

A method of rail transport service provider's selection

by

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Abstract

This research has objectives to study about a method of rail transportation service provider's selection that influencing selection of rail transport service providers follows;

1). To study and analyze to factors influencing selection of rail transport service provider in Thailand

2). To study about process of selection of rail transport service provider in Thailand

This research to study about entrepreneur group who was received the rail transportation service in Thailand. Collected data referred the questionnaire distributed to 86 samplings

The research result found that user customers of rail transportation in Thailand were highest sensitive to transportation price changing then time and the safety during transition respectively. The relation examine of models was able to measure by index of consistency $p2=0.571$ was higher than acceptable criteria was corrective indicated by develop model of 91.36% and corrective inspection model of 98.88%. Hypothesis testing found that the data of factors influencing selection of rail transportation service provider in Thailand in term of time, price and safety of during transition impacted to make decision to select the rail transportation service provider in Thailand was statistically significant at 0.05 level

Keyword: Rail transportation, Service provider, Conjoint analysis, Utility theory, Logit model