

## ABSTRACT

The research study is profitable for the Metropolitan Rapid Transit Authority (MRTA) who undertakes the first of its kind of underground train in Thailand. The main purpose is to show the factors that influence the Bangkok people and those who live in the suburb areas regarding their decision in choosing this mode of transportation and their expectations towards its service and facilities.

MRTA can use this study as a guide of service provision to the passengers in order to meet their needs. People will get the advantages of this new alternative way of transportation such as the fastness, the good service and the convenience as well as the reduction in traffic congestion and pollution.

The research is concentrated on Bangkok males and females aged 13 years and more. The experiment is done in the downtown areas and the 380 questionnaires are returned out of 400.

SPSS program accomplished the evaluation. The results of the evaluation suggest that the numbers of routes, the fastness and the fare rate is the most important factor for people in choosing Mahanakorn underground train as their transportation.