

# Satisfaction of users of public Passenger Vans services

Nantachit Kochakasettrin<sup>1\*</sup> and Preecha Wararatchai<sup>2</sup>

<sup>1,2</sup> Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand,

E-Mail: nantachit.ko@ssru.ac.th<sup>1\*</sup>, Preecha.wa@ssru.ac.th<sup>2</sup>

\*Corresponding author

## Abstract

The research on "Satisfaction of Users of Public Passenger Van Services" has the following objectives: 1) Study the level of satisfaction with the public minibuss service among the people in Bangkok and the surrounding areas. 2) Compare the factors of service quality that affect the satisfaction of the public minibuss service users in Bangkok and the surrounding areas.

Data collection was conducted using a questionnaire (SD-scale, score range 0-10). A sample size of 400 participants was selected through convenience sampling, without considering probability. The statistical methods used for analysis included: Percentage Mean Standard Deviation (SD) Hypothesis testing was performed using Independent Sample Test, One-way ANOVA, and Partial Correlation Coefficient to analyze the relationships between variables.

The research findings indicate that the overall service quality is rated at a relatively low level. Among the service quality factors, the factor of knowing and understanding the customer has a higher average score than other factors, falling within the moderate level. On the other hand, the factor of customer assurance has a lower average score than the other factors, indicating a relatively low level. It was found that the tangibles factor of service quality has no correlation with customer satisfaction with the public minibuss service. However, the factors of reliability, responsiveness, customer assurance, and empathy (knowing and understanding the customer) are positively correlated with customer satisfaction with the public minibuss service, though the correlation is quite weak to very weak.

**Keywords:** Satisfaction, Service, Passenger Vans

## Introduction

Land transportation, whether by car, train or water transportation, plays a very important role for people to travel to their workplace, educational institutions or for business travel, including travel. Especially people living in the provinces, land transportation plays a very important role because it is convenient and fast, and the cost of travel is not too high. Therefore, it is popular with the general public and tourists. Transportation is the heart of every activity, especially vans, which are one of the most popular options because they provide convenience, speed, affordable prices and privacy. However, the past van service has created a negative image for users due to problems with accidents, safety, honesty and quality of service, theft, drugs and unready-to-use

vehicles, all of which have a direct negative impact on the public transport service industry. Developing and establishing elements, criteria and indicators for air-conditioned van service standards for users to use as criteria for regulating the quality of service will be able to create trust in van services for both Thai and foreign users, which will create confidence and a good image for safe travel in Thailand. It also stimulates, promotes and improves van services of operators to support the continuous expansion of tourism.

With the increasing population in urban areas and the rising trend of migration to the city, population density has also increased. This has led to more traffic problems, particularly during rush hours when many people are traveling to work simultaneously. In 2019, there were 72,886 public buses, of which 46,876 were non-air-conditioned, and 13,049 were air-conditioned minibuses. According to the Land Transport Act (national level) in the 2019 fiscal year, there were 31,868 complaints related to public transportation. In addition, statistics on road traffic accidents from fiscal years 2015-2019 showed that in 2019, minibuses were involved in 836 accidents, more than the 645 accidents involving larger buses (Department of Land Transport, 2020, Annual Transport Statistics Report, pages 8-44). This reflects the quality and public satisfaction with the use of public transport services

Given the issues, the researcher is interested in studying the satisfaction of the public with the use of minibus services in Bangkok and the surrounding areas to understand the level of satisfaction among users. This study aims to provide insights for improving service quality, with the goal of enhancing the quality of life for people in Bangkok and the surrounding areas.

#### **Research Objectives:**

1. Study the level of satisfaction with the public minibus service among the people in Bangkok and the surrounding areas.
2. Compare the factors of service quality that affect the satisfaction of the public minibus service users in Bangkok and the surrounding areas.

#### **Expected Benefits from the Research:**

1. To use the research findings as a foundation for improving and developing the quality of public minibus services, enhancing customer satisfaction, and elevating the quality of life for users.
2. To provide information to public minibus service providers to improve service quality in various aspects, ensuring higher standards.

#### **Scope of the Research**

##### **Content Scope:**

This research focuses on studying the satisfaction of the public minibus service users in Bangkok and the surrounding areas, considering both personal factors and service quality factors.

### **Population for the Research**

The population used in this research consists of public minibus service users in Bangkok and the surrounding areas. The sample size is determined using the Taro Yamane (1973) formula, selecting an infinite population size ( $\infty$ ) with a margin of error of 5% and a confidence level of 95%. As a result, the sample size is 400 people.

### **Variables in the Research**

#### **1. Independent Variables:**

1.1 Demographic factors such as gender, age, occupation, education level, and average monthly income.

1.2 Service quality factors, which include all five dimensions: Tangibles, Reliability, Responsiveness, Assurance, Empathy

#### **2. Dependent Variable:**

Customer satisfaction with the public minibus service in Bangkok and the surrounding areas, which includes three dimensions: Suitability, price Safety, On-time performance

### **Related concepts, theories and research**

#### **Components of satisfaction**

Satisfaction is a feeling that a person has towards what they have experienced and expressed through behaviors that respond in different ways. Satisfaction with things will be depending on motivation or stimulation to motivate and respond to existing needs. Satisfaction is necessary for the work or activities that stimulate what is done to be successful. There are components of satisfaction (Termsak, 2014; Maslow, 1970) as follows:

1. Satisfaction resulting from having physical needs met is the fulfillment of the needs for the factors necessary for living and safety.

2. Satisfaction resulting from having mental needs met is the motivation to meet the needs of relationships with other people, social needs, and the need to achieve success in life.

3. Satisfaction resulting from having the needs of learning met is the creation of some relationship between stimuli and response behavior, in which satisfaction leads to learning, and the results of learning lead to satisfaction.

#### **Creating Satisfaction**

Creating satisfaction in individuals can be summarized as follows:

1. Providing or providing services to meet physical needs with quality products according to individual needs.

2. Facilitating access to what individuals need equally and comprehensively according to their abilities and facilitating appropriately.

3. In promoting satisfaction in work, appropriate and challenging practices should be organized according to everyone's abilities.
4. Providing opportunities for workers to participate in society or in operational planning, which is one of the motivations for work leading to satisfaction.
5. Giving sincere praise.
6. Giving trust to take on more responsibility, giving more authority, promoting or moving up in a higher position.
7. Providing stability and safety.
8. Providing independence in work.
9. Providing opportunities for career advancement, having the opportunity to participate in training, study tours, job rotation, and gaining experience from using various technologies.
10. Giving cash rewards or prizes according to the nature of the work.
11. Providing opportunities to compete for excellence in work performance, which is a motivation to seek new ideas for use in work.

Therefore, satisfaction management is the first important duty of the service provider, which is to offer products that meet the needs of the customers. Therefore, it is necessary to understand the needs of the customers as much as possible. The reasons why customers choose to buy products, such as which products sell well, why, what is the purchasing behavior of the customer group, must be paid much attention to and used to develop and improve the service. Many customers who buy products according to the advice of the service provider must be paid much attention to and used to develop and improve the store. Therefore, the store should take advantage of friendly service, recommend or offer quality products and services to customers. Customers will come back to buy again if they are impressed by the good service and impressed by the friendliness and sincerity (Department of Business Development Ministry of Commerce, nd).

From the above statement, it can be concluded that satisfaction is a feeling in the human mind that each person has different characteristics. It depends on each person's expectations of something. If you expect a lot and receive a good response, you will be very satisfied. On the contrary, when you are disappointed or do not receive the response you expected, you will be dissatisfied. It depends on how much or how little you intended. Therefore, service satisfaction can be explained as a person's feeling towards the service. There is an expectation for the service. If you expect a lot and receive a good response, you will be very satisfied with the service. On the contrary, when you are disappointed or do not receive the response you expected, you will be dissatisfied with the service. This depends on how much you expect or intend to achieve.

## **Service**

As we all know, service has inevitably played an important role in our daily lives. This is because lifestyles and consumer needs have changed according to the living conditions and values of society. Modern consumers are more interested in well-being and convenience, and they also want good, fast and easy service (Charupa Saiyoch, 2017). Therefore, it is important to study concepts and theories related to service, with details in each issue as follows: Meaning of service

Service means an activity or intangible benefit that one party offers to sell to another party, without the service recipient having physical possession of that service. The service process may be provided in conjunction with the sale of intangible products that cannot be held like general goods. Therefore, service involves offering to sell, performing work or doing anything to another party, without the consumer having possession of that service, like possessing goods (Kotler, 2001).

For Thai scholars, the definition of service is that service is the process of behaving for others to make them happy, convenient or comfortable. In addition, service is an act that comes from a mind full of goodwill, helping, being kind, compassionate and providing convenience and speed. Provide fairness and equality. In providing services, there will be both senders and receivers. That is, if it is a good service, when the service provider leaves, the receiver will be impressed or have a good attitude towards the service. In summary, service means any activity or process of an individual or organization to meet the needs of individuals and create satisfaction from the results of that action. Good service is an action that can meet the needs of those who express their intentions in line with what that individual expects, and at the same time, make that individual feel good and impressed with what they receive.

## **The Basics of Service Success**

The basics that lead to the success of quality service are “service” which is equivalent to the English word “SERVICE”. Each letter is the beginning of the elements of service success. The organization of a quality service system must consider 7 important elements as follows:

1. Satisfaction of service recipients (Satisfaction)
2. Expectation of service recipients (Expectation)
3. Service readiness.
4. Value of service (Values)
5. Interest in service (Interest)
6. Courtesy of service
7. Efficiency of service operations (Efficiency)

Therefore, the quality of service management and service of service personnel is an important factor leading to the success of the service, which depends on the service planning that must be consistent with the expectations of service recipients and the development of good service personnel characteristics, including being a service-minded person, as well as having

knowledge, ability, attitude, and personality that are appropriate for service work. In addition, a good service environment and atmosphere are factors that should not be overlooked. The arrangement of the service environment for service recipients, including service personnel, will help create a service atmosphere that creates good feelings and satisfaction at all levels of service.

### **Research Methodology**

**Data Collection Method:** This research on customer satisfaction with public minibuses in Bangkok and the surrounding areas is a quantitative research study. The research tool used is a questionnaire, and the data is analyzed using statistical software SPSS. The questionnaire has been tested for reliability using Cronbach's Alpha, which resulted in a value of 0.982, indicating a high level of reliability. The sample size is determined using Taro Yamane's (1973) table, with a confidence level of 95% and a margin of error not exceeding 5%, resulting in a sample size of 400 respondents. The sample consists of users of public minibus services in Bangkok and the surrounding areas, selected through a non-probability sampling method, specifically convenience sampling.

**Data Analysis:** The data from the satisfaction questionnaire on public minibus services in Bangkok and the surrounding areas will be analyzed by calculating the following: Mean Frequency Standard Deviation Percentage. Additionally, statistical analysis methods such as t-tests will be used to compare the means between two groups. For comparing means across more than two groups, One-way ANOVA will be applied. Partial Correlation Coefficient will be used to explain the relationship between the independent and dependent variables. The results will be analyzed, interpreted, summarized, and discussed accordingly.

### **Research results**

The research findings show that the overall level of satisfaction with public minibus services among the people in Bangkok and the surrounding areas is relatively low, with a mean value of 4.8088 and a standard deviation (S.D.) of 2.6607. This is categorized according to demographic factors.

In terms of gender, it was found that males, comprising 32.75% of the sample, expressed higher satisfaction than females, who made up 67.25%. In terms of age, the group aged 41-50 years, comprising 16% of the sample, reported higher satisfaction than other age groups. The group aged over 60 years, comprising 1% of the sample, reported lower satisfaction than other age groups. Regarding occupation, civil servants and state enterprise employees, making up 10.5% of the sample, expressed higher satisfaction than those in other professions. Other occupations, comprising 0.75% of the sample, had lower satisfaction than other professional groups. In terms of education level, those with education beyond a bachelor's degree, comprising 6% of the sample, showed higher satisfaction than those with other education levels. Those with an education below a bachelor's degree, making up 54.25% of the sample, expressed lower satisfaction than those with other educational backgrounds. Regarding monthly income, the

group earning over 50,000 THB, comprising 4.75% of the sample, reported higher satisfaction than those in other income brackets. On the other hand, those with an average monthly income below 20,000 THB, comprising 64.5% of the sample, showed lower satisfaction compared to other income groups.

The overall service quality has an average score of 4.8304, which is relatively low, with a Standard Deviation of 2.7507. The factor of customer assurance (ASS) has a lower average score than other factors, with a value of 4.6494, indicating a relatively low level, and a Standard Deviation of 2.7608. The factor of knowing and understanding the customer (EMP) has a higher average score than other factors, with a value of 5.1454, indicating a moderate level, and a Standard Deviation of 2.7794. The factor of customer assurance (ASS) has a lower average score than other factors, with a value of 4.6494, indicating a relatively low level, and a Standard Deviation of 2.7608.

Statistical analysis results between service quality factors and the level of customer satisfaction with public minibus services in Bangkok and the surrounding areas show a very low to low correlation (with Partial Correlation Coefficients ranging from 0.086 to 0.231), and the correlation is positive. The hypothesis testing results indicate that gender and education level significantly affect the satisfaction with public minibus services, while age, occupation, and average income do not show a significant difference in satisfaction with the service. Regarding the service quality factors, (Preecha Woraratchai, 2019). it was found that the tangibles factor does not have a relationship with customer satisfaction with public minibus services. In contrast, the factors of reliability, responsiveness, assurance, and empathy are all positively related to customer satisfaction with the public minibus service.

## References

- Kotler, P. (2003). *Marketing management* (11th ed.). Upper Saddle River, NJ: Prentice-hall
- Phonthanathon Praditwet. (2020). Factors affecting satisfaction and repeat visits of tourists towards BAAC tourism communities in the southern region of Thailand. Master of Management Thesis, College of Management, Mahidol University.
- Preecha Wararat Chai. (2019). Consumer behavior and service marketing strategies affecting customer satisfaction of Pracharat stores in Nakhon Pathom Province. *Journal of Management Science Review*, 21(1), 113-124.
- Biesok, G., & Wyrod-Wrobel, J. (2011). Customer Satisfaction: Meaning and Methods of Measuring. In G. Biesok, & J. Wyrod-Wrobel (Eds.), *Marketing and Logistic Problems in the Management of Organization* (pp. 23-41).
- Termsak Singsomboon. (2014). *MARKETING STRATEGIES FOR THAI GASTRONOMIC TOURISM PROMOTION*. Doctor of Philosophy Graduate School of Tourism Management National Institute of Development Administration.
- Maslow, A. H. (1970). *Motivation and Personality*. New York: Harper and Row.

- Charupa Saiyoch. (2017). The influence of organizational image and marketing mix on customer satisfaction, trust, commitment, referral and repeat use of Thanachart Bank Public Company Limited, Wong Sawang Branch. Bangkok University., Bangkok.
- Kotler P. and Armstrong G. (2001). Principles of Marketing. Prentice Hall: Englewood Cliffs.
- Sunantha Khamnuantong. (2019). Service quality and trust affect customer loyalty in using Rai Chom In service, Dan Chang District, Suphan Buri Province. RMUTSB ACADEMIC JOURNAL (HUMANITIES AND SOCIAL SCIENCES), 4(2), 173-185.
- Nites Thongsuksai and Anurak Rueangrob. (2019). Factors in service quality of accounting office's affecting satisfaction and loyalty of establishments in Chonburi Province. Chandrakasem Rajabhat University Graduate Journal, 15(1), 74-86.
- LI HONGLIN (2017). Attitudes, satisfaction and expectations of Thai Chinese people in Bangkok towards the ethics of news presentation of Thai media. Independent study, Master of Communication Arts Program in Strategic Communication Bangkok University.
- Naphat Hongsawong. (2019). The personality and service of flight attendants affect the satisfaction of low-cost airline passengers. Journal of Graduate Studies, 16(74), 20-26.
- Phachara Kesakoson. (2019). The influence of service quality and customer satisfaction on the loyalty of hotel and resort customers in Moo Si Subdistrict, Pak Chong District, Nakhon Ratchasima Province. Journal of Humanities and Social Sciences, Rajapruek University, 4(3), 102-114.