

Abstract

The purpose of this independent research is to understand the taxi passenger behavior in Bangkok and any factors that have an influence on their technology acceptance. Our survey's samples are based on the taxi passenger in Bangkok.

The study uses the theory of technology acceptance model (TAM) as the framework to analyze the behavior intention of passengers. Within this model, The finding indicates that there are positive relation between service fee increasing, attitude toward increasing technology development and behavior intention of technology acceptance. Moreover, the safety concerns has strong influenced on passengers' attitude toward increasing technology development. According to all passengers' survey, they require first additional warning system to remind them on any left over luggage, second the ability to locate any taxi position through GPS technology, and the last the surveillance camera in tax. Even through the system's simplicity, convenience, and speed do not have any impact on attitude toward the development o f technology service, but those factors do have an impact on the perception of the technology service development. The perception does not have an influence on technology acceptance but does have an influence on technology service development. The survey suggests that in order to increase the speed, the navigating tools, time estimation equipment, route tracking system, payment channel rather than cash will be helpful. In the other hand, in order to increase the convenience, installing the receipt machine, the mobile battery charger, the television service, the air purifier service, and additional assistance equipment for handicap will be useful. Finally, passenger perspective toward technology service development has the influence on technology service acceptance. Thus, for the benefit of taxi passenger there should be further study about the important factor relevant to passenger perspective toward technology service

development. The survey indicates that the sample, representing 92.8%, accepts the taxi technology service.