

TABLE 3.2:
THE DETAILS OF THE DEVELOPMENT OF THE SURVEY QUESTIONNAIRE

Passenger Satisfaction			
Latent Variables	Observable Variable	Item Wording	Sources
Passenger Satisfaction	Overall Satisfaction	Overall, how satisfied are you with the BTS service?	Fornell et al., 1996; Hallowell, 1996; Keiningham et al., 2007; Qin & Prybutok, 2008; Turkyilmaz & Ozkan, 2007; Gronholdt et al., 2000; Donio', 2006
	Fulfillment of expectation	Did the BTS Service fulfill your expectation?	Fornell et al., 1996; Turkyilmaz & Ozkan, 2007; Gronholdt et al., 2000; Donio', 2006
	Compare with ideal	Imagine a company which is perfect in all aspects. How close to this ideal do you consider the BTS service to be?	Fornell et al., 1996; Turkyilmaz & Ozkan, 2007; Gronholdt et al., 2000
Passenger Loyalty			
Passenger Loyalty	Reusing intention	How likely are you to still be using the BTS service?	Gronholdt et al., 2000; Turkyilmaz & Ozkan, 2007; Fornell et al., 1996; Leverin & Liljander, 2006; Keiningham et al., 2007; Donio', 2006
	Price tolerance	As a passenger to this service, I feel like to pay more for better quality service, suppose taxi.	Gronholdt et al., 2000; Turkyilmaz & Ozkan, 2007; Fornell et al., 1996; Donio', 2006
	Recommendation to others	I would recommend the BTS to friends and relatives.	Gronholdt et al., 2000; Turkyilmaz & Ozkan, 2007; Leverin & Liljander, 2006; Keiningham et al., 2007; Donio', 2006
Passenger Retention			
Passenger Retention	Propensity to continuation/tendency to use again.	Passengers' willingness to use the BTS in the future.	Ranaweera & Prabhu, 2003
The Quality of Services			
Latent Variables	Observable Variable	Item Wording	Sources
Safety	Safe BTS platform, train line and BTS train	The condition of being protected from or unlikely to cause danger, risk, or injury.	http://www.thefreedictionary.com/safety
Security	Security in the BTS station	The state of being free from danger or threat. The safety of a state or organization against criminal activity such as terrorism or theft	http://www.thefreedictionary.com/security
Directions	Directions in the BTS station and inside the train	A post bearing a sign that gives information or guidance.	http://www.thefreedictionary.com/signpost
Service Time	BTS service time	Service time of the BTS is from morning 6:00 o'clock to midnight 12:00.	http://www.bts.co.th/en/btstrain.asp

