

CUSTOMER ATTITUDES TOWARD STATE RAILWAY
OF THAILAND

by

Ms. Saowaluck Boonyoung

A Final Report of the Three-Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

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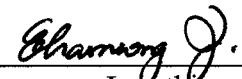
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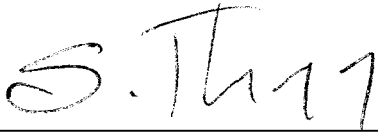
The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

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ABSTRACT

Every organization, as well as State Railway of Thailand needs to anticipate and satisfy customer needs if the organization wants to remain on the top in terms of making profit. Marketing is about ensuring that whatever the firm does is done with consumer in mind.

SRT is the only train service in Thailand. Therefore, the study of consumer attitudes is essential to improve the performance. This is in order to increase awareness, service and passengers.

This research is concerned about the customer attitudes towards SRT, which is an exploratory one. It aims at gathering information concerning the nature of customer preferences, consumer behavior, and attitudes towards SRT. In this research, I have striven to research as much as possible the information regarding the consumer attitude to develop and improve SRT performance to be met with the passengers's convenience when they take the train.

The collected data were statistically analyzed using Statistical Package for Social Sciences (SPSS) software.

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I. INTRODUCTION

1.1 Significance of Study

Transportation is the important economical activity so that the transportation must grow and develop together with the development of the economy and society of the country. Transportation is the one factor that supports the movement of products into Production Process, Marketing and consumers. Furthermore, it makes convenience for the people in the society; such people in the society can contact and meet each other, tourists and people who are travelling in every day life. State Railway of Thailand is the government organization which offers the transportation service to people in the country for more than 100 years.

State Railway of Thailand, henceforth referred to as SRT, is a government owned enterprise. It came into being as a department of the government in 1890, until it was made an autonomous organization on July 1, 1951 by the State Railway of Thailand Act B.E. 2494 (1951).

Many years ago, SRT faced of the loss-operating problem for a long time because SRT has to respond to the cost of investment in developing and maintaining the system and the equipment of the railway which is very high in cost. In other words, SRT has faced the impact from the external and internal factors. These are the effects to the development and the service that SRT will provide to the consumers and will cause the problem to the image of SRT to the consumers.

Therefore, in order to overcome these problems, cabinet ministers agreed to improve the administrate structure of SRT on 24 November 1998. To improve the structure, SRT is divided into 3 parts as follows:

- (1) Basic structure part
- (2) Train service part
- (3) Assets and Administration Management part

In order to make a good image of SRT to the consumers, it is important to have accurate data involved to the satisfaction of the consumers of SRT to be the data for planning and improving of Train service that provides the customers and make them satisfied with the service.

1.2 Research Objectives

- (1) To find out the problems and rank their priorities that the customers have toward SRT's service provided.
- (2) To study the attitude of the customers toward SRT's service.
- (3) To suggest the approaches for solving the problems of SRT's service.

1.3 Limitations of the Study

- To survey the customers of SRT at Hua Lumphong Station.

II. LITERATURE REVIEW

2.1 Historical Background

From the distant ages of the past up to the time when the city of Bangkok was chosen as the new capital of Siam, with the expectation of the water-borne traffic along rivers and canals, the only means of inland communication in the country had been those borne by animals such as oxen, buffaloes, horses, elephants and bullock-carts, which had indeed been very popular among the people of that time for their daily use in travelling as well as in transporting goods from place to place. Communication by rail was still then completely unknown.

As days rolled by and finally during the reign of King Chulalongkorn (Rama V.), a Royal Proclamation pertaining to the construction of the first state railway line in Siam from Bangkok to Nakhon Ratchasima in the Northeast was issued on March 9, 1891. The Ministry of Public Works, under the auspices of His Majesty King Chulalongkorn, had engaged Mr. G.M. Campbell, a distinguished businessman from England, to undertake the construction of this railway line. The "Foundation Laying" ceremony was presided over by King Chulalongkorn on March 9, 1891. The opening day of the first rail service from Bangkok to Ayutthaya, March 26, 1894, was considered as a red-letter day ever to be remembered in the annals of the Royal State Railways of Siam.

The office of the Royal State Railways of Siam was first established under the control of the Ministry of Public Works in October 1890. It was divided into two departments, namely the Northern and Southern Railways which controlled the networks of the east and west banks of the Chao Phaya river respectively. Its responsibilities were then to administer all state railway functions, to supervise and control private railways in accordance with the provisions of the concession granted to each of them. The director-

generals of the two departments and most of their principal staff were Europeans. In order to cut down management expenditure while improving the organization, the two railway departments were finally merged into one and known as the Department of the Royal State Railways of Siam since June 5, 1917. The new Department was entrusted to the direction of Prince Purachatra of Kambaengbejr who was appointed its first Commissioner-General. It was greatly due to his ability, unstinted hard work, and to the support of his colleagues that the Department was significantly enlarged and modernized. It was he who introduced the first diesel locomotive to the system in 1982 and his far-sighted initiation was carried over through generations under decentralization programs which was finally completed in 1976, some 48 years later, at the time of the merging of the Northern and Southern Railway Offices. The East Bank System still adopted a standard gauge of 1.4435 m, different from that of the West Bank system which was of 1.00 m gauge. This created a great deal of inconvenience to the progress of the enterprise itself. A Royal Decision was, therefore, given for the unification of gauges, that is to say, all new state railway lines were to be built to meter gauge, and all existing 1.435 m. lines to be converted within ten years into meter gauge in uniformity with those of the railways in the neighboring countries, i.e., Malaysia, Burma and Cambodia. The conversion was commenced on November 20, 1920 and completed in the year 1930. As regards the progress of the railways development at the end of King Chulalongkorn reign (1868-1910) the total length of lines opened to traffic amounted to 774 km. At the end of King Vajiravudh's reign (1910-25), the length was increased to 1,804 km. And by the end of King Prajhipok's reign (1924-34) and King Anandharmahidolis reign (1934-46), 418 km. and 259 km. respectively were added. Total length of the lines was 2,481 km. in 1946. The fact that the Royal State Railway of Siam did gradually develop at an eminent rate in bestowing progress upon the country is

The fact that the Royal State Railway of Siam did gradually develop at an eminent rate in bestowing progress upon the country is beyond doubt. However, the Far East theatre of World War II at last broke out in 1941 and Siam inevitably fell into its terrible clutches. Railway building lines and bridges as well as rolling stock and workshops were air-raided and destroyed almost throughout the whole Kingdom. With the coming of peace in 1945 the once well organized Royal State Railways of Siam emerged from the tumult of destruction only to survive under the help of ruins. Restoration program was immediately planned by the Government to bring the Railways back to the pre-war condition, and to hasten its development for the benefit of the public which was the impassioned spirit of its venerable creator King Chulalongkorn. In 1951, the Royal State Railways of Siam became a state enterprise by virtue of the State Railway of Thailand Act B.E. 2494 (1951). It now has a total route length of 4,041 km. At present, the Railway of Thailand is the largest state enterprise of Thailand in terms of manpower with a total staff about 26,412 (Officers=10,354; Technical, skilled labour and others = 16,058).

2.2 SRT Objectives

- (1) To improve the financial liquidity so that the organization can be operated effectively.
- (2) To improve and expand the SRT network in order to support Thailand's economic growth.
- (3) To increase the efficiency for using the new technology and to increase the quality of the service in order to compete with other business.
- (4) To participate in business activities with private individuals or government organizations to accomplish the Mission of SRT.

- (5) To build the morale and encouragement to employees and develop the employee's skill in order to benefit and be successful to SRT and bring the benefit in the form of welfare to the employees

2.3 Project Description

The State Railway of Thailand, henceforth referred to as SRT, is a government owned enterprise. It came into being as a department of the government in 1890, until it was made as autonomous organization on July 1, 1951 by the State Railway of Thailand Act B.E. 2494 (1951). The first line was commenced in 1892 and reached Nakhon Ratchasima in 1900, a distance of 264 kms. All the earlier line was 4 ft. 8.5 in. Gauge, but the construction of southern main line, from 1900 onwards, brought into being a meter gauge system for it was intended that this line should eventually be linked with Malaysia and Burma. Conversion of other lines to meter gauge was decided upon in 1919, and completed by April 1930. At the close of the fiscal year 1998(September 30, 1998) SRT had a total of 4,044 route kilometers open to traffic. The system radiates from Bangkok, and connects with the Malayan Railway at Padang Besar and at Sungai Kolok in the South. The formulation of policies and the super-vision of the general affairs of SRT are entrusted to the Board of Commissioners consisting of a chairman and other four to six members appointed by the Cabinet. The General Manager, chief executive of SRT, is an ex-officio member of the Board. The Minister of Transport and Communications has general supervisory power and may call upon SRT to give statement or opinion or to submit report or suspend SRT's actions.

2.4 Operating Results of the Fiscal Year 2000

Operating revenues of SRT amounted to Bht 6,811 million, showing a decrease of Bht 356.0 million or 5.5% over the previous year. Operating expenses (excluding depreciation and fixed charges) amounted to Bht 9,055.5 million with Bht 1,432.6

million and the fixed charges of Bht 1,494.5 million, the operating loss was Bht 5,069.7 million. Thus losing the net revenue of Bht 1,072.4 million as compared to that of the previous year. The operating ratio for 2000 was 152.5 showing an increase of 15.9% from that of the previous year.

Passenger Traffic

In 2000, SRT has carried (Main Line) 55.5 million passengers or 10,040 million passenger-kilometers, increasing from preceding year 0.3 million passengers and 146.6 million passenger-kilometers of 0.48 and 1.48 percent respectively. The total passenger revenues are 3,828.8 million bahts, 82.1 million bahts or 2.19 percent increasing.

In 2000, SRT has launched 28 Air Conditioned Third Class Carriage (A.T.C) from JR West for many services; those are Excursion train Pa Sak Jolasid Dam, Special train for BOI fair (a mega-exhibition fair for investors all over the world held by Board of Investment of Thailand) and Express train to Nong Khai and Ubon Rachathanee. In addition, 32 PSO trains are cancelled due to loss bottom line. PSO is a public service obligation that SRT must operate according to public demand. Nonetheless, this kind of service always come up with a negative outcome.

For Mae Klong Line, SRT has carried 5.1 million passengers or 52 million passenger-kilometers, decreasing from preceding year 1.0 million passengers and 13.8 million passengers-kilometers or 15.92 and 21.10 percent respectively. The total passenger revenues are 24.5 million bahts, 3.6 million bahts or 12.71 percent decreasing. The main reason is higher competition from automobile mode.

2.5 Type of Cars

Air-Conditioned First Class Day and Night Coach

Number of rooms:	12 Rooms/2 persons each
Number of Sleeping Berths:	12 upper, 12 lower
Type of service:	Special express train Bangkok-Chiang Mai
	Special express train Bangkok-Butterworth
	Special express train Bangkok-Sungai Kolok
	Express train Bangkok-Sungai Kolok
	Express train Bangkok-Nong Khai
	Express train Bangkok-Trang
	Express train Bangkok-Nakhon Si Thammarat

Table 2.1: Rates from Bangkok to Important Stations Including Supplementary Charges.

Bangkok to	Express Train	Express-Special Train
Northern Line		
Nakhon Lampang *	-	1,112
Chiang Mai	-	1,193
Southern Line		
Surat Thani	1,099	1,119
Trang	1,240	-
Nakhon Si Thammarat	1,232	-
Phatthalung	-	1,275
Hat Yai Jn.	-	1,334
Yala	-	1,415
Sungai Kolok	-	1,493

Table 2.1. Rates from Bangkok to Important Stations. (Continued)

Bangkok To	Express Train	Express Special Train
North-Eastern Line		
Surin	926	-
Si Sa Ket	996	-
Ubon Ratchathani	1,040	-
Khon Kaen	948	-
Udon Thani	1,037	-
Nong Khai	1,077	-

Air-Conditioned Second Class Day and Night Coach

Number of Sleeping Berths: 40 seats (20 upper and 20 lower)

Type of service: Bangkok-Butterworth

Sungai Kolok

Nakhon Si Thammarat

Special express train Bangkok-Chiang Mai

Special express train "International"

Express train Bangkok-Ubon Ratchathani

Express train Bangkok-Nong Khai

Express train Bangkok-Trang

Table 2.2. Rate from Bangkok to Important Stations (Including Supplementary Charges).

Bangkok To	Express Train		Special Express Train	
	Upper	Lower	Upper	Lower
Northern Line				
Nakhon Lampang	-	-	574	644
Chiang Mai	-	-	611	681
Southern Line				
Surat Thani	558	628	578	648
Trang	621	691	-	-
Nakhon Si Thammarat	618	688	-	-
Phatthalung	-	-	648	718
Hat Yai Jn.	-	-	675	745
Yala	-	-	712	782
Sungai Kolok	-	-	747	817
North-Eastern Line				
Surin	479	549	-	-
Si Sa Ket	511	581	-	-
Ubon Ratchathani	531	601	-	-
Khon Kaen	489	559	-	-
Udon Thani	529	599	-	-
Nong Khai	548	618	-	-

Bogie Second Class Day and Night Coach**Number of Sleeping Berths:** 32 seats (16 upper and 16 lower)**Type of service:** Express train and Rapid train of all routes

Table 2.3. Rate from Bangkok to Important Stations (Including Supplementary Charges).

Bangkok To	Rapid Train		Express Train	
	Upper	Lower	Upper	Lower
Northern Line				
Phitsanulok	299	349	-	-
Uttaradit	330	380	-	-
Don Chai	347	397	-	-
Nakhon Lampang	384	434	-	-
Southern Line				
Chumphon	330	380	350	400
Chaiya	374	424	394	444
Surat Thani	388	438	408	458
Thung Song Jn.	428	478	448	498
Trang	451	501	471	521
Nakhon Si Thammarat	448	498	468	518
Phatthalung	458	508	-	-
Hat Yai Jn.	485	535	-	-
Pattani	512	562	-	-
Yala	522	572	-	-
Tanyong Mat	544	594	-	-

Table 2.3. Rate from Bangkok to Important Stations. (Continued)

Bangkok To	Rapid Train		Express Train	
	Upper	Lower	Upper	Lower
Sungai Kolok	557	607	-	-
North-Eastern Line				
Surin	309	359	329	379
Si Sa Ket	341	391	329	379
Ubon Ratchathani	361	411	381	431
Khon Kaen	319	369	339	389
Udon Thani	359	409	379	429
Nong Khai	378	328	398	348

Air-Conditioned Second Diesel Rail car

Amount of Seat: 62 seats and 74 seats

Type of service: Bangkok-Ubon Ratchathani

Surat Thani

Special express train Bangkok-Phitsanulok

Special express train Bangkok-Chiang Mai

Special express train “International”

Special express train Bangkok-Yala

Special express Diesel train Bangkok-Surin

Special express train Bangkok-Udon Thani

Table 2.4. Rates from Bangkok to Important Stations (Including Supplementary Charges).

Bangkok to	Express Diesel Rail car (Catering Service Excluded)	Special Express Diesel Rail car (Including catering Service)
Northern Line		
Nakhon Sawan	-	310
Thaphan Hin	-	335
Phichit	-	345
Phitsanulok	-	359
Uttaradit	-	390
Den Chai	-	407
Nakhon Lampang	-	444
Chiang Mai	-	481
Southern Line		
Chumphon	-	390
Chaiya	-	434
Surat Thani	-	448
Thung Song Jn.	-	488
Phatthalung	-	518
I Hat Yai Jn.	-	545
Pattani	-	572
Yala	-	582
Northeastern Line		
Nakhon Ratchasima	245	315

Table 2.4. Rates from Bangkok to Important Station. (Continued)

Bangkok to	Express Diesel Rail car (Catering Service Excluded)	Special Express Diesel Rail car (Including catering Service)
Surin	299	369
Si Sa Ket	-	401
Ubon Ratchathani	-	421
Bua Yai Jn.	275	-
Ban Phai	295	-
Khon Kaen	309	-
Udon Thani	349	-

2.6 Fare and Rate System

By the State Railway of Thailand Act B.E. 2494, the setting up of the standard rate for passenger fares and freight charges is subject to the sanction of the Cabinet. SRT is, however, authorized to make at its own discretion increase of not greater than 25 percent or a reduction of not more than 50 percent from the standard rates provided that such an action is not “Inconsistent with the general economic and financial policies of the Cabinet.”

The structure of the rate for passenger fares, which have been adjusted since March 1, 1996, is as follows:

Table 2.5. The Structure of the Rate for Passenger Fares.

Distance(Km.)	Fares Per KM.(in Baht)		
	First Class	Second Class	Third Class
1-100	0.932	0.488	0.215
101-200	0.853	0.420	0.180
201-300	0.785	0.375	0.160
301 and over	0.739	0.336	0.145

Table 2.6. The Actual Fares at Various Distances.

Distance(Km.)	Actual fares (in Baht)		
	First Class	Second Class	Third Class
100	93	49	22
200	179	91	40
300	257	128	56
400	331	162	70
500	405	196	85
600	479	229	99
700	553	263	114
800	627	296	128
900	700	330	143

Table 2.7. Route Kilometers and Station in Each Province.

Province	No. of Station	No. of stopping Place	Route Km.
Ayutthaya	12	2	61
Bangkok	25	8	117
Buri Rum	9	1	73
Chachoengsao	6	3	82
Chai-Ya Phum	6	5	65
Chiang Mai	2	-	15
Chonburi	11	4	129
Chumphon	19	7	155
Kanchanaburi	7	13	119
Khon Kaen	12	3	140
Lamphun	6	-	55
Lop Buri	14	5	148
Naknon Pathom	9	6	74
Nakhon Ratchasima	39	11	344
Nakhon Si Thammarat	22	6	171
Nara Thiwas	11	2	81
Non Thaburi	-	-	6
Nong Khai	2	2	29

Table 2.7. Route kilometers and Station in Each Province. (Continued)

Province	No. of Station	No.of stopping Place	Route Km.
Pathum Thani	2	2	20
Pattani	4	-	29
Phatthalung	9	5	77
Phetchaburi	12	-	75
Phichit	10	-	71
Phitsanulok	11	-	78
Prachin Buri	9	3	89
Prachuab Khiri Khan	25	5	202
Prae	7	3	72
Ratchaburi	13	2	81
Rayong	2	-	17
Sa Kaeo	5	5	77
Samut Sakhon	2	11	37
Samut Songkharm	1	1	18
Saraburi	17	4	146
Si Sa Ket	9	1	73
Songkhla	14	1	148
Sukhothai	2	3	19
Suphanburi	1	6	41
Surat Thani	20	12	171
Surin	8	-	70
Trang	3	8	76
Ubon Ratcha Thani	3	1	23
Udon Thani	7	2	92
Uttaradit	12	1	91
Yala	5	2	34
Total	453	161	4,044

2.7 Railway Construction and Development Project under the National Economical and Social Development Plan

Railway Link to the Mae Khong River at Nong Khai

In order to maximize the utilization of the Mae Khong River Bridge to support and accelerate the trade across the Thai-Laos border, SRT was assigned to construct the railway line from the Middle of the bridge to new Nong Khai Station which was designed to serve for both freight and passenger traffic volumes. This project has been financed by the government budget with a total amount of 482.272 million Bahts.

The construction work has commenced in 1994. Building work, track work and telecommunications, works were completed in July 2000. Container yard with loading platform work has been slowed down due to unobvious policy of LAO PIDR.

Track Doubling Project in Suburban Area

SRT currently operates services over a network of about 4,043 km. of track, all of which is single line, with the exception of a 90 km. double-track section between Bangkok and Ban Phachi. As line capacity is approaching its limit, additional tracks are required to cope with the large number of trains that SRT plans to operate in the future to serve the growing needs of the country. Extension of the double-track system is therefore unavoidable. In 1993 the Cabinet approved in principal a further 2,744 km. of track doubling and the first phases will concentrate on the Bangkok suburban area covering 234 km. radiating from Bangkok. This project is also financed by the government budget with current approved amount of 9892.70 million bahts.

The first 14 km. of 2nd track in Southern Line from Bang Sue to Taling Chan designed by SRT and the construction of 3rd track between Rangsit and Ban Phachi (61 km.) were completed in October 1999 and April 2000 respectively. The 2nd track for Ban Phachi to Lop Buri (43 km.) in Northern line, Ban Phachi to Map Kabao (44 km.) in

Northeastern Line and Taling Chan to Nakhon Pathom (42 km.) in Southern Line has already commenced in July 26, 2000 and expected to be completed in July 2002. For 2nd track Hua Mak-Chachoengsao in Eastern Line has commenced in December 12, 2000 and expected to be completed in April 2003.

Track Relocation for the Pasak River Basin Development Project Under the King's Initiative Projects.

To support the implementation of the Pasak River Basin Development Project for accomplishment of the objectives, SRT was assigned to construct a new track substituting to the existing track that shall be flooded by detained water in reservoir caused by construction of the "Pasak Dam" between Kaeng Sua Ten Station and Sura Narai Station in Northeastern Line. The new route was designed to approach edge line of reservoir which the land belongs to the Royal Irrigation Department, in order to avoid conflict among people affected by land appropriation process. This project has been financed by government budget with a total amount of 2,069 million bahts.

Track Rehabilitation Project under the National Economic and Social Development Plan (1992-1996)

As the current track is gradually life-expired, rail crack and breakage frequently occurred that is seriously hazardous to train operation, 791 km. of track on the northern and southern trunk line is planned to be renewed with the principal objective to strengthen the track structure in order to provide a higher track quality and safety by replacing the existing rails with BS 100 A rails, replacing the existing timber sleepers with monoblock prestressed concrete sleepers together with elastic rail fastenings including reballasting and improvement of embankment where necessary. This project is implemented under Japanese Yen Loan (OECD) No. 17, 19, and 21 together with baht Porting by SRT budget and divided into 3 Phases as follows:

Table 2.8. SRT Budget of 3 Phases.

1. Project Area	Phase 1(289 km.) Northern Line: Lop Buri- Chumsaeng (148 km.) Southern Line: Hua Hin-Ban Krut (141 km.)	Phase 2 (258 km.) Northern Line: Chumsaeng- Phitsanulok (108 km.) Southern Line: Chaiya-Thung Song (150 km.)	Phase 3 (244km.) Southern Line: Ban Krut-Chaiya (244 km.)
2. Project Finance	OECD 17 th Loan 10,331 million Yen	OECD 19 th Loan 7,651 million Yen	OECD 21 st Loan 7,973 Million Yen
-Foreign Currency			
-Local Currency (Baht portion)	SRT budget 996 million Baht	SRT Budget 1,667.73 million Baht	SRT Budget 2,275.06 million Baht

Procurement of rail/turnout (Lot 1) and construction/rehabilitation work (Lot 2) for Phase 1 has commenced in F.Y. 1997, and 100% and 79% respectively completed up to the end of F.Y. 2000. Procurement of rail/turnout (Lot 1) and construction /rehabilitation work (Lot 2) for Phase 2 has commenced in F.Y. 1998, and 82.38% and 22.56% respectively completed up to the end of F.Y. 2000. For Phase 3, Procurement of rail/turnout (Lot 1) and construct/rehabilitation work (Lot 2) has commenced in F.Y. 1999, and 88.51% and 33% respectively completed up to the end of F.Y. 2000.

Due to the current economical situation the aforesaid Baht portion for Phase 1, 2 and 3 to be paid in F.Y. 1999 and 2000 was also financed by the OECD 23rd Loan under the Local Financing for amount of 2,979 million Yen.

Railway Construction under Eastern Seaboard Development Programme

Track Doubling Project in the Eastern Seaboard Area

Thailand has enjoyed rapid economic development over the past decade and has increased its export/import cargo through Bangkok Port and Laem Chabang Deep Seaport, where the second phase expansion is currently on-going with expected completion by the Year 2002. In order to meet the future transport demand between central Thailand and the Laem Chabang Deep Seaport, the Government of Thailand made a decision to improve track capacity and efficiency of the existing railway route between Si Racha and Kaeng Khoi, through Chachoengsao and Klong Sip Kao by construction of 2nd track along the existing railway (177 km.).

New Railway Lines

The construction of the first railway line commenced in 1892. All the earlier lines were constructed as standard gauge, but the construction of the southern main line from the Year 1900 onwards brought into being the existing meter gauge system, as it was intended that this line should eventually be linked with Malaysia and Burma. Conversion of other lines to meter gauge was decided in 1919, and completed in 1930. SRT had a total of 4,043 route kilometers opening to traffic. All main lines were constructed more than 60 years ago except the most recent Eastern Seaboard lines. In order to expedite the economic growth and the quality of life of the people in all regions, the government has adopted a policy of extending the railway system to high population areas. In July 1997, the Cabinet approved in principle for the extension of the 4 new railway lines but only 3 lines are completed the detailed engineering design in 1996 (See Figure 2.1) SRT has planned to promote these four projects by seeking private sector participation on a Build-Operate-Transfer (BOT) basis, namely;

Denchai to Chiang Rai Route

The route extends northwards for 246 km. from the existing Denchai Station to Chaing Rai province in northern Thailand, which is being developed as the gateway of southern China via Laos PDR and Myanmar. This railway will serve the transport demand for both passenger and freight in the region through to Bangkok. Moreover, further extension to Kunming, in southern China, is feasible in engineering terms. If this international connection takes place, it is anticipated that both trade and travel between the two countries will increase significantly.

Phuket Extension

The route extends for 165 km from new junctions on the Southern Line at Maluan and Thung Pho Station of Surat Thani province, travelling southwest to Tha Nun, the proposed terminus on the mainland shore adjacent to Phuket Island. According to detailed design developing centres at Surat Thani Airport, Khiri Rattanikhom, Phanom, Thap Put and Tha Nun together with the expanding town of Phang Nga and the tourism industry in Phuket will all be served by this new line. The land for the right of way of this line has already been acquired up to Tha Nun for over 50 years.

Map Ta Phut to Rayong Route

This project is for a 24 km. extension of the existing Eastern Seaboard Line from its current terminus at Map Ta Phut destined for Rayong industry area of oil products, petrochemical, steel, cement and fertilizer production. This new line will serve these industrial sites, easing transportation between factories and port at Laem Chabang and Map Ta Phut, which will help to enhance the import/export potential of Thailand.

Bua Yai-Roi Et-Mukdahan-NakhonPhanom line had potentially feasibility.

Therefore, feasibility study had been made in 1994 by the Canadian Consultant. It was confirmed that the project sound feasible. This line is not only the direct link

between northern and the eastern seaboard region but also has a high potential to link with Laos PDR via the second friendship bridge at Mukdahan which shall be constructed in the future, and possibly further extend to the deep seaports in Vietnam. Due to the huge construction cost and present severe economic situation, the detailed engineering design had been suspended. However, the government will invite private sector to finance the project on BOT basis, the same as the above mentioned three lines.

In addition to the four approved projects mentioned above SRT engaged the Consultant in 1997 to conduct feasibility study for the Rayong-Chantaburi-Trat, 170 km. new line to respond to the Government's policy in adding transportation alternative for the local people in the eastern region. The study was completed in 1998 which result indicated that financial and economic rate of returns are still very low, therefore, the construction seems not to be appropriate.

2.8 Operating Revenues and Operating Expenses

Operating revenues and expenses together with operating ratio of expenses to revenues for the fiscal year 1996 to 2000 are listed below.

Table 2.9. The Operating Expenses and the Revenues for the Fiscal Year 1996 to 2000.

Fiscal Year	Operating Revenues ('000 baht)	Operating Expenses ('000 baht)	Operating Ratio (%)
1996	7,896,901	8,713,220	110.34
1997	8,465,718	9,163,223	108.24
1998	7,218,754	8,765,094	121.42
1999	6,455,098	8,819,716	136.63
2000	6,811,146	10,386,312	152.49

Operating Revenues

The total of operating revenues for the fiscal year 2000 was 6,811 million bahts, of which 3,853 million bahts or 56% came from passenger service, 1,753 million bahts or 26% from freight service, and 1,205 million bahts or 18% from other miscellaneous operation.

Table 2.10. The Passenger Revenues and the Freight Revenues.

Fiscal Year	Passenger Revenues (‘000 baht)	Freight Revenues (‘000 baht)	Others (‘000 baht)
1996	4,079,855	1,626,327	2,190,719
1997	4,154,274	1,713,323	2,598,121
1998	4,048,944	1,595,275	1,575,535
1999	3,774,739	1,640,034	1,040,325
2000	3,853,292	1,753,038	1,204,816

Table 2.11. Percentage of Earning from Each Service to Total Operating Revenues.

Fiscal Year	Passenger	Freight	Others
1996	51.66	20.60	27.74
1997	49.07	20.24	30.69
1998	56.08	22.10	21.82
1999	58.48	25.41	16.11
2000	56.57	25.74	17.69

Operating Expenses

Following are the operating expenses classified by main categories from the fiscal year 1996 to 2000.

Table 2.12. The Operating Expenses Classified by Main Categories.

Fiscal Year	Maintenance of Way & Structures('000 baht)	Maintenance of Equipment ('000 baht)	Traffic & Transportation ('000 baht)
1996	1,828,582	1,692,867	3,580,033
1997	1,776,415	1,757,922	3,818,789
1998	1,639,756	1,578,588	3,792,799
1999	1,658,396	1,708,975	3,699,902
2000	1,919,902	2,012,368	4,564,632

Passenger Revenue

SRT's passenger tariff has been revised 7 times since July 1, 1951 as follows:

First on February 1, 1952 Second on February 15, 1955

Third on November 20, 1975 Fourth on June 1, 1981

Fifth on June 21, 1983 Sixth on September 1, 1985

Seven on March 1, 1996(1st and 2nd Class only)

In fiscal year 2000 about 33% of revenue came from third class passenger, 26% from second class, 2% from first class, and 39% from others.

Table 2.13. The Revenues from the First Class, Second Class and Third Class.

Fiscal Year	1st Class (‘000 baht)	2nd Class (‘000 baht)	3rd Class (‘000 baht)	Mae Klong (‘000 baht)	Other (‘000 baht)
1996	30,287	962,883	1,542,146	26,639	1,517,900
1997	31,739	1,084,879	1,453,360	29,281	1,555,015
1998	69,825	1,035,082	1,349,445	28,946	1,565,645
1999	60,267	991,481	1,216,032	27,885	1,479,074
2000	64,193	1,006,250	1,226,591	24,326	1,531,932

Table 2.14. Average Revenue.

Fiscal Year	Per Passenger (baht)	Per Passenger-Km.(baht)
1996	60.21	0.33
1997	63.57	0.35
1998	66.58	0.37
1999	68.39	0.38
2000	62.33	0.38

2.9 Railway Training and Development Bureau

In recognizing the importance of education and training as well as the improvement on efficiency and capability of railway employees (See Figure 2.2), the State Railway of Thailand set up the Railway Technical School since 1940 in order to carry out the education and training programs for its newly hired and existing employees. In 1987 the need of training from department concerned increased rapidly as well as new railway technology introduced to railway system, the Railway Technical school expanded its training activities and organization as Training and Development Bureau. As part of staff development, each year the Training and Development Bureau organized and developed various aspects of training to cope with the new railway technology.

The Projects for the Improvement of the Railway Training Center

Training and Development Bureau, State Railway of Thailand, has received Technical assistance from the Government of Japan for the 5-year improvement of the Railway Training Center Project to the amount of Yen 500 million (Bht 100 million). The project started on June 1, 1992 and will continue until May 31, 1997. The technical assistance and cooperation from Japan consists of the following matters:

- (1) The provision of new training equipment for the project.
- (2) The improvement of the existing technical training programs in the field of train operation, Rolling stock, Transportation, Track maintenance, Signaling and Telecommunication.
- (3) Dispatching short-term and long-term experts from Japan to the project.



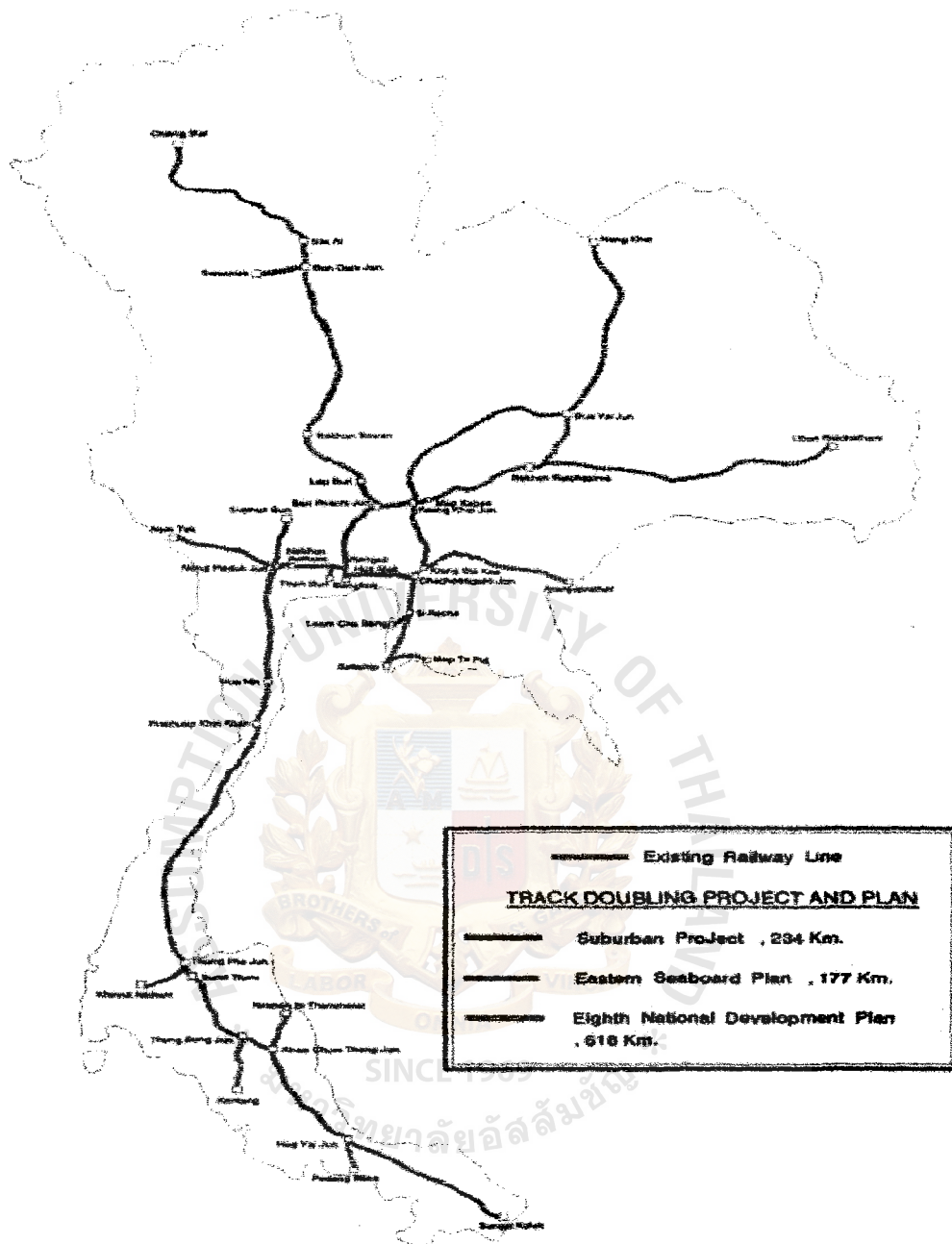


Figure 2.1. New Railway Line.

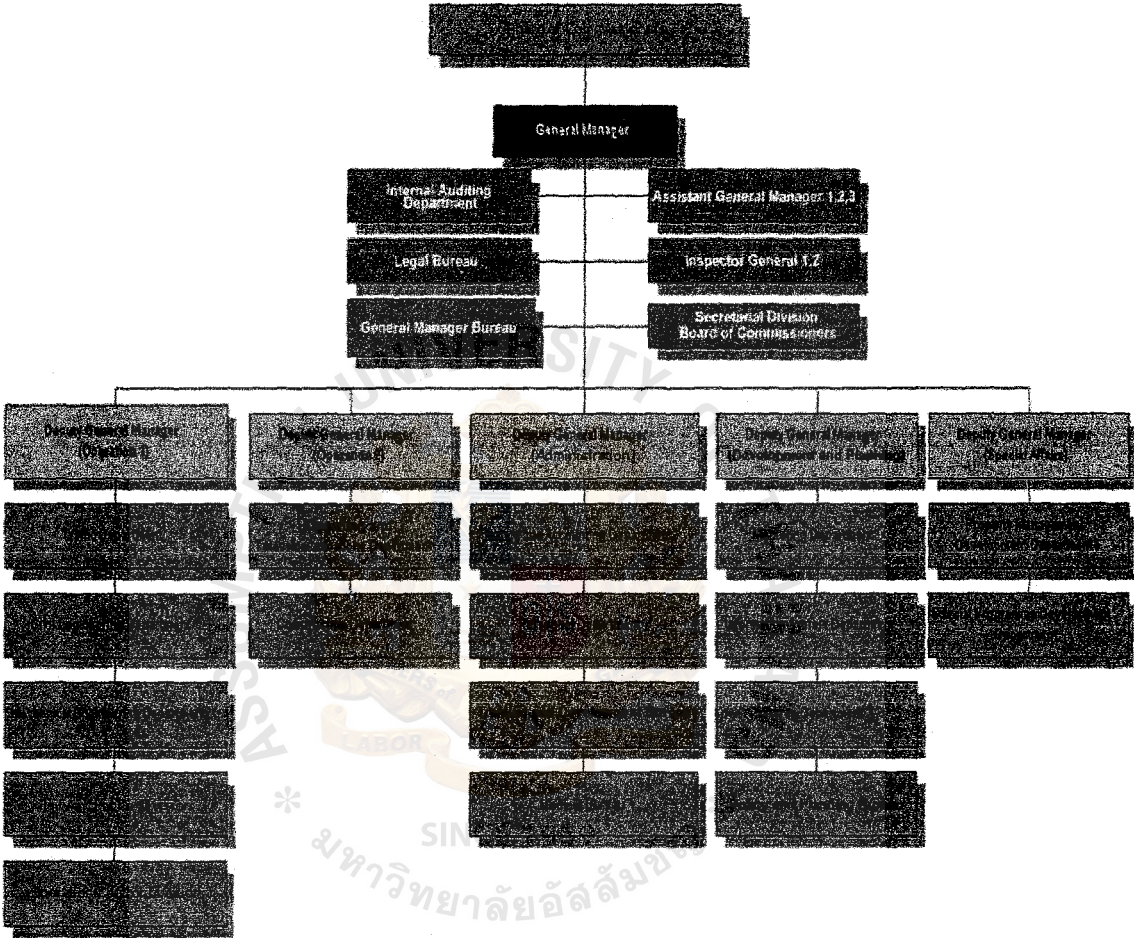


Figure 2.2. SRT Organization Chart.

III. RESEARCH METHODOLOGY

3.1 Sample Design

The project covers the customer attitudes toward State Railway of Thailand major passengers at Hua Lumpong Railway Station. This necessary data will be gathered by using questionnaires through a series of personal interviews with a strict random sampling of 200 respondents.

3.2 Sample Size

Under the infinite population of the total number of passengers expected to take off at Hua Lumpong Railway Station around 34,000 persons/day, the statistical formula to be used to determine the sample size is:

$$n = \frac{(pq)z^2}{I^2}$$

Where n = Sample Size

* p = Portion with attribute *

$q = 1.00 - P$

z = Number of standard deviation above and below
selected P containing the required proportion of
cases

I = Confidence interval (or confidence limits)

For this research, the researcher can get the sample size from:

$$p = 50\% \text{ or } 0.50$$

$$q = 1.00 - p = 1.00 - 0.50 = 0.50$$

$$z = 98\% \text{ level of confidence} = 2.71$$

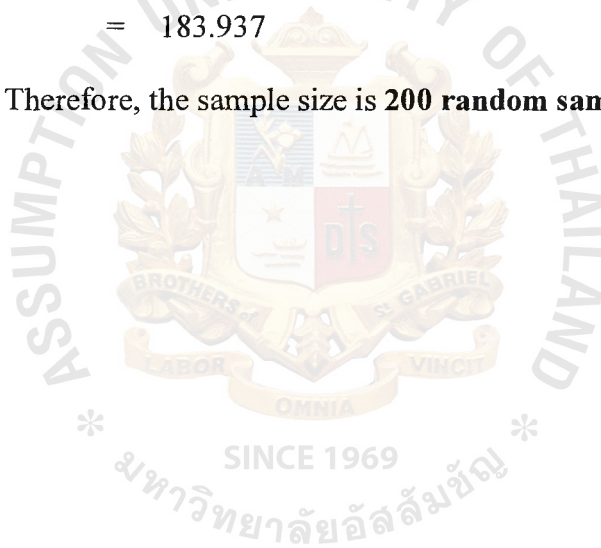
$$I = \text{Confidence Interval} = +8\% \text{ or } +0.08$$

$$n = \frac{(0.5)(0.5)(2.71)^2}{(0.08)^2}$$

$$= \frac{1.772}{0.0064}$$

$$= 183.937$$

Therefore, the sample size is **200 random samples**.



IV. DATA ANALYSIS AND DISCUSSION OF RESULTS

Table 4.1. The Output of Question 1.1 for Gender Structure of Respondents.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	104	52.0	52.0	52.0
Female	96	48.0	48.0	100.0
Total	200	100.0	100.0	

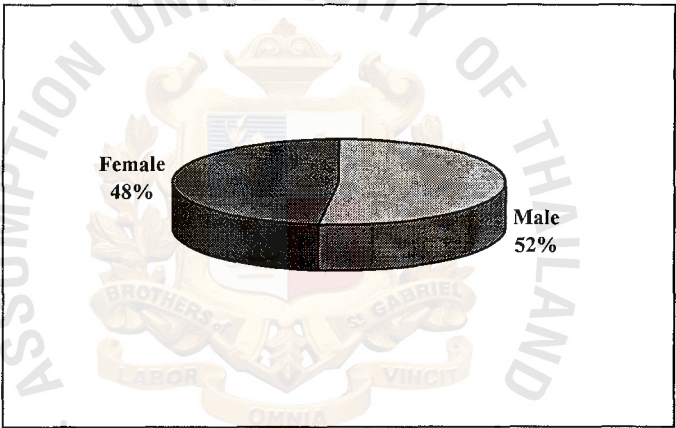


Figure 4.1. Total Number of Respondents Based on Sex.

Table 4.2. The Output of Question 1.2 for Ages Structures of Respondents.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 11-20	32	16.0	16.0	16.0
21-30	102	51.0	51.0	67.0
31-40	37	18.5	18.5	85.5
41-50	15	7.5	7.5	93.0
51-60	11	5.5	5.5	98.5
<60	3	1.5	1.5	100.0
Total	200	100.0	100.0	

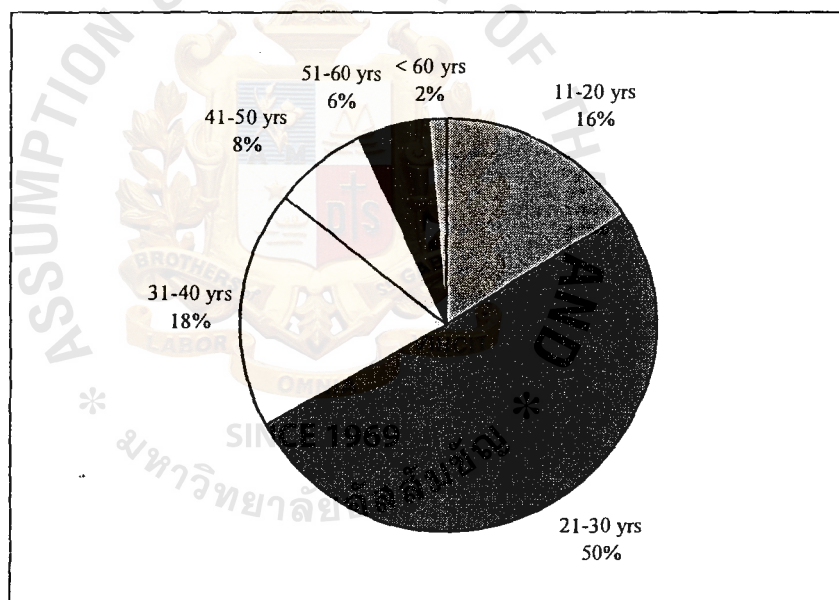


Figure 4.2. Ages Structures of Respondents.

Table 4.3. Number of Respondent based on Age and Sex.

Age	Total Respondent		Male		Female	
	No. of respondent	Percentage	No. of respondent	Percentage	No. of respondent	Percentage
11-20	32	11.0%	10	5.0%	22	11.0%
21-30	102	51.0%	55	27.5%	47	23.5%
31-40	37	18.5%	17	8.5%	20	10.0%
41-50	15	7.5%	10	5.0%	5	2.5%
51-60	11	5.5%	9	4.5%	2	1.0%
>60	3	1.5%	3	1.5%	0	0
Total	200	100.0%	104	52.0%	96	48.0%

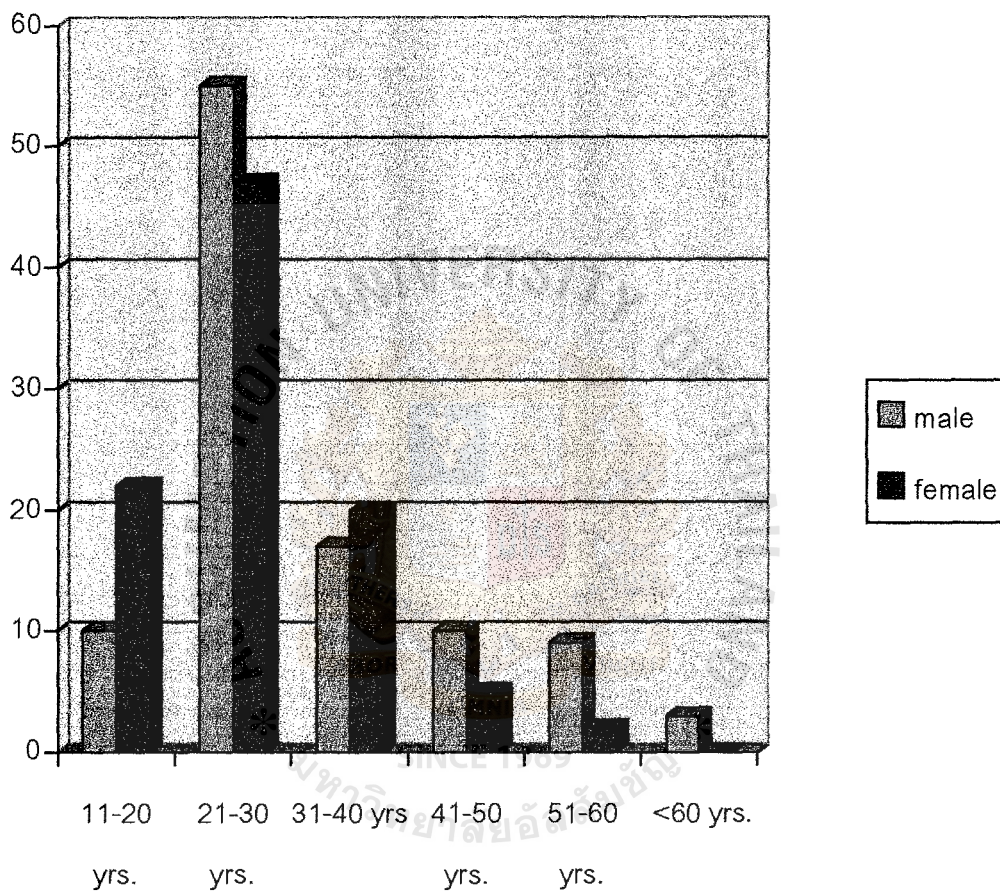


Figure 4.3. Number of Respondents Based on Age and Sex.

Table 4.4. The Output of Question 1.3 for Education Background.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Secondary/High School	37	18.5	18.5	18.5
College	56	28.0	28.0	46.5
Undergraduate	102	51.0	51.0	97.5
Higher Graduated	5	2.5	2.5	100.0
Total	200	100.0	100.0	

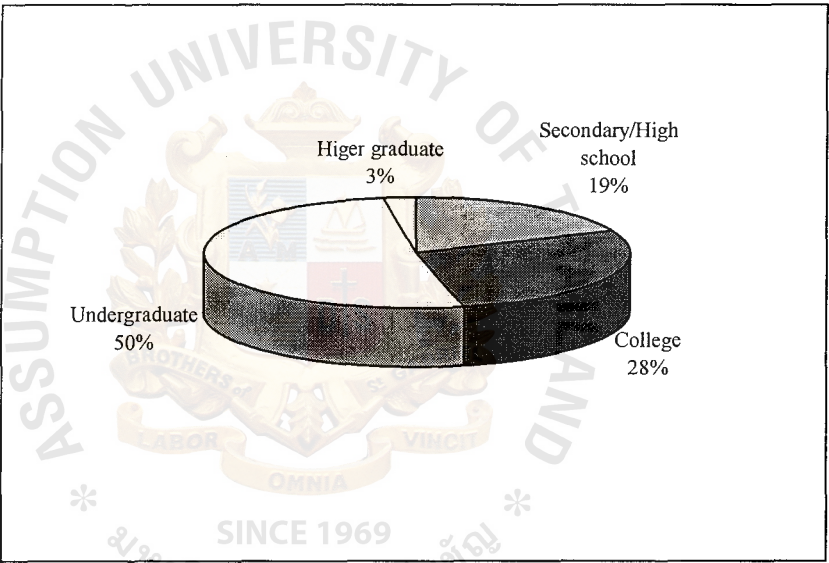


Figure 4.4. Education Background.

Table 4.5. The Output of Question 1.4 for Occupation.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	54	27.0	27.0	27.0
Government Officer	54	27.0	27.0	54.0
Employee	50	25.0	25.0	79.0
Own business	32	16.0	16.0	95.0
Others	10	5.0	5.0	100.0
Total	200	100.0	100.0	

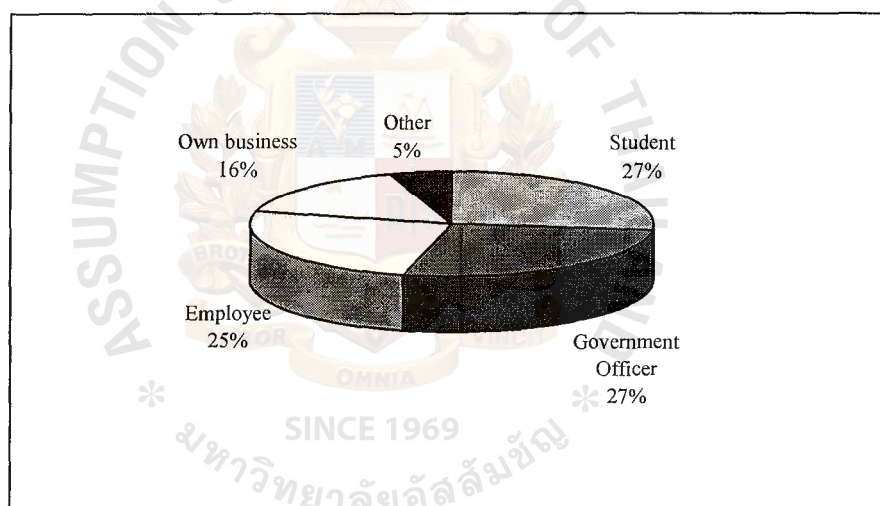


Figure 4.5. Occupation.

Table 4.6. The Output of Question 1.5 for Income Level.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <10,000	125	62.5	62.5	62.5
10,000-20,000	54	27.0	27.0	89.5
20,001-30,000	16	8.0	8.0	97.5
30,001-40,000	5	2.5	2.5	100.0
Total	200	100.0	100.0	

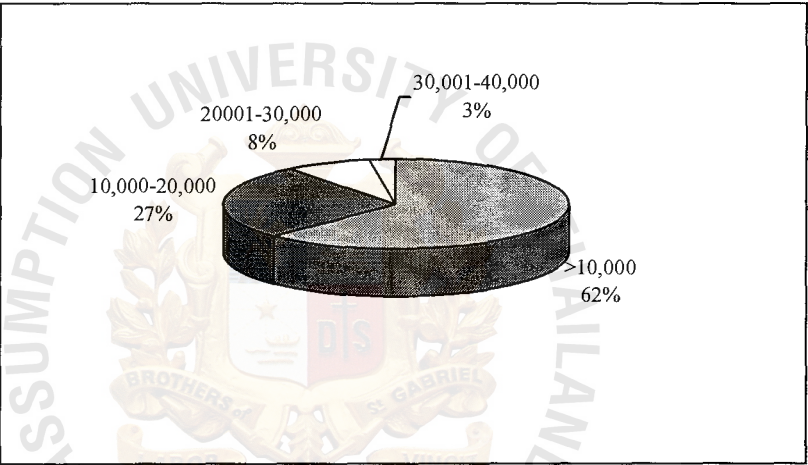


Figure 4.6. Income Level.

Table 4.7. Total Number of Respondent based on Job and Salary.

Item	Total Respondent		<10,000 Bht.		10,001-20,000 Bht.		20,001-30,000 Bht.		30,001-40,000 Bht.	
	No.of respondent	Percentage	No.of respondent	Percentage	No.of respondent	Percentage	No.of respondent	Percentage	No.of respondent	Percentage
Student	54	27.0%	51	25.5%	3	1.5%	0	0	0	0
Government Officer	54	27.0%	30	15.0%	20	10.0%	3	1.5%	1	0.5%
Employee	50	25.0%	23	11.5%	19	9.5%	5	2.5%	3	1.5%
Owner Business	32	16.0%	11	5.5%	12	6.0%	8	4.0%	1	0.5%
Other	10	5.0%	10	5.0%	0	0	0	0	0	0
Total	200	100.0%	125	62.5%	54	27.0%	16	8.0%	5	2.5%

Table 4.8. The Output of Question 2.1 for the Frequency of Taking Train.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Usually	113	56.5	56.5	56.5
Sometimes	87	43.5	43.5	100
Total	200	100.0	100.0	

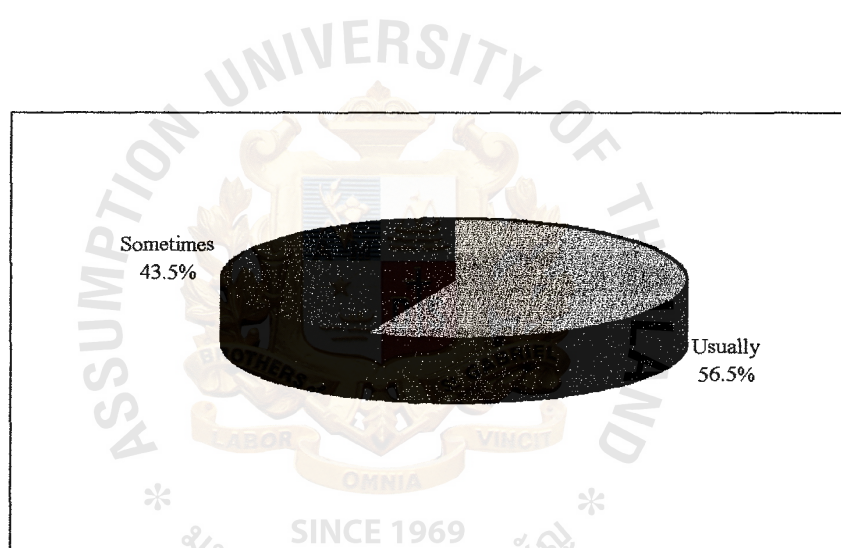


Figure 4.7. The Frequency of Taking Train.

Table 4.9. The Output of Question 2.2 for the Railway Line.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Northern line	64	32.0	32.0	32.0
Northeast line	26	13.0	13.0	45.0
Southern line	86	43.0	43.0	88.0
Eastern line	24	12.0	12.0	100.0
Total	200	100.0	100.0	

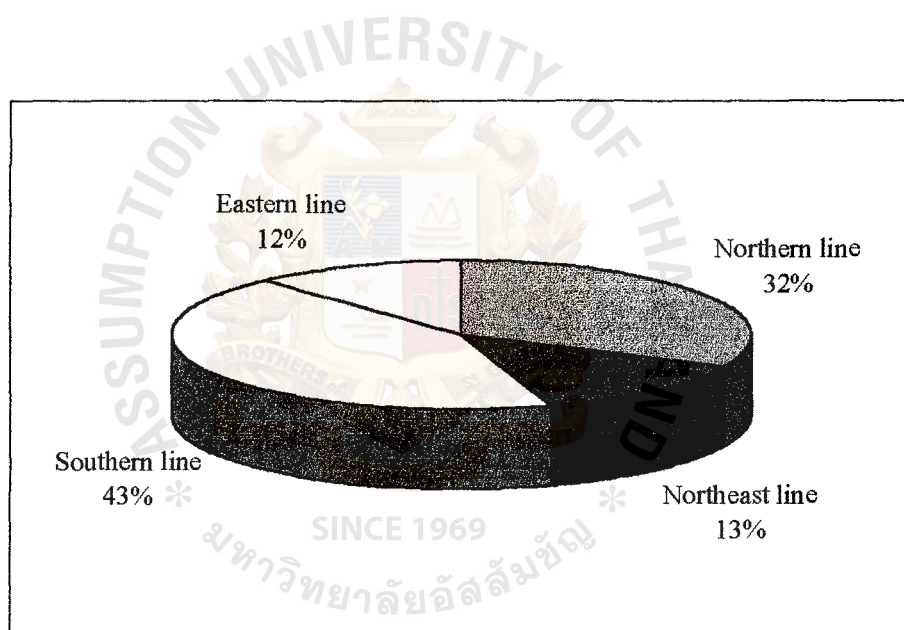


Figure 4.8. The Railway Line.

Table 4.10. The Output of Question 2.3 for Type of Ticket.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Return Ticket	148	74.0	74.0	74.0
Single journal Ticket	51	25.5	25.5	99.5
Total	200	100.0	100.0	100.0

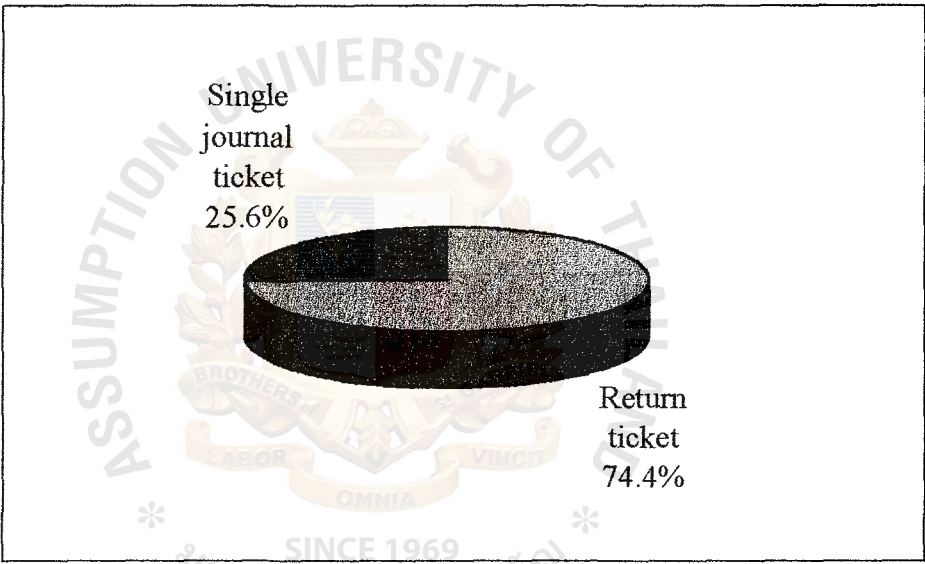


Figure 4.9. The Type of Ticket.

Table 4.11. The Output of Question 2.4 for Travelling Day.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Monday-Thursday	100	50.0	50.0	50.0
Friday-Sunday	56	28.0	28.0	78.0
Public Holiday	44	22.0	22.0	100.0
Total	200	100.0	100.0	

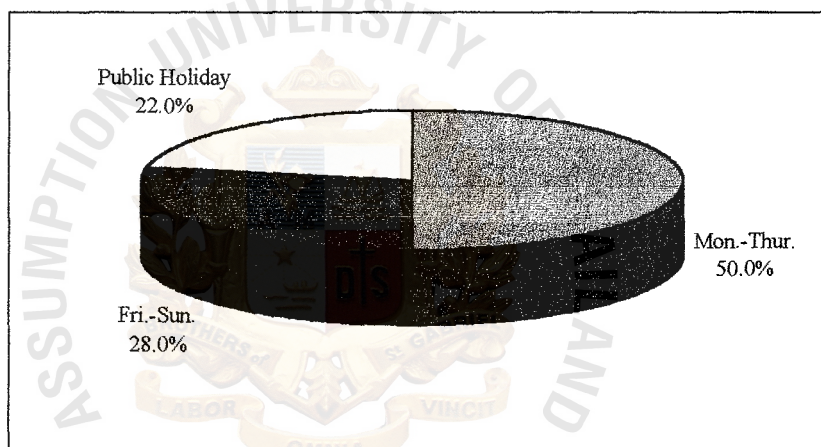


Figure 4.10. Travelling Day.

Table 4.12. The Output of Question 2.5 for Destination.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid go working	67	33.5	33.5	27.0
Travelling	23	11.5	11.5	38.5
Studying	13	6.5	6.5	45.0
Visiting	97	48.5	48.5	93.5
Total	200	100.0	100.0	

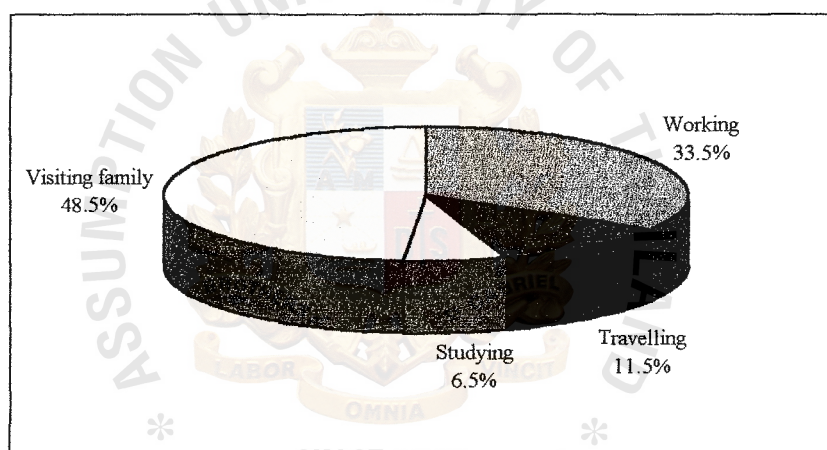


Figure 4.11. Destination.

Table 4.13. The Output of Question 2.6 for Type of Train.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Special Express	59	29.5	29.5	29.5
Express	27	13.5	13.5	43.0
Rapid	50	25.0	25.0	68.0
Ordinary	61	30.5	30.5	98.5
Travelling	2	1.0	1.0	99.5
Others	1	.5	.5	100.0
Total	200	100.0	100.0	

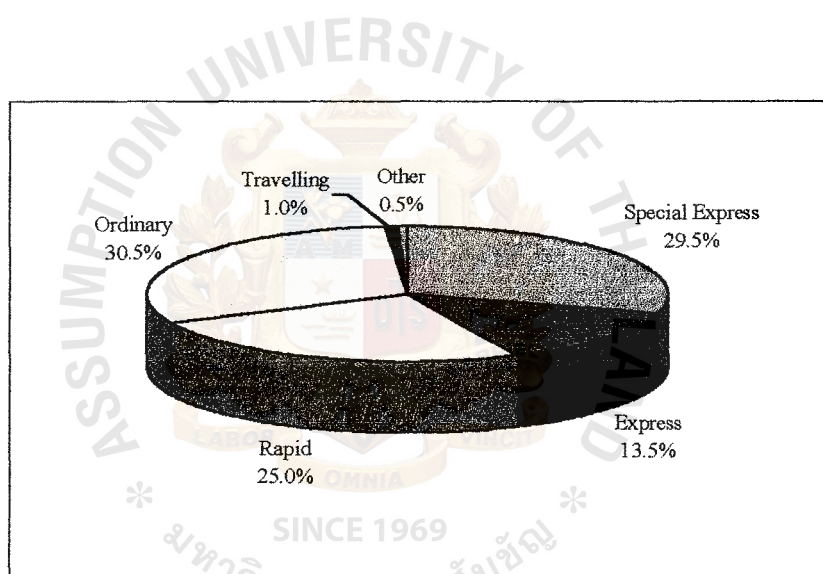


Figure 4.12. The Type of Train.

Table 4.14. The Output of Question 2.7 for Classes of Train.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First Class	16	8.0	8.0	8.0
Air-conditioned Second Class	48	24.0	24.0	32.0
Second Class	10	5.0	5.0	37.0
Air-conditioned Second Class	33	16.5	16.5	53.5
Day and Night Coach				
Second Class Day and Night	26	13.0	13.0	66.5
Air-conditioned Third Class	7	3.5	3.5	70.0
Third Class	60	30.0	30.0	100.0
Total	200	100.0	100.0	

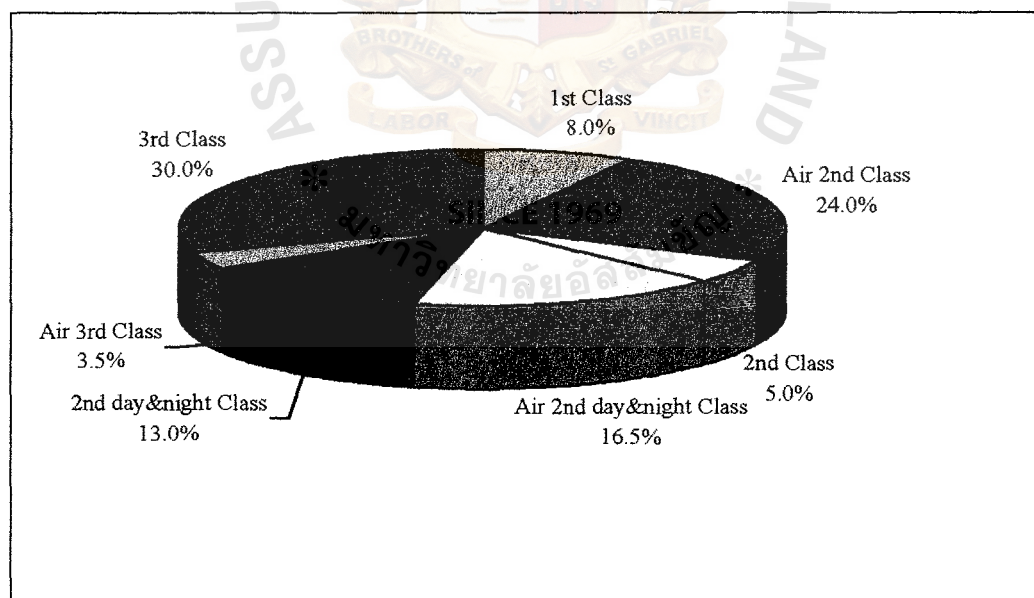


Figure 4.13. The class of train.

Table 4.15. The Output of Question 2.8 for the Reasons of Taking Train.

	Frequency	Percentage
Cheap	137	68.5
Service	28	14.0
Safety	134	67.0
Comfort	74	37.0
Fastness	28	14
Punctuality	18	9.0
Near resident	73	36.5

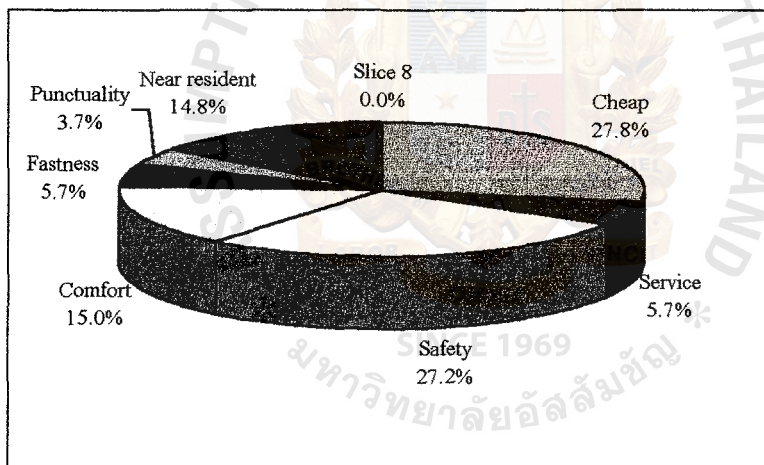


Figure 4.14. The Reasons of Taking Train of Respondents.

Table 4.16. The Reason for Taking Train Based on Sex.

Item	Total Respondent		Male		Female	
	No. of respondent	Percentage	No. of respondent	Percentage	No. of respondent	Percentage
Cheap	137	68.5%	69	34.5%	68	34.0%
Safety	134	67.0%	71	35.5%	63	31.5%
Service	28	14.0%	16	8.0%	12	6.0%
Comfort	74	37.0%	32	16.0%	42	21.0%
Fastness	27	13.5%	16	8.0%	11	5.5%
Punctuation	18	9.0%	8	4.0%	10	5.0%
Near home or office	73	36.5%	32	16.0%	41	20.5%
Others	1	0.5%	1	0.5%	0	0
Total	200	100.0%	104	52.0%	96	48.0%

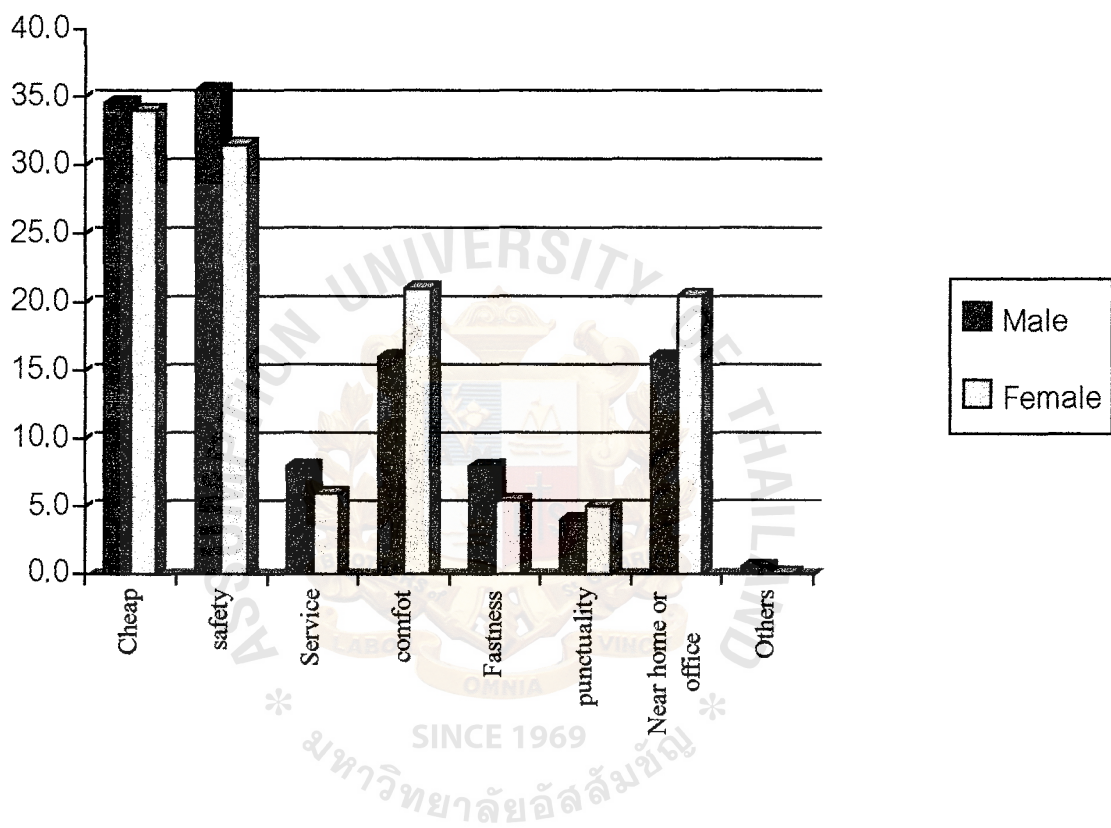


Figure 4.15. The Reason for Taking Train Based on Sex.

Table 4.17. The Output of Question 3.1 for Type of Ticket Price.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Regular price ticket	168	84.0	84.0	84.0
Monthly ticket	12	6.0	6.0	90.0
50%Discount price ticket	16	8.0	8.0	98.0
Others	4	2.0	2.0	100.0
Total	200	100.0	100.0	

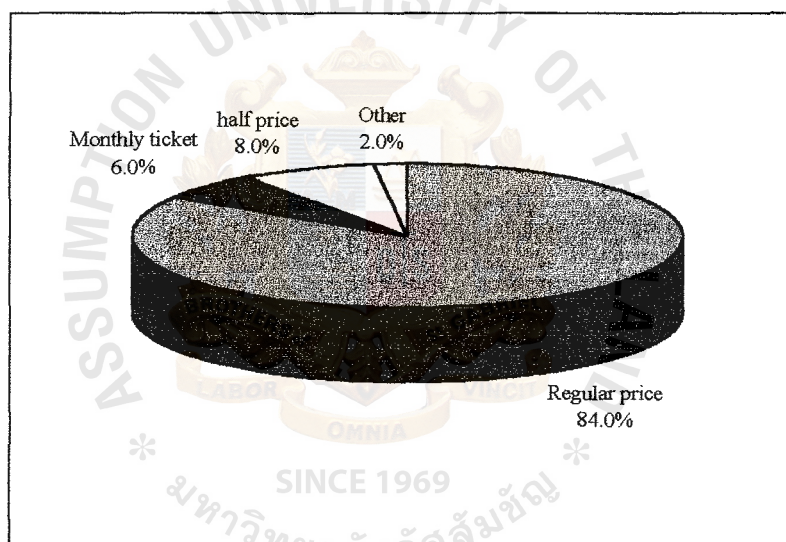


Figure 4.16. The Type of Ticket Price.

Table 4.18. The Output of Question 3.2 When Will You Buy the Ticket?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid At the travelling day	111	55.5	55.5	55.5
1-3 days before travelling	39	19.45	19.5	75.0
1-2 weeks before travelling	26	13.0	13.0	88.0
1 month before travelling	21	10.5	10.5	98.5
< 1 month before travelling	3	1.5	1.5	100.0
Total	200	100.0	100.0	

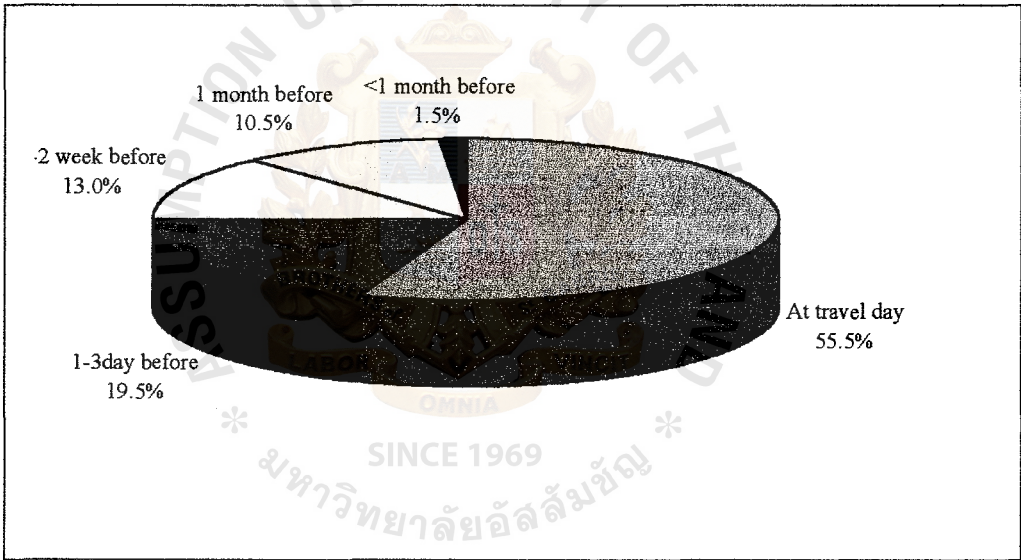


Figure 4.17. When the Respondent Will Buy the Ticket.

Table 4.19. The Output of Question 3.3 for the Problem of Buying Tickets.

	Frequency	Percentage
Time	74	37.0
Seat	73	36.5
Class	59	29.5
Change	43	21.5
Quing	85	42.5
Others	12	6.0

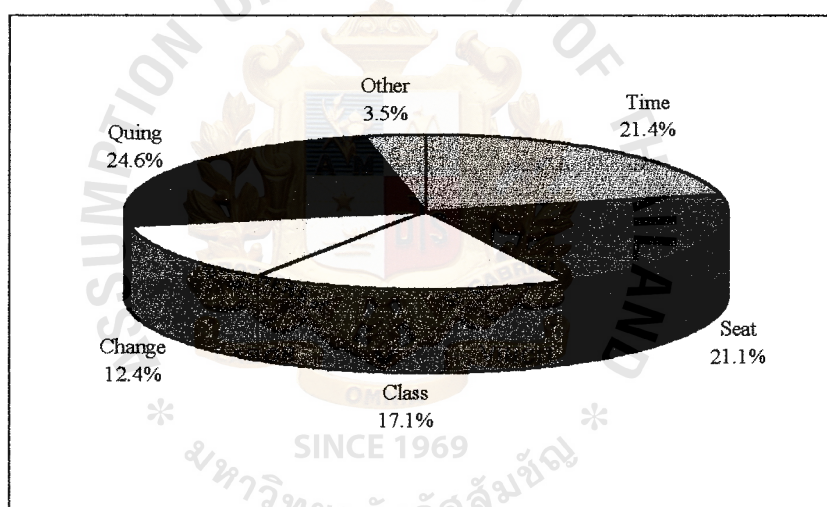


Figure 4.18. The Problems of Buying Tickets.

Table 4.20. The Problems from Buying the Tickets Based on Sex.

Item	Total Respondent		Male		Female	
	No.of respondent	Percentage	No.of respondent	Percentage	No.of respondent	Percentage
They can't buy the tickets on the date and time that they want.	74	37.0%	35	17.5%	39	19.5%
They can't get the seats after they bought the tickets.	73	36.5%	45	22.5%	28	14.0%
They can't change or refund the tickets.	43	21.5%	22	11.05	21	10.5%
They have to spend more time to wait for buying the tickets.	85	42.55	38	19.0%	47	23.5%
Others	12	6.0%	5	2.5%	7	3.5%
Total	200	100%	104	52.0%	96	48.0%

The Output of Question 4.1 for the customer satisfaction toward Train Service

At the station.

Table 4.21. The Output for Comfort.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	20	10.0	10.0	10.0
Good	97	48.5	48.5	58.5
Fair	76	38.0	38.0	96.5
Poor	7	3.5	3.5	100.0
Total	200	100.0	100.0	

Table 4.22. The Output for Fastness.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	10	5.0	5.0	5.0
Good	85	42.5	42.5	47.5
Fair	91	45.5	45.5	93.0
Poor	14	7.0	7.0	100.0
Total	200	100.0	100.0	

Table 4.23. The Output for Change.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	5	2.5	2.5	2.5
Good	54	27.0	27.0	29.5
Fair	109	54.5	54.5	84.0
Poor	32	16.0	16.0	100.0
Total	200	100.0	100.0	

Table 4.24. The Output for Service.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	14	7.0	7.0	7.0
Good	82	41.0	41.0	48.0
Fair	89	44.5	44.5	92.5
Poor	15	7.5	7.5	100.0
Total	200	100.0	100.0	

Table 4.25. The Output for Security.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	15	7.5	7.5	7.5
Good	91	45.5	45.5	53.0
Fair	79	39.5	39.5	92.5
Poor	15	7.5	7.5	100.0
Total	200	100.0	100.0	

Table 4.26. The Output for Information.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	21	10.5	10.5	10.5
Good	74	37.0	37.0	47.5
Fair	85	42.5	42.5	90.0
Poor	20	10.0	10.0	100.0
Total	200	100.0	100.0	

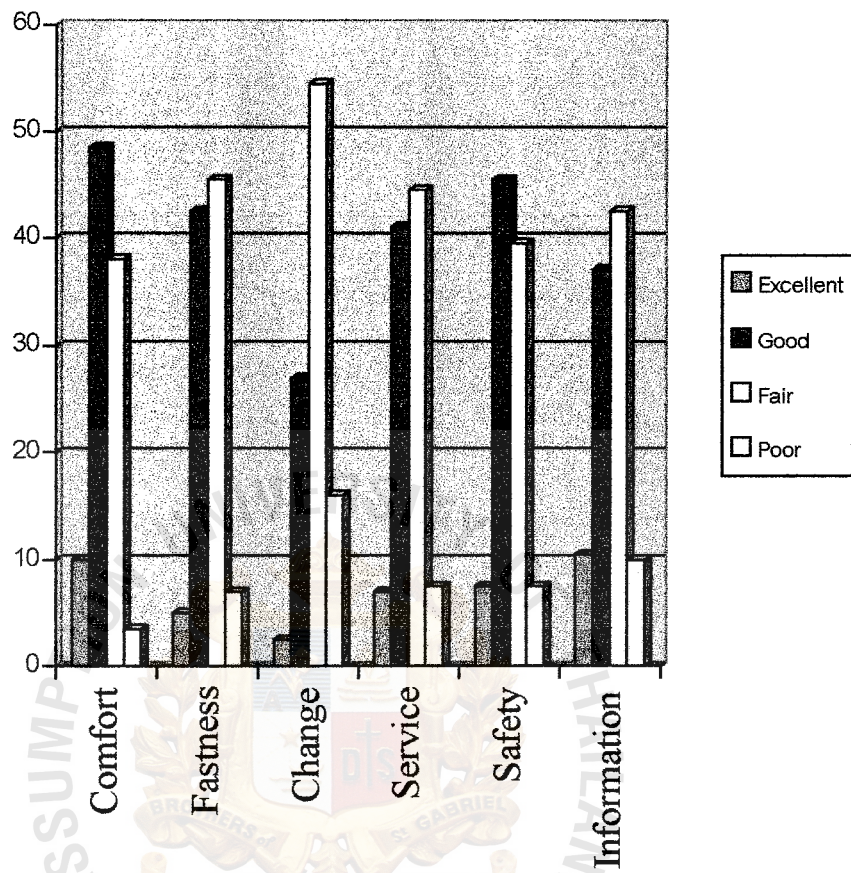


Figure 4.19. Customer Satisfaction toward the Railway Station.

ON THE RAIL CAR_(First & Second Class)

Table 4.27. The Output for Seat.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	7	3.5	3.5	3.5
Good	75	37.5	37.5	41.0
Fair	103	51.5	51.5	92.5
Poor	15	7.5	7.5	100.0
Total	200	100.0	100.0	

Table 4.28. The Output for Bed.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	9	4.5	4.5	4.5
Good	86	43.0	43.0	47.5
Fair	95	47.5	47.5	95.0
Poor	10	5.0	5.0	100.0
Total	200	100.0	100.0	

Table 4.29. The Output for Sleeping Accommodation.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	10	5.0	5.0	5.0
Good	83	41.5	41.5	46.5
Fair	96	48.0	48.0	94.5
Poor	11	5.5	5.5	100.0
Total	200	100.0	100.0	

Table 4.30. The Output for Toilet.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	3	1.5	1.5	1.5
Good	33	16.5	16.5	18.0
Fair	94	47.0	47.0	65.0
Poor	70	35.0	35.0	100.0
Total	200	100.0	100.0	

Table 4.31. The Output for Footpath.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	4	2.0	2.0	2.0
Good	48	24.0	24.0	26.0
Fair	129	64.5	64.5	90.5
Poor	19	9.5	9.5	100.0
Total	200	100.0	100.0	

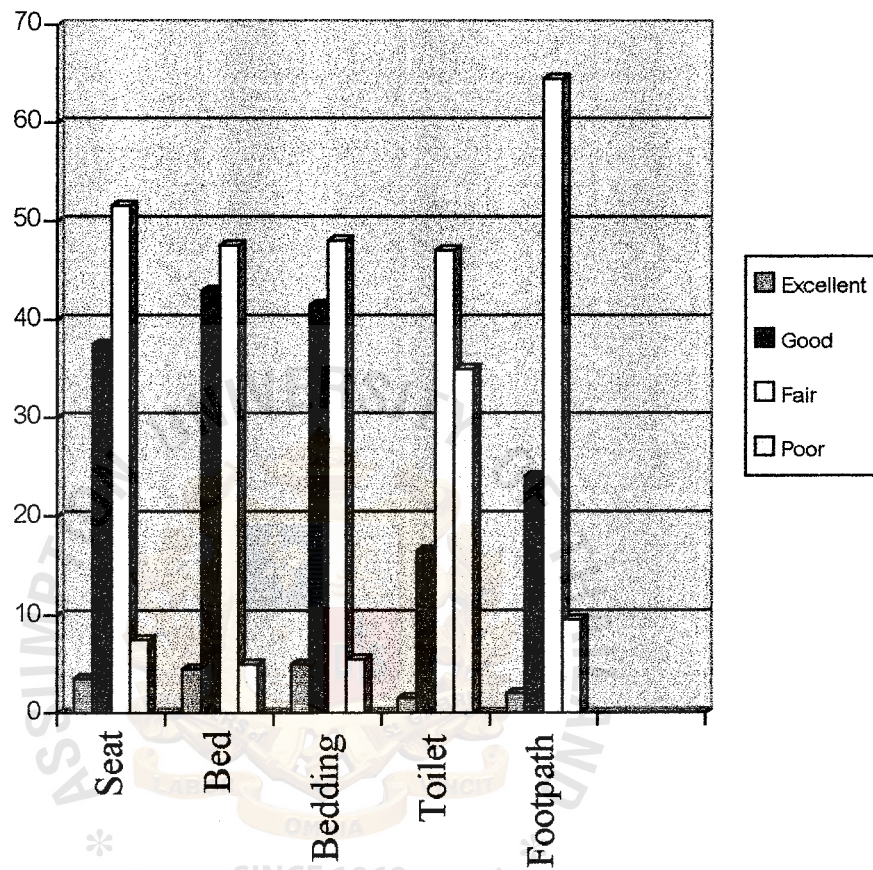


Figure 4.20 Customer Satisfaction on the Rail Car (1st & 2nd Class).

ON THE RAIL CAR (Third Class)

Table 4.32. The Output for Seat.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	2	1.0	1.0	1.0
Good	18	9.0	9.0	10.0
Fair	102	51.0	51.0	61.0
Poor	78	39.0	39.0	100.0
Total	200	100.0	100.0	

Table 4.33. The Output for Toilet.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	1	0.5	0.5	0.5
Good	6	3.0	3.0	3.5
Fair	41	20.5	20.5	24.0
Poor	152	76.0	76.0	100.0
Total	200	100.0	100.0	

Table 4.34. The Output for Footpath.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	3	1.5	1.5	1.5
Good	16	8.0	8.0	9.5
Fair	106	53.0	53.0	62.5
Poor	75	37.5	37.5	100.0
Total	200	100.0	100.0	

Table 4.35. The Output for the Convenience in Rail Car.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	5	2.5	2.5	2.5
Good	37	18.5	18.5	21.0
Fair	132	66.0	66.0	87.0
Poor	26	13.0	13.0	100.0
Total	200	100.0	100.0	

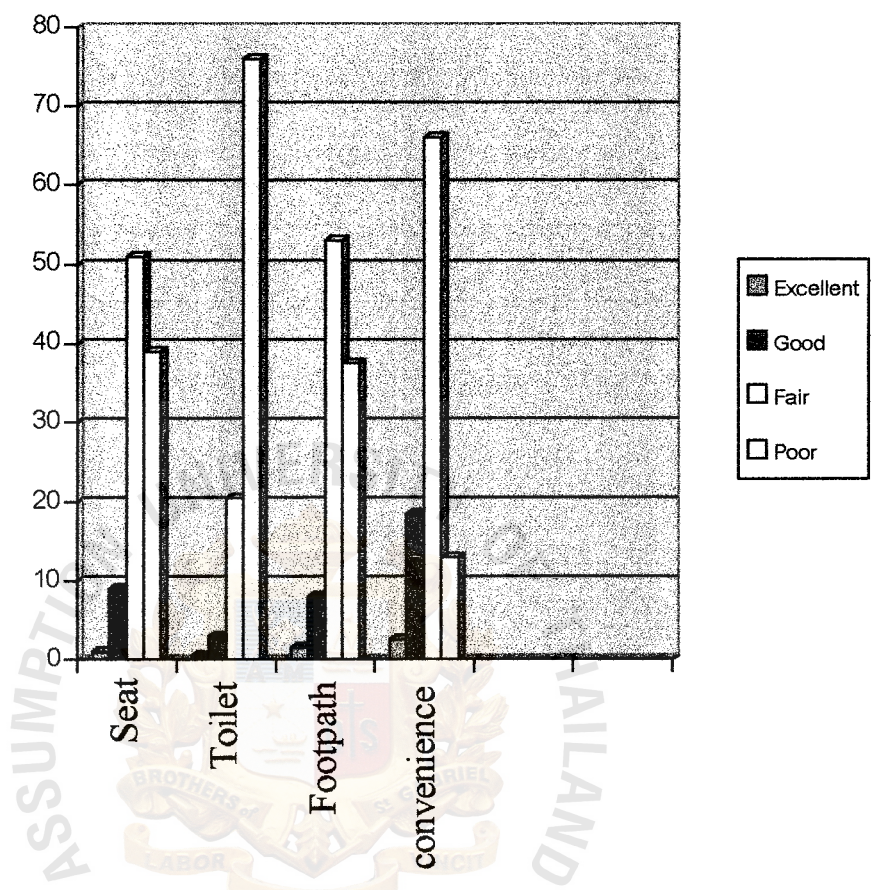


Figure 4.21. Customer Satisfaction on the Rail Car (3rd Class).

AT BOGIE RESTAURANT RAIL CAR.

Table 4.36. The Output for Food Cleaness.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	5	2.5	2.5	2.5
Good	59	29.5	29.5	32.0
Fair	113	56.5	56.5	88.5
Poor	23	11.5	11.5	100.0
Total	200	100.0	100.0	

Table 4.37. The Output for Food Quality.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	2	1.0	1.0	1.0
Good	45	22.5	22.5	23.5
Fair	131	65.5	65.5	89.0
Poor	22	11.0	11.0	100.0
Total	200	100.0	100.0	

Table 4.38. The Output for Food Price.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	3	1.5	1.5	1.5
Good	28	14.0	14.0	15.5
Fair	114	57.0	57.0	72.5
Poor	55	27.5	27.5	100.0
Total	200	100.0	100.0	

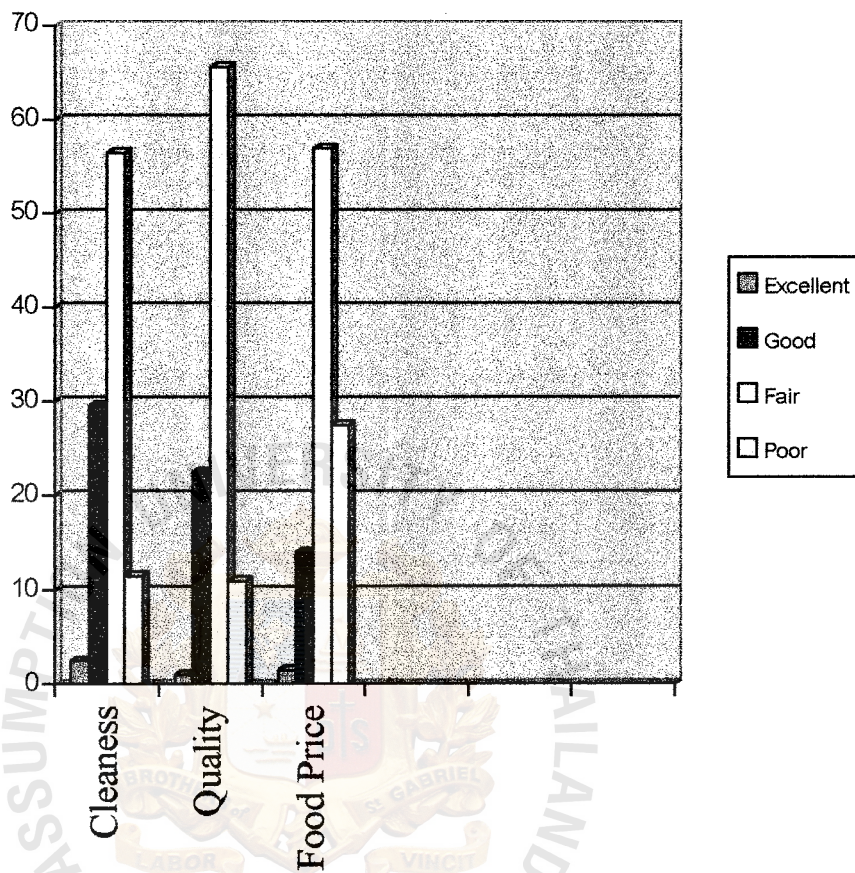


Figure 4.22. Customer Satisfaction for Bogie Restaurant Rail Car.

THE QUESTION FOR THE HOSTESS OF BOGIE RAIL CAR

Table 4.39. The Output for Politeness.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	13	6.5	6.5	6.5
Good	89	44.5	44.5	51.0
Fair	85	42.5	42.5	93.5
Poor	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Table 4.40. The Output for the Hostess Uniform.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	19	9.5	9.5	9.5
Good	110	55.0	55.0	64.5
Fair	67	33.5	33.5	98.0
Poor	4	2.0	2.0	100.0
Total	200	100.0	100.0	

Table 4.41. The Output for Service Mind and the Fastness of Providing Service.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	9	4.5	4.5	4.5
Good	76	38.0	38.0	42.5
Fair	95	47.5	47.5	90.0
Poor	20	10.0	10.0	100.0
Total	200	100.0	100.0	

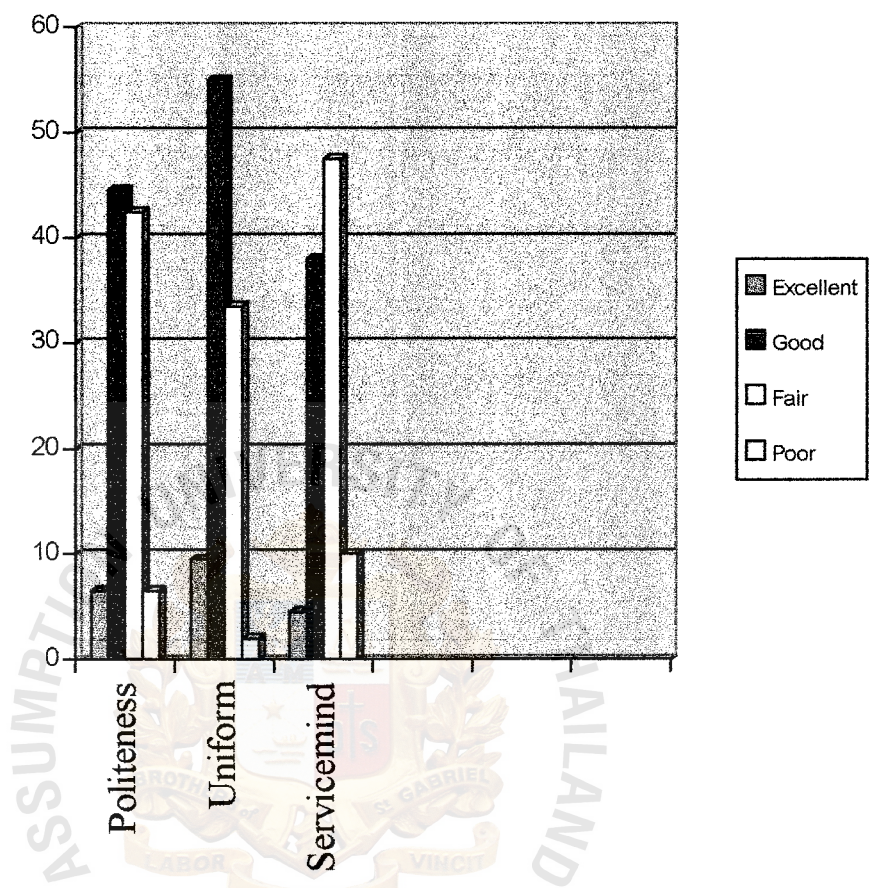


Figure 4.23. Customer Satisfaction toward the Hostess of Rail Car.

THE QUESTION FOR TRAVELLING BY TRAIN.

Table 4.42. The Output for Safety for Taking Train.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	58	29.0	29.0	29.0
Good	105	52.5	52.5	81.5
Fair	32	16.0	16.0	97.5
Poor	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Table 4.43. The Output for the Fastness of Taking Train.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	13	6.5	6.5	6.5
Good	59	29.5	29.5	36.0
Fair	70	35.0	35.0	71.0
Poor	58	29.0	29.0	100.0
Total	200	100.0	100.0	

Table 4.44. The Output for the Punctuation of Train.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	6	3.0	3.0	3.0
Good	32	16.0	16.0	19.0
Fair	63	31.5	31.5	50.5
Poor	99	49.5	49.5	100.0
Total	200	100.0	100.0	

Table 4.45. The Output for the Suitable of Train Time Table.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	6	3.0	3.0	3.0
Good	32	16.0	16.0	19.0
Fair	63	31.5	31.5	50.5
Poor	99	49.5	49.5	100.0
Total	200	100.0	100.0	

Table 4.46. The Output for the Overall of Service of SRT.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	9	4.5	4.5	4.5
Good	67	33.5	33.5	38.0
Fair	104	52.0	52.0	90.0
Poor	20	10.0	10.0	100.0
Total	200	100.0	100.0	

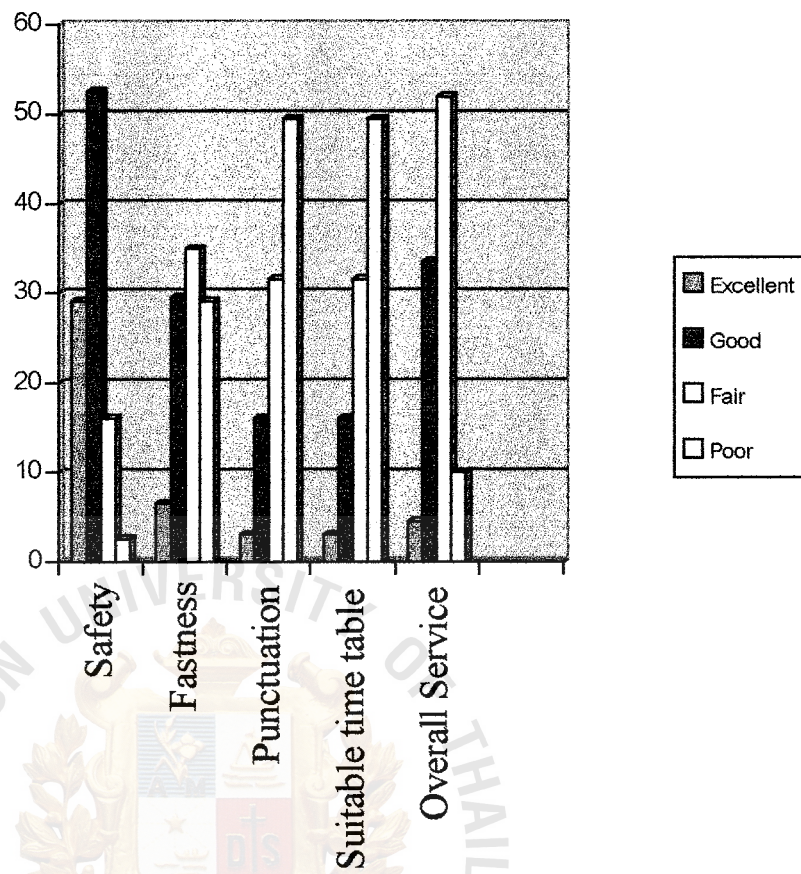


Figure 4.24. Customer Satisfaction toward Train Service.

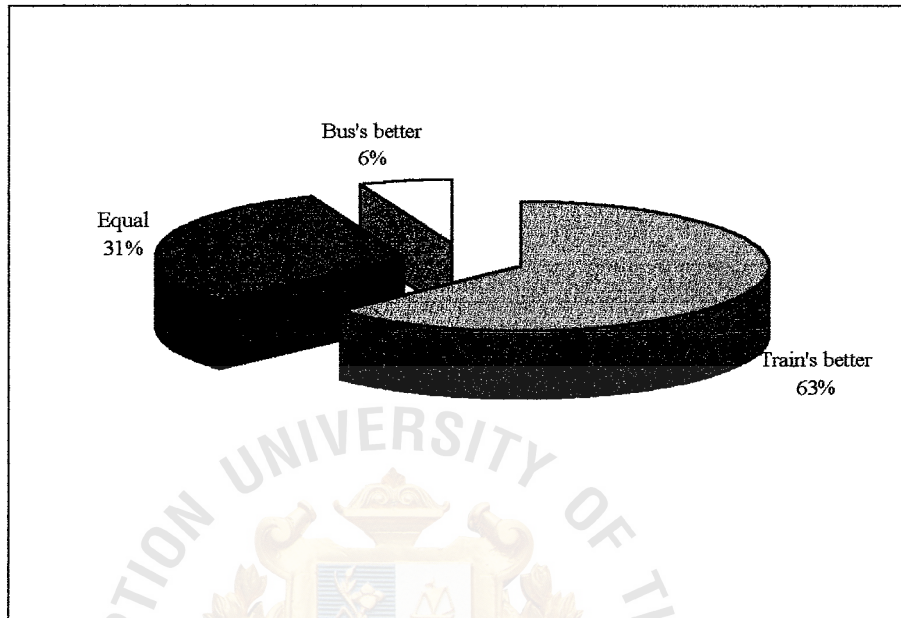


Figure 4.25. The Comparison between Bus and Train.

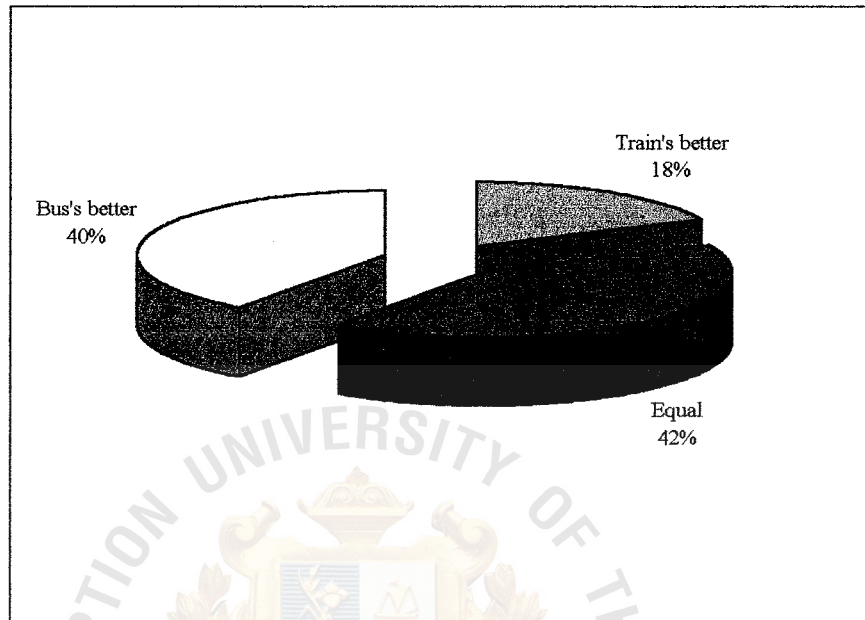


Figure 4.26. The Comparison between Air-conditioned Bus and Train.

Table 4.49. The Mean Value Satisfaction of Service at the Station.

Item	Satisfaction Level				Mean
	Excellent	Good	Fair	Poor	
Comfort	10	48.5	38.0	3.5	2.65
Fastness	5.0	42.5	45.5	7.0	2.46
Change	2.5	27.0	54.5	16.0	2.16
Service	7.0	41.0	44.5	7.5	2.475
Security	7.5	45.5	39.5	7.5	2.53
Information	10.5	37.0	42.5	10.0	2.48

Table 4.50. The Mean Value Satisfaction in the First and Second Class Train.

Item	Satisfaction Level				Mean
	Excellent	Good	Fair	Poor	
Seat	35.5	37.5	51.5	7.5	2.37
Bed	4.5	43.0	47.5	5.0	2.47
Sleeping Acc.	5.0	41.5	48.0	5.5	2.46
Toilet	1.5	16.5	47.0	35.0	1.845
Footpath	2.0	24.0	64.5	9.5	2.185

Table 4.51. The Mean Value Satisfaction in the Third Class Train.

Item	Satisfaction Level				Mean
	Excellent	Good	Fair	Poor	
Seat 3	1.0	9.0	51.0	39.0	1.72
Toilet 3	0.5	3.0	20.5	76.0	1.28
Footpath 3	1.5	8.0	53.0	37.5	1.735

Table 4.52. The Mean Value Satisfaction at the Bogie Restaurant Rail Car.

Item	Satisfaction Level				Mean
	Excellent	Good	Fair	Poor	
Cleanness	2.5	29.5	56.5	11.5	2.23
Food Quality	1.0	22.5	62.5	11.0	2.135
Food Price	1.5	14.0	57.0	27.5	1.895

Table 4.53. The Mean Value Satisfaction to the Officer in Bogie Rail Car.

Item	Satisfaction Level				Mean
	Excellent	Good	Fair	Poor	
Politeness	6.5	44.5	42.5	6.5	2.51
The hostess uniform	9.5	55.0	33.5	2.0	2.72
Service mind and fast	4.5	38.0	47.5	10.0	2.37

Table 4.54. The Mean Value Satisfaction for Travelling by Train.

	Satisfaction Level				Mean
	Excellent	Good	Fair	Poor	
Safety	29.0	52.5	16.0	2.5	3.08
Fastness of taking train	0.5	29.5	35.0	29.0	2.135
The punctuation of train	3.0	16.0	31.5	49.5	1.725
The suitable of train time table	3.0	16.0	31.5	49.5	1.725



Research Findings

(1) Gender structure of respondent

The questionnaire for 200 respondents, can be classified into 104 males (52.0% of total respondents) and 96 females (48.0% of total respondents).

(2) Total number of respondents based on age.

The majority of respondents are aged between 21-30 years (51.0% of total respondents) followed by 31-40 years (18.5% of total respondents), 11-20 years (16.0% of total respondents), 41-50 years (7.5% of total respondents), 51-60 years (5.5% of total respondents) and over 60 years (1.5% of total respondents).

(3) Total number of respondents based on aged and sex.

Based on age and sex, the majority of respondents are male which are aged between 21-30 years followed by 31-40 years, 11-20 years, 41-50 years, 51-60 years, and over 60 years respectively.

(4) Education Background

Most respondents are undergraduated education background (51% of total respondents) followed by College (28% of total respondents), Secondary/High School (18.5% of total respondents) and Higher graduation (2.5% of total respondents).

(5) Occupation

From the questionnaire, the majority of respondents are students (27% of total respondents) and government officer (27% of total respondents) followed by employee (25% of total respondents) and owner business (16% of total respondents).

(6) Income level

Most of respondents have income less than 10,000 bahts (62.5% of total respondents) followed by 10,000-20,000 bahts (27% of total respondents), 20,001-30,000 bahts (8% of total respondents), 30,001-40,000 bahts (2.5% of total respondents) respectively.

(a) Total number of respondents based on job and salary.

From the questionnaire, the majority of respondents are students (27.0%) and government officer (27.0%) who have income under 10,000 bahts (25.5%) and between 10,000- 20,000 bahts (10.0%).

(7) The frequency of taking train

The percentage of respondent who usually takes the train is the highest (56.5%), the rest of them takes sometimes (43.5%).

(8) Railway line

The percentage of respondents who travel to Southern line are the highest (43%) follow by Northern line (32%), Northeast line (13%) and Eastern line (12%) respectively.

(9) Type of ticket

Most of respondents buy the return ticket (74%) more than single journal ticket (25.5%).

(10) Travelling day

The highest percentage of respondents who travel on Monday – Thursday is 50% followed by respondents who travel on Friday – Sunday (28%) and Public Holiday (22%).

(11) Destination

Most of the respondents take the train to visit their family and their relatives (48.5%) more than going to work (33.5%), travelling (11.5%) and studying (6.5%).

(12) Type of train

The type of train that most of respondents took is ordinary train (30.5%) followed by special express (29.5%), rapid train (25.0%), express train (13.5%) and travelling train (1.0%).

(12) The class of train

Most of the respondents take the third class train (30.0%) followed by air-conditioned second class (24.0%), air-conditioned second class day and night coach (16.5%), second class day and night coach (13.0%), first class (8.0%), second class (5.0%), air-conditioned third class (3.5%).

(13) The reasons of taking train

The most of respondents decided to use the train because it is cheap (68.5%), the second reason is safety (67.0%), the third is comfortable (37.0%), the fourth reason is near their residents (36.5%), the fifth reason is providing good service (14.0%), the sixth reason is taking train is faster than another (14.0%), the seventh is the punctuation of the train (9.0%).

(14) The reason for taking train based on sex

From the questionnaire, I founded that 71 males who take the train decided that train is more safety than another (35.5%) and 68 females decided to take the train because of its cheaper than another.

(15) Type of Ticket Price

Most of respondents buy the regular price ticket (84.0%), followed by 50% discount price ticket (8.0%), monthly ticket (6.0%) and others (2.0%).

(16) The Time When Respondents Buy the Ticket

55.5% of respondents buy the tickets at the travelling day, 19.45% of respondents buy the tickets in 1 – 3 days before travelling, 13.0% of respondents buy the tickets in 1 – 2 weeks before travelling, 10.5% of respondents buy the tickets in 1 month before travelling and 1.5% of respondents buy the tickets more than 1 month before travelling.

(17) The Problems of Buying Ticket

The first problem that most of respondents have about the ticket is that they have to spend much more times to wait for buying the tickets (24.6%).

The second problem, they can not book the travelling time that they want (21.4%).

The third problem, they do not have the seats after they bought the ticket (21.1%).

The fourth problem, they can not book the class that they want (17.1%).

The fifth problem, they have problems about changing or refunding the tickets when they postpone (12.4%).

(18) The Problem of Ticket Reservation Based on Sex

From the questionnaire, the majority of respondents deciding that they have to spend more time to wait for queue when they buy the tickets (42.5%).

From the research, I found that the majority of respondents are female who have to spend more time to wait for que when they buy the tickets (23.5%) and the respondents who are males think they can not get the seat after they bought the tickets (22.5%).

For the customer satisfaction toward train service part, I rank the satisfaction level into 4 level as follows:

4 = Excellent

3 = Good

2 = Fair

1 = Poor

and I classified the satisfaction into the satisfaction at the station, the satisfaction in the bogie rail car, the satisfaction of bogie restaurant rail car, the satisfaction of the officer in bogie rail car, the satisfaction of travelling by train.

(19) The convenience and comfortable for ticket reservation at the station

Asking respondents about the convenience and comfortable in buying the tickets at the station where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 3 (48.5%).

(20) The satisfaction in fast ticket reservation

Asking respondents whether SRT provides fast ticket reservation where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (45.5%).

(21) Convenience satisfaction for changing or refunding the ticket.

Asking respondents whether changing or refunding the tickets is convenience where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (54.5%).

- (22) The satisfaction of the officer who provide service to the customer at the station.

Asking respondents whether they satisfy service officer at the station where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (44.5%).

- (23) The satisfaction of the security around the station

Asking respondents whether they are satisfied with the security around the station where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 3 (45.5%).

- (24) The satisfaction of giving the information to the customer at the station

Asking respondents whether they are satisfied with the information that SRT gives to the customers at the station where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (42.5%).

The satisfaction of service in bogie rail car can be classified into 3 classes as follows:

First Class

Second Class

Third Class

The satisfaction of First and Second Class

- (25) The satisfaction of the seat cleanliness

Asking respondents whether they are satisfied with the cleanliness of the train seat where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (51.5%).

(26) The satisfaction of bed cleanliness

Asking respondents whether they are satisfied with the cleanliness of bed where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (47.5%).

(27) The satisfaction of sleeping accommodation cleanliness

Asking respondents whether they are satisfied with the cleanliness of sleeping accommodation where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (48.0%).

(28) The satisfaction of toilet cleanliness

Asking respondents whether they are satisfied with the cleanliness of the toilet in the bogie rail car where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (47.0%).

(29) The satisfaction of footpath cleanliness

Asking respondents whether they are satisfied with the cleanliness of the footpath in the bogie rail car where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (64.5%).

The satisfaction for the Third Class

(30) The satisfaction of the seat cleanliness

Asking respondents whether they are satisfied with the cleanliness of the train seat where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (51.0%).

(31) The satisfaction of toilet cleanliness

Asking respondents whether they are satisfied with the cleanliness of the toilet in the bogie rail car where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 1 (76.0%).

(32) The satisfaction of footpath cleanliness

Asking respondents whether they are satisfied with the cleanliness of the footpath in the bogie rail car where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (53.0%).

(33) The overall convenience in rail car

Asking respondents whether they think the overall in rail car is convenience where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (66.0%).

The satisfaction at bogie restaurant rail car

(34) The satisfaction to the food cleanliness

Asking respondents whether they are satisfied with the cleanliness and neatness of the food where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (56.5%).

(35) The satisfaction for the quality of food

Asking respondents whether they are satisfied with the quality of food in restaurant rail car where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (65.5%).

(36) The satisfaction for food price

Asking respondents whether they are satisfied with the price of the food where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (57.0%).

The satisfaction to the officer in bogie rail car

(37) The satisfaction for the officer politeness

Asking respondents whether they are satisfied with the officers in bogie rail car who provide service politely where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 3 (44.5%).

(38) The satisfaction to the suitable uniform of the officer

Asking respondents whether they are satisfied with the uniform of the officer in the rail car where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 3 (55.0%).

(39) The satisfaction to the service mind and fastness of the service officer

Asking respondents whether they are satisfied with the officers who have service mind and provide the fast service where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (47.5%).

The satisfaction for travelling by train

(40) The satisfaction for the safety when they travel by train

Asking respondents whether they decide it is safe for travelling by train where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 3 (52.5%).

(41) The satisfaction to the fastness when respondents travel by train

Asking respondents whether they decide it is fast when they travelling by train where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2 (35.0%).

(42) The satisfaction to the punctuation of train

Asking respondents whether they are satisfied with the punctuation of travelling by train where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 1 (49.5%).

(43) The satisfaction of train time table

Asking respondents whether they decide it is suitable for train time table where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 1 (49.5%).

(44) The satisfaction of the overall service providing by SRT

Asking respondents whether they are satisfied with the overall service providing by SRT where (4= Excellent, 3= Good, 2= Fair, 1= Poor) the majority ranged at stage 2(52.0%).

(45) The comparison between taking train and taking bus

From the questionnaire, it shows that 63.0% of total respondents decide taking train is better than taking bus and 42.0% of total respondents think taking train is the same as taking air-conditioned bus, 31.0% of total respondents think taking train is the same as taking bus, 40.0% of total respondents think taking air-conditioned bus is better than taking train.

V. CONCLUSIONS

From the research of total 200 respondents, most SRT users are students and government officers aged between 21-30 years which have income less than 10,000 bahts for students, 10,000 – 20,000 bahts for government officer, 20,0001 – 30,000 bahts for business owner and 30,001 – 40,000 bahts for employees.

Most respondents usually travel by train and the railway line that respondents travel is the southern line. They buy return tickets more than single journey tickets and about half of total respondent travel on Monday – Thursday more than Friday – Sunday and Public Holiday which is the important information to be considered in improving train time table and the number of bogie train service to the customer in each day. Most passengers take the train in order to visit their family and relatives and some of them take the train for working and the rest of them take the train for travelling. From the results, I found the type of train that the respondents usually use is an ordinary train, special express, rapid train respectively and most of them take the third class and some of them take air-conditioned second class, air-condition second class day and night coach respectively.

The important 3 reasons that the most of passenger of taking the train are as follows:

- (1) Taking train is cheaper than another mode of travel.
- (2) It is safe when they take the train.
- (3) It is comfortable when they take the train.

And the reason that few respondents think the train has is punctuality. We can conclude that the strength of train is cheapness and has high safety. The major problem of train is the punctuality.

The ticket that most passengers buy is regular price and they will buy the ticket at the date that they will travel.

From the result, it shows the 4 major problems when the passengers buy the ticket are as follows:

- (1) They have to wait such a long time for queuing to buy the tickets.
- (2) They can not buy the tickets at the time they travel.
- (3) They can not get the seats after they bought the tickets.
- (4) They can not book the class of train that they want.

From the results of customer satisfaction level, we can classify into:

The Satisfaction Level for Service at the Station

We found the factors that have highest satisfaction level are the convenience and comfort for ticket reservation at the station and the security around the station. From the mean of each factor, we can conclude that the factors that respondents are satisfied is for service around the station, the convenience and comfort for ticket reservation at the station and the security around the station. The factor that has the lowest satisfaction is changing or refunding the ticket, which most respondents think this factor, should be improved.

The Satisfaction for the Cleanliness in Bogie Rail Car.

From the first and second class train, the factors that have the high satisfaction level by considering the mean is the bed, seat and the sleeping accommodation in first and second class and the factor that has the lowest satisfaction is the toilet in the first and second class.

The Cleanliness Satisfaction in Third Class Train.

The passenger deciding high satisfaction in the third class train is footpath and followed by the seat which has little difference mean from footpath. The factor that the passengers are satisfied the least is the toilet in the third class train.

The Satisfaction for Bogie Restaurant Rail Car.

The factor that has highest mean, which has high satisfaction, is the cleanness of food and the factor that has least satisfaction is the food quality.

The Satisfaction to the Officer in Bogie Rail Car

The passenger are satisfied is the uniform of officer in bogie rail car and the factor that should be improve is the service mind and the fastness that the officer provides service.

The Satisfaction for Travelling by Train.

The factor that most passengers are satisfied is safety when they travelling by train and the lowest satisfaction is the punctuality of train and the suitability of train time table.

When we compare between taking train and taking bus, most passengers think taking train is much better than taking bus. When we compare between taking train and taking air-conditioned bus they think taking train is the same as taking air-conditioned bus.

From the research of 200 respondents, we can conclude that the majority of respondents are male more than female who aged between 21-30 years. The majority of them travel by train to the southern line and most of them take the ordinary third class train and the main objective is to visit their family and their relatives. The main reasons that respondents decide to take the train are cheapness and safety.

Therefore, we can conclude that the strength of SRT is cheap price and safety. Most passengers think travelling by train is more safe and the price is not expensive.

From the results, the strength of SRT is cheap price and safety and the problem or the factors that should be improved is the punctuality and train time table. SRT should adapt or change to be suitable time table and should increase the railway line and extend the time of the departure and arrival train. Furthermore, SRT should add more bogie trains in the rush times and in the public holidays. In the bogie train, the cleanness internally and externally should be concentrated and improved in all of the class trains. The officer of the train should be trained continuously and the service mind of the officer is the important part of the service business.



VI. RECOMMENDATIONS AND FUTURE RESEARCH

From the results, most passengers think the important factors that should be improved are the train times table and the punctuality of train's departure and arrival time. Furthermore, SRT should improve and maintain the cleanness in the bogie train such as the toilet, seat, footpath etc. for all classes of train.

There are some suggestions that are presented by the researcher as follows:

- (1) In the bogie train and at the station
 - (a) SRT should concentrate on the cleanliness of the bogie train for internal and external bogie trains. For example, they should set the - the exact schedule time for the workers to clean the bogie train in the time and SRT should promote or present their clean standard to the public.
 - (b) SRT should give service to match with customer's need. They should always maintain all equipment in the bogie train. For the public holiday and the rush time, they should increase more bogies to serve the passengers. SRT should give special discount when the passengers reserve the tickets in advance so SRT can manage the seat to serve all the passengers correctly before travelling time.
 - (c) SRT should improve the quality of food in the restaurant rail car and should suit the price of food
 - (d) SRT should manage and improve the extension loop line in order to - make the train travel on time to the schedule without waiting for extension loop.

- (2) The service providing and the operation of the officers
 - (a) SRT should arrange the security officer to stand by at the station and in the bogie rail car and they should have the telephone or emergency signal for passengers when they faced the risk.
 - (b) The service officer always should be in the uniform of SRT. The service should be trained for training courses such as hospitalities service, how to deal with customers, English course for customer service etc.

Future Research

The research “Customer Attitudes toward State Railway of Thailand” is the research which measure the attitudes of customers that have SRT in operation service. SRT should use the result of this research as useful information to do another research for the other part of SRT that needs to be improved such as information system of the part of service operation, supporting department etc. These are the important sections that need to do the research in order to improve the organization for making the most satisfaction to the customers.



**การสำรวจความพอใจของผู้ใช้บริการในการโดยสารรถไฟฟ้าของ
การรถไฟฟ้าแห่งประเทศไทย**

คณะกรรมการวิศวกรรมและเทคโนโลยีสารสนเทศ มหาวิทยาลัยอัสสัมชัญ

1. ลักษณะของผู้ใช้บริการ

1.1 เพศ

- ☐ ชาย ☐ หญิง

1.2 อายุ

- ☐ 11 – 20 ปี ☐ 21 – 30 ปี
☐ 31 – 40 ปี ☐ 41 – 50 ปี
☐ 51 – 60 ปี ☐ มากกว่า 60 ปีขึ้นไป

1.3 ระดับของการศึกษา

- ☐ ระดับประถม / มัธยม ☐ ระดับอาชีวศึกษา
☐ ระดับปริญญาตรี ☐ สูงกว่าปริญญาตรีขึ้นไป

1.4 อาชีพ

- ☐ นักเรียน / นักศึกษา ☐ รับราชการ / รัฐวิสาหกิจ
☐ พนักงานบริษัทเอกชน ☐ ประกอบธุรกิจส่วนตัว
☐ อื่นๆ โปรดระบุ _____

1.5 รายได้เฉลี่ยต่อเดือน

- ☐ ต่ำกว่า 10,000 บาท / เดือน ☐ 10,000 – 20,000 บาท / เดือน
☐ 20,001 – 30,000 บาท / เดือน ☐ 30,001 – 40,000 บาท / เดือน
☐ มากกว่า 40,000 บาท / เดือน

2. ลักษณะการให้บริการ

2.1 ความถี่ในการเดินทางโดยรถไฟฟ้า

- ☐ เดินทางเป็นประจำ ☐ เดินทางเป็นครั้งคราว

2.2 เส้นทางที่ท่านเดินทางโดยรถไฟฟ้าบ่อยที่สุด คือ

- ☐ สายเหนือ ☐ สายตะวันออกเฉียงเหนือ
☐ สายใต้ ☐ สายตะวันออก

() ไป-กลับ () เทียวเดี่ยว

() วันจันทร์-พฤหัสบดี () วันศุกร์, เสาร์, อาทิตย์
() วันหยุดนักขัตฤกษ์

() ไปทำงาน () ไปเที่ยว
() ไปเรียนหนังสือ () ไปเยี่ยมญาติ, พี่น้อง ฯลฯ
() อื่นๆ โปรดระบุ _____

() รถด่วนพิเศษ () รถด่วน

() รถเร็ว () รถธรรมดา

() รถนำเที่ยว () อื่นๆ โปรดระบุ _____

() ชั้น 1 ปรับอากาศ

ชั้น 2 นั่ง

() ปรับอากาศ () ไม่ปรับอากาศ

ชั้น 2 นอน

() ปรับอากาศ () ไม่ปรับอากาศ

ชั้น 3

() ปรับอากาศ () ไม่ปรับอากาศ

- () ราคาตัวไม่แพง
- () มีความปลอดภัยสูง
- () มีการให้บริการที่ดี
- () มีความสะดวกสบายในการเดินทาง
- () มีความรวดเร็วในการเดินทาง
- () มีความตรงต่อเวลาในการเดินทาง
- () สถานีขึ้น – ลง อยู่ใกล้กับที่พักอาศัยของท่าน
- () อื่นๆ โปรดระบุ _____

3. ลักษณะของการซื้อตั๋วรถไฟ

3.1 ตั๋วรถไฟที่ท่านซื้อเป็นตั๋วประเภทใด

- () ตั๋วราคาปกติ () ตั๋วเดือน
() ตั๋วลดครึ่งราคา () อื่นๆ โปรดระบุ _____

3.2 ในการซื้อตั๋วรถไฟเดินทาง ส่วนใหญ่ท่าน

- () ซื้อตั๋วที่สถานีรถไฟในวันเดินทาง
ซื้อตั๋วล่วงหน้าก่อนวันเดินทาง โดย
() ไม่ถึง 1 สัปดาห์ () ล่วงหน้า 1 – 2 สัปดาห์
() ล่วงหน้า 1 เดือน () ล่วงหน้า มากกว่า 1 เดือน

3.3 ปัญหาที่ท่านเคยพบในการซื้อตั๋วรถไฟในการเดินทาง(ตอบได้มากกว่า 1 ข้อ)

- () ซื้อตั๋วตามเวลาที่ต้องการเดินทางไม่ได้
() ซื้อตั๋วแล้วไม่มีที่นั่ง
() ซื้อตั๋วตามชั้นโดยสารที่ต้องการไม่ได้
() มีปัญหาในการเปลี่ยนหรือคืนตั๋ว กรณีเลื่อนเดินทาง
() รอคิวในการซื้อตั่วนาน
() อื่นๆ โปรดระบุ _____

4. ความพอใจในการใช้บริการโดยสารรถไฟฟ้า

4.1 กรุณาระบุระดับความพอใจของท่าน(โดยกา /) ที่มีต่อการใช้บริการโดยสารรถไฟฟ้าขบวนที่ท่านใช้บ่อยที่สุด

ปัจจัย	ระดับความพอใจ			
	ดีมาก	ดี	พอใช้	ควรปรับปรุง
<u>การให้บริการที่สถานีรถไฟ</u>				
1. ความสะดวกสบายในการซื้อตั๋วรถไฟ				
2. ความรวดเร็วในการซื้อตั๋วรถไฟ				
3. ความสะดวกสบายในการเปลี่ยนหรือคืนตั๋วรถไฟ				
4. การให้บริการของเจ้าหน้าที่ที่สถานีรถไฟ				
5. ความปลอดภัยบริเวณสถานี				
6. การให้ข้อมูลข่าวสารแก่ผู้เดินทางบริเวณสถานี				
<u>การให้บริการบนรถไฟฟ้า</u>				
1. ความสะอาดภายในตัวรถไฟฟ้า				
1.1 ความสะอาดภายในตัวรถไฟฟ้า ชั้น 1, 2				
- ที่นั่ง/เบาะที่นั่ง				
- ที่นอน/เบาะนอน				
- อุปกรณ์เครื่องนอน เช่น ผ้าปูที่นอน,หมอน ฯ				
- ห้องน้ำ/ห้องสุขา				
- บริเวณทางเดิน				
1.2 ความสะอาดภายในตัวรถไฟฟ้า ชั้น 3				
- ที่นั่ง/เบาะที่นั่ง				
- ห้องน้ำ/ห้องสุขา				
- บริเวณทางเดิน				
2. ความสะดวกสบายในตัวรถไฟฟ้า				

รถเสบียงอาหาร				
1. ความสะอาดเรียบร้อย				
2. คุณภาพของอาหาร				
3. ราคาอาหารเมื่อเทียบกับคุณภาพ				
พนักงานประจำขบวนรถไฟ				
1. ความสุภาพในการให้บริการ				
2. การแต่งกาย				
3. ความรวดเร็วและเต็มใจในการให้บริการ				
การให้บริการในการเดินทาง				
1. ความปลอดภัยในการเดินทาง				
2. ความรวดเร็วในการเดินทาง				
3. ความตรงต่อเวลาของรถไฟในการเดินทาง				
4. ความเหมาะสมของตารางเดินรถ				
5. การให้บริการของรถไฟโดยรวม				

4.2 เมื่อเปรียบเทียบการบริการที่ท่านได้รับจากการโดยสารรถไฟในชั้นโดยสารที่ท่านใช้บริการบ่อยที่สุดกับการโดยสารรถยนต์ (รถบขส. / รถทัวร์) ท่านคิดว่า

เมื่อเทียบรถไฟกับ	ความคิดเห็น		
	รถไฟดีกว่า	พอๆกัน	รถไฟแย่กว่า
รถบขส. (ไม่ปรับอากาศ)			
รถทัวร์			

ข้อเสนอแนะอื่นๆ

ขอขอบพระคุณ

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