ABSTRACT

This study examines the determinants of passenger's satisfaction in taximeter service quality dimensions. Taximeter is one of the alternative transportation, which has a significant role for people in Bangkok and nearby provinces. And the government policy intended to make taximeter become more competitive, therefore the main objective of government is to provide adequate taxis to serve people's needs and government would like people to get the right fare as well as good service quality. Thus, the study is focused on expectation and perception of passengers, which will bring to the satisfaction outcome. The research objectives are 1) To measure the level of customer satisfaction toward taximeter service quality in Bangkok. 2) To determine the importance of taximeter service quality dimension in order to make an improvement. 3). To provide suggestions for improvement taximeter service quality.

Research methodology encompasses sampling survey, the sole research technique used in this study. Convenience sampling, one of the non-probability sampling methods, is chosen. Data collection tools involve structured interviews, in which 384 sets of closed form questionnaires were used. Population element is people who have the experience of using taximeter service delivery. There are totally 5 hypotheses conjectured for testing.

Wilcoxon Signed Rank Tests are used for testing the hypothesis which is a nonparametric testing method since the test shows the variables are not distributed normally and are paired samples. Results from the test of 5 hypotheses can be concluded that passengers are not satisfied with all service quality dimensions, which are reliability, responsiveness, assurance, tangible and empathy. The expectation of these service quality dimensions have high expectations, therefore service quality of taximeter should be improved as expected or meet the passengers' satisfaction.