



PROCEEDING

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

เรื่อง

“Study Demand of Public Transportation in
Phutthamonthon District, Nakornpatom Province.”

โดย

ผู้ช่วยศาสตราจารย์คมสัน โสมณวัตร
นางสาวศศิวิมล ว่องวิไล
วิทยาลัยโลจิสติกส์และซัพพลายเชน

ได้รับงบประมาณสนับสนุนจากกองทุนพัฒนาบุคลากร
มหาวิทยาลัยราชภัฏสวนสุนันทา ประจำปีงบประมาณ พ.ศ.2561



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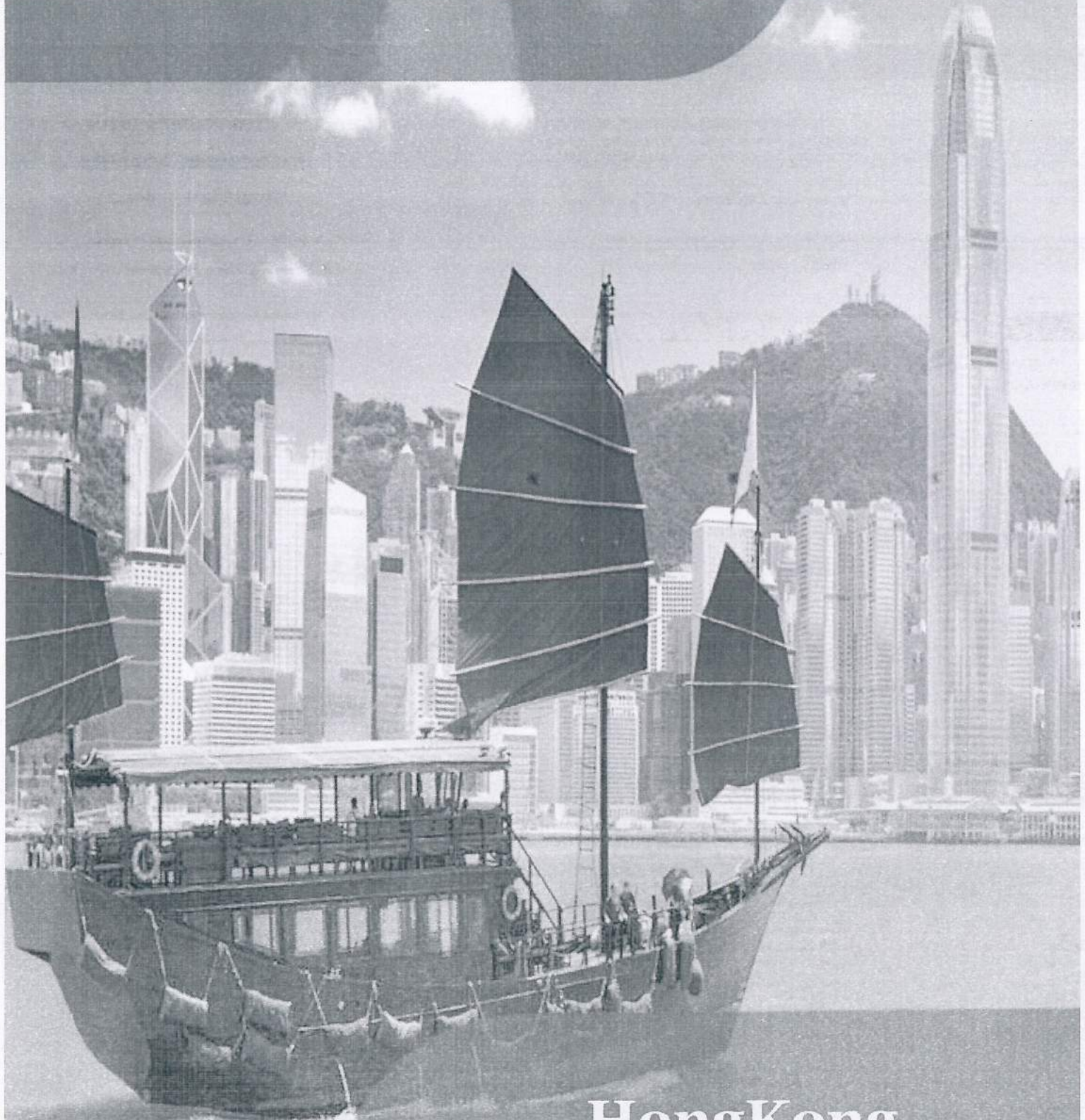
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18th International Conference on
Management, Business, Social and
Humanities Research (MBSHR)
(MBSHR-MARCH-2018)



HongKong

*BOOK OF FULL
PAPER
PROCEEDINGS*

Full Paper Proceeding Book

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

HongKong
March 14-15, 2018
ISBN: 9979-53-8003-6

Contact (Whatsapp): +971 56 5989114

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Proceedings of the 18th International Conference on Management, Business, Social and Humanities Research (MBSHR)

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

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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- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

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A Guideline for increasing Transportation Efficiency: A case
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The Effects of Perceived Threat on Attitudes toward
Government:.....

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)

ANES

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
Saiwimon Wongwilai	Study Demand of Public Transportation in Phutthamonthon District, Nakornpatom Province	MBSHR-038-ANI101
Ms Natthakan Roothamnong	The Study on Development of Criterion And Indices for the Approval of Non-Spectrum Television Licenses	MBSHR-038-ANI102
Chatrirarat 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)

ANES

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	HORBM-MARCH-HK

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

AND

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 DEMAND OF PUBLIC TRANSPORTATION IN PHUTTHAMONTHON DISTRICT, NAKORNPATOM PROVINCE

¹Saiwimon Wongwilai, ^{2*}Asst. Prof. Dr. Komson Somanawat

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Abstract. This research study affecting factors of public transportation in Phutthamonthon district, Nakornpatom province. The researcher study problems and review documents and research in service and public transportation. The population in this research is people who live in Phutthamonthon district and use public transportation. Sample group is selected by Tara Yamane method at 95% confidential level. They are 400 people and add risk at 20%, therefore, the sample group are 480 people. It also use satisfied sampling. The variables include transport cost, service, transport frequency, time schedules, drop-off station, and vehicles characteristics. The tool is questionnaire about 34 topics. It has index of item – objective congruence: IOC from 0.60 – 1.00 and reliability by 0.98. The data is collected and analyzed multiple regression analysis: MRA.

Keywords— Public Transportation, Service, Phutthamonthon

INTRODUCTION

From the Ministry of Transport (2016) illustrated that most people in Thailand use public transportation. In the future AEC, economy and social are caused of use private transportation more than public transportation. It can be seen that number of car registration increased at 5.87% in 2016. The number of public transport registration was 2.72% (Department of Land Transport, 2017). Nakornpathom province is the most important route of transportation. This is the only route to east and south of Thailand. Moreover, it will be the route from Bangkok to Myanmar (Bangyai - Dhaway route project). Therefore, private and public transportation in Nakornpathom province are higher than another province. The table 1 shows number of car registration from 2016-2017.

Table 1: Number of public and private registration from 2016-2017.

Number of Car Registration			
Types	31 Dec 2016	31 Dec 2017	Percentage
<u>Thailand</u>			
Sedan (Not more than 7 passengers)	7,742,434	8,197,012	+5.87
Public transportation	152,857	157,015	+2.72
<u>Bangkok</u>			
Sedan (Not more than 7 passengers)	3,799,125	4,001,423	+5.32
Public transportation	42,794	43,796	+2.34
<u>Nakornpathom</u>			
Sedan (Not more than 7 passengers)	65,058	68,846	+5.82
Public transportation	1,491	1,503	+0.81

Resource: (Department of Land Transport: 2017)

Table 1 shows the number of sedan (not more than 7 passengers) registration in 2017 that increase at 5.82% and public transportation at 0.81%. The researcher summarized that number of transportation is cause of traffic jam. Piriyawiat (2015) suggested that public transportation was the solution of this problem as most people used public transportation. It is possible that the government should realize rules and develops land transportation for citizens. There are speed, safety, low cost and good service. Therefore, the researcher focus on affecting factors

of public transportation. It can be the solution of transportation in Nakornpathom province and design route of public transportation.

Objective

The objectives of this research are 1) to study behaviors of people in Phutthamonton, Nakornpathom province and 2) to analyze affecting factors of public transportation in Phutthamonton, Nakornpathom province.

LITERATURE REVIEW

1. Service is activities or process of person and company for satisfy the customer.

The service has 2 types. The first one is the important of service recipients, for example meet requirement of customers and improve quality life. The second is the important of service provider. It includes increasing high profit in long term, good impression, control number of employees and etc. The service is activities, benefits and satisfaction of customers. There are 5 parts. They are service recipients, operators, organizer, product and environment. The service quality relates to customer demand or service level for customer satisfaction. The service quality have 10 measurements.

1. Access
2. Communication
3. Competence
4. Courtesy
5. Credibility
6. Reliability
7. Responsiveness
8. Security
9. Tangible
10. Understanding/Knowing Customer

2. Public transportation

Definition of public transportation

- Bus refers to the vehicle used to transport the passengers along fixed routes
- Bus means a vehicle used to transport the passengers to periodic holidays with no limit to the path.
- Passenger car means car used to transport the passengers to the trade or business of their own, which trucks from 12 passengers. Seats and car weight exceeds 1,600 kg. Small cars means vehicle used in the transportation of passengers and or to periodic holidays along the path defined by the vehicle weight, lots to 115,000,000. Bindings must not exceed 4,000 kg. The characteristics of bus have 7 types (Transport Land Act, 1979) as follows;
- Type 1: Bus has air conditioner, toilet, microphone and luggage storage.

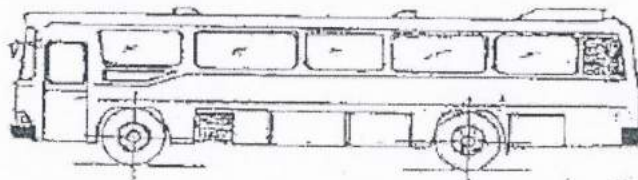


Figure 1: Type 1

- Type 2: Bus has air conditioner, microphone and luggage storage but it does not have toilet.

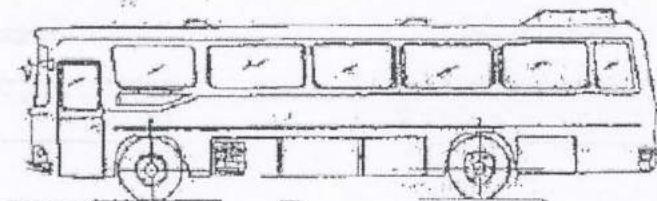


Figure 2: Type 2

- Type 3: Bus does not have air conditioner, toilet, luggage storage and 30 passenger seats.

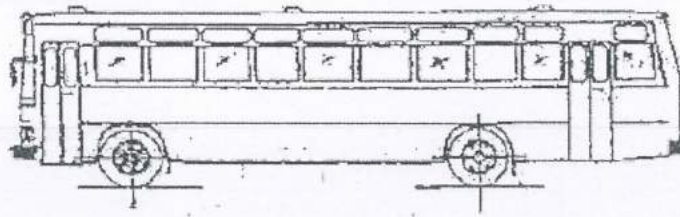


Figure 3: Type 3

Type 4 is coach bus : The bus has food preparation space, toilet and microphone.

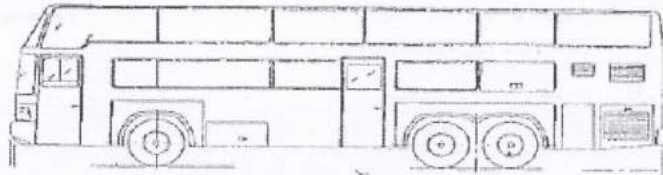


Figure 4: Type 4

Type 5 is a trailer. It has both air and non-air condition, microphone, toilets and luggage storage.

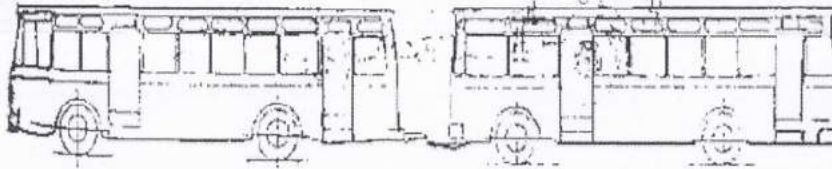


Figure 5: Type 5

Type 6 is 60 foot articulated bus that does not have air conditioner, luggage storage, toilet and microphone.

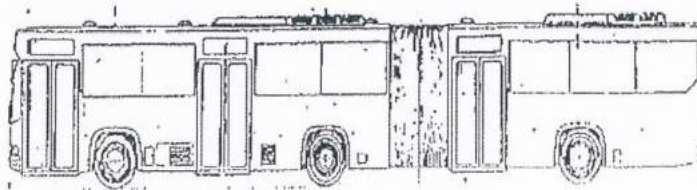


Figure 6: Type 6

Type 7 is the special van that is used for patients or post office and bank.

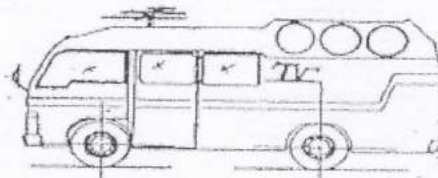


Figure 7: Type 7

3. Types of services

The names of different types of bus services vary according to local tradition or marketing, although services can be classified into basic types based on route length, frequency, purpose of use and type of bus used.

3.1 Urban Transport

Urban or suburban services is the most common type of public transport bus service, and is used to transport large numbers of people in urban areas, or to and from the suburbs to population centers. There are 4 types.

Express bus services are services that are intended to run faster than normal bus services, by either operating as a "limited stop" service missing out less busy stops, and/or travelling on faster roads such as freeways rather than slower moving local roads.

Park and ride bus services are designed to provide an onward passenger journey from a parking lot. These may be branded as shuttle or express services, or part of the standard bus network.

Feeder bus services are designed to pick up passengers in a certain locality, and take them to a transfer point where they make an onward journey on a trunk service. This can be another bus, or a rail based service such as a tram, rapid transit or train. Feeder buses may act as part of a wider local network, or a regional coach network.

Bus rapid transit (BRT) is the application of a range of infrastructure and marketing measures to produce public transport bus services that approach the operating characteristics and capacity of rapid transit systems.

Long distance transport

Long-distance coach services (US: Intercity bus line) are bus services operated over long distances between cities. These services can form the mainstay of the travel network in countries with poor railway infrastructure. Different coach operators may band together on a franchise or connecting basis to offer a branded network that covers large distances, such as Trailways and National Express. These networks can even operate internationally, such as Eurolines of Europe. Interurban bus services are primarily aimed at linking together one or more urban centres, and as such are often run as express services while travelling in the intermediate rural areas, or even only call at two terminal points as a long distance shuttle service. Some interurban services may be operated as high specification luxury services, using coaches, in order to compete with railways, or link areas not rail connected. Interurban services may often terminate in central bus stations rather than on street stops. Other interurban services may specifically call at intermediate villages and may use slower transit buses or dual purpose buses.

Specialist services

Specialist services are bus that are used in occasional. There are 4 types.

School buses transport children to and from school. While many countries and school districts organize their own services, as school buses or charter buses, in some areas school bus services are implemented as special journeys on the normal public timetable, specially timed and routed to arrive and depart in coordination with the school bell. Shuttle buses are any type of bus service intended primarily to shuttle passengers between two fixed points. These can be bus or coach operated, but are usually short or medium distance journeys taking less than an hour. Shuttle buses will usually link with other transport hubs, such as airport shuttle buses. A common use of a shuttle bus is in towns or cities with multiple terminal train stations or bus stations, for passenger interconnections. "Shuttle" as a brand name is applied variously across several types of service.

Post bus services are services that also carry mail, often on rural routes. Rail replacement bus services are often chartered by railway companies as alternate means of transport for rail passengers. This can be pre-planned to cover for scheduled track maintenance or other planned closures, or to cover for unplanned closures such as derailments. The research relates to the concept and performance index of transportation. Hotrawaisaya (2014) the Performance Improvement by Logistics Collaboration Management Model for Orchid Flower Industry in Thailand. The purpose of this research were collaborate and assess the logistics activities along the supply chain. The results improving cost, time and reliability to all parties in the chain.

The research framework is analyzed from theory, document and related research. It shows in figure 8.

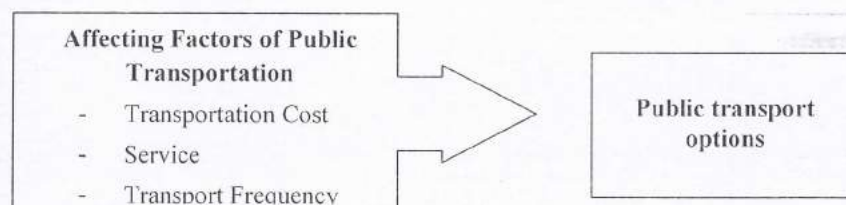


Figure 8 : Research Framework

METHODOLOGY

Population and sample groups

The population of this research is the people who live in Phuthamonthon district, Nakornpathom province. The population is 39,218 person (National Statistic Office Thailand, 2017). The sample group is the people who live in Phuthamonthon district, Nakornpathom province and use public transport. The researcher uses Taro Yamane method to select the sample at 95% confidential level. They are 400 person and add up risk at 20% because Sasiwimon (2015) has research the sample up risk at 20% can be collected enough data to analyze. The convince sampling is used for 480 person.

The research tools

The research tools have 3 parts. The first part is personal information of sample. There are age, sex, salary and occupation. The second part relates to affecting factor of public transportation. It is rating scale at 5 levels. The third part is the checklist about buying decision of public transportation.

Assessment research tools

1. Study document, journal, theory and research that relate to public transportation
2. Explain definition in this research
3. Set up questionnaire topic
4. Assess content validity by using index of item – objective congruence: IOC. The data will receive from 3 experts in transportation and research. Moreover, the IOC should more than 0.50 up and content validity then data can apply in this research (Leekritwatana, 2012).
5. Rewrite the questionnaire
6. Try out questionnaires with 30 person in Puthamonthon District, Nakornpthom province. They use public transportation.
7. Analyze reliability of questionnaires by using alpha coefficient and Cronbach.
8. Distribute questionnaire to sample group.

Data Collection

The researcher collects data from sample by questionnaires. The researcher has to explain topic and definition of research. Data is tested and reliability each topic. Then data is analyzed.

Analysis

1. Analyze personal data of sample by percentage (Leekritwatana, 2012).
2. Analyze the perception of public transportation and factor of transportation by Mean and Standard Deviation (Kajornsinsin, 1999) and illustrates data of public transportation Best and Kahn (1993: 246) as follows;

Score	4.50 – 5.00	=	Effect to public transportation at the highest level
Score	3.50 – 4.49	=	Effect to public transportation at the high level
Score	2.50 – 3.49	=	Effect to public transportation at the medium level
Score	1.50 – 2.49	=	Effect to public transportation at the low level
Score	1.00 – 1.49	=	Effect to public transportation at the lowest level
3. Analyze Multiple Regression Analysis: MRA

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