BOOK oF FULL PAPER PROCEEDINGS

Full Paper Proceeding Book

SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business

(RAME-JUNE-2020)

Amsterdam, Netherlands
June 27-28, 2020
ISBN: 928-601-6427-76-0

Email: info@sser-society.org

Proceedings of the SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business RAME-JUNE-2020

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SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020

Venue: Mercure Hotel Amsterdam City

Theme: Promoting research and developmental Activities through Social Sciences innovation

SCIENTIFIC COMMITTEE

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CONFERENCE CHAIR MESSAGE

Mr. Metha

SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business RAME-JUNE-2020} is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

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

Thank you.

Mr.Metha

Conference Chair

Social Sciences and Economics Research Society

SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020
Full Paper Proceeding SSER-2020-, Vol. 2- Issue. 6

ISBN: 928-601-6427-76-0

Active Learning Effect to Thai Students Learning Outcomes

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Abstract. This article aims to evaluate the learning outcomes of active learning and compare the learning outcomes of pretest and posttest. Using mixed research methodology, such as 1) Action Research 2) Quantitative research and 3) Qualitative research. The sample size are students 88 people from total 310 people. The populations using stratified random sampling, data analyze by Descriptive Statistics, Pearson Correlation and Paired Sample T-Test. The research found that. 1) The Learning Outcome in five domains of students have higher average after teaching by active learning between 1 to 17 weeks. 2) The pretest and posttest in five domains such as, Moral and Ethics, Knowledge Skills, Interpersonal Skills and Responsibility and Numerical Analysis, Communication and Information Technology, which all of this have higher. However, when comparing weekly scores found that week 3 and week 4 the results in opposite. Posttest have lower than scores Pretest that -0.95 and -2.62 respectively. The implications of this, 1) Encourage the Thai students to make a questions 2) Improve or create a classroom atmosphere 3) Caring for learners 4) Integration Active Learning with other approach 5) The executive should encourage and support teachers and 6) Design classroom conditions to have a high impact on learning.

Keywords— Active Learning, Creativity Based Learning, Learning Outcomes

INTERODUCTION

In the present, the problems of a course teaching “GES 1101 Information Technology for Learning and Communication” in a degree level of University. It is a general course, not a core course. Then, the students was less interested that effect to uneven attendance and the most of teaching used Passive Learning (PL). These teaching was focus to know and memorize. This teaching approach created the problem to Learning Outcome (LO) (Jie, 2010). It is not support, thinking process, development of numerical analysis skills, communication, Intellectual skills, and information technology skills

From these problems, If apply the research solution by the conceptual of active learning approach (Zeina et al., 2016; MacVaugh, 2012) such as Creativity-Based Learning (CBL). This teaching approach focus to content knowledge and creative thinking. Then, lead to behavior change, help to problem solving and positive effect to five learning outcomes in subject “GES 1101 Information Technology for Learning and Communication” such as; 1) Moral and Ethics domain is students have discipline, responsible, honesty, sacrifice, good role model, self-understanding and understanding of global social evolution. 2) Knowledge domain is students have knowledge of the lifestyle. 3) Intellectual skills domain is students have problem solving skills, use academic skills thoroughly. 4) Interpersonal skills and responsibility domain is students have a proper role in group work, use innovation to solve problems creatively, and Initiate appropriate problem analysis base on self and group, and 5) Numerical analysis skills, communication and information technology domain is students have ascertain and using IT for data collection, processing, translate, and dissimilarly information for problem solving.

However, child center teaching should must consider learning goals, teaching approach, appropriate measurement and assessment, compliance follows the Thailand Qualifications Framework (TQF).

LITERATURE AND THEORY

Active Learning (AL)

Active Learning (AL) are the process of learning, the students have doing and used the thinking

process before. Create excitement in the classroom and Student-Centered Learning (SCL). Al help to create the knowledge from the experience (Ize, 2014) the learners are change role from Receiver into Co-creators, good memorize, long term, and the better Passive Learning approach (Lento, 2016; MacVaugh, 2012). However, teaching activities must provide opportunities for all students to practice all skills. Such as; reading skill, writing skill, interactive skill, problem solving, synthesis, estimation, and Presentation, encourage individual learners to learn individually.

CBL Active Learning Approach

Creativity-Based Learning (CBL) is the teaching process, must create the teaching plan design that cover the contents and creative. Which have five steps such as; 1) Motivation, 2) Problem Set and Segmentation, 3) Ascertainment and thinking, 4) Presentation, and 5) Evaluation.

Learning Outcome (LO)

Learning Outcome (LO) is assessment of learners learning (Jie, 2010), in the Thailand Qualifications Framework (TQF) II include that 5 domains such as; 1) Moral and Ethics domain, 2) Knowledge domain, 3) Intellectual skills domain,

4) Interpersonal skills and responsibility domain, and 5) Numerical analysis skills, communication and information technology

METHODOLOGY

The research methodology was used mixed method between Action Research, quantitative research, and qualitative research. The population was student year 2 in course name GES 1101 Information Technology for Learning and Communication of College of Logistics and Supply Chain, Suansunandha Rajabhat University Bangkok, Thailand.

The sample size was 88 people from the total 310 People. The quantitative data collection was questionnaire, 88 people and response back 50 people. The quantitative data collection was In-depth interview, 12 people. The questionnaires have three parts with 26 items, used 5 rating scale, evaluated by 3 experts, IOC value = 1 and Confidence value = 0.95.

In addition, the action research have four steps, such as; 1) Using 5 steps of CBL active learning was design a lesson planed (Williams-Pierce and Swartz, 2016) and identified in TFQ3 for teaching on 17 weeks per a semester.

2) Development of teaching media such as; e-Learning website (Dominic and Neal. 2016; Pates and Sumner, 2016), Kahoot Tool, and CBL Tool (Jarumon and Nutthapat, 2017), 3) implementation for real teaching, 4) Evaluate learners by observing and recording student behavior for 17 weeks, recording Pretest-Posttest and the progress notes.

RESULTS

The results analyzing the feedback levels of respondents on CBL Active Learning Leaning and Learning Outcomes using descriptive statistics. The analysis of data shown in Table 1 and 2.

Table 1
Average and standard deviation of **CBL Active Learning**

	CBL Active Learning approach	$\overline{X}$	$S.D.$	**Rating Scale**
1.	**Motivation** introduction to the lessons with variety ways such as; using Multimedia, event, game, and activity etc.	4.02	1.02	More
2.	**Problem Set and Segmentation** Use problems or worksheets as a proposition for group learning	3.92	0.88	More
3.	**Ascertainment and thinking** have enough time for ascertain and thinking , and helping between groups.	4.00	0.99	More
4.	**Presentation** you have to present, and have the question to create the new issues	3.78	1.06	More
5.	**Evaluation** you were evaluated in class at all times	3.50	1.23	More
	Totals	**3.84**	**0.83**	**More**

Table 2
Average and standard deviation of Students learning outcomes

Learning Outcomes (LO)	$\overline{X}$	$S.D.$	Rating Scale
1. Moral and Ethics domain			
students have discipline, responsible, honesty, sacrifice, good role model, self-understanding and understanding of global social evolution	3.98	1.02	More
2. Knowledge domain			
students have knowledge of the lifestyle	3.92	0.80	More
3. Intellectual skills domain			
students have problem solving skills	3.72	0.73	More
use academic skills thoroughly	3.62	0.85	More
4. Interpersonal skills and responsibility domain			
students have a proper role in group work, use innovation to solve problems creatively	3.90	0.91	More
Initiate appropriate problem analysis base on self and group	3.84	0.96	More
5. Numerical analysis skills, communication and information technology domain			
students have ascertain and using IT for data collection, processing, translate, and dissimilarly information for problem solving	3.84	0.96	More
Totals	**3.83**	**0.72**	**More**

CONCLUSION AND RECOMMENDATIONS

The conclusion for answer an objective 1: to evaluate the learning outcomes of active learning. The finding found that,

1) Moral and Ethics domain was increased 1.00 percent.
2) Knowledge domain was increased 2.50 percent.
3) Intellectual skills domain was increased 1.07 percent.
4) Interpersonal skills and responsibility domain was increased 7.18 percent.
5) Numerical analysis skills, communication and information technology domain was increased 12.60percent.

The conclusion for answer an objective 2: to compare the learning outcomes of pretest and posttest. The finding found that, Posttest was increased.

The conclusion for hypothesis testing (H1): Active Learning teaching have positive direct effect to student learning outcomes. The testing found that, accept the some point of an assumptions and the rejected points shown in the italic bold red font of Table 3.

Table 3
Testing the relationship between active learning and learning outcomes

Variable	Moral and Ethics	Knowledge	Intellectual skills	Interpersonal skills and responsibility	Numerical analysis skills, communication and information technology	Student learning outcomes
Motivation	.373*	.425*	.614*	.624*	.548*	.654*
Problem Set and Segmentation	***.204***	***.222***	.526*	.528*	.520*	.522*
Ascertainment and thinking	.445*	.282*	.556*	.514*	.604*	.600*
Presentation	.451*	.291*	.480*	.569*	.673*	.612*
Evaluation	.430*	***.268***	.397*	.665*	.745*	.627*
Active learning teaching	.482*	.371*	.633*	.728*	.779*	.754*

* Statistical significance was at 0.05

Recommendations

For apply to use should be,

1) Teach students to ask questions

2) Should improve or create a classroom atmosphere

3) Care for the whole classroom

4) Active learning should be combined with lecture or mixed other approach such as; GPAS, Flipped Classroom (Camillo, 2016; Pates and Sumner, 2016; Lento, 2016) etc.

5) The executive should encourage and support teachers to use Active Learning to grow professionally (Ciampa, 2015). Active learning is a strong and effective support (Daouk et al., 2016).

6) Classroom design should high impact on learning, flexible With a pop-up computer (Pates and Sumner, 2016)

For the future research should be,

1) Research on issues “To achieve success in teaching with thinking and ask questions for complete active learning”

2) The CBL teaching method should be applied to other subjects that will have different environments, including the instructor, the learner, and the nature of the course.

ACKNOWLEDGEMENTS

This paper would not have been possible without the contribution, the supporting, the kindness help and the encouragement of Associate Professor Dr.Luedech Girdwichai, The Chancellor of Suan Sunandha Rajabhat University, Bangkok, Thailand

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Social Sciences and Economics Research Society

SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020
Full Paper Proceeding SSER-2020-, Vol. 2- Issue. 6

ISBN: 928-601-6427-76-0

Factors Influencing Entrepreneurial Intention of Thai University Students

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Abstract The entrepreneurship plays pivotal role in economic development of Thailand. It is one of the most important roles of education system in Thailand to shape the entrepreneurial mindset of students. Therefore, to understand the factors influencing entrepreneurship intention of students is essential for university to develop the approach or guideline for entrepreneurship development. This study aims to examine entrepreneurial intention among business students in a Thai university. Ajzen's theory of planned behavior (TPB) was used to verify the determinants of entrepreneurial intention of students who major in management and accounting. However, the TPB was extended by other variables including past experiences, personal business environment, and GPA. In addition, the study aims to verify the entrepreneurship intention level between students with different majors and international experience. A sample of 290 business students was drawn by convenience sampling. Data was analyzed by descriptive statistics including frequency, percentage, mean, and standard deviation. Hypothesis testing was undertaken using multiple regressions and t-test statistics. The results confirmed that attitude toward entrepreneurship, subjective norm and perceived control positively influenced entrepreneurial intention. However, experience, personal business environment and GPA failed to generate a significant impact on entrepreneurial intention. In addition, entrepreneurial intention level was significantly different between students with different major but was not significantly different between students with international experience.

Keywords: Entrepreneurial intention, Ajzen's planned behavior theory (TPB), business students, past experiences, personal business environment

INTRODUCTION

Entrepreneurship together with small and medium-sized enterprises (SMEs) are elementary drivers of economic growth and job creation. High rates of productive entrepreneurship and small business development lead productivity increases and significant exploitation of available resources in the economy (OECD, 2011). The entrepreneurship is considered as a key aspect of any nation's economy and is the essential driver for employment and economic growth.

There are several factors which has influence on development of entrepreneurship. One of the most important factors concerning as a highlight with impact to development of entrepreneurship is education system which shaping the entrepreneurial mindset of students and provide primary business skills (Upadhyaya and Bassard, 2020). Therefore, to understand the factors influencing entrepreneurship intention of students is essential for university to develop the approach or guideline for entrepreneurship development (Gautam, 2015). Factors that motivate and enable some individuals to become entrepreneurs are recently the aim of the several research studies. Examples of previous research studies devoted to this topic are: Bagheri and Pihie, 2014 in Malaysia; Sachayansrisaku, 2018 in Thailand; Chienwattanasook and Jermsittiparsert, 2019 in Thailand; Zain, Akram and Ghani, 2010 in Malysia etc. This increasing interest of this area could be based on fundamental roles that entrepreneurs and entrepreneurial activities play in supporting economic and social development of developed and as well developing countries. And this trend we can notice as well on Thailand, as a one of the key players in the growing region of Southeast Asia. This study explores the factors that affect entrepreneurial intention of Thai university students by using Ajzen's (1991) theory of planned behavior. The results help better understanding of these factors that primary have influence to student's decision to become an entrepreneur and have as well impact on their future career path. The results of this study have as well the ambitions to be a guideline for educational institutions to promote and support students to be an entrepreneur and as well to enrich and provide guidelines for both government agencies and private organizations to promote and support being entrepreneur.

This paper is divided into four sections. First is presented the theoretical framework together with model on entrepreneur intention which will be used in this study. Following parts are devoted to methodology following by hypotheses and relationship between the concepts. Consequently, are presented the results together with the discuss and findings with implications for entrepreneurship research and education.

OBJECTIVES

The primary objectives of this study are: 1) to study entrepreneurial intention of the 4th year undergraduate students of the Faculty of Business Administration Kasetsart University, Bangkhen Campus; 2) to study the factors which affect the intention to be entrepreneurs of students, such as attitudes toward entrepreneurship, subjective norm, perceived control behavior; 3) to study the effect of average grade, personal business environment, and past experiences related to the development of entrepreneurial potential on students' entrepreneurial intention; and 4) to compare entrepreneurial intention level between students with different personal characteristics including gender and field of study.

LITERATURE REVIEW

Entrepreneurial Intention

To understand the individual entrepreneurial intention is important in academic and management because the intention is parallel with the cognitive that can drive individual attention, experience, and action towards the objective to perform a business. Intention is believed to be as predictor towards the forming of human behavior in various situation and had been recognized as the most effective in predicting human behavior (Ajzen and Fishbein, 1980; Ajzen, 1991; Krueger, 1993; Krueger et al. 2000). Therefore, as Krueger and Brazeal (1994) states, before a person can become an entrepreneur, it is necessary to have an entrepreneurial potential, which means that they have to have a strong intention of being an entrepreneur. Remeikiene et al. (2013) defined entrepreneurship intention as the growing conscious state of mind that a person desires to start a new enterprise or create new core value in existing organization. It is apparent that people do their business intentionally and decision of being entrepreneur is a result of decision making. In accordance with social psychology, intention is the best predictor of a planned behavior. In other words, we can define entrepreneurial intention as the mental state of a person focused on the creation of a new business (Prodan and Drnovsek, 2010), what represents the best indicator to be an entrepreneur in the future (Kautonen et al., 2015). Well known concept which leading to better understanding of entrepreneurial intention was developed by Francisco Liñán (2005). The research accent drives concepts that are directly and indirectly related to entrepreneurial intention. Study includes aspects of education, vigilance and opportunities, entrepreneurial orientation and behavior, motivation factors, self-efficiency, entrepreneurial process, implementation, SME growth and as well internationalization. Based on these concepts it is possible to say that concept of entrepreneurial intention is a vibrant source for complex analysis of entrepreneurial environment (Brännback and Carsrud, 2018).

It is important to understand the individual entrepreneurial intention because the intention is parallel with the cognitive that can drive individual attention, experience, and action towards the objective to perform a business. Intention is believed to be as predictor towards the forming of human behavior in various situation and had been recognized as the most effective in predicting human behavior (Ajzen and Fishbein, 1980; Ajzen, 1991; Krueger, 1993; Krueger et al. 2000 and Fayolle, 2005). Furthermore, Krueger et. al. (2000) emphasized that the intention is the most important element which contributed to performing a new organization. Intention also is an active concept which not only showed the intention to perform a business, but it includes with other intention such as seeking expert opinion and undergone market study.

Factors Influencing Entrepreneurial Intention

Based on the literature review, there existing several models which trying to explain the factors which affecting entrepreneurial intention (Izquierdo and Buelens, 2011). The early effort to understand the factors determining entrepreneurial intention can be found in the work of Shapero (1975). Shapero's entrepreneurial event model which distinguish three elements which affect entrepreneurial intention are consisted of 1) the perception of the desirability 2) the propensity to act and 3) the perception of feasibility (Shapero and Sokol, 1982). The combination of personal and contextual factor is basis for another model of intention which was created by Bird (1988) and further developed by Boyd and Vozikis (1994) who added the concept of self-efficacy. Later Davison (1995) developed another model which includes another aspect that influence entrepreneurial intention: General Attitudes and Domain Attitudes.

The most frequent aims of entrepreneurship training and education are according to Garavan and Barra (1994) following: to get knowledge about entrepreneurship; to gain capability to analyze the business environment; to identify talented students with enthusiasm and stimulate them; to develop empathy and all particular aspects of entrepreneurship; to develop ability be able working with changes; and to support new start-ups and other entrepreneurial ventures. There exist several researches that discussing that entrepreneurial attributes can be positively influenced by educational programs and that several entrepreneurship programs, trainings and courses are able to build awareness of entrepreneurship as a career possibility and to encourage positive attitudes toward entrepreneurship (Anderson and Jack, 2008). It can be recorded this significant increasing interest in attempting to teach not only about entrepreneurship, not even for entrepreneurship, but also through entrepreneurship, using new education programs to support students to obtain a range of both business understanding and as well transferable skills and competences (Kirby, 2005). To the extent of personal entrepreneur, several researchers have already proved that there is an association of the human capital and the "decision to exploit" entrepreneurial opportunity. The persons who have a higher entrepreneurial human capital and entrepreneurial characteristics tend to have higher intention to opening their own business venture (Fitzsimmons and Douglas, 2011). At the individual level, have been proved several factors of the human capital, as: the age, gender, skills, personalities, education, knowledge and prior experience in terms of their value, which have influence on entrepreneurial intention (McMullen and Shepherd, 2006).

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) has widely contributed to understand the determinants of entrepreneurial intention. TPB, in terms of social psychology, is based on the assumption that many human behaviors are planned and therefore, are preceded by intention toward that behavior (Fishbein and Ajzen, 1975). Contrary to other models, TPB offers a narrow and widely applicable framework that helps to understand and predict more precise entrepreneurial intentions by focusing not only on personal but also on social factors (Krueger and Carsrud, 1993). According to TPB, Ajzen's (2001 posited that human behavior is guided by three kinds of considerations: beliefs about the probably consequences or other attributes of the behavior, in other words: behavioral beliefs; beliefs concerning to the normative expectations of other people, defined as normative beliefs; and finally beliefs about the presence of factors that may further or hamper performance of the behavior, defined as control beliefs. The combination of attitude toward the behavior, subjective norm, and perception of behavioral control lead to the formation of a behavioral intention. And as given a sufficient degree of effective control over the behavior, people are expected to carry out their intentions when the opportunity arises. Therefore, intention is considered as the immediate antecedent of behavior. Regarding to

Ajzen (1991) in TPB, the behavioral intentions are determined by three principal "attitudinal antecedents". These determinants are Attitude toward Performing the Behavior, Subjective norm and Perceived Behavioral Control.

The attitude toward performing the behaviors is presented as the perception of an individual or their judgment of performing a specific behavior. The results and the impact of the outcomes are expected in many aspects (Ajzen, 1991). Thus, a person's attitude toward behavior represents evaluation of the behavior and its outcome. Outcomes as personal quality of life, personal wealth, independency, stress, and benefits which could bring the community are furthermore mentioned in Shapero's (1984) search whereas they were tested again by Krueger et al. (2000). In the same year (2000), Douglas and Shepherd developed a model which came with the statement that the entrepreneurial decision may come from utility-maximizing career choice of an individual. This model allows people choose to become an entrepreneur if the total utility they expect to get from the entrepreneurial activities is greater than the expected utility from their best employment they can find in the market. These complete entrepreneurial utilities are stated as benefits which were derived from five factors as: income, independent or autonomy, risk bearing, work effort, and perquisites which linked with self-employment. The studies confirm a positive influence of attitude on behavioral intention are found, for example, in the work of Kolvereid (1996), Krueger et al. (2000), Autio et al. (2001), Gelderen et al. (2008), Bodewes et al. (2010) and Tegtmeier (2012). From the literature mention, thus, the first hypothesis is developed as:

H1: Attitude toward entrepreneurship positively influences entrepreneurial intention of students

Subjective norm, constitute the individual's viewpoints of the values, thinking, beliefs, and norms held by significant others who have an enormous influence on them or whom they really respect. In another words, Subjective norm refers to the individual's perception of concerning to their perception of their close persons such as parents, friends, and colleagues. Subjective norm not see them just acting or not acting upon a certain behavior such as engaging in business venturing. Regarding to Ajzen (1991), subjective norms or in other words social pressure can distinguish between two types of beliefs: normative belief and motivation to comply. The normative component then reflects whether those influential others would approve or disapprove their behavior such as starting the new business. The second component think of the motivation in way to comply with such norms and willingness to behave in conformity to the expectations of those influential others and adhere to the norms (Krueger et al., 2000). Accordingly, the second hypothesis is developed as:

H2: Subjective norm positively influences entrepreneurial intention of students

Perceived behavioral control is defined as an individual's perception of the ease or difficulty of performing the special behavior. How powerful an attempt the individual makes to engage in the behavior and how much control that individual could have over the behavior - aspects calls behavioral control, are important in whether he or she engages in the behavior (Ajzen, 1987). The importance of behavioral control is self-evident: The resources and opportunities available to a person have to some extent dictate the likelihood of behavioral achievement. Perceived behavioral control plays a vital part in the theory of planned behavior. Consistently with an emphasis on factors that are directly linked to a behavior, perceived behavioral control refers to people's perception of the ease or difficulty of performing the behavior of interest. Whereas locus of control is a highly generalized expectancy that remains stable via situations and forms of action, perceived behavioral control can vary across situations and actions. Therefore, a people could believe that their outcomes are determined by their own behavior (Ajzen, 2001). Another approach to perceived control is presented in Atkinson's (1964) theory of achievement motivation. The main factor in this theory is the expectancy of success, which is defined as the perceived probability of succeeding at a given task. This point of view has some similarity to perceived behavioral control in that it refers to a specific behavioral context and not to a generalized predisposition. But he motives to achieve the success is presented here not like motive to succeed at a given task but in terms of a general disposition of individual which he or she carries from one situation to another. Thus, the third hypothesis is stated as:

H3: Perceived behavior control positively influences entrepreneurial intention of students

In addition to Ajzen's TPB, this study proposed some other determinants of entrepreneurial intention. Delamar and Davidsson (2000) stated that individuals with a close relation to someone who already have entrepreneurial experience will be with higher probability willing to try work as self-employed. In particular, it is recorded that a large proportion of entrepreneurs have parents who themselves were or are entrepreneurs. Authors offered an explanation of this pattern as the fact that parents can act as role models for their children. Later Westhead (2003) provided another explanation which says that there is a transfer of entrepreneurial skills from parents who expect their children to eventually take over the firm. It is possible to expect that both factors have impact on the level of intention of a young student to engage in future entrepreneurship. It could be as well noted a potential difference in interest with respect to the source of the family background – for example, parental versus others, or immediate family versus extended family. In addition to parents, the likelihood of becoming entrepreneur is higher if individuals have other family members such as brother, sister and relatives who already is an entrepreneur (Dunn and Holtz-Eakin, 2000, Taylor, 2001). In this study, we referred that the degree individuals have several close persons who are entrepreneur as "personal business environment". Therefore, the fourth hypothesis is written as following:

H4: Personal business environment positively influences entrepreneurial intention of students.

The entrepreneurial experience was defined by Krueger (1993) as the quantity and quality prior exposure to entrepreneurship that refers to personal experience in a family business, family involvement in a business or involvement in a start-up. Ajzen's model (1987), assume that prior experiences will have indirect influence on intentions through attitude, including social norms, and perceived controllability. Similar assumption presented Shapero (1984) in his model, which assumes that prior exposure to entrepreneurial activity operates indirectly through feasibility and desirability perceptions. Prior research in management area than suggests that top managers share both breadth and quality of business experiences (McCall et al., 1988). Therefore, breadth of exposure should be a more suitable predictor of attitudes toward starting a new venture than any single type of experience. Moreover, good experiences should deliver a more positive influence on attitudes than would bad experiences. Subsequently the exploratory study of Krueger (1993) found significant support for Shapero's propositions that entrepreneurial intentions derive largely from perceptions of feasibility, desirability, and a propensity to act, which was derived from control beliefs. Author's path analysis demonstrated that the impact of prior entrepreneurial exposure on intentions is indirect and operating through perceived feasibility. The positiveness of these previous experiences also indirectly influences intentions through perceived desirability.Another explanation brings Delmar and Davidsson (2000), when they stated that one of the key factors that is generally considered as the strongest positive predictor of entrepreneurial intention is whether an individual has already some earlier exposure to entrepreneurship, some previous experiences with entrepreneurship. This field has been explained by the increased knowledge and experience that follow from being an alumnus entrepreneur, making it easier for the person to assess the possibilities of starting a new firm. The fifth hypothesis is written as following:

H5: Past experience positively influences entrepreneurial intention of students

According to previous studies, when some of them were already discussed in previous parts of this study, education is one of the critical factors that distinguish entrepreneurs from non-entrepreneurs (Lee et al., 2006). The school and the education system play a pivotal role in predicting and developing entrepreneurial feature. During the educational process the emphasis should be put on encouraging autonomy and independence, innovation and creativity as well as risk-taking. The approach of teachers or instructors should encourage children/students to make decisions and accept mistakes as part of the learning process, which will be helpful in their future career (Ibrahim and Soufani, 2002). Muñoz et al. (2019) were analyzed the overall grades achieved by students to access university studies in order to observe their influence on entrepreneurial intention. Based on empirical research they found that there not exists empirical evidence regarding university access grades, which may lead to other professional orientations. Another example related to research on academic performance and entrepreneurial intention, could be the measuring of the grades obtained by students at high school, correlating them with the learning outcomes in introductory economics courses at university, which was done by Happ et al. (2016). Thus, the sixth hypothesis is stated as:

H6: Academic performance positively influences students' entrepreneurial intention

The first studies regarded to gender in entrepreneurial intention began in the 1980s and continues up to nowadays (Muñoz et al., 2019). The results obtained in several studies demonstrate that gender has an influence on entrepreneurial intention. Specifically, authors discussed the fact, that a greater entrepreneurial intention was found in men compared to women (Davidsson, 1995). In the contrast to recent popular reports of this trend reversal, Reynolds' (1990) comprehensive study stated that there is more than twice as many nascent entrepreneurs among males than among females in the US. As well the higher interest in business ownership among males than among females was reported by Matthews & Moser (1995). Another study devoted to gender as possible effect on entrepreneurial intention was done by Scherer et al. (1990) and it refer to studies, which have established that women have lower perceptions of self-efficacy for careers in which they are underrepresented. Which means that a relationship between gender and conviction should not be mediated by attitudes. Achievement motivation and competitiveness as mediators can be inferred from well-known Hofstede's research. Mazzarol et al. (1999) later explored the influence of entrepreneurs' demographic characteristics on small business start-ups and identified gender (female) with previous government experience, and recent redundancy as barriers has negative influence on small business start-ups. The seventh hypothesis is written as:

H 7: There is different in entrepreneurial intention level between students with different gender.

Hamidi et al. (2008) found that students engaged in academic entrepreneurship programs have higher intentions to start their own businesses in the future. They as well found that the difference between entrepreneurship students and other students is relatively small, which indicates that important differences exist between how students in various areas perceive entrepreneurial opportunities in their future profession. As well the fact that students engaged in an academic entrepreneurship program had higher intentions to start their own business might be a consequence of students with high entrepreneurial intentions self-selecting into these programs. Teixeira and Forte (2015) in their research point out that exists significant differences in the level of intention between students of different fields of study, what indicate that universities should more extensively focus on entrepreneurship education on students in other subject area than business or engineering/technology sciences. Accordingly, the fifth hypothesis is developed as:

H 8: There is different in entrepreneurial intention level between students with different major of study.

METHODOLOGY

The study was descriptive research by nature and the survey method was applied. Target population were students of 4th year, majored Accounting and Management of Faculty of Business Administration, Kasetsart University, Bangkhen Campus, Thailand. The total number of populations was 330 students (267 accounting major students and 63 management major students). The population was suitable for studying entrepreneurial intention as university students in the final year must make decisions on their professional life (Bae et al., 2014). The appropriate sample size of the study was calculated by using Taro Yamane's formula (Yamane, 1967). A sample of 290 students was drawn by non-probability convenience sampling method. Primary data was via online questionnaires. The link of self-administered questionnaire was sent 330 students and 290 students participated in the survey. The questionnaire was developed based on theoretical concepts and previous studies. There were 3 parts, where first part: Personal characteristics of respondents is designed to get from respondents the general information as gender, age, their study major and GPA. This part supposed to be completed by specifying the answer to select. The questions were both closed-ended and open-ended. Second part, Personal business environment and past experience, was developed from previous studies such as

Prinz et al. (2014), Korunka et al. (2010), Cresnar and Jevsenak (2019), Kozubíková et al. (2020), Ting at al. (2020), Ghattas at al. (2014) and Morrell et al. (2013). Four items/questions related to personal business environment and five items/questions related to past experiences were developed and measured by dichotomous scale with a Yes/No statement. Third part, Entrepreneurial Intention and its Determinants and divided into 4 parts: Entrepreneurship Intention (5 items), Attitude toward entrepreneurship (4 items), Subjective norm (3 items), Perceived control behavior (6 items). All items in this part were measured on a five-point Likert scale. Data were analyzwith SPSS program, where descriptive statistics including frequency, percentage, mean, and standard deviation and inferential statistics including multiple regression and t-test were applied.

RESULTS

Sample profiles

Of the 290 respondents sampled, 82.8 % were female and 17.2 % were male. The average age of respondents was 22 years. The most respondents majored in accounting (85.2 %), while minority majored in Management (14.8 %). The average GPA was 3.04 (where 4.0 is a maximum as best performance). Concerning personal business environment, most of respondents have one close person who are entrepreneur or business owner (73.4 %), followed by 2 close persons (21 %), 3 close persons (4.1 %) and 4 close persons respectively (1.4 %). Regarding to experience, majority of respondents (43.4 %), attended 2 activities related to entrepreneurial development process, followed by 1 activity (29 %), 3 activities (19 %) and 4 activities (3.1%), some students did not attend any activity (5.5 %).

Entrepreneurial Intention and its Determinants

The study found that overall degree of entrepreneurial intention was 3.61. Among determinants of entrepreneurial intention, overall level of attitude toward being entrepreneur was highest (Mean =3.82), followed by subjective norms (Mean =3.35) and perceived control behavior (Mean =3.05). Details of descriptive statistics can be seen in table 1.

Table 1 Entrepreneurial Intention and its Determinants

Entrepreneurial Intention	**Mean**	**SD**
I am prepared to start a viable firm	3.60	.839
I know the necessary practical details to start a firm	3.28	.848
I am determined to create a firm in the future	3.71	.943
The likelihood that I will ever run my own business is very high.	3.54	.991
I will make every effort to create and maintain my own company	3.93	.914
Overall	**3.61**	**.71**
Attitude toward entrepreneurship	**Mean**	**SD**
Being an entrepreneur implies to me more advantages than disadvantages	3.67	.750
If I had the opportunity and resources, I would like to start a firm.	4.13	.860

Among various options, being an entrepreneur would entail great satisfaction for me	3.77	.869
My greatest achievement will be to have my own business	3.73	1.08
Overall	**3.82**	**.673**
Subjective norm	**Mean**	**SD**
My family member think I should start my own business in the future	3.56	.818
My best friends think I should start my own business in the future	3.45	.831
My respectful person(s) (for instance, my professor, encourage me to start my own business in the future	3.07	.878
Overall	**3.35**	**.685**
Perceived control behavior	**Mean**	**SD**
To start a firm and keep it working would be easy for me	2.64	.881
I can control the creation process of a new firm	3.11	.775
I know the necessary practical details to start a firm	3.21	.788
For me, it will be easy to develop a business idea	3.05	.853
For me, it will be difficult to get fund to start a new business	2.81	1.06
If I tried to start a firm, I would have a high probability of succeeding	3.46	.789
Overall	**3.05**	**.623**

Hypothesis Testing

Hypotheses 1 to 6 were tested through multiple regression analysis. All main predictors' coefficient namely attitude, subjective norm, and perceived control behavior were significant (t = 7.43, P = 0.00; t = 4.25, P =0.00; t= 6.28, P=0.00 respectively) and included in the regression model as predictors (regressors). For other additional predictors, only past experience was significant (t =3.09, P = 0,02). Personal business environment and GPA were not significant and discarded from the regression model. The details of the final model are presented in below Table 2.

The multiple regression analysis results presented in Table 2 indicated that the hypothesis 1 - 3 and 5 was substantiated as the coefficient of four independents variables or predictors were not equal to zero. The total variance explained by the final model as a whole was 52.2 %. From ANOVA Table, F =79.92, p = 0.0 which mean this multiple regression fits the data. The coefficient or beta value reflected the degree of influence between the three factors and the intention of tourism to participate in creative tourism activities. Among them, attitude towards being entrepreneur had the greatest influence on the Attitude towards entrepreneurship (Beta=0.355), followed by Perceived Behavior Control (Beta=0.304), Subjective Norm (Beta= 0.227) and the last one - Past experiences (Beta=0.128).

Table 2 Regression analysis results

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std .Error of the Estimate**
1	.727[a]	.529	.522	.49285
a .Predictors: Constant, sum past experience, average attitude, average perceived control behavior, average subjective norm				

Table 3 ANOVA F-test: students' entrepreneurial intention

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	77.645	4	19.411	79.916	.000[b]
	Residual	69.225	285	.243		
	Total	146.870	289			
a. Dependent Variable :average entrepreneurship intention						
b. Predictors: Constant, sum past experience, average attitude, average perceived control behavior, average subjective norm						

Table 4 Coefficients

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std .Error**	**Beta**		
1	Constant	.134	.199		.675	.500

	Attitude towards entrepreneurship	.376	.051	.355	7.426	.000
	Subjective norm	.236	.056	.227	4.248	.000
	Perceived control behavior	.348	.055	.304	6.276	.000
	Past experiences	.102	.033	.128	3.089	.002
a. Dependent Variable: Entrepreneurship intention						

For hypothesis 6 and 7, the t-test analysis was performed. The study found that hypothesis 6 was rejected as t-statistics is low and not significant as showed in Table 5 which means that students with different gender was not significantly different in entrepreneurial intention level at 0.05 significant level. Therefore, the hypothesis "Students' entrepreneurial intention level is different between students with gender" was rejected.

Table 5 Entrepreneurial Intention level between students with different gender

Gender	n	Mean	Sig
Male	50	3.6440	.737
Female	240	3.6067	

This finding is not consistent with the studies of several authors, as they found that male generally have stronger entrepreneurial intention than females (Delmar and Davidsson, 2000; Matthews and Moser, 1996; Minniti and Nardone, 2007; Wilson et al., 2007). Even more Delmar and Davidsson (2000), found the gender as the strongest distinguishing factor for entrepreneurial intention. However, for hypothesis 7, the study revealed the hypothesis is substantiated (supported) as t-statistics is high and significant (.036) (as shown in Table 6) which means that students with different major are significantly different in entrepreneurial intention level. The finding showed that students with management major have more entrepreneurial intention than students with accounting major. Mean score is 3.82 and 3.58 respectively.

Table 6 Entrepreneurial Intention level between students with different studied major

Major	n	Mean	Sig.
Accounting	247	3.5765	.036
Management	43	3.8233	

Therefore, the hypothesis 8 "Students' entrepreneurial intention level is different between students different major of study." is empirically supported.

DISCUSSION AND RECOMMENDATIONS

The findings confirmed predictability of attitude toward entrepreneurial intention. This result is consistent with other previous studies (Paço et al., 2011; Remeikiene et al., 2013; Kaseorg and Raudsaar, 2013; Saraih et al., 2017). The findings supported the influence of perceived control behavior on intention which is consistent with the work of Kidwell and Jewell (2010), Peng et al. (2012) and Whidya (2017). Also, the findings confirmed the influence of subjective norms on intention. This result is consistent with (Saraih et al.,2018; Ferreira et al., 2012; Krithika and Venkatachalam, 2014). In addition, the findings indicated that previous entrepreneurial experience had effect on intention which this result is consistent with previous studies including (Kaseorg and Raudsaar,2013; Driessen and Zwart, 2007; Rudhumbu et al., 2016; Basu and Virick, 2008; Souitaris et al., 2007). However, the findings did not support the influence of personal business environment and academic performance on intention. These results are not consistent with the work of Schlaegel and Koenig, (2013), Sieger, Philipp and Erik Monsen (2015) and Cano et al. (2017). Perhaps students' motivation of being entrepreneur may be from other sources rather than close persons who are entrepreneur. Also, academic performance may not necessarily to determine entrepreneurial intention due to, in the changing world, academic performance may not determine the competency of students. The findings supported the hypothesis - "There is different in entrepreneurial intention level between students with different major of study". This is not consistent with the work of Pour et al. (2013), Rudhumbu et al. (2016), Mustafa et al. (2016). It may be that all students with Management major enrolled in the compulsory and related subjects to entrepreneurship such as modern entrepreneurship, small business management, etc., while students with accounting major were not necessary to enroll in such subjects. This may result in more interest or motivation in being entrepreneur among the management major students.The findings from this study, specifically from all hypothesis testing, can be used by even by academics or mangers, to motivate the students to become entrepreneurs, as the entrepreneurship is considered as drive of National economies. The study found that all three main factors derived from Theory of Planned Behavior theory, namely: Attitude Toward Behavior, Subjective Norm and Perceived Behavioral Control, had predicted Entrepreneurial Intention. The study also provides the results that past experience during the study has significant effect on Entrepreneurial Intention, therefore the university should incorporate to their courses more subjects or just topics devoted to entrepreneurship. Ideal will be if they will provide to students not just theoretical background of entrepreneurship, but if they will organize some practical-oriented training as well for them. Furthermore, the opportunity to take entrepreneurial course or training should be provide to all students, from all faculties and departments, not only to those students with business or economic major, as the students who attend some entrepreneurial courses have subsequently higher entrepreneurial intentions. There was found as well the different in Entrepreneurial level between students with different major. Management major students are likely to be more entrepreneurial than accounting students, where was found a significant difference. However, this fact may be based on the very nature and content of the files of these two majors. The findings suggest that policy makers should pay more attention to individual entrepreneurial knowledge, and strengthen the attractiveness of an entrepreneurial career, if they are interested in fostering entrepreneurial behavior among potential entrepreneurs between students.

LIMITATIONS OF THE STUDY

The study has some limitations as sample was collected only from students from two studied major, so the results cannot be generalized. As well these students were just from one university. For this reason, would be beneficial to have further research, during which could be collect data from students from additional different study major and as well from other universities then Kasetsart University. And could be as well suitable to collect data from other universities outside of Bangkok, because it is more than likely that there will be a difference in the perception of entrepreneurship between students from the capital and from other parts of Thailand.

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Social Sciences and Economics Research Society

SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020
Full Paper Proceeding SSER-2020-, Vol. 2- Issue. 6

ISBN: 928-601-6427-76-0

The Development of Transport Resource Database Management System: A Case Study of Transport Go Company.

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Abstract The aim of this research was to develop computer programming for transport resource database management system (DBMS). A case study of Transport Go Company effectively illustrates the proposed DBMS. This research encompassed three main phases. Firstly, the old work of resource manipulation in the company was studied via observation and interview approach. Secondly, the computer system was developed to replace the old work processes. In this stage, each old work process and its conditions were logically developed as flow chart before coding in the Visual Studio platform. Lastly, the developed system was tested and assessed by the users. By demonstrating the proposed application, the information input to the database were obtained from the transportation department. The proposed system enables database users to exploit resource management, which consists of creating, editing, deleting, searching and displaying the resource information. The computer software was developed with very intuitive use by using Visual Basic programming language. The computer system was implemented in the transportation department in order to test and assess its efficiency and effectiveness in comparison with the old system, which was manually operated mostly by paper work. The results showed that the DBMS can shorten working time with less operational cost. Subsequently, the excessive processes of paper work can be reduced and therefore the mistakes caused by such processes would be eliminated. Furthermore, by implementing the proposed DBMS, the company would obtain competitive advantage in the industry.

Keywords: Database management system, Transportation, Resource management, Visual Basic

INTRODUCTION

In the past decades, technology has played an important role in improving work efficiency. Most technologies has been accompanied by computer system for replacing human activities in workplaces locally to globally. Especially, computer programs and its components are very vital in the era of operating big data. As a result, there is a significant increase in managing dataset using computer software rather than manual operations among modern organizations. By this sense, in any organization, it requires accurate and reliable data for better decision making, ensuring privacy of data and controlling data efficiently.

A database management system (DBMS) is a collection of interrelated data and a set of programs to access those data. This is a collection related data with an implicit meaning and hence a database. The collection of data, usually referred to as the database, contains information relevant to an enterprise. DBMS deals the knowledge of how data stored and managed on a computerized information system. Without DBMS, people working in an organization may find difficulties in several aspects i.e. data redundancy and inconsistency, difficulty in accessing data and concurrent access, data isolation, and security problems. Such problems may hinder the organization goals. Therefore, the data must be well organized by DBMS.

Transport Go Company is a company supplying vehicles to any individual or organization who requires a car-rent service. The company has several sections each of which has its own responsibility to serve the company. One of those who is in charge of storing the vehicle fleet is the transport department. Ayasanond C. (2018) studies the concept of logistics management to link and applying with enhancing service quality of outsourcing motorbike delivery service in Bangkok metropolitan areas (Pathumwan, Bangrak and Sathon) by adopted 7R in logistics management that include: Right Product, Right Quantity, Right Place, Right Time, Right Cost, Right Condition and Right Customer, in the view of enhancing service quality of outsourcing motorbike delivery service in Bangkok metropolitan areas. In addition to hold the vehicles, the other responsibilities are to collect information regarding vehicle models, pick-and-return schedule, maintenance history, vehicle exchange part, and drivers.

With this large data, the department found difficulties managing those functions by using paper work without computer aid equipment. By doing this, several mistakes have been occurring during the operations. This could lead to work inefficiency and resulting in delays receiving and supplying vehicles from and to customers, that later the company would be lessen its competitive edge among the business rivals. From this point of view, the transport section of Transport Go Company is interested in obtaining a DBMS software to facilitate decision makings and decrease work defects while increase the efficiency of managing the vehicles and the relevant processes. This research, therefore, was to develop computer programming by using Visual Basic (VB) programming language for transport resource database management system for Transport Go Company. In order that the transport department can manage the data efficiently and effectively. The remaining sections of this paper are organized as follows. Section 2 describes the methodology of developing the DBMS. Section 3 illustrates the workflow of vehicle, followed by section 4 in which the components of the DBMS development is described. Finally, section 4 provides the conclusions and suggestions.

RESEARCH METHODOLOGY

This paper describes a software development of DBMS for the transport division of Transport Go Company. The methodologies of software development go through a series of stages to obtain a final product. However, the process of building computer software and information system has been always dictated by different development methodologies. In this paper, the proposed methodology follows the Software Development Life Cycle (SDLC)'s Dave (2018). According to Dave, the SDLC is a terminology used to explain how software is delivered to a customer in a series of steps. In addition, this paper proposes the waterfall approach, which was first proposed by Royce (1970), for the software development process because it is easy to manage due to the rigidity of the model and also easy to explain the user (Lakshay, 2016; Mohamed, 2012). The processes in this DBMS development research consist of 7 stages, as shown in Figure 1, each of which is explained as follows.

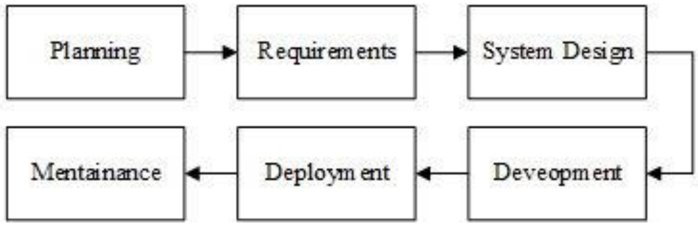

Figure 1 Waterfall model of DBMS development.

1.1 Planning

The planning stage involves designing the project plan starting from defining user requirements to system implement. This project was planned with the manager of the transport department in order that the development team and the users gain a mutual understanding of cost and time constraints. The last stage of the plan was to allocate a role to each team member including team leader, program developer, and coordinator.

1.2 Requirements

In this phase, the research members made some communicates with the users to obtain their requirements for the DBMS development. More specifically, this stage involved understanding what needs to design and what is functions, purpose, and other aspects. To sum up, in this stage, the specifications of the input and output or the final product are studied and noted for designing the system in the next step.

1.3 System design

Once the requirements were received, the programmer started to design the software. The design process used established patterns for application architecture and software development. Then, the program developer solved algorithmic problems in accordance with the design patterns. After system designing, the software code written using VB is described in the next phase.

1.4 Software development

This stage produced the DBMS software under development. As mentioned earlier, this phase was conducted by using VB studio platform. However, the system contains several small units, each of which operates a specific function. After finishing the units, they were integrated as a whole system connected with the designed database. Also, the graphic user interface (GUIs) were designed and created with easy use in this phase.

1.5 System testing

All the units developed in the development phase were integrated and followed by testing. Testing the software allowed the developer to find out if there any flaw or errors. Testing is done so that the users do not face any problem during the installation and utilization of the software.

1.6 Deployment of system

Once the functional and non-functional testing was done, the software was deployed in the transport department. In this stage, it is necessary that the computer platform for installation has enough specifications to operate the developed software efficiently.

1.7 Maintenance

This final phase involves making modifications to the system or an individual component to alter attributes or improve performance. In this stage, some modifications could be arose due to change requests initiated by the stakeholders of the company.

Vehicle Rent Workflow

In order to develop the DBMS software, the research team studied the workflow of vehicle renting on which the operations of the transport department must rely. This help the developer designed the software pattern effectively. The processes of the vehicle hiring is shown in Figure 2.

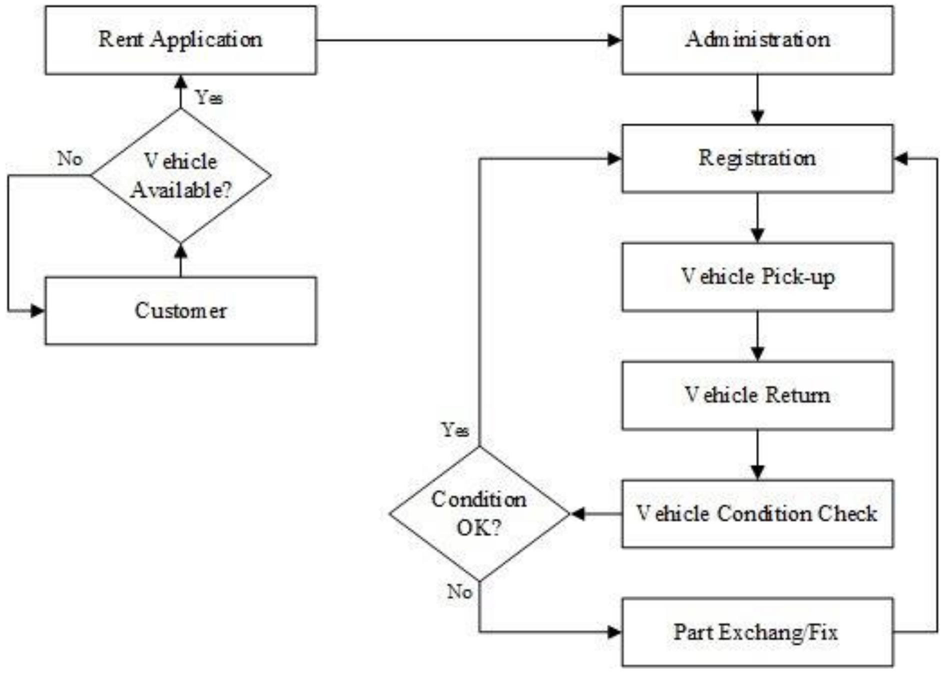

Figure 2 Workflow of car renting in the transport department.

According to Figure 2, when a customer requiring a car rent, the first process is to check whether a preferred car is available. In this stage, the Application section will have to check with the Registration section to ensure that they have the preferred car available. If yes, the customer has to fill some forms and then to continue with a process of administrative service, which traditionally will send the necessary forms containing the vehicle model preferred by the customer. After the documents arriving at the Registration section, the rent information will be recorded regarding date of leaving, mileage, registration number, condition, destination, and expected return date, traditionally operated in the form of written. When a vehicle is returned, the Registration section also has to inspect the vehicle condition that is normally expected as good condition as the first date of rent. If everything is fine, the vehicle will be in the list of availability waiting for the next registration process. Nevertheless, if a part of the vehicle is either broken by the customer or obsoleted due to its life cycle, or both. The data will have to be written to the vehicle record. Then, it will be brought to exchange the part or repair in order to keep the vehicle available for the next rent.

By studying the context of the workflow, there are several tasks in which the operators have to share among sections in the department. However, the data is recorded by hands that makes the tasks complicated and resulting in time consuming and perhaps simply to make mistakes. Therefore, the DBMS application was designed and developed in order to replace the paper work, but to facilitate the work done more fluently while to eliminate mistakes during the workflow.

DBMS Platform Development

To develop the DBMS software, the key process is to categorize the data structure and to design the functions to manipulate those data. As a result, Figure 3 shows the relationship of each data category in which functions are design to manage.

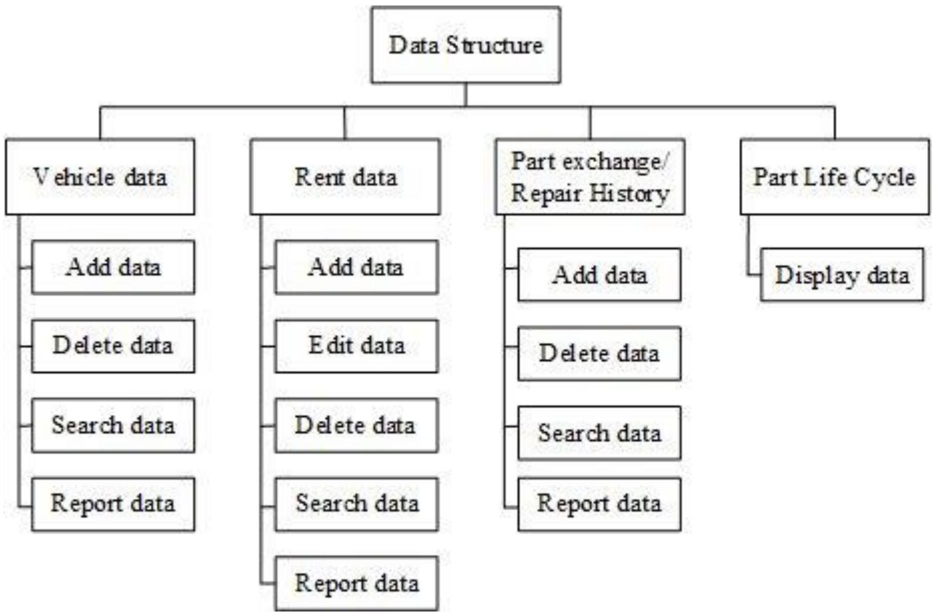

Figure 3 Data structure and designed functions.

When obtaining the data structure of the transport department, the next step is to establish the database and the relationship between the database and the data structure. Figure 4 illustrates the relationship between the data table and the user interface that presents the structure.

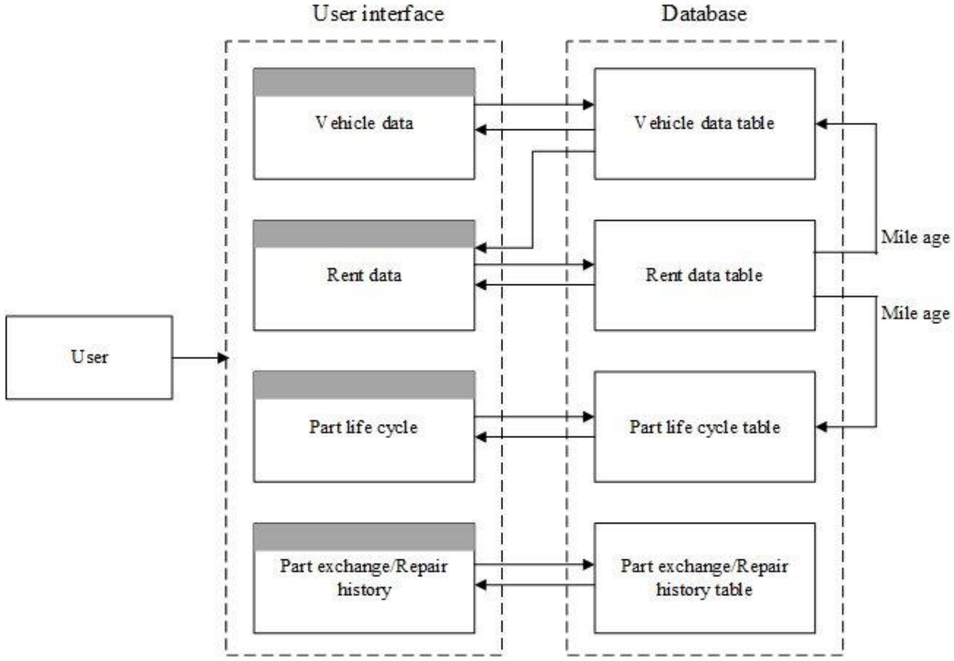

Figure 4 Data relationship.

For the database setup, the Microsoft Access was implemented for storing the data. While VB is coded to manipulate the data in accordance with the functions designed. By using VB, the GUIs were designed and developed in order to serve the users for managing the data such as add new data, edit data, delete data, search data. The DBMS application also enables the users to print out the data in the form of paper as a data report. The GUIs of managing the data of vehicle, rent, part exchange and repair, and part life cycle are shown in Figure 5, 6, 7 and 8 respectively.

By doing this, the users can operate the data with less paper work. Operating on the DBMS platform also leads to time saving because the software eliminates the manual processes written on paper resulting in more work efficiency. Additionally, by using the programmed platform, mistakes occurred by human error can be reduced, and this may eliminate repeated processes due to such human errors. As a result, the company may receive more service availability and subsequent customer satisfaction due to better performance.

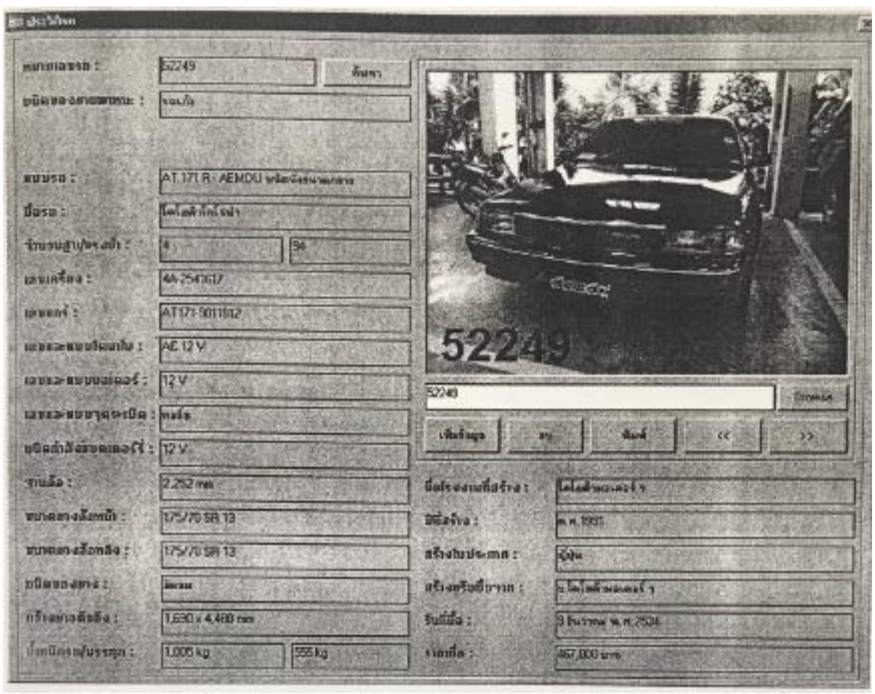

Figure 5 GUI for vehicle database management.

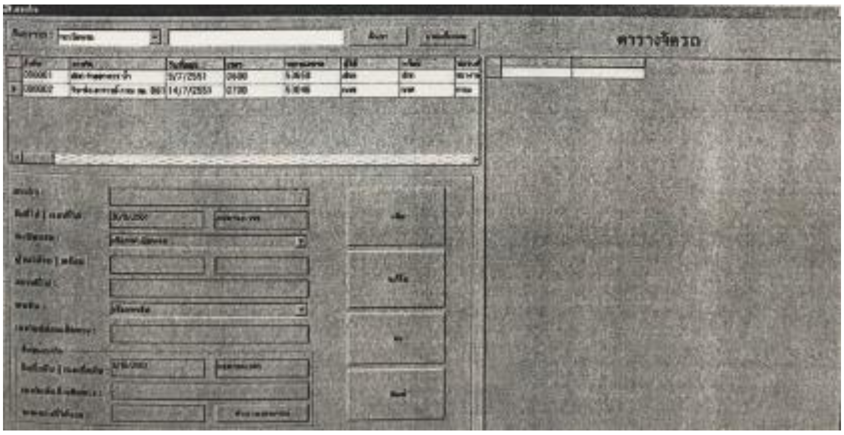

Figure 6 GUI for rent database management.

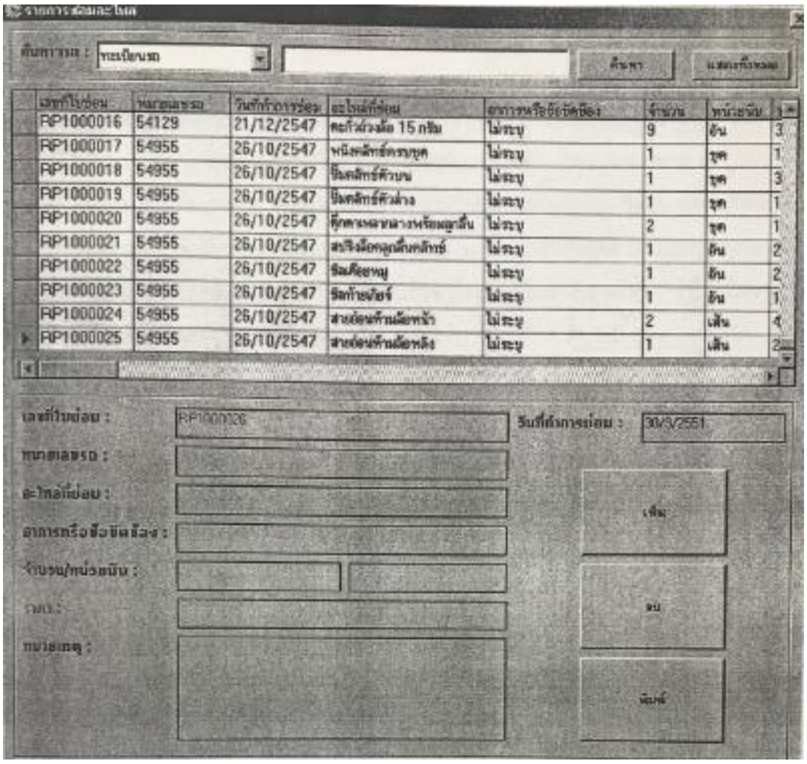

Figure 7 GUI for part exchange/repair database management.

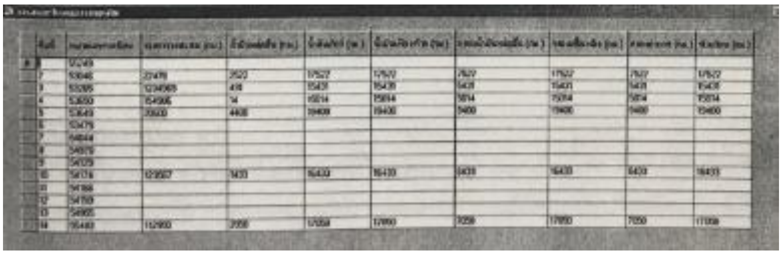

Figure 8 GUI for part life cycle database management.

Furthermore, the DBMS platform were developed to have an ability to share the information between sections in the department. The main advantage of this is that the data of the resources can be shared in the department concurrently. This facilitates the stakeholders to update the data among different sections resulting in working together more efficiently. As a result of the development, the users have been satisfied using the DBMS software rather than the old-fashion working style using paper work.

CONCLUSIONS

This paper presents a DBMS software development for managing transport resources in the transport department of Transport Go Company. The research employs the methodology using the waterfall model of Software Development Life Cycle. The DBMS platform were coded by using VB programming connected with the MS Access. The GUIs were designed for easy visualizing and operating by the users. The key functions of the DBMS are allowed the users to manipulate the database of the resources efficiently. The result shows that the stakeholders of the company were satisfied implementing the developed platform.

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SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020
Full Paper Proceeding SSER-2020-, Vol. 2- Issue. 6

ISBN: 928-601-6427-76-0

Study of Operational Procedures to Propose Ways to Increase Efficiency in the Loading and Unloading Stations.

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Abstract The study is qualitative research. The objectives include 1) study the operation procedure in the container freight station 2) to study the operational problems in the container freight station 3) to propose solutions for increasing operational efficiency in container freight station. The data is collected from interviews, observations, and manual operation, and there are tools that are used in this study as fishbone diagram and analysis with 4M 1E, questioning by 5W1H then analyze the causes of the process of work, ECRS principles were used to settle the update process steps of work by eliminating, combine, rearrange, simplify. The study indicated that the operation procedure of container freight station has an amount of 17 steps but found that 8 steps of the working process were in troubles. By the way, ECRS was used for resolving the issues. After improving the operation procedure, 15 steps of working process can finish the work efficiently.

Keywords: Operational Procedures, Operational Efficiency, Container Freight Station

INTRODUCTION

Preface a research study on the study of operational procedures to increase the efficiency of the loading and unloading stations. Case study: Hutchison Port (Thailand) Co., Ltd. has been established to study the operational procedures and Study problems occurring in the loading and unloading station department. To find ways to increase work efficiency as intended in this study, there are not some limitations, but the researchers believe that the results of the study will be research that has been developed to be more suitable until causing inconvenience in research development in courses or participants in the future

RESEARCH OBJECTIVE

1 to study the operating procedures in the Container Freight Station (CFS)
2 to study the operational problems at the Container Freight Station (CFS)
3 To propose ways to increase the efficiency of the container freight station (CFS) operations

METHODOLOGY

The research tools

Fishbone diagram or officially known as Cause and effect diagram The cause-and-effect map is a map showing the relationship between problems. With all possible causes that may cause that problem

When to use a herringbone diagram

1. To find the cause of the problem
2. When wanting to study, understand, or get to know other processes, because most of the employees only know the problems in their area But when Fishbone drawing Will enable us to know the processes of other departments
3. When wanting to be a brainstorming approach which will help every People are interested in the group's problems, which are shown at the fish head

How to create a cause-and-effect map or fishbone map, that is important to create a map as a team as a group, using the following 6 steps.

1. Determine the problem sentence at the fish head
2. Determine the group of factors that will cause the problem
3. Brainstorming to find the cause in each factor
4. Determine the root cause of the problem
5. Prioritize the cause
6. Use the necessary improvement guidelines.

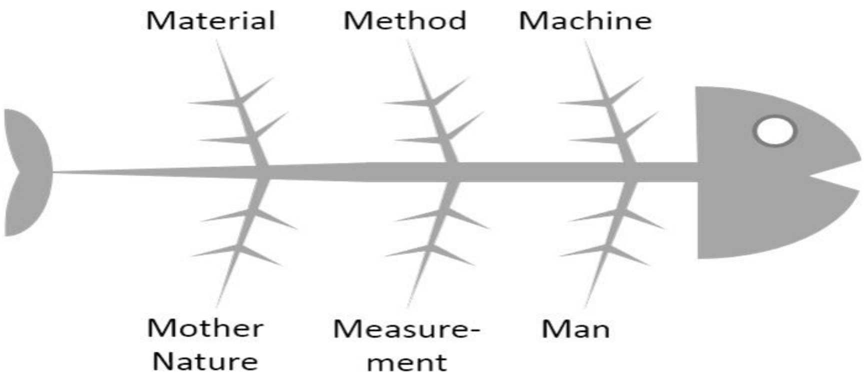
We are able to specify any group of factors. But make sure that the groups we define are the factors that can help us to identify and determine the causes. Systematically And are rational, most often use the 4M 1E principle as a group of factors To lead to the identification of various causes which 4M 1E is from

M-Man workers or staff or personnel
M-Machine machinery or facilities
M - Material, raw materials or other equipment used in the process

M-Method workflow
E-Environment - weather, location, brightness and working atmosphere.

Determining the topic of fish head problems

Defining the topic of the problem should be made clear and possible. Which if we define the problem sentence clearly from the beginning Will make us spend a lot of time finding the cause and it will take a long time to Fishbone mapping, determining fish head problems such as loss rate, mortality rate, mortality rate or reducing mortality rate Why is it possible to see the topic in the writing of the letters?



The fishbone diagram consists of the following parts:
The problem or result (Problem or Effect) which is shown on the fish head and Causes (Causes) can be further broken down into
Factors that affect the problem (fish heads)
- the main reason
- Sub-causes

Which causes the problem will be written on each fishbone Sub-bone is the cause of secondary fishbone and secondary fishbone is the cause of primary bone, etc.

Basic principles of herringbone charts Is to enter the name of the problem that you want to analyze down at the far right or far left of the chart. With the main line along the length of the spine then enter the name of the sub-issue Which is the cause of the main problems 3 - 6 threads by drawing a herringbone line Oblique from the main line For each fishbone line, enter the name of the cause of the problem.

The level of the problem can be further subdivided. If the problem is still a cause of further sub-elements In general, there are usually 4 to 5 subdivisions of the root cause. Once the information is in the complete chart will make the visualization of all elements that will be the cause of the problem
The cause of the problem

Advantages

1. Do not waste time separating ideas that are scattered among each member the fishbone chart will help gather the thoughts of the team members.

2. Know the root cause and the root cause of the problem. Know the root cause of the problem which allows us to solve the problem correctly

Disadvantages

1. The idea is not free because the fishbone chart determines which team members' ideas will be included in the fishbone chart

2. Must rely on highly talented people So can use a fishbone chart to brainstorm ideas

Ideas for continuous improvement or kaizen concepts

It is currently accepted that an important trend for business operations in the future is to try to reduce costs in order to increase the ability to compete in borderless business in the future, which is one of the important goals of the organization. Therefore, the organization must try to find the excess that is hidden which is a waste to set out and develop the process of creating value continuously
Continuous Improvement (Kaizen) means small improvements that are made by continuous, gradual efforts to improve from existing standards for improvement, including improvement of Better daily work, this improvement May not require any special techniques Just use common sense of every employee in the organization from upper to lower levels to inspect their work and concentrate on their work even better.

Task Type A: Daily work
Job Type B: Update
Task Type C: Solve immediate problems

Which "job improvement" will be squeezed out by job A and job C, so try to push for "Job improvement" is a part of daily work (routine work is improved). Finally, it results in less "problem-solving".

Kaizen is to reduce the excess process, but reduce unnecessary things by changing the way it works.

- Change methods, change methods of work, reduce unnecessary steps
- Change small matters Change small things Or problems encountered each day
- Cope with reality Do things that you can do first. Dealing with limited reality

In general, the Kaizen activities are usually conducted in 2 forms as follows

1. Kaizen in the form of group activities for improvement by using tools to solve problems and improve work 7 QC Tools and Industrial Engineering Techniques Within the area or joint responsibility This type of kaizen is the direct responsibility of the improvement team.

2. Kaizen in the form of activities, suggestions for improvement By creating attitude to improve work and use tools to solve problems and improve work within the area of responsibility of each employee. This type of kaizen is a direct responsibility of all employees. In addition, the use of kaizen in the organization must consider that

2.1 Kaizen is considered as one of the organizational culture that takes time to change.

2.2 Kaizen is something that we all do in our daily lives, so we can take our practices more seriously and with more principles.

2.3 Kaizen must make work easier and reduce costs But if it causes more difficulty, it will not be regarded as chisese

PDCA or Plan-Do-Check-Act Kaizen It is a fundamental activity in the development of efficiency and quality. Of operations consists of 4 steps which are Plan, Do, Check, Update (Act)

1. Select and define problems to be implemented. Most organizations have many problems in the workplace starting from waste (Defects) from production, production over demand (Over production), keeping too much stock waiting time / delay Excessive inventory, ordering a lot of materials but using less. Unnecessary Transport Ineffective Process Ineffective Process Unnecessary motion or action and energy wastes, when defects can be found and then prioritized for problems Create improvement activities happen in the organization correctly according to time

2.Understand the problem When the organization selects important problems Before and after, then allow relevant employees to look at the actual situation that occurs in the organization that How did the problem occur in order to understand and improve in the same way? Or may be a feature of bringing employees to see Various case studies Which has carried out continuous improvement activities already To be used as a guideline for further operations

3. Plan a solution Start with the priority ranking. Of target set How the Determine the duration of the operation. The person responsible and the budget to implement the said plan 7 may be modified as appropriate. Which the plan helps to predict what is happening in the future and helps reduce losses. Possible

4. Define methods from analysis. Plan implementation may consist of supporting structures such as committees or departments. There are methods that have been tried and analyzed to be effective.

5. Take the results obtained for analysis, determine the plan evaluation May consist of Assessing the structure that supports the operation, evaluating the operational procedures And the evaluation of the operations as planned, such assessments can be done by oneself by the employees responsible for the work plan Which is a characteristic of self-assessment Without needing to set another committee to evaluate the plan Or do not need to think of complicated tools or assessments. Using the results to analyze, we can know that Activity improvement activities How effective? What obstacles that must be considered and reviewed for further correction

6. Establishing standards for implementation, evaluating results to develop plans May consist of bringing Evaluation results to analyze that there is a structure. Or what operational procedures that should improve or develop the good things even further and synthesize a new operating model that is suitable for the next year

There is no need to complete the PDCA principles to improve work by completing 6 steps before moving on to step 1. If there is a problem, you can go back and do whatever step you want.

The tool used in the study of operational procedures to propose ways to increase efficiency in this container freight station (CFS) has chosen to use the tools consisting of

1. Fishbone Diagram for brainstorming the root cause of problems in But the work process

2. The 5W 1H question system asks questions to analyze the cause in the original work process and find ways to improve.

3. ECRS Principles to begin the process improvement process with Cutting unnecessary work procedures in the process Integration of work procedures To save time or labor in the workplace Reordering tasks And improvement of working methods Or build tools to help do Easier work

RESULTS

The process of receiving products into the warehouse

1. Employee prints Manifest documents from customer mail

2. Bring Manifest documents for product placement planning by supervisor Product size and quantity from the manifest. After that, key the queue information into the system so that the Forklift driver can open it in the nTRACS program.

3. Open the container and inspect the goods by the staff opening the container and bringing the goods to the shed. If inspected and found that the product has problems such as Dented, collapsed, torn, torn, etc. Let the staff take a picture as evidence since the product is in the cabinet before taking the product out or the product is not complete according to the Manifest document to notify the owner of the product or Shipping to procee

4. Put the products in the shed The Forklift driver opens the nTRACS program screen and presses to receive the job queue. Afterwards, the product is placed at the position shown on the program screen. Once the product has been placed at the location, press Confirm (Movement Success) so that the information will be sent to save the information into the system.

5. Once all the goods have been lifted from the container, the inbound containers Change cabinet status to empty cabinet (Can know when the job queue on the computer screen has been confirmed)

6. Bring the Manifest document used to open the cabinet and put the details in the Tally Sheet document. Send mail to the customer.

Product delivery process

1. After bringing the products into the warehouse and each product is already in the system Products will be ready to deliver.

2. The customer will bring the Wharf Receive document to the staff at the drop-off box. The customer must write the vehicle registration number in the said document.

3. Afterwards, the staff at the release cabinet will issue 4 Announcement Card and Delivery Note documents (2 customers, 1 security guard, 1 loading and unloading station) along with the work queue of the desired product location. Will be posted to the company system in order to display in the Forklift Driver nTRACS program in search of products

4. When the Forklift driver receives the workload received and places it on the platform

5. Check the accuracy and the straightness of the straight lines that found conflicts, check from the Tally Sheet, the picture must match the specified, then lift the product into the car.

6. Bring Announcement Card and Delivery Note to customers. Sign all 4 products and have 2 customers keep 1 security officer and 1 container at the loading and unloading station.

7. Forklift driver or product release staff Click to confirm the movement (Movement Success) to give information to the company's system.

CONCLUSION AND FUTURE WORK

1. Should study the duration of the new format of operations that can reduce the time and reduce the error much Along with comparing before and after improvements

2. The study of the cost effectiveness of the nTRACS program in the loading and unloading station should be studied

ACKNOWLEDGEMENTS

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Social Sciences and Economics Research Society

SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020
Full Paper Proceeding SSER-2020-, Vol. 2- Issue. 6

ISBN: 928-601-6427-76-0

The Customer's Satisfaction of the Chao Phraya Express Boat Services.

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Abstract This research is to study the customer's satisfaction with the Chao Phraya Express Boat Services. By comparison satisfaction of the Chao Phraya Express Boat Services and various factors level of satisfaction among different genders, ages, marital status, occupation, the income of the customer. Expected benefits are 1) to understanding the customer's satisfaction 2) to know the relationship between personal characteristic and behavior in using the Chao Phraya Express Boat Services 3) to formulate and strategic plan to strengthen the capability of competition of the business in the short and long term. For data analysis, will collect data of paper based on 400 samples by using a convenience questionnaire among customer or involvement in people who have used the Chao Phraya Express Boat Services. The statistic will use are a percentage (Percentage) and score average (Mean), standard deviation (SD), T-test and F test or one-way ANOVA by defining the significance level at 0.05. Based on the results will help to promote and develop into quality services, safety standards and sufficient to meet the needs of the user. This will lead to the satisfaction of the users as well as using the information to develop for commercial business benefits.

Keywords: Satisfaction, Chao Phraya Express Boat Services

INTRODUCTION

Traffic problems in Bangkok and its suburbs are not just a problem. But now is the way of life of people. Since Bangkok began to develop public transportation, people have never stopped facing traffic problems at all. There are solutions to problems by offering new options. For traveling in many forms such as Bangkok Mass Transit System (BTS), Mass Rapid Transit (MRT) etc. But traffic problems are still intensifying even though there are more travel options. It still seems that there will never be a problem that has been solved for a long time. For traffic problems if carefully considered, cannot just raise one cause and consider solving the problem because the source of traffic problems in Bangkok and its suburbs are numerous and complex whether it is a city plan that does not go as appropriate and lacks cooperation between the government mass transit systems that do not follow an effective plan and sub-causes such as time management of traffic lights that are not consistent with the overall traffic of the entire city.

The Thai ministry of transport has a project "Ship-To-Boat" to help Thailand to encourage people for more water transportation, will lead to the reduction of land traffic problems in Bangkok and its vicinity and increase the capacity of water transportation. To be a transport option that facilitates fast access to passengers, in addition to the development of water transportation, improvements to standards and safety for customers. There are maps to connect with other public transportation systems such as Bangkok Mass Transit System (BTS), Mass Rapid Transit (MRT) and Bus etc. The water transportation of Chao Phraya Express Boat is an alternative to public transportation that helps reduce traffic problems with car transport because it is a convenient, fast and inexpensive transport. It is also popular with Thais and foreigners because you can be connected to using the Bangkok Mass Transit System (BTS) and quickly enter into the heart of Bangkok by the route along the Chao Phraya River starting from the Pak Kret district, Nonthaburi to Rat Burana district, Bangkok. Total distance is about 32 kilometers with 4 main shipping lines, including boat lines Orange flag expresses special boat line, Yellow flag express boat line, and Green flag express boat line.

The important factors in a customer's deciding to use the Chao Phraya Express Boat is the service marketing mix as follows 1) Chao Phraya Express Boat (Product) 2) Fares for services (Price) 3) Accommodation of customers (Place) 4) Marketing promotion (Promotion) 5) Service procedures (Process) 6) Service Staff (People) 7) Physical characteristics of the customer's accommodation (Physical evidence). Based on the survey data of the express passenger density along the Chao Phraya River in 2019 (up-leg downstream) 42,637 people per day on government days and 24,876 people per day on public holidays. Which is a monopoly of the Chao Phraya expressing Boat Company for more than 46 years and at present; there are 45 ports for passenger transportation throughout the route. Which has large boats that receive investment promotion from The Board of Investment (BOI) has 15 large boats, with 150 passengers, 50 medium-sized boats, with 90 passengers and 300 staff members. (Statistical Analysis Group, Bureau of Planning, September 2018). The Chao Phraya Express Boat passenger services to increase satisfaction in the process of providing services, service staff, facilities and service quality, including overall satisfaction in order to improve and will help to promote and develop into quality services, safety standards and sufficient to meet the needs of users. This will lead to the satisfaction of the users as well as using the information to develop for commercial business benefits. Therefore, satisfaction surveys will be the source of success in responding to consumer needs. Especially the maritime business operators who are able to reach the satisfaction of using the services of consumers and is a way to improve and develop quality marketing strategies to better serve the needs of users. It can also be extended to increase the satisfaction of users in other areas as well. The researcher is interested in studying 'The Customer's Satisfaction of the Chao Phraya Express Boat Services' to obtain behavioral information and service satisfaction levels that are useful for sustainable improvements and development of service systems in the future.

RESEARCH OBJECTIVE

1) To studying and understanding the customer's satisfaction using the Chao Phraya Express Boat Services.

2) To know the relationship between personal characteristic and behavior in using the Chao Phraya Express Boat Services.
3) To formulate and strategic plan to strengthen the capability of competition n of the business in the short and long term.

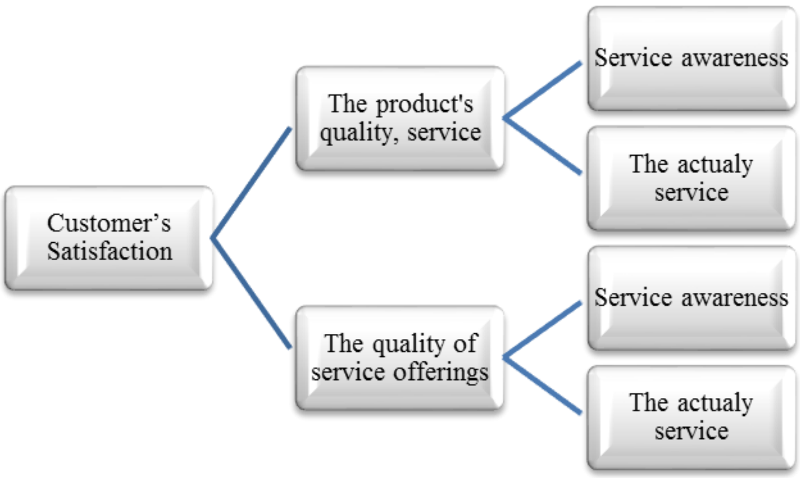
LITERATURE REVIEW

In this research, the researcher studied theories and concepts about the customer's satisfaction, customer's behavior, Marketing Mix 7P's

The customer's satisfaction

Customer's Satisfaction is a personal matter to an individual based on personal experience, different and similar to each person. Satisfying refers to the satisfaction, liking, or approval of a person in his performance and other elements or incentives. The individual's satisfaction never ends, can be changed; can always be according to time and environment. Individuals, therefore have the opportunity to be dissatisfied with what they had previously satisfied. Satisfaction is a personal feeling as a result of comparisons between the perceived performance or efficiency of products and services and the expectations of customers about products and services. The meaning is, if the results obtained from the products and services are lower than expected, will cause dissatisfaction, but if the results obtained from the products and services match the expectations, it will result in satisfaction and if the results obtained from the products and services are higher than expected, will make a good impression. (Kotler, 2003).

Figure1: Components of satisfaction in service (Kotler, 2003)



Generally accepted that service satisfaction is important for the efficient service operation, has general characteristics on 3 reasons as satisfaction is an emotional expression and the positive feelings of a person about something, satisfaction arises from evaluating the difference between what is expected and what is actually received in a particular situation, satisfaction can change at any time according to environmental factors and situations that occur. However, in the modern marketing world, product manufacturers and service providers are fiercely competing. Different types of businesses try to differentiate their products and services by using different strategies such as price strategy, designing products to be unique or after sales service etc. Information can be sent to every corner of the world at a low cost and does not take long. Peoples in one hemisphere can get information about products and services in another hemisphere in just a second. Included the convenient transportation makes all deliveries of products and services not difficult anymore. Therefore, the competition at this time is competing with services. As a result, creating customer satisfaction has become an important factor in competition. (Makoto USUI, 2009).

Figure2: Customer Satisfaction Definition

The customer's behavior

Customers around the world are different in demographic issues on many issues such as age, income, education, religion, culture, traditions, values , tastes, eating, using, buying and the customer's thoughts on products are different. Resulting in different purchases of different types of goods and services in addition to demographic characteristics as already mentioned there are other factors that make a difference to customers. (Kamonphobthip Pala, 2012) The study of the customer's behavior is the study of behavioral decisions and decisions. Customer actions related to the purchase and use of products from resources that are money, time and energy to consume products and services consisting of what to buy, why to buy, when, how, where and how often. (Schiffman and Kanuk, 1994) and most of them are decisions to make a purchase, service in order to receive maximum satisfaction. There are 4 main factors determining the demand and affecting the behavior of customers: Cultural Factors, Social Factors, Personal Factors and Psychological Factors. Found that in general, every time customers decide to use the service, customers have relatively similar thinking processes before making decisions and after using the services. These processes are called "Five-Stage Model of The Customer Buying Process" (Orji and Goodhope, 2013) Consists of 5 steps are 1) Need Recognition or Problem Recognition, 2) Information Search, 3) Evaluation of alternative, 4) Purchase Decision, 5) Post Purchase Behavior. The steps in the purchasing decision process are all important for the study of the customer's behavior. A good marketing research must understand the customer's behavior as a basis for reaching the minds of consumers in order to demonstrate trends in achieving business goals.

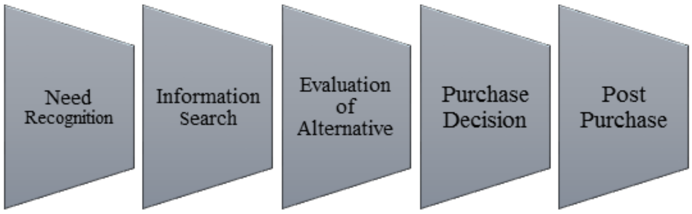


Figure 3: Five-Stage Model of the Customer Buying Process (Orji and Goodhope, 2013)

Marketing Mix 7P's

When we apply this concept to businesses in the service sector, more consideration is needed because the services industry is different from the general consumer goods industry. Because there are both tangible products and intangible product are the products and services offered to customers or the market The marketing strategies adopted in the service business need to be provided in a marketing mix that is different from general marketing. (Thithorn Thirathirakwanrot, 2003) The marketing mix concepts for service businesses as a concept related to a service business that is different from general consumer products. Require the Service Marketing Mix or 7P's, defining a marketing strategy consisting of seven factors to consider (Philip Kotler et al, 2008) which can be classified as follows:

1. Product, The product is something that satisfies human needs, what the seller must give to the customer and the customer will receive the benefits, value of that product. In general, the product is divided into 2 types: tangible products and intangible products.

2. Price refers to the value of products in monetary form. Customers will compare the value of the service with the price of that service. If the value is higher than the price, the customer will decide to buy. Therefore, service pricing should be appropriate for service levels that are clear and easy to differentiate service levels, the pricing strategy must take into account the following factors: value that is perceived in the eyes of customers must consider and accept the value of the product that is higher than the price of that product, product costs and related expenses, competition in the market, other factors.

3. Place, Placement or distribution channels as activity related to the environment in providing services to its clients affect customer perception of the value and benefits of the services offered to consider the location and channel offerings.

4. Promotions in marketing promotion are one of the important tools for communicating to users with the objective of informing or inducing attitude and behavior. Service's the key to rapport marketing.

5. People or employees must select recruitment, training, motivation in order to create satisfaction among customers differently than competitors as the relationship between service personnel and users of the organization. The staff must be capable, have an attitude that can respond to users, originality, the ability to solve problems, be able to create value for the organization.

6. Physical Evidence/ Environment and presentation are demonstrating physical characteristics and presenting to customers to see concrete, trying to create quality by including physical, service forms in order to create value for customers. Whether it is dress, cleanliness, neatness, negotiation must be polite, gentle, and provide fast service or other benefits that customers should receive.

7. Processes are activities related to service procedures and practices offered to customer services in order to deliver services accurately and quickly and to the customer's impress.

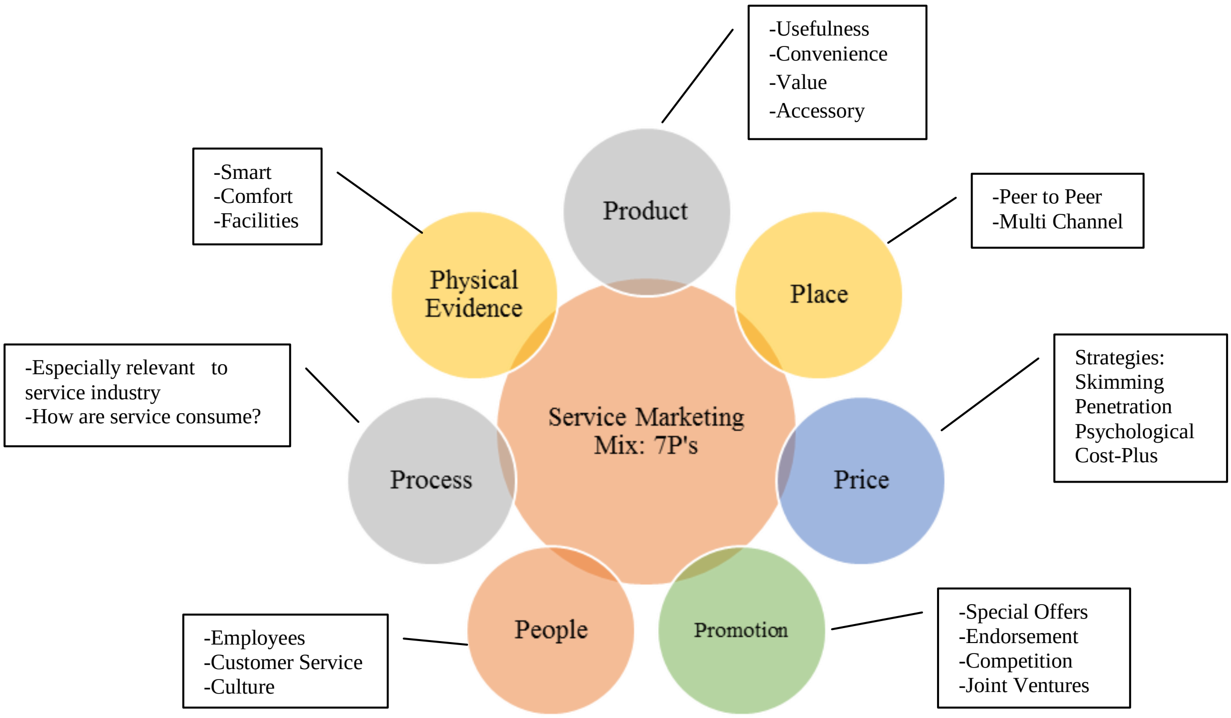


Figure 4: Service Marketing Mix: 7P's (Philip Kotler et al, 2008)

RESEARCH METHODOLOGY

The customer's satisfaction of the Chao Phraya Express Boat services to study the level of satisfaction and behavior of the Chao Phraya Express Boat Services in the aspect of the Chao Phraya Express Boat service, consisting of the Chao Phraya Express Boat, service for, passenger accommodation for service, marketing promotion, process and service procedures, personnel and service personnel including the physical characteristics of the passenger accommodation. The study will be conducted by people using the Chao Phraya Express Boat services in the amount of 400 samples from the population in Bangkok and surrounding provinces and use the tools for collecting data such as questionnaires. There are 6 steps:

1. Population and the sample selection is the customer who uses the Chao Phraya Express Boat Services, the sample is the customer who uses the Chao Phraya Express Boat Services by calculating the formula to determine the size of the sample group that does not know the population value.

2. The process of creating questionnaire is a tool for collecting data in the amount of 400 samples. The structure of the questionnaire consists of questions focused on the objectives of the study divided into 4 parts as follows:

Part 1 is a general information questionnaire about the customer's using the Chao Phraya Express Boat Services such as gender, age, status, occupation, income.

Part 2 is a questionnaire about the behavior of the customer's using the Chao Phraya Express Boat Services.

Part 3 is a questionnaire for satisfaction of users of the customer's using the Chao Phraya Express Boat Services.

Part 4 is a problem and suggestions of the customer's using the Chao Phraya Express Boat Services.

3. Sources of information, the information will be used to research the sources separated into 2 parts: the primary is all about the satisfaction of the customer's using the Chao Phraya Express Boat Services. The data are from a survey by questionnaire and secondary data has been researching the literature, such as the theory of related research, article from libraries, government agencies and the private sector.

4. Data collected will be compiled with a questionnaire to collect data from the population in Bangkok and surrounding provinces.

5. Data Processing, the researcher will investigate all issues and queries that have been selected to complete a questionnaire to 400 samples and analyzed using computer software.

6. Data analysis for this research will use descriptive statistics to analyze. The general information of respondents and the needs of the customer are using the Chao Phraya Express Boat Services uses percentage and average methods.

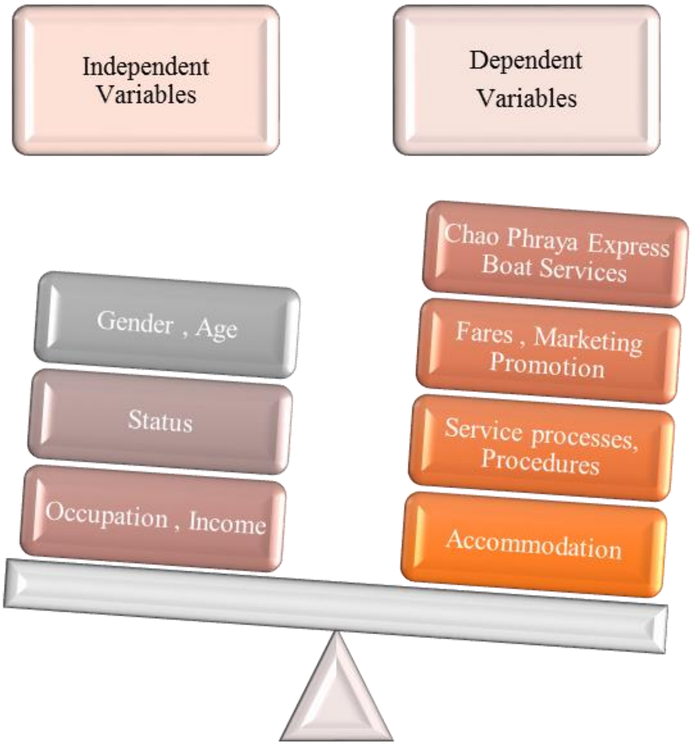


Figure 5: The conceptual framework of the study

EXPECTED BENEFITS

1. Making the researcher aware of the level of people's satisfaction with the customer's using the Chao Phraya Express Boat Services in Bangkok and surrounding provinces.
2. In order to take advantage of public satisfaction data on the customer's using the Chao Phraya Express Boat Services in Bangkok and surrounding provinces as basic information for relevant agencies to use to improve services and increase efficiency related to the marketing mix.

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SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020
Full Paper Proceeding SSER-2020-, Vol. 2- Issue. 6

ISBN: 928-601-6427-76-0

Increasing the Service Efficiency of BTS Sky Train, During the Rush Hours.

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Abstract This article aims to 1) provide knowledge about increasing the service efficiency of BTS sky train, during the rush hours and 2) to propose ways to increase the passenger service efficiency of BTS sky train, during the rush hours. The content of this article contains problems of providing BTS sky train services during rush hours, how to increase passenger service efficiency and advice for the authorities. The knowledge from this article can be used to increase time management efficiency for the authorities in passenger service and related parties for development and resulting in improved service satisfaction.

*Keywords***:** Service Efficiency, BTS Sky Train, Rush Hours

INTRODUCTION

Transportation is very important in driving the country's economic and social development. Good, modern, and efficient transportation systems are an important part of improving the lives of people in the country. It also reflects that that country is a developed country. And pay more attention to the lives of people in the country but with the traffic conditions in Bangkok being a very important problem Due to economic growth and the increasing number of population By moving labor from rural areas to capital cities to find work Currently, the transportation system has been improved and developed to help solve the problems and reduce traffic problems for the population living in Bangkok.

Samart Rajapolsit (2007, page 5-12) said that Today, the "Sky Train" has become an integral part of the lives of Bangkokians. The hope and solution of traffic problems in large cities to global warming depends on the efficient mass transportation system. Therefore, it becomes an important option for the government that is used to solve or alleviate traffic congestion problems in the capital city and increase the potential for transportation. With various bus routes and stations In addition, the services of the BTS sky train system Convenient to travel, safe and able to reach your destination on time. Therefore resulting in a large number of users but with the mass rapid transit, the BTS system still has various system problems which cannot provide sufficient services for the number of passengers using the service. Which causes many passengers go to work late during the rush hour Because finding a way to get to his destination Which may be inconvenient and has an increased fare As well as guidelines for maintenance take a long time Therefore think that the company should have measures to measure Service quality in order to be aware of service problems in various parts

With the reasons mentioned above Therefore saw that the increase in the efficiency of the BTS Sky Train service during rush hour is very important in providing public transport services. In addition, to enable the carers and related parties to be utilized in increasing efficiency, managing the period of service for passengers In order to achieve better development and satisfaction from service

BTS Sky Train Service

BTS Sky train is a public transportation system by the Bangkok Mass Transit System Public Company Limited which builds and operates a public transportation system running on 2 elevated expressways in Bangkok, the Sukhumvit Line (Station Mo Chit to On Nut Station, with a distance of 16.8 kilometers) and Silom Line (National Stadium To Saphan Taksin Station, with a distance of 6.3 kilometers) Which is one of the busiest business streets in the city center. The objective is to help alleviate traffic problems in Bangkok and to add new alternatives to travel that are most efficient, convenient, quick and safe for the public. Which opened on December 5, 1999 from 6:00 am - 12:00 pm, there are trains servicing every 3-5 minutes and the number of passengers using the service increases every year. As it can help save time in traveling there is also a promotion in the form of various tickets causing consumers to save on travel expenses the economy has expanded. Because it is a convenient transportation fast, modern and safe, which is considered a new dimension of communication in Thailand that are developed into a universal system (Annual Report 2013/2014, BTS Group Holding Public Company Limited).

Service is the backbone of government agencies and business sectors. That affects the response of users to the highest satisfaction. Millet (Millett, 1945, quoted in Viroj Sattasansakul, 1995, p. 7) points out that the first value of all public administration is the operation of services that provide satisfaction. Which has 5 important characteristics;

1. Providing equal service
   Based on the principle that all people are born equal Equality means all citizens should have equal rights, both legal and political. And government services must not share racial or racial poverty as well as social status
2. Providing fast, timely service
   There will not be any public works that are effective if not on time or in time such as the fire truck arrived after the fire has run out. The service was considered to be incorrect and satisfactory.

3. Adequate service
   Aside from providing equal and quick service must consider the number of suitable people a sufficient amount of demand in the right place at the right time as well
4. Continuous service
   Meaning that providing services at all times must always be ready to serve public's attention with regular training, such as the work of the police, must be available 24 hours a day
5. Progressive service
   Is a service that has progress in both work and quality Modern Technology?

In conclusion BTS Sky train Service is The BTS Sky Train public transport system was built for convenience. Help alleviate traffic problems in Bangkok. And is to add new alternatives for traveling that are efficient, convenient, fastest and most secure for the people In which the operation of service provides satisfaction There are 5 important characteristics which are Providing equal service Providing fast, timely service Adequate service Continuous service And progressive service

Problems Service During Rush hour

Woo Chic, Professor of Public Transport at the University of Pennsylvania (Vuchic, 1981: 55-63). Have studied about the efficient mass transportation system which must consider the needs and the needs of passengers, service providers and communities or society as follows

1. The passenger side consists of
   1.1 Travel ability, including the ability to conveniently access the bus station As well as having to consider according to the status of the user group, including children, the elderly, the disabled and those who do not have private cars
   1.2 Punctuality Transportation systems must be punctual. There is a definite service schedule. Service frequency Accuracy of service
   1.3 Travel time Complete travel time to your destination consists of 4 parts which are
   - Access time
   - Waiting time
   - Vehicle transfer time
   - Departure time

   The transportation system must be fast. And have to shorten the time required for changing Travel modes such as buses to electric trains
   1.4 Convenience of the vehicle Which means having a seat Have clean air conditioners with suitable temperature Have good maintenance both of the car's condition Passenger station And the condition is not crowded as well as near the parking lot
   1.5 Safety in preventing accidents And crime prevention
   1.6 Expenses are another important factor for travelers. The relationship between passenger prices and transportation needs is of the utmost importance. In addition, it includes other expenses such as accommodation expenses. Expenses for access by car
2. Service providers consist of
   2.1 Covering the area of service provided by the transportation system the distance should be within 5-10 minutes from the bus terminal to the destination.
   2.2 The frequency is expressed in terms of the number of vehicles that leave the station per unit of time (hours)
   2.3 Speed. Service providers will consider the speed on the route. Which affects labor costs, energy, maintenance And attracting passengers
   2.4 Financial is an important factor in service providers, which can be divided into 3 areas, namely investment, operating expenses and income, which must be as low as possible.
   2.5 The capacity is divided into 2 types which are the capacity of the route And station capacity
   2.6 Security, service providers must consider safety. If an accident occurs, must pay medical expenses. And should also have an operating system model that makes traveling safe, such as route separation, navigation and safe signal systems
   2.7 Side effects Sub-transportation systems have an impact on those who use transport systems and the environment. The service provider should be responsible for physical effects such as aesthetic pollution. Sound and air
   2.8 Attracting passengers the number of passengers on the route is an indicator of the success and transportation role of the city. Attracting passengers is caused by service levels. But there are other additional factors such as the ease of the system Reliability of service, frequency and accuracy

Currently, Bangkok has traffic congestion. Traveling by BTS Convenient, fast, and on time, whether traveling to work, go to study. There are people who use BTS sky train services. Lots of variety in each day, but the BTS Sky Train still has news about the system problems in various areas, such as a derailment system. Which causes a lot of people left at the station during rush hour resulting in people late to work from the finding a way to get to their destination. Which may be inconvenient and has an increased fare, it also takes a long time for maintenance.

Therefore, using public transport in Bangkok by BTS Sky train must be efficient enough to meet the needs of passengers using the service. Especially during rush hours to reduce the number of passengers remaining and able to provide passenger services on time

Increasing the Efficiency of the BTS Passenger Service During Rush Hour

Efficiency of public transportation services such as Road system connection, the ability to handle road traffic, a variety of service systems etc. The case study of Khristy and Lall in 1983 (Khristy and Lall, 1983) found that Fares, Comfort, safety, agility in traveling, Punctuality Vehicle, condition Access to user groups, including connections for public transport between areas. Is a factor that reflects the decision to use city public transport.

Barry (1986) states that Successful services must include the following features: (1) Reliability is consistency and dependency (2) Responsiveness Include Willingness to service, readiness to service and sacrifice time, constant contact and good service to users (3) Competence Including the ability to provide services, the ability to communicate And the ability to provide knowledge (4) Access Users are convenient. The procedure is not complicated. Users spend less time waiting. Convenient time for service recipients and in a place that users can contact conveniently (5) Courtesy including showing politeness to service users Give proper welcome and the service provider has a good personality. (6) Communication, namely, communicating the scope of the service and explaining the process of using the service (7) credibility with accuracy, reliability (8) security, namely physical security such as equipment (9) understanding means learning service users Providing advice and attention to clients And attention given to clients (10) tangibility, which is to prepare materials for service Preparation of equipment for facilitating service users and organizing beautiful and clean property

Theories about the electric train system consist of Theoretical reliability of the electric train system the relationship between reliability and quality of the electric train system services. Assessing the quality of electric train services Assessing the readiness of the electric train system Assessment of electrical equipment maintenance for electric train systems Risk assessment of equipment in electric train systems And maintenance activities for electric equipment of electric train systems

Reliability of the Electric Train System

The factors that affect the quality of the train system in Thailand are both from the passenger service operators and the reliability of the equipment in the train system. When a failure occurs, it will affect the quality of service to passengers. Which the mass rapid transit system has common components, namely the availability and safety of passengers Therefore, the quality of the electric train service can be achieved, which must make the system equipment reliable and maintainability of the whole life cycle of the system. Along with providing services

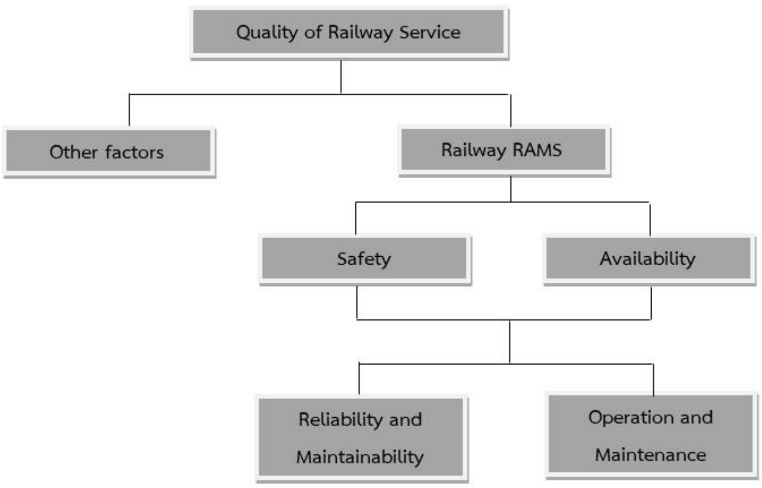

Figure1: Showing the components that affect the quality of the train system services

In order to consider the factors that affect the quality of service, especially from the reliability of the electric train system without considering components from external factors such as system users Fare structure which cannot be controlled will be able to identify the reliability indicators of the system train

Assessing the Quality of Electric Train Services

Assessing the quality of electric train services Can be considered from the unavailable service and the inability of the service Due to the failure of electrical equipment The frequency of the electric train service will vary depending on the day, such as normal work days, weekly holidays, etc., and the duration of the day will have different service frequencies, such as Frequency of Peak Hour Headway service of the day will be higher frequency In order to provide services in time with the needs of the passengers' services Therefore, service considerations are generally considered by using the average headway frequency, which can be estimated from the number of hours the train system is open throughout the year, compared to half of the number of trips served. Throughout the year, the number of trains that are not ready to be serviced or the number of discontinued trains can be estimated from the time of the failure. This occurred and resulted in the suspension of the electric train service being suspended until the system has been modified and returned to normal service conditions. Railway Service monitoring service quality assessment has 2 types as follows

- Train Service Unavailability (TSU)
- Punctuality of the Train Service Delay (TSD)

SUGGESTIONS TO CAREERS

"Sky train" is part of the lives of Bangkokians with the BTS Sky Train Service. It is convenient to travel, safe and able to reach your destination on time. Therefore resulting in a large number of users But the BTS Sky Train Mass Transit System still has news about system problems in various areas, such as a derailment system which causes a lot of people left at the station during rush hour resulting in people late to work from finding a way to get to their destination.

The efficient public transport system must therefore consider the needs of passengers in order to reduce problems. By increasing the reliability of the electric train system And the quality of the train system services Which will need to assess the quality of the train system services Assessing the readiness of the electric train system Assessment of electrical equipment maintenance for electric train systems Risk assessment of equipment in electric train systems And maintenance activities for electric equipment of electric train systems In order to be able to meet the needs of service users until they are more satisfied

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Social Sciences and Economics Research Society

SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020
Full Paper Proceeding SSER-2020-, Vol. 2- Issue. 6

ISBN: 928-601-6427-76-0

Management of Public Cold Storage Business Organizations to a Sustainable Competitive Advantage.

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Abstract This article presents of study reports, concepts, theories and researches from review literatures. Important independent variables to create advantage and sustain of public cold storage organization that related with food industries in Thailand are resources, management capability, process innovation and service quality. This study will be useful for management team and public cold storage entrepreneurs to apply for create advantage and sustain administration in their business. This study will be useful for government sector and private sector to promote and support in public cold storage organization, academic society to next related study as well.

Keywords: Public Cold Storage, Sustainable, Competitive Advantage.

INTRODUCTION

Cold storage is a warehouse that has cooling equipment that can control the temperature to the desired level. This type of warehouse is used to store perishable goods such as vegetables, fruits, meat, and medicines. Or finished goods to reserve for the right time Is part of the distribution system and distribute goods which is related to the system of production and transportation. The cold room warehouse will have temperature control to make the raw materials or finished good quality products that are fresh and prevent spoilage of raw materials or finished goods (Fatek, 2017)

Cold storage is extremely important for the food industry's supply chain system to store raw materials for processing and finished goods to be sufficient to meet the market demand in the food industry Which is an industry that plays an important role in thai economy increating value added to agricultural products, data from the Food Institute, February 2019, Thai food exports in 2018 is worth 1,031,956 million baht, an increase of 1.6 percent, or 32,190 million baht from the institute's Annual Report 2017. Food Thai food exports in 2017 totaled 33.34 million tons, worth 1,015,816 million baht, increasing at the rate of 7.8% and 6.9% respectively, and data from Food Industry outlook 2018 of the Food Institute reported the proportion of food industry's GDP compared With the industrial GDP equal to 21.8%, 21.9%, 21.9% 21.6%, and the projected 21.7% and the proportion of the food industry's GDP compared to the total GDP is 6.1%, 6.1%, 6.1%, 5.9% and 5.8% in 2015. 2012 to 2016 respectively.

However, cold storage have been a key supporting factor due to the increased demand in the world market. After the economy of the major trading partners began to recover especially United States The European Union, Japan, and China, while the economy and trade in the Middle East and Africa have improved, resulting in increased demand for food products, especially in rice, seafood and canned vegetables.

Economic Research Center Business and economic foundations The Government Savings Bank has reported risk factors for the food and beverage industry in 2019, including the impact of the Thai fishery regulation in accordance with international standards in order to solve the IUU Fishing problem, including the labor shortage in the fishing industry and the impact Due to strict enforcement of foreign labor laws The protracted trade war between the United States and China Which affect the economic growth in both the United States and China. Risk from excess production of white shrimp in the world market Risk from amending Thai law to import pork and intestines that contain Racophores from US Directly affecting the public cold storage warehouse business in the Thai food industry

From the said situation Causing the demand trend of the food industry to rise affecting the cold storage business organization, there must be urgent adjustment in resource management. Organization capability Process and service quality management to meet the needs of customers and maintain competitive stability may cause sustainable competitive advantage issues

Therefore, the researcher sees the importance of the issues of sustainable competitive advantage. Stability of competition in public cold storage business Therefore bringing the said issues going into the research process to find solutions to the problems

RESEARCH OBJECTIVE

1. To study the importance level of factors affecting competitive advantage
2. To study resources factors , Management competency factors and service quality factors That affects the sustainable competitive advantage

LITERATURE REVIEW

Content in this chapter The researcher presents ideas, theories and research from textbooks, books, articles, publications, and online media both domestically and internationally. Related to the cold storage industry management issues summary of literature review defining variables used in the research, research framework, hypothesis and defining action definitions to be used in the study are as follows

1. Resources

1.1 Robert J. Galavan (August 2015) states that resources in this context are tangible and intangible assets under the effective control of the organization. Is the unit that the organization created and used to achieve results In which resources are divided into

- Physical resources: Buildings, equipment, tools, weapons, etc.

- Financial resources: cash, budget commitments or other instruments with liquidity

- Technology resources: computers, software, networks, databases, communications systems, satellites, etc.

- Human Resources: Body, Intelligence and Emotions

- Social resources: relationships, networks, trust, norms, friendships and reputation

- Organization resources: system information (formal and informal), organizational structure, knowledge of management, culture, relationships of the organization (Such as partners) etc.

1.2 Supakorn Limkhunthammo , Prasopchai Phasunon (2015) has organized the concept of resources in this research into 5 types which are human resources. Physical resources Financial resources Marketing resources And intellectual property resources Which has the following meanings

1. Human resources. From the research, it is found that knowledge and experience of executives are important to business success (Borch & Forsman, 2004: 65; Grant, 1996: 120-121).
2. Personnel will be a sustainable organization (Morin & Audebrand, 2003). That means that human resources are a factor affecting the organization's competitive advantage.
3. Physical resources mean having physical characteristics that are advantageous in production, such as having a factory location that saves transportation costs The use of technology, machinery, tools and production equipment that enable us to produce products with quality as required by customers. In which the location, technology, machinery, tools and equipment that are shocked in production Is an important factor in Drive good business results (Coates & McDermott, 2002: 435).
4. Financial resources Funding is a necessary factor in implementing a strategy. Especially driving marketing strategies (Morgan et al., 2004: 90-108). According to Kaleka's study (2002: 273-283), financial resources have a positive effect on achieving advantage in competition
5. Marketing resources are evident from previous research of Day (1994: 37-52) that marketing resources are valuable to the organization, difficult to imitate Have a positive impact on both the marketing and financial performance, that is, when the organization has good marketing resources Will make the organization have good performance It is also a factor that makes the organization able to create a sustainable competitive advantage.
6. Intellectual property resources In this research (Schroeder et al., 2002: 105), the definition of intellectual property resources is the possession of trade secret information. Including information about formulas, ingredients, techniques, production methods, or quality control that the organization uses for business benefits. Including formulated trade secrets Or production techniques of a particular organization That has been developed to suit the organization

2. Administration

2.1 Gulick and Urwick (1937) , The management process consists of planning, organization, staffing, directing, reporting, and budgeting, which are popularly called POSDCoRB.Organization, Public administration, Public administration)

-Planning is project planning and action plans, including work procedures in advance To achieve job objectives

-Organizing defining the structure of authority, division of work and line of work In order to achieve the objectives

-Staffing is personnel management, including manpower management Recruitment and human resource development Including enhancing a good working atmosphere

-Directing is command diagnosis Supervision and supervision of operations as executives are the heads of departments

-Coordination of various business activities of the department to achieve good coordination and coordination towards the same destination.

-Reporting is activity of the department's performance so that the executives and members of the department are aware of the movement and progress of the business on a regular basis.

-Budgeting is involved the mission is about planning, accounting, financial and fiscal control.

2.2 Drucker (1995: 67-69) proposes that the management process consists of

-Planning is the determination of the duties that must be performed To achieve the goal Corporate target targeting

By specifying how to proceed and when To ensure success according to the planned plan.Must control allIn the distance

And long-term.

-Organizing (Organizing) is the assignment of people. In the department or department. Target according to the plan. When a department or department successful It will make the organization succeed as well

-Leading the organization is an incentive to attract simulate and cheese. Direction to achieve the goal by increasing productivity and focusing on human relations resulting in long-term productivity that is higher than the working conditions because people tend to not like the work conditions.

-Controlling It is the responsibility of the management to gather information to evaluate the performance. Comparison of works currently.

2.3 Parinya Tongnak , Dr.Parisha Marie Cain and Dr.Yuttapol Tavachalee (2013) Research Result: 1) The process of organisation development planning in overall was on a high level, the best procedure was the procedure of defining and choosing alternatives. Analysing aspects, it was found that the planning and preparation was regarded as high on an average of 3.53. Thus, it could be seen that the Sang Kho Subdistrict Administration Organisation’s preparedness in preparing planning was not something it was short of, but the aspect needed improvement was that it should let experts in planning to conduct meetings and set the budgets to support the planning.

2.4 Assoc. Prof. Dr. Soawalak Kosolkittiamporn1, Assoc. Prof. Dr. Sanya Kenaphoom (2016) The appearance or nature of a formal organization is as a specialized, standardized, formal, centralized configuration, with flexibility. Generally, there are six important elements of an organization namely; man, goals, structure, data/message and knowledge, technology, and environment. The management, meanwhile, is responsible for the success, efficiency, and effectiveness of the people and resources of the organization. So, the duties of the executives are to carry out the goals of the organization, which are generally considered to be the planning, organizing, leading/directing, and controlling.

2.5 Satit Tipmaneee (2019) Concept that will help develop one interesting Startup is POSDCoRB, which is a theory that has been accepted, in use for a long time and caused many successful business organizations. Appropriate use of POSDCoRB with Startup will be able to generate a lot of profit and success for the business

3.Service Quality

3.1 Weber (1966) commented that Providing services that are most effective and beneficial to the public It is giving regardless of the person, also known as "Fine Ira Era Et Studio". That is to say that the service is not emotional and does not have a special liking. But everyone must be treated equally In accordance with existing rules In the same condition

3.2 Shelly (1975) summarized the satisfaction theory that satisfaction is a theory of two kinds of human feelings: positive feelings. And negative feelings All kinds of feelings of humans belonging to these two groups of feelings positive feelings, when they occur, will lead to happiness. This feeling is different from other positive feelings, that is, it has a reverse system. Can cause more happiness or positive feelings, happiness is more complex and affects more people than other positive feelings negative feelings and happiness are intricate relationships. And the relationship system of these 3 feelings is called the satisfaction system In which satisfaction occurs only when there are more positive feelings

3.3 Parasuraman, Zeithamland Berry (1985) states that service quality depends on the gap between service expectations and the real perceptions of consumers or consumers. The expectations of the users are based on the hearsay that has been passed on and the direct experience in receiving the service. Including news releases from service providers Both directly and indirectly As for service recognition, it is a result of services received and communication from service providers with clients. The service quality factor has been determined from 10 dimensions, namely, access to services , communications , service provider Capabilities , service facilitation , reliability , confidence in service , responding to user needs . security physical and understanding and acquaintance with users. Subsequently, the service quality assessment factors were improved by eliminating some factors in order to reduce heat and details. Created as criteria for evaluation, leaving only 5 dimensions, namely 1. Physical characteristics 2. Service reliability 3. Responding to the needs of clients 4. Trust and 5. Access to the mind

3.4 Lovelock et al (2002) has defined service as 2 points as follows (1) service is a reaction or operation that one party offers to the other party Although the process (Process) may be bound to the product. But the operation is invisible. Intangible And cannot be possessed(2) Services are economic activities that create value and provide benefits to customers at specific times and places. As a result of the change that the recipient of the service or the representative

3.5 Buakaew Thavornburanasap , Dr. Thiankaew Liamsuwan (2017) , The findings revealed that the level of service perceptionand expectation of service provided by Chachoengsao Provincial Office of Business Development was at the highest level. Specifically, the service assurance was rated at a higher level than other aspects. Moreover, based on the results from the comparisons, it was shown that there was a statistically significant difference between the level of service perception and expectation

4. Competitive Advantage

4.1 Porter(1990) , which states that competitive advantages create greater advantages than competitors, consisting of (1) Low-cost Leadership is an external environment. Especially business competitors, focusing on reducing their own management costs. (2) Making a difference (Differentiation) is the creation of uniqueness and differentiation of products and services. (3) Focus is the competitive advantage that focuses on only the parts related to the business to meet the needs and Satisfying customers

4.2 Chatree Wisit (2010) , A Competitive Advantage strategy is a business that can be managed better than other businesses, resulting in greater profits or more value for yourself than competitors

4.3 Sutawan Satjasomboon , Teevara Waidee (2018) , There are five ways to make a difference in sustainability: (1) the product is focus on the innovation that is adopted for valueadded the products and services. (2) Services, focus on convenience for the purpose of the satisfaction to the customers. (3) Personalization, focuses on creating competent employees, training staff to build credibility and correctly responding to the customer needs (4) Image, which focus on branding and image to be easy to recognize, remain and create a clear identity. (5) Distribution channels, focus on increasing communication channels to the customers. It is easy to communicate to customers.

RESEARCH METHODOLOGY

This research was a mix method of quantitative research and qualitative reserch which data collection by questionnaires. The distribution of paper based. Which is divided into 3 episodes as follows

Part 1: 5 personal questionnaires regarding personal fundamentals, consisting of a checklist questionnaire with the actual responses of personal fundamentals

Part 2 The questionnaire about the level of problems that affect the management of the Public Cold Storage Industry Organization in Thailand to a sustainable competitive advantage, will consisting of 24-36 items is a Likert's Rating Scale Question Scale has the option of answering according to the level of problem

Part 3: Questionnaire about suggestions Is an open-ended question to provide comments and suggestions.

Researcher had created tools to collect data. The steps were as follows

- Study concepts and theories from academic papers, textbooks, websites, and related research of similar nature to bring information from various sources as a guideline to create a questionnaire.
- Analyze the objectives, content and structure of the research to determine the guidelines and scope of the questionnaire.
- Questionnaire was on going in process.
- Resercher should be created a draft questionnaire to advisor for review,consideration and correction then provide to the experts with knowledge and experience in public cold storage business and experience expert of business management to make reserch questionnaire by 3 experts person to confirm complete reserch questionnaire.

The data analysis was a statistical computer analysis program. Descriptive statistics includes frequency, percentage, mean , standard deviation and muti-regression statistics were applied.

ACKNOWLEDGEMENTS

This paper would not have been possible without the contribution, the supporting, the kindness help and the encouragement of Associate Professor Dr. Benjabhon mee-ngoen,College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Bangkok, Thailand.

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SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020
Full Paper Proceeding SSER-2020-, Vol. 2- Issue. 6

ISBN: 928-601-6427-76-0

Administration and Protection of Customers' Secrets in Parcels Shipping within Thailand.

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Abstract This article aims to 1) provide knowledge about the postal delivery system of the Thai Postal Company, 2) maintain the parcel for customers without damage, and 3) deliver the parcel within the time specified. The content of this article has analyzed the administration and protection of customers' secrets in parcels shipping within Thailand. For the benefit of effective organization administration, including efficient service concepts to increase the number of customers, strategic operations of the organization, human resource management, team building and development of service culture to the excellence of the Thai Postal Company..

Keywords: Administration, Protection, Customers' Secrets, Parcels Shipping

INTRODUCTION

Currently, Thailand Post has many service areas for customers who need to deliver parcels, delivering parcels to customers for a long time, with the Thai Post Company being the first to provide convenience to customers. The beginning of communication in the olden days caused by the creation of communication and trade routes by communicating easily both via merchants using fast horses until the establishment of fast people in important cities It is considered another way to easily send news and it has continued until the early Rattanakosin period (Thai Postal Company Limited (Thailand) 2017). To be flexible in the management system In order to provide efficient service Until a significant change in the history of the Telegraph Department When the Communications Act of Thailand was enacted in 1976 to separate the operation level And established as a state enterprise It has been the beginning of being a state enterprise since then. Nowadays, parcel delivery has developed rapidly and has increased competitors. Therefore, the development of the Thai Post Company Limited has been effective in maintaining customer packages, keeping confidentiality. The customer delivers the parcel to the customer without damage. Therefore, the Thai Post Company Limited should have the principles of improving the efficiency of protecting the confidentiality of customers, keeping the packages to the customers without damage, delivering the packages on time as specified in order to solve the problems of increasing the quality and efficiency. In the production process, strategic organization management, build people, create a team, create a strong culture to achieve excellence. Since these concepts have been applied to the package transportation (Thailand Post ,2019)

RESEARCH OBJECTIVE

1. In order to maintain the customer's parcel condition completely without any marks. Damage And unpacking the items in the parcel
2. To deliver the package to the customer according to the specified period
3. For customers to be satisfied with the transportation.

LITERATURE REVIEW

Currently, Thailand Post has many service areas for customers who need to deliver parcels, delivering parcels to customers for a long time, with the Thai Post Company being the first to provide convenience to customers. The beginning of communication in the olden days Caused by the construction of communication and trade routes by contacting easy news both through the use of speed horses and the establishment of fast people in important cities It is considered another way to easily send news and it has continued until the early Rattanakosin period (Thai Postal Company Limited (Thailand) 2017). To be flexible In the management system To provide a service that Efficiency until changing the important history of the Telegraph Department When there was a promulgation of the Communications Act of Thailand BE 2019.

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Therefore, the Thai Post Company Limited should have the principles of improving the efficiency of protecting the confidentiality of customers, keeping the packages to the customers without damage, delivering the packages on time as specified in order to solve the problems of increasing the quality and efficiency. In the production process, strategic organization management, build people, create a team, create a strong culture to achieve excellence. Since these concepts have been applied to the package transportation

The postal delivery system of the Thai Post Company delivers goods to the recipient, known as postal delivery. Regarded as an important work in the service of the company Thai Post Company Limited Since it is the thing that has been deposited through the postal service To deliver to the recipient Or those who receive proxy from the recipient Or the representative of the recipient With various methods as Thai Post Company Limited (Ratna Puttaraksa: 2017). The delivery of parcels of the Thai Post Company Limited will have a time frame for delivering parcels according to the delivery service chosen by the depositor. In which the package must be in perfect condition Will not be damaged or have any characteristics that are similar to being opened for viewing or viewing before being delivered to the recipient. At present, the Thai Post Company has many forms of parcel storage services. To meet the needs of current users

The Thai Post is divided into 3 types of public information according to the scope that the researchers want to study, taking into account the purpose of delivery, mail, postcards and publications. Whether in the form of letters, postcards or publications If sending for the purpose of business benefits, namely use a public relations media for marketing or Is sent for use as a marketing activity It is considered to be public information in the direct mail service and can be divided into 2 types which have different benefits according to the purpose of use, which is a addressed form and a non-addressed form. Most users who use postal delivery services tend to Is a government organization, business organization, including companies and stores As mentioned above that In the event that users are interested in using the service but do not have any database at all, the post office will have staff to advise and advise at every step to provide more convenience for users. The details are as follows: Users must know roughly or have information boadly come first, who wants to send to which group of people, which zone, and then contact the staff to tell their needs In order to know that the post office has a database of customers This group or not If the user needs a database of new customers or who has never come to the post office, the postal service also provides a database survey. By calculating the service fee Depends on Difficult to explore and find information (Sahaphat Sahaphat. Chon Buri. 2019)

There are 3 types of postal delivery, classified as follows

1. EMS delivery is an express delivery by EMS. After delivery by post, the tracking number will be given Check the status (Online) at http://track.thailandpost.com. Products will reach customers within 2 business days. The shop will deliver free. In case of ordering products with normal price over 1500 baht

2. Registered delivery The Thai postal service stipulates that Is the delivery used with mail Or items weighing less than 2 kilograms only After delivery by post, a tracking number will be provided which can be used to check online at http://track.thailandpost.co.th. Products will arrive in your hands for 3-4 days. MakeTable 1: Shipping rates of EMS packages

3. Normal package delivery Is a weightless delivery After delivery by post, the tracking number will be given, but cannot be verified online or on the website can only be checked at the post office. The product will reach you within 5 working days. For products that participate in promotions in the hot promotion category, the shop will ship as Parcel only (Thai Post Company Limited (Thailand) 2017)

Table 1: Shipping rates of EMS packages

THAILAND POST EMS				
Package weight				Service fee (Baht)
Not more than	20 gm.			32
Not more than	20 gm.	But not over	100 gm.	37
Not more than	100 gm.	But not over	250 gm.	42
Not more than	250 gm.	But not over	500 gm.	52
Not more than	500 gm.	But not over	1000 gm.	67
Not more than	1000 gm.	But not over	1500 gm.	82
Not more than	1500 gm.	But not over	2000 gm.	97
Not more than	2000 gm.	But not over	2500 gm.	122
Not more than	2500 gm.	But not over	3000 gm.	137
Not more than	3000 gm.	But not over	3500 gm.	157
Not more than	3500 gm.	But not over	4000 gm.	177
Not more than	4000 gm.	But not over	4500 gm.	197
Not more than	4500 gm.	But not over	5000 gm.	217

Not more than	5000 gm.	But not over	5500 gm.	242
Not more than	5500 gm.	But not over	6000 gm.	267
Not more than	6000 gm.	But not over	6500 gm.	292
Not more than	6500 gm.	But not over	7000 gm.	317
Not more than	7000 gm.	But not over	7500 gm.	342
Not more than	7500 gm.	But not over	8000 gm.	367
Not more than	8000 gm.	But not over	8500 gm.	397
Not more than	8500 gm.	But not over	9000 gm.	427
Not more than	9000 gm.	But not over	9500 gm.	457
Not more than	9500 gm.	But not over	10000gm.	487

Table 2: Shipping rates of registered parcels

Normal parcel delivery rate				
Package weight				Service fee (Baht)
Not more than	1 gm.			20
Not more than	1 gm.	But not over	2 gm.	35
Not more than	2 gm.	But not over	3 gm.	50
Not more than	3 gm.	But not over	4 gm.	65
Not more than	4 gm.	But not over	5 gm.	80
Not more than	5 gm.	But not over	6 gm.	95
Not more than	6 gm.	But not over	7 gm.	110
Not more than	7 gm.	But not over	8 gm.	125
Not more than	8 gm.	But not over	9 gm.	140
Not more than	9 gm.	But not over	10 gm.	155
Not more than	10 gm.	But not over	11 gm.	170
** In case of weight greater than in the table (every 1 kg. Will be charged 15 baht)				

Table 3: Normal shipping rates for parcels

Registered package delivery rates				
Package weight				Service fee (Baht)
Not more than	100 gm.	But not over		18
Not more than	100 gm.	But not over	250 gm.	22
Not more than	250 gm.	But not over	500 gm.	28

Not more than	500 gm.	But not over	1000 gm.	38
Not more than	1000 gm.	But not over	2000 gm.	58
** If the weight is more than 2000 gm. Cannot register.				

(Thailand Post (Thailand) 2019)

Service fees for depositing parcels will vary according to various factors. Whether it is weight, distance, type of service chosen Maintaining parcels to customers without damage every parcel, whether small or large, has different weights, customers or users are wrapped in boxes or envelopes of different items. Customers called Parcels Keeping parcels without causing damage before they reach the destination receiver must maintain the parcels within the area With the right temperature Should not be near the area of water or fire, as it may cause irreparable damage In which items must not be sent for protection Preliminary damages include live animals, drugs, pornography Or things with wording, marks, coarse patterns, explosives, strong explosive devices And there is no explosion Casings or the like, flammable materials, sharp objects without an protective covering for filth or poisonous things Can cause harm to officials, bank notes, counterfeit or counterfeit goods, etc. Piracy is a matter of customer satisfaction or beyond expectations when receiving services, something that is truly important to business success today. Is the customer satisfaction of the National Productivity Institute (2000, p. 12).

Table 4: The period of the postal parcel delivery

	Weight not over 20 kg.	Weight not over 20 kg.	Weight not over 2 kg.	Weight not over 20 kg.	Weight not over 20 kg.	Weight not over 20 kg.	Weight 20 kg or more
	EMS super speed	EMS Poste Express	Registered	Insured	Parcel post	Logispost	Logispost plus
Payment period	24h	1-2 days	2-4 days	2-4 days	3-5 days	5-7 days	2-3 days
Track tracking	✓	✓	✓ Can only be checked at the destination	× Can check with the office	× Can check with the office	✓	✓
Reimbursement rate	Indemnity, not exceeding 2,000 baht	Indemnity, not exceeding 2,000 baht	Indemnity, not exceeding 300 baht	Purchase insurance not over than 5,000 baht.	Indemnity, not exceeding 1,000 baht	Indemnity, not exceeding 3,000 baht	Indemnity, not exceeding 3,000 baht
Additional insurancepurchase	✓ Not more than 50,000 baht	✓ Not more than 50,000 baht	×		✓ Not more than 5,000 baht	✓	✓

(Thailand Post Company Limited (Thailand) 2019

If these officers are found to be sent the wrongdoers, the relevant departments will be prosecuted in accordance with the law.

If the product has a problem Compensation claims, mainly classified into 3 cases

- Damage (compensation as appropriate but not more than 3,000 baht)
- Lost (can not find compensation, the actual value but not more than 3,000 baht)
- Delay (compensate only the shipping cost)

If there is an urgent need Should refer to the carrier that provides guarantee for the duration of the shipment (However, depending on the urgency) compensation for damages Depends on service

- Registered mail Responsible for no more than 300 baht
- Postal parcel responsible for not more than 1,000 baht
- EMS responsible for not more than 2,000 baht
- Logispost is responsible for no more than 3,000 baht.
- Normal post office receives the condition

If the product is worth more than 2,000 baht, afraid of missing, can increase the insurance. EMS can insure the product up to 50,000 baht with 1% service charge (of the product value) + 15 baht fee. If it is a Logistic Post, the insurance can be up to 200,000 baht

Electronic Communication Equipment Group If there is a lost valuables, if the insurance is lost, then 2,000 baht. If there is a problem, not worth not blaming anyone but yourself, getting more insurance, more comfortable than having a problem, can claim to buy more insurance. Not a postal service, guarantee tracking status. The sender or receiver can track the status. By using the 13-digit parcel number obtained delivery-time as a reference, whether tracking via Web Tracking or 1545 Call Center, the sender's duty is to track the recipient when delivering the goods. The recipient's duty is to track the package status. If the parcel has a delay, lost, contact to 1545 is the most convenient. The officer will send EMAIL

Request details for the investigation as follows
1. Name-address of depositor as according to address and phone number
2. Name - address of recipient according to address and phone number
3. Details of packaging and value
4. Weight and delivery fee
5. Please scan the receipt. And attached files
6. Name and telephone number of the person making the inquiry
(If there is no Email or inconvenient, have to go to the post office)

The duration of the investigation is not more than 15 working days. * Want to be sensitive, diligent as can help. But should not follow frequently until the staff do not work (* Working day Excluding Saturday-Sunday / public holidays. Parcel postage box, damaged, wet

- Refuse to receive the best and send the sender immediately (if taking pictures for reference, would be good So that there won't be a problem with the sender)
- If picking up the form Can request to open the box in front of the official (take VDO as well as evidence) or refuse to accept and send the sender as well
- If someone has already accepted (the house, security guard, staff, etc.) found the box is damaged, take the VDO before the box, as evidence and mail within 24 hours. To be honest, it's harder. Because the post office may argue that the product may be damaged after delivering the product (Should tell the person who received the item that If the parcel has a problem Do not sign for absolutely)
- Do not sign for delivery Before checking the package in good condition This one is memorized. Check the condition of the name-box that is correct before signing.

If signed, the delivery is considered successful. You received the item in perfect condition. Claims will be immediately more difficult

Complaint about damage Compensation recipient

The shipper has the right to take compensation if transferring the rights to the "Recipient" must be done at the post office to transfer the rights to the recipient. (In this case, it is better for the sender to handle the money transfer.) More recommendations for consignees

- Must print the product properly Supports splitting during transportation especially products that are easily damaged and should choose a carrier that is suitable for the type of product. (https://www.watertimerreview.com) Product delivery within the deadline and the damage rate, damage value of the selection of the carrier, summary of the results that have been corrected The price, the shipping rate, is the money available. The distribution of the products of the samples was followed by the quality factor, namely the rate of damage, loss of products, the ability to deliver the products within the deadline and the period of time used to deliver the products respectively. (Journal of Transportation and Logistics, 2019)

Fast package delivery that is on time The rapid delivery of parcels to customers' needs according to the specified time period must take into account many factors such as weather, transportation methods, locations, distances, etc. However, the parcels must be delivered within the specified time limit as Specified for each type of deposit according to the specified period To meet the needs of the carrier, select the type of transportation from the Accident Research Center of Thailand Given that human factors Has the most effect on accidents In addition, this research is interested to compare the enforcement of transportation measures of small and large operators. In which the researcher conducted Collect and summarize information The measures for the damage of the selection of the transportation service, the summary of the resolved results, the price, the delivery rate, the money that has Products of the highest sample, followed by quality factors, namely the rate of damage, loss of products, the ability to deliver products within the deadline and the time it takes to deliver the products respectively (Journal of Transport and Logistics, 2019)

Transportation measures

Theories about transportation and Transportation efficiency The meaning of the word transportation. Mr Metaphysics Sakul (2008: 20) states that transportation must consist of the following characteristics: Is an activity that requires Move person Animals or things From somewhere Still somewhere The movement must be done as well. Tools or equipment in The transportation must follow Needs and create utility according to objectives Carrier Wirote Buddhawithi (2010: 71) said that the Logistics Performance Measurement system, operational measurement The work can be divided into 3 groups.

1. Efficiency (Efficiency) is the measurement of time in the production process. (ProcessingTime) resource utilization rates (Resource Utilization) and lead time (Lead Time) such as production lead time, order lead time Delivery lead time

2. Effectiveness (measure of reduction Delivery time, accuracy of data, reduction results Transport costs and reliability
3. Flexibility is the ability to adjust or resonate with the needs of various customers. Many current and future indicators such as adjustment time Set up machinery, the ability to accept small orders.

Transport The Thai Post Company Limited (PO) has always strived to develop the organization in order to meet the needs of users to be satisfied. Highest satisfaction But still have problems to be developed In order to be effective in many other important problems that need to be speeded up, improved, developed For efficiency, namely the problem of transportation delay express Mail (EMS), which the researcher has Explore express mail transportation, fast, timely and in time to meet the needs of customers when customers receive the product. Products must maintain freshness and quality, be economical in transportation costs and Save on service fees By providing transportation costs Will be able to do during transportation Safe in products and services as well as safety. Of materials and equipment used in transportation with the company Thai Post Co., Ltd. will be responsible for loss or loss. Lost everything that happens to the products and services, customers must be comfortable in the transportation of goods and services. The transportation must have complete facilities and Complete and reliable, reliable, on time, with transportation routing Determine the time that cars transport from the origin Time spent in transportation for each route, number of trips made, transportation time determined by the transport vehicle to reach the central office. The way or destination, as the case may be, must maintain time As defined, that means efficiency in Transport of Thailand Post Company Limited

CONCLUSION

Even though how long the time has passed The Thai Post Company is still an important part of the economy, communication, trade, but just change the form of service and improve the quality of service. To support the needs of current users, such as the current online product sales is becoming very popular and Prevalent among people of all ages Because online shopping is convenient do not waste time going to various locations. It is also cheap. When compared to buying from the store because it is usually a direct purchase from the manufacturer No need to pass through the middle man In addition, selling products online has many competitors. Therefore giving buyers the option with comparison price when as follows Parcel delivery service of the Thai Post Company it is something that is inevitably relevant to today's daily life. Therefore interested in researching about the Thai Postal Company By focusing on the issues that most users of the Thai postal company are interested in is the postal delivery system of the Thai Post Company Take care of the parcel to the customer without damage Fast package delivery that is on time. For the benefit of those who have read this research and also a guideline for system development of the Thai Postal Company At present, there are many competitors in providing parcel delivery services.

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SSERS 2nd International Conference on Research Approaches in Social Science, Management, Humanities, Economy and Business
RAME-JUNE-2020
Full Paper Proceeding SSER-2020-, Vol. 2- Issue. 6

ISBN: 928-601-6427-76-0

The Ecological Tourism Behavior in Nakhon Pathom.

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Abstract This study aims to (1) study the behavior of ecotourism destinations in Nakhon Pathom (2) to study the factors that influence the behavior of ecotourism destinations in Nakhon Pathom (3) to guide for ecotourism development in Nakhon Pathom. The population of tourists traveling to Thailand in Nakhon Pathom. The quantitative research was primarily due to random chance. The instrument was a questionnaire and in-depth interviews, semi-structured. The statistics used in the analysis were frequent, percentage, mean, standard deviation. Found that doing this research meets the objectives set. The results of the research can be used to guide the development of tourism to increase efficiency. Which brings benefits to the relevant authorities and other parties. The successor to the Conclusions of the objectives below. The behavior of tourists, mostly males than females aged 21-30 years, single, bachelor's degree. Career civil servants / state enterprise employees earning 10,001-20,000 Baht per month, most tourists never came, or for the first time purposes Tourism is a shopping / purchasing. Members who join the Friends used a private vehicle travel. The visit is a weekend. Those who took part in his decision to travel is their time to travel is a one hour tour costs approximately 500-1000 Baht resources to come to the media. A number of members traveling with 2 people. The study showed that the behavior of the tourists was mostly visited by 2 – 3 times in October-December, using a private car to travel. It takes 1 – 2 days to travel and comes to most families. Most visitors understand the nature of ecotourism but are not exhaustive by understanding that eco-tourism is a tourist, and the stakeholders are responsible for the exploitation of the areas of tourism together. A study of the satisfaction of tourists visiting tourism has found that the management factors have a direct impact on the overall service factor. Sequential impact is an experience and the performance factor, a factor of stakeholders and resource factors and the potential of the enterprise. The service has a direct impact on the The overall level of satisfaction of tourists has found that local food and crafts have the most impact on the overall eco-tourism satisfaction. The secondary sequence comes down as a residential side.

Keywords: Behavior, Ecotourism, Tourist

INTRODUCTION

Nowadays, tourism is considered to be an important role in the economic development of the country. The tour produces a foreign currency income. Help to balance payments and create economic strength In addition, local tourism promotion also contributes to the distribution of tourists to various areas, leading to employment and building professionals in both direct tourism sectors and more relevant sectors. Revenue distribution to the local community, in which the overview leads to the growth and economic stability of the country [1] The information of the tourism department found that in the year 2558 Thailand has a number of foreign tourists reaching 29.88 million people. 1.44 million Baht for tourism revenue increase from 2557 years to 2.7 million Baht. Domestic Travel Section Found that Thai people travel to 138.8 million countries. Revenue 7.9 million Baht, resulting in the Thailand has a tourism income of 2.23 million Baht. Higher than the target. [2]

However, natural resources and environmental degradation have an impact on the tourism industry. This is because the loss of balance on one subject affects other matters. It is inevitable that the days of the day will multiply gradually, thereby causing a stream of emphasis on tourism to conserve the environment, in accordance with the changes and the possibility of the world. In determining the environmental and cultural issues associated with tourism development, it is known as the name of Ecotourism.

An eco-tourism is one of the most common forms of travel related to natural sources and cultural sources responsibly. It does not cause interference or damage to natural and environmental resources, but is intended to be an aim to admire, learn, and enjoy the views, plants and wildlife, as well as cultural characteristics that appear in that natural source. It also helps to create economic opportunities that result in the conservation of natural resources and the environment[3]. It can be said that eco-tourism is a new tour to coordinate the benefits and needs of conservation of natural and cultural environment with tourism development to meet the economic needs. It is an important tool to develop sustainable tourism [4] This framework in the development of eco-tourism in sustainable direction is an important tool for the development of the tourism industry to balance both the economic, social, cultural and environmental.

Thailand is a nation with high overall tourism potential. It has a famous tourist resource. It is beautiful and diverse, especially natural tourism resources and cultural tourism resources, which are uniquely unique to the tourist attractions of the National Park, with plenty of natural resources and unique aesthetics in each area. The attraction is also scattered in all regions of Thailand. It is a tourist attraction that can meet the eco-tourism patterns as well. These are the key factors that attract tourists to continuing travel

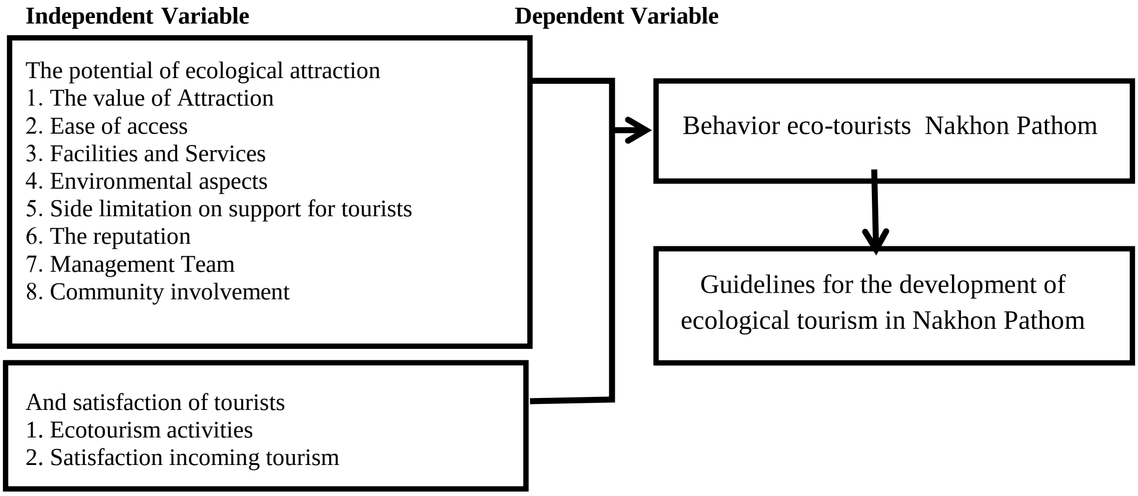
The study ecological tourism behavior in Nakhon Pathom to meet the needs of the changing tourists, it is necessary to study, analyze the potential and travel patterns in Nakhon Pathom attractions to develop an eco-tourism destination in Nakhon Pathom. Manage the attractions effectively and provide the experience of tourism according to the needs of each group of tourists, coupled with the defining method or form of development and management of tourist areas in the province to be responsive. The needs of eco-tourism are efficient and repeat travel, as well as to create value-added tourism and promote the cooperation between the community, focus on development and conservation of learning resources. Exchange between tourists or visitors with local communities and related agencies in Nakhon Pathom to benefit and create a collaborative learning pattern with all the relevant parties for sustainable tourism.

OBJECTIVE

1) To study the behavior of eco-tourism destinations in Nakhon Pathom
2) To study the factors that influence the behavior of eco-tourism destinations in Nakhon Pathom
3) To guide the development of ecotourism in Nakhon Pathom

CONCEPTUAL FRAMEWORK

The study documents and related research, the researchers have determined the conceptual framework for the study of behavioral research on eco-tourism destinations. Nakhon Pathom The framing concept research into the second one, namely the level of involvement of the local community and the tourists' attitude towards ecotourism. Nakhon Pathom Each concept has both a quantitative and qualitative dimension of research that covers all aspects of the study are summarized below.



The hypothesis of the research
1. The potential of eco-tourism in the attitude of the golden tourists should develop the most environmental dimension
2. Activities and travelers ' satisfaction This affects tourism behavior of the golden tourists.
3. Gender, age, occupation, education, academic level, the defining behavior and attitude of the ecotourism of the tourist.

THE LITERATURE REVIEW

Rungratree Ungjarean and Chawalee Na Thalang (2017) [5] study The Potential Factors of Eco-tourism in Samutsakhon" aims to explore and survey eco-tourism in Samutsakhon and to study the potential factors of ecotourism in Samutsakhon. This study found that 1) The most tourists who travel in Eco-tourism attractions are female 58.50 percentages and male 41.50 percentages. The total average of potential factors was high level, which they were the environment, the value of tourism, the physical background of the area, the convenient access, the tourism facilities, and the good reputation. 2) The tourists had opinions on the ecotourism activities and the satisfaction of ecotourism in high level 3) The Potential factors of ecotourism in Samutsakhon for government, staff, stakeholders, and private community are female 56.70 percentages and male 43.30 percentages. The total average of potential factors was middle level, which they were the environment, the value of tourism, the management, the convenience access, the tourism facilities, the good reputation, the community participation, and the limitations of tourism sector. The results of Hypothesis Testing found that 1) The different of age, occupation, and regular income of tourists effected withthe potential factors in 0.05 significance level 2) The potential factors which are the convenience access, the environment, and the physical background of the area effected with the eco-tourism activities 3) The potential factors which are the value of tourism, the convenience access, the environment, the good reputation, and the physical background of the area effected with the satisfaction eco-tourism.

Priyaporn Ratanapong (2013) [6] Study the guidelines for the development of tourism, community and places surrounding the Khlong lad Mayom floating market. The sample used in this study was divided into samples that answered the questionnaire: Thai tourists visiting the community around Khlong lad Mayom floating market. 400 people take the data to analyze the average percentage of the standard deviation. Test statistics, one-way analysis and analysis for the Pearson correlation coefficient Interview samples The total of 6 people brought the data that was analyzed and concluded by the results of the research, which was supposed to develop a tourist attraction to accommodate more visitors, such as adding a parking lot and the bathroom should be promoting more marketing, such as PR advertising. Provide information for visitors to the service. Manage the environment for beautiful community tourism Provide activities that allow tourists to participate in the daily activities of people in the community. It is better to cultivate awareness of people in the community to conserve community and canal environments. People involved in community tourism should be planning a policy to develop serious tourism in short and long term. To develop tourism as a way of life to the people of the community. *Kittisak Klinmuenwai (2011)* [7] Research on tourism development guidelines by the community of Lampang Province To focus on the opinion of tourists and people to the development of

Community tourism, as well as the tourism management policy of government agencies and community leaders ' comments in Lampang to be used as a guide to the development of Lampang Community tourism. The results of the research showed that most of the respondents had the need for tourism elements of the community. This is the ability to access the facilities. Travel programs Tourism activities and supplementary services at a very level, and the majority of respondents are critical to the tourism development approach by the Lampang community at a very level and have the need to participate in planning. Tourism management, community and tourism conditions in the community area are very common. In addition, most interviews have seen that the development of Community tourism management should be planned. *Chatchai In-Thasung, Dussadee Theamtes and Boonma Soongsong.(2011)* [8] To study the research, information and tourism behaviors of tourists. Tourism of Thailand The Nakhon Ratchasima Office aims 1) to study the level of data recognition 2) to study travel habits and 3) to study the relationship between personal factors and the level of awareness, information and tourism behaviors of tourists. By using samples that are tourists arriving in Nakhon Ratchasima and Chaiyaphum Province, 400 people have a summary of research results. As follows: 1) the level of awareness of the tourist information was found to recognize the message from the first-person media. 2) Tourism behaviour found to travel in winter with a period of 1-3 days by car, the hotel is charged 1,000-2000 baht. To buy food and drink as a souvenir and a friend affects the decision. 3) The results of the comparison of the information recognition level on each side are classified according to different personal factors. found that personal, professional, and family income for different travelers have different levels of awareness. Different sexual and educational paths.

The degree of recognition is not statistically significant, at level 0.05 4). The study of the relationship between personal factors and tourism behaviour found that personal sexual factors have no relation to travel habits. Age section Education Career and income are related to statistical significant tourism behaviour at level 0.05. *Kevin Wongleedee, Sakul Jariyachamsit and O-pol Pongpanich Suraraksa. (2011)* [9] Research on customer satisfaction and market factors. Provides American tourists Decided to return Come to Thailand again The study finds American tourists, mainly in working age. The age range of 26-60 years and there are very few tourists, elderly Americans, only 6 percent of spending on tourism in Canada less than five. 000 USD per one time of the tour. And popular tour takes in about 1-3 weeks, most often travel in small groups. Most American tourists who come to Thailand and 96 percent want to come back to Thailand again and 97 percent would like to tell your friends and relatives to visit Thailand. Overall satisfaction with the marketing of the four product areas: the price of goods. The tourist and travel information. All levels of customer satisfaction. Thailand's image in the eyes of American tourists is the third largest food, culture and beach, and what has influenced the decision to Thailand's most advice from friends and relatives suggested one.

Point of sale marketing in public relations for the American tourists should focus on the food, culture and beach, where tourists most Americans are satisfied because it was high. A group of American tourists get information from (Word of Mouth) and how it has influenced the decision to promote tourism marketing should be used to tell stories using American tourists to visit Thailand fellow Americans. 2. There should be training for tour operators to learn English to communicate with foreign visitors in-depth information, such as English on the product. The mix of products and price should also have a map of attractions and a calendar of tourism in the English language is clear and easy to understand, should provide Call Center that provides information and assistance to foreign languages. England 3. Food Thailand American tourists were satisfied with the taste and variety. But there should be cleanliness standards for food distribution. Including cooking and service personnel should wear gloves and hats like to cook. The enclosed space for washing and hygiene. Training services are standard. The reward for the store or operator standards and the promotion of English tourists to know. In order to make use of the service. *Busara Kerdkaew.(2007)* [10] Study about the behaviour and satisfaction of visitors to the sights in Suphan Buri. The results of the research have shown that visitors know the sights from the radio/television news. The cause of tourism comes from recreational needs. The average travel frequency is 8 times or more per year, usually on Saturdays and Sundays. Travel with a private car Miscellaneous spend There is a cost of between 1001-5000 baht travelling with friends. Attention to the landscape and attraction of each attraction The tourism promotion of Suphan Buri Province, which is held to attract the attention of a group of visitors, is the establishment of Don Chedi Memorial, with the knowledge of radio and television events in the overall traveler's overview of the tourist attraction. The facilities and services are very high and compared to the level of satisfaction of the visitors in Suphan Buri province by personal factors. We find that visitors with different educational levels have varying levels of satisfaction with different facilities and careers, the level of satisfaction of sightseeing. Facilities and services are statistically significant difference at 0.05 when comparing the level of satisfaction of the tourists in Suphan Buri. Classified by behavior Find out that visitors who have different travel habits have a level of satisfaction. Facilities, facilities and services vary, and the number of different travel expenses, the level of satisfaction on the facilities and service side vary statistically significantly. 0.05

METHODOLOGY

Population and sample groups

The population in the study of the behavior of ecotourism destinations. Nakhon Pathom Focus on the collection of qualitative data. The quantitative data were collected from questionnaires tourists from Thailand as tourists travel in Nakhon Pathom. The sample groups in this research are Thai tourists who are tourists travelling in Nakhon Pathom. Selecting a sample because of the exact population is determined, thus calculating the size of the sample using the formula of Taro [11] set the confidence level of 95%, and the tolerance is not more than 5%. Calculation formula The population used in this research is Thai tourists who travel to Nakhon Pathom, a total of 2,667,345 people, and then randomly sampled by sampling method of randomly sampling (Accidental Sampling). By collecting the survey information from Thai tourists who travel to Nakhon Pathom, 400 people when the researchers have created a questionnaire and then distributed the questionnaire to the sample and collected the data successfully. The data is processed by the computer using the SPSS for Windows-ready program to analyze data for statistics used to analyze data, including the frequency and percentage values, to analyze the demographic characteristics and the behavior of the services of Thai tourists, which are tourists and tourists travelling in Nakhon Pathom. Use the average and standard deviation to describe the satisfaction of the service and, as well as analyzing problems and barriers to using the service of the user, using the standard deviation is applied in tandem with the average to show the distribution characteristics of the data. Use t-test statistics to analyze the one-way analysis of Variances) and the 95% confidence level.

The instrument used to research

The instrument used to collect information this time is a questionnaire related to satisfaction. Behavior, consumption, and trends in the service Creating a research instrument This data collection is a query that includes the following sequence of creation tools. 1. Study the documents of various research papers related to satisfaction, behavior, consumption and trend of service behavior to guide the creation of the survey. 2. Remove the information gathered from the survey to guide the creation of the questionnaire, divided into 3 phases: Part 1, Part 1 A personal query of respondents: gender, age, occupation, marital status, monthly income, and education level, which is a closed-end type query (Close-end response questions). Part 2 Inquiries about the behavior of ecotourism in the Nakhon Pathom province, with a query as a way of scoring the total (Rating scale method: Likert scale questions) use a data-tier interval type measurement level (Interval scale) divided into 5, part 3, information about comments on ecotourism activities and the satisfaction of ecotourism in Episode 4 Suggestions and additional reviews of eco-tourism tourists. Nakhon Pathom the query is an open-ended question (Open-ended Question). Use the measurement level.

The statistics used for data analysis

The statistics used for data analysis, descriptive statistics: -Percentage for analyzing data from query Part 1 Demographic characteristics-Find the average (Mean) for analyzing data from a query. Part 2 information about behavioral tourists visiting Nakhon Pathom. Part 3 Information about the opinions on ecotourism activities and the satisfaction of ecotourism. Find the standard deviation (S.D.) for analyzing data from a query. Part 2 Information about behavior tourists visiting Nakhon Pathom. Part 3 Information about the opinions on eco-tourism activities and the satisfaction of eco-tourism.

CONCLUSION AND FUTURE WORK

The personal information.

The research Study ecotourism destinations. Nakhon Pathom For the purposes of doing research was conducted to collect data. Using questionnaires, 400 population by targeting tourists who visit Thailand in Nakhon Pathom. The results show the three main parts: a tourist. The target group of tourists in Nakhon Pathom. Most are male between the ages of 21-30 years of undergraduate education. A group of students, mostly income of less than 10,000 Baht per month, mostly domiciled in Bangkok or surrounding provinces.

The level data analysis

The tourist behavior of the tourist has been most visited for about 2 – 4 times, traveling during July – September, using a private car to travel. It takes about 1-2 days to travel and comes with the most families. The number of visitors to each group is around 1-10 people. Average Cost (per 1 person) for travel Meals are served at 201 – 400 Baht for accommodation less than or equal to 200 Baht, the vehicle is at 201 – 400 Baht and other charges such as souvenir fee, entrance fee. There is a charge of 201 – 300 Baht for the reason for the decision to travel in ecological tourism, most of the reason is that the tourist attraction is characterized by its identity. The famous and convenient speed of travel, respectively, and in the future, most tourists will definitely come back to ecological tourism. Exploring knowledge and understanding of the meaning of ecological tourism of tourists visiting. Find out that most of the tourists who have knowledge and understanding of the meaning of ecological tourism will choose the question: Eco tourism is a tourism tourist and the stakeholders are responsible for their use. The benefits in the area of tourism in relation to the ecosystem and choosing whether eco-tourism is a tourist model that aims to maintain a sustainable ecosystem. Another question that most tourists do not choose, such as maintaining cleanliness in the tourist area is the duty of the staff only, and the eco-tourism should focus on meeting the needs of the tourists in particular.

The study finds that satisfaction levels of visitors to the variables. Experience and Performance With the average level in the whole ($\bar{x}$ = 3.51) without issues. Officials are reluctant to provide services to tourists. The average first ($\bar{x}$ = 3.69), followed by the issues the authorities are capable of providing accurate information to travelers. Issues with officials Responsibility for security for travelers throughout the course of the coming tourism issues authorities are capable of attracting tourists to cooperate in activities that are environmentally friendly, and issues a limited number of visitors and the number of vehicles on the go. Traveling to reduce environmental pollution, with the value of x is equal to 3.62, 3.61, 3.42 and 3.21, respectively.

The study finds that satisfaction levels of visitors to the variables. Resources and potential of the organization with the average level in the whole ($\bar{x}$ = 3.49) without issues. The ability to maintain a constant ambient condition. The average first ($\bar{x}$ = 3.71), followed by the issues of preparation. The location and the facilities available. To provide services to tourists Issues and prepare the site. Personnel assigned to the convenience of the tourists. Issues and implementation of information technology systems used for the provision of information. And booking in advance is $\bar{x}$ = 3.54, 3.41 and 3.30, respectively.

The study finds that satisfaction levels of visitors to the variables. Enterprise features with the average level in the whole ($\bar{x}$ = 3.41) by the issue can be seen. Photo Organization of Tourism From front-office charts ecotourism. The average first ($\bar{x}$ = 3.43), followed by the issues of cooperation in the conservation of natural resources from private businesses and surrounding communities and providing services and information to tourists is valid. Convenience and value with $\bar{x}$ = 3.42 and 3.39, respectively.

The study finds that satisfaction levels of visitors to the variables. The data have been used to benefit. The average is moderate overall ($\bar{x}$ = 3.37) by the issue of a system for informing a warning to travelers with an average first ($\bar{x}$ = 3.46) was a minor issue with the map displayed. Now available to Travelers efficiently Issues with providing information to travelers to communicate effectively. And issues a system to receive comments and suggestions from the visitors, with $\bar{x}$ = 3.45, 3.31 and 3.26, respectively.

The study finds that satisfaction levels of visitors to the variables. Involvement of stakeholders The average is moderate overall ($\bar{x}$ = 3.37) by issues there. The rules and how to behave during the tourist to travel in eco-tourism. The average first ($\bar{x}$ = 3.74), followed by the issues of accommodation and travel coordinator. Information directly for eco-tourism. Issues to provide opportunities for the local community. To learn natural Resources And the environment all the time The issues involved in generating income for the local people. And business issues surrounding the private residence of a network of ecotourism, with the value of x are equal to 3.37, 3.31, 3.23 and 3.20, respectively.

The study finds that satisfaction levels of visitors to the variables. Values and corporate culture The average is moderate overall ($\bar{x}$ = 3.29) without issues. Capable of preserving nature. The average first ($\bar{x}$ = 3.65) was a minor issue with the preparation of certification activities by focusing on tourists not to break. And disturbing nature and wildlife Issues open to people who live in tourist areas to serve food and drinks to tourists. And issues of youth training in the area to act as tour guides, tourist services, the value $\bar{x}$ = 3.35, 3.03 and 2.96, respectively.

The study found that the level of satisfaction of tourists traveling to the variables. With the average level in the whole ($\bar{x}$ = 3.77), respectively, in the state route. Tourist arrivals The average first ($\bar{x}$ = 3.85), followed by the issue of tourist attractions can be reached easily. The issue has to do the signs say. To facilitate the tourists. The system issues a variety of hiking trails. To appreciate nature And the point is to educate about the guidelines to travelers prior to departure. Travel and tourist areas, with a value of x are equal to 3.84, 3.84, 3.80 and 3.52, respectively.

The study finds that satisfaction levels of visitors to the variables. Venues & Events With the average level in the whole ($\bar{x}$ = 3.64) by the issue of space for parking for tourists properly. The average first ($\bar{x}$ = 3. 86), followed by the issues featured identity. And is interested in attracting tourists to travel to the issue of waste management issues. And maintaining cleanliness in the area. Ecotourism properly Issues with security measures provided. Travelers efficiently Issues with the management of the infrastructure. Based eco-tourism area that is appropriate and sufficiently for the tourists. A special issue of the environment of the tourist destination. And issues authorities are involved in activities for tourists to act as tour guides effectively with the $\bar{x}$ = 3.84, 3.69, 3.68, 3.65, 3.44 and 3.36, respectively.

The study finds that satisfaction levels of visitors to the variables shelter with the average level in the whole ($\bar{x}$ = 3.53) by the issue of managing the facilities to provide adequate. Want The average first ($\bar{x}$ = 3. 70), followed by the issue of waste management problems and to maintain cleanliness in the area appropriately issues, costs and fees. The price of accommodation for eco-tourism. Are appropriate for the services received. The management of the infrastructure of the property and appropriate enough for tourists. The officials have the ability to. Providing accommodation to tourists more effectively. Issues with staff education. On guidelines for travelers before occupancy. And issues a network of accommodation for business travelers to the private sector for $\bar{x}$ = 3.64, 3.61, 3.56, 3.55, 3.36 and 3.31, respectively.

The study finds that satisfaction levels of visitors to the variables. Food and local crafts The average is moderate overall ($\bar{x}$ = 3.40) without issues. The area dedicated to food service. Refreshments and souvenirs for tourists. The average first ($\bar{x}$ = 3.52), followed by the issues of food and beverages in eco-tourism. Clean and hygienic. Issues with serving food and drinks sufficiently. The price of food and drink in the area of eco-tourism are reasonable for the quality. Issues and opportunities in the community into a unique souvenir of the community is $\bar{x}$ = 3.50, 3.47, 3.35, and 3.18, respectively.

The study finds that satisfaction levels of visitors to the variables. Values and corporate culture The average is moderate overall ($\bar{x}$ = 3.29) without issues. Capable of preserving nature. The average first ($\bar{x}$ = 3.65) was a minor issue with the preparation of certification activities by focusing on tourists not to break. And disturbing nature and wildlife Issues open to people who live in tourist areas to serve food and drinks to tourists. And issues of youth training in the area to act as tour guides, tourist services, the value $\bar{x}$ = 3.35, 3.03 and 2.96, respectively.
The study found that the level of satisfaction of tourists traveling to the variables. With the average level in the whole ($\bar{x}$ = 3.77), respectively, in the state route. Tourist arrivals The average first ($\bar{x}$ = 3.85), followed by the issue of tourist attractions can be reached easily. The issue has to do the signs say. To facilitate the tourists. The system issues a variety of hiking trails. To appreciate nature And the point is to educate about the guidelines to travelers prior to departure. Travel and tourist areas, with a value of x is equal to 3.84, 3.84, 3.80 and 3.52, respectively.

The study finds that satisfaction levels of visitors to the variables. Venues & Events With the average level in the whole ($\bar{x}$ = 3.64) by the issue of space for parking for tourists properly. The average first ($\bar{x}$ = 3. 86), followed by the issues featured identity. And is interested in attracting tourists to travel to the issue of waste management issues. And maintaining cleanliness in the area. Ecotourism properly Issues with security measures provided. Travelers efficiently Issues with management of the infrastructure. Based eco-tourism area that is appropriate and sufficient for the tourists. A special issue of the environment of the tourist destination. And issues authorities are involved in activities to tourists to act as tour guides effectively with the $\bar{x}$ = 3.84, 3.69, 3.68, 3.65, 3.44 and 3.36, respectively.

The study finds that satisfaction levels of visitors to the variables shelter with the average level in the whole ($\bar{x}$ = 3.53) by the issue of managing the facilities to provide adequate. want The average first ($\bar{x}$ = 3. 70), followed by the issue of waste management problems and to maintain cleanliness in the area appropriately issues, costs and fees. The price of accommodation for eco-tourism. Are appropriate for the services received. The management of the infrastructure of the property and appropriate enough for tourists. The officials have the ability to. Providing accommodation to tourists more effectively. Issues with staff education. On guidelines to travelers before occupancy. And issues a network of accommodation for business travelers to the private sector for $\bar{x}$ = 3.64, 3.61, 3.56, 3.55, 3.36 and 3.31, respectively.

The study finds that satisfaction levels of visitors to the variables. Food and local crafts The average is moderate overall ($\bar{x}$ = 3.40) without issues. The area dedicated to food service. Refreshments and souvenirs for tourists. The average first ($\bar{x}$ = 3.52), followed by the issues of food and beverages in eco-tourism. Clean and hygienic. Issues with serving food and drinks sufficiently. The price of food and drink in the area of eco-tourism are reasonable for the quality. Issues and opportunities in the community into a unique souvenir of the community is $\bar{x}$ = 3.50, 3.47, 3.35, and 3.18, respectively.

RESULTS

The study ecotourism destinations. Nakhon Pathom Has set the objective to study tourism. The understanding about the ecotourism in the research sample of the target population is a group of tourists who travel to Thailand. Nakhon Pathom 400 samples using sampling relies on probability (Probability Sampling) method of sampling Simple (Simple Random Sampling), which will provide each tourist has a chance of being selected as an example as well as by questionnaire. are Tools for data collection The data collected from the questionnaires were analyzed using descriptive analysis. The frequency The percentage The mean and standard deviation. The results are summarized below.

To study the behavior and knowledge about tourism. Tourists visiting the house of Nakhon Pathom. Analysis of the data found General information about tourists in Nakhon Pathom. In the same way, However, there are many different and interesting to study whether there is any reason to make a difference, such as the age, occupation, income tourists as they travel habits. Different in some such. Been many times Time travel. The number of passengers The cost, including meals, accommodation, transportation costs of the memorial. Entrance fee, which these differences can be studied if the reason clearly. It may be useful for developing Traveling to suit different groups of tourists more.

Recommendations

Study of ecological tourism behaviour in Nakhon Pathom The key findings can be summarized as follows:

1. The results showed that the average age of tourists visiting is the group of tourists between the ages of 21 – 30 years, with a bachelor's degree and less than or equal to 10,000 Baht, which correspond to research that has researched the research on eco-tourism in Thailand. The majority of tourists will be between 18 and 30 years of age in Thailand. The advantages of eco-tourism with a very high price. The target audience is capable of paying for travel, so it is important to pay attention to the target audience based on their age range and income and to meet the demands of this group of targets. The relevant authorities should be focused on activities that are appropriate to the target audience. Such as adventure travel and educational excursions to encourage domestic eco-tourism to grow, it is a great opportunity to cultivate the youth to have knowledge and responsibility to maintain the environment in accordance with management. Natural resources and environment to maintain ecological equilibrium based on community involvement in care To maintain and utilize the importance of preservation, rehabilitation and security of natural resources and environment. Develop natural resources and environment Management system for efficiency

2. Research has found that most of the tourists ' behaviors have come to travel from 2 to 3 times during October-December, using private cars to travel. Take the time to visit 1-2 days and come to the family, so the eco-tourism service should give you the importance of managing the facilities and providing the opportunity for villagers living in a tourist area, providing food and drink services to tourists. Increasing the choice and quality of local food and crafts and maintaining the ability to preserve the nature of the area, which will lead to the competitive advantage and decision to return to the tourist attractions to create more revenue for the tourist attraction.

*Recommendations for further research***.**

1. The study was conducted over a group of tourists. Due to the final consumer, it is very important to the tourism industry. This limits the time to do research. It is impossible to collect data from stakeholders, including ecotourism operators in the area. So the next time. Data should be collected and analyzed by stakeholders such. To provide an overview of management research was complete.
2. The study was done only among tourists Ecotourism in Nakhon Pathom. Although the findings are based on findings obtained. Summing it all in the same direction. Can answer any questions that the research hypothesis is clearly visible. If you dive into the details of the findings more. It was found that although eco-tourism. The same also has the distinction of individual elements in the perspective of the tourists. In this study, the following information should be collected and used. Analysis of ecotourism in the area. To compare Relationships and impacts that occur each area of research is consistent or different. In order to bring the tourism development of eco-tourism.

ACKNOWLEDGEMENTS

This paper would not have been possible without the contribution, the supporting, the kindly help and the encouragement of Associate Professor Dr. Luedech Girdwichai, The Chancellor of Suan Sunandha Rajabhat University, Bangkok, Thailand.

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