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KASEMPOL WANNAPONG : THE STUDY OF SERVICE QUALITY OF CHAO PHAYA  
 EXPRESS BOATS AND APPROPRIATE TECHNOLOGY FOR LINKING WATER TRANSPORTATION  
 TO GOVERNMENTAL PUBLIC TRANSPORTATION. THESIS ADVISOR : KASEM KULPRADIT,  
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Bangkok is subject to increasingly serious problems due to traffic and growing population. Insufficient traffic surface is due to more than 500 construction sites around Bangkok. The government is trying to solve these problems by introducing many mass transportation projects. However, each project requires the investment of large sums of money to operate. The solution seems to be unrealistic, because of the very limited budget of the Thai Government right now. The alternative is water transportation to avoid the heavy road traffic. People who travel by public boat have to deal with complication when they must connect with both buses and boats on their routes. Therefore, the next necessary step should be to connect both road and waterway transportation to provide an easy and attractive ride.

The objective of this research is to learn about the attitude and suitability of technology of the users of the Chaopraya Express Boat Service, that relate to the mass transportation of BMTA. The subjects were 400 randomly chosen express boat users from crowded piers, such Nonburi Pier, Sathorn Pier, Sapamput Pier, Wang Laung Pier, Sipaya Pier and Taviet Pier. The T-Test and the F-Test were used for the data analysis.

The results of this research show that the service needs improving. Most of the people surveyed normally use the service at least twice every day because it is convenient, fast and economic. The subjects show that they were satisfied with the connection and the technology of the connection between the water transportation and BMTA at the mean level. Both T-Test and the F-Test showed that every port had access to public bus service.