



PROCEEDING

รายงานการนำเสนอผลงานวิจัยในการประชุมวิชาการระดับนานาชาติ
International conference on "Implications of Research in Business,
Economics, Management Social Science and Humanities
(IRBEMH-MAY-2017)"

เรื่อง

"Study Affecting Factors of Rail Transportation in
Hualampong Station"

โดย

ดร.ฉัตรรัตน์ โทตระไวศยะ
วิทยาลัยโลจิสติกส์และซัพพลายเชน

ได้รับงบประมาณสนับสนุนจากกองทุนพัฒนาบุคลากร
มหาวิทยาลัยราชภัฏสวนสุนันทา ประจำปีงบประมาณ พ.ศ.2561



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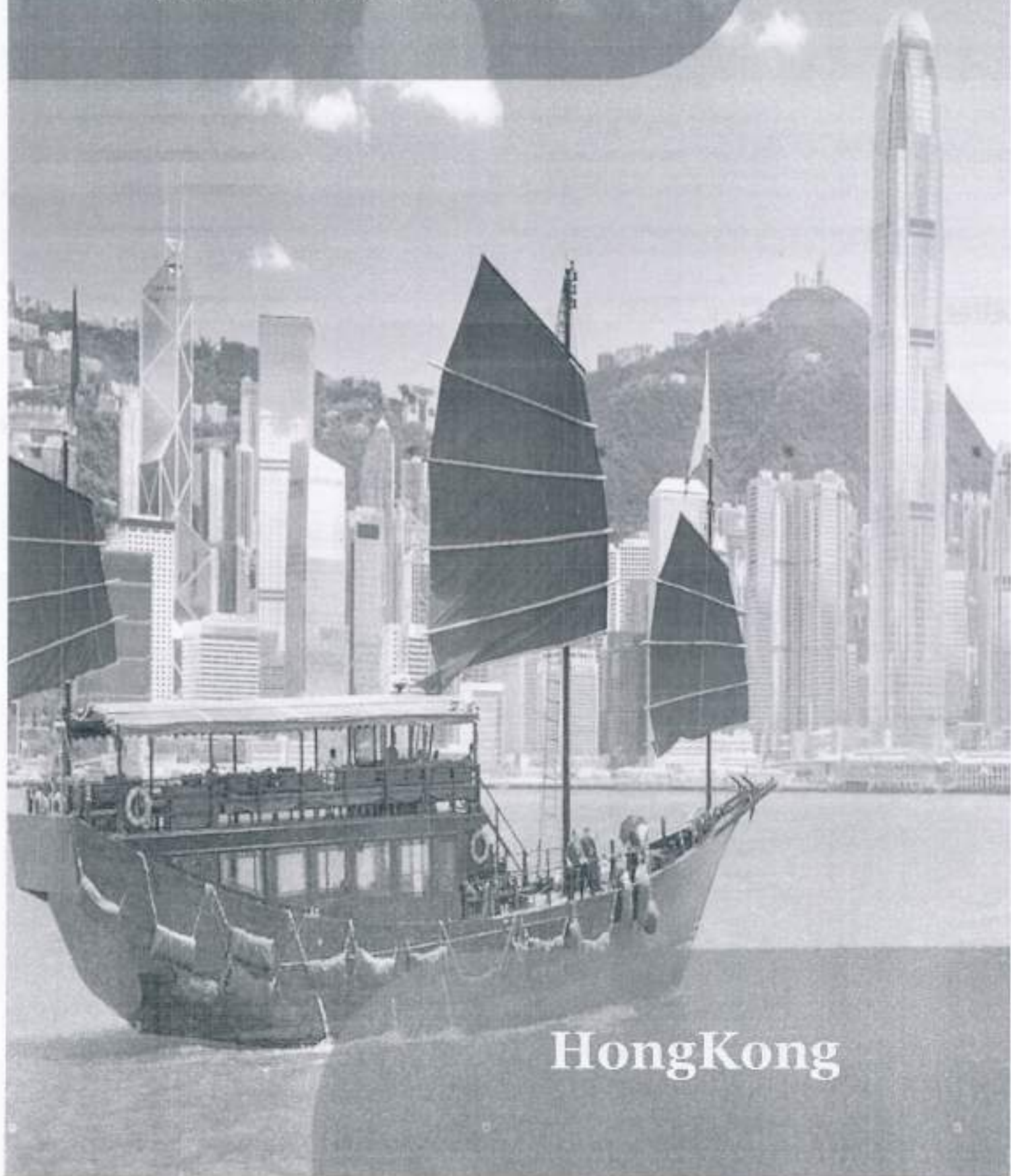
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18th International Conference on
Management, Business, Social and
Humanities Research (MBSHR)
(MBSHR-MARCH-2018)



HongKong

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PROCEEDINGS*

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*18th International Conference
on Management, Business,
Social and Humanities
Research
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Venue: Hotel Jen Hong Kong 508 Queen's Road West,
Hong Kong

Theme: Promoting research and developmental
Activities through Social Sciences innovation

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CONFERENCE CHAIR MESSAGE

Dr. Vincent

International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities} is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent

Conference Chair

Email: conference.chair@anissh.com

CONFERENCE SECHDULE

ANISSH-2018

Venue: Hotel Jen Hong Kong 508 Queens Road West, Hong Kong

Time: Registration & Kit Distribution (09:00 - 09:10 am)

Day: Wednesday

Date: March 14, 2018

Venue: Room 1

09:10 am - 09:20 am	Introduction of Participants
09:20 am - 09:30 am	Inauguration and Opening address
09:30 am - 09:40 am	Grand Networking Session

Tea/Coffee Break (09:40 - 10:00 am)

DAY 01 (March 14, 2018)

First Presentation Session (10:00 am - 12:00 pm)

Venue: Room 1

Session Chair: Dr. Vincent

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Saiwirnon Wongwilai	Study Demand of Public Transportation in Phutthamonthon District, Nakhonpatom Province	MBSHR-038-ANI101
Ms Nathakan Roothamnong	The Study on Development of Criterion And Indices for the Approval of Non-Spectrum Television Licenses	MBSHR-038-ANI102
Chatrarat Hotrawaisaya	Study Affecting Factors of Rail Transportation in Hualampong Station	MBSHR-038-ANI103
Preecha Wararatchai	Economic Value Added Toward Beverage Business Using A Backhaul Process of Reused Bottles	MBSHR-038-ANI106
Ruengrawee Malijaroenwong	A Guideline For Increasing Transportation Efficiency: A Case Study Abc Co.,Ltd	MBSHR-038-ANI107
Hathaipun Soonthornpipit	The Effects of Perceived Threat on Attitudes Toward Government	MBSHR-038-ANI108
Suchart Tripopsakul	Entrepreneurial Orientations and Intention Of Undergraduates: The Evidence from Thailand	MBSHR-038-ANI109
Ng Tuan Hock	Product Life Cycle Sustainability: A Framework for Electronic Waste (e-waste) Prevention	HKS-338-102

Lunch Break (12:00 pm - 01:00 pm)

DAY 01 (March 14, 2018)

Second Presentation Session (01:00 am - 02:30 pm)

Venue: Room 1

Session Chair: Dr. Vincent

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name	Manuscript Title	Paper ID
Siriwan Khongtung	The Constructional Materials Purchasing Problems in the ABC Company	MBSHR-038-ANI110
Patcharee Pakawanit	The Impact Factors of Transport Selection in the Dynamic Transport Co., Ltd	MBSHR-038-ANI111
Wissawa Aunyawong	The Use of Line App as A Channel of Internal Communication: Its Effects on Employee Engagement	MBSHR-038-ANI112
Issawat Dulyawaysasuk	Inventory planning for ready-made shop: A Case Study Clothes shop (Studio22)	MBSHR-038-ANI115
Eli Cohen	The importance of Country of Origin for wine consumers in Hong Kong	HORB-M-MARCH-HI

Track B: Medical Medicine and Health Study

Wong Yoke Rung	A Cadaveric Study of Synovial Fluid Kinematics at the Scapholunate Joint	HKM-338-101
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Closing Ceremony



Conference Day 02 (March 15, 2018)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.

AND

Study Affecting Factors of Rail Transportation in Hualampong Station

*Chatrarat Hotrawaisaya

College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Bangkok, Thailand
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Abstract. This research is study factor that has affected to decide of rail transport in Hualampong Station. The methodology of this research includes 3 parts. The part 1 relates to theory, research, and model in rail, transportation and marketing. The part 2 is population selection. The population is customers who use the rail to deliver products to another province in Hualampong station. They are approximately 1,500 people per day. The sample group is selected by the Taro Yamane method at 95% confidence level. They are 316 people. The part 3 is results and suggestion. The questionnaire was distributed from June to November 2017. The results shown that most people who used rail transport was male at 72.50% and worked as officers at 60%. They used rail transport because the cost was the cheapest at 90%. The frequency of transport was every month at 69%. The customer selected Hualampong station as the employee were supportive and had good service. Promotion and physical evidence were not attractive for customers. Process of transportation should be solved and applied technology in a track system, for example barcode and RFID systems.

Keywords— Rail Transport, Hualampong Station, SRT

INTERODUCTION

The State Railway Transport (SRT) is a rail transport in Thailand. It has station all parts of Thailand. It has passenger and products, transport. The mission of SRT in 2017, it enhances the service of SRT. Suan Sunandha Rajabhat University is the consult of SRT. The researcher is in charge of quality and develop the staff of SRT for 1-year. The part of research is study affecting factors of rail transport in Hualampong station.

Harris K. Elaine (2010) suggested that the services to the customer, then there are many factors that impede services to clients. It is a corporate management services when the problems occur. Then customers are difficult to access or do not have the staff to assist customers. Device support is not effective. The policy that there is no flexibility towards customers. The terms in the user's manuals, warranties or difficult to understand. Customer service process. That is not up to date, and the company lacks an understanding of the unique value from the service. A part control's services or contact face to face with customers directly. However, there are other obstacles, threats, or messages that are associated with the service providers directly, which can be controlled by a service provider.

Dedicated to the care of those duties, threat messages include idleness. The lack of communication skills. Time management is not effective. The lack of a good attitude towards emotional state of service providers. The lack of a proper battle bating Lack of skills, lack of control over the tense management authority fully. The customer service and the proportion of employees with abusive customers. This is to deal with the problems mentioned above are that employees provide services to customers must have self-develop assessment.

Technical service expectations of the customer

1. Knowing the customers; that is to know that a customer who has a passion and what customers don't like
2. Find out the real value that customers really want, and not what the organization already has
3. The Mission of the Organization, communication, customer acknowledges
4. Customer service in accordance with the Covenants given to customers and to meet the expectations
5. Maintain service levels are regularly and do not make promises to customers want. Organizations can not be done because the customer wants to get a good experience every time you visit the service.
6. Customer communications via customer communication paths, such as certain customers may prefer to communicate directly with the employee. Some groups may prefer to communicate via online, etc.

Jamal Naser (2002) suggested that customer satisfaction are feeling better from expectations and customer experience. Kotler (2003) mention that the service is satisfactory to the user service. It will lead to results 3 reasons.

1. Increasing the number of service users. The service will vary depending on whether a user response services individually, or as a response a user and business. This service provider will be required to provide and develop services that are appropriate for the user. To strive the number of users and affect customer satisfaction and retention. Therefore, from a study on improving the service regardless of the 8 factors led to differentiation in service.
2. Income for organizations or agencies established to provide services. Typically, you need to consider the purpose of a service provider that is a model of organization, non-profit, or not business and specific needs of the individual service users. They should have the skills and abilities to provide services. They focus on quality rather than quantity, or to provide a service that is different from other business differentiation and satisfaction in using the service to.
3. Quality of life in the service and in consideration of the service provider must correspond to the needs of the user. Make the service user satisfaction, because the quality of service measured by satisfaction. Practices are incomplete if an error occurred, it is difficult to make a satisfactory service for users. Providing fast service on schedule is important.

Consider the hustle of user services and respond quickly to catch up before the scheduled as needed-such. It should focus on the benefits of service providers or the users of the service do not have enough to think about society and the environment.

The quality of service measurement

The tools use to assess the quality of service metrics (Hotrawaisaya, 2014). They are 5 aspects as follows:

1. Reliability: R means a service provider must demonstrate credibility and acceptable in providing services as promised to meet the need of customer. There is no error between service occurs. The indicators of reliability are 5 elements.

- 1.1 The ability of service providers according to the contract.
- 1.2 The record's data of customers and using the data to improve service.
- 1.3 No error while service
- 1.4 Hardware and tool should be always maintenance.
- 1.5 The number of service provider should be enough for customer.

Assurance

A means service providers need to build confidence so that people feels confidence to use the services. They will receive good services from expertise. This part of assurance service has 4 quality indicators.

- 2.1 The service providers have the ability and knowledge to provide news and information services as well
- 2.2 The trust and confidence include security in service
- 2.3 The polite and gentle of service providers
- 2.4 The service provider must build confidence and service rules.

Tangibles

T refers to something that will serve as a convenient device. The service providers are professional in service by using the tools of quality indicators in the service of physical.

- 3.1 Modern equipment
- 3.2 On-site environmental services
- 3.3 Personnel of service providers
- 3.4 availability of the document in the service

Empathy

E means understanding the needs of the recipients of services. That is always important. The service instrumentation on the quality of care services are as follows:

- 4.1 The service provider empathy to customers who receive the service.
- 4.2 Time service, it shows open and closed service clearly correct.
- 4.3 Channels and the opportunity receive newsletters of organizations.
- 4.4 The service provider is interested in customer needs.
- 4.5 The service provider should have the knowledge and the ability to access data from an extensive service.

Responsiveness

R refers to service provider who serves with dedication, deliberately and carefully, including faster response for people in the service. By having a quality measurement tools in the service of the response,

- 5.1 There is a rapid response system to provide services.
- 5.2 The service provider are ready and have the knowledge to provide information for people in the service correctly.
- 5.3 The service provider are agility in providing the services.
- 5.4 The service provider are ready immediately when customers need help.

METHODOLOGY

This research study the affecting factors of rail transportation in Hualumpung station. The methodology includes as follows:

1. Population

The population of this research is the customers who use rail transportation for delivery products in Hualumpung station.

2. Sample group

The sample group is calculated by Tara Yamane method at 95% confidence level. The simplified formula proportion:

$$n = \frac{N}{1 + N(e)^2}$$

The sample are approximately 316 person and use Stratified Random Sampling. The questionnaires were distributed from June to November 2017 at Hualumpung station. The data is collected and analyzed in percentage, mean and standard deviation.

RESULTS

The result of this research is summarized in Table 1 and Table 2. There are personal information and affecting factors of rail transport.

Table 1: Personal Information

Age	Female	Male
15-20	2	5
21-30	15	20
31-40	60	169
41-50	5	32
50 up	5	3
Total	87	229

Table 2: Factors of rail transportation

	Male	Female
Product		
The product is distributed every day.	3.75	3.50
The time table is various.	3.90	3.50
The delivery is on time.	3.75	2.50
The product is kept safety and clean.	3.00	3.00
Price		
The freight price is reasonable compared with distance	4.75	4.25
The freight price is reasonable compared with package	4.75	4.70
The freight price is clarify.	4.50	3.50
The freight price is reasonable compared with quality	4.25	3.50
The fright price is the most cheapest	4.75	4.75
Place		
Facility for loading	4.00	3.25
Information for transportation	3.50	2.25
Online information	3.00	2.00
Call center	3.00	2.15
Promotion		
Image of SRT	3.00	2.50
Advertisement	2.50	2.50
Discount and promotion	2.25	2.00
Special gifts and cooperation	2.00	2.00
Reliability	2.75	2.15

People		
Staff uniform	3.10	3.15
Hospitality	3.55	3.25
Clearly notice and information	3.75	3.40
Staff service	3.75	3.75
Friendly	3.95	3.80
Process		
Packaging is comfortable	3.25	3.00
Item registration is fast	3.50	2.75
Item collection is correctly	3.75	3.00
The item transport is convenient	3.15	3.00
The item is delivered in right destination	3.50	3.55
Physical Evidence		
Station is decorated, clean and beautiful	2.75	2.25
Station has own unique	2.50	2.75
Station has the delivery process	2.75	3.35
Station is clean and safety	2.75	3.00
Station has a capacity to collect the items	3.00	3.10

CONCLUSION AND FUTURE WORK

The researcher summarized that most customers used rail transportation because of freight price. This is the cheapest price as compared with other transport. Most of them are familiar with delivery items for a long time. However, they prefer information technology and digital screen for the tracking system. These can support customers to check all products for security and right destination. The SRT has to focus develop IT and skill of staffs. In the future research should study in heavy items or bogies transport that is the highest profit for SRT.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research. University, Bangkok, Thailand, and Office of the Rubber Replanting Aid Fund at Ranong, Thailand.

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