

Research Title	Factors affecting public transport service safety of students in Suan Dusit University
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This research aimed to study a service behavior of public bus drivers and behavioral intention to use public transport of Suan Dusit university students. It also included factors affecting public transport service safety of participants. Data were collected through quantitative and qualitative methods.

In term of quantitative methods, the participants are 12,992 students who present study in Suan Dusit University divided in places and buildings of the university, as follows; the 50th Royal Birthday Anniversary of HRH Crown Prince Maha Vajiralongkorn Building on Sirindhorn Road, Rang Nam Study Center of Suan Dusit University and Ranong 2 Study Center. The stratified random sampling was used with 400 students of Suan Dusit University by questionnaire.

In terms of qualitative information, there are 5 key informants in this research; they are the administrator in the policy of road safety, the expert in traffics, the key persons who manage and could give the public transport services policy and the safety in giving public transportation. And there are 6 stakeholders that use the public transport; they are service providers and users of public transport; the students using public transport and public transport drivers; and they can provide useful information about giving service behavior of public bus drivers and using public transport behavior of students in depth.

The research found that student's opinions on service behavior of public transport drivers in overall are at high level and the opinion about the speed of driving are at the highest level. In terms of the use of public transport Suan Dusit university students, it showed that most students use public bus transportation travel frequently due to a lack of private cars, their traveling purpose to study, and their opinion that using the public transport service is safe at the medium level. For the environment using public transport, student's opinions in the overall are at the

medium level. Analyzing factors affected the safety of the public bus service of Suan Dusit University students found that types of public transport they used regularly, behavior of service about driving speed, and general service behavior are factors that affect the safety of the public transport service.

Type of public transport with regular use: currently, there are various types of public transport to respond needs of people in travelling and transportation. Students can select to use service of public transport to respond their needs, safety and meet their travelling objective. Selection of services may depend on convenience and quickness of service along with fare. However, safety in life and property is what everyone should be aware of and consider in selecting services. Most students thought that buses are one of public vehicles that should be safe and they selected buses because of different routes with facilities such as buses with and without air conditioners as well as cheap fare and they selected most suitable type of public transport for their own safety.

Service behaviors of public transport drivers are mostly related to the fact that the public transport drivers negligently drive the vehicle, lack cautiousness and they behave like this until they get used to it especially when it comes with driving speed. These are factors affecting service safety of students and it is what most service users are concerned because we come to realization that most accidents occur from too high speed which can lead to accidents. Public transport drivers should not drive negligently and should be cautious while driving, follow traffic rules, and drive with speed as specified in ministerial regulations or according to traffic signs installed along the route that will contain the maximum or minimum. Drivers should not drive beyond specified speed because it affects safety and it can reduce possible accidents.

General behaviors of public transport drivers such as behaviors while driving like using left or right shoulder while being in traffic congestion, changing lane many times, tailgating or using horns a lot etc. are what service users prioritize and think that they probably affect safety and are at risk of accidents. Therefore, drivers should recognize this point, attentively comply with traffic rules and be generous while driving on road.