



PROCEEDINGS OF
The IRES
INTERNATIONAL CONFERENCE



ate: 16th -17th February, 2018 | Venue: Zurich, Switzerland

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PROCEEDINGS OF
THE IRES
103rd INTERNATIONAL CONFERENCE
ZURICH, SWITZERLAND

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Date of Event

16th-17th February 2018

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Corporate Address

Institute of Research and Journals

Plot No- 161, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, India

Mail: info@theires.org, www.iraj.in

Publisher: **IRAJ**

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Type set & printed by:

R. K Printers
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EDITORIAL

It is my proud privilege to welcome you all to the TheIRES International Conference at Zurich, Switzerland. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Institute of Research and Journals, TheIIR, TheIRES for organizing this event in Zurich, Switzerland. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

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A STUDY OF USING BEHAVIOR SHUTTLE BUS SERVICES AND GUIDELINES FOR THE IMPROVEMENT AND DEVELOPMENT THE QUALITY OF SERVICES

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Abstract - A study of using shuttle bus behavior and guidelines for the improvement and development the quality of services purpose was to investigate the behavior of bus services in Thailand to find the ways to improving and developing the quality of bus services. This study using quantitative research, coupled with qualitative research. The researcher collected data from 400 sample interviews which were associated with non-routine bus service. The statistics using for data analysis were frequency distributions and percentages that discussed the results and present them using descriptive statistics. The result of the study is found the reason that the tourists like to travel by single layer air-conditioned bus because the comfortable of the bus, it has wide area and they can sit or sleep comfortably. The tourists who prefer to travel by double layer air-conditioned bus give the reason that the bus is wide, larger space is comfortable, the seat is very large, soft and can be adjusted to sleep or sit more. Also, some bus has a massage cushion too. The bus is beautifully decorated both of inside and outside that tourists who like to travel by single layer and double layer air-conditioned bus have given the same reasons for the comfort of the seat, which is very large and very wide area. Most tourists want the driver to be courteous and in case of on safety is the most important. In terms of demand for on-board facilities, tourists are more likely to have a seat cushion that requires an enough backward adjustment to sit and sleep comfortably as much as possible. In terms of unpleasant experiences, the busiest bus service that will make the most sense is the unclean, inconvenient or discouraging toilet. In terms of bus quality issues and amenities, comfort and service, The most disturbing thing is the air conditioner on the bus, which is not cool after the tourists come on the bus. Moreover, there are the suggestions for improvement and development quality. which are that drivers or assistants need to coordinate with tour guides or car rental clients in time before the customer arrives by starting the air conditioning before the tourists arrive to keep the bus cool. And on the issue that most of tourists often request from the driver and assistants is ask them to turn on the movie and music. Finally, in terms of the most common obstacle to the performance of the duty of the staff to tourists is the fact that tourists asking for the toilet too often. The guidelines for improving and developing service quality in this regard is the driver or tour leader must tell the customer where to park at and how long they can go. If it is more necessary, the customers can use toilet on the bus so the toilet should be clean and can serve tourists to a certain extent.

Index Terms - Behavior, Development, Guidelines, improvement, Quality, Shuttle Bus

I. INTRODUCTION

When imagine about the tourism industry, many people may think of different types of tourism the nature, forest, waterfall, sea, temples, comfortable accommodation and delicious local cuisine. Almost Comfortable airline and many souvenirs that you want to buy as a gift of visited. However, there are few people who think of travel vehicles such as personal cars If it is a private trip or a group of friends or family and including coach buses which that can make tourists travel about 20-50 people.

However, in the view of tourists generally they think about eating, sightseeing and relaxing place. but few people will care about the vehicle in the journey. They may think about what to do and what to eat but forget to think about other important things that may make their fun travelling. However, when you are an organization who make the tour travelling you must pay attention on all important element that will affect the satisfaction of tourists. The agent or staff must give detail in the tour list such as where to eat, where to buy a mattress, shopping. Many tour operators are trying to create a point of sale. The first impression of the new car navigation quality is good quality of

friendly drivers and driver assistant. The bus service facilities such as a microphone karaoke, a quality of audio system that plugs into a USB cable, a cradle-free battery, and a free WIFI, electric massage cushion, etc. in order to create the customers have more happiness as much as possible.

By the efforts of entrepreneurs who try to impress their vehicles to tourists or customers. One thing that must be accepted is the comfort of the vehicle. It often conflicts with the quality of the driver's service team; That there are complaints to the tour operator, Car rental company, many complaints to the Department of Transportation or car owners about inappropriate behavior of the driver team, such as dress code, flirting, eating while driving or maybe a traffic violation, dreadful driving. Sometimes they not willing to serve passengers as well as it is often seen as fighting news. All of this can cause the car accident due to the availability of the car or negligence of the driver. In case of negative affecting the confidence of bus users were found that mostly related to the car's old car safety system, the key equipment of the car is not standard, but we rarely talk about the behavior of the driver's car seriously. At the same time, we did not even mention the negative information about the

behavior of the service of passengers or customers renting a car. The behavior of passenger bus service is not available. It is also information that will have to wait for answers as well, what are the barriers or obstacles that will make the performance of the inefficient driving team less effective, especially when we recall the words about the habits of Thai people that we always hear from the travel habits. The dreaded travel behavior of the Thai people will have a very real part. In view of the staff bus driver service, the study and learn passenger satisfaction behavior, using bus services from passengers, and finding ways to improve and improve service quality. It can become one of the most important aspects of the car owner's image to achieve the objectives and expectations of each other perfectly, that it is possible.

II. DETAILS EXPERIMENTAL

This study of using shuttle bus behavior and guidelines for the improvement and development the quality of service. The research methodology used in this research were quantitative and qualitative research methods. The summary is as the following;

1. Documentary Research Using the process of studying and analyzing data from documents. By reviewing relevant theoretical and literary concepts. Including research related to the behavior of using bus service and ways to improve and develop service quality.
2. Interview using questionnaire interview form which can be used in the semi-structured interview or a guided interview. Participants were asked questions from the interview. The data is diverse in various dimensions. And have facts in practice. The interview was conducted.

The population and sample Data were collected through interviews from 400 sample interviewees who were involved in the bus service as follow; bus drivers 64 persons, bus driver assistants 33 persons, bus service owners 3 persons and tourists who used the bus service 300 persons. The process or approach to collecting data used in this research has determine the process or approach to data collection by collecting data from research studies from academic papers and information from the technology media, then collecting data from interviews. Data analysis research results are quantitative and qualitative research. Divided in 5 parts as following;

Part 1: Data analysis and quantitative research. The data was divided into the basic data of the respondents such as gender, age status, total income per month. The relationship between respondents' interviews and their use of the bus as a driver, assistant driver, operator or owner of a bus. Including tourists who have used the bus service. The frequency distribution method is used.

Part 2: It is the data analysis and qualitative research.

A question about the behavior of using bus service. The sample is the tourists who used the bus service.

Part 3: It is the data analysis and qualitative research. This is a question for tourists who get uncomfortable experiences from bus using service. The sample is the tourists who used the bus service.

Part 4: it is an analysis of data and qualitative research. This will be a question about car problems. Whether it is a car quality, comfortable facilities and services. As well as the service from the driver team that affects passenger satisfaction. And way to you improve the quality of service. By asking the question about most requested service, problem and respond to the service from the team. The sample is the driver, operator, or bus driver.

Part 5: it is an analysis of data and qualitative research. In the driving team, the operator of the bus service. The experience of encountering passengers or tourists that impede the performance of duties. How often and how to improve and develop the quality of service.

In the second part to the fifth part. The interview data were analyzed by means of qualitative triangulation analysis. By categorizing the information obtained from the interview and tape data separately into issues and sources of information. After that the results were analyzed and presented using descriptive statistics.

The researcher proposed the following concepts, theories, and research as follows;

1. Knowledge of the type of transport service business. [3]
2. Knowledge of shuttle bus [4]
3. Concepts and theories of behavior [5]
4. Concepts and theories about quality of service.
5. Suggestion of Service provider [6]

III. RESULTS

From this study as study of Using Behavior Shuttle Bus Services and Guidelines for the Improvement and Development the Quality of Services that is a quantitative research. Coupled with qualitative research. The results are summarized as follows;

Part 1: The result of Quantitative research, It is divided into the basic information of the respondents. (Demographic characteristics), i.e. gender, age status, total income per month, the relationship between respondents' interviews and the use of bus service. Whether it involves a driver, assistant driver, operator or owner of a bus service as well as a tourist who used to bus service. The respondents interviewed were 400 persons. Most of the respondents were male, 208 or 52 percent. Most of the respondents were single, 285 or 68.75 percent. Their income was less than 15,000 baht, 184 or 46 percent and 300 persons or 75 percent were tourists who used bus service.

Part 2: The results of qualitative research. There are the question about the behavior of using bus service.

The sample is the tourists who used the bus service. The researcher analyzed the data are as following;

The result of the study is found that they are 150 or 50 percent of the tourists who used the single layer bus service and 56 persons or 37.33 percent give the reason that they like to travel by single layer air-conditioned bus because the comfortable of the bus, it has wide area and they can sit or sleep comfortably. They are 150 persons or 50 percent the tourists who prefer to travel by double layer air-conditioned bus and 67 persons or 44.66 percent give the reason that the bus is wide, larger space is comfortable, the seat is very large, soft and can be adjusted to sleep or sit more. Also, some bus has a massage cushion too. The bus is beautifully decorated both of inside and outside. Tourists who like to travel by single layer and double layer air-conditioned bus have given the same reasons for the comfort of the seat, which is very large and very wide area. They are 300 persons of interview about performance of drivers and assistants, 182 persons or 60.66 percent want the driver to be courteous. Focusing on safety is the most important. In terms of demand for on-board facilities, 90 persons or 30 percent of tourists are more likely to have a seat cushion that requires an enough backward adjustment to sit and sleep comfortably as important as possible.

Part 3: The results of qualitative research data. This is a question about uncomfortable experiences in using bus service. The sample is the tourists who used the bus service. Based on interview data, 300 interviewees were able to provide more than one opinion. The research is found that 609 respondents included a similar opinion. There are 27 main points to be categorized by the data collection. They are 121 persons or 19.86 percent give the reason that the most uncomfortable of using bus service is the toilet. Many people use can cause dirty problem and unpleasant smell. Sometimes the bathroom is not available. There are the problems with water. The bathroom door is not locked, or the door can't be closed, while some of the comments that the toilet should not be used, then wait for the gas station toilet or better stopover.

Part 4: The results of qualitative research about the obstacles on the car, comfortable facilities and services that impact on passenger satisfaction and service quality. From interview 100 persons who are bus drivers, assistant driver or bus owners will find problems in comfortable amenities and services which affect the satisfaction of passengers in any matter. The study found that 27 persons or 27 percent rated in car quality problem, comfortable facilities services and air-conditioned is the most common problem. Improvements in the view of this group of drivers are that drivers and assistants need to coordinate with guides or bus rental clients in time before customers get on the bus. By starting the air conditioning before

the customer arrives. The customers may not have the same requirements, some of them feel cold, some feel hot and maybe a problem about water drops. The driver or assistant must tell the customer not to remove pieces of cloth, debris, or even curtain to cover the air. The responsible person must always check the condition of the air conditioner, added regular liquid before departure. If there is a problem with the air in transit, they must park to fix it and may waste of time to repair the air or change the car to new customers.

Based on interview data of 100 persons who is bus driver, assistant driver, operator or owner of a bus service. The study indicated that 32 respondents or 32 percent who requested bus service to turn on music or some movies. Most of the staff can immediately serve the needs of the customers. Sometimes the customers will prepare the file by themselves. If any team has a tour guide, they will wait for the tour guide to open it. Sometimes there are threat about sound or data sheets that are not modern and can't play with the player. The customer also needs that different some of them want to watching movies, some of them want to listen to music or singing karaoke, that depend on the age of the customer. The staff must look at the suitability of the travel time depending on the age of the customer. If it take long distances they should open the movie if the distance takes not so long they can turn on music or may consult with a tour guide or tour leader first.

Part 5: The results from interviews with drivers. They are 100 persons of assistants, operators or owners about encountering passengers or travelers who are impeding their top 10 driving duties. The study found that 24 persons or 24 percent said they had encountered passengers who were hindering their driving duties. In the case of a visit to the toilet after a short visit, or asking to get down the road before the destination. The way to improve and develop the quality of service from this team is to tell passengers where to stop at any point and for a few minutes. If frequent stops will make travel delay. The program may be inaccurate. If it is necessary, customers can use the toilet on the car.

DISCUSSION

The sample interviews were conducted with the use of non-routine bus service. The results of the research are considered and compared with the concept, theories and related research. It can be discussed the results as follows. The result of the study found the reason that the tourists like to travel by single layer air-conditioned bus because the comfortable of the bus, it has wide area and they can sit or sleep comfortably. The tourists who prefer to travel by double layer air-conditioned bus give the reason that the bus is wide, larger space is comfortable, the seat is very large, soft and can be adjusted to sleep or sit

more. There are some bus also has a massage cushion too. The bus is beautifully decorated both of inside and outside. Tourists who like to travel by single layer and double layer air-conditioned bus have given the same reasons for the comfort of the seat, which is very large and very wide area. This is consistent with research by PinetrPuapatanakul(1989)who studied the satisfaction to wards bus service in Bangkok Metropolis: a study of quality indicators. We present the results of the study. The quality of the bus service is as follows: 1. Convenience 2. Safety 3. Behavior of employees 4. Car condition and equipment 5. Speed 6. Cleanliness and 7. Comfortable. The level of satisfaction was moderate and low[7]. It was in line with the perception of the quality of public bus service on the satisfaction of foreign tourists. Perception of quality of public bus service on satisfaction of service of foreign tourists. Taxi case study in Bangkok by SasithornChetanont (2016) found that foreign travelers were more satisfied with their service and flexibility, ranked first and satisfied with their professionalism and service skills [8].

It is also consistent with the research by Marisa Kaingu (2009) who studied the satisfaction with using air-conditioned van service. Bangkok-Phetchaburi route. It was found that most of the respondents were satisfied with the service of the van. When considering the category, the highest average category was the travel time. Secondly, the other convenience of service. access to the service. The safety of the service , that provided by the service provider on the car, respectively[9].

In terms of unpleasant experiences, the busiest bus service that will make the most sense is the unclean, inconvenient or discouraging toilet. This is consistent with research by SirikulPromchat (2009). The satisfaction in the Air Condition Bus Service of The 407 PATTANA COMPANY LTD. satisfaction of 407 passenger air-conditioned bus users on the issue of bathroom toilets found that if there are many users will make the bathroom smell [10].

Because there is no continuous cleaning time. And guidance to the operator should be maintained in the car to increase confidence for users. Users will get the most satisfaction and return to use the service again. When considering each item, it was found that cleanliness of the blanket, the comfort of the chair, the temperature of the air conditioner on the bus was moderateduc to the bus is too old many equipment is damaged, no repaired or updated and the company does not focus on the comfort and cleanliness of the bathroom. The most disturbing thing is the air conditioner on the bus, which is not cool after the tourists come on the bus. The suggestions for

improvement and development quality are that drivers or assistants need to coordinate with tour guides or car rental clients in time before the customer arrives, by starting the air conditioning before the tourists arrive to keep the bus cool. This is consistent with the independent research of WanchaiBuakitti (2007) who studied the satisfaction towards air conditioned bus services of Bangkok Mass Transit Authority. It was found that the service should be improved. Both in terms of improving the condition of the bus both outside and inside to clean. They should have important signs through the clear side of the car, clean car cooling system, safety passenger seats and other facilities equipment inside the vehicle helping and quick servicing to the customers. As well as strengthening the service capabilities and also good human relations with the users, which is important to the service job [11].

CONCLUSIONS

The research project should ask the needs of the research units related to the research before to get the results of the research to be truly utilized in all issues. If the research is conducted in the government sector, the relevant organizations should have a legal policy for staff and company to follow. This research is accomplished smoothly by the support in information from the population and samples used in this study. Finally, the most importance, we would like to express our gratitude to SuanSunandhaRajabhat University in providing support for the research to be successful.

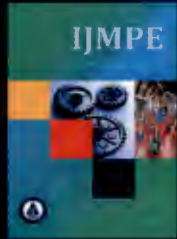
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