

CITAS-2017



**International Conference on Advances in Computer,
Information Technology and Applied Sciences**

The Howard Plaza Hotel Taipei, Taiwan

November 04-05, 2017



ESRDB

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

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Engineering Science Research & Development Board



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***International Conference on Advances in Computer,
Information Technology and Applied Sciences (CITAS)***

Venue: The Howard Plaza Hotel Taipei, Taiwan

Conference Theme: Promoting research and developmental activities
in Engineering, Technology, Computer and Applied Sciences.



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CONFERENCE TRACKS

- Basic Science
- ICT
- Electrical Engineering
- Mechanical & Industrial Engineering
- Civil Engineering
- Business and Management Studies
- Electric Drives and Control
- Electrical Machines
- Instrumentation Engineering
- Power Generation, Transmission and Distribution
- Power System Engineering

CONFERENCE CHAIR MESSAGE

Ms. Mei Shu Lai

“International Conference of Engineering Science Research and Development Board” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Ms. Mei Shu Lai

Conference Chair

Email: contact@esrdb.com



CONFERENCE SECHDULE

ESRDB-2017

Venue: The Howard Plaza Hotel, Taipei, Taiwan

Time: Registration & Kit Distribution (07:30 am - 07:45 am)

Day: Saturday

Date: November 04, 2017

Venue: Room 1 & Room 2

| | |
|---------------------|----------------------------------|
| 07:45 am - 07:55 am | Introduction of Participants |
| 07:55 am - 08:05 am | Inauguration and Opening address |
| 08:05 am - 08:15 am | Grand Networking Session |

Tea/Coffee Break (08:15 am - 08:30 am)

DAY 01 (November 04, 2017)

Presentation Session (08:30 am 12:30 pm)

Venue: Room 1

Session Chair: Dr. Chitpong Ayasanond

Track A: Business, Social Sciences and Management Studies

| Presenter Name | Manuscript Title | Paper ID |
|------------------------------|--|------------------|
| Ms. Pornpanna Lao-prawatchai | The Quality Management about Process of Electronic Parts Manufacturing: The case study of XYZ Co., Ltd | ETAPR-117-ANI103 |
| Ms. Ampika Lao-prawatchai | The management of the warehouse system of rubber sheets and rubber scraps from Office of the Rubber Replanting Aid Fund at Ranong | ETAPR-117-ANI104 |
| Ms. Sudarat Pimon-ratanakan | The Perception Organizational climate through Job Satisfaction influence Job Performance | ETAPR-117-ANI105 |
| Ms. Piyamas Klakhaeng | The Application of Forecasting Techniques for Inventory Management | ETAPR-117-ANI106 |
| Mr. Kittiampol Sudprasert | Employee Satisfaction with Organization CPF Trading Co., Ltd. | ETAPR-117-ANI107 |
| Dr. Chitpong Ayasanond | Forming Tourism Logistics Service Quality of the State Railway of Thailand: A Case Study of the Special Train Tour Death Railway Route | ETAPR-117-ANI108 |
| Ms. Varaporn Saninmool | The Performance Measurement in Logistics for Warehouse Management System (WMS) | ETAPR-117-ANI116 |
| Mr. Suwat Nualkaw | The Study to Optimize the Truck and Monitor Shipping | ETAPR-117-ANI117 |
| Ms. Suntaree Puttiworn | Study of Import-Export (Shipping) Personnels Capacities: A Case Study on International Trading Companies, Thailand | ETAPR-117-ANI118 |
| Ms. Tommanee Sooksai | Awareness to Importance of Logistics and Supply Chain Management of Electrical industry in Central Region, Thailand | ETAPR-117-ANI119 |
| Ms. Jureerut Somboon | A Review on Used Shoes Supply Chain | ETAPR-117-ANI120 |
| Mr. Sarawut Putnuan | The Key Factors that Influence Customer Behaviour of Luxury Goods in Thai Male Generation Y Case Study: Watch | ETAPR-117-ANI114 |

Track B: Computer Engineering & Applied Sciences



Lunch Break & Ending Note: (12:30 to 01:30 pm)

DAY 01 (November 04, 2017)

Presentation Session (08:30 am 12:30 pm)

Venue: Room 2

Session Chair: Dr. Chairit Thongrawd

Track A: Business, Social Sciences and Management Studies

Conference Day 02 (November 05, 2017)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



*International Conference on Advances in Computer,
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TRACK A

BUSINESS, SOCIAL SCIENCES AND MANAGEMENT STUDIES



The Quality Management about Process of Electronic Parts Manufacturing The case study of XYZ Co., Ltd.

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Keywords: Quality Management, Efficiency, The Manufacturing Process, Electronic Parts

From the study of this research had following objectives, (1) In order to study the process of electronic parts manufacturing. (2) In order to study the method to improve quality of electronic parts by use PDCA and 5 s Activity. XYZ Co., Ltd. was the company manufacturing of electronic parts. The researcher had used the form qualitative research was applied in conducting the research. The population to be used in the study were the head of the manufacturing department and related staffs. This had done the study to gather the information from documents, related researches, websites and doing the interview in order to bring the information to use in analyzing of the process of electronic parts manufacturing in order to adjust to have more efficiency. It was result from the research of XYZ Co., Ltd. that the company had rapid the process of electronic parts manufacturing that would help the manufacturing department to have the time in manufacturing products more. And study the Quality Management about process of electronic parts manufacturing by PDCA cover since the receiving of orders from customers, the disbursement of manufacturing equipment, the working systematization including delivering of products to customers. And the company had the controlling of the manufacturing process of electronic parts by focusing on quality and rapidly. And XYZ Co., Ltd use 5s activities to clean the equipment after operation finish to reducing of the dust problem that had an effect on work pieces.

The management of the warehouse system of rubber sheets and rubber scraps from Office of the Rubber Replanting Aid Fund at Ranong

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Keywords: The Management, The Warehouse System, Rubber Sheets, Rubber Scraps

From this research had the objective as follows; (1) In order to study the happened problem and obstacle by using the principle of SWOT (2), the way in developing, adjusting, increasing the efficiency in operating of Rubber plantation farmers group, Office of the Rubber Replanting Aid Fund at Ranong by using the system of the warehouse management and 5S activities. Office of the Rubber Replanting Aid Fund at Ranong is the group that purchase rubber sheets and rubber scraps. The researcher had used the form of the qualitative study. The population that were used in the study, were executives and staffs of Rubber plantation farmers group, Office of the Rubber Replanting Aid Fund at Ranong to do the study by gathering the information from the observation method and the interview, entering to work in the area of the warehouse of rubber sheets and rubber scraps including studying of documents, books, articles, additional news in order to bring the information to use in analyzing of the problem and find the way in solving the problem in order to adjust to have more efficiency. It was found from the research result of Rubber plantation farmers group, Office of the Rubber Replanting Aid Fund at Ranong that the main problem of the warehouse that had stored rubber sheets and rubber scraps, would have the problem in zoning of products, separating categories of products, checking product stocks and the problem in the security system. The researcher would propose the way to solve the problem by letting the organization to set 5S activities in order to have the neatness within the warehouse. This had used the system to store products as the activity-based costing (ABC) system by setting to have the fixed zoning of the area of products. The counting of product stocks would have set to record additionally on the computer in order to protect the information not to be lost. And at last, this had purchased insurance policies for products and had installed the security equipment system within the warehouse.

The Perception Organizational climate through Job Satisfaction influence Job Performance

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Keywords: Perception Organizational climate, Job Satisfaction , Performance

This research aims 1) to study organizational climate awareness. Job satisfaction 2) to study the influence of organizational climate perceptions on job satisfaction; 3) to study the influence of job satisfaction on job performance. The research sample was the personnel. of the 400 of autonomous university in Bangkok., the questionnaire was used as a research tool. The Statistics used in data analysis were percentage, mean, standard deviation. Correlation coefficient and to test hypotheses by using regression analysis statistics. The research results showed that the perception of organizational climate, job satisfaction, and job performance overall level. Hypothesis testing. Perceived organizational climate have positive influence on job satisfaction. Job satisfaction have positive influence on the role performance perceived organizational climate have positive influence on the job performance. The results from this research to know. The relationship of perceived organizational climate on job satisfaction, truly Job satisfaction and influencing job performance It is also a guide to the management in planning policy for the development of the perception of organizational atmosphere. The job satisfaction, which will result in the performance on the role of personnel work effectively and effective organization.

The Application of Forecasting Techniques for Inventory Management

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Keywords: Forecasting, Moving Average Forecasting Technique, Exponential Forecasting Technique, Variation

Realizing the importance of all logistics aspects is the way to understand about the details of many business operations which focus on the expansion for sustainable profitability. The study case showed the experiment of using Moving Average comparison Exponential forecasting technique so as to decrease the variation of door bp2 70x180, door bp2 70x200 and door bs2 70x180 which were the original product components. Due to using a conventional forecasting method with the door bp2 70x180 the forecasting at the end of August, 2017 showed that With production planning at 2,100 unit, but after using by Exponential forecasting technique at 0.5 the forecasting at 1,724 unit, By the forecast of September at 1,615 unit, meaning that it could decrease the variation at 23.09%. In the product door bp2 70x200 the forecasting at the end of August, 2017 showed that With production planning at 2,300 unit, but after using by Exponential forecasting technique at 0.5 the forecasting at 1,872 unit, By the forecast of September at 1,775 unit, meaning that it could decrease the variation at 22.82% and the product door bs2 70x180 the forecasting at the end of August, 2017 showed that With production planning at 1,700 unit, but after using by Exponential forecasting technique at 0.5 the forecasting at 1,075 unit, By the forecast of September at 1,057 unit, meaning that it could decrease the variation at 37.82%.The company can quantify the discrepancies of the forecast variation average decrease 27.91%. Therefore, the company was able to use the method and analysis for next operation in order to determine how to decrease costs of Logistic in both internal and external organization, including help to decrease damage from the mistakes of management.

Employee Satisfaction with Organization CPF Trading Co., Ltd.

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Keywords: Employee Satisfaction, Organization CPF, Trading

This research aims to study the employee satisfaction on the organization of CPF Trading Co., Ltd., The purpose is to study employees' satisfaction with the organization. And to compare employee satisfaction with the organization. Classified by different demographic features, including gender, age, education, income, and working age. This research is descriptive. The questionnaire was used as a tool to collect data from a sample of the population. CPF Trading Co., Ltd. employs 160 Taro Yamane users using a questionnaire as a tool to collect data. Statistics used in data analysis were percentage, mean, standard deviation. The hypothesis test is t-test. The study found that. Most males are between 30-35 years old. Average monthly income is in range. 10,001-20,000 have a working life of 1-5 years. Employee Satisfaction with Organization The overall picture is very high. Is the opportunity and progress in the job. Participation in the administration of attitudes and feelings. The credibility and reputation of the organization. The hypothesis test showed that employees of different sex, age, education, monthly income, and different age had different attitudes toward selection.

Logistics Management Affecting Fresh Flower Shop Operators in Nakhon Ratchasima

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Keywords: Logistics Management, Entrepreneurs, Fresh Flowers Shop

The purpose of this research was 1) to study the relationship between logistics management affecting fresh flower entrepreneurs. The money and not the money of the flower operator. 2) to study the effect of logistics management on the monetary and non-cash businesses of the flower shop. 3) To study the logistics management system in flower business. The examples used in the study came from the populace who are entrepreneurs, fresh flower bouquets and flower shops located in Nakhon Ratchasima. The researcher identified a number of samples using the Taro Yamane formula (1970) at a confidence level of 95%. Multi-Stage Sampling is a two-step sampling technique that is purposive sampling. ROA is 10.1-15%. ROE is 15.1-20%. Sales growth rate is 10.1-20%. Net profit margin is 20.1- 30% market share is 0-10%. The hypothesis test results show that the logistics management that affects the monetary operators is profit, sales growth rate, ROA, ROE, market share significantly at 0.05.

The Performance Measurement in Logistics for Warehouse Management System (WMS)

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Keywords: Warehouse Management System, Performance Measurement In Logistics

This research aims (1) to survey and analyze warehouse departments personnel data with utilization of WMS (2) to prepare warehouse departments personnel readiness with WMS. The statistics used to analyze data such as frequencies, average percentage. Research results summarizes as follows: 1. Analysis on warehouse personnels perception on utilization of WMS in general is at a high level, and when perception by item is considered, it is found that warehouse personnel perceive utilization of WMS at a high level. 2. Warehouse personnel having different personal factors, such as gender, age, education, working experience, and working position, have different perceptions of general WMS.

The Study to Optimize the Truck and Monitor Shipping

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Keywords: Optimize, The Truck, Monitor Shipping

This research study Establishments who have undertaken professional experiences, encountered difficulties in shipping which are not efficient enough to meet the needs of customers as well. You still can not make deliveries achieved 100% of the work is still not done as a measure that is defined as the process does not have the technology to reduce errors in the accuracy of the data. The study data to track and monitor the delivery of the establishments that have the professional experiences and studies from various sources. Made aware of how to manage its liabilities. This can be done by targeting or performance indicators, providing transportation are obvious. Studies have previously route planning, distribution and transport of goods. Reduction in the movement of goods and support to improve work processes using technology to help increase performance with the correct process even more. So, from this study concluded that improving work processes are less complex and defined indicators or targets for service delivery technologies to aid in workflow and route planning before distribution. the product is very important to be able to improve the efficiency of freight services and tracking shipments as well. This will benefit both the enterprises themselves in terms of cost reduction and responding to the needs of consumers as well.

Study of Import-Export (Shipping) Personnels Capacities: A Case Study on International Trading Companies, Thailand

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Keywords: Import-Export (Shipping), Personals Capacities, Customs Brokers, Shipping Labours

The research on studying of import-export (shipping) personnels capabilities: a case study on international trading companies is a quantitative research. Propose of this research is to examine factors that related to working abilities of personnel in import-export (shipping)field of international trading companies. Variables have been indicated, which are 1) Independent variables, such as personal factors (sex, age, educational levels, experiences, and working sector); 2) Dependent variables, such as capacity factors, capability factors, knowledge factors, and practicing factors of import-export (shipping) personnel. The result shows that, the percentage of respondents to the questionnaire are female more than male (54% female, 46% male), 56% of the respondents are in between 21-30 of age, 56% have lower and bachelor degree educational levels, and 65% are working as operation officers or messengers. Furthermore, most of the respondents indicated that obtaining customs broker licence is the first indicator (4.72%) for capacity and capability. The second important indicator is resourcefulness and intelligence (4.62%), and the least important indicator is foreign languages and good inter-personal relationship skills. Whereas, on working efficacies, most of the respondents agreed that knowledge on legal and custom regulation is the most important (4.76%), the second most important factors are import-export knowledge, knowledge on dealing with international trading documents, and knowledge on rules and regulations (at equal percentage of 4. 72). For shipping practices, most of the respondents admitted to have abilities for negotiation (4.76%), experiences related to import-export (4.72%), the third is proficient on reading and preparing documents for dispatching (4.6%), and the least is versatility on work related (4.56%).

Awareness to Importance of Logistics and Supply Chain Management of Electrical industry in Central Region, Thailand

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Keywords: Logistics Management, Supply Chain Management, Electrical industry

Research aims to awareness to importance of logistics and supply chain management project for develop work process and reduce cost of electrical in central region of Thailand. A qualitative research using data collected by in-depth interviews with those involved and to analyze and interpret the results. The results showed of electrical industry in central region awareness to importance of establishment strategies, cooperation between enterprises, planning and performance, efficiency and effectiveness of logistics, and information technology management. The electricity industry group in central region interested in implementing development projects to own logistics and supply chain process for develop work process and reduce cost to sustainable. However, Group of middle managers and employees at operational level have a comment that project logistics and supply chain management to develop work processes and reduce costs within the company increases the workload of routine tasks and there is more to the process than ever before. So that awareness to importance of logistics and supply chain management of electrical industry in central region of Thailand must be collaborated within the company and to identify operational issues and to solve common problems. That will be able to develop work processes and reduce costs sustainably.

A Review on Used Shoes Supply Chain

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Keywords: Used Shoes Supply Chain, SWOT Analysis, Value Chain, Second Hand Market

This research focuses on reviewing used shoes supply chain. In preliminary, investigate of the chain and interview of stakeholders in the chain. Subsequently, SWOT analysis of used shoes showed several weaknesses and threats. In addition, value chain of this business was analyzed to categorize value added. As a result, many activities were found to increase value to the chain, especially, operation activities before re-marketing. Those activities could create tremendous value to used shoes according to value chain activity. In this study, data collection is performed using observation and interview approach only at Rong Kluea Market. There is no previous study regarding used shoes supply chain. Supply chain of used shoes is considered for the first time, especially in Thailand setting. This study can be used as a guideline for entrepreneurs to adjust their weakness in order to reduce cost as well as to increase customer satisfaction. Moreover, the case study is extremely useful for other recycled products.

The Key Factors that Influence Customer Behaviour of Luxury Goods in Thai Male Generation Y Case Study: Watch

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Keywords: Customer Behaviour, Thai Male Generation Y, Luxury Goods, Strategy, Marketing

This research is being conducted for examining the key factors that influence customer behaviour to purchasing of luxury goods in Thailand market, focusing Thai male in Generation Y as a result of an increase spending of luxury goods by this segment and luxury watch was selected as a case study as it is one of luxury goods categorized in fashion group that represent the major product sector in the luxury goods market. Currently, luxury good is become important and also play surprising role in the economy in any countries especially in modern society. Although, the recent downturn of economy in the world but did not impact to all luxury brand industry. According to Forbes (2010), many luxury players for instance Rolex, Tag Heuer, Panerai, reported still strong sales in emerging markets. Thailand is a country part of Asia. Thailand is a developing country but the people adapt more about foreign cultures and also they are more fashion aware. From the result it is the dramatic growth of upper and middle class or increasing of income level and purchasing power between Thai customers. This is the new challenge to purchasing luxury goods in marketplace of customers. On the other hand, many people believed the in the luxury goods market the competition is not focus on the price but focus on customers behaviour of the customers. So, in this point the marketer need to understand to build up the appropriated and successful strategies to beat the competitors. From this point the researcher apply the qualitative research method utilize to focus group interview is applied aims carry out the answer from gathering in-depth from the participants.

The Study of Warehouse Staff Opinions on Training and Development of Human Resources Department: Case Study of Steel Tank Firm

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Keywords: Training, Development, Warehouse Staff

The purpose of this research is to study the opinions of warehouse staff on training and development in 4 aspects, the need for training and development, designing training courses, training format, and follow-up training. Secondly, to compare the opinions of warehouse staff on training and development by gender, education level, age, and income. This research was a descriptive study using questionnaires as a tool to collect data from a total of 42 warehouse Staff. Statistics used in data analysis were mean, standard deviation and the hypothesis tests were F-test and T-test. The results of the research show that the overall and each side opinions of the warehouse staffs were at a high level that average score was at 4.12. While the need for training and development was highest at 4.16. When compared the opinions of the warehouse staff on training and development divided by gender, education level, age, and income, the study found that the warehouse staff of different gender had significantly no difference in their opinions on training and development. But Warehouse staff with Education, age, job and income are different. They had significantly difference in their opinions on training and development statistically at the 0.05 level.

Forming Tourism Logistics Service Quality of the State Railway of Thailand: A Case Study of the Special Train Tour Death Railway Route

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Keywords: Service Quality, Tourism Logistics, The State Railway of Thailand

This Quantitative research aimed to (1) evaluate the Forming Tourism Logistics Service Quality of the State Railway of Thailand: A Case Study of The Special Train Tour Death Railway Route and (2) study the expectation and perception of the Forming Tourism Logistics Service Quality of the State Railway of Thailand, in the forming of tourism logistics service quality, location, staff, timing and security. The tool was a questionnaire with the sampling group of 400 people who used the state railway service, by using the table of Taro Yamane. The statistics which used to compile the data were frequency, percentage, average and standard deviation, T-Test and One-way ANOVA. The research found that overall scores of the train location station, staff service and security service were moderate. Each section had a different opinion except the staff serving with a good personality dress modestly and security service in the cabin topics. For the station comfortable was consistent to the hypothesis no1. Except the train location, heading of cleanliness and the period of service were inconsistent with the hypothesis no 3. For personal factors in age, average income per month and the average cost per month found that there had a different aspects opinions on the tourism logistics service model of the State Railway of Thailand that consistent to the hypothesis no 2, 5 and 6 with the statistically significant at the 0.05 level.

The Decision to Invest in Thai Massage

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Keywords: Value for money, Thai Massage, Business

The decision to invest in Thai massage business qualitative research using in-depth interviews. And quantitative research by Aims to Study the Value of Business Investment in Thai Massage Business Qualitative research will be conducted by interviewers from about 20 Thai massage providers. Quantitative research will analyze data using financial analysis techniques. Study Value for Investment to guide investment decisions. Study on investment decision in Thai massage business. It was found that when using the discount rate of 10%, the net present value (NPV) of the project was 487,387.08 baht and the IRR of the project was 77.55. The cost benefit ratio (BCR) of the project was 1.719. With a payback period of 2.56 years, the entrepreneur should invest in a Thai massage business because the present value of the project is also positive. The cost-benefit ratio of the project remains high. And the internal rate of return of the project is greater than the interest rate.

Retail Marketing Strategies of Tha Nam Sam Sen Community, Dusit District, Bangkok

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Keywords:Retail, Marketing

The research study retail marketing strategies of Tha Nam Sam Sen community, Dusit district, Bangkok aims to investigate the analysis of the condition of markets competition, and the retail marketing strategy of the community, as well as the analysis of the factors influencing on the retail marketing strategy of the community. The research study also targets on advising the developed retail marketing strategy with the purpose of advancing marketing capacity of Tha Nam Sam Sen community, Dusit district, Bangkok in terms of administration and competition. The participants of the study were communitys leaders, retailers in the community, and citizens in the area of Tha Nam Sam Sen community, Dusit district, Bangkok, which were 15 people in total. The purpose of these peoples participation was to collect the data through focus group interview, and to adopt the technique of content analysis with the purpose of indentifying category, and the main themes of the research. The research revealed that the analysis of retail strategies and location are the crucial marketing factors of retail stores in Tha Nam Sam Sen community since it is located in the urban area; thus, most customers are habitants living around the area. In addition, due to the fact that these shops are traditional retail stores, they should be developed in terms of the management, design, and display to be more modern and systematic, which would be convenient for their customers. The process was done by using the stores design of modern stores or 7-11 convenient stores as models. Moreover, retail stores in the area of Tha Nam Sam Sen should consider on merchandise assortment as well due to the unique of the specific goods offered in each store. Thus, pricing policy depends on the quality factors of goods and customer service, and the expectations of customers. Additionally, if retail stores are able to adopt modern technology with the stores management, such as barcode scanner, it would be convenient and quick for customers payment process. In addition, communication mix is also considered as a vital factor in the development, especially advertizing and publicizing once there is a tendency of diminished circulation.

Strategies to Promote Medical Tourism in Ranong

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Keywords: Strategy, Marketing Mix Strategy, Tourists, Health Tourism

Research study on strategies to promote health tourism Ranong aims: 1) To study and review of medical tourism in the hot springs. And eco-tourism of the province. 2) strategic approach to promoting health tourism. And strategies to promote the tourism market of the province. In a study covering the area of health tourism in the province. Researchers have determined the population sample was divided into tourist destinations in Thailand. Tours and leisure travel, health tourism of Ranong. The findings are reliable, the researchers refer Tourism Authority of Thailand to visit the province. The questionnaires during peak periods of the province in December 2016 to late January 2017, which amounts to a lot of tourists. In order to understand the behavior and opinions of tourists in traveling to medical tourism Ranong. This will be a strategic approach to promoting health tourism and health medical tourism marketing strategy to promote the province. The study found that female popular health tourism Ranong than men By 65.25 and 34.75 percent, respectively, ages 21-25 years old were the most popular tourist destinations are getting healthier Ranong 19.75 percent and the second was aged 31-35 years old, single, with 16.00 percent, up 49.00 percent on a tour of the respondents to comment on the medical tourism hot springs in the product in very valuable $x = 3.70$, the price was high, with a $x = 3.72$, the distribution channels at a high level with an $x = 3.88$ promotion. the market Couple to a large extent by the value $x = 4.13$ partnership at a high level with an $x = 4.05$ programming in high level with the $x = 4.12$ for the personnel. to a large extent by the value $x = 3.73$ the plan is to a large extent by the value $x = 4$.

Optimal Use of Alternative Energy to Reduce Costs

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Keywords: Optimal Use, Alternative Energy, Reduce Costs

This research study aims. The purpose of this research study, the decision to use renewable forms of. The decision to use renewable energy. The research group for offices and community case studies linking the canal. The canal links. Buddhist province Nakhon Pathom.: Analysis of the use of energy efficiency to reduce costs. The randomized population in 400 of the samples in 2440 were for offices and communities canal link to. The canal linking district Buddhist Nakhon Pathom.: Analyze the use of renewable energy technologies in a systematic manner with the complex elements in both. high humidity, such as organic food categories. And the heating value, such as plastic foam sheet, enabling its municipal waste used to generate electricity must have a process to adjust to fit the way such as use of biogas for a food or substance. organic, high humidity The method is suitable for burning waste the precious heat. But the two main components of mixed waste, enabling its use for power generation, it is still difficult. With the high cost and environmental impact much. So even if the waste has the potential to be used in the production of electricity using renewable fuels, but more needs to be implemented process management. Or how the right technology Participation of citizens And there is the possibility of economics, a key objective of this research is a significant level of 0.50. Results from research Found that the demand for renewable energy, the overall opinion that much ($x = 4.07$), the demand for renewable energy. Comments are at a high level ($x = 3.80$), the renewable energy used in many opinions ($x = 3.75$), the type of biomass that needs to be used. Comments are at a high level ($x = 3.54$) for the use of renewable energy technologies. Opinions on the level with moderate ($x = 3.41$) renewable energy is an alternative, community interest and support research and pilot production. Renewable mentioned include Solar energy, wind energy and biomass fuels derived from biomass such as agricultural waste from rice husk, rice straw, sugarcane bagasse, and wood pulp.

The Model of Marketing Strategy Affecting Customer Loyalty of Organic Products Store in Thailand

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Keywords: Service Marketing Strategy, Customer Relationship Marketing, Perception of Service Quality, Customer Satisfaction, Customer Loyalty of Organic Products Store

The purpose of this research to find out the model of marketing strategy affecting customer loyalty of organic products store in Thailand for the elderly group and working age group. This research offered both qualitative and quantitative research methods into the study. The quantitative research is carried out 870 samples of each group and related 1,740 samples. The data were collected by questionnaire, focus group discussion and key informant interview. The statistics employed in the research are frequency, percentage, mean, standard deviation, Confirmatory Factor Analysis (CFA), and Structural Equation Model (SEM). The results indicated that the factors affecting customer loyalty of organic products store in Thailand with both elderly and working age groups was service marketing strategy, customer relationship marketing, perception of service quality, and customer satisfaction. The results found that the most important components of the marketing strategy affecting customer loyalty in the working age group was perception of service quality in term of empathy and customer satisfaction in term of convenience gained which most influenced on customer loyalty in term of repeated service. While, the most important components of the marketing strategy affecting customer loyalty in the elderly group was customer relationship marketing in term of education model which most influenced on customer loyalty in term of word of mouth. The constructed model of the working age group was good fitted with the empirical data (Chi square/df=0.95, P-value=0.65338, RMSEA=0.000, GFI=0.99, AGFI=0.97) and the constructed model of the elderly group was goodness of fitted with the empirical data (Chi square/df=1.33, P-value=0.00271, RMSEA=0.021, GFI=0.98, AGFI=0.96).

An Analysis of the Financial Return on Investment of Rural Road

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Keywords: Analysis of the Financial, Financial, Bus

This research is an analysis of the financial return on investment of rural road 3004 from Nakhon Phatom Police Station to Suansunanandha Rajabhat University Nakhon Phatom Learning Center. This objective is an analysis of the financial return on investment if expanding route of bus. There are 200 sets of questionnaires for general information and requirements. Afterwards, the data is analyzed for revenue and costs. The research showed that people are interested in bus service 7 percent and calculated NPV = -159252.26. This means that the project is unlikely to invest or lose. There are 3 suggestions. (1) Based on the interview, the executives showed that analysis of the financial return should be calculated throughout the route of the bus. (2) May be for students or the people, live in the area, buy monthly card to guarantee minimum income to the bus. (3) Data of questionnaires showed they may not match the actual target group, resulting in discrepancies, so questionnaires should be collected from only students or people, live in the area, who are likely to be the actual target group.

Study, Logistics and Supply Chain Management of the Organic Community Enterprise Baan Klong Kong in Nakhon Pathom Province

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Keywords: Community Enterprise, Community Capital, Logistics, Supply Chain Management

The objective of this Study, Logistics and Supply Chain Management of the Organic Community Enterprise Baan Klong Kong in Nakhon Pathom Province from upstream to downstream. A qualitative research using data collected by in-depth interviews with those involved and to analyze and interpret the results. The results showed that members of the Integrated Farming is the main occupation is farming growing vegetables. The group of enterprises is aiming to develop a long-term sustainable agricultural area. Stop using 100% chemicals. The goal is to produce organic rice and grow organic vegetables for the city. Establishing seed banks to lend to farmers planting. The yield used for household consumption. And sells products in the community. That people can buy into the region's communities. And in collaboration with several departments to drive organic way with sustainability. Creating well-being of members. It is seen that the group is planning to set up from upstream to downstream supply chain management system. From the selection of seeds to plant. Planting method agriculture Distribution and to increase the distribution channels. Including freight to various points along with their own car, farmers in the group's well-being. Strengthened economic sustainability. Plan to has been cooperated with several agencies to promote sustainable organic farming practices Strengthen the economy. So seen that logistics and supply chain management of the Organic Community Enterprise Baan Khlong Kong in Nakhon Pathom province. Can do it by yourself but it must be developed to optimize. And solve the problems or obstacles is achieve for development continues.

Factors Influencing of Inland Waterway Transportation Business: The Case of Service Provider Selection in Thailand

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Keywords: Inland Waterway Transport, Service Provider, Utility Theory, Conjoint Analysis

This research has objectives to study about factors that influencing the selection of inland waterway transport service provider as follows; 1) To study and analyze to factors that influencing the selection of inland waterway transport service provider in Thailand, and. 2) To study about process of how to selected of inland water way transport service provider in Thailand. This research also study about entrepreneur group who was received the waterway transportation service in Thailand. The collected data referred the questionnaire distributed to 86 samplings The research found that the customers who use of waterway 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 $\hat{\lambda}= 0.571$ was higher than acceptable criteria was corrective indicated by develop model of 91.36percent and corrective inspection model of 98.88 percent Hypothesis testing found that the data of factors influencing selection of inland waterway transportation service provider in Thailand in term of time, price and safety of during transition impacted to make decision to select the waterway transportation service provider in Thailand was statistically significant at 0.05 level of confidence.

Marketing Mix Factors Affecting the Loyalty of Customers Fitness Club in Bangkok Metropolitan

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Keywords: Marketing Mix Factors, Loyalty of Customers Fitness, Bangkok Metropolitan

The purposes of this research were 1) to study the Marketing Mix Factors Affecting The Loyalty of Customers Fitness Club in Bangkok Metropolitan; 2) to compare the loyalty of the customers; In Bangkok Metropolitan. The samples used in the study were Customers who use fitness in Bangkok Metropolitan. The samples were 400 quota random sampling. The instruments used in the study were questionnaire And alpha Cronbach reliability by market mix. The reliability of 0.75-0.82 and customer loyalty were 0.81-0.85. The statistics used were frequency, percentage, mean, standard deviation, t-test, variance and multiple regression analysis. The results of the research are as follows: 1) The Marketing Mix Factors Affecting The Loyalty of Customers Fitness Club In Bangkok Metropolitan in all factors. It can be presented as an equation. $Loyalty = 0.064 + 0.124 \text{ products} + 0.191 \text{ price} + 0.097 \text{ place} + 0.083 \text{ Public Relations} + 0.132 \text{ Personnel} + 0.199 \text{ Service Procedure} + 0.151 \text{ Physical Features}$ By this equation, the power of prediction is 0.96. 2) Personal factors of gender, education and occupation have no effect on the loyalty of fitness users. In Bangkok Metropolitan While age and income factors have different effects on the loyalty of fitness users. In Bangkok Metropolitan, the difference was statistically significant at the 0.05 level.

Investigating Factors influencing Work Safety Behavior among Garbage Collectors in Khlong Nueng Municipality, Pathum Thani Province, Thailand

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Keywords: Work Safety Behavior, Garbage Collectors, Municipality

This cross-sectional descriptive study was designed to investigate factors influencing work safety behavior among garbage collectors in Khlong Nueng Municipality, Pathum Thani Province, Thailand. Eighty-eight of garbage collectors were included in this study. Data were collected through interviews using structures questionnaire during August to December 2016. Collected data were entered and analyzed using Statistical Package for the Social Sciences (SPSS) version 13.0 with descriptive statistics and Pearsons Product Moment Correlation Coefficients. According to data analysis, the results were revealed that all of garbage collectors were male (100%) and married (60.23%), the minimum and maximum age were 21 years and 53 years, respectively (mean = 42.41 ± 6.93). Majority of them (69.30%) had poor work safety behavior. There were 4 factors associated with work safety behavior among garbage collectors; marital status ($r = 0.214$ P-value $\leq .05$), work experience ($r = 0.206$, P-value $\leq .05$), safety knowledge ($r = 0.056$, P-value $\leq .05$) and safety attitude ($r = 0.306$, P-value $\leq .05$) Base on the result of this study, It can be used as the guideline for organization to implement in providing information and training related to work safety behavior for garbage collectors and also providing incentive to encourage safety behavior improvement in garbage collector.

Online Shopping Behavior of Chinese and Japanese Consumers

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Keywords: Online Shopping, Chinese Consumer, Japanese Consumer, Consumer Behavior

Online shopping has rapidly developed all over the world. Differences of consciousness and behaviors of consumers of different countries may make consumer problems serious in cross-border net shopping. In this study, online shopping behaviors of Mainland Chinese consumers and Japanese consumers were compared. The data used for the comparison were the results of the internet survey of internet shopping behaviors of Chinese and Japanese consumers collected by the Ministry of Economy, Trade and Industry of Japanese government from 2010 to 2014. Chinese consumers collected various information, and they also made a lot of inquiries and negotiations before purchasing. Nevertheless, they encountered more troubles. In those cases, they returned the goods. Much less Japanese consumers did information collecting, inquiries and negotiation. They put their complaints when they encountered troubles. It was a common problem that both of them did not confirmed the site security such as the location of the operator, the notation of the contact person, the responsible person, and security measure.



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TRACK B

COMPUTER ENGINEERING AND APPLIED SCIENCES



Scheduling of Hybrid Two-Machine Types

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Keywords: Scheduling, Hybrid flowshop, Makespan

This paper presents a mixed integer programming model to solve the problem of scheduling hybrid machine types, in which one type is a two-machine flowshop and another type is a single machine. A job is either processed on the two-machine flowshop or on the single machine. The objective is to determine a schedule for the jobs so as to minimize the makespan. Computational experiments demonstrate the efficiency of the mixed integer programming to solve the problem optimally.

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| Mr. Kraiwit Sinthukhammoon | The Study of Warehouse Staff Opinions on Training and Development of Human Resources Department: Case Study of Steel Tank Firm | ETAPR-117-ANI115 |
| Ms. Duangjai Jan- dasang | Logistics Management Affecting Fresh Flower Shop Operators in Nakhon Ratchasima | ETAPR-117-ANI109 |
| Ms. Bunyaporn Phoothong | The Decision to Invest in Thai Massage | ETAPR-117-ANI111 |
| Ms. Anuch Nampinyo | Retail Marketing Strategies of Tha Nam Sam Sen Community, Dusit District, Bangkok | ETAPR-117-ANI112 |
| Ms. Wiriya Boon- malert | Strategies to Promote Medical Tourism in Ranong | ETAPR-117-ANI113 |
| Mr. Jatturong Ploen- had | A Optimal Use of Alternative Energy to Reduce Costs | ETAPR-117-ANI110 |
| Mr. Thun Chaitorn | The Model of Marketing Strategy Affecting Customer Loyalty of Organic Products Store in Thailand | ETAPR-117-ANI121 |
| Mr. Pornkiat Phakdeewongthep | An Analysis of the Financial Return on Investment of Rural Road | ETAPR-117-ANI122 |
| Ms. Anchalee Hiran- phaet | Study, Logistics and Supply Chain Management of the Organic Community Enterprise Baan Klong Kong in Nakhon Pathom Province | ETAPR-117-ANI123 |
| Mr. Tanasarn Panichayakorn | Factors Influencing of Inland Waterway Transportation Business: The Case of Service Provider Selection in Thailand | ETAPR-117-ANI124 |
| Dr. Chairit Thon- grawd | Marketing Mix Factors Affecting the Loyalty of Customers Fitness Club in Bangkok Metropolitan | ETAPR-117-ANI125 |
| Ikuko Ogawa | Online Shopping Behavior of Chinese and Japanese Consumers | TPS-1117-101 |
| Patcharakamon Klunbut | Investigating Factors influencing Work Safety Behavior among Garbage Collectors in Khlong Nueng Municipality, Pathum Thani Province ,Thailand | TPM-1117-102 |

Lunch Break & Ending Note: (12:30 to 01:30 pm)

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