

FACTORS AFFECTING THE INTENTION TO USE MRT

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INTRODUCTION



- There are various modes of travel in Bangkok such as car, bus, taxi, motorcycle, bicycle, MRT, BTS, and walking.
- Travel expenses of BTS and MRT is considered a costly trip.
- For young people living in cities, like Bangkok, life must be rushed. Therefore, we can see that young people prefer to use the service of BTS and MRT, especially during peak times.
- However, the reason for choosing BTS or MRT service varies depending on the nature of their lifestyle and age group.
- Many research focused mainly on customer satisfaction among all age groups [Homsud, Amphan, Luechayut, & Phromlun, 2011; Chanprasert, 2019; Laohacharupat, 2014, Kamonsiriprasert, & Yousapronpaiboon, 2015; Luangchookiat, 2013]. Hence, this study would like to examine factors affecting the intention to use MRT to narrow the research gap on this issue.

LITERATURE REVIEW

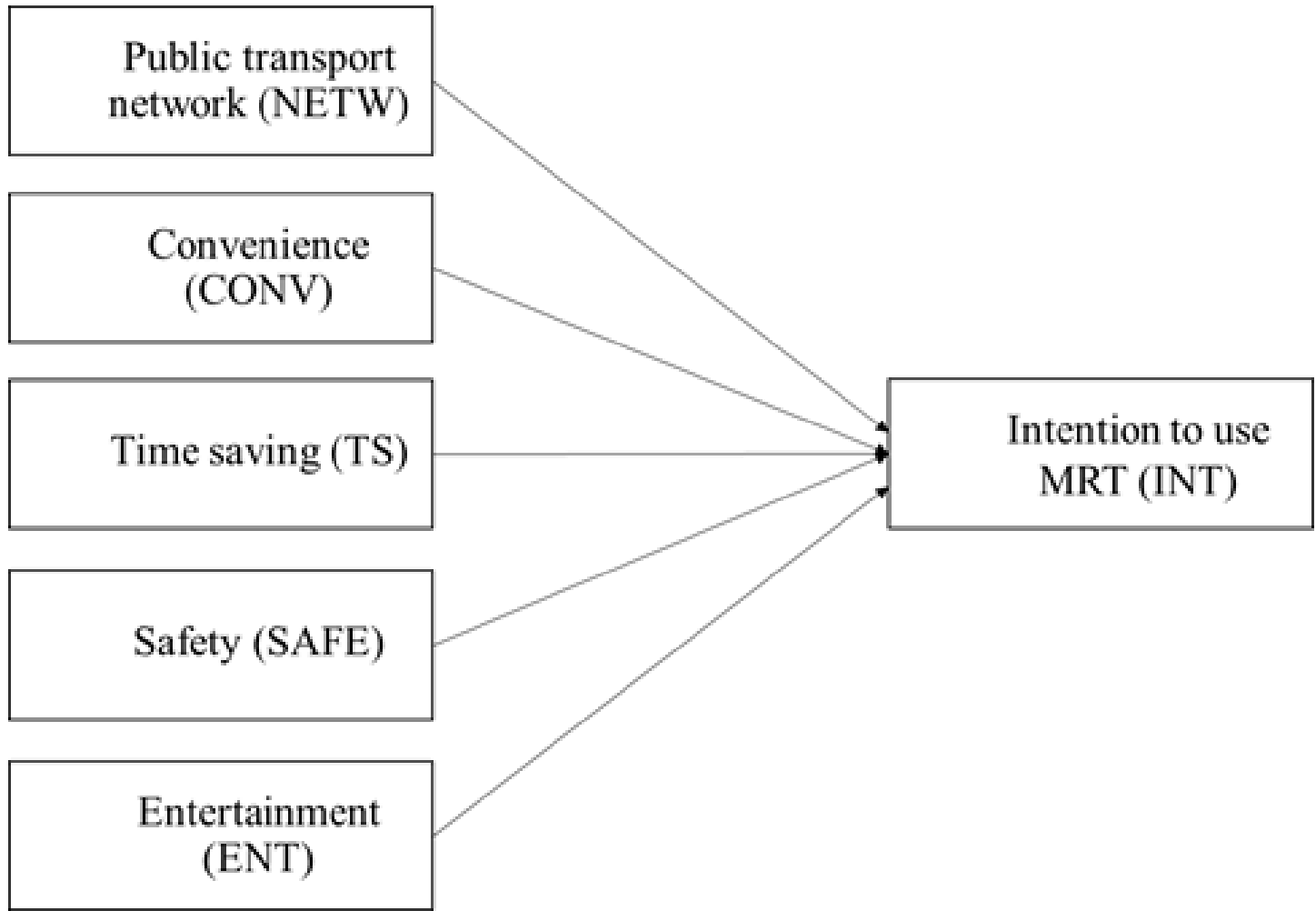


- Service quality and attitude are influential factors toward the intention to use public transport [Borhan et al., 2014].
- There are various reasons to use MRT in Bangkok [Metropolitan Rapid Transit (MRT), 2021];
 - Fast, convenient, comfortable, safe and punctual of travel.
 - Reduce the stress of public travel due to traffic problems.
 - Does not cause pollution due to the use of electric power to drive the car.
 - Reduce accidents because there are specialized running paths and computerized control systems.
 - Promotion of public transport instead of private cars.
 - Expand and distribute urban development to different parts along the route and skytrain stations.
 - To promote the urban environment and improve the quality of life for the people.
 - Make the economy more agile.

OBJECTIVE

TO EXAMINE FACTORS AFFECTING THE INTENTION TO USE THE MASS RAPID TRANSIT (MRT).





CONCEPTUAL FRAMEWORK

HYPOTHESES

- H_1 : Public transport network has an influence on intention to use MRT.
- H_2 : Convenience has an influence on intention to use MRT.
- H_3 : Time saving has an influence on intention to use MRT.
- H_4 : Safety has an influence on intention to use MRT.
- H_5 : Entertainment has an influence on intention to use MRT.



METHODOLOGY

- Quantitative research.
- Samples: 137 students at the College of Politics and Government, Suan Sunandha Rajabhat University.

Table 1 Respondents n=137

Demographic Data	Frequency	Percentage
Gender		
Male	47	34.31%
Female	72	52.55%
LGBTIQ	18	13.14%
Year of Study		
Year 1	75	54.74%
Year 2	35	25.55%
Year 3	26	18.98%
Year 4	1	0.73%
Monthly Expenses		
< 5,000 Baht	55	40.15%
5,001-10,000 Baht	56	40.88%
10,001-15,000 Baht	20	14.60%
15,001-20,000 Baht	4	2.92%
> 20,000 Baht	2	1.46%
Accommodation		
House	63	45.99%
Dormitory	61	44.53%
Rented room	11	8.03%
Condominium	2	1.46%

MEASURES

Measures	Item	Cronbach's Alpha
Public transport network (NETW)	5	.894
Convenience (CONV)	5	.932
Time saving (TS)	3	.952
Safety (SAFE)	5	.934
Entertainment (ENT)	5	.942
Intention to use MRT (INT)	5	.943

DATA COLLECTION & ANALYSIS



- The data were collected online using google form. The link of questionnaire was distributed to all students at the College of Politics and Government, Suan Sunandha Rajabhat University during 1-30 November 2021.
- The gathered data were analyzed using ordinary multiple regression analysis to test the relationship between independent and dependent variables.

RESULTS

- The findings indicated that entertainment, convenience, safety, and time saving were the most influential factors in that order with the beta values of .336, .263, .242, and .184 respectively.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.075	.185		.406	.685
	NETW	-.038	.064	-.039	-.596	.552
	CONV	.268	.100	.263	2.670	.009
	TS	.176	.081	.184	2.172	.032
	SAFE	.254	.088	.242	2.877	.005
	ENT	.316	.053	.336	5.943	.000

a. Dependent Variable: INT

$R^2 = .772$, S.E. = .441

Based on the R^2 value of 0.772, these facets of factors could explain 77.20% in the variation of intention to use MRT (INT).

HYPOTHESES TESTING RESULTS

	Hypothesis	Results
1	Public transport network has an influence on intention to use MRT.	Not supported
2	Convenience has an influence on intention to use MRT.	Supported
3	Time saving has an influence on intention to use MRT.	Supported
4	Safety has an influence on intention to use MRT.	Supported
5	Entertainment has an influence on intention to use MRT.	Supported

RECOMMENDATION

- The authors found very interesting factor that attract young people to use the MRT. The authors call that factor as “entertainment,” such as publicity advertisement about K-Pop artists, singers, actors, and actresses. This indicates the dominance of K-Pop culture over young generation. Hence, policy makers should place importance on this factor so entertainment suitable for each age group should be established to attract every age group in the society to use MRT or other public transport modes. However, convenience, time saving, and safety should not be neglected.



