate level.
- 21.8 % of passengers have opinion in low level.
- 15.9 % of passengers have opinion in high level.

Personnel

- 63.3 % of passengers have opinion in moderate level.
- 28.3 % of passengers have opinion in low level.
- 8.8 % of passengers have opinion in high level.

Communication tools, Media tools, Symbol and Sign

- 57.5 % of passengers have opinion in moderate level.
- 21.3 % of passengers have opinion in low level.
- 21.3 % of passengers have opinion in high level.

Prices

- 55.5 % of passengers have opinion in moderate level.
- 33.3 % of passengers have opinion in low level.
- 11.8 % of passengers have opinion in high level.

Environment and Surrounding

- 51.3 % of passengers have opinion in moderate level.
- 26.0 % of passengers have opinion in low level.
- 22.8 % of passengers have opinion in high level.

Table 4.6 : Levels of the opinion of passengers regarding service and environment around bus stations: a case study of the Chatuchak station,Bangkok, separated according to subject matters

(N=400)

Levels of the opinion of passengers	Number	Percentage
Location		
Low level (Score 28 and lower)	87	21.8
Moderate level (Score 29 – 38)	249	62.3
High Level (Score 39 and higher)	64	16.0
\bar{X} =32.43 S.D.=5.00 Min=22.0 Max=43.0		
Personnel		
Low level (Score 11 and lower)	113	28.3
Moderate level (Score 12 – 19)	252	63.0
High Level (Score 20 and higher)	35	8.8
\bar{X} =13.84 S.D.=4.43 Min=5.0 Max=25.0		
Communication tools, Media tools, Symbol and Sign		
Low level (Score 13 and lower)	25	21.3
Moderate level (Score 14 – 17)	230	57.5
High Level (Score 18 and higher)	85	21.3
\bar{X} =15.37 S.D.=2.26 Min=10.0 Max=24.0		
Prices		
Low level (Score 9 and lower)	133	33.3
Moderate level (Score 10 – 14)	220	55.0
High Level (Score 15 and higher)	47	11.8
\bar{X} =10.85 S.D.=3.22 Min=4.0 Max=20.0		
Environment and Surrounding		
Low level (Score 30 and lower)	91	22.8
Moderate level (Score 31 – 34)	104	26.0
High Level (Score 35 and higher)	205	51.3
\bar{X} =34.35 S.D.4.34 Min=23.0 Max=45.0		

4.3 Results show relationship between individual factor and other factors that influence the opinion of passengers regarding station service and environment around the Chatuchak station by adopting One-Way Analysis of Variance

Sex

Male have a lower score of the opinion regarding service and environment around Chatuchak station than Female. There was no significance statistics level.

Age

It was found that passengers age between 36 years and younger have the highest score of the opinion regarding service and environment around Chatuchak station. Next, there are the passengers age between 37-35 years and the passengers age 55 years and older. The significance statistics was at 0.05 level ($P < 0.05$).

Area of Resident

Passengers who have their hometown in Northeastern and Eastern region have the highest score of the opinion regarding service and environment around Chatuchak station. Second, it was passengers who have their hometown in the North and passengers who have their hometown in the central. There was no significance statistics level.

Education level

The passengers, who attained Bachelor degree or equivalent or higher degree, have the highest score of the opinion regarding service and environment around Chatuchak station. Next group was the passengers who attained junior degree or equivalent. Then, Primary level, secondary level, and high school level in sequence. The significance statistic was at 0.05 level ($P < 0.05$).

Career

Group of passengers who are traders or in trade have the highest score of the opinion regarding service and environment around Chatuchak station. Next, there are passengers who are working as government officers/ state-enterprise officers, employers / private company employers, farmers, students, and unemployed. There is no significance statistics level.

Average Monthly Income

It was found that group of passengers who earn between 5,501 – 10,000 baht/month have a higher score of the opinion regarding service and environment around Chatuchak station than a group of passengers who earn 10,001 baht or more and a group of passengers who earn 5,500 baht or less. There is no significance statistics level.

Passengers' experiences toward other stations

Group of passengers who experienced other stations' service and environment got higher score of the opinion regarding service and environment around Chatuchak station than group of passengers who have no experience toward other stations. There is no significance statistics level.

News and Information accessibility

Passengers who are able to access to news and information in moderate level have the highest score of opinion regarding service and environment around Chatuchak station than groups of passengers who are able to access to news and information in lowest and high level in sequences.

Table 4.7 : One-way Analysis of Variance test between personal factors and factors that influences the opinion of passengers regarding service and environment around bus stations: a case study of the Chatuchak station, Bangkok

(N=400)

Variables and Categories	N	Mean	S.D.	Sig of F
Gender				0.933
Male	178	105.65	15.03	
Female	222	107.77	15.22	
Age				0.033
18 – 36	243	106.07	14.19	
37 – 54	148	108.69	16.08	
55 – 72	9	96.78	20.53	
Area of resident				0.950
Central area	113	106.11	16.17	
Northern region	114	106.75	14.85	
Northeastern and Eastern region	173	107.35	14.75	
Education Levels				0.021
Primary Levels	26	106.19	10.42	
Secondary Levels	26	104.54	13.79	
High Levels	66	101.73	17.40	
Junior degree or equivalent Levels	84	107.12	15.23	
Bachelor degree or equivalent and higher Levels	198	108.79	14.71	

Table 4.7 : One-way Analysis of Variance test between personal factors and factors that influences the opinion of passengers regarding service and environment around bus stations: a case study of the Chatuchak station,Bangkok (Continue)

(N=400)

Variables and Sampling Group	N	Mean	S.D.	Sig of F
Career				0.687
Government officer/ state- enterprise officers	177	107.44	16.48	
Merchants	38	108.47	14.49	
Employer / Private company employer	129	106.55	13.85	
Farmers / students / Unemployed	56	104.96	14.44	
Average Monthly Income(B/M)				0.611
5,500 and lower	125	106.14	13.82	
5,501 – 10,000	149	107.79	15.24	
10,001 and higher	126	106.37	16.33	
Experiences toward other bus stations				0.157
No	34	103.06	12.21	
Yes	366	107.18	15.37	
News and Information accessibility				0.000
Low level (Score 2 and lower)	168	108.08	15.19	
Moderate level (Score 3 – 6)	130	109.35	14.53	
High level (Score 7 and higher)	102	101.54	15.16	

4.4 Results show relationship among many independent variables and dependent variable (passengers' opinion regarding services and environment of Chatuchak station) and many controllable variables by using Analysis of Variance and Multiple Classification Analysis

Model of Analysis

Dependent Variable

- The opinion of passengers regarding station service and environment around the Chatuchak station

Independent Variables

- Sex
- Age
- Area of resident
- Education level
- Career
- News and Information accessibility
- Passengers' experiences toward other stations

Covariate

- Average monthly income

4.4.1 Analysis of Variance of the factors that influences passengers' opinions regarding service and environment of Chatuchak station.

From the result of analysis of variance according to Table 4.8, Independent variables consist of sex, age, area of resident, education level, career, news and information accessibility, passengers' experiences toward other stations consequences the variance of dependent variable (passengers' opinions regarding service and environment of Chatuchak station). The significance statistics level was at 0.001 levels (P-Value < 0.001).

When taking independent variables into an account, it was found that education level and news and information accessibility results in the variance of dependent variable. The significance statistics level of the education level was at 0.05 and the significance statistics level of news and information accessibility was at 0.001 levels. Other variables (sex, age, area of resident, career, news and information accessibility, and passengers' opinion regarding service and environment of other stations) did not create the variance of the dependent variable (passengers' opinions regarding service and environment of Chatuchak station).

When taking covariate (average monthly income) in consideration, it was uncovered that average monthly income generates the variance of the dependent variable (passengers' opinions regarding service and environment of Chatuchak station) with no significance statistics. Both independent variables and dependent variable in this analysis model can be used to explain the variance of the independent variables. The significance statistics was at 0.001 levels.

From the analysis, it was discovered that the relationship between average monthly income and the opinion of passengers regarding station service and environment around the Chatuchak station was negative. The higher the average monthly income, the more negative the opinion of the passengers.

Table 4.8 : Analysis of Variance of the factors that influences passengers' opinions regarding service and environment of Chatuchak station

Source of variation	Sum of Squares	df	Mean Squares	F	Sig.of F
Variables	48718.64	15	581.24	2.69	0.001
- Gender	330.89	1	330.89	1.53	0.216
- Age	1165.00	2	582.50	2.70	0.069
- Area of resident	188.69	2	94.34	0.44	0.646
- Education Levels	2131.60	4	532.90	2.47	0.044
- Career	320.78	3	106.92	0.49	0.686
- News and Information accessibility	3947.20	1	1973.60	9.15	0.000
- Experiences toward other Stations	634.48	1	634.48	2.94	0.08
Covariate	285.57	1	285.57	1.32	0.251
Explained	9004.21	16	562.76	2.61	0.001
Residual	82640.89	383	215.77		
Total	91645.097	399	229.687		
Covariate Raw Regression Coefficient					
- Average monthly income - 0.015					

4.4.2 Classification analysis of factors that affected the opinion of passengers regarding station service and environment around the Chatuchak station

The results of Classification analysis (Table 4.9) are as shown below.

Sex

Female group have more positive opinion regarding service and environment around the Chatuchak station than male group. After controlling the independent variables, it was uncovered that relationship pattern was still the same. The correlation between sex and the opinion of passengers regarding service and environment around Chatuchak station was in low level (Beta = 0.019). There is no significance statistics level.

Age

Passengers in the age group between 37-54 years old have the highest score regarding service and environment around the Chatuchak. Next, there are passengers in the age group between 36 years and younger and passengers in the age group 55 years and older in order. When controlling independent variables, age factor influences the opinion regarding service and environment around Chatuchak at low level (Beta = 0.116). There is no significance statistics level.

Area of resident

Before controlling any variables, passengers whose area of resident in the Northeastern and Eastern region have the most positive opinion regarding service and environment around Chatuchak station. Second group was passengers whose area of resident in central area and northern region in an order. Relationship pattern remained the same after controlling independent variables. The correlation between area of resident and the opinion of passengers regarding station service and environment was at low level (Beta = 0.043). There is no significance statistics level.

Education Level

The relationship pattern before controlling any variables and after controlling independent variables were the same. The passengers who attained bachelor degree or equivalent have more positive opinion regarding station service and environment around the Chatuchak station than passengers who attained junior degree or equivalent, primary level, secondary school level, high school level or equivalent. The correlation between education level and the opinion of passengers regarding station service and environment around the Chatuchak station was at low level (Beta = 0.189). The significance statistics was at 0.05 levels.

Career

Before controlling any variables, passengers who are working in trade or as merchants have more positive opinion regarding service and environment around the Chatuchak station than passengers who are working as government officers/ state-enterprise officers, employers/ private company employers, students/ farmers/ unemployed in sequences. However, after controlling independent variables and covariate, the sequences changed to passengers who are working in trade or as merchants, then passengers who work as employers/ private company employers, students/ farmers/ unemployed, and government officers/ state-enterprise officers. The correlation between career and the opinion regarding service and environment around the Chatuchak station was at low level (Beta = 0.63). There is no significance statistics level.

News and information accessibility (Type / Frequency)

Passengers who got the frequency score in news and information accessibility between 3-6 marks have more positive opinion regarding service and environment around the Chatuchak station. Second, there are the passengers who got the score 2 marks and lower, and passengers who got the score 7 marks and higher in order. When controlling independent variables, it was found that the relationship pattern stayed the same. The correlation between frequency score and the news and information accessibility regarding service and environment around the Chatuchak station was at lower level (Beta = 0.20). The significance statistics was at 0.001 levels.

Passengers' experiences toward other bus stations

Passengers who experienced other bus stations before have more positive opinion regarding service and environment around the Chatuchak station more than passengers who has no experience with other bus station before. The relationship pattern is still the same even though the independent variables were controlled. The correlation between passengers' experiences toward other bus stations and the opinion of passengers regarding station service and environment around the Chatuchak station was at low level (Beta 0.085). There is no significance statistics level.

From the Classification analysis, it was found that all the independent variables can explain the variance of dependent variable (the opinion of passengers regarding station service and environment around the Chatuchak station) approximately 9.5%. When considering covariate, the percentage of explanation the variance is increased (9.8%). Multiple correlation coefficients between independent variables and dependent variable equal to 0.308. And with covariate, the variance is increasing to 0.313.

After adjusting independent variables and covariate, when comparing the correlation between each independent variable with dependent variable (the opinion of passengers regarding station service and environment around the Chatuchak station), it was found that news and information accessibility is the variable that influences opinion the most (Beta= 0.206). Second was education level (Beta = 0.189), then Age (Beta = 0.116), passengers' experiences toward other stations (Beta = 0.085), career (Beta = 0.063), area of resident (Beta = 0.043), and sex (Beta=0.019).

In summary, group of female, group of passengers whose age range between 37-54 years, group of passengers whose area of resident in the Northeastern and Eastern region, group of passengers who are working in trade or merchants, group of passengers who attained bachelor degree or equivalent or higher, groups of passengers who experienced other bus stations, and group of passengers who have moderate score in news and information accessibility, are the group that has more positive opinion regarding station service and environment around the Chatuchak station than any other groups in the same subject matter.

Table 4.9 : Multiple Classification analysis of factors that influences the opinion of passengers regarding station service and environment around the Chatuchak station

Grand Mean = 106.83

Variable and Category	N	Unadjusted for Factors		Adjusted for Factors			
		Predicted Mean	Eta	Predicted Mean	Beta	Covariates	Beta
Gender			0.07		0.028		0.019
-Male	178	-1.18		-0.47		-0.32	
- Female	222	0.95		3.78		0.26	
Age			0.116		0.131		0.099
- 18-36	246	-0.76		-0.95		-1.30	
- 37-54	148	1.86		1.83		2.33	
- 55-72	9	-10.05		-4.48		-2.39	
Area of resident			0.034		0.044		0.043
- Central area	113	-0.72		-0.43		-0.34	
- Northern	114	-7.31		-0.71		-0.78	
- Northeastern and Eastern	173	0.52		0.75		0.73	
Education Levels			0.169		0.172		0.179
- Primary Levels	26	-0.64		-0.56		-1.10	
- Secondary Levels	26	-2.29		-2.86		-3.37	
- High school Levels	66	-5.10		-5.02		-5.36	
- Junior degree / equivalent	84	0.29		0.20		0.21	
- Bachelor degree equivalent	198	1.96		2.04		2.30	

Table 4.9 : Multiple Classification analysis of factors that influences the opinion of passengers regarding station service and environment around the Chatuchak station (Continue)

Grand Mean = 106.83

Variable and Category	N	Unadjusted for Factors		Adjusted for Factors			
		Predicted Mean	Eta	Predicted Mean	Beta	Covariates	Beta
Career			0.061		0.062		0.063
- Government officers / State-enterprise officers	177	0.44		-0.84		-0.65	
- Merchants	38	1.65		2.22		2.55	
- Employer/private company employer	129	-0.28		0.52		0.46	
- Farmers/ students / unemployed	56	-1.86		-3.05		-0.60	
Information accessibility			0.208		0.211		0.206
- 2 and lower	168	1.26		1.39		1.31	
- 3-6	130	2.53		2.44		2.44	
- 7 or higher	102	-5.29		-5.41		-5.27	
Experiences			0.076		0.090		0.088
- No	34	-3.77		-4.47		-4.38	
- Yes	366	0.35		0.46		0.41	
Multiple R			0.308		0.313		
Multiple R Square			0.095		0.098		

4.5 Problems and Recommendations

In this study, problems and recommendations were separated into 2 parts in each working stage as followed.

1) Location

- Station location problems are divided into 2 parts; inside and outside the station.

The opinion of passengers regarding inside the station were

1. Environment outside the station is not good. There are dusty, smoke from exhausted pipe, and too few trees and not enough landscaping.
2. Stores outside the station are too crowded and not in order.
3. The station locates too far and the trip to station is not convenience for people. Also, road on the way there is not in a good condition and very often there is traffic jam in the station area.
4. Area outside the station is not clean.

- Recommendations regarding the area outside the station

1. Greenery area, landscaping area should be increased.
2. The station building condition and area outside should be improved especially the cleanliness and overall the look of the station.
3. Traffic outside and around the station area should not be jam and should flow smoothly.
4. Stores outside the station should be arranged systematically.
5. Area outside the station should be expanded.

- Problems about area inside the station

1. Area inside the station is too crowded, not clean, and too small. Also the air circulation inside the station is not very good.
2. Board for public relation, map of place inside the station, and signboard are not clearly revealed.

3. Not enough light. The area inside the station looks dark and it made passengers felt unsafe.

- Recommendations about the area inside the station

1. Area inside the station should be arranged to be spaced out, and let the air inside the station circulate properly.
2. Board for public relation, map of place inside the station, and signboard should be revealed clearly.
3. Flowers or trees arrangement should be done for decorating purpose.
4. Smoking area should be separated from the public area inside the station.

2) Services

Services are divided into 10 parts: ticket selling booths and selling method, food and beverage stores including grocery stores, toilet service, telephone booth service, A.T.M service, baggage leftover and trolley rental service, waiting /resting area, fan and air condition service, other services (newspaper, television).

- Problems of ticket selling booths and selling method

1. Ticket selling method and timing are very slow, not in systematic, and very complicated. Ticket selling booths are not enough to serve passengers and located in very difficult to find area.
2. Signboards that show the place of origin and destination as well as departure and arrival time in the ticket selling booths are not clearly shown. It confused people.
3. Ticket designs from many companies are not the same. The detail in the ticket is ambiguous.

- Recommendations about ticket selling booths and selling method

1. Ticket selling method should be improved and expanded such as telephone booking, selling on the internet, and selling at the convenience store, etc.

2. Passengers should be able to buy ticket in advance or should be able to do the ticket reservation.
 3. Ticket booths should be allocated according to region of destination or place of destination.
 4. New technology such as computer and automatic ticket selling machine should be used to improved ticket selling method.
 5. Ticket selling method should be in order from buying ticketing to getting ticket from ticket selling booths.
 6. The ticket design should be the same for every company.
 7. The detail of the trip should be written clearly on every ticket.
 8. Bus time tables and destination should be affirmed in every ticket selling booths.
- Problems of food and beverage stores and grocery stores
1. Not enough services and stores for food and beverage including grocery stores. Also, the qualities of food and cleanliness are not reaching the standard.
 2. The stores are scattered everywhere. It made the station looks not so presentable.
- Recommendations about food and beverage stores and grocery stores
1. Quality control should be applied strictly in terms of food cleanliness and taste.
 2. Food stores and food varieties should be increased.
 3. Tables and Chairs should be added up.
 4. Area of dinning and food store should be separated into a special zone such as food center so that the station area will be nice, neat, clean, and not crowded.

- Problems in Toilet service

1. Toilets are not clean and very smelly. In addition, the toilet tools and stationary are often damaged and spoiled.
2. Too few toilets to meet passengers' need

- Recommendations in Toilet service

1. The cleanliness of the toilet should be improved.
2. The total amount of toilet rooms should be increased as well as the area that toilet available.
3. Toilet tools and stationary should be well taken care of and ready to use all the time.

- Problems about public telephone service

1. Public telephone machines are not enough and some are damaged and not well taken care of.
2. Public telephone machines are not located in specific zone. People who use telephone were usually disturbed by noise.
3. Public telephone machine types (for using coin/ telephone card) are not various.

- Recommendations about telephone service

1. Public telephone service should be increased both total machines availability and points of service. In addition, varieties of public telephone types should be enhanced such as using telephone card, coins.
2. Public telephone machine should be well taken care of and ready to use all the time.

- Problems about Automatic Tellers Machine (A.T.M)

1. The A.T.M service is not good enough. A total amount of the machine is too few. Not A.T.M of every bank is available in the station.
2. Some of the machines are damaged or unavailable for people to use.

- Recommendations about Automatic Tellers Machine (A.T.M)
 1. The A.T.M service should be increased both machines and points of service.
 2. There should be more A.T.M service from variety of banks available.
 3. The A.T.M should be well taken care of and ready to use. Also, the A.T.M should locate in the secure area.

- Problems in baggage leftover and trolley rental service
 1. Not enough baggage leftover and trolley rental service.
 2. Passengers are not sure about the safety of their belongings when they use services.
 3. The baggage leftover and trolley rental service place is too small. Passengers' belongings are messily and not in order.

- Recommendations about baggage leftover and trolley rental service
 1. The baggage leftover and trolley rental service place should be bigger and baggage should be placed in order and properly.
 2. The service provider should be responsible for the belongings that are damaged or lost.

- Problems in waiting / resting area arrangement for passengers
 1. There is not enough waiting / resting area for passengers.
 2. Seats at waiting / resting area are not clean and some are damaged.

- Recommendations in waiting / resting area arrangement for passengers
 1. Seats at waiting / resting area should be increased as well as the area itself.
 2. Seats at waiting / resting area should be cleaner and more comfortable.

- Problems in car parking lot
 1. Car parking lot at present time is too small.
 2. Car parking lot lacks of safety and some cars park messily.

- Recommendations in car parking lot problems
 1. Car parking lot area should be expanded out to raise the amount of parking availability.
 2. Car parking area should be clean and safe.
 3. There should be inter-link between car parking lot and the station building.

- Problems in fan and air condition service
 1. Not enough fan and air-condition service.

- Recommendations in fan and air condition service
 1. Fan and air condition service should be improved by increasing the amount of fan and air condition and point of service.
 2. Fan and air condition should be in a good condition, well taken care of, and ready to use.

- Problems in other services
 1. Television sound was on in a low level, therefore, people who watch television could not hear properly. Furthermore, there are too few channels.
 2. Not enough television set, magazines, and newspapers to meet people's need.

- Recommendations in other services solution
 1. Television sets, newspapers, and magazines should be increased both in quantities and point of services.

3) Public Relation / News and Information availability

- Problems in public relation / news and information availability

1. Not enough public relation or news and information regarding the Chatuchak station given out to people.
2. The public relation announcement in the station building is too few and the sound was not loud enough for people to hear.

- Recommendations in public relation / news and information availability solutions

1. The public relation of the station should be improved in efficiency, and increasing channels of communication. Additionally, Public relation should be done more often and in regular basis.
2. Public relation counter should locate in area that is visible. There should be public relation officers stayed there ready to serve people all the time.

4) Personnel (Officers and staffs working in the station)

Personnel (officers and staffs working in the station) are divided into parts: Ticket selling officers/ staffs, Public relation officers/ staffs, janitors /cleaner, security officers/ staffs.

- Problems in ticket selling officers/staffs part

1. Ticket selling officers' /staffs' manners are not friendly. Their manners are not so good.
2. Ticket selling officers / staffs are not able to give any information when passengers asked.
3. Some staffs sold ticket outside ticket booths. It's annoyed passengers.

- Recommendations in ticket selling officers/staffs problem solution
 1. Ticket selling officers / staffs should be friendlier. Their manners should improve to be better.
 2. Ticket selling officers / staffs should be well trained in other related information so that they can provide information and instruction when passengers ask.
 3. Ticket selling officers/ staffs should not sell ticket outside ticket booths.

- Problems in public relation officers/ staffs part
 1. Public relation officers / staffs do not stay in post sometime. Besides, they did not give any information or suggestion when passengers asked.

- Recommendations in public relation offers /staffs problem solution
 1. The Transport Company Limited should hire more public relation officers/ staffs.
 2. Public relation officers/staffs should be well trained in other related information so that they can provide passengers suggestions and information when passengers asked.

- Problems in janitors /cleaner part
 1. There are not enough janitors /cleaners. Therefore, the station areas are not proper clean.

- Recommendations in janitors/ cleaners problem solution
 1. The Transport Company Limited should hire more janitors / cleaners. Also, they should increase cleaning point and put them in their in charge in a particular area to do regular cleaning.
 2. The janitors / cleaners should be trained to know their responsibilities best.

- Problems in security officers/staffs part

1. There are too few security officers /staffs to keep an eye on all station areas.
2. The qualities of the security officers/ staffs are questionable. Furthermore, they are not able to give information or suggestion to passengers due to lack of other knowledge about the station.

- Recommendations in security officers / staffs problem solution

1. The Transport Company Limited should hire more security officers / staffs and increase the post such as at the car parking lot, etc.
2. Recruiting quality security officers/ staffs as well as training them to improve their abilities. Additionally, security officers / staffs should be able to give information and suggestion to passengers when they asked.

5) Service Fees

Service fees are separated into 5 parts: ticket price, food and beverage and goods at grocery store prices, baggage leftover service and trolley rental fees, toilet service charge, car parking fees.

- Problems in ticket price

1. Ticket prices are not standardized. Price during festive season is higher.
2. Ticket price are expensive.

- Recommendations in ticket price problem solution

1. Ticket price should be under government controlled. The price should be the same all year long. If there are any changes in ticket price, the Transport Company Limited should let passengers know in advance.
2. Ticket price should be cheaper.
3. Ticket price should vary according to the distance of each trip.

- Problems in food and beverage and goods at grocery store prices
 1. Price of food and beverage and goods at grocery store in the station area are more expensive than outside.
 2. Price of food and beverage and goods at grocery store in the station area are not stated clearly.

- Recommendations in food and beverage and goods at grocery store prices problem solution
 1. The Transport Company Limited should control price of food and beverage and goods at grocery store in the station area. The price should be the same as the price outside.
 2. Price of food and beverage and goods at grocery store in the station area should be clearly indicated.

- Problems in baggage leftover service and trolley rental fees
 1. Service fees for baggage leftover service and trolley rental service are too expensive.
 2. Service fees are varied and not clearly stated.

- Recommendations in baggage leftover service and trolley rental fees problem solution
 1. Service fees for baggage leftover service and trolley rental service should be cheaper.
 2. Service fees for baggage leftover service and trolley rental service should be under controlled.
 3. There should be no charge for baggage leftover service and trolley rental service fees.

- Problems in toilet service charge
 1. Toilet service charge is too expensive.
 2. Toilet service charge is higher during festive season.

- Recommendations in toilet service charge problem solution
 1. There should be no charge for toilet service charge.
 2. The toilet service charge should be cheaper.

- Problems in car parking fees
 1. Car parking fee is too expensive.
 2. Car parking fee is not stated clearly.

- Recommendations in car parking fee problem solution
 1. Car parking fee should not be charged.
 2. Car parking fee should be cheaper.
 3. Car parking fee should be under controlled.

- Other Recommendations
 1. There should be internet service available in the station area.

4.6 Results of In-depth Interview

Problems

1. The Transportation Company Limited is the state-enterprise under Minister of Communication. This big organization is dealing with hundreds of buses and bus route from Bangkok to other provinces and to other regions. A total of 10% of thousands belongs to the company. The rest of buses belong to other companies. The Transportation Company Limited is responsible for starting up and managing the stations in Bangkok. There are three large stations in Bangkok: The Bangkok bus station (Southern route), The Bangkok bus station (Ek-ka-mai), and The Bangkok bus station (Chatuchak). In addition, there are provincial stations where they are its buses destination. Because it is a big organization, there are many activities and staffs. Under strictly management rules, the development and problem solving process are slow and

outdated. As a result of inefficiency of the development and problem solving process, the company could not response to peoples' needs.

2. Public relation is the key activities of the company as it is necessary to create understanding between people and organization. Because of the need to provide news and information to passengers, it would be better to get specialist to do the job. However, public relation is the weak point of the company due to the lack of budget to hire specialist. Therefore, the company should raise the budget so that it makes the public relation activities work.

3. The limitation of the station building during the festive season such as Songkarn festival. Lots of people go back to their hometown. As a result, the company could not provide service to meet peoples' needs, although, the company was able to solve the problems at hand by arranging all areas in station, pre- ticket booking, arranging other area such as at the Land Transportation department or at the community nearby the station. But still it is a problem that needs solutions.

4. The company was reported very often that the food and beverage including goods at grocery store price were higher than outside, though, the station management tried to get it under controlled. The reason being that the all the stores inside the station must won the bidding from the Minister of Finance, the big shareholder in the company. Thus, it causes the sellers to mark the price up and it makes the price of food and beverage including goods in the grocery store inside the station higher than outside. Nevertheless, the Transportation Company Limited is trying to solve this problem all the time.

5. The need of expansion for the station building. At a present time, the land of the building does not belong to the company. At first, the station building was designed to serve the passengers whose destinations were the North and Northeastern region. After a while, there were bus services to the East, West, and Central area shared the station building. Consequently, the station building was restricted because of too many people there and the station could not be expanded out.

6. Budgeting. The work of the Transportation Company Limited is about transporting people and goods. Its' responsibility relates to social service. The work involves with social service can not price to make profit by reflecting the real capital. The company needs support from government in budgeting area. Since the government has more important things to pay for, the budgeting the company asked is cut. Therefore, the company lacks of money to administer the organization well in order to serve people at it best.

7. Coordination in organization and with government sector. The hierarchy in organization and in government sector is high. The process is slow and not according to plan due to the waiting time of the coordination in organization and with government sector according to related laws, rules and regulations. The slow-moving process resulted in the improvement of the company and delayed the work related to passengers and other people.

8. The improvement of the ticket selling system. The company still cannot use the new technology to improve the ticket selling system such as selling ticket via internet or selling ticket via automatic selling machine instead of ticket selling officers/ staffs. As the company have more than 90% of other companies working together, the Transportation Company Limited needs sometime to set up the system and create some understanding among companies.

9. There are other types of vehicles especially van provides the same service as the bus. The main routes are from Bangkok to other provinces that located no more than 300 kilometers away. The advantage of the vans is that they do not have to go to the station but to many important points in Bangkok. It results the company earning goes down and the money that they supposed to spend in order to improve the station and the station service is lesser.

Recommendations

1. There should be an expansion of the station area as well as zoning area for V.I.P bus service. Also, the company should add more V.I.P bus service in order to earn more money.

2. There should be clearly zoning service area by regions as it would be no confusion and more convenience to the passengers. For example, it should be zoning for bus from Bangkok to provinces in the North separate from other provinces, including separating car parking and bus lane. It would be the same as the Northeastern Zone. Then building the link joining two zoning together.

3. In order to reduce the overcrowded of the station, minor bus station should be allowed to set up nearby the community. Thus, it will reduce the traffic jam in the Chatuchak station area, the overcrowded problem, and more convenience for the people.

4. Because the station is govern by the rule and regulation of The Act of Transport since 1979, some part of the transportation development is slow and no creativity. The Transportation Company Limited should allow other companies to have freedom in running their works under the rules and regulation that encourage competition rather than create the fierce rivalry among them.

5. The government should come out with the Act to control van as soon as possible in order to reduce bus disadvantages and increase the company's earning.

6. The company should build more ways to join high way. At present, traffic congestion is a big problem in Bangkok. It is a chain reaction to the traffic problems of the station. If there are ways that join high way, it would be easier to solve traffic problems in this area and the area nearby.

7. The ticket selling system should be improved. People should be able to buy the ticket from elsewhere, for example, convenience stores, shopping mall, automatic ticket selling machine, and internet. This would solve the overcrowded problem and reduce time spending at the station.

8. Reengineering the organization to reduce the hierarchy and time span in each decision or working process.

9. The company needs to get more money or budget increased from the government so that the company can use the money to improve the work of company and the station.

10. Developing and increasing the frequency of the public relation. The company should hire professional public relation officers to do the job. In order to do that, the company needs to get more money from government.

11. Personnel/ staffs / or officers inn the organization need to be improved. The company can get the professional from outside organization to train them regularly.

12. Increasing researches and practices about the station focusing on improvement of the station work the affect of the return of investment to passengers or related persons. Before doing so, there should be the academics research to support or against it. Therefore, the working process will be worthwhile to society.

CHAPTER 5

DISCUSSION

According to the study the opinion of the passengers regarding the station service and environment around bus stations: a case study of Chatuchak station, Bangkok, the result of the study can be presented as follow.

5.1 Objective No. 1: To study the opinion of the passengers regarding the station service and environment around the Chatuchak station

According to the result of the study, 63.3 % of the sampling group agreed that the service and environment regarding service and environment around the Chatuchak station were at the moderate level, which relates to the assumption.

5.2 Objective No. 2: To study the factors influencing the opinion of passengers regarding service and environment around the Chatuchak station, the specified factors are personal factor and to study supporting factor

Sex

From the result of the study, it shows that the difference in sex has absolutely affected the opinion of passengers regarding the service and environment around the Chatuchak station, which is against the assumption and against the research done by Pongpaiboon Silavaravate (2528:18) whose result is that the male population had more positive opinion than the female population toward the environment management and maintenance, the arrangement and the service of the public park. It is also against the research of Police Colonel Pravat Semdee (2541: abstract) whose result is that sex has

influenced the opinion regarding the environment of Sanarmchan Palace with the significant statistic at 0.01.

Age

From the result of the study, it shows that the difference in age has affected the opinion of passengers regarding the service and environment around the Chatuchak station, which is against the assumption and against the research done by Priy Kluebthong (2539:174) whose result is that people in different age had the different opinion toward Green Label products with the significant statistic number at 0.01. It is also against the research of Suree Simcharoen (2532:105) whose result is that the sampling group whose age is older than 35 years old had more positive opinion toward Dusit Zoo than the sampling group at the age of 28.35 and at the age of 15 to 27.

Native habitat

From the result of the study, it shows that the difference in native habitat causes the different opinion of the passengers regarding the service and environment around the Chatuchak station without the significant statistic number, which is against the assumption and against the research done by Suchat Prasitratpun (2529:92: whose result is that the area of residence can be the variable because the different residential area implies the difference in life style, condition and pattern of the community, way of life of the people in such area, which can be seen in both rural and urban area with different way of life and environment.

Education level

From the result of the study, it shows that the difference in education level causes the different opinion of passengers regarding the service and environment around the Chatuchak station with the significant statistic number at 0.05, which agrees with the assumption and agrees with the research done by Sucha Chan-aem (2527:152) which has mentioned about education that, "Education is still one way that can change people's behaviors, feelings and opinions. It provides them the new

knowledge and can change or correct their former knowledge, opinion, activity or attitude toward the specific subjects. It is possible to conclude that a person with higher education will learn more, have more knowledge, and be more intelligent with different opinion than a person with lower education.”

Career

From the result of the study, it shows that the difference in career causes the different opinion of the passengers regarding the service and environment around Chatuchak station without the significant statistic number, which is against the assumption and also against the research done by Pongpaiboon Silavaravate (2528:176) whose result is that the difference in career causes the different general opinion toward the public park with the significant statistic number at 0.05.

Average monthly income

From the result of the study, it shows that the difference in monthly income causes the different opinion of passengers regarding the service and environment around the Chatuchak station without the significant statistic number, which is against the assumption and also against the research done by Suree Simcharoen (2532:105) who studied the opinions of people toward Dusit Zoo. The result of her research shows that the sampling group whose monthly income is higher than 6,001 baht have more positive opinions than the sampling group whose monthly income is between 4,001 to 6,001 baht and between 2,001 to 4,000 baht. The result from the statistic experiment gives the conclusion that the sampling group with different monthly income has the different general opinion toward the zoo with the significant statistic number at 0.001.

Information acknowledging

From the result of the study, it shows that the difference in information acknowledging causes the different opinion of passengers regarding the service and environment around the Chatuchak station with the significant statistic number at 0.001, which relates to the assumption and also agrees with the research done by Paitoon Ngamyang (2532:177) whose result is that the difference in information acknowledging causes the different opinion toward the application of water supply with the significant statistic number at 0.001. It is because when people knowledge new information, this information will affect their opinion, decision and attitude.

Experience with other bus stations

The result of the study shows that the sampling group who have ever been to the other bus stations and the sampling group who have never been to the other bus stations have the different opinion regarding the service and environment around the Chatuchak without the significant statistic number, which is against the assumption and also against Forter's theory, mentioned in the research of Police Colonel Pravat Samedee (2543:87) which says that personal opinion is caused by the discovery of being familiar with something. For the passengers using the service at the bus terminals, more of them do not have to spend a long time waiting for the bus or being around the terminal area. So the experience in using the service at the bus terminal is not different.

According to the study of the factors that are sex, age, area of resident, career and average monthly income, the result of the study does not relate to the other researches mentioned before. They differ in the factors of age, native habitat and average monthly income, which cause the different opinion of passengers regarding the service and environment around the Chatuchak station.

The Chatuchak bus station is the facility provided by the country for the people. It is the only bus station bolstering passengers traveling from Bangkok to the provinces in the north, the northeast, the east and some provinces in the central of the country and also for the passengers traveling from such parts of the country to Bangkok. It is possible for the passenger to feel like they are forced to use the transportation service only from this bus terminal though there are other choices, such as the van service. There are also some limits of the van service. First, they provide the service only within 300 kilometers from Bangkok and this service is still illegal and not protected or certified by the government, unlike the Transportation Company Limited. That is why the van service cannot provide enough service to the passengers like the bus provided by the Chatuchak station. From such reason, though people are different in sex, age, area of resident or average monthly income, it is necessity for them to use the transportation service from this bus station. They all receive the same level of service and experience the similar problems. So these factors cannot really affect the passengers' opinion regarding the service and environment around the Chatuchak station.

The other reason that supports the Chatuchak station to be the best bus station in Thailand is because it is also the location of the head office of the Transportation Company Limited who is in charge of taking care of the bus station and providing the bus service traveling between provinces. So it is difficult to compare the service and environment of this bus station to the other bus stations around the country. But in the case of the difference in the factors of education and the level of information acknowledging, they have caused the different opinions regarding the service and environment of the Chatuchak station with the significant statistic number. It is because the level of education and information acknowledging has influenced the patterns and methods in solving problems or encountering each situation, including the expectation in receiving the different service.

5.3 Objective No. 3: To study the opinions of the passengers regarding the problems, obstacles and recommendation toward the service and environment of the Chatuchak bus station

Problems

1. Most of the sampling group is not satisfied with the service provided by the Chatuchak bus station. For example, the buildings are not clean. There is not enough green space. The fare is expensive. Several services are not enough. The officers are impolite.

2. Most of the sampling group agrees that the Chatuchak bus station is lack of public relationship in order to provide the knowledge about the services of the terminal so people do not have a chance to receive the news and do not understand the whole service provided by the station.

Recommendations

1. The Transportation company Limited should improve the fault in providing the service and managing the general environment of the station, such as keeping the buildings clean, providing more green space, providing enough services to reach the need of the passengers, and training the officers to provide the service with politeness, good manner and good friendship and to be able to give the knowledge to the passengers.

2. The public relationship should be increased and give knowledge about services provided by the station to the passengers via various kinds of mass media. So the passengers will acknowledge and understand the total service of the station.

Obstacles

1. The Transportation Company Limited is the huge organization with several responsibilities, which causes them the uncertain management. That is why they cannot provide enough service to reach the need of the passengers.

2. The main objective for the Transportation Company Limited is to operate the transportation service for the society. They do not make much profit and do not receive enough supportive budgets from the government. That is why they cannot manage more effective public relationship or improve the buildings to reach the increased need of the passengers throughout the year.

Recommendations

1. The organization should be remanaged into the well-proportioned size with the specific responsibility so the management will be more smoothly and effectively.

2. The supportive budget should be increased in order to be able to operate the station comprehensively, to provide enough facilities and service to the passengers and to achieve the objective of the Transportation Company Limited, which is to operate the transportation service for the highest benefit of the society.

3. The researches about the operation of the terminal and the need of the passengers should be increased in order to be able to manage the station relatively to the need of the passengers with the highest benefit to the society and the common wealth.

CHAPTER 6

CONCLUSION

The objective of the study of the opinion of the passengers regarding the service and environment of the Chatuchak bus station is to study the opinions of the passengers regarding the service and environment of the Chatuchak bus station and to study the factors affecting the opinions of the passengers. The information for the study has been gathered from the questionnaires with the interview of 400 people. The results of the study are:

6.1 Conclusion

6.1.1 Personal factor of the sampling group

Most of the sampling group is female. 55.5% are at the age of 18 to 36. 61% have the area of resident in the northeast and the east. 43.3% have the education level in Bachelor's Degree or equivalence or higher than Bachelor's Degree. 49.3% work for the government service and the for the government enterprise. 44.3% have the average monthly income from 5,501 to 10,000 baht.

For the supportive actors, it was found out that most of the sampling group receives the knowledge about the service and environment of the station at the low level (42.0%) and 91.5% have experienced the transportation service from the other bus stations.

6.1.2 The level of opinions of passengers regarding the service and environment of the Chatuchak bus station

The opinion of the passengers regarding the service and environment of the Chatuchak bus station is at the moderate level, which is 63.3%.

6.1.3 The factors affecting the opinion of the passengers regarding the service and environment of the Chatuchak bus station

The result of the study in variable classification shows that all factors have affected the opinion regarding the service and environment of the Chatuchak bus station at Chatuchak with the significance statistics number at 0.001. However, after examining in detail, it shows that the level of education has affected the opinion regarding the service and environment of the Chatuchak bus station with the significance statistics number at 0.05 and also the level of information acknowledging has affected the regarding the service and environment of the Chatuchak bus station with the significance statistics number at 0.001.

After examining the share factor, the average monthly income, it shows that the share factor has affected the opinion regarding the service and environment of the Chatuchak bus station without the significance statistics number.

The result from the Multiple Classification Analysis shows that all of the free factors can explain the changed of the factors, which are the opinion regarding the service and environment of the Chatuchak bus station for 9.8% (Multiple R Square = 0.098) and the Multiple R is 0.313.

The factors affected the opinion regarding the service and environment of the Chatuchak bus station are, firstly, the information acknowledging (Beta = 0.206) and, secondly, the education level (Beta = 0.189).

6.2 Problems, Obstacles and Recommendations

6.2.1 Problems

The Transportation Company Limited is the government enterprise under control of Ministry of Transport and Communication and in charge of the land transportation. The company has been authorized to operate the bus service between Bangkok to all of the regional provinces and also between some regional provinces. The company has been given permission to establish the bus stations, which are three bus stations in Bangkok area and also in almost every province along the bus routes. The transportation Company Limited is the big organization with thousand of employees and workers. Since the company has several major responsibilities, it causes many levels of command and several steps of the work practice to the administrative process. It takes a long time to precede something, which causes problems in providing the service to the passengers at the bus station. The other supportive factor that causes the problem is the administrative budget. According to the main objective of the Transportation Company Limited, it is not about operating the bus service to make the profit. On the contrary, the main objective is to operate the bus service in order to arrange the transportation system for the best benefit of the people, the economy and the commonwealth. Because of this reason, the company cannot set the fare related to the economic situation, the capital and the profit, but they have to follow the governmental policy. That is why the company does not have enough income to improve the service in order to satisfy the passengers. About the supportive budget from the government, the company has already applied for this budget several times. Sometimes the company received the little amount of budget or in some years they did not receive the budget at all because the government had a lot of responsibilities to proceed and they considered this subject to be the less important obligation.

6.2.2 Recommendations

In the short term, the administration should be improved by reducing the steps of the work practice and decreasing the expense. When there are few steps in administration, it is easier to operate, develop and increase the quality of the employees and workers with more effective work practice. The public relation should be increased, both inside and outside the bus station, by using several kinds of mass media, such as booklet, big board, running-letter board, newspaper and television, so the passengers will have more acknowledgment in the service provided by the station. Moreover, the expense should be decreased by canceling the unimportant and unnecessary expense.

In the long term, there should be more study or researches about the station and the result of the researches should be used to improve the structure of the company and to proceed more tangible operation so the company can be in the well-proportioned size with the main responsibility in operating the transportation service and the minor responsibility in supporting the effective work practice of the bus terminal. For the budget administration, there should be the study to reduce the unnecessary capital and to make more profit but this action still has to follow the main objective, which is to provide the best benefit to the people, the economy and the common wealth. For the public relationship, there should be the improvement for the better systematic operation and for the better capability.

There should be more researches about the service for the passengers provided by the Transportation Company Limited, which should be done consistently and continuously in order to have more capability in satisfying the passengers in both service and general environment.

6.3 Recommendations for the further research

1. There should be the surveys about the opinion of the passengers regarding the service and environment of the Chatuchak bus station.

2. There should be the study about the administration and management of the Transportation Company Limited in order to find the appropriate and effective management.

3. There should be more researches in various subjects about the service provided to the passengers by the bus station in order to reach the need of the passengers and to be able to provide them the appropriate better effective service and general environment.

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APPENDIX

แบบสอบถาม

เรื่อง

ความคิดเห็นของผู้ใช้บริการรถโดยสารประจำทางต่อการให้บริการและสภาพแวดล้อมของสถานีขนส่งผู้โดยสาร : ศึกษาเฉพาะกรณีสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร)

คำชี้แจง แบบสอบถามชุดนี้สร้างขึ้นเพื่อใช้ในการเก็บรวบรวมข้อมูลประกอบการทำวิทยานิพนธ์ สาขาวิชาสิ่งแวดล้อม คณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล เรื่อง ความคิดเห็นของผู้ใช้บริการรถโดยสารประจำทางต่อการให้บริการและสภาพแวดล้อมของสถานีขนส่งผู้โดยสาร : ศึกษาเฉพาะกรณีสถานีขนส่งผู้โดยสารกรุงเทพฯ(จตุจักร) ผู้วิจัยใคร่ขอความกรุณาจากท่าน ได้โปรดพิจารณาและตอบคำถามทุกข้อของแบบสอบถาม เพราะคำตอบของท่านจะเป็นวิทยาทาน และเป็นประโยชน์ต่อการศึกษาเรื่องเกี่ยวกับ สังคมและสิ่งแวดล้อม คำตอบของท่านจะเป็นความลับ จะไม่ผูกพัน และไม่เกิดผลเสียหายแก่ท่านแต่อย่างใด ขอขอบคุณล่วงหน้ามาพร้อมนี้ด้วย

แบบสอบถามนี้แบ่งออกเป็น 4 ส่วน ดังนี้

- ส่วนที่ 1. ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม จำนวน 7 ข้อ
- ส่วนที่ 2. การรับรู้ข่าวสารเกี่ยวกับสถานีขนส่งผู้โดยสารกรุงเทพฯ(จตุจักร) จำนวน 6 ข้อ
- ส่วนที่ 3. ความคิดเห็นต่อการให้บริการและสภาพแวดล้อมของสถานีขนส่งผู้โดยสาร กรุงเทพฯ (จตุจักร) จำนวน 36 ข้อ
- ส่วนที่ 4. ปัญหา อุปสรรค และข้อเสนอแนะ จำนวน 3 ข้อ

นางสาวชวิตา ชวนชื่น

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง กรุณาเติมข้อความ และใช้เครื่องหมาย \surd ในวงเล็บ หน้าข้อมูลที่เป็นข้อมูลเกี่ยวกับผู้ตอบแบบสอบถาม

1. เพศ (.....) ชาย (.....) หญิง
2. อายุปัจจุบัน ปี (เกิน 6 เดือน นับเป็น 1 ปี)
3. ปัจจุบันอาศัยอยู่จังหวัด ภาค
4. ระดับการศึกษาสูงสุด

(.....) 1. ไม่ได้ศึกษา	(.....) 5. อนุปริญญา หรือเทียบเท่า
(.....) 2. ประถมศึกษา	(.....) 6. ปริญญาตรี หรือเทียบเท่า
(.....) 3. มัธยมศึกษาตอนต้น	(.....) 7. สูงกว่าปริญญาตรี
(.....) 4. มัธยมศึกษาตอนปลาย	(.....) 8. อื่นๆ
หรือเทียบเท่า
5. อาชีพหลัก

(.....) 1. รับราชการ	(.....) 5. เกษตรกรรม
(.....) 2. ค้าขาย	(.....) 6. นักศึกษา
(.....) 3. พนักงานรัฐวิสาหกิจ	(.....) 7. ไม่ได้ประกอบอาชีพ
(.....) 4. รับจ้าง/ทำงานบริษัท.	(.....) 8. อื่นๆ

6. ท่านมีรายได้เฉลี่ยต่อเดือน บาท (ไม่หักค่าใช้จ่าย)
7. ท่านเคยใช้บริการสถานีขนส่งแห่งอื่นๆ หรือไม่

(.....) เคย	(.....) ไม่เคย
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ส่วนที่ 2 การรับรู้ข่าวสารเกี่ยวกับสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร)

คำชี้แจง กรุณาใส่เครื่องหมาย ✓ ในวงเล็บ หรือเติมข้อความในช่องว่างตามความเป็นจริง

1. ท่านเคยได้รับข่าวสารเกี่ยวกับสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) บ้างหรือไม่
(.....) เคย (.....) ไม่เคย
2. ท่านได้รับข่าวสาร เกี่ยวกับสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) มาจากแหล่งใดต่อไปนี้ และมีความถี่ในการได้รับมากน้อยเพียงใด

ประเภทสื่อ	ความถี่				
	ทุกวัน	สัปดาห์ละ 1-2 ครั้ง	เดือนละ 1-2 ครั้ง	หลายเดือน ครั้ง	ไม่เคย ได้รับ
1. วิทยุ					
2. โทรทัศน์					
3. หนังสือพิมพ์					
4. แผ่นพับ					
5. นิตยสาร / วารสาร					
6. เอกสารของราชการ					
7. จากเจ้าหน้าที่ของรัฐ					
8. จากเพื่อน/ญาติ/บุคคลอื่นๆ					
9. อื่นๆ (ระบุ)					

3. ท่านต้องการข่าวสารเกี่ยวกับสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) เพิ่มขึ้นหรือไม่
(.....) ต้องการ (.....) ไม่ต้องการ

4.. ถ้าต้องการ ท่านต้องการข่าวสารเพิ่มเติมเกี่ยวกับสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) เกี่ยวกับเรื่องใดต่อไปนี้ (การเพียงข้อเดียว)

- (.....) 1. ข่าวสารการประชาสัมพันธ์เกี่ยวกับสถานีขนส่งแนวทางการให้บริการ ประกาศต่างๆ ของทางราชการ
- (.....) 2. ข่าวสารเกี่ยวกับข้อมูลการเดินทาง ตารางเวลาเดินทาง จุดต้นทางปลายทาง จำนวนเที่ยวรถ ประเภทของรถ อัตราค่าโดยสาร จำนวนรถ ที่เป็นปัจจุบัน
- (.....) 3. ข่าวสารเกี่ยวกับข้อมูลการสำรองที่นั่ง การจำหน่ายบัตรโดยสาร หมายเลข โทรศัพท์ที่สามารถติดต่อสอบถามได้ตลอดเวลา
- (.....) 4. ข่าวสารเกี่ยวกับข้อมูลแสดงจุดจอดรถโดยสารสายต่างๆ จุดจอดรถบริการ สาธารณะอื่นๆ เช่น แท็กซี่ รถบริการขององค์การขนส่งมวลชน จุดจอดรถส่วนบุคคล
- (.....) 5. ข่าวสารเกี่ยวกับข้อมูลการเดินทางเชื่อมโยงระหว่างเมืองต่างๆ และระหว่าง กรุงเทพฯ กับปริมณฑล
- (.....) 6. ข่าวสารเกี่ยวกับบริษัทจัดเดินรถสายต่างๆ หมายเลข โทรศัพท์สำหรับการติดต่อ สอบถามข้อมูลการเดินทาง
- (.....) 7. อื่นๆ (ระบุ)

5.. ข้อมูลข่าวสารที่ท่านต้องการทราบนั้น ท่านคิดว่าควรเผยแพร่โดยใช้สื่อหรือวิธีการใด (กาเพียงข้อเดียว)

- (.....) 1. วิทยู
- (.....) 2. โทรทัศน์
- (.....) 3. หนังสือพิมพ์
- (.....) 4. แผ่นพับ
- (.....) 5. นิตยสาร / วารสาร
- (.....) 6. แผ่นพับ / จออักษรวิ่ง
- (.....) 7. เอกสารของทางราชการ
- (.....) 8. อื่นๆ (ระบุ)

ส่วนที่ 3. ความคิดเห็นต่อการให้บริการและสภาพแวดล้อมของสถานีขนส่งผู้โดยสารโดยกรุงเทพฯ

(จตุจักร)

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องว่าง ที่ตรงกับความคิดเห็นของท่าน

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
ด้านการให้บริการ					
สถานี					
1. ภายในบริเวณสถานี มีความกว้างขวาง ไม่แออัดสามารถรองรับจำนวนผู้มาใช้ บริการได้อย่างเพียงพอ					
2. ภายในบริเวณสถานี มีการจัดสิ่งอำนวยความสะดวก ความสะอาดต่างๆ เช่น ศูนย์ประชาสัมพันธ์ ห้องจำหน่ายตั๋วโดยสาร รถเข็น ที่รับฝากสัมภาระ ที่นั่งพัก ผู้โดยสาร ร้านจำหน่ายอาหาร-เครื่องดื่ม สินค้าเบ็ดเตล็ด โทรศัพท์ ตู้บริการ เงินค่าน (เอ.ที.เอ็ม) ห้องสุขา ได้อย่าง เพียงพอและเหมาะสม					
3. มีการจัดบริการประชาสัมพันธ์ประกาศ แจ้งข่าวสารอย่างสม่ำเสมอ ชัดเจน รวดเร็ว และทั่วถึง					
4. มีบริการด้านข้อมูลข่าวสารการเดินทาง ที่สามารถให้บริการเมื่อมีความต้องการ ได้สะดวกรวดเร็วเพียงพอ และเป็น ปัจจุบัน					

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
5. มีการบริการจำหน่ายตั๋วโดยสาร จองตั๋วโดยสารล่วงหน้า ที่มีความ สะดวกสบาย รวดเร็ว และเป็นระเบียบ เรียบร้อย					
6. ภายในอาคารสถานที่ มีระบบการจัด ถ่ายเทอากาศและการปรับอากาศที่ดี ไม่ทำให้ผู้มาใช้บริการรู้สึกอึดอัด					
7. ภายในสถานีมีที่นั่งพักขณะรอรถ โดยสารได้อย่างพอเพียงและเหมาะสม					
8. ห้องสุขาในบริเวณสถานี มีจำนวน เพียงพอและมีการรักษาความสะอาด อย่างทั่วถึง					
9. มีการจัดบริการรถเข็น ที่รับฝาก สัมภาระและจุดจอดรถที่อำนวยความสะดวก สะดวก แก่ผู้โดยสารอย่างเพียงพอทั่วถึง และเหมาะสม					
10. มีการจัดบริการ โทรศัพท์ ตู้บริการเงิน ด่วน อำนวยความสะดวกแก่ผู้โดยสาร อย่างเพียงพอ ทั่วถึง และเหมาะสม					
11. มีบริการเสริม เพื่อให้ความรู้ ความ บันเทิง แก่ผู้โดยสารขณะพักรอรถ โดยสาร เช่น หนังสือพิมพ์ / นิตยสาร โทรทัศน์ ที่เหมาะสม					

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
บุคคล 12. พนักงาน / เจ้าหน้าที่ ที่ปฏิบัติงานใน สถานี แต่งกายสะอาด มีกริยามารยาท เรียบร้อย มีมนุษยสัมพันธ์ดี ให้การ บริการที่ดีต่อผู้ที่มาใช้บริการ					
13. พนักงาน / เจ้าหน้าที่ ที่ปฏิบัติงานใน สถานี มีความรู้ความสามารถ มีความ คล่องตัว กระตือรือร้นในการให้ บริการ สามารถช่วยเหลือ รับฟัง และ ให้คำแนะนำได้เป็นอย่างดี					
14. พนักงาน / เจ้าหน้าที่ ขายตั๋วโดยสาร ให้บริการด้วยอัธยาศัยอันดี สุภาพ พูดจาไพเราะ และให้บริการรวดเร็ว					
15. มีการจัดพนักงาน / เจ้าหน้าที่ ดูแลให้ ให้บริการด้านความสะอาดและให้ ความสะดวกประจำจุดต่างๆ อย่าง เคร่งครัดสม่ำเสมอ และเพียงพอ					
16. มีการจัดพนักงาน / เจ้าหน้าที่ รักษา ความปลอดภัย ดูแลช่วยเหลือ ให้ บริการเป็นประจำ สม่ำเสมอ และ เพียงพอ					

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
เครื่องมือ วัสดุสื่อสาร สัญลักษณ์					
17. ในสถานี มีปริมาณรถโดยสารที่ให้ บริการในจำนวนที่เพียงพอกับความ ต้องการ ในเวลาที่กำหนด และไม่เสีย เวลารอนาน					
18. มีการจัดบริการการเดินทางต่อเนื่อง จากสถานีไปยังจุดหมายหรือจุดเชื่อม การเดินทางต่อ เช่นบริการรถรับจ้าง (แท็กซี่) การจัดรถประจำทาง ขสมก. ได้อย่างสะดวก รวดเร็ว และเหมาะสม					
19. มีการจัดแผ่นป้าย แผ่นผังแสดงส่วน ต่างๆ ภายในสถานี มีสัญลักษณ์บอก ทาง หรือบอกลักษณะการบริการไว้ อย่างชัดเจน เพียงพอ สะดวกแก่การ ใช้บริการ					
20. มีการจัดบริการแผ่นป้าย จอภาพวิ่งหรือ แผ่นข้อมูลเกี่ยวกับเส้นทาง ตารางเวลา เดินรถ ที่อ่านได้ชัดเจนเพียงพอทันสมัย ทันเหตุการณ์					
21. เครื่องมือเครื่องใช้ อุปกรณ์เสริมต่างๆ ภายในสถานี เช่น ม้านั่ง โทรศัพท์ ตู้บริการเงินค่าน(เอ.ที.เอ็ม) รถเข็น ถึงขยะ อุปกรณ์ดับเพลิง อยู่ในสถานี พร้อมใช้งานได้และมีจำนวนพอเพียง					

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
ราคา					
22. การจำหน่ายตั๋วโดยสาร เป็นไปตาม ราคาที่ทางราชการกำหนด					
23. มีการจำหน่ายอาหารเครื่องดื่ม สินค้า เบ็ดเตล็ดในบริเวณสถานีในราคาปกติ					
24. มีบริการรถเข็น รับฝากสัมภาระ ที่จอด รถ ห้องสุขา โดยติดต่อกับบริการ ในราคาที่เหมาะสมเป็นธรรม					
25. มีป้ายกำหนดราคา และค่าบริการต่างๆ แสดงไว้อย่างชัดเจน					
ด้านสิ่งแวดล้อม					
26. สถานที่ตั้งของสถานี มีความเหมาะสม สามารถเดินทางมาใช้บริการได้สะดวก					
27. มีการกำหนดขอบเขตบริเวณสถานีไว้ อย่างชัดเจน มีทางเข้า-ออก ที่สามารถ ควบคุมได้					
28. บริเวณสถานีโดยรวม มีความสะอาด เป็นระเบียบไม่มีขยะและสิ่งปฏิกูล					
29. บริเวณสถานี มีการจัดแบ่งพื้นที่การใช้ งานและพื้นที่สีเขียว(ปลูกต้นไม้ / สวน หย่อม / เป็นสัดส่วน มีความเป็น ระเบียบ และสวยงาม					

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
30. การจัดระเบียบการจราจรในบริเวณ สถานี มีความสะดวก รวดเร็ว ไม่ติดขัด					
31. การจัดบริเวณจุดจอดรถ จุดรับส่งผู้ โดยสาร ทางเดินเข้า-ออก ของผู้โดยสาร ได้เหมาะสม สะดวกและเพียงพอ					
32. การจัดที่พักผู้โดยสารบริเวณชานชาลา มีความเหมาะสม มีที่นั่งเพียงพอกับ จำนวนผู้ใช้บริการและมีการดูแลความ สะอาดอย่างทั่วถึง					
33. มีการจัดการเกี่ยวกับขยะ ที่รองรับขยะ การกำจัดขยะได้อย่างสะอาดเรียบร้อย เพียงพอและเหมาะสม					
34. บริเวณชานชาลาที่มีร้านค้า แผงลอย หาบเร่ที่จัดไว้บริการประชาชนอย่าง เป็นระเบียบและเหมาะสม					
35. เสียงดังจากเครื่องยนต์ กลิ่นควันจาก ท่อไอเสียรถ ภายในบริเวณสถานี อยู่ ในปริมาณที่ไม่ก่อความเดือดร้อน รำคาญแก่ผู้มาใช้บริการ					
36. ภายในสถานีมีการวางระบบรักษาความ ปลอดภัยในชีวิตและทรัพย์สินที่ดี และ พอเพียง เช่น มีแสงสว่างทั่วถึง มีการจัด ช่องทางเดินรถ ทางคนเดิน มีป้ายและ รั้วกั้นเตือนจุดอันตราย จุดขึ้น-ลงรถที่ สะดวกและปลอดภัย					

ส่วนที่ 4. ปัญหา อุปสรรค และข้อเสนอแนะ จำนวน 3 ข้อ

คำชี้แจง โปรดเติมข้อความลงในช่องว่าง ตามความคิดเห็นของท่าน

1. ท่านมีความคิดเห็นเกี่ยวกับการจัดให้ **บริการ** และ **สภาพแวดล้อม** ของสถานีขนส่งผู้โดยสาร กรุงเทพฯ (จตุจักร) ในหัวข้อต่อไปนี้ อย่างไรบ้าง โปรดอธิบาย

1.1. บริเวณอาคารสถานี

ภายนอกอาคารสถานี _____

ภายในอาคารสถานี _____

1.2 การให้บริการ

สถานที่ และวิธีการจำหน่ายตั๋วโดยสาร _____

การจัดบริการร้านอาหาร เครื่องดื่ม ร้านค้าเบ็ดเตล็ด _____

การจัดบริการห้องสุขา _____

การจัดบริการโทรศัพท์ _____

การจัดบริการเงินด่วน(เอ.ที.เอ็ม.) _____

การจัดบริการรถเข็น ที่รับฝากสัมภาระ _____

การจัดบริการที่นั่งพักขณะรอรถโดยสาร _____

การจัดบริการที่จอดรถ _____

การจัดบริการพัดลม / เครื่องปรับอากาศ _____

การจัดบริการเสริมอื่นๆ (หนังสือพิมพ์ / โทรศัพท์) _____

1.3. การประชาสัมพันธ์ / การให้ข้อมูลข่าวสาร _____

1.4. บุคลากร (พนักงาน / เจ้าหน้าที่ ที่ปฏิบัติงานในสถานี)

พนักงาน / เจ้าหน้าที่ จัดจำหน่ายตัว _____

พนักงาน / เจ้าหน้าที่ประชาสัมพันธ์ _____

พนักงาน / เจ้าหน้าที่รักษาความสะอาด _____

พนักงาน / เจ้าหน้าที่รักษาความปลอดภัย _____

1.5 อัตราค่าบริการ

ราคาตัวโดยสาร _____

ราคาอาหาร เครื่องดื่ม และสินค้าเบ็ดเตล็ด _____

ค่าบริการรถเงิน ที่รับฝากสัมภาระ _____

ค่าบริการห้องสุขา _____

ค่าบริการที่จอดรถ _____

2. ท่านรู้สึกอย่างไร และอะไรคือ ปัญหาที่ท่านได้ประสบ เมื่อได้เข้ามาใช้บริการในสถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) โปรดอธิบาย

3. ท่านมีข้อเสนอแนะประการใดที่จะเป็นประโยชน์ต่อการจัดบริการ และ สภาพแวดล้อมในบริเวณ สถานีขนส่งผู้โดยสารกรุงเทพฯ (จตุจักร) ให้มีคุณภาพและเป็นมาตรฐานยิ่งขึ้น โปรดอธิบาย

ขอขอบคุณที่ให้ความร่วมมือตอบแบบสอบถาม

In-depth Interview Form

OPINION OF PASSENGER REGARDING STATION SERVICE AND ENVIRONMENTAL AROUND THE STATION : A CASE STUDY OF CHATUCHAK STATION

Sex.....Age.....years Education.....
Position..... Year in this position.....years
Date...../...../ 2004.

- 1) The Transport Company Limited manager
- 2) Deputy managers who are in charge of station management and control the bus department
- 3) Company directors whose work directly related with the station management
- 4) Officers whose work directly related with the general station work.

BIOGRAPHY

NAME	Miss Chawisa Chuanchuen
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