

**THE FACTORS THAT INFLUENCE CUSTOMERS TO MAKE
DECISION ON USING TOUR BUS SERVICES FOR MUNGKUNG
TOUR**



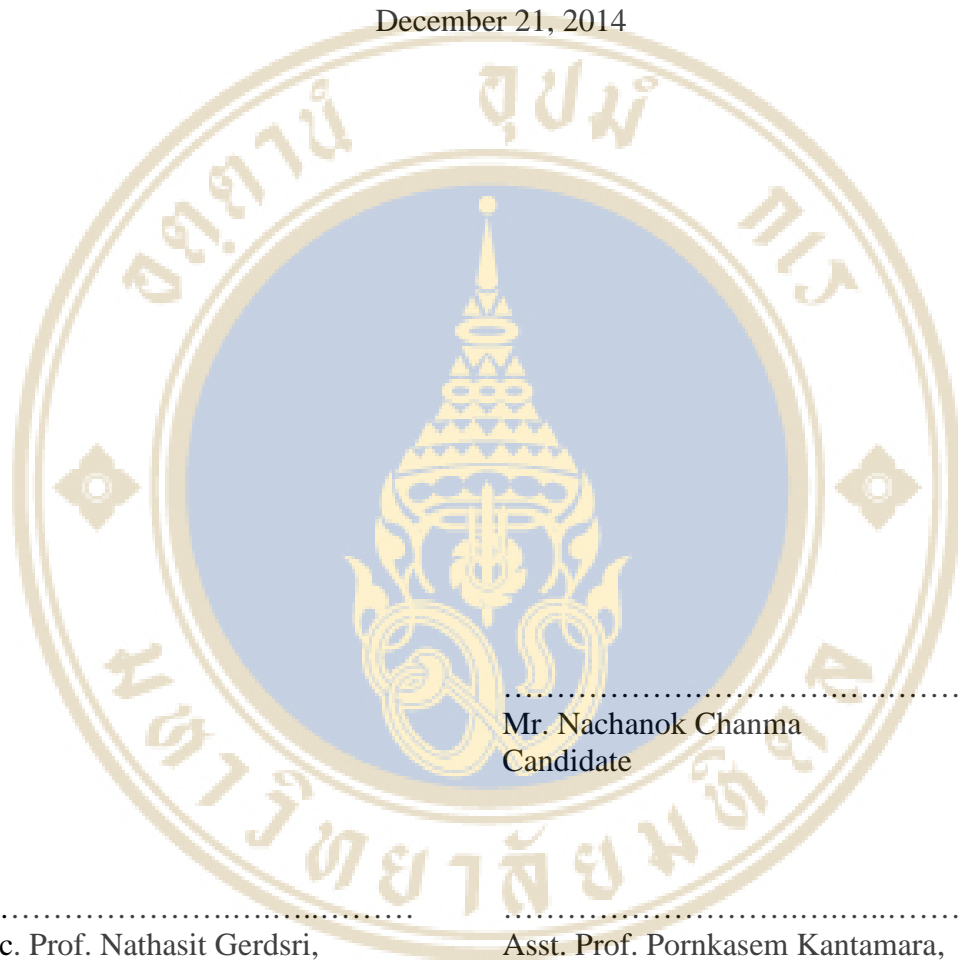
**A THEMATIC PAPER SUBMITTED IN PARTIAL
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entitled
**THE FACTORS THAT INFLUENCE CUSTOMERS TO MAKE
DECISION ON USING TOUR BUS SERVICES FOR MUNGKUNG
TOUR**

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THE FACTORS THAT INFLUENCE CUSTOMERS TO MAKE DECISION ON USING TOUR BUS SERVICES FOR MUNKGUNG TOUR

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ABSTRACT

Tourist bus is one mean of transportation that offers as one of the cheapest and affordable ways for passengers to travel, in both long and short distance, in a big group. This paper will discuss about a type of a common transportation business which is a tour bus based in the southern part of Thailand. The paper has taken the samples of customers from Rich and best travel co.,ltd and this company is also known as Mungkung tour. As time passes and more competition have appeared, also customers have more knowledge and experience on the products. There are many factors that can influence the customer's decision on choosing to use the bus service. This paper was aim to identify the factors that customers are concern about and did the factor analysis. The result of this research has shown which factors would be the factor that customer are concerning the most before making decision, to use the service.

KEYWORDS: Tour bus / Influence factor / Mungkung tour

34 Pages

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Nachanok Channa

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CHAPTER I

INTRODUCTION

1.1Background

As we know that everyone have to travel around, transportation is very important to all of us. There are many types of transportation but one type of transportation that tourist always choose to use. That is the tourist bus or double decker bus. A bus is one type of transportation that can carry many passengers at one time. The passengers on the bus are a group of travelers, travelling together at one time. They are convenient and easy to access. (A.Gagendran, 2012)

The bus rental business has just started to get competitive around ten years ago. There is still more demand in the market that allows the new company to enter. Starting with one bus, some continues to invest more and more to expand but some stays still. The customers have more and more demand on choices when the new firms enter the industry and have raise the competitiveness in the market as well. The buses meant in this case are a double Decker with 8 wheels or tourist buses that do not have any specific routes or numbers. The government has set up a specific type of plate for these buses, which is yellow in background and the number start with 30. The bus can travel everywhere around Thailand depending where the customers plan to go.

There are also many groups of customers who are willing to use the bus service and they may have the different purpose on using the bus. Some may use for business trip, some may use for going ceremonies and some may use it for holiday. As we can see that the bus can serve many groups of customers, we can know that the demand is increasing and according to the statistic from the ministry of transportation, there are more tourist bus registering every year (Statistic group of department of transport, 2013).

There are many firms competing in the double-decker bus rental business. Some firm has many buses but some has only one. Ten years ago, the customers were not very picky and demanding because the buses were not so differentiated and the knowledge of customers about the busses is still inefficient. As time passed by, there

are more varieties of choices that allow the customers to choose because each company has their own uniqueness which can be the brand of the bus, the interior or the outside appearance. The customers also know more and more about the bus, some are real knowledge but some is just a trend. Since the customers have more knowledge, the company that has better buses will have more chances to be their choices. The firms start to compete toughly against each other by adding more value to their buses through modification. The buses in the market then become very different and fill up with a lot of options.

In this research, the author is going to look at one of the bus companies that are operating in the southern part of Thailand. This company is registered as Rich and Best travel co.,ltd and they are called Mungkung. This company was registered on 8 February 2003 and continues running the business until today (Mungkung, 2010). This company serves double decker bus service to customers. They do not have specific route, they are will be running according to the customer's program. The bus are all made from imported chassis and filled with full facilities. There are many types of groups of customers who are using the service in this company. Currently there are 3 branches in the south.

In this case, this paper will be focus on finding out what are the main factors that really influence the customers to make decision on renting the tourist bus.

1.2 Problem statement

Since there are more buses registering every year and this is from existing company and new company, customers are having more choices. Many companies are trying to attract customers in different ways. Also there are many way of advertising and the power of word of mouth have spread the news and knowledge widely. This creates more completion in this market. Customers gain more knowledge from using the services and get to hear from other sources which have made them to be pickier. This research will fine the factor that customers are looking at in term of making decision to choose to use the service.

1.3 Research Question

To find out what is the main factor that customers choose to use the bus service from Mungkung

1.4 Research Objective

The aim of this paper is to find out what is the perception of customers that are using bus service from Mungkung. The information will be collect from the customers and see what factors of the bus service that they are using are important to them.

1.5 Research Scope

Content scope

The research will be studying on the factor that affect customers on make decision on renting and using the bus service from Mungkung

Population scope

Current customers who are using the bus services form Mungkung

Timing scope

September to December 2014

1.6 Expected benefit

This study will show the information of the perception from those customers who are using the bus services from Mungkung. The information from this study might be able to help those who are interested on doing the bus renting business or for those who are already doing the business, to help improving on the right spot where the customers really concerning about. In conclusion of this study will show the factors that affect customer's decision on selecting to choose the service from Mungkung.

CHAPTER II

LITERATURE REVIEW

Definition of tourist bus

The buses may look similar in term of shape, body and decoration. The tourist bus in this case are double decker tourist bus that are build according to the standard number 44n which were set by Thai government. On this standard the bus would have to be double deck with build in air-condition system. The bus must have comfortable seat with area of providing food and toilet. There must also be full audio system(Nakornsawan Transportation office, 2010).

2.1 Pass research on customer satisfaction on bus transportation

From the past research there is one paper where they were researching on measuring customers' satisfaction on bus transportation. On that paper the author have adapted and came up with factors that would measure customers' satisfaction and on the factors that would measure customer's satisfaction are service given, access, availability, time and environment. These were the five dimension framework that the previous research has set up and did the qualitative research on it. On the diagram below is showing how they have derived it (Rabiul Islam, Mohammed S. Chowdhury, Mohammed Sumann Sarker and Salauddin Ahmed, 2014).

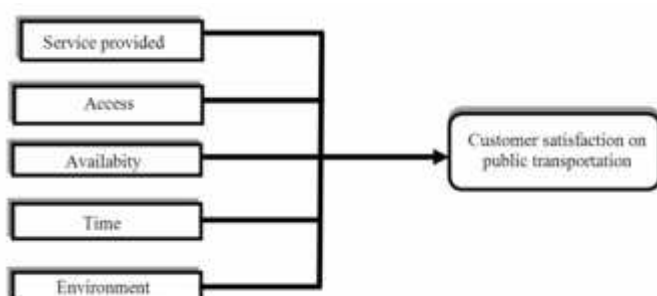
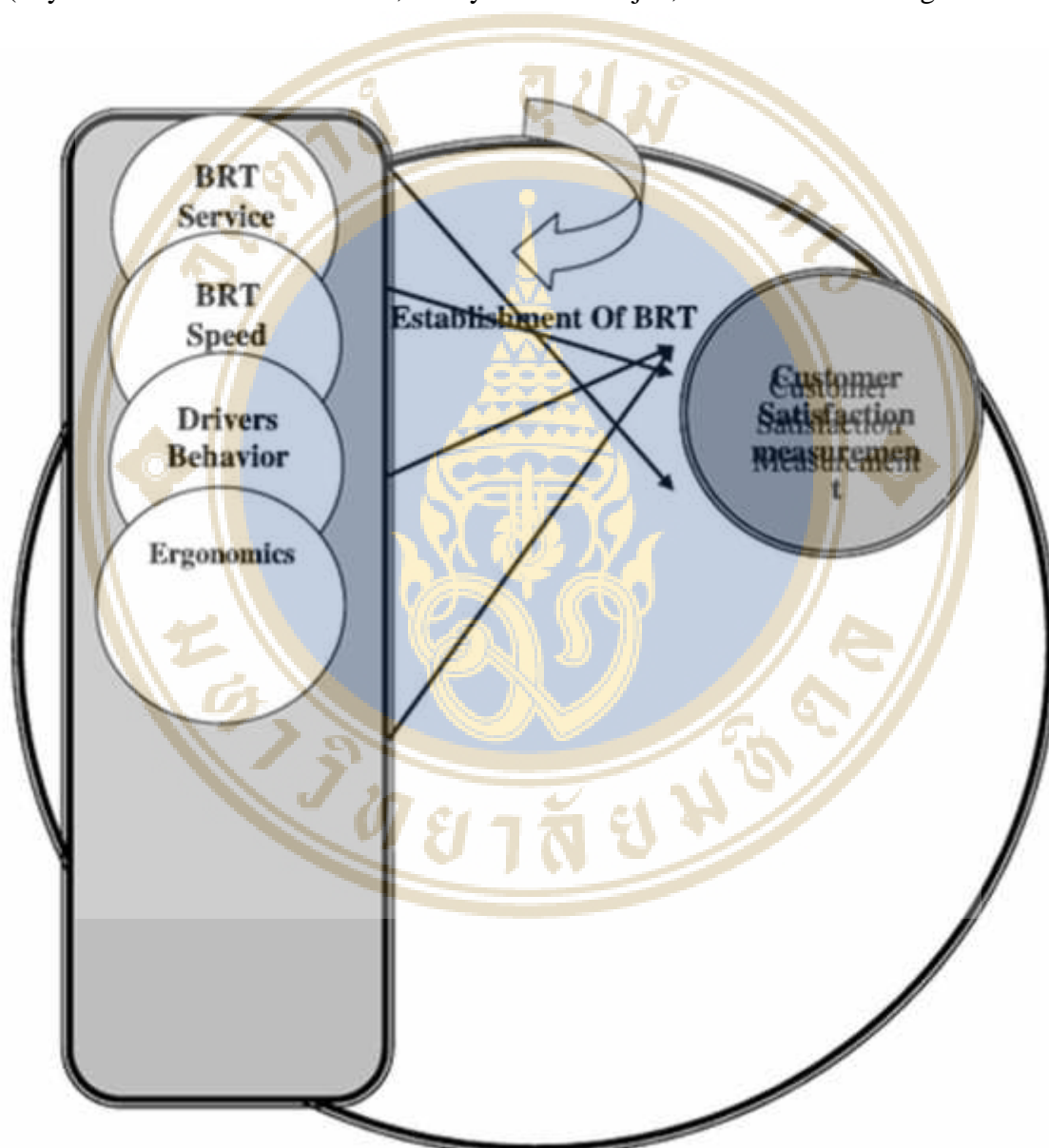


Figure 2.1 Customer satisfactions on public transport

Bus satisfaction

On another research conducted by a group of researcher in Iran mention that, the measurement has to be done on both product and services. Diver and the bus are both factors that would be involve in providing customers satisfaction. They took the study on bus rapid transit (BRT) and set up the framework and derive it to customer's satisfaction, they got the result from the questionnaire with 15 questions (Seyed Mohammad Mahmoudi, Fereyduun verdinejad, Gholamreza Jandaghi and Ali



Mughari, 2010).

Figure 2.2 Customer satisfaction measurements

2.2 Bus

Chassis

According to a research on bus chassis, to gain safety for passenger and other road uses the chassis will have to be made to match the standard of double decker bus the has top and bottom deck, this is to be matching the standard number 4 of bus. The bus would have 2 separate floors and to be connected with the stairs, the study has shown that how important of the structure of bus chassis is related to the safety of passengers and other road uses. Local builder are using their own experience to build the chassis and this is the area where double decker buses could be more standardize and follow the right standard of building (Rojana I. & Kerdniyom S., 2008).

A good bus should have the good chassis and meet the requirement of stiffness and applying forces when the buses are moving. This is also related to gravitational force where when the bus are running, it would bot roll over. This is to improve the safety condition for both driver and passenger (Croccolo D., De Agostinis M., Vincenzi N., 2011).

Body

Bus body is another important factor of safety. Most buses are made by building up the body over the chassis. This is to construct the frame and keep joining the metal up to the roof. Body is one significant component of buses where they should be built to the right standard and should be design properly to help protecting passenger's life. According to the research of rolling over safety has shown the statistic that more than 50 percent of bus accident occurred and they roll over so it is important that the body is build and tested to the regulation (Nurhai I., Zain R., Miharadi H., 2011).

Buses can help reduce air pollution and road congestion when people would shift from using own vehicle and coming to use the bus service where they can travel in group. Different type of bus can serve different group of customers and according to the research of urban bus policy to reduce pollution and congestion, they mention that more variety of service would help attracting passenger to shift from private car into using bus service (Sanjay Kumar Singh, 2004).

Safety

Many times when there was a bus accident in Thailand, there was more lost than expected. One of the reason is that passenger don't really know what to do. When it comes to bus accident, one of main issue is trying to get out of the bus as fast as possible. An article from Dailynews has mention that 3 important devices that can help people survive from the bus accident are Hammer, fire extinguishers and emergency exit. The hammer is specially design for breaking the glass so it is one of the best object in the bus that passenger and use to hit the glass window and make their way out of the bus. Fire extinguishers are always there but sometimes people do not know that they have to put out the safety tag first and then press. Fire extinguisher can stop fire and help passenger make their way out. The emergency exit is usually located on the right side toward the back on both top and bottom deck of the bus and the size are more than 120x40 cm so when accident occurs passengers can choose to exit from there (Dailynews, 2013).

Seat is one of the important components of buses. Customers would choose the bus with good seats that would match to their desire. Since the business for buses are growing, manufacturer of bus's seat are trying to develop their seat to match the demand. There is also high competition between manufacturers of bus seat in Thailand. The main factor that they are trying to develop is according to what customers in term of design. They will produce to the high quality in term of selecting material and installing the seats. All of this will surely be up to the standard and provide the most comfortable and safety to customers. From the bus and truck article on the tile of bus's seat business, Mr. Kietisak Phuakaranun who is the manager of Dumrongsilp seat part center co.,ltd has mention that the most important thing for his products are the quality and it have to match the customers demand (Bus & truck, 2010).

The seat have to be equipped with seat belts in all seats, this is according to the research on bus safety. The belt would have to be up to the manufacturing standard .However on the rules and regulation for Thai bus, there are still some exception for some type of bus that do not need to have seat belt. The exception is for bus that has standing space or city bus for example (Pomlakthong N., 2012).

2.3 Customers

Customers came with expectation and for sure there are many factors that service provider can make and this would lead to satisfy the customers. One of the research on service behavior mention that the service provider have to understand what customers want and then they can divide it into many concepts. The concepts are conversation, respect, genuineness, attitude and demeanor. These concepts are derived from the customer's survey on their behavior and derived into three groups which are concern, civility and congeniality. (Kathryn Frazer Winsted, 2000) From this research it would allow the service provider to know which are important and so that they can improve customers satisfaction.

Employees are the one who interact with customers. A research was conducted and proven that employee satisfaction would lead to influence the customers to have higher customer's satisfaction. The relationship between customers and employee are one of the significant issues that can lead to satisfaction level in both group. The Research also mentions that when the customers are satisfied with the service, the employee will become happier (Hoseong Jeon Choi, 2012).

Color and pattern is the object that catches attention from customers. Customers can memorize and recognize products from color and it is important that customers know which brand is which. According from the research that was done in Chengdu, a city in china, thy have discovered that there were 4 factors of color which are attitude to colour, colour of packaging, colour of the main products and colour of ambience can affect customers choice of choosing the products. Color have quite a strong relationship interm of purchasing if the customers have a desire on a certain product but that product do not have the colour that they want so they may ended up choosing product from other places but the colour that they want (Gong R., nd.).

Brand is one source of identification to a product. Brand royalty has been always one issue on customers selecting the products. However there are many more ways to measure how brand are related to customers choosing a product. A research was conducted on brand trust and brand affects from customer. The result was given that there are positive relationships between brand trust and brand affects to

customers. The customers do not depend just on the brand but there are other factors that can influence customers' attitude (Fatih Geti & Hayrettin Zengin, 2013).

Customers are becoming different from the past. This is when they are choosing products and how they are selecting goods. Before there are less choice and customers have less knowledge on differentiation. Now days there are many factors which change from the past and have create the new market for customers. The competition between sellers and producers are more. There are more choices for the products and the market become different. Now that the surrounding is different, this creates the choice for customers. Customers then can choose and the will have to think before choosing a lot more than the old days, where there were less competition (Cohen M., 2006).



CHAPTER III

METHIDODOLOGY

The data gathering of this research is done in the form of questionnaire. This means that the methodology of this research is quantitative method. The study of this research aim to find out the factors that customers are concerning for making decision on double decker bus. The quantitative method would be able to analyze the collected data which were collected from the respondent who are the customers from tour bus company, Mungkung. . The questionnaire is divided in to two main parts which are the demographic and general question in the first part and on the second part will be the 12 factors. The questionnaire has 12 variables basing on the framework. The variables are focusing on the factor that can be important to customers. There are scales to show the level of importance. In the end this survey would be able to show the factors that customers are concerning when they are going to make decision on choosing to rent the double decker bus service.

3.1 Research scope

Content scope

This research will be looking at the factors that customers of tour bus are concerning and affecting their decision making o choosing to rent to bus service. The objective would be to see the factors that stand out from the customer perception.

Population scope

This research will be focusing on random current customers who are using the bus service form Mungkung. The population size will be 150 respondents.

3.2 Sample size and sampling

The sample size are taken to the formula of Yamane sample size which the formula is

$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

Where n is the sample size and N is the population size

In this case the confident level is equal to 90 percent. For each year the number customers who are using the bus service are around 2,000 people. Looking at the table below would be 95 respondents.

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

Figure 3.1 Size of population

Source: Suranari University of technology (nd.)

According to another research on statistics tic and research suggested that there should be at least 150 respondents if there are few factors to be the component. Therefore the number of sample size for this research would be 150 respondents (jaroontum A., nd.).

3.3 Instrument

The study of this research is to find out the factors that lead customers to make decision on renting the bus services form Munkung. The questionnaires are divided into two parts which are general and demographic question and the second part is the specific question.

3.4 Data collection

This study is done in quantitative method by giving out the questionnaire to the existing customers. The customers are those who are already using the bus service. The questionnaire paper will be passing out to 150 customers in term of paper base and after they have finished filling the questionnaire, the papers are collected back to the author.

3.5 Analysis tool and method

The collected data from the result of questionnaire are put into SPSS program using factor analysis method. The method would help analyze and show the significant variables. This would show which factor would affect the customers in term of making decision on renting the double decker bus service from Mungkung.

CHAPTER IV

RESEARCH FINDING

This chapter will provide and determine the result of the research. According to research methodology in chapter III, this research collected the customer information from questionnaire survey. The data were from 150 respondents. This part will show the result that related to research objective. To understand more easily, the result will explain and amplified below. There are 4 main points as the following;

1. Data analysis
2. Frequencies
3. Cross Tab
4. Factor Analysis

4.1 Data analysis

The data analysis started by screening all of the data, from respondents. All of questionnaire surveys are clear answer. Therefore, the available data were from 150 respondents. Then, took all of data from 150 respondents into SPSS program. Frequencies strategic used for see the trend of general information about customer; Age, Gender, Income, Education, Status, Occupation and How often that they use Bus. After that, this research continued to do the crosstab between Gender VS How often that they use Bus, Age VS How often that the use Bus. The aim is to see the trend that age and gender are affect to the use of Bus or not. Lastly, this research designed to do the factor analysis and extraction method, to define the factor that affect customer behavior on Bus.

Frequencies

This statistic is to see the number of customer in term of age, gender, income, education, status, occupation and the often that they use bus in 1 year.

Gender

The result shows, the number of male was equal to 55 people or 37% and the number of female was 95 people or 63%, which means the highest customer gender is female.

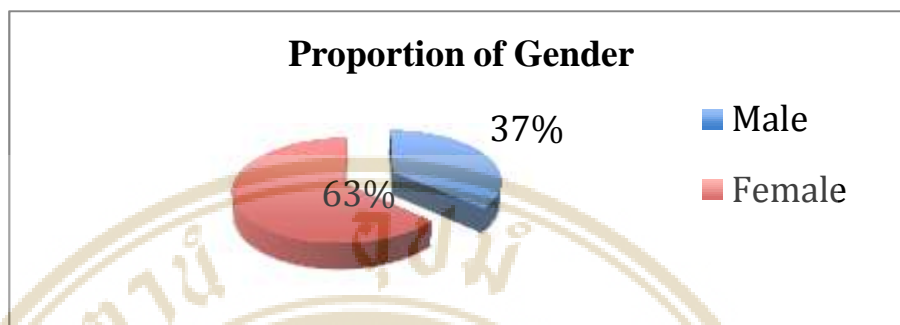


Figure 4.1 proportion of gender

Age

The result shows, the highest number of customer was the age range between 21 to 30 years old had 44 people or 29.3%. Ranking second was the age range between 41 to 50 years old had 42 people or 28%. Next ranking was the age range between 31 to 40 had 24 people or 16%, the age range between 51 to 60 had 18 people or 12%, and the age less than 20 years old had 15 people or 10%, respectively. The latest ranking was a customer more than 60 years old had 7 people or 4.7%.

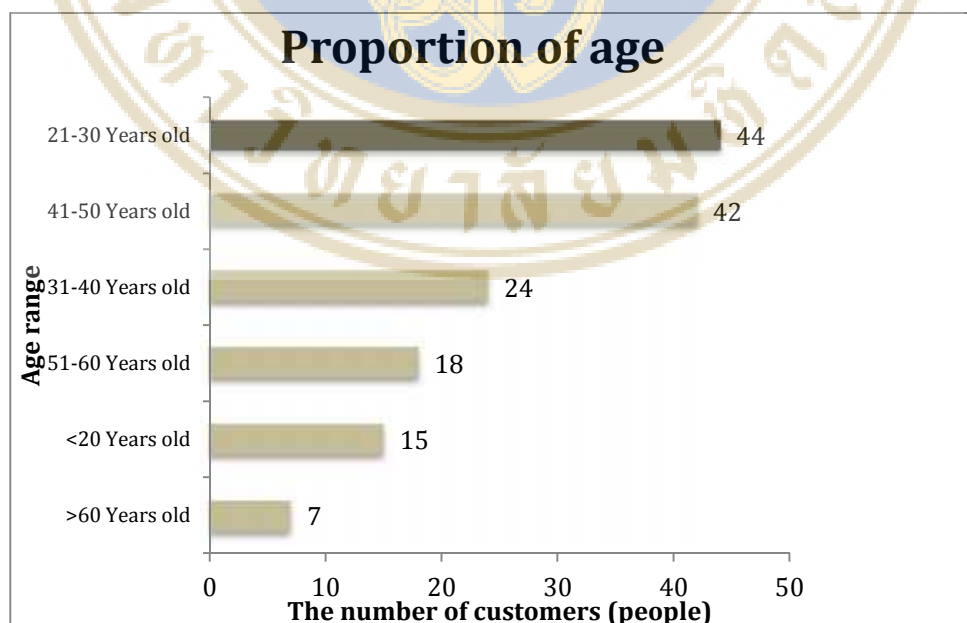


Figure 4.2 proportion of age

Status

The result shows, the most status of customer was married, which had 77 people or 51%. The second rank was single had 61 people or 41%. And the last rank was divorce, which had 12 people or 8%.

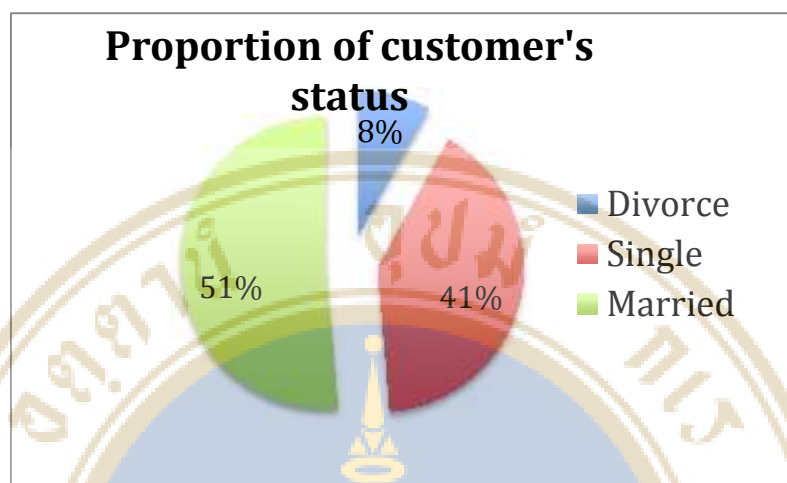


Figure 4.3 Proportion of customer's status

Education

The result of education shows, the highest number of customer was bachelor degree, which had 90 people or 60%. Ranking second was secondary level, which had 29 people or 19.3%. Next rank was master degree, Ph.D and primary school, which had 26 people or 17.3%, 4 people or 2.7% and 1 people or 0.7%, respectively.

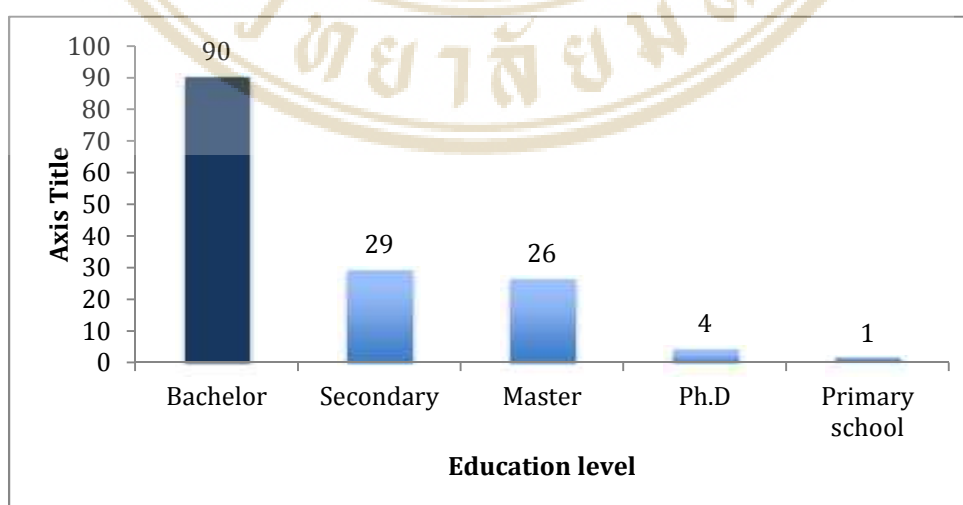


Figure 4.4 Education level

Occupation

The result of occupation shows, the highest number of customer was office employee, which had 58 people or 38.7%. Next, government officer had 31 people or 20.7%, Business owner had 25 people or 16.7%, student had 22 people or 14.7%, others occupation had 10 people or 6.7% (5 people freelance, 4 people were retirement, and 1 people was guide) and the last rank was labor, which had 4 people or 2.7%.

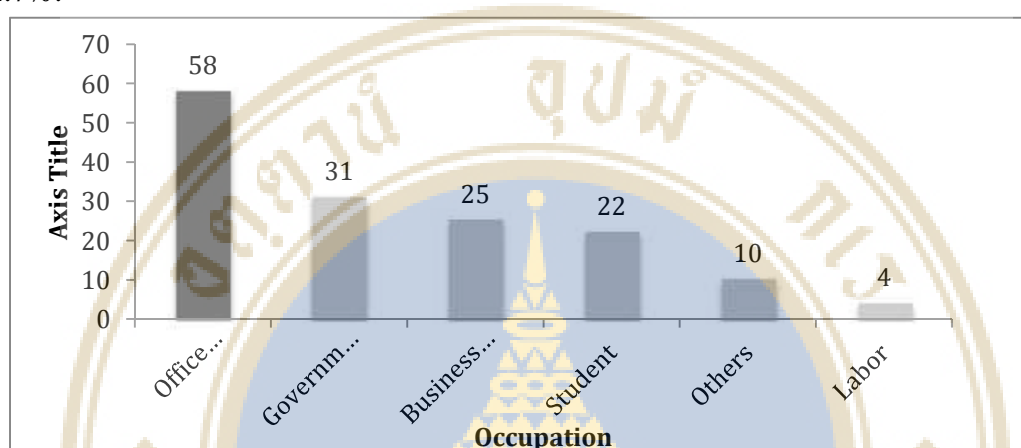


Figure 4.5 Occupation

Income

The result of income shows, the highest income was 20,000 – 25,000 THB, which had 65 people or 43.4%. Next, income 15,000 – 20,000, 25,000 – 30,000, 10,000 – 15,000, more than 30,000 and less than 10,000, which had 28 people or 18.7%, 21 people or 14%, 17 people or 11.3% and 1 people 0.7%, respectively.

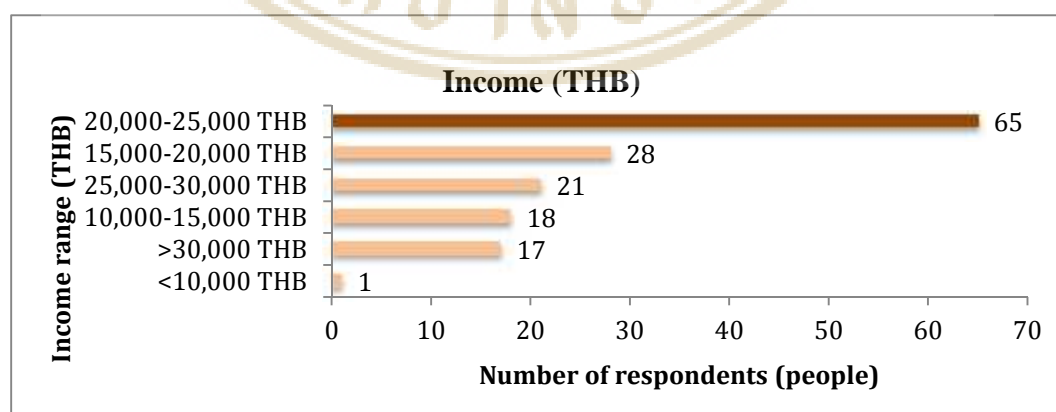


Figure 4.6 Income

Frequencies of using bus

The result of customer using bus in one year shows, the highest number of customer was using bus once a year, which had 66 people or 44%. Second ranking was using bus once every 6 months had 55 people or 36.7%. Then, using bus once a month had 22 people or 14.7%, using bus once a week had 4 people or 2.7%. The last ranking was others had 3 people or 2%, which are 2 people using twice a year, and 1 person using five times a year.

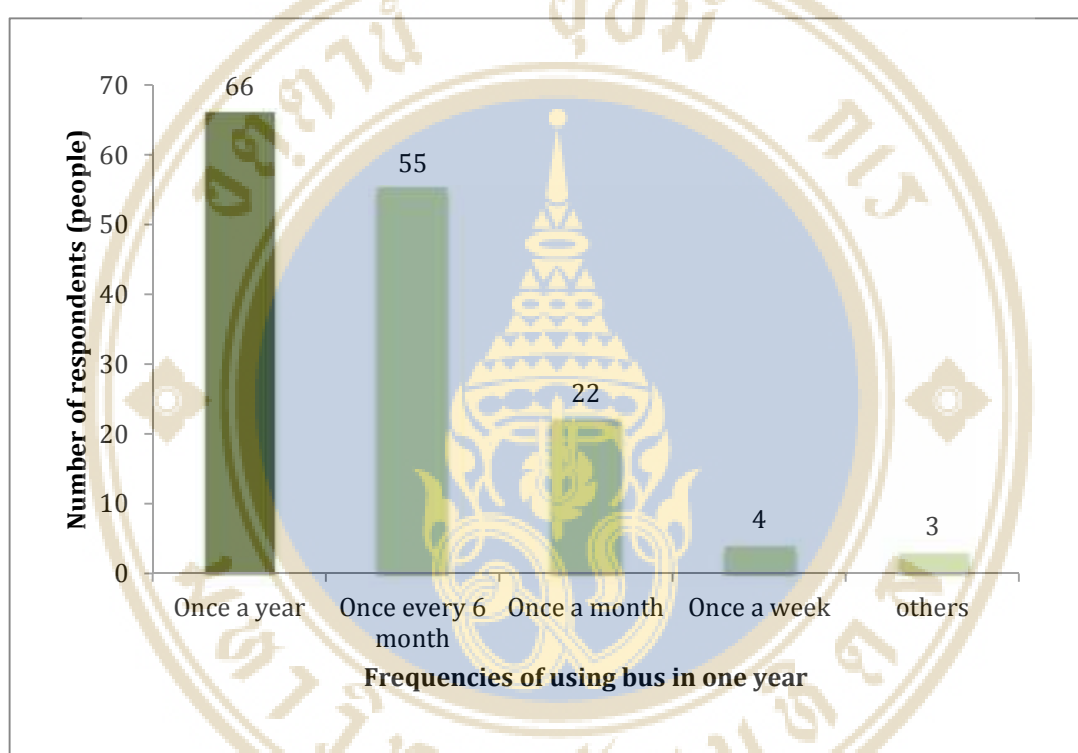


Figure 4.7 Frequency of using bus in one year

4.2 Cross Tabulation

This research also designed to use cross tabulation statistic tool. Cross tabulation is most the useful one of analytic tool. This tool uses for define the two variable that are related or not. And consider a segmentation variable that suitable for hypothesis of the research. This research considered the variable by using Chi-square statistic value, which is the value that use for test the statistical significant of cross

tabulation method (Cross Tabulation Analysis, 2011). The result of chi-square value will show that two variables are related or not and also it suitable to be a segmentation variable or not. If, chi-square value is less than 0.05 or 5% means the 2 variables are related or statistically significant, which means the variable that we consider should be use as a segmentation variable. Moreover, we can say as the two variables have a low chance to be independent. But if chi-square value is higher that 0.05 or more than 5%, means two variables are not related or have a high chance to be independent.

This research considered gender and age with How often do customers use a bus. The aim is to define that gender and age is a potential segmentation variable for the research or not.

Gender Vs How often do customers use a bus

The cross tabulation table between gender and how often customer use a bus shows as table 4.1 and chi-square value do shows as table 4.2. The result of chi-square value was equal to 0.029, which was smaller than 0.05. It means gender and how often do customer use a bus have a low chance to be independent. Therefore, we should certainly consider including gender as a segmentation variable.

Table 4.1 Cross tabulation table of Gender Vs how often do customer use a bus

		HowOftenDoCustomerUseABus					Total
		Once a week	Once a month	Once every 6 month	Once a year	others	
Gender	Male	3	13	20	19	0	55
	Female	1	9	35	47	3	95
Total		4	22	55	66	3	150

Table 4.2 Chi-square tests of Gender Vs how often do customer use a bus**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.798 ^a	4	.029
Likelihood Ratio	11.547	4	.021
Linear-by-Linear Association	9.732	1	.002
N of Valid Cases	150		

Age Vs How often do customers use a bus

The cross tabulation table between age and how often do customers use a bus shows as table 4.3 and chi-square value shows as table 4.4. The result of chi-square value was equal to 0.563, which was higher than 0.05. It means age and how often do customer use a bus have a high chance to be independent. Therefore, we should not consider age as a segmentation variable.

Table 4.3 Cross tabulation table of Age Vs how often do customer use a bus

	HowOftenDoCustomerUseABus					Total
	Once a week	Once a month	Once every 6 month	Once a year	others	
Age <20 Years old	1	3	5	6	0	15
21-30 Years old	3	7	16	17	1	44
31-40 Years old	0	6	9	9	0	24
41-50 Years old	0	3	17	21	1	42
51-60 Years old	0	2	6	10	0	18
>60 Years old	0	1	2	3	1	7
Total	4	22	55	66	3	150

Table 4.4 Chi-square tests of Gender Vs how often do customer use a bus

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.363 ^a	20	.563
Likelihood Ratio	17.760	20	.603
Linear-by-Linear Association	5.623	1	.018
N of Valid Cases	150		

4.3 Factor analysis

Finally, this research analyzed the factors by factor analysis. This research considered the factor analysis method by KMO or Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's test for check that this method is appropriate to be analytic tool or not. This KMO value explains the good of a data. If value is less than 0.5 is not good, value between 0.5 to 0.7 are called mediocre, value between 0.7 to 0.8 are good, the value at 0.9 is very good and the value above 0.9 is called superb. Moreover, the significant value of Bartlett's Test of Sphericity should lower than 0.05. The Bartlett's test will highly significant if the number is less than 0.05. If not, reject this hypothesis (Andy P. Field, nd.).

The table 4.5 shows the KMO and Bartlett's Test value of 12 variables. The KMO value equals to 0.619, which is higher than 0.05 means the value is mediocre. The significant value of Bartlett's test of Sphericity equals to 0.000, which is less than 0.05. Therefore, factor analysis method is a good tool for the hypothesis.

Table 4.5 The value of KMO and Bartlett's Test of 12 variables

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.619
Bartlett's Test of Sphericity	Approx. Chi-Square	495.219
	df	66
	Sig.	.000

Descriptive Statistics

The value of descriptive statistics method shows as table 4.6. This table shows the ranking of variables rate by mean value. Top five ranks are Safety equipment, clean cold air, provide wide of leg space, a driver shouldn't break a rule and the bus should provide no multifunction. Safety equipment variables had a highest value of mean. Therefore, the variables that most important customer is they want a bus that provides safety equipment.

Table 4.6 The descriptive statistics result of 12 variables

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
Safety equipment	4.9000	.30101	150
Clean Cold air	4.8933	.30972	150
Leg space	4.8933	.33068	150
Driver Break rules	4.8867	.31806	150
No Malfunction	4.8467	.37963	150
No Dirty Toilet	4.7733	.52002	150
Well-known brand	4.7400	.52367	150
Polite driver	4.5267	.68244	150
Formal dress driver	4.4733	.65227	150
Good sound Audio	4.4267	.76278	150
Colorful bus	3.9933	.92320	150
Light Decoration	3.7867	1.02051	150

Total variance explained

The initial result of the factor analysis shows as table 4.7. The percentage of cumulative value of 12 variables equals to 54.457%, which means not so good. The percentage value of cumulative should be higher than 60-70%. Then, we should cut some variables out of the analysis.

Table 4.7 the total variance table of initial result**Total Variance Explained**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.994	24.950	24.950	2.291	19.093	19.093
2	2.171	18.093	43.042	2.157	17.975	37.068
3	1.370	11.414	54.457	2.087	17.388	54.457
4	.993	8.272	62.728			
5	.827	6.888	69.617			
6	.805	6.708	76.325			
7	.659	5.491	81.815			
8	.636	5.304	87.119			
9	.587	4.894	92.013			
10	.508	4.231	96.244			
11	.309	2.573	98.817			
12	.142	1.183	100.000			

After continued the factor analysis method by cut some factors out. The final result shows as table 4.8. The final factor becomes 7 variables. The percentage of cumulative value of 7 variables equals to 74.221. The first group had percentage of variance equals to 34.3%. The second group had percentage of variance equals to 24.5% and the last group had percentage of variance equals to 15.5%.

Table 4.8 The total variance table of final result**Total Variance Explained**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.404	34.345	34.345	1.766	25.221	25.221
2	1.712	24.452	58.798	1.739	24.839	50.060
3	1.084	15.491	74.288	1.696	24.228	74.288
4	.762	10.883	85.171			
5	.544	7.771	92.942			
6	.320	4.573	97.515			
7	.174	2.485	100.000			

Scree plot

The result of scree plot shows the figure below. Figure 4.8 shows the result of initial scree plot, which is consists of 12 factors. Figure 4.9 shows the result of final scree plot, which is consists of 7 factors.

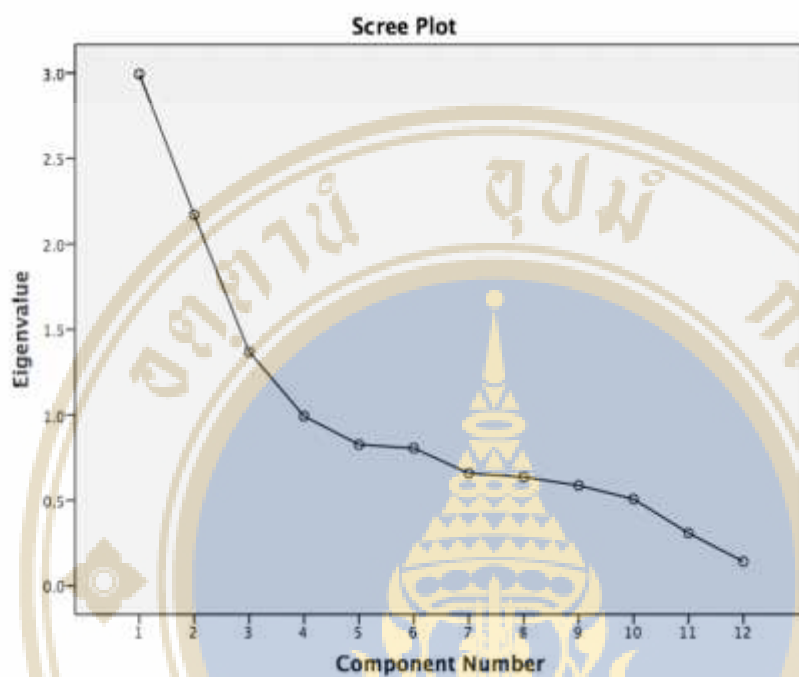


Figure 4.8 Scree plot of initial result

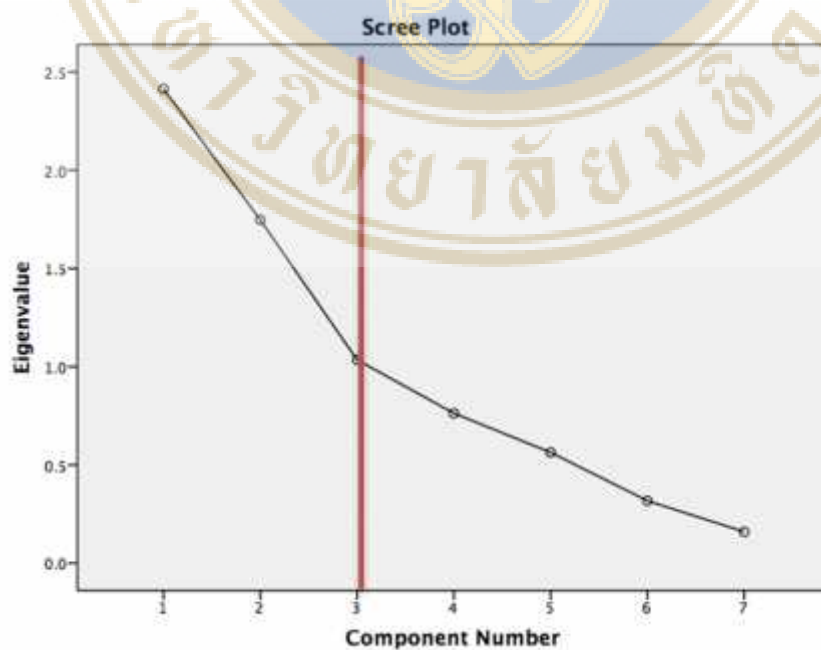


Figure 4.9 Scree plot of final result

Factor component

The result of factor analysis shows the result of rotated component matrix as table 4.9 and the factor that most factor that motivate customers are 3 group of factors, which are professional driver, bus decoration and quality bus, show as table 4.10.

Table 4.9 Rotated component matrix

Rotated Component Matrix^a			
	Component		
	1	2	3
Formal dress Driver	.926		
Polite driver	.918		
Colorful bus		.918	
Light Decoration		.896	
No Malfunction			.797
Clean Cold air			.788
Safety equipment			.635

Table 4.10 Factor, variables and percentage of variance

Group of factor	Variables	% of variance
Professional Driver	Formal dress driver and polite driver	34.30%
Bus decoration	Colorful bus and light decoration	24.40%
Quality bus	No Malfunction, clean and cold air , and safety equipment	15.50%

CHAPTER V

DISCUSSION AND RECOMMENDATION

5.1 Discussion

The factor analysis of factors that customer concern on making decision to use tourist bus service are divided into 3 groups which are the driver, bus decoration and the bus itself.

First group is driver group consists of the way that drivers are dressing and polite driver. Drivers are the one who control the bus and give service to customers. Life of customers are in their hand, therefore they have to be a good person and the one who give good service to customers. The way they dress would lead to the impression that the customer would look at them. When they dress formally, they can look more politely.

The second group is bus decoration group consists of colorful decoration and light decoration. Decoration is a part that adds more value to the product or makes the bus to be different from the other company. Some way of decoration may set the product to be unique and make it as the identification that the bus from this company would have to look this way or decorate this way.

The last group is bus consists of malfunction, clean and cold, and safety equipment. As customer travel in tourist bus, they would want to get to the destination on time and get through the trip with joy. They would want to have comfortability and at the same time with safety. When all these come together, it will make a good journey.

The data analysis has shown the result and rating of factor that customers are concern on the making decision on using the bus service from Mungkung tour. The top five factors that customers have selected are safety equipment, clean and cold air condition, seat and leg space, driver that do not break rules and now malfunction between the trips. This is taken from the mean score.

Safety equipment appears to be to top factor that customers are concern about. In this case its means that customers want all buses to be equipped with safety equipment, so when accident occurs they can pick up the equipment and help them out and survive the situation. Safety is important to every one because everyone love their life.

The second top factor that customer are concern appears to be the cold clean air-conditioned on the bus. Breathing is one of thing that people would have to do all the time and they can't stop doing this for just a minute, therefore customers would like to be in a good climate where they can breathe in good air.

The third factor is the seat and the leg space. This is the component on the bus that customer are sitting on. They would spend the whole time on this seat and they would want to be on it as comfortably and would be able to have leg space for stretching.

The fourth factor is drivers that do not break government regulation. When drivers are following the rules and government regulation, customers can be sure that they can rely on the driver. Customers would not have to worries and keep enjoying the journey.

The fifth factor is no malfunction between the trips. When people travel the main objective is to get to the destination and when the bus have malfunction they may not get to the destination on time. In another case, if minor malfunction occurs they may get to the destination on time but not as comfortably or as enjoyable as it should be.

For the frequency, the result was shown as proportion.

For the cross tabulation from data analysis show gender vs. how often customer use the bus and age vs. how often customers us the bus. The result happen to be that gender happen to have lower chance to be independent and this means that gender should be consider as a segmentation in this case. This is by looking at the chi-square. Age and gender were taken to be considering as the segmentation because gender and age can be seen and recognize by people straight away where as other aspect such as income or education level, they are quite hard to estimate unless going up to the customers and ask them.

5.2 Recommendation

The study on this paper have shown the factor that customer are concern about, this can be the knowledge for improving and develop this business to suit to match the demand of customers.

The first factor that customers are concern about is safety. The business owner should focus on safety in all area not just for bus but also on driver and associated equipment. Customers would feel more secure in the safety environment and most important of all the more safety there are the less lost and impact from accident, can occurs.

The second area is that the bus should be built comfortable and durable bus to customers by having facilities that can provide to customers to have highest satisfaction. This is to select the good quality material and good component. From this paper the result has shown that seat and air condition are very important, business owner would have to focus on this.

Last recommendation would be to driver. As driver is an important component on running bus transportation business. There should be driver training and meeting between owner and driver. This would allow the driver to clearly know what they have to do and how much responsibility they are holding on, carrying many lives in their hand. When the buses go out to work, the one that would be in touch with the customers are the driver so they should follow strictly to the company rules and government regulation.

5.3 Limitation

In this study, there are some limitations on collecting data from variety of customer's groups. As the bus leave the company and pick the customers up, the questionnaire were passed to the customers but it will take a week or two for the bus to come back. Within this period of time not all groups of customers were get to do the questionnaire. It would be better if the questionnaire were passed out to the entire customer's groups in one year.

5.4 Further research

This research can give knowledge to those who are interested in bus business and for those who are willing to do more research on Thai tourist bus. The further research can be done in a deeper and more focus in specific preference on bus. This can be done in a focus group or interview where the further research can pick the customers who are often use the tour bus service and really have the knowledge and experience on the buses and the related factors.



CHAPTER VI

CONCLUSION

Due to the aim of this research is to define the factors that influence customers to make decision on using the tour bus service from a company called Mungkung tour. The research using frequencies cross tabulation and factor analysis method to run on SPSS program. The data was collected from 150 customers by quantitative survey.

The results of frequencies statistics considered on 7 variables which are gender, age, status, education, occupation, income and how often do they use bus in 1 year. The results were that most of customers are female 67% with age range between 21-30 years old. The proportions of those customers are married are 51% and those who are single are 41%. The educations of customers mostly were 60 % are Bachelor's degree. The highest popular occupation was office employee had approximately 39%. The highest number of customers had income between 20,000-25,000 THB had 43%. Lastly, the frequencies of customers use the bus in 1 year was once a year with 44%.

Cross tabulation considered the segmentation variable with how often do customer use a bus in 1 year with gender and age. The results found that gender was able to be included as a segmentation variable because the cross tabulation shows the appropriate number of Pearson chi-square value. While gender was not able to include as a segmentation variable because the cross tabulation shows the number of Pearson chi-square value was higher than expected.

Lastly, this research set 12 variables and focused to define the variables that will affect customer behavior. After run factor analysis on SPSS program, the variable that affect customer was only 7 variables out of 12 variables. Then, this research found the factor components that most affected customer had 3 groups with 7 variables, which are driver, bus decoration and bus. The percentage cumulative of 3 factor components was 74.288%. First group is driver group consists of the way that

drivers are dressing and polite driver had percentage of variance value equals to 34.30%. The second group is bus decoration group consists of colorful decoration and light decoration had percentage of variance value equals to 24.40%. And the last group is bus consists of malfunction, clean and cold, and safety equipment had percentage of variance value equals to 15.50%. Moreover, the highest mean value of descriptive statistic was the customer wanted a bus that provides safety equipment.

Therefore, the bus business should focus on proving good bus that suits the customer's perception with good drivers serving the service.



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