

Research Title : The Efficiency of Marine Transportation in Suratthani Province
Researcher : Mr. Aduena Nido
Mrs. Pornthip Thaweepong
Office : Faculty of Science and Technology, Suratthani Rajabhat University
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Abstract

The research aimed to study the marine transportation system, to measure the efficiency and compare the efficient level of marine transportation classified by the characteristic of the customers, and to study the obstacles and suggestion of marine transportation in Suratthani province. The questionnaires were distributed to 169 respondents through the stratified sampling. The statistic used to analyze were frequency, percentage, mean, standard deviation. To compare the efficient level, we employed One Way Anova (F-test), and test of pair differential by Scheffe'. The findings were as follows:

1. The majority of the respondents were wholesale and retail sale businesses. Their businesses were in the form of the large company limited firm. Their experiences in marine transportation were 6-10 years. Their marine services were daily basic, and the service charge was more than 10,000 Baht per trip.

2. The level of marine transportation efficiency in the whole was at the highest level. It can be ranked as follows; cost saving, standardize service, safety and service. Furthermore, the efficiency of comfortable is at the high level.

3. The result of the efficient comparison showed that the differential firm sized and income of business impacted to the marine transportation efficiency.

4. The obstacles in the marine transportation service which opined by the customer were as follows: to shallow sea port, the over demand on marine service and mismatched weight requirement. The limited of infrastructure, lack of management skill in logistics. The service was depending on the climate and geographic change, and the regular was lagged. The respondents suggested that the local government have to solve these problems in order to improve the marine transportation efficient.