Quality Perception of Public Taxi Services towards Satisfaction in Using among Foreign Tourists : The Case Study of Taxis in Bangkok

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Abstract—**This research for study Quality Perception of Public Taxi Services Towards Satisfaction in Using Among Foreign Tourists: the case study of taxis in Bangkok. This mainly aimed is study the satisfaction and perception of taxi services. This research was a quantitative research. The instrument of research is questionnaire with 400 foreign tourists in Bangkok. The researcher analyse of descriptive statistics by frequency,percentage table and standard deviation and means and the Inferential Statistics analysis used T-test ,F-test and One-Way Anova. The results found that quality perception of public taxi services towards satisfaction in using among foreign tourists in term of Reaching Services and Flexibility at the high level with a mean of 3.72, Professionalism and Service Skills at the high level with a mean of 3.64, Attitudes and Behaviors at the high level with a mean of 3.60 and term of Compensation at Moderate level with a mean of 3.40.**

Index Terms—**Quality perception, public taxi services, satisfaction, tourist.**

I. INTRODUCTION

Tourism management needs to be acted holistically and integrated into clusters. Value chain management is logistics management. Logistics development for tourism needs to study logistics supply chain in order to increase and support competitive potential in tourism. As a result, Thailand is the Tourism Capital of Asia in accordance with Thailand's vision [1]. Therefore, public services have become an important role and services for a large amount of people should focus on quality of services in term of investment worthiness as well as concentrate on service efficiency and increase participation of local people and tourists to have more options in using services. This would provide facilitation and be internationally standardized among more and more tourists when opening "ASEAN Free Trade Area" at the end of 2015 [2].

When mentioned to the capital which is the popular tourism destination of Asia, it is certain that everyone knows "Bangkok" and the result from MasterCard Company on 2015 world highest destination stated that Bangkok was ranked No. 1 of Asia and No. 2 of the world with 18.24 million tourists visiting and staying overnight, following

London (No. 1) not very far. Other cities in Asia ranked the top ten were Singapore, Kuala Lumpur, Seoul and Hong Kong as No. 7, No. 8, No. 9 and No. 10, respectively [3]. Therefore, tourists have continually visited Bangkok. One thing the tourists expected from tourism, especially for independent tourists is the public mass transit system. Thailand has attempted to enhance public transportation management, including buses, motorcycle transport and taxi services which are important vehicles most conveniently provided for tourists from airport to accommodations and tourism places, and it is considered as "the national agenda" [4]. At present, taxi services provided for tourists or even Thai people have been faced with chronic problems, such as, taxi chauffeurs refusing passengers, choosing the directions they prefer rather than passengers, driving a longer way, choosing to pick up foreign passengers rather than Thai passengers, using bad speech or manner and driving with carelessness resulting in injury of passengers. The most worrying is a taxi criminal problem [5].

However, among the poor trend, the world best taxi ranking by the website's hotels.com. They provided opportunities for users to vote a city with the world best taxi from 2,500 people in 30 countries showed that No. 1 was taxis in London of England in terms of safety, cleanness, friendliness of chauffeurs, fast arriving at their destination, No. 2 was taxis in New York City, No. 3 was taxis in Tokyo and although it was the most expensive in the world, it was worth good services as Japanese people, i.e., smooth driving, high safety and service mind, No. 4 was taxis in Berlin of Germany provided services with tidiness like German people, there were 3 countries ranked No. 5, that is, Amsterdam of Netherlands, Madrid of Spain with uniqueness of bright red stipe and being easy to remember, and Mexico City of Mexico using Volkswagen Beetle which led to loveliness and wanting to sit in, there were 6 countries ranked No. 8, that is, Bangkok, Singapore, Bogota of Colombia, Las Vegas, Vancouver and Mumbai of India, accounting for 3%. The tourists liked taxis in Thailand because they satisfied fare worthiness and friendliness of chauffeurs. The destinations of foreign tourists often used taxi services were Suvarnabhumi Airport and Don Mueang Airport, followed by downtowns and suburbs [6].

The end of 2015 would fully enter AEC. If Thailand does not give importance to domestic logistics management and international service standards, the country will lose competitive opportunities in Asia tourism. In order to find out solutions and create rankings of Thailand's public transportation to be the world's top 10, the researcher was

interested to compare perceptions of tourists, the consumers receiving actual services from providers, and thought it was vital to analyze and study problems and obstacles in using public transportation in order to find out approaches to develop the service standards of domestic mass transit system through the case of using taxi services from this research.

II. MATERIALS AND METHODS

A. Objective of Research

The objective of this research is to compare the recognize that tourists have to get with taxi service and to find the way to improve service standards in public transit system in Bangkok.

B. Research Methodology

The study on Quality Perception of Public Taxi Services towards Satisfaction in Using among Foreign Tourists : the Case Study of Taxis in Bangkok was a quantitative research by studying and collecting data from document research and survey research. This research mainly aimed to compare the recognize that tourists have to get with taxi service and to find the way to improve service standards in public transit system in Bangkok.

In collecting data, the researcher divided the study into 2 parts: Part 1 was the document research or the secondary research concerning the satisfaction that tourists have to take a taxi through various media such as television, radio, printed media, electronic media and textbook, research papers, academic article, related article. Part 2 was the survey research in collecting data on quality perception of public taxi services towards satisfaction in using among foreign tourists by distributing the questionnaires to foreign tourists.

The questionnaire was used as the research instrument, divided into 3 parts: Part 1: is the basis of the respondents. (Demographic) such as sex, age, residence address, education, occupation, income, family characteristics, the main purpose of travel. Part 2: Questions on the travel behaviors of foreign tourist with one choice using the Nominal Scale and Part 3: measure perceived service quality and customer satisfaction in a taxi in Bangkok using the Rating Scale, which is a measure of Interval Scale with five levels.

The Quantitative research, the researcher plan to study based on interviews with 400 foreign tourists using Taro Yamane's formula [7] at the 95% confidence level and standard deviation 0.05. Then, used the accidental sampling and purposive sampling for sampling the sample of foreign tourists traveling in Bangkok.

The analysis and synthesis of data occurred when collected data from interviews and questionnaires that examined the accuracy and completeness. The researcher analyzed the data into code for processing by a computer with statistical programe. The analyse of descriptive statistics analysis use of data by frequency,percentage table and standard deviation,means used to describe the Interval Scale. The analysis of Inferential Statistics analysis used T-test in order to analyze the differences between the populations of two groups and will use statistical F-test for analysis One-Way Anova. When the difference is tested by comparing the pair (Multiple Comparisons) by Scheffe method by analyzing the data to statistical analysis and used the results to synthesis for find the approach to develop the standards of service in the public transit system.

III. FINDINGS

In presenting results of data analysis and interpretation, the researcher analyzed and presented data in descriptive tables divided into 2 parts, that is,

Part 1: Data Analysis on Tourism Behaviors of Foreign Tourists in Bangkok

Tourism Behaviors of Foreign Tourists in Bangkok i.e., Frequency of Visiting, From the Continent, Objectives of Visiting, Person You Travelling with, Preparing for Travelling, Length of Time to Stay, Average Expenses during Travelling Each Time, Frequency of Using Public Taxi Service, Period of Time in Using Public Taxi Service, Length of Time to Wait for Public Taxi Service, Length of Time to Spend in a Taxi, Using a Taxi Service from a Call Center, Visiting Bangkok in the Future.

Part 2: Data Analysis on Satisfaction in Service Quality Perception and Satisfaction in Using Public Taxi Services of Foreign Tourists in Bangkok

Opinion Level on Service Quality Perception and Satisfaction in Using Public Taxi Services in Bangkok i.e., Professionalism and Service Skills, Attitudes and Behaviors, Reaching Services and Flexibility, Reliability and Honesty of Service Providers, Compensation, Fame of Service Providers, Satisfaction in Using Services, Service Quality Perception and Satisfaction in Using Public Taxi Services in Bangkok.

IV. RESULTS OF DATA ANALYSIS

I. Data Analysis on Tourism Behaviors of Foreign Tourists in Bangkok

Data Analysis on Tourism Behaviors of Foreign Tourists in Bangkok, i.e., Frequency of Visiting, From the Continent, Objectives of Visiting, Person You Travelling with, Preparing for Travelling, Length of Time to Stay, Average Expenses during Travelling Each Time, Frequency of Using Public Taxi Service, Period of Time in Using Public Taxi Service, Length of Time to Wait for Public Taxi Service, Length of Time to Spend in a Taxi, Using a Taxi Service from a Call Center, Visiting Bangkok in the Future was shown by frequency and percentage in Table I

TABLE I: NUMBER AND PERCENTAGE OF TOURISM BEHAVIORS OF FOREIGN TOURISTS IN BANGKOK

TOURISM BEHAVIORS	Number	Percentage
Frequency of Visiting: 2-3 times/year	170	42.50
From the Continent: Europe	170	42.50
Objectives of Visiting: Relax	283	70.75
Person you Travelling with: Friends	178	44.50
Preparing for Travelling: Seek information and travel by oneself	215	53.75
Length of Time to Stay : 4-6 days	161	40.25
Average Expenses during Travelling Each Time : 15,001-25,000 baht	130	32.50

Frequency of Using Public Taxi Service : 1-2 times	191	47.75
Period of Time in Using Public Taxi Service : From late morning to afternoon (09.31-15.30)	192	48.00
Length of Time to Wait for Public Taxi Service : About 6-10 minutes	176	44.00
Length of Time to Spend in a Taxi : Less than 30 minutes	209	52.25
Using a Taxi Service from a Call Center : No	288	72.00
Visiting Bangkok in the Future : Yes	286	71.50

II. Data Analysis on Satisfaction in Service Quality Perception and Satisfaction in Using Public Taxi Services of Foreign Tourists in Bangkok, i.e., Professionalism and Service Skills, Attitudes and Behaviors, Reaching Services and Flexibility, Reliability and Honesty of Service Providers, Compensation, Fame of Service Providers, Satisfaction in Using Services, Service Quality Perception and Satisfaction in Using Public Taxi Services in Bangkok was shown by means and standard deviation in Table II

TABLE II   MEANS AND STANDARD DEVIATION OF OPINION LEVEL ON SERVICE QUALITY PERCEPTION AND SATISFACTION IN USING PUBLIC TAXI SERVICES IN BANGKOK

Service Quality Perception and Satisfaction	Perception Level			
	$\bar{x}$	S.D.	Opinion	No.
Professionalism and Service Skills				
You are safe during travelling from an accident in using a taxi service	3.77	0.82	high	1
You are safe during travelling from a crime in using a taxi service	3.65	0.78	high	3
A taxi chauffeur drives with an appropriate speed	3.70	0.80	high	2
A taxi chauffeur knows travelling routes very well	3.63	0.82	high	4
A taxi chauffeur is able to communicate about travelling or destinations very well	3.44	0.86	high	5
Overall Professionalism and Service Skills	3.64	0.56	high	
Attitudes and Behaviors				
A taxi chauffeur is well-mannered	3.62	0.80	high	2
A taxi chauffeur cares for providing assistance during travelling	3.65	0.82	high	1
A taxi chauffeur gives advice as you need	3.53	0.86	high	3
Overall Attitudes and Behaviors	3.60	0.67	high	
Reaching Services and Flexibility				
Taxi is in good condition and ready for use	3.71	0.81	high	2
Number of taxis are sufficient for providing services	3.77	0.82	high	1
Time to wait for a taxi is not too long	3.67	0.87	high	3
Overall Reaching Services and Flexibility	3.72	0.68	high	
Reliability and Honesty of Service Providers				
You think using a meter to calculate a taxi fare is reasonable	3.64	0.83	high	1
If you forget valuable or important things in a taxi, you expect to be contacted to return your property	3.48	0.87	high	2
Overall Reliability and Honesty of Service Providers	3.56	0.67	high	
Compensation				
You think a taxi fare is not in accordance with the meter (more expensive than it should be)	3.40	0.85	Moderate	2
You have used a taxi service travelling outside the route so that you have to pay a taxi fare more than it should be	3.41	0.90	high	1
Overall Compensation	3.40	0.75	Moderate	
Fame of Service Providers				
You think using a taxi service in Bangkok is worth spending	3.44	0.84	high	2
In the future, if you visit Bangkok, you will continue using a taxi service	3.56	0.85	high	1
Overall Fame of Service Providers	3.50	0.74	high	
Satisfaction in Using Services				
You are satisfied with a public taxi service in Bangkok	3.55	0.83	high	2
You think a public taxi in Bangkok is clean	3.61	0.91	high	1
You think a taxi chauffeur provides services with a true service mind	3.46	0.84	high	3
Overall Satisfaction in Using Services	3.54	0.72	high	

V. CONCLUSION

A. Demographic Attributes

Most of the sample group was male (222 respondents) accounting for 55.50%, in the age between 20 and 29 years (181 respondents) accounting for 45.25%, in the single status (206 respondents) accounting for 51.50%, held a bachelor's degree or equivalent (242 respondents) accounting for 60.50%, worked as a housewife / househusband (84 respondents) accounting for 21%, and had an average monthly income between 20,001 – 40,000 baht (122 respondents) accounting for 30.50%.

B. Tourism Behaviors of Foreign Tourists in Bangkok

Most of the sample group visited 2-3 times / year (170 respondents) accounting for 42.50%, travelled from Europe (170 respondents) accounting for 42.50%, visited with the objective of relaxation (283 respondents) accounting for 70.75%, travelled with friends (178 respondents) accounting for 44.50%, prepared for travelling by seeking information and travelling by oneself (215 respondents) accounting for 53.75%, stayed in Bangkok for 4-6 days (161 respondents) accounting for 40.25%, had average expenses of 15,001 – 25,000 baht during travelling in Bangkok each time (130 respondents) accounting for 32.50%, used public taxi service 1-2 times (191 respondents) accounting for 47.75%, often used public taxi service most from late morning to afternoon (09.31 – 15.30) (192 respondents) accounting for 48%, spent about 6-10 minutes to wait for public taxi service before catching a taxi (176 respondents) accounting for 44%, spent less than 30 minutes in a taxi (209 respondents) accounting for 52.25%, never used a taxi service from a call center (288 respondents) accounting for 72%, and would visit Bangkok in the future (286 respondents) accounting for 71.50%.

C. Satisfaction in Service Quality Perception and Satisfaction in Using Public Taxi Services of Foreign Tourists in Bangkok

Overall, service quality perception and satisfaction in using public taxi services in Bangkok were at the high level. When considering by aspects, reaching services and flexibility was ranked No. 1 and professionalism and service

skills was ranked No. 2, whereas compensation was ranked the final place.

Overall, service quality perception and satisfaction in using public taxi services in Bangkok in term of professionalism and service skills were at the high level. When considering by aspects, "You are safe during travelling from an accident in using a taxi service." was ranked No. 1 and "A taxi chauffeur drives with an appropriate speed." was ranked No. 2, whereas "A taxi chauffeur is able to communicate about travelling or destinations very well." was ranked the final place.

Overall, service quality perception and satisfaction in using public taxi services in Bangkok in term of attitudes and behaviors were at the high level. When considering by aspects, "A taxi chauffeur cares for providing assistance during travelling." was ranked No. 1 and "A taxi chauffeur is well-mannered." was ranked No. 2, whereas "A taxi chauffeur gives advice as you need." was ranked the final place.

Overall, service quality perception and satisfaction in using public taxi services in Bangkok in term of reaching services and flexibility were at the high level. When considering by aspects, "Number of taxis are sufficient for providing services." was ranked No. 1 and "Taxi is in good condition and ready for use." was ranked No. 2, whereas "Time to wait for a taxi is not too long." was ranked the final place.

Overall, service quality perception and satisfaction in using public taxi services in Bangkok in term of reliability and honesty of service providers were at the high level. When considering by aspects, "You think using a meter to calculate a taxi fare is reasonable." was ranked No. 1 and "If you forget valuable or important things in a taxi, you expect to be contacted to return your property." was ranked No. 2.

Overall, service quality perception and satisfaction in using public taxi services in Bangkok in term of compensation were at the moderate level. When considering by aspects, "You have used a taxi service travelling outside the route so that you have to pay a taxi fare more than it should be." was ranked No. 1 and "You think a taxi fare is not in accordance with the meter (more expensive than it should be)." was ranked No. 2.

Overall, service quality perception and satisfaction in using public taxi services in Bangkok in term of fame of service providers were at the high level. When considering by aspects, "In the future, if you visit Bangkok, you will continue using a taxi service." was ranked No. 1 and "You think using a taxi service in Bangkok is worth spending." was ranked No. 2.

Overall, service quality perception and satisfaction in using public taxi services in Bangkok in term of satisfaction in using services were at the high level. When considering by aspects, "You think a public taxi in Bangkok is clean." was ranked No. 1 and "You are satisfied with a public taxi service in Bangkok." was ranked No. 2, whereas "You think a taxi chauffeur provides services with a true service mind." was ranked the final place.

VI. DISCUSSION AND RECOMMENDATIONS

A. Discussion of the Study

According to the research on quality perception of public taxi services towards satisfaction in using among foreign tourists: the case study of taxis in Bangkok focusing on tourism behaviors of foreign tourists comparing with tourists' perception and actual services provided, problems and obstacles in using public taxi services, as well as finding out approaches to develop the service standards of domestic mass transit system, the researcher found that foreign tourists with differences in basic personal information and tourism behaviors had different perception of service quality, which is consistent with the concept of Kanya Suwansang that presented information on important factors affecting to individual perception consisting of 3 important factors, that is, 1. factors in the situation, such as, time, and environment at work; 2. factors in the perceiver, such as, attitudes, motives, interests, experiences, and expectations; and 3. factors in the target, such as, novelty, motion, sound, size, background, proximity, and similarity [8].

In case of service quality perception and satisfaction in using public taxi services in Bangkok, if considering the details of opinions being studied, they were ranked in order of priority of importance on conditions of service quality perception that the sample group gave importance in each aspect as follows: reaching services and flexibility ranked No.1, followed by professionalism and service skills as No.2, and compensation as No.3. The result of the study agreed with Gronroos [9] which mentioned conditions of good service quality perception among customers.

The aforementioned result could be concluded that perception was a process of interpreting meaning from what we touched, knew, and understood by using past experiences to help translating meaning, such as, thoughts, knowledge, and actions experienced by that person. Moreover, how we interpreted meaning of one thing depended on how we perceived and interpreted because each person would interpret meaning from perception differently based on experiences of each person and understanding meaning of what we saw and expanding the meaning.

According to the result of the sample group, most of the tourists would visit Bangkok in the future, visited with the objective of relaxation, travelled with friends, prepared for travelling by seeking information and travelling by oneself, and used public taxi service as a way of travelling among tourists. The result of establishing hypotheses led the researcher to understand that satisfaction in service quality perception and satisfaction in using public taxi services of foreign tourists was at the level to be able to build satisfaction of tourists very well, resulting in needs of the tourist group in using services next time. This was in line with Chaisomphol Chaoprasert [10] on importance of qualitative service quality that if satisfaction was created, customers would be impressed and satisfied, and want to use services next time. Then, customers had loyalty and it led to customers' appreciation and the influence on deciding to use services. Therefore, building quality service would sustainably create differences to businesses.

B. Recommendations

The researcher provided recommendations for future study as follows:

1) Problems and obstacles of foreign tourists towards tourism management in Bangkok should be studied.

2) Opinions of foreign tourists on factors influencing decisions to visit Thailand should be conducted in order to get beneficial information to improve efficiency in marketing and tourism, and enhance competitive competency of deciding for visiting.

3) Other means of public transportation apart from public taxi services should be done to bring data for analysis and to find out approaches to develop public transportation in Bangkok.

4) Opinions of foreign tourists towards tourism of Thailand should be conducted in important tourism cities to be the guidelines on developing those tourism cities into sustainable integrated tourism, which has impacts on economic development of Thailand.

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