

# Development of English Communication Skills to Enhance Confidence and Quality of Service for Taxi Drivers in the Bangkok Metropolitan Region

Thayawadee Kamput

Faculty of Liberal Arts, Rajamangala University of Technology Tawan-ok

Email: Thayawadee\_ka@rmutt.ac.th

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## Abstract

The purposes of this study were: 1) to analyse the problem conditions and the need to develop the English speaking skills of the taxi drivers in the Bangkok metropolitan region; 2) to develop English speaking skills for the communication of the taxi drivers; and 3) to enhance the taxi drivers' English communication and confidence in order to increase the quality of service. The sample covered 385 taxi drivers, obtained by convenience sampling. The research instruments were the questionnaire, the conversation exercise, and the one group pre-test post-test design. The data was analysed using the descriptive statistics, percentage, mean, standard deviation, and a paired sample t-test to compare the score of English speaking ability before and after training. The results of the study revealed that 1. The problem conditions of the taxi drivers were at a high level. The desire to develop English speaking skills was at a mid-level; 2. The score of English speaking after training was higher. The outcomes of the training participants between before and after training were statistically significant at 0.01 level; and 3. Taxi drivers' enhancement of English communication skills and confidence for increasing the quality of service was at the high level of the whole.

**Keywords:** skill development; enhancement of English communication; increasing the quality of the service; taxi drivers

## Introduction

Taxi drivers were grouped as one of the service careers. They had a chance to deal and communicate with foreigners or foreign tourists. It's possible that those may meet a taxi driver as the first person in Thailand. So English is quite important for taxi drivers. However, as we know most the taxi drivers have a level of education not very high. They lack the background knowledge and communication skills in English. Most of them often will not serve or pick up foreign passengers. This is due to the fact that they cannot communicate and understand each other Thitivesa (2015). It can be seen that there are obstacles in serving foreign passengers particularly English speaking. This is related to the past research Jamsai and Pilanthananond (2019) on the study of the need to study English by the taxi drivers in the Bangkok metropolitan region. The research found that taxi drivers have problems and need to improve their English communication skills particularly skills in speaking and also listening skills. There are many taxi drivers who desire to serve foreign business both men and tourists. They believe that if they can serve the foreigners it will be a chance for them to increase their income rather than pick up and take passengers to their destination only. So they realize the importance of English communicating and also want to develop their own English speaking skills. They want to improve and enhance their ability of English speaking due to the lack of English basic knowledge and skills.

From the experience of the researcher who used to be in charge of the English language training program for taxi drivers organized by the Faculty of Liberal Arts, Rajamangala University of Technology Tawan-ok, Chakrabongse Bhuwanat Campus continuously from 2013 until 2020. The researcher found that taxi drivers who attended the training need to develop themselves in order to enhance their knowledge and to diminish their lack of communication skills. Their needs lead to the ideas of self-improvement which is consistent with the personnel development (Nadler and Nadler, 1990). This is to eliminate the problem of communication they face that which has stuck them in their work. But some kinds of development may need to get help from others. There are many academic service projects which are often organized by public sectors such as universities or related agencies and these are quite popular among taxi drivers because the projects are free of charge. The English training course is designed specifically for the taxi drivers. The guidebook and CD are provided to the attendants. The content of the lesson is about the conversation of some situations between taxi drivers and foreign passengers. This is to enable them to communicate English with the foreign passengers. Teaching and training has been done by both Thai and native speaking

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teachers. The timetable of studying and practicing has been clearly set. This helps all attendants enable to manage their time conveniently in both studying and practicing. Therefore, attending to the training of any academic service project is a good opportunity for them to gain more knowledge and skills in English. They can practice more the pronunciation and ask any questions they have. This would actually help them to learn and understand more and eventually bring about their self-motivation and confidence. After attending the training course, the taxi drivers can apply the knowledge and skills to their work. They are able to communicate with the foreign passengers in real situations. This would enhance the taxi drivers' quality of service plus their confidence.

Therefore, the researcher is interested in the development of English speaking skills to enhance communication and increase service quality for taxi drivers in the Bangkok metropolitan region by using English conversation practice designed for the taxi drivers. The pre-test and post-test have been used to measure the improvement of the taxi drivers' competence. The data is analysed to compare the English speaking abilities of taxi drivers before and after the training. It is possible for the taxi drivers who have reviewed and practiced more regularly. It can help develop their own English communication skills and bring confidence in the service while continuing the career.

## Research Objectives

1. To analyse the problem condition and the need to develop English speaking of the taxi drivers in the Bangkok metropolitan region.
2. To improve the communication skills of the taxi drivers in the Bangkok metropolitan region.
3. To enhance English communication and build confidence for increasing the quality of service of the taxi drivers in the Bangkok metropolitan region.

## Scope of Research

Content Scope: The study focuses on the concept of using techniques as a guide for improving English communication skills for taxi drivers who want to improve their English communication and related research.

Population Scope: The population in this research was taxi drivers in the Bangkok metropolitan region. The sample covered 385 taxi drivers from Palangruam Company Limited, Don Mueang Airport.

Area Scope: The study covered Bangkok metropolitan region.

Timing Scope: During October 2020 to May 2021.

## Literature Review

### **Concept and meaning of personnel development**

Many educators have defined the meaning as follows. Nadler and Nadler (1990) Personnel development means implementing personnel to gain experience and learning over a period of time in order to use knowledge to improve working ability. There are mainly 3 human resource development activities: 1) training activities 2) further education activities 3) self-development activities. This concept has the overall goal of human resource development that improves work efficiency and promotion of the advancement of employees. It is consistent with Montripuk (2012) on the meaning of personnel development which is an operation about promoting personnel's knowledge, abilities, and skills to work better and also having a good attitude in regarding working. This will result in a better performance

### **Concepts and meanings of the development of English speaking skills**

Speech can be conveyed and make the listener understand. Developing English speaking skills is important. Byrne (1986) said that improving speaking skills is something that needs to be practiced. Teachers need to practice two things for students: 1. Practicing the main parts of the language such as sounds, grammar and vocabulary. 2. Providing opportunities for each learner to express themselves. Teachers must pay attention to the accuracy and fluency at different levels of study. Firstly, accuracy must be emphasized and in the advanced level should focus on fluency as well. This is consistent with Kowitwathi (1997) 1. Learners are able to use the language whether in a real or simulated situations. The amount of content to learn for students is not as important as the ability to use the language. Learners have a good attitude and see the value of learning English. Teaching activities are lively and fun. 2. Student-centered learning, focusing on the needs of learners about what the purpose of their study is, concerning on the differences between individuals, abilities, attitudes, interests, intention, as well as the learner's prior knowledge and experience. 3. The use of language activities is key. Focusing more on student activities, giving students the opportunity to

practice using language to convey meaning in different situations, practicing thinking, intelligence, courage in using language which results in learners having more language experience as well as promoting the creativity of each learner.

### **Meanings of enhancement**

Normally the word “enhancement” means a change, or a process of change, that improves something or increases its value. Its synonyms are upgrade, improve, enhance, raise, advance and augment. This word is used in a combination with other words to convey the meaning more clearly in that matter such as employee potential development, service. Namthong (2020) She said that raising the level of development of workers' potential under the implementation of the skill development project for workers in the Eastern Economic Corridor (EEC) that helped develop the potential of workers at all levels to have high labour productivity. This related to labour market demands and keeping pace with technology 4.0 in order to have a job and a reasonable income, leading to a better quality of life for people, reducing the inequality of Thai people, getting labours industrial skill training according to the goals and developing labour force in response to the industries of the future. Talerngsri (2014) Raising the level of service is the ability to identify instinct to get need, emotion and wish which is beyond basic expectations of customers or service recipients and to meet and create a memorable experience and captivate them.

### **Concepts and theories of the communication**

Wilber Schramm and C.E. Osgood (1954 as cited in Anantho, 2010) In the communication process, both individuals are equal. They are both an encoder and a decoder. They are also interpreters. Message will be decoded, interpreted and then encoded. When the sender sends a message to the recipient, the recipient will then communicate in return. The recipient can be the sender as well. It's a two-way communication which reflects the concept of feedback. Encoding and decoding which are important. If both parties interpret in different meanings, this may cause misunderstandings to each other. This is consistent with Wongmontha (2010) Communication is a process that takes place to create mutual understanding between the sender and the receiver or at least the recipient understands the message that the sender wants to convey.

### **Meanings of self-confidence**

Many educators have defined the meaning as follows. Jutharee (2003 as cited in Chimplee, 2008) Self-confidence refers to the personality of people who have their own identity, dare to think, adapt to the situation appropriately, do things with confidence. These have self-esteem and can

face various situations and also solve problems with a strong sense of security. This is consistent with Department of Academic Affairs (1994) Self-confidence is a very important quality that helps people do things successfully. Self-confidence helps people to have their own identity also dare to think, adapt to the situation appropriately, do things with confidence and accept the results with satisfaction and pride. Those can face various events and solve problems with a stable feeling. It is a characteristic of people who have good mental health and happy living.

### **Meanings of service quality**

Chalermjirarat (2000) He said that service quality is the consistency of the needs of customers or service recipients with the level of service capability that meets the needs of customers or service recipients and make them satisfied with the service that they get. This is consistent with Tatsiwat (2009 as cited in Chankerd, 2017). Service quality is a concept and practice in the assessment of service recipients by comparing between expected service and actual perceived service from the service provider. If the service provider can provide services that meets the needs of the service recipients or creates a higher level of service than they expected this will make them very satisfied from the service received.

In conclusion from the literature review, it can be seen that Human resource development in English language skills helps to improve the level of communication in English. This will bring confidence and increase the quality of service of those who can communicate in English. The researcher is interested in the study of English language skill development among taxi drivers in the Bangkok metropolitan region who want to improve their English communication skills and can serve foreign customers in real situations. This study can be information which is useful to the related agencies. For those who are in charge of developing the potential of working people or workers in the service areas.

### **Research Methodology**

The study is certified by the Research Ethics Review Committee for Research Involving Human Research Subjects, Rajamangala University of Technology Tawan-ok, with AF 10-04, COA No. 004, RMUTT REC No. 011/2021.

This research is a quantitative research. It is a quasi-experimental research. The research model was a one-group pre-test-post-test that designed. The research area is the Bangkok metropolitan region. Population is taxi drivers the Bangkok metropolitan region. The sample consisted

of 385 taxi drivers from Palangruam Co., Ltd. at Don-mueng airport obtained by a convenience sampling. There are three types of research instruments which are:

1) questionnaire to analyze the problem conditions and the need to improve the English speaking of the taxi drivers. The researcher used a questionnaire to collect data as follows.

Part 1: Questionnaire on personal information of gender, age, education levels and work experience.

Part 2: The 10 questions with the 5 level rating scale about the problem conditions that the taxi drivers in the Bangkok metropolitan region face.

Part 3: The 6 questions with the 5 level rating scale about the need to develop English speaking skills of the taxi drivers before training.

Part 4: The 6 questions with the 5 level rating scale about the confidence from developing English speaking skills of the taxi drivers after training.

Part 5: Open ended questions about any suggestions and opinions.

2) English conversation practicing exercise for developing speaking skills for taxi drivers. Training can be conducted for 20 people at a time by gradually continuing until the number of samples is reached. 3) Pre-test and post-test for comparing whether English communication is enhanced and confidence is built or not. This is to increase the quality of service of the taxi drivers. One Group Pre-test–Post-test Design is used for experimental research techniques Wongratana, (2017).

Research instruments have been approved by the experts for the validation of the tests. The IOC: Index of Item Objective Congruence is used for determining the content validity before using it. It was found that the score was at 0.67 to 1.0 Pattiyathanee (2015) and it was revised, according to the 3 experts' suggestions. Then the checked research instruments were tried out with the non-sample population of 30 at Suvarnabhumi airport in order to find out the reliability by calculating the questionnaire reliability coefficient with Cronbach's Alpha Coefficient.

Data was collected by a convenience sampling during October 2020 to May 2021 from taxi drivers who are members of Palangruam Company Limited at Don Mueang Airport. Then the quantitative data was analysed to gain for the mean ( $\bar{x}$ ) and standard deviation (S.D.) of the order of importance of the opinion from the questionnaire. The mean of using the English conversation practicing exercise before and after the experiment by the sample was calculated and then compared the English speaking proficiency scores of them before and after training by using the

Paired-Simples t-test. Then the information obtained from the assessment of the taxi drivers' English speaking development was analysed and described in summary.

## Results

Objective 1. To analyse the problem conditions and the need to develop English speaking of the taxi drivers in the Bangkok metropolitan region. The results showed that the personal data of the sample population of 385 taxi drivers as follows.

**Table 1.1** Number and percentage of the taxi drivers' gender

Gender	Number of people	Percentage
Male	363	94.28%
Female	22	5.71%
<b>Total</b>	<b>385</b>	<b>100.0</b>

The results of the study were found about the personal information of the sample population of 385 taxi drivers that they were 363 males (94.28%) and 22 females (5.71%).

**Table 1.2** Number and percentage of taxi drivers' age

Age	Number of people	Percentage
20 – 35 years	46	11.94
36 – 50 years	98	25.45
51 – 65 years	169	43.89
65 years up	72	18.70
<b>Total</b>	<b>385</b>	<b>100.0</b>

Their ages were 20–65 years up. The highest was 169 (43.89%) aged 51–65 years, Secondary was 98 (25.45%) aged 36–50 years. The next was 72 (18.7%) aged 65 years up and the least was 46 (11.94%) aged 20–35 years.

Table 1.3 Number and percentage of taxi drivers' education level

Education levels	Number of people	Percentage
Lower than M.3 (grade 9)	76	19.74
M.3 (grade 9)	86	22.33
M.6 (grade 12)/ Vocational Cert.	124	32.2
High Vocational Cert.	64	16.62
Bachelor's degree	31	8.05
Postgraduate	4	1.03
<b>Total</b>	<b>385</b>	<b>100.0</b>

The education levels were lower than M.3 (grade 9) – postgraduate. The highest was 124 (32.2%) for the level of M.6 (grade 12)/ Vocational Certificate, followed by 86 (22.33%) for the level of M.3 (grade 9). The next was 76 (19.74%) for the level of lower than M.3 (grade 9). Then, was 64 (16.62%) for the High Vocational Certificate. Next to the High Vocational Certificate was 31 (8.05%) for the Bachelor's degree and the least was 4 (1.03%) for the postgraduate.

Table 1.4 Number and percentage of taxi drivers' work experience

Work experience (year)	Number of people	Percentage
1 – 5 years	52	13.5
6 – 15 years	86	22.33
16 – 25 years	128	33.24
26 years up	119	30.9
<b>Total</b>	<b>385</b>	<b>100.0</b>

The work experience was from 1 – 26 years up. The majority of the group was 128 (33.24%) for 16 – 25 years. Secondary was 119 (30.9%) for 26 years up, followed by 86 (22.33%) for 6 – 15 years. The least was 52 (13.5%) for 1 – 5 years.

Objective 1. To analyse the problem conditions and the need to develop English speaking of the taxi drivers in the Bangkok metropolitan region. Research results were found that the problem conditions of the taxi drivers was at a high level. The average was equal to 3.55 and the standard deviation was 1.1186 as shown in Table 2.1

Table 2.1 The mean and standard deviation of the taxi drivers' problem conditions

Topics	$\bar{x}$	SD	Results
I can speak and communicate with foreign customers.	1.83	0.7599	low
I do not know and understand the meaning of foreign customers' words.	4.10	0.8049	high
I understand the meaning of some words and sentences of foreigners.	2.03	0.8193	low
I sometimes need to guess while communicating with foreign customers, this made me not confident whether it was correct and met their needs.	3.95	0.8368	high
I can pick up and take foreign customers to the destination but some situations I cannot make them understand such as changing the route, taking the expressway that requires toll.	3.89	0.8670	high
I am not confident in my pronunciation of words and sentences while speaking English.	3.98	0.7564	high
I know the words and phrases for that situation but while saying, the foreign customers do not understand.	3.92	0.7697	high
My confidence decreases while communicating because foreign customers do not understand.	3.98	0.7789	high
I get good friendship from foreign customers but I cannot continue the relation due to the communication barriers.	3.89	0.8586	high
It's a pity every time when I cannot serve foreigners, I lose the opportunity to increase my income.	3.91	0.7687	high
<b>Total</b>	<b>3.55</b>	<b>1.1186</b>	<b>high</b>

As shown in Table 2.1, it showed that the problem condition that taxi drivers faced on the whole was at a high level. It had the mean score of ( $\bar{x} = 3.55$ ) and standard deviation (S.D.) of 1.1186. When considering the items in descending order, it was found that I do not know and understand the meaning of foreign customers' words, it had the mean score of ( $\bar{x} = 4.10$ ). My confidence decreases while communicating because foreign customers do not understand, it had the mean score of ( $\bar{x} = 3.98$ ). I am not confident in my pronunciation of words and sentences while speaking English, it had the mean score of ( $\bar{x} = 3.98$ ). I sometimes need to guess while communicating with foreign customers, this made me not confident whether it was correct and met

their needs, it had the mean score of ( $\bar{X} = 3.95$ ). I know the words and phrases for that situation but while saying, the foreign customers do not understand, it had the mean score of ( $\bar{X} = 3.92$ ). It's a pity every time when I cannot serve foreigners, I lose the opportunity to increase my income, it had the mean score of ( $\bar{X} = 3.91$ ). I can pick up and take foreign customers to the destination but some situations I cannot make them understand such as changing the route, taking the expressway that requires toll, it had the mean score of ( $\bar{X} = 3.89$ ). I get good friendship from foreign customers but I cannot continue the relation due to the communication barriers, it had the mean score of ( $\bar{X} = 3.89$ ). I understand the meaning of some words and sentences of foreigners, it had the mean score of ( $\bar{X} = 2.03$ ). And I can speak and communicate with foreign customers, which was at the lowest level. It had the mean score of ( $\bar{X} = 1.83$ ).

The need to develop English speaking skills before training was at the mid-level. The average was equal to 2.91 and the standard deviation was 1.1868 as shown in table 3.1.

**Table 3.1** The mean and standard deviation of the need to develop English speaking skills before training

Topics	$\bar{X}$	SD	Results
I used to try to improve my English speaking skills by self-study.	2.11	0.8890	low
I would like to learn some words and phrases that are only necessary for situations when communicating with foreign customers.	3.88	0.8074	high
I want to learn as many words and sentences as possible.	1.99	0.7493	low
I want to be taught to pronounce correctly because I want foreign customers to understand what I communicate.	3.93	0.7855	high
I'm ready to join the free English language training program whenever I've heard the project's public relations.	3.65	0.8481	high
I'm ready to pay for studying English to develop myself on occasion.	1.87	0.7254	low
<b>Total</b>	<b>2.91</b>	<b>1.1868</b>	<b>mid</b>

As shown in table 3.1, it was found that the need to develop English speaking skills before training on the whole was at the mid-level. It had the mean score of ( $\bar{X} = 2.91$ ) and standard deviation (S.D.) of 1.1868. When considering the items in descending order, it was found that I want

to be taught to pronounce correctly because I want foreign customers to understand what I communicate, it had the mean score of ( $\bar{x} = 3.93$ ). I would like to learn some words and phrases that are only necessary for situations when communicating with foreign customers, it had the mean score of ( $\bar{x} = 3.88$ ). I'm ready to join the free English language training program whenever I've heard the project's public relations, it had the mean score of ( $\bar{x} = 3.65$ ). I used to try to improve my English speaking skills by self-study, it had the mean score of ( $\bar{x} = 2.11$ ). I want to learn as many words and sentences as possible, that had the mean score of ( $\bar{x} = 1.99$ ). I'm ready to pay for studying English to develop myself on occasion, which was the lowest level. It had the mean score of ( $\bar{x} = 1.87$ ).

Objective 2. To improve the communication skills of the taxi drivers in the Bangkok metropolitan region. It was found that when the sample received the training, they get improvement. It can be seen from the scores of the pre-test were average at 14.39 and the standard deviation at 3.5866 whereas the scores of the post-test after training were average at 19.30 and the standard deviation at 1.7430. The outcomes between before and after training was statistically significant at 0.01 level.

Objective 3. To enhance English communication and build confidence for increasing the quality of service of the taxi drivers in the Bangkok metropolitan region, it was found that taxi drivers' confidence after training was increased. The average is equal to 3.70 and the standard deviation is 0.8962 on the whole as shown in table 4.1.

**Table 4.1** The mean and standard deviation of the level of taxi drivers' confidence after training

Topics	$\bar{x}$	SD	Results
The content of the training course meets my needs.	4.13	0.6846	high
Learning words and sentences is not too difficult for me.	3.52	0.8751	high
Practicing speaking and pronunciation is difficult for me.	3.69	0.9703	high
I have the opportunity to ask my questions every time.	3.60	0.8906	high
Nervousness has decreased but the confidence and courage to speak English has increased.	3.44	0.9221	high
I believe that the quality of service and the opportunity will definitely bring about my increasing income.	3.82	0.8845	high
<b>Total</b>	<b>3.70</b>	<b>0.8962</b>	<b>high</b>

As shown in table 4.1, it was found that the level of taxi drivers' confidence after training was at the high level on the whole. It had the mean score of ( $\bar{X} = 3.70$ ) and standard deviation (S.D.) of 0.8962. When considering the items in descending order, it was found that the content of the training course meets my needs, it had the mean score of ( $\bar{X} = 4.13$ ). I believe that the quality of service and the opportunity will definitely bring about my increasing income, it had the mean score of ( $\bar{X} = 3.82$ ). Practicing speaking and pronunciation is difficult for me, it had the mean score of ( $\bar{X} = 3.69$ ). I have the opportunity to ask my questions every time, it had the mean score of ( $\bar{X} = 3.60$ ). Learning words and sentences is not too difficult for me, it had the mean score of ( $\bar{X} = 3.52$ ). And Nervousness has decreased but the confidence and courage to speak English has increased, it had the mean score of ( $\bar{X} = 3.44$ ).

## Discussion

The results of the research for the objective 1 found that the problem conditions that taxi drivers face was English communication with foreign customers. It was at a high level. The main points were that they do not know or understand the meaning of foreign customers' words. Confidence decreases while communicating because foreign customers do not understand. They are not confident in pronunciation of words and sentences while speaking English. They sometimes need to guess while communicating with foreign customers, this makes them misconfident whether it is correct. This is consistent with the research of Promwatcharanon and Chatreepinyo (2018) on a problem and needs analysis regarding traffic police officers' communicative English capabilities that ought to be conducted to further improve their English skills. The findings revealed that most of them were not satisfied with their poor English listening and speaking skills due to their lack of specific vocabulary while on duty. This is also consistent with Saiduang and Pitikornpuangpetch (2017) on the needs of English language communication for conservative tourism of homestay tourism groups: a case study of Ban Sasom Village, Khong Chiam District, Ubon Ratchathani Province. The results revealed that the homestay group's use of English for communications with tourists leads to misunderstanding. Tourists did not understand. The problems they face when communicating with tourists are unclear speech and various accents which were difficult to follow and understand.

The results of the research for the objective 2 found that the need to develop English speaking skills of the taxi drivers before training, it was at a moderate level on the whole. This is

because there were some restrictions like time and money. But the need to develop their speaking skill particularly the correct pronunciation was at a high level. They needed to be trained to pronounce the words correctly. This is because they want foreigners to understand what they are saying. They want to learn words and sentences which are necessary for communicating with the foreign clients in any situations. They are ready to join the free English language training program every time when they get the information about it. The need to develop English speaking skills is consistent with Buncharoen, Luengnapa and Yodchim (2019) on the study of the needs to use English of the employees of IKANO Thailand Co., Limited (IKEA). The research found that the problems they faced were English communication such as avoiding answering the foreigners' calls, and talking with foreign colleagues while working. The needs realized the most were employees' improvement for their English particularly speaking with foreign colleagues and customers and also required for English language training. This is consistent with Karachedee (2017) on the study of the needs for communication skills of Thai employees in a multinational company. It was found that most of Thai employees have insufficient English communication skills. This will affect the performance of both the employees themselves and the company. English communication skills are essential for Thai employees in a multinational company. Listening and speaking skills are needed to improve to elevate the performance of them. Skill development still relies on activities organized for personnel development as Thitapunyo (2015) mentioned that personnel development is to increase the efficiency of skills and expertise at work and also change the attitudes of personnel at all levels to be in the same direction. Personnel optimization can be done by means of training, counseling, advising, taking a study tour and also participating in seminars both on-site and off-site. Therefore, joining any projects of training programs from related agencies to develop the knowledge and English communicating skill is important.

The results of the research for the objective 2 found that after training, the sample's English gets better that is consistent with the research of Boonsri (2019) on the development of speaking skills for everyday life using conversation exercises. The research was to study the effects using exercises on English conversation for communication to develop English speaking ability of students who enrolled in English for the communication course in the first semester of the 2019 academic year at Rajabhat Mahasarakham University. The findings showed that students had the rating means of 3.75 for the pre-experiment and 4.98 for the post-experiment. The outcomes of using conversation exercises between before and after experiment was statistically significant at 0.05

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level. Thus, students' English speaking ability increased. This is also consistent with the research Chuyklad et al. (2017) on the developing English skill with the improved English skill exercises in preparation for the ASEAN Community of novices Mathayom1–6 in Soponjariyadhamawittaya School, Chiangkhong District, Chiang Rai Province. Research findings showed that improved English skill exercises of post-test were highly effective and were higher than pre-test. The novices were happy and interested while learning and practicing.

The results of the research for the objective 3, this was to enhance the English language, build confidence and increase the quality of service for the taxi drivers in the Bangkok metropolitan region. It was found that after training, they had gained more knowledge. They were more self-confident. Their English speaking skills were getting better. It was raising their level of knowledge and communication from having learned. It is consistent with the research Hutchinson (2019) on the study of developing self-confidence in students learning English listening and speaking skills II. Case study: students from the department of service industry and language innovation Kasetsart University, Kamphaeng Saen Campus. The findings of the research showed that role playing activities and giving group and self-presentations can improve students' self-confidence and be able to work together productively. Students were able to speak English through a range of materials, express their ideas freely, feel more confident with their ability and they became more creative. It is also consistent with the research Cadiz-Gabean (2021) on the study of Enhancing Students' Confidence in an English Language Classroom. The findings of the study revealed that incorporation of additional speaking activities in classrooms resulted to an increase in learners's confidence. Encouraging learners to collaborate with their colleagues also improved their confidence.

## Conclusion

This research answered all 3 objectives as follows: 1) Analysis of the problems and needs to improve English speaking of taxi drivers in Bangkok metropolitan region. 2) Improvement of the communication skills of taxi drivers with pre- and post-training tests. The exercises were used to help improve their English speaking skills. 3) Enhancing English communication and building confidence to increase the quality of service for taxi drivers. The result showed that the taxi drivers' English speaking skills improved. English communication had been upgraded. This brought about building confidence and increased the quality of service of taxi drivers in Bangkok metropolitan region.

## Suggestion

From the results of the study, researcher has the following suggestions:

### **Suggestions for utilizing the research results:**

The results of the study of objective 1 found that the problem condition of communication that taxi drivers faced on the whole was at the high level and this lead them keen to develop their English speaking skills. The related organizations should realize this matter and sincerely support both policies and budgets for holding any projects aiming to help develop the taxi drivers' English speaking skills.

The results of the study of objective 2 found that the taxi drivers' English communication skills after training had improved. It can be seen from the outcomes of the pre-test and the post-test, the scores between before and after training was statistically significant at 0.01. Thus the related agencies which are in charge should emphasize more on teaching techniques and training methods to help them able to easily learn, remember and apply knowledge to any real situations. The results of the study of objective 3 found that enhancing English communication brings about increasing of the taxi drivers' confidence and quality of service. Therefore the agencies in charge should launch related campaigns to motivate them to perceive the importance of developing their own English. This would inspire them to implement what they want to be for their career life.

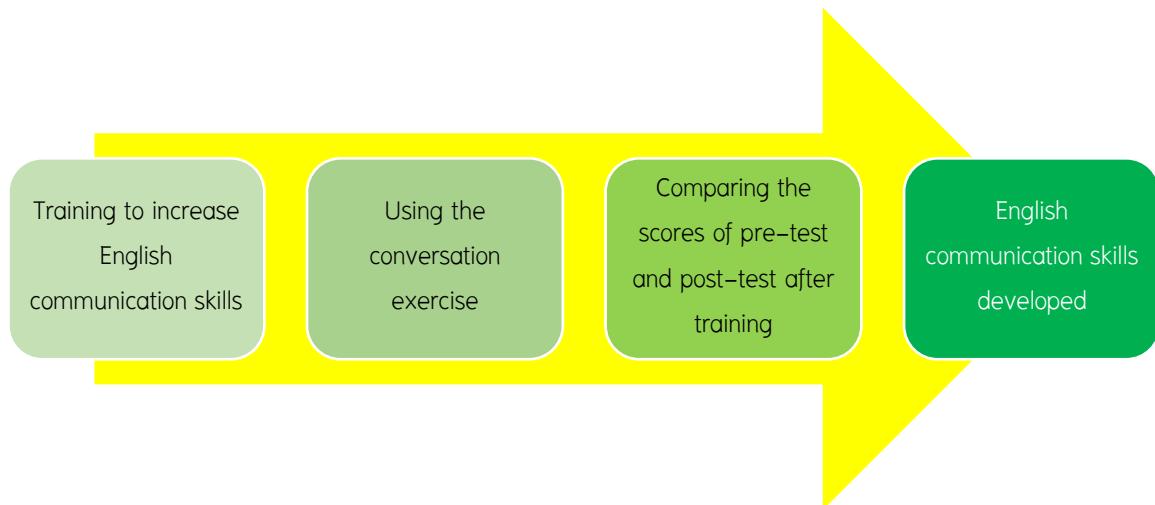
### **Suggestions for the next research:**

The study found about the development of English communication skills for the taxi drivers in the Bangkok metropolitan region. The importance point is to help reduce barriers while communicating with the foreign customers. The problem of English proficiency has not happened to only a taxi driver group but it is currently existing among other groups of people particularly service providers for foreigners. New teaching techniques and training methods are significant tools to help them easily learn, remember and apply knowledge to any real situations. In the next research study, there should be a study of different populations in foreign tourist services such as group of Thai massage service providers, group of local tourist guide (for local culture – brown card holder) or others who want to improve their English skills for a career. This can lead to further increase the capacity of the manufacturing and service sectors.

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## Knowledge from Research

The way for improving communication skills in English that is to enhance the use of English that helps improve the communication skills of taxi drivers and also to reduce barriers to communicate with foreigners. This brings about improving English communication and building confidence to increase the quality of service to be on par with international level. This can be done by training to improve English language skills with the use of English conversation exercises and also measure the results of training by the pre-test and post-test.



### Picture 1 Body of Knowledge

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