

Thesis Title	The satisfaction of passengers to Airport Rail Link services Case Study: The State Railway of Thailand
Author	Bousabong Panichpol
Thesis Advisor	Asst. Prof Dr. Suparatchai Vorarat
Department	Engineering Management
Academic Year	2012

### **ABSTRACT**

This research aims to study the passengers' satisfaction to the Airport Rail Link Services of the State Railway of Thailand (ARL). The satisfaction factors of this study has been divided into 7 elements; product, price, place, promotion, physical condition, personal services and process, for further service improvement of ARL.

To compare the passengers' satisfaction level, it is classified into two major factors which are personal conditions and personal behaviors. The number of the studied population is 400 general passengers who have to answer the 3 sets of questionnaires; personal information, personal behaviors and customer satisfaction of ARL, by using SPSS for Windows Version 11.5 for analyzing while the reliability value of this study has been set at 0.912.

The result of this study shows the high level of overall customers' satisfaction which the most preferred factors are the process while the product, price, place, promotion, physical condition and personal services are the subsidiary factors. After data analyzing between two main mentioned factors, the customers' satisfaction for the service by overall is not difference base on the statistical value, nevertheless, the physical condition is an exception due to its P-Value is at 0.048 lower than the statistical significance level for a given hypothesis test at 0.05.

Referring to the result, the related function can bring this research as an oriented service improvement in according to the improvement of engineering management which consists of three sections are; improving the entrance and exit ways of the station to be connected with others mass transportation, increasing the frequency of the City Line route in the rush hours and facilitating more escalators of each platform for among passengers.