

EFFICACY OF BUS TRANSPORT SERVICE IN KHO SAMUI DISTRICT SURATTHANI PROVINCE

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Abstract: This research aims to 1) study the satisfaction of the quality of transportation services by tourists of Koh Samui district, Surat Thani province. 2) study the efficiency of bus transportation for tourists in Koh Samui, Surat Thani 3) study quality factors in transportation services that affect the efficiency of the transportation service of tourists by bus in the District of Samui Surat Thani 4) study the problems and obstacles in using the, transportation by bus service of tourists on Koh Samui District, Surat Thani 5) study the ways of improving the efficiency of tourism transportation services on Koh Samui, Surat Thani. The 399 samples used in the research included both Thai and foreign tourists who come to Koh Samui. A five-level rating scale questionnaire was used. Statistics used in data analysis were mean, standard deviation, Multi-Variable Relationship Analysis, and Multi-step regression analysis.

Keywords: transport efficiency, tourist transport, public transportation

I. INTRODUCTION

1.1. Background

Currently, the tourism industry is an important key priority that the government has a policy to support. The tourism industry plays an important role in the economy and the society of Thailand. This is a major source of income for the country, creating jobs, and spreading prosperity to the region. Tourism is also important in developing the economic infrastructure of the community and transport infrastructure including trade and investment. When the country suffered from economic crisis tourism played an important role in generating revenue for the country, allowing the economy to recover in a timely manner over the manufacturing and other services sectors. Koh Samui is a major tourist attraction which is famous around the world because of its beautiful nature. The beaches are clean and have fine white sand and it is well equipped with all the facilities. It has convenient transportation and has its own airport which helps to increase the capacity to accommodate tourists. The island is a perfect tourist destination. Koh Samui is a tourist

center of the Gulf of Thailand and there are millions of tourists visiting Thailand from abroad. However, there is a tendency to intensify the competition in the tourism industry which is fast changing and easily sensitive to negative factors both inside and outside the country.

Internal factors are important and a transportation system directly affects the level of feeling or the attitude of tourists visiting Thailand.. This enables moving a passenger or item from one place to another. Purchase of tourist transport services not only requires transportation services to travel from one place to another, but also buyers of transportation services want to buy a bundle of services. Travelers want convenience service, safety, and good manners in a transportation service (Chaiyasan and colleagues, 2009: 4). The problem is that visitors to Koh Samui receive transportation services that are exploitative in terms of fares. There is an unfair charge to tourists and service safety standards. Transportation of local buses have an accident of frequent traveler transport in Koh Samui. This is because the bus service of Koh Samui has a lack of management and control for an efficient transportation service. If the

problem is not resolved, it will result in a negative factor in the attitude of tourists for transportation which may affect the decision to come to Koh Samui. Gathering information from the research from those who are involved and using that information can develop standards and improve the efficiency of the bus transportation service which serves Thai and foreigners tourists on Koh Samui.

1.2. Outcomes & Contributions

The outcomes & contributions of studying the efficiency of bus transportation services case study of Koh Samui, Surat Thani were as follows. The results showed the level of quality and efficiency of transportation services and the information on the development of transportation services and improvement in the quality of transportation to better serve the needs of tourists. Moreover, the quality of transportation is influenced by the transportation quality. This is the basic information for the relevant agencies to take advantage of. The result of this research is to know the problems and obstacles in using transportation services. This provides a guideline and basic information for the relevant agencies to use to correct and improve in order to develop a quality of transportation system that will lead to sustainable tourism in the future.

II. STUDY REFERENCES

2.1. Transport concept

Transportation is organizing the movement of individuals, animals or objects with tools and equipment for transportation from one place to another. The main goal of transport management is to reduce costs, increase efficiency, maximize customer satisfaction, reduce time, make more money, and increase profits. In addition to the above, it is also possible to increase the safety of work (Pathomsiri: 2010). The transport infrastructure consists of transportation routes, stations and operators. The Land Transport Act, 1979, is the law that governs and regulates transportation to make the transportation system more efficient, faster, economical and safer. In terms of transport concepts, Lumsdon and Page (2004) provided a framework for analyzing the transport of

tourists are what is available, access, information, time, caring, convenience, security, and eco-friendly. Komsuri Solar (2008) has proposed four additional concepts: magnetism, attraction, walking, money making, and enjoyment.

2.2. Performance concept

Performance refers to the ability to perform various activities to achieve the intended goals by utilizing the resources available to make the most of it and bring the satisfaction of the service. Effective transportation must include: fast shipping, safe, convenient, reliable, punctual, and measurement of transport system performance in the view of the service provider (Apipruchyasakul, 2007). It can be measured from service, rate of service, economic value, and measuring the transport system performance in the view of the passenger. It can be measured by the sufficiency of service and convenience (Rongwiriyanich: 2014).

2.3. Quality of Service Concepts

Quality of service is a measure of the level of service delivered by the service provider to the customer or service recipients that meet the needs of the user. Quality of service conceptual and operational evaluation of service recipients make comparisons between expected services with the service realized by the service provider. If the service provider can provide services that meet the needs of the service or create a service that is higher than expected this will result in quality services. The instruments used to measure quality of transport services are SERVQUAL (Ziethaml, Parasuman, and Berry, 1985; 1990). The conceptual framework has been revamped with 5 dimensions which are concrete of service, trustworthy, customer response, customer confidence, and knowing and understanding customers.

2.4. Concepts of Tourism and Tourists

A traveler is a person traveling in a country other than a regular residence for not less than 24 hours. In 1963, the United Nations thought of new words instead of the words "tourists" as "foreign visitors". This means that the person traveling to a particular country or non-permanent residence of their own for any reason not to

earn a living. Foreign guests are divided into 2 categories which are foreign tourists and foreign tourers. Domestic travelers are travelers traveling within their own country by using non-daily routes or outside the province of their homeland.

The tourism industry has contributed to the country's economic crisis. The tourism industry is classified as a high priority. The growth of the tourism industry in Thailand is also a sustainable issue due to the factors both inside and outside the country (Uttayan (2014)). Tourism is important to the economy in generating revenue in the form of foreign currency and leads to occupation employment in the field of tourism. Tourism has been important for the development of public utilities, Facilities Consciousness Conservation of Tourism Resources and opening the world to tourists. The National Tourism Development Plan 2012-2016 has the objective to revive and stimulate the tourism sector to grow sustainably and to accelerate the potential for income from tourism to develop the tourism of Thailand to be ready for quality competition and to generate revenue and income distribution alongside sustainable development. This plan has focused on preventing and correcting the impact of tourism in accordance with both domestic and international situations.

2.5. Literature Review

Suwanpimol *et al.* (2004) studied the efficiency of transportation services in Phuket, Phang Nga and Krabi. The purpose of this study was to investigate the efficiency of bus transportation and bus service and study the satisfaction of Thai / foreign tourists and the efficiency of the bus transportation system not in the area of 3 provinces (Phuket / Phang Nga / Krabi). Data were collected by using questionnaire. It can be concluded that the Thai tourists and foreigners are satisfied with all aspects of the transportation system at fair level. Thai tourists are most satisfied with the product factor of service.

Chantaraket (2011) studied 1) the satisfaction of bus users of Bus Company Limited 2) the quality of bus services provided by the Transport Company Limited 3) the relationship between quality of service and satisfaction of bus users 4) the problems and suggestions

of users to increase the quality of bus services. Samples were 400 persons who used the bus service at Saraburi Bus Terminal. The results showed quality of service for passenger cars for touchable, reliability, and responds to the needs of the recipient. Assurance and access to the minds of others is at a moderate level. Satisfaction of human resource service process and convenience is at a moderate level.

Pochakorn (2011) studied factors influencing decisions in bus service in Chiang Mai. The results show that the most influential factors in decision making was personnel factor, the staff is very knowledgeable in driving the bus. In terms of satisfaction the greatest satisfaction for users is also personnel factor. Kwanpeng (2012) studied the satisfaction of users of minibus service in Amphoe Mueang, Nakhon Sawan. The results of this research show the satisfaction of the users on the two-row buses. The greatest satisfaction was fare. The results of factor analysis on satisfaction showed for the number of users in two routes in Nakhon Sawan the educational factor of the users which is a factor that takes time to prove and travel time factor. It was found that the higher education level, the lower the level of service of the minibus.

II. RESEARCH METHODS

3.1. Variable Selection

The population used to study the efficiency of bus transportation services case study Koh Samui District, Surat Thani are 1,871,670 both Thai and foreign tourists who come to Koh Samui (Surat Thani Provincial Community Development Office. 2013). The samples were randomly selected from Roscoe (1969: 156-157) with a confidence level of 95%. There were 56 Thai tourists and 343 foreign tourists.

3.1. Data and Tool

In the study of service efficiency, transportation of tourists by bus on Koh Samui District Case Study Surat Thani the questionnaire was used as a tool to collect data using accidental sampling and simple random sampling. The data were analyzed by mean, standard deviation (S.D.), Multi-Variable Relationship, Analysis

Multivariate Relationship, Pearson Product Moment Correlation, and stepwise multiple regression analysis to find the relationship between quality factors in transportation services with efficiency of service Tourist Transport. The questionnaire can be divided into 4 parts.

Part 1 questions about personal factors include gender, age, marital status, education, occupation, income, number of visits to Koh Samui.

Part 2 Questions about quality factors in transportation services include accessibility, communication Reliability is a 5-level scale.

Part 3 questions about the efficiency of transportation services in view of passengers, the adequacy of service and the ease of use is a 5-level scale.

Part 4 Questions about problems and performance suggestions Traveling by bus in Koh Samui Surat Thani Looks like an open end.

RESEARCH RESULTS

4.1. Result and Discussions

Part 1 questions about personal factors: The results of this study concluded that most respondents traveled by bus accounted for 33.80%. Second is the taxi and van which accounted for 33.10%. Most of them are male (54.39%). The average age of the respondents is 25 years and the age of 36 - 45 years is 21.30%. Most respondents held undergraduate qualifications (51.13%) followed by higher than bachelor degree (24.81%). Most of the participants are employees (35.83%). Most income is

<i>Part</i>	<i>Questions</i>	<i>Answer the purpose</i>	<i>Sample</i>	<i>Number of people</i>
Part 1	General information of the respondents	Plan to conduct research	Thai tourists Foreign tourists	56 343
Part 2	Information on quality factors in the provision of bus services on Koh Samui, Surat Thani – Transportability – Access to transportation services – Communication in transportation services – Reliability of transportation services – Safety in transportation services	Objective 1) to study the satisfaction of the quality of transportation service by bus of Koh Samui tourist. Surat Thani	Thai tourists Foreign tourists	56 343
Part 3	Information on service performance, transportation of buses on Koh Samui, Surat Thani – sufficiency of Transportation Services – convenience of transportation	Objective 2) to study the efficiency of transportation of bus service for tourist on Koh Samui, Surat Thani	Thai tourists Foreign tourists	56 343
Part 2 and 3	1. Facts about quality factors in bus service on koh Samui, Surat Thani 2. Information on service performance Transportation of buses In the District of Samui Surat Thani	Objective 3) to study quality factors in transportation services that affects the efficiency of the service. Transportation of tourists by bus on koh Samui, Surat Thani	Thai tourists Foreign tourists	56 343
Part 4	Problems and Suggestions about Service Efficiency Tourist Transport of the bus In the District of Samui Surat Thani	Objective 4) To study the problems and obstacles in using the service. Transportation by bus of tourists in Amphoe Ko Samui Surat Thani	Thai tourists Foreign tourists	56 343

50,000 baht (29.58%) followed by the revenue was between 40,001 - 50,000 baht (24.56%). Most of the visits are the first visit (48.12%) followed by travel more than 3 times (32.58%). Part 2 is a presentation on quality factors in transportation services, including access to communication, security, and reliability.

Table 1
Quality Assessment Analysis of Bus Service on the koh Samui, Surat Thani

<i>Quality Factors in Transportation Services</i>	\bar{X}	<i>S.D</i>	<i>Satisfaction level</i>
Ability (X_1)	3.89	.73	high
Access (X_2)	3.88	.69	high
Communications (X_3)	3.61	.82	high
Reliability (X_4)	3.88	.70	high
Safety (X_5)	3.84	.73	high
Overall	3.82	.59	high

Table 1 summarizes that tourists are satisfied with the quality of their bus services case study Koh Samui, Surat Thani. The overall level is very high. And when considering each aspect, it was found that all aspects are at a very high level. The top three highest means were 3.89, 3.88, and 3.88. The results were entrepreneur, chauffeur, and those who are involved in the transport. It has complied with the According to the Land Transport Act, 1979. It is the law that governs and regulates road transport by car to provide an effective land transportation system, fast, economical, and safe. The law has been defined. Transportation operators, drivers, and people involved in transportation strictly adhered to it. However, the results of the research on the quality of transport services in terms of capacity, reliability and access showed pattern and process of transport services was at a high level of satisfaction. This is consistent with research by Jantaraket (2011) who studied of customer satisfaction on the quality of car service by Bus Company Limited at Saraburi Bus Terminal. The results of the research on the quality of passenger car service on the ability to touch, reliability, and the process of service personnel, facility, were at a moderate level of satisfaction.

Part 3 presents the efficiency of transport services in the view of the passengers such as the adequacy of service and the ease of use.

Table 2
Results of service performance analysis of transportation of buses case study in Koh Samui, Surat Thani

<i>Service performance level</i>	\bar{X}	<i>S.D</i>	<i>Satisfaction</i>
Sufficiency of service	3.89	.66	high
Convenience	3.88	.68	high
Overall	3.96	.61	high

From Table 2 it can be concluded that tourists are satisfied with their overall transportation efficiency at a high level. When considering each aspect, it was found that the satisfaction was high in every level. The highest mean of service satisfaction was 3.89. Results of Service Performance Research on Sufficiency of Service was very satisfied as a result of the operator in the transportation service following the strategic plan of the Department of Land Transport (2011-2015). Strategic Issues in the Development, Promotion and Supervision of Road Transport Systems are effective and support economic security. The strategy develops and controls standards of Road Transport Services to promote the use of public transport, meet the needs and quality of life, develop a bus route, and cover all areas, and link the road transport with other mass transit networks. However, the efficiency in providing transportation services tourists by bus case study Koh Samui, Surat Thani when compared with the transportation efficiency concept (Mr. 2007: 34-36) showed consistent transport development is aimed at improving the quality of transport. It has a standard and is most efficient. For the transportation to be considered efficient it must include speed, economy, safety, convenience, certainty and punctuality. The quality of service was at a high level of satisfaction.

Part 4 presents information on quality factors in transportation services that affects the efficiency of the service of transportation for tourists by on koh Samui, Surat Thani.

From Table 4 it can be concluded that quality of transportation services in terms of reliability, security, and accessibility can predict the efficiency of transportation services at the significance level .05. Quality of transportation services in terms of reliability, security, and accessibility can predict the efficiency of transportation services at the .05 level. The three variables

Table 4
The quality of each transportation service and the efficiency of transport service on koh Samui, Surat Thani using Stepwise Multiple Regression Analysis

<i>Forecast</i>	R	R ²	<i>Adjusted R²</i>	<i>b</i>	<i>S.E._{est}</i>	β	<i>t</i>	<i>Sig</i>
Reliability (X ₄)	.682	.465	.463	.321	.046	.366	7.003*	.000
Safety (X ₃)	.727	.529	.526	.290	.042	.347	6.913*	.000
Access (X ₂)	.734	.539	.536	.110	.036	.123	3.038*	.000

a = 1.098 S.E._{est} = .421

* significant level at .05

together predict the efficiency of service. The results of the study on quality of transportation services in terms of capacity and communication showed no statistically significant difference at the .05 level, so it was not possible to predict the efficiency of transportation services. However, it is not surprising that quality factors in competence and communication had no significant difference at .05 level. Therefore, it cannot be used to predict the efficiency of transportation services as can be explained as follows.

1. Quality of service in transportation and communication

The data were analyzed by using a questionnaire to evaluate the satisfaction of quality factors in transportation service by bus. 399 tourists from both Thai people and foreigners were asked to answer the questionnaires about the satisfaction of the quality of transportation services. The results of the analysis and communication factors in pricing of services is clear. It is the tourist's lowest satisfaction. Based on content analysis, it was found that the fare issue is expensive and unclear. This is an issue in quality of communication which is the problem that tourists agreed most about. The results from focus group found that the communication factor is also a major problem in the transportation of tourists, especially the transportation of foreign tourists. As a result, quality of communication is not sufficient to affect the efficiency of transportation services.

2. Quality of Service in transportation capacity

Based on a survey of problems and obstacles in using the service of transportation by bus of tourists on Koh

Samui, Surat Thani by using the questionnaire, the results of performance of bus transport service of 399 foreigners showed that there were 103 commentators on the issue of lack of service staff. There were 14 respondents with the highest score. The second highest score was about price in communication factors. Looking at the consistency of the content in questions in the questionnaire found a lack of staff in service. The content is consistent with Question 1.3. Employees are willing and love to serve such as talking, smiling, and friendly. This is a quality issue in terms of transportation service capabilities. As a result of this data, the quality factor of transportation service quality is not enough to affect the efficiency of transportation services. It can be concluded that quality factor and communication is an issue that should be addressed to satisfy the quality of transportation services for transport users. This will affect the efficiency of the travel service.

Part 5 presents the analysis of problems and obstacles in using the service of transportation by bus of tourists on Koh Samui, Surat Thani

From Table 5 shows that the first three problems and obstacles in using the service are the fare is expensive and unclear (42.72), staff give lack of service (13.59), and employees cannot communicate in English (8.74). The results of the research show that quality of communication in terms of price has the lowest average satisfaction level. From the survey of problems and obstacles by using the questionnaire in Part 4, which is a question about the problems and obstacles in the use of transportation services of tourists the following information can be gained. Price and fare notification is the problem that tourists suffer most according to the

Table 5
Results of barriers analysis of transportation by bus of tourists on Koh Samui, Surat Thani

<i>Issues</i>	<i>People</i>	<i>Percent</i>
1. Fares are expensive and unclear.	44	42.73
2. Taxis do not press the meter.	4	3.88
3. Employees cannot communicate in English.	9	8.74
4. There is no phone number for accessing the Internet.	2	1.94
5. Staff give lack of service.	14	13.59
6. The driver cannot advise tourist attractions.	1	0.97
7. The carriage service is confusing.	3	2.91
8. The driver drove fast, through red light, and does not respect the traffic rules.	7	6.80
9. There is lack of security in using the service.	1	0.97
10. There is no bus stop service available.	1	0.97
11. Traffic jams take a long time to travel.	7	6.80
12. Wait for the long service.	3	2.91
13. There is not enough transportation for the service.	3	2.91
14. Points for bus stop service not covered.	2	1.94
15. Pavement is not good.	2	1.94
Total	103	100

comments of tourists who responded to the survey. It can be concluded that the issue of communication should be addressed which is consistent with Suwanpimol (2004) study of the efficiency of transportation services in Phuket, Phang Nga, and Krabi. The results showed that both Thai and foreign tourist countries need to improve their transport systems in the same way. The top three are the products of the service, fare, and the property of waiting for passengers in order.

Part 6 presents data using the synthesis of data from objectives 1, 2, 3 and Objective 4 and results from the focus group to study the guidelines for improving the efficiency of tourism transportation services on Koh Samui, Surat Thani.

Based on the synthesis of data from Objective 1, it was found that the overall scores of quality Factors in transportation services were at the high level ($\bar{X} = 3.82, S.D = .59$). The highest average score is employees are willing and love to serve as can be seen from their talking, smiling, and friendly etc. ($\bar{X} = 3.95, S.D = .94$). In terms of service quality, serviceability and the issue with the least average mean is The service price is clear ($\bar{X} = 3.38, = 1.05$) which was found in the factor of quality of transport services in terms of communication. Based on the synthesis of data from objective 2, it was found that in terms of

service efficiency of transportation of buses, the overall score was ($\bar{X} = 3.96, S.D = .61$). When considering each case, it was found they were high in every level. The issue with the highest average is in the adequacy of service.

The number of vehicles was sufficient for service ($\bar{X} = 3.98, S.D = .79$). There were 2 issues of the lowest mean scores for are the through bus routes sufficient. This is in the efficiency of the service ($\bar{X} = 3.81, S.D = .87$). The point is to provide services covering a wide range and convenient to use and is in the efficiency of convenience ($\bar{X} = 3.81, S.D = .88$).

The synthesis of data from objective 3 shows that quality factor in transportation serviceability and communication is not enough quality to affect the efficiency of transportation services. This is an issue that should be addressed to satisfy the quality of transportation services, and occurs to transport users. This will affect the efficiency of transportation services.

The findings of the focus group of those who are involved in providing tourist transport services can be summarized as follows. The problems encountered in the view of the driver or operator of the transport service are:

1. Problem of communication with foreign customers. The driver cannot speak English. It

causes misunderstandings, and communication mismatch.

2. Problem of route or destination of tourists because tourists have no expertise in the route. Incorrect communication causes erroneous misunderstandings, resulting in the driver sending a passenger to the wrong destination.
3. Traffic problems during rush hour, such as morning and after work. Delays mean it takes a long time to complete the transportation.

The results of the study in the development of efficiency by synthesizing information from the objectives, and the results of a survey on quality factors in transportation services, and the efficiency factor in the transportation services are mentioned above. It found that communication problem is an important issue that needs to be addressed first. The quality of communication is the lowest scores. The issues in the quality of communication and focus group are most important in the view of passengers and transport service staff. The point of communication can be concluded that communication is an important issue and should be accelerated by adjusting the communication, and understanding the meaning which does not match, as it will cause misunderstandings such as price, route, or service of the operator or driver. From the focus group, those who are involved in the transportation of tourists on Koh Samui, Surat Thani and the researchers proposed to solve the problem by creating a dialogue guide in English. The content is about travel route, top tourist destinations, greetings dialog, foreign service, telling and agreeing fares. Therefore, drivers, operators, or participants in the transportation service will utilize it to improve the efficiency of the travel service on Koh Samui, Surat Thani

V. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion and Recommendation

Tourists are satisfied with the quality of their service on Koh Samui, Surat Thani which overall is at a high level. When considering each aspect, it was found all aspects are at high level and the highest three are ability,

accessibility, and reliability. The efficiency of bus transportation on Koh Samui, Surat Thani aspect found that the tourists were overall satisfied at the high level. When considering each aspect, it was found to be at a high level as well and the highest average of the services. The effects on the efficiency of the transport service tourists found the factors of reliability, safety, and accessibility can predict the Safety and accessibility can predict the efficiency of transport service at the statistical level of .05.

In education, problems, and obstacles in using the service, transportation of the car can be concluded as the top three problems. First the fare problem is expensive. Second, the problem is the lack of staff in the service. The problem is that the staff cannot communicate in English. Studying the direction of efficiency improvement by synthesizing information from the objectives, research findings on quality factors in transportation services and the efficiency factors in transportation services are mentioned above. The issue of communication is a critical issue that should be addressed urgently. It is the issue that affects the satisfaction of tourists using the transport service. Study in the direction of efficiency improvement by synthesizing information from the objectives. From the summary of the above study, we have proposed ways to improve the efficiency of transportation services by providing a handbook in English. The content is about travel route, popular attractions on Koh Samui, greetings dialog, services, telling and agreeing fares. The driver, bus driver, operator, or participant in the transportation service will be utilized to serve tourists in Koh Samui, Surat Thani.

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