

<b>Thesis Title</b>	Factors Affecting Users' Satisfaction of the Micro Bus Services
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## **ABSRTACT**

This study examines the role of Micro Bus as an alternative mode of transportation for middle-income people, aimed at reducing the use of personal vehicles in Bangkok. The study attempts to identify factors affecting users' satisfaction of the Micro Bus services so that appropriate improvements can made to make the Micro Bus as well as other types of public transports more responsive to the needs of their target clients.

The study is both a document and a survey research. In the questionnaire survey, a sample of 200 passengers, including both weekday and weekend passengers, on all of the 20 bus routes were interviewed.

The study finds that the majority of the passengers are young adults aged 21-40 and that almost half of them have monthly income of Baht 10,000 and over. Most live outside the inner city and travel to the CBD to work. Approximately 75 percent of the sampled households have some kinds of personal vehicles and as many as 56 percent owns at least one car. Of an average family size of 4 persons, 2.44 persons make daily trips for work (65 percent), school (18 percent) and other purposes. Among them, one third use the Micro Bus regularly while another one third use private cars. It is quite evident that some members of families with cars are now using the Micro Bus thus help to some extent reduce the traffic in Bangkok. The study finds that on average the passengers are only fairly satisfied with the overall Micro Bus services. Areas of improvements include linkages with other urban public transports, on-board amenities, and conductors' and hostesses' manners and conducts. To complete their trips, about two thirds of the passengers have to use other modes which include other types of

public transports and hired motorcycle rides. It is, therefore, important that linkages between public transports be carefully planned if efficient public transportation services are to be achieved.

The study has identified travel needs and problems of the Micro Bus passengers as reported by the passengers themselves. These findings can be used as bases for future improvements and/or development of public transports that will lead to greater preference for the use of mass transit systems and less reliance of personal vehicles among urban population.