



The 15th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2022"
21 March, 2022

Factors Affecting Public Transport Service in Chiang Mai Province

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Abstrac

This research was to study the level of passenger satisfaction with public transport service in Chiang Mai province. and to study personal factors as well as travel-related factors affecting passenger satisfaction with public transport service in Chiang Mai. The sample group used in the research was 400 people who used public transport service in Chiang Mai. This research use questionnaires as a tool to collect data. The statistics used in the data analysis were frequency, percentage, mean, standard deviation, t-test, F-test and Scheffe's method. The results showed that public transport users in Chiang Mai found that, overall, their satisfaction in choosing the public transport service in Chiang Mai was at a moderate level. When considering each aspect, it was found that public transport users in Chiang Mai had a moderate level of satisfaction in all aspects, descending order as follows: Service personnel service rate travel time safety in using the service and convenience in using the service, respectively. Individual factors such as different levels of education and occupation had a statistically significant difference in the overall satisfaction of those who chose to use the public transport service in Chiang Mai at the 0.05 level. Travel-related factors include the company that chooses to use the service were service period and waiting period. The overall satisfaction of those who chose to use the public transport service in Chiang Mai was significantly different at the 0.05 level.

Keywords: service, passenger satisfaction, public transport service

Introduction

Today, land transport plays a very important role in the development of the country and is essential to economic growth. Especially public transport that needs to cover all areas to help transport and travel continuity Reduce the consumption of personal cars to save energy. as well as helping to reduce pollution from motor vehicles. Choosing the right public transport for the community in each city will have a part to promote the use of public transport more (Department of Land Transport, 2021) Public transport service transportation is another



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form of public transport that has been popular and has been in use for a long time. It is also a form of transportation that is diverse whether the vehicle used or form of service (Suphattha Pintaphaet, 2019) So, organizing develop and promote road transport to be convenient, fast, safe, fair, economically viable and people can use the transportation system with quality public transport service. It is therefore an important goal of the Department of Land Transport (Department of Land Transport, 2021) because the land transport system It is a public transport system that should be developed as urgently as possible, both in terms of speed, cost and safety in using the service including the number of vehicles in service and the punctuality or certainty of the service. If the transportation system is developed in these various issues effectively, it will have a positive effect on the quality of life of the people (Alisa Wiphasthawatt, 2019).

Chiang Mai province is one area where the quality of public transport services affects people in the area. Because Chiang Mai is a city that plays an important role in the economy of Thailand. due to the tourism industry and related industries whether it is a hotel, residence, shopping center and restaurant. For this reason, there are many trips. Some use public transport services that serve in the province. There are a large number of users per day. For this reason, the service quality of public transport in Chiang Mai is one of the most important factors affecting the welfare of travel. travel safety accident and overall satisfaction of tourists and people in Chiang Mai's community (Chadaporn Naebchit & Kanchanaporn Nilchinda, 2020), as well as being an important part that can promote a good image of Chiang Mai in another way.

However, from the examination of the request form of the Department of Land Transport The Chiang Mai Provincial Transport Office (2020) found that the nature of public transport services in Chiang Mai still lacks planning, control and management that meet standards. As a result, there was a problem in service and there were complaints from time to time. Although the potential of public transport services in Chiang Mai can enhance the reliability and quality of service. This includes higher travel welfare, safety and overall satisfaction. The development of the service model is beneficial to all operators and public transport users in Chiang Mai.

Development of a public transport service model in Chiang Mai province is a process developed to achieve service quality. to meet the needs and meet the needs of service users able to solve problems for service users and create satisfaction for service users as users expect or exceed expectations. Thanutra Chantaraket (2561) said that having a good service model will make users satisfied and impressed with the service. create trust and build confidence for Customers. As a result, entrepreneurs receive profits and return on investment. (Passenger Transportation Promotion and Development Group, 2021). This because when the service users



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are impressed, there will be more and more services. The researcher therefore sees the importance of developing the public transport service in Chiang Mai in order to provide information for the transport operators to understand their needs and use the information to improve the service. This would have a positive effect on both operators and service users.

Research objectives

1. Study the level of passenger satisfaction with the public transport service in Chiang Mai.
2. Compare passenger satisfaction with public transport service in Chiang Mai province classified by personal factors.
3. Compare passenger satisfaction with public transport service in Chiang Mai classified by travel-related factors.

Research methodology

This research was a comparison of factors for choosing public transport service in Chiang Mai by studying the satisfaction of passengers with public transport service in Chiang Mai. It consisted of personal factors and travel factors.

Demographic scope and sample

1. **Research population are people** who use public transport service in Chiang Mai for both males and females The researcher does not know the exact population.
2. **Samples used in the research People** who use public transport service in Chiang Mai, both males and females, aged 15 years and over, the researcher did not know the exact population, therefore calculated using the formula to determine the 95% confidence level (Boonchom Srisaat, 2013). The sample size was 400 people.



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research conceptual framework

The conceptual framework for this research is as follows:

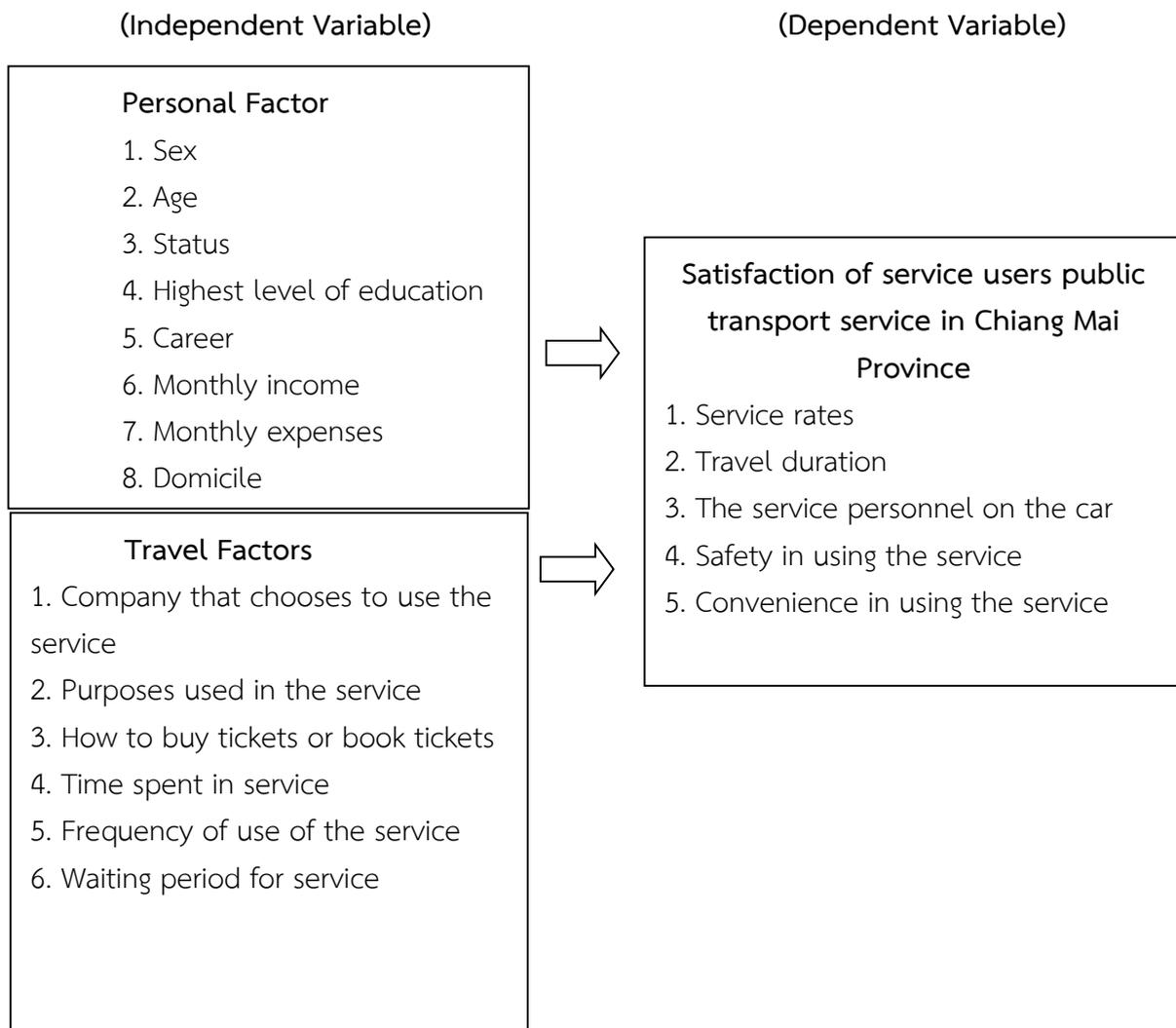


Figure 1 Conceptual framework of research

Research results

Research results with descriptive statistics and inferential statistics

1. Personal factors of public transport service users in Chiang Mai from the sample of 400 people classified by personal factor variables. It was found that most of the public transport service in Chiang Mai were female. More than males, with 57% being female and 43% male, aged between 26-35 years, 46.67 percent. Single or widowed or divorced or



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Regarding the service rates, it was found that the details of the fare prices were clear. Fares are reasonable considering the distance. The fare price is worthwhile, the service affects the satisfaction in order.

In terms of travel time, it was found that the duration of service for each trip was appropriate. Ticket sales locations near community sites enough to meet the needs and convenient to travel and getting out of the car at the specified time and arrive at the destination on time Affects the satisfaction of the service users, respectively.

Regarding the service personnel on the car, it was found that the employees had the ability to clearly understand and respond to the specific needs of the service users. The staff are attentive, beaming speak with polite words and tones. to users who use the service thoroughly and staff are available to help and solve any problems that arise in a timely manner Satisfaction affects service quality

In terms of safety in service, it was found that safety equipment such as seat belts, emergency exists, glass breakers, fire extinguishers are readily available and meet international standards. There is a safe use of buses. Property And the staff has driving etiquette and takes into account the safety of passengers.

Regarding the convenience of using the service, it was found that the ticket reservation/payment system was suitable covering all channels such as booking tickets by phone and the Internet, etc. Facilities on the car such as air conditioning, seats, curtains, etc. were clean. safe and sufficient for the needs and the service has been privileged and discounts on airfares, respectively.

Summary of research results, discussion of results and recommendations.

The researcher was conducted by comparing personal and travel-related factors with the satisfaction of people who use public transport service in Chiang Mai. To use the results of this research as information for the logistics business of public transport service in Chiang Mai in order to provide service recipients with the highest satisfaction

Suggestions for future research

1. A qualitative research should be undertaken as well. by conducting in-depth interviews on factors affecting decision making in using the service from service users in order to get more in-depth information with more detail



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2. Should study the sample group that does not use the service to know the factors that affect the decision to use the service of those who do not choose to use public transport as their main journey or do not choose to use the service

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