

## ABSTRACT

Every organization, as well as Bangkok Mass Transit System Public Co., Ltd., 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.

BTSC is the first mass transit system in town. Therefore, the study of consumer attitudes is essential to improve the performance. This is in order to increase awareness, services and passenger.

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

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