

<b>Research Title</b>	Expectance and Desire Characteristic of Taxi Driver
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This research is a survey research. Aims to 1) study the opinions of taxi drivers on expectations and desirable features of a taxi driver 2) Study of passengers on expectations and desirable features of a taxi driver, 3) personal factors of taxi drivers to the expectations and desirable features of a taxi driver and 4) personal factors of taxi passengers to the expectations And desirable features of a taxi driver. Totaling 800 samples who only the taxi driver and passenger in the Bangkok and vicinity. Use the statistical study was descriptive statistics, T-test and F-test (ANOVA). Most respondents who are taxi drivers: male, aged between 46-60 years old, married status, highest level of education is Diploma / Bachelor, average monthly income of families is 15,001-20,000 baht, a long drive between 4-6 years and most state-owned car. Most respondents who are taxi passenger: male. aged between 36-45 years old, single status, average monthly income of family is 15,001-20,000 baht.

Reviews of all respondents about their expectations and features of taxi drivers desirable. Of the respondents thought that the most important priority is the manners. Respect for the law is inferior to the other reviews about the service. And hygiene, dressing and minor ranks last in knowledge. The respondents' views were moderate. Research review of the taxi driver about the expectations and features of taxi drivers desirable; results in line with the overall results. For the taxi passengers; the comments on expectations and features of taxi drivers desirable, all at a high level the respondents of the opinion that there is an expectation and a feature that surprises most is the other side first, followed by the manners, lawfulness hygiene, dressing, and finally knowledge.

Personal factors of taxi drivers, the expectations and desirable features of a taxi driver, only the average monthly income of families and the duration of the drive is only affecting expectations in every issue. Personal factors of taxi passengers, the expectations and desirable features of a taxi driver is only the age factor and marital status affecting expectations in every issue. The expectations hypothesis, the features of taxi driver's desirable of respondent's comparison between taxi drivers and taxi passengers, found that, one side is the knowledge that there are significant differences. The fifth point is the difference in expectations, knowledge, speak and listen in Chinese communication, higher graduation. Mathayom 6, with the knowledge of economic, social, political, knowledgeable in basic resuscitation (CPR) or delivery issues and know the shortest route.