THE INFLUENCE OF NORMS, PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND PERCEIVED VALUE ON PASSENGER SATISFACTION OF BUS NO. 166 OF THE BANGKOK MASS TRANSIT AUTHORITY

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Abstract

The understanding of passenger satisfaction is essential for encouraging public transport usage. This study evaluates the drivers of passenger satisfaction with bus no. 166 of the Bangkok Mass Transit Authority, hence contributing specifically by analyzing the influence of norms in public transport use. In this study, survey data were collected in Nonthaburi, Thailand, and the multiple regression method was used to validate the research framework. The survey was conducted in a sample of 4 7 3 participants. The study found that passenger satisfaction is positively related to (i) perceived value, (ii) perceived ease of use, (iii) perceived usefulness, and (iv) norms, of public transport, receptively. Hence, it is important to address passenger needs to ensure public transport ridership in the future. Government can develop public transport performance using the factors this study investigates to monitor and improve public transport service performance. By improving the bus stop to be clean and providing route information will help passengers to use the bus efficiently and safely.

Introduction

The efficiency of a transportation system depends on shared responsibility between the service providers and passengers. From the point of view of the service provider, such systems should rely on consistent planning and policy guidelines to endorse advanced

solutions that are attractive, simple, efficient, and suited to the needs of the passengers (Houria & Farès, 2019). Improving the quality of service is a powerful tool to increase the competitiveness of public transport compared to other modes of transport. However, public transport also serves other objectives such as endorsing the mobility of all communities in society (Lucas, 2006; Welch & Mishra, 2013), reducing congestion in metropolitan areas, and endorsing sustainable transport without environmental impact (Eboli & Mazzulla, 2015).

From the user's point of view, sustainable transition to higher passenger numbers can be achieved through evolutionary processes of knowledge diffusion and habit formation. The assurance of sustainable public transport is based on passenger satisfaction, which is the key to shared responsibility. This is because passengers are co-producers of service quality outcomes through the satisfaction from passenger-system interactions (Randheeretal., 2011). Bamberg et al. (2007), Heath & Gifford (2002) found that social norms influence the frequency of the use of public transport and have an important role in social acceptance.

Bus no. 166 is a service that transfers passengers from Pak Kret District, Nonthaburi Province, to Victory Monument, which is the longest line. It is also the line that passengers will use to travel to the connection point at the Victory Monument, which is the city center and has a variety of public transport to choose from. Bus No. 166's route is the one of the congested route in Nonthaburi province. The study to promote the use of public transport must start with the buses that use the most passengers. The problems passengers have to face in using the service have made them choose other modes of transportation and result in traffic problems always present on route 166. Because public transport is classified as a service industry, this study of the quality of service contributed to understanding passengers' needs and applying the knowledge to create policies to promote usage.

This research aimed to analyze the main drivers of creating a positive passenger satisfaction process in the mass transit system, which includes the influence of norms on the relationship between perceived usefulness, perceived ease of use, perceived value, and passenger satisfaction in public transport. This contribution stems from the role of satisfaction in facilitating the formation of public transit behaviors and changing habits toward future passenger use of public transport, as recommended by De Vos and Witlox (2017).

The present study used a satisfaction survey to examine the drivers of passenger satisfaction in bus route 166 in Nonthaburi, Thailand. This study expands on previous research by analyzing the relationship between satisfaction with the norm, the perceived usefulness,

the perceived ease of use, and the perceived value using multiple regression. Chen and Chao (2011) confirmed the importance of social norms in describing mode choices and intentions to use public transport. The current study further explores the importance of multiple perceptions in choosing public transport with satisfaction. This includes a specific emphasis on the importance of norms regarding passenger satisfaction in public transport. This is often discussed in the arguments for investing in mass transit. Moreover, The literature has demonstrated the importance of perceived usefulness, perceived ease of use, and perceived value on influencing passenger attitude and behavior, including their passenger satisfaction with the services provided to them (Solomon, 2012).

The remainder of this paper is structured as follows: Section 2, the relevant literature will be reviewed. Section 3 contains a description of the research methodology, including used data and modeling guidelines. While model results are presented in Section 4, Section 5, the findings and limitations of the study are discussed, while Section 6 summarizes the work by suggesting policy implications.

Literature review

1. satisfaction

Customer satisfaction is a latent variable. There are various definitions of customer satisfaction (Wen et al., 2005; Kotler & Keller, 2011; Van der Wiele et al., 2002). However, customer satisfaction results from customer evaluations of discrepancies between the overall performance of the service provider and customer expectations (Sumaedi et al., 2014; Zeithaml et al., 2008; Kotler & Keller, 2011; Ojo, 2010). In the context of public transport. Passenger satisfaction can be defined as a passenger's feeling as a result of their assessment of the difference between the performance of public transport services and their expectations (Sumaedi et al., 2014, 2012; Lai & Chen, 2011; Wen et al., 2005; Jen et al.'s 2011, and Sumaadi. et al., 2012) found that service quality and perceived value influenced Significant passenger satisfaction. A study by Lai and Chen (2011) also shows that passenger satisfaction is affected by service quality and perceived value. The current study evaluated the impact of the norm, perceived usefulness, perceived ease of use, and perceived value on passenger satisfaction.

2. Norm

The Planned Behavior Theory (TPB, Ajzen, 1991) was applied to examine social norms in public transport, emphasizing its influence on passenger satisfaction. According to the

subjective norms of the TPB and social norms are the main motivations for behavior. Subjective norms influence the willingness to show behavior. Heath and Gifford (2002) used TPB to describe the use of buses by university students before and after using automated tickets. The results showed that both norms significantly explained the number of passengers. Bamberg et al. (2007) and Kang et al. (2019) similarly found that norms, including predicted guilt and perceived social norms, predicted public transport use. Chen and Chao (2011) found similar positive influences of societal norms about the willingness to switch to public transport among car and motorcycle users in Taiwan. Therefore, there is clear evidence that norms are important in explaining mode selection and frequency of user behaviors. Although these studies show a broad spectrum of research conducted on the satisfaction and use of public transport, few studies have focused on analyzing the influence of norms on public transit passenger satisfaction. The current study focuses on this main limitation by analyzing attitudes including norm, perceived usefulness, perceived ease of use, perceived value, and passenger satisfaction using the passenger satisfaction survey from Nonthaburi Province, Thailand.

3. Perceived value

Perceived value is a suitable concept to explore how the exchange between service providers and customers differs (Yang & Peterson, 2004; Woodruff, 1997; Sumaedi et al., 2014). In the context of public transport. Perceived value can be defined as a passenger's assessment by comparing the benefits of public transport they receive and the sacrifices they have made (Lai & Chen, 2011; Wen et al., 2005; Jen & Hu, 2003). The previous studies reveal that Perceived value is a pre-determined factor in customer satisfaction (Aurir & N'Goala, 2010, Zhang et al., 2019). Wen et al. (2005) found that value perception positively affected passenger satisfaction. Their findings were also supported by Lai and Chen (2011) and Jen et al. (2011).

4. Perceived usefulness

Perceived usefulness has an impact on the purchasing decision of the customer. This is because consumption is beneficial in supporting their activities (Cheong & Park, 2005; Ha & Stoel, 2009; Celik, 2009; Lorenzo-Romero et al., 2011; Lin & Chang, 2011). In the context of public transport services. Perceived usefulness can determine how beneficial a passenger feels using public transport in supporting their activities (Palmatier et al., 2006; Wilcox et al., 2011; Solomon, 2012)

5. Perceived ease of use

Perceived ease of use is a key belief in product consumption (Solomon, 2012). Perceived ease of use shows how easily customers feel the product is used (Venkatesh et al., 2003). in the context of public transport. Perceived ease of use can determine how easily passengers feel using public transport. Ease of use is a form of customer attitude (Palmatier et al., 2006; Wilcox et al., 2011). The previous studies have shown a positive effect of perceived ease of use on customer satisfaction (Cheong & Park, 2005; Ha & Stoel, 2009; Celik, 2009; Lorenzo-Romero et al. al., 2011; Lin & Chang, 2011)

The literature review led to the research hypothesis to analyze the relationship between the variables included norm, perceived usefulness, perceived ease of use, perceived value, and passenger satisfaction.

Several research hypotheses were tested. A positive correlation is expected between the norm, perceived usefulness, perceived ease of use, perceived value, and passenger satisfaction. The study analyzed the model using multiple regression. These four research hypotheses are illustrated in the overall model framework.

H1: Norm has a positive influence on passenger satisfaction

H2: Perceived usefulness has a positive influence on passenger satisfaction

H3: Perceived ease of use has a positive influence on passenger satisfaction

H4: Perceived value has a positive influence on passenger satisfaction
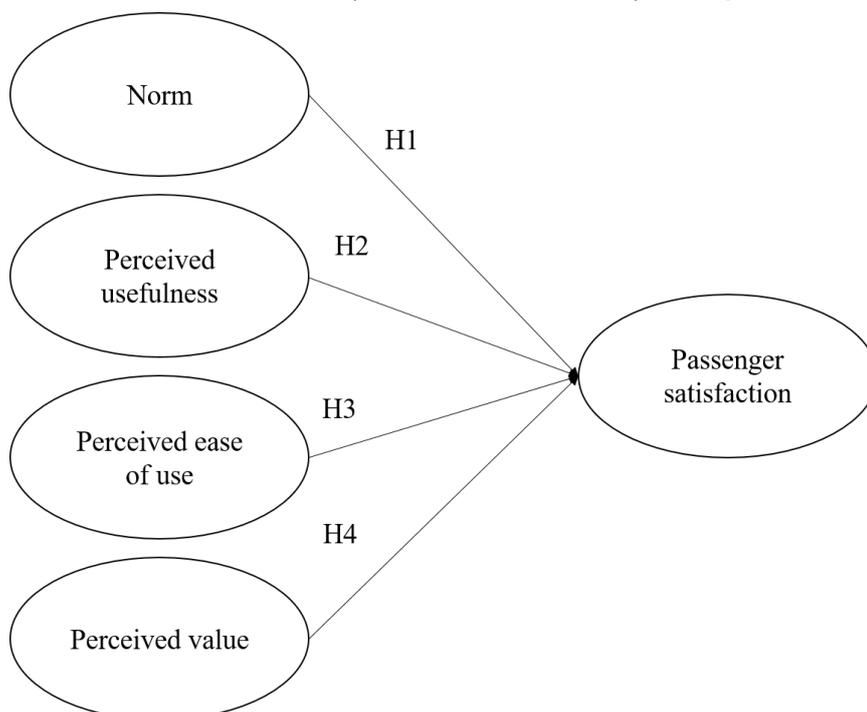
Figure 1 Research framework

Methodology

1. Survey Description

The questionnaire was used as the data source for this study. The survey was conducted in a sample of 473 participants. Survey data measures passenger satisfaction with attitudes related to various variables. A total of 19 items were adapted from the literature (Chen & Chao, 2011; Lai & Chen, 2011). All entries were measured on a 5-point Likert scale, from strongly disagree to agree strongly. Additionally, participants' background information such as age, gender, occupation, and monthly income were also collected. All datasets consisted of respondents from Nonthaburi, Thailand, during October-December 2020.

Table 1 List of latent variables and observed variables

Latent variable	Symbol	Observed variable	Symbol
Norm	NO	Buses are beneficial to the community.	NO1
		Buses enhance the environment.	NO2
		You felt that more people should use buses in the future.	NO3
		The use of buses should be encouraged and developed.	NO4
Perceived usefulnesss	US	The bus schedule is appropriate for the journey.	US1
		The route is suitable for traveling.	US2
		Customers get good service.	US3
		Better customer service than expected	US4
Perceived ease of use	EZ	Transportation information is easy to find.	EZ1
		The facility in the car is easy to use.	EZ2
		Signs or stations are easy to reach.	EZ3
		Transportation is convenient.	EZ4
Perceived value	VA	You feel that the bus is valuable.	VA1
		Bus fare is reasonable.	VA2
		You feel that using the bus is worthwhile.	VA3
	ST	You are satisfied with the service.	ST1

Table 1 List of latent variables and observed variables

Latent variable	Symbol	Observed variable	Symbol
Passenger satisfaction		You feel that the usage is suitable for your daily life routine.	ST2
		You are satisfied with the overall service process.	ST3
		You will continue to use the buses in the future.	ST4

Result

1. Descriptive statistics

The descriptive statistics can be seen in Table 2. This research used a questionnaire to collect data from 473 public transport passengers in Nonthaburi, Thailand. The data using convenience sampling technique. Data were collected by using a questionnaire during October - December 2020. The majority of respondents were female (76.7%) and ranged from 21-30 years old (77.8%). Most of the respondents were students (95.8%), and their monthly income was less than 10,000 THB. Respondents felt that public transport was beneficial to the environment and community, leading to satisfaction with public transport. Moreover, respondents also perceived usefulness, perceived ease of use, and perceived value of public transport, which also led to their satisfaction with using public transport.

Table 2 Sample characteristics

Characteristic	Category	%
Gender	Male	23.3
	Female	76.7
Age	18-20	20.7
	21-30	77.8
	31-40	1.3
	41-50	2
	More than 50	0
Education	Senior high school	2.6
	Bachelor	95.8
	Higher education	1.7

Table 2 Sample characteristics

Characteristic	Category	%
Occupation	Government employee	0.4
	Private employee	3.4
	Entrepreneur	2
	Student	95.8
	Unemployed	2
Monthly income	Less 10,000 THB	61.7
	10,000-20,000 THB	12.3
	20,001-30,000 THB	12.7
	More than 30,000 THB	13.3

2. Multiple regression

The construct validity and reliability test used Kaiser Meyer Olkin value $\geqslant$ 0.5; p-value of Bartlett test of sphericity $\leqslant$ 0.05 (Hair et al., 2006; Lai & Chen, 2011). The results of the analysis can be seen in Table 4. Table 4 also shows that the Cronbach α coefficients exceed the recommended value of 0.6, which means the reliability of each variable was confirmed (Hair et al., 2006; Lai & Chen, 2011). From Table 5, the Peason's correlation showed that all variables were correlated, leading to regression analysis.

Multiple regression analysis is a method for analyzing data to find the relationship between one dependent variable (Y) or criterion Variable and two or more independent variables (X). In prediction, when one variable is known, one can predict another. The results of the analysis of the obtained data are in the form of predictive equations. This study examined passenger satisfaction by using factors affecting passenger satisfaction as independent variables (included norm, perceived usefulness, perceived ease of use, perceived value) and passenger satisfaction as dependent variables. Therefore, multiple regression analysis, which was used to analyze the influence of more than one independent variable on one dependent variable, was an appropriate analytical method in this study.

Table 3 Overview of all items measured on the 5-point Likert scale.

Symbol	Variable	Minimum	Maximum	Mean	S.D.
NO1	Buses are beneficial to the community.	1	5	3.96	0.92
NO2	Buses enhance the environment.	1	5	3.70	0.95
NO3	You felt that more people should use buses in the future.	1	5	3.81	0.92
NO4	The use of buses should be encouraged and developed.	1	5	4.06	0.90
US1	The bus schedule is appropriate for the journey.	1	5	3.72	0.91
US2	The route is suitable for traveling.	1	5	3.75	0.92
US3	Customers get good service.	1	5	3.70	0.90
US4	Better customer service than expected	1	5	3.72	0.88
EZ1	Transportation information is easy to find.	1	5	3.69	0.91
EZ2	The facility in the car is easy to use.	1	5	3.72	0.91
EZ3	Signs or stations are easy to reach.	1	5	3.75	0.95
EZ4	Transportation is convenient.	1	5	3.77	0.86
VA1	You feel that the bus is valuable.	1	5	3.82	0.87
VA2	Bus fare is reasonable.	1	5	3.78	0.89
VA3	You feel that using the bus is worthwhile.	1	5	3.78	0.89
ST1	You are satisfied with the service.	1	5	3.81	0.86
ST2	You feel that the usage is suitable for your daily life routine.	1	5	3.80	0.88
ST3	You are satisfied with the overall service process.	1	5	3.76	0.89
ST4	You will continue to use the buses in the future.	1	5	3.82	0.90

Table 4 Test of Construct validity and reliability

Variable	KMO	Bartlett's test of sphericity (sig.)	Cronbach coefficient α
Norm	.758	.000	.851
Perceived usefulness	.846	.000	.906
Perceived ease of use	.837	.000	.896
Perceived value	.739	.000	.875
satisfaction	.840	.000	.903

Table 5 The result of Peason correlation

Variable	NO	US	EZ	VA	ST
NO	1				
US	.683	1			
EZ	.638	.756	1		
VA	.692	.748	.794	1	
ST	.665	.741	.760	.712	1

The results of the multiple regressions analysis are shown in Table 6. The results showed that perceived value affects passengers' satisfaction positively and significantly (β = 0.445, *p-value* = 0.000). The hypothesis was supported. The results showed that perceived ease of use, perceived usefulness, and norm affect passengers' satisfaction positively and significantly (β = 0.214, *p-value* = 0.000, β = 206, *p-value* = 0.000, β = 0.080, *p-value* = 0.008). Hence, all hypothesis was supported.

Table 6 The result of the regression model

Hypothesis	Estimate	Sig.	Result
NO → ST	.080	.008	Supported
US → ST	.206	.000	Supported
EZ → ST	.214	.000	Supported
VA → ST	.445	.000	Supported

Discussion

The present study evaluated the relationship between norm, perceived usefulness, perceived ease of use, perceived value, and passenger satisfaction by using a survey in Nonthaburi, Thailand. The study investigated fore variables did analyze the relationship between the variables and passenger satisfaction. While the most crucial variable is perceived value, followed by perceived ease of use, perceived usefulness, and norm.

The study has shown that passengers are satisfied with public transport because they perceive the value of using public transport. This was followed by a perception of ease of use and its usefulness. While norm has the least effect on passenger satisfaction, it is an indispensable factor in public transport satisfaction. Satisfying the use of public transport requires raising awareness amongst passengers (Cheong & Park, 2005; Ha & Stoel, 2009; Celik, 2009; Lorenzo-Romero et al., 2011; Lin & Chang, 2011). Moreover, the community contributes to promoting the use and satisfaction of public transport passengers (Heath & Gifford, 2002; Bamberg et al., 2007; Chen & Chao, 2011).

Based on the literature review, perceived value is a comparison between passengers' expectations and actual service received, which was the most important passenger concern in the research. This shows that bus no. 166 is still unable to serve the expectations of passengers. Service providers can promote the value factor by improving the cleanliness of the bus stop and providing details of bus routes for each line in an understandable format such as infographics, etc. A clear schedule will help passengers plan their trips efficiently.

Perceived ease of use in terms of using bus route 166 is that passengers can easily plan their trip to their destination, which is linked to the fact that the operator has a clear schedule and detailed route easy to understand. This will lead to awareness of the benefits of using bus route 166. Using public transport services is to reach the destination safely by providing detailed travel information. The obvious improvements and improvements to the bus stop that make passengers feel safe and functional will improve passengers' perceptions of all three aspects and thus promote efficient use of public transport.

Norm is the need to display behaviors that people in the group are interested in or appreciate as a way of showing solidarity. Norm has an influence in choosing the products or services of members within the group. Using public transport demonstrates people's responsibility to reduce pollution and care for the environment. From the results of the study, it was found that the norm affected the decision to use the bus route 166 through the feeling

of satisfaction in using it. However, the least influence on the satisfaction of the norm could be due to the government's lack of emphasis on participation in tackling pollution and traffic congestion. Therefore, the government should emphasize its participation in solving people's problems through the use of public transport.

1. Limitation and direction of future study

While the study provided important insights by analyzing the factors' impact on passenger satisfaction in Nonthaburi, Thailand. It is, however, not without limitations that future studies should investigate further. First, as the data is cross-sectional. It is not possible to detect changes in passenger attitudes over time. It is a limitation in terms of resources. Future studies are encouraged to use longitudinal data to overcome this limitation. Secondly, The study used convenience sampling. In addition, we performed the data collection only in Nonthaburi, Thailand. Thus, the research results may not be generalized into other contexts. However, the researcher collected the questionnaires distributed by time and place in order to maximize the sample population. Thirdly, this research only included four variables (norm, perceived value, perceived ease of use, and perceived usefulness) as the investigators of passengers' satisfaction because this research aimed to examine the relationship of passenger perception and the influence of subcultures on the satisfaction of using bus line 166. Hence, other factors of passengers' satisfaction depend on research interests in other dimensions. Based on the limitations, future studies should include others factors in the research model and involve more public transport passengers from other areas to analyze the model.

2. Theoretical implementation

Passengers' satisfaction is an important variable for public transport providers. This is due to the issue of the decreased usage of public transport services and the increased usage of private vehicles (Sumaedi et al., 2014b). Thus, the providers have to understand the factors that influence passengers' satisfaction. The study developed and analyzed a passengers' satisfaction model that included perceived value, perceived ease of use, perceived usefulness, and norm. The results of this study represented that passengers' satisfaction is influenced by perceived value, perceived ease of use, perceived usefulness, and norm, respectively. Models in this study can be used to develop and enhance an understanding of norms that affect customer attitudes. Whether it is a study of the attitude of a product or service.

3. Managerail implementation

The results of this research have managerial implications for public transport providers in demonstrating passengers' satisfaction. First, the findings show that public transport providers should manage their passengers' perceived value, perceived ease of use, perceived usefulness, and norm effectively. Furthermore, the provider should emphasize the strategy that can improve passengers' perceived value, perceived ease of use, perceived usefulness, and norm of the public transport service. This study is also important for the government. Government can develop public transport performance by using the factors this study investigated to monitor public transport service performance.

Conclusion

The study has important implications for policy and practice. The findings confirm the importance of perceived value, perceived ease of use, perceived usefulness on passenger satisfaction in public transport services. But the results also showed that the norm importance of public transport was a significant source for satisfaction of the public transport services. Hence, public transport agencies could consider these issues to keep existing passengers more satisfied. Moreover, students were the majority of used public transport. Thus, public transport should focus on the specific needs of the young passengers to ensure a high level of satisfaction, which requires a constant focus on efficient operations ensuring fast and reliable public transport.

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