

Factors Influencing Repurchase Intentions in Inter-Provincial Bus Services: A Case Study of Transport Co., Ltd. (Bor Kor Sor) on Northern and Northeastern Routes

*Received: 03.12. 2023**Revised: 24.03. 2024**Accepted: 05.04.2024***Methapat Jaovisidha**

College of Management, Mahidol University

69 Vipavadi Rangsit Rd., Samsennai, Phayathai, Bangkok, Thailand 10400

methapat.jaov@gmail.com

Abstract

From the current situation of inter-provincial travel, there are alternatives for inter-provincial transportation, leading to a reduction in the number of passengers using inter-provincial bus. Additionally, there is intense competition in the inter-provincial bus industry, resulting in financial losses and causing several companies to shut down. This situation raises the question of how The Transport Company Limited (BorKorSor), which is one of the inter-provincial bus service providers, can survive in this fierce competition. So the researcher set the research objectives as follow: the objective of this research is to study the factors influencing repurchase intention of inter-provincial buses through service quality factors via the SERVQUAL model, alongside safety factor, price fairness factor, and technology adoption factor.

This is quantitative research conducted by collecting data through online surveys dispersed on social media. There are 432 respondents, aged 18 years and over, who had experience using inter-provincial buses from Bangkok to the North or Northeast of Thailand or from the North or Northeast of Thailand to Bangkok using BorKorSor's services. The majority of the respondents are female, single, aged between 31 and 40 years, hold a bachelor's degree or equivalent, work in private companies, and have an income between 20,001 to 25,000 Thai Baht.

The research findings indicate that the independent variables, such as service quality factors related to tangibility, assurance, and empathy, as well as price fairness, have an influence on the dependent variable, which is repurchase intention. However, the independent variables, such as service quality factors related to reliability, responsiveness, safety factor, and technology adoption factor do not influence repurchase intention.

Keywords: Service Repurchase, Service Quality, Safety, Price Fairness, Technology Adoption



Introduction

Mass transportation is the movement of people from one place to another via vehicles. (Salilathip Thippayakraisorn, 2011). Mass transportation is related to a large number of people and involves managing relationships among various stakeholders, such as people, transportation systems, pathways, and universal design. (Pitch Pongsawat, 2012). Countries in which transportation is efficient, safe, and cost-effective have the ability to compete more effectively and connect to the supply chain in the region conveniently, promoting urban and economic development and also reducing social disparity (The Parliament Budget Office, The Secretariat of the House of Representatives, 2019). Success in developing a transportation system in accordance with government policies depends significantly on the public sector, which includes bureaucracies and state enterprises. (Ingfah Singnoi and Rattachart Thasanai, 2018). The Transport Company Limited (BorKorSor) is a state enterprise under the Ministry of Transport with a primary mission to provide passenger bus transportation services between Bangkok and other provinces and within provinces excluding Bangkok. However, there are private companies involved in providing such services on routes for which BorKorSor holds licenses. (The Transport Co., Ltd., 2023) Not only BorKorSor but also other state agencies and state enterprises are responsible for a role in developing the country's transportation system. (Office of the Permanent Secretary, Ministry of Transport, 2016). Due to the increasing number of methods of commuting combined with changing passenger

behaviors, especially in the COVID-19 pandemic period when the government declared control measures for COVID-19 and the emergence of the New Normal, there have been significant reductions in the number of public transportation passengers. (The Transport Co., Ltd., 2023) Furthermore, when comparing the market share of the interprovincial bus industry, it appears that the market share of BorKorSor accounts for only 6% of the interprovincial bus industry, with a total value of 14,000 million baht (Spring News, 2023). This decrease in passenger numbers has led to financial losses for many bus operators, and some have had to reduce their schedules and terminate their services on some routes due to the inability to cover the costs of operating. And since the COVID-19 extricate, the diesel fuel price, which is the main cost, has been consistently rising, further worsening the situation for the interprovincial bus industry (Thai Rath, 2023; Independent News Network, 2023; ThaiPBS, 2023).

All of the problems above bring to the question of how BorKorSor and other interprovincial bus services will survive in the post-COVID-19 era when activities return to normal and competition in interprovincial transportation increases, alongside with more affordable fares and changes in passenger behavior.

Moreover, as far as the researcher delve, there are few researches in Thailand that study about BorKorSor but none are focused on the North and the Northeastern routes. And most of the researches are focused on satisfaction. So, the researcher found it interesting to study other factors related to repurchase intention of the inter-provincial bus users. So, the contributions of this research are that



BorKorSor can use the results of the research and prioritize those significant factors in providing bus services on such routes to gain and retain customers and also BorKorSor's regulator can understand the urgency of the situation and let BorKorSor operate business flexibly.

The objectives of the research

Since passenger transportation is a service-oriented task, there needs to be an assessment of service quality in each aspect in order to identify gaps in service provision and fulfill them to ensure customer satisfaction.

Safety is one crucial aspect to consider in passenger transportation as it concerns the lives, bodies, and properties of passengers.

Pricing is also important because it helps determine which factors must be considered when setting prices for products that align with willingness to pay and avoid competing in price war.

Technology is increasingly assuming greater importance across all industries. This requires knowing passengers' technology preferences at a level that minimizes unnecessary investments.

So, the following objectives have been established:

1. To study the service quality factor through the SERVQUAL model affecting the repurchase intention of interprovincial passenger bus service.
2. To study the safety factor influencing the repurchase intention of interprovincial passenger bus service.

3. To study the price fairness factor that impacts repurchase intention of interprovincial passenger bus services.
4. To study technology adoption that impacts repurchase intention of interprovincial passenger bus services.

Literature reviews

The SERVQUAL model, as proposed by Parasuraman et al. (1985) and discussed in Arnon Junjit (2023), is an examination of the causes and effects of satisfaction, which result from the differences between the internal service management and the expectation of quality of service. (Nutnicha Pongpruite, 2019) The study aims to determine which factors of service quality are considered when customers choose to receive services. (Patra Patharamano, 2013). It consists of five dimensions, as follows:

1. Tangibility: The physical appearance that is a part of the service (Arnon Junjit, 2023) (Thanayuth Martrangeon, 2021). and can be touched when receiving the service (Purida Aewsawad, 2019). (Punyaporn Srijurai, 2021)
2. Reliability: The consistency of service delivery, which the results are delivered as expected in every process (Arnon Junjit, 2023) (Thanayuth Martrangeon, 2021), and adheres to the giving promises (Purida Aewsawad, 2019) (Kanchanaporn Limongsai, 2019)
3. Responsiveness: Willingness to provide a prompt response to the customers' needs (Kanchanaporn Limongsai, 2019) (Purida Aewsawad, 2019) and that response must also be widely distributed. (Arnon Junjit, 2023) (Thanayuth Martrangeon, 2021).
4. Assurance: The capacity to convey to service recipients about the ability,



knowledge, courtesy, communication skills, and good human relations in service delivery (Sirirat Yanpreecha, 2020) (Thanayuth Martrangeon, 2021) (Arnon Junjit, 2023) (Purida Aewsawad, 2019) so that service recipients accept and be confident (Kanchanaporn Limpongsai, 2019).

5. Empathy: The ability to understand and act appropriately to response to different service recipient's needs in each case (Arnon Junjit, 2023).

Therefore, the researchers summarize that the SERVQUAL model is a tool to study the service recipient's thoughts before, during, or after receiving service. It assesses the interest in the service before using it and compares the expectation in service with the satisfaction received or to be received through five dimensions of the model. When the service quality exceeds the service recipient's expectations, it increases satisfaction levels. Additionally, it allows service providers to inspect their service quality through those five dimensions and improve their service quality beyond their competitors.

Safety

Safety is a concern regarding possible loss and uncertainty from the service (Nathiya Nimitsumawong, 2022). In the context of travel, it refers to the safety of travelers during their journey or at each stage of their journey. (Jiranan Whriprrip, 2021). And it means that the potential harm is reduced to the lowest possible level. (Nathiya Nimitsumawong, 2022). Besides, technology used in transportation, especially online payments, can cause safety issues, including cybercrime. Furthermore, travelers keen on using products and

services with safety certifications which can stimulate tourism and make tourists feel confident in the quality and safety of the city's infrastructure. (Jiranan Whriprrip, 2021)

Therefore, the researcher concludes that safety is a state in which individuals do not encounter any potential danger that could lead to loss of life, injury, illness, or property loss, whether they are the result of human or natural causes. In the context of tourism, safety is mentioned when travelers do not encounter any danger throughout the entire travel process, from the start to the end of the trip. This means that planning for uncertainty management, starting from the origin, along the way, at the destinations, and until returning to the point of origin, reduces the risks of potential danger. When it comes to travel, safety is a factor that is considered before taking a journey. However, the advancement of technology also leads to safety issues in tourism. For example, the security of personal information protection during payment via applications. So service providers need to plan, manage, and mitigate the risks in the processes that involve their services to bring confidence in the safety of their services to their service recipients.

Price fairness

Price fairness refers to the setting or controlling by the company on price in a way that the price is reasonable (Chanakarn Thongsak, 2021) and in accordance with the ongoing economic situation (Thitirat Klaklay, 2021). In another sense, the cost is reasonable or worthy when the product or service satisfies the customer's desires. (Sudarat Plaipongsa, 2022) (Chanakarn Thongsak,



2021) (Thitirat Klabklay, 2021). However, those actions allow the company to remain profitable, while consumers receive fair prices (Chanakarn Thongsak, 2021).

Therefore, customers assess price fairness based on price alignment, which is the amount of money customers pay for goods and services and the perceived value and benefits. Customers may consider other factors, such as pricing strategies, marketing, and adaptive pricing to economic in their decision-making.

Technology adoption

Technology Acceptance, is based on the Theory of Reasoned Action and the Theory of Planned Behavior, which are socio-psychological theories that use to explain one's intentional behavior that intent to use technology (Makarapong, D., & Punnakitikashem, P, 2018) (Chanchanok Chattong, 2018) through four key variables: external variables, perceived ease of use, perceived usefulness, and attitude toward use (Tulaya Dumrongtumvanich, 2019). When users find technology as beneficial and not too complicated to use, it affects attitudes toward use. This attitude, in turn, impacts the intentional behavior of users and leads to their actual use of technology. (Chanchanok Chattong, 2018) (Tulaya Dumrongtumvanich, 2019)

Therefore, technology adoption is the willingness of the user to adopt and use technology. It is found that these actions occur because users have the behavior of accepting technology. This behavior arises when users perceive the benefits of using technology, such as improving the quality of life, making the user's work

more convenient, saving time, and achieving desired outcomes. Additionally, users perceive that it is easy to use, such as by using it independently without much effort or reliance on others. So it makes user positive attitude toward using it. Then it brings the intention to use. With frequent use, it ultimately leads to actual technology adoption. Therefore, technology developers should place emphasis on user friendliness and consider the tradeoff between the provided benefits and the cost of investment in technology to attract more users.

Repurchase

Service repurchase or loyalty (Supavitch Vilertprechatrakul, 2021) is when customers accumulate satisfaction through the received experiences (Saralee Romrattanaphan, 2018). And evaluates the service offered whether it aligns with their desires, delivers high quality, and receives positive word-of-mouth and recommendations or not (Natdaporn Satit, 2017). Customers respond by reusing the service multiple times and even planning to use the service on future occasions (Saralee Romrattanaphan, 2018) (Siriwong Earsakul, 2021) even though there may be other alternative services available. (Siriwong Earsakul, 2021) Besides, it finds that the willingness to spread word of mouth on a product and repurchase intention are the explanation of customer loyalty which means that loyal customer incline to repurchase, spread their favor and recommend other customers to purchase (Supavitch Vilertprechatrakul, 2021).

Therefore, repurchase, or loyalty, is defined as making a commitment or

establishing a long-term obligation to return with enthusiasm to the same service provider even service recipients may face alternative services that will be proposed in the market. In other words, service recipients who return to service have loyalty to the service. They may also share their positive experiences with others to encourage them to use the same service as well.

Research hypotheses

Researchers have studied from related research, documents, concepts, and theories, in order to formulate the research hypotheses. There are 4 hypotheses as follows:

1. Service quality has a positive correlation with services repurchase intention (H1).

2. The safety factor has a positive correlation with services repurchase intention (H2).

3. The price fairness factor has a positive correlation with services repurchase intention (H3).

4. The technology adoption factor has a positive correlation with services repurchase intention (H4).

Framework of research

The study includes one dependent variable, which is repurchase intention, and four independent variables, which comprise service quality, safety factor, price fairness factor, and technology adoption. And all those hypotheses are examined in accordance with these variables.

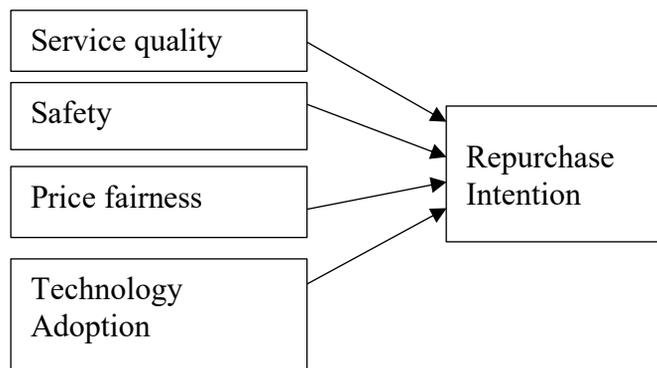


Figure 1 Conceptual Framework

Research methodology

Population and sample

The population of the study consists of passengers with experience of traveling by BorKorSor's bus from Bangkok to the Northern or Northeastern regions, or from

the Northern or Northeastern regions to Bangkok, who are aged 18 years or older. However, since the exact population size is unknown, the researcher applied the Cochran formula (Cochran, 1977) and set the confidence level at 95%, which means a margin of error not more than 5%.



According to the formula, a sample size of 385 individuals is determined. For convenience and to minimize potential errors in data analysis, the researcher decided to set the sample size at 400 individuals. Nevertheless, in this research, the actual sample size is 432 individuals.

Sampling

This research is conducted by using nonprobability sampling and convenience sampling to obtain the sample that aligns with the specified research objectives.

Data collection tool

Online questionnaire is chosen as the data collection tool. The researcher created this questionnaire based on related books, documents, manuals and research to align with the research objectives. For the questions, they are structured in the form of closed-ended Likert Scale questions that measure data on an interval scale. Each question is rated on a 5-level scale, as follows:

Score	Level of agreement
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

Class intervals have been assigned for the purpose of translating the results of the questionnaire data. The class interval width is calculated by using the following formula:

$$\text{Class interval width} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Highest score}} = \frac{5-1}{5} = 0.8$$

Therefore, a class interval width of 0.8 can be interpreted as follows:

Average Score	Meaning
1.00 – 1.80	Strongly disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly agree

Validity and reliability

To ensure confidence that the questions within each factor are aligned and convey their meanings accurately, the question set for each factor must have a Cronbach's alpha coefficient (α) of no less than 0.7 to be considered reliable and acceptable (Ursachi et al., 2015) (Adeniran, 2019).

Data Collection

This research was conducted using non-probability sampling and convenience sampling to gain a sample size that meets the established objectives and also align with the confidence level at 95%. Furthermore, data was collected from April 16, 2023, to June 13, 2023, or approximately 2 months. This data collection was carried out using online questionnaires which were distributed through online social networks to gather information from the sample group.

Data analysis

Data from 432 survey respondents was verified for accuracy and validity. The researcher then processed the complete online questionnaire through various statistical analyses, utilizing the Statistical Package for Social Sciences (SPSS) software.



Research findings
The results of the data analysis for the demographic and behavioral information of the survey respondents

The results from the sample group of 432 individuals are as follows:

Table 1 Shows the demographic profile of the respondents.

Personal Information	Number (Individual) (N=432)	Percentage
Sex		
Male	165	38.19
Female	267	61.81
Age		
18-20	51	11.81
21-30	154	35.65
31-40	181	41.90
41 and over	46	10.65
Education		
Below bachelor's degree	76	17.59
Bachelor's degree or equivalent	310	71.76
Above bachelor's degree	46	10.65
Occupation		
Government officer	48	11.11
Government employee	60	13.89
State enterprise employee	48	11.11
Company employee	144	33.33
Self-employed	39	9.03
Freelancer	44	10.19
Student	49	11.34
Monthly Income		
Below 10000	47	10.88
10001-15000	77	17.82
15001-20000	80	18.52
20001-25000	117	27.08
25001-30000	72	16.67
30001 and above	39	9.03
Marital status		
Single	280	64.81
Married	152	35.19



Table 2 Shows the means, standard deviations, and opinion level data when considering various factors.

Factors	Level of agreement		
	\bar{x}	S.D.	Result
Service quality in terms of tangibility	3.68	0.766	Agree
Service quality in terms of reliability	3.68	0.766	Agree
Service quality in terms of responsiveness	3.62	0.771	Agree
Service quality in terms of assurance	3.68	0.765	Agree
Service quality in terms of empathy	3.67	0.786	Agree
Safety factor	3.70	0.754	Agree
Price fairness factor	3.73	0.754	Agree
Technology adoption factor	3.85	0.770	Agree
Repurchase factor	3.65	0.929	Agree

From the table, overall, the sample group agrees with all the factors. The factor related to technology adoption has the highest average with a mean score of 3.85. The following is the price fairness factor with a mean score of 3.73. The following is the safety factor with a mean score of 3.70. The next are service quality factors, specifically the service quality factors in terms of tangibility, reliability, and assurance, which have the same mean score of 3.68. The next is the service quality factor in terms of empathy with a mean score of 3.67. The next is the repurchase factor which is slightly lower

with a mean score of 3.65, and the service quality factor in terms of responsiveness has the lowest mean score at 3.62.

The results of hypothesis testing

The results of the multiple regression analysis, with the independent variables being the factors related to service quality, safety, price fairness, and technology adoption, and the dependent variable being the factor related to repurchase, show the following relationships:

Table 3 Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.783	.612	.605	.58353

From the table, it is evident that the R-squared value is 0.612. This means that independent variables, which include the factors related to service quality, safety,

fairness of prices, and technology adoption, can explain 61.20% of the variance in the dependent variable, which is repurchase



Table 4 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	Constant	-.076	.159		
Service quality in terms of tangibility	.457	.084	.377	5.441	.000
Service quality in terms of reliability	-.042	.082	-.035	-.515	.607
Service quality in terms of responsiveness	-.080	.074	-.067	-1.092	.275
Service quality in terms of assurance	.227	.092	.187	2.468	.014
Service quality in terms of empathy	.174	.081	.147	2.152	.032
Safety factor	.161	.083	.131	1.941	.053
Price fairness factor	.157	.068	.127	2.308	.021
Technology adoption	-.041	.056	-.034	-.739	.460

^a : The dependent variable is the repurchase factor.

From the Coefficients table, it is found that there are four independent variables that influence repurchase intention BorKorSor’s service on the Northern and Northeastern routes. The standardized coefficients (Beta) indicate the direction and degree between each independent variable and the dependent variable (Fonseca Marisha, 2023). A greater absolute value of the beta coefficient indicates a more significant impact. (Statisticshowto, (n.d.)

The degree can be ranked from highest to lowest as follows:

1. Service quality in terms of tangibility has a 37.70% effect on service repurchase intention.

2. Service quality in terms of assurance has an 18.70% effect on service repurchase intention.
3. Service quality in terms of empathy has a 14.70% effect on service repurchase intention.
4. Price Fairness has a 12.70% effect on service repurchase intention.

Noted that factors related to service quality specifically reliability and responsiveness, safety factor, and technology adoption factor do not have a significant influence on service repurchase intention.

Table 5 Hypotheses summary

Hypotheses summary	
Hypothesis 1 (H1)	Partly Accepted
Hypothesis 2 (H2)	Rejected
Hypothesis 3 (H3)	Accepted
Hypothesis 4 (H4)	Rejected



Conclusions of the research findings

When considering the research objective, which is to study service quality factors affecting the repurchase intention of interprovincial passenger bus service using the SERVQUAL model, the study reveals that the SERVQUAL model affect service repurchase intention in three ways: tangibility, reliability, and empathy. However, reliability and responsiveness have no effect on service repurchase intention. For objectives, which are the safety factor and the technology adoption factor that impact repurchase intention of interprovincial passenger bus services, the research found that both factors have no effect on service repurchase intention. On the other hand, for the objective, which is to study the price fairness factor that impacts repurchase intention of interprovincial passenger bus services, the research found that the factor has an effect on service repurchase intention.

Discussion on the research findings Elaborating the different factors compare with the service repurchase intention

Each term of service quality factor which influences service repurchase intention

Tangibility is found to have a positive relationship with service repurchase intention, consistent with a study conducted by Arnon Junjit (2020), who studied Service quality development for intention to repurchase intention of low-cost airline in Thailand. And aligns with Sirinart Tongpae's (2019) research, which

aimed to find the relationship between service quality and retention of pet boarding customers.

Reliability does not have a positive impact on service repurchase intention, consistent with Passaraporn Somdulpanit's (2019) research, which study the service quality of courier service providers, which affects the repeat service intention of consumers in Bangkok. Similarly, Arnon Junjit's (2020) study on service quality towards intention to repurchase intention. And the results from both aforementioned researches indicate that service quality, in terms of reliability, has no positive relationship with service repurchase intention.

Responsiveness does not have a positive impact on service repurchase intention, aligning with Patra Patharamano's (2013) research, which aimed to find the relationship between the perceived service quality and consumer decision-making 4-star resorts in Chonburi province, Thailand. Similar to Arnon Junjit's (2020) study on service quality towards intention to repurchase intention.

For service quality in terms of assurance and empathy, it is found to have a positive impact on service repurchase intention, in line with Jutarat Laophram's (2018) study, which studied the causal factors between customer perceived service quality, satisfaction, and loyalty among low-cost airline passengers in Thailand and Nutnicha Pongpruite's (2019) study on service quality and customer perceived value affecting passenger loyalty in a comparative case of Thai Airways and Bangkok Airways.

The safety factor towards service repurchase intention



From the research results, it is found that safety has no positive correlation with service repurchase intention. This research aligns with the findings of Khaikhaw, N., & Nonthanathorn, P' (2020) research which found that safety and the intention to use taxi services do not have a positive correlation. However it doesn't align with Jiranan Whriprrip's (2021) research which found that safety is a factor that positively influences the intention to use MuvMi services in Bangkok.

The price fairness factor towards service repurchase intention

According to the findings of the study, pricing fairness has a positive relationship with service repurchase intention. This corresponds to the study by Passaraporn Somdulpanit (2019), which found that part of customer satisfaction is influenced by the price fairness, and as price fairness increases, customers are more satisfied and more likely to use the service again. And consistent with the findings of Gusti Noorlitaria Achmad et al., (2021) which found that price fairness has an impact on the loyalty of Grab Bike passengers in Samarinda City

The technology adoption factor towards service repurchase intention

It is found that the perceived usefulness and perceived ease of use have no positive relationship with repurchase intention.

According to Aussanee Na Nan and Sasicha Wongchai (2022) 's research which found perceived usefulness does not influence the decision to choose the

food delivery application service in Lampang. This is consistent with the findings of a study conducted by Peerawat Patumutarungsri and colleagues (2015) which found that the perceived benefits of online channels has no effect on the consumption of products among young people in Pak Kret, Nonthaburi province.

According to Tunya Sirilappanit's (2015) research which found that perceived ease of use of online social media does not have a positive relationship with the continuous intention to use online social media of the consumers in Bangkok. This aligns with research by Makarapong, D., & Punnakitikashem, P (2018) which found that the behavior intention of the electronic ticket system of public bus users does not have a positive relationship with the perceived ease of use due to the widespread adoption and use of the electronic ticket system by users.

However, this contradicts with Kanida Vongassavanarumol's (2023) research into the factors that influence the decision to send parcels via online platforms. They found that the perceived usefulness and the perceived ease of use had a positive relationship with the decision to use that service, similar to the marketing mix influencing the intention to use.

Recommendation

BorKorSor should arrange a diverse transportation schedule with a sufficient number of vehicles to meet the high demand during peak travel times. Vehicle standards should be maintained uniformly. However, cost-effectiveness needs to be taken into account, especially maximizing asset turnover. Additionally, to avoid paying depreciation and to save maintenance costs. BorKorSor might



think about renting rather than buying a vehicle.

BorKorSor must demonstrate its capability in managing safety by identifying possible risks through risk assessments. Then plans and measures to mitigate the risks should be developed. If there are risks that cannot be effectively managed with existing resources, BorKorSor should be promptly acquire the necessary resources to address these risks. This is essential to instill confidence in travel.

BorKorSor should emphasize on developing employees with a service mindset and accurate knowledge and regularly reviews and inspects the work operation and improve and develop its own service to receive widely accepted standards in the future.

BorKorSor should consider the diverse needs of each passenger in order to ensure equal access to services.

BorKorSor should analyze and determine a fare that is suitable and aligns with the expectations of the majority customers, in order to retain the existing customer. Additionally, BorKorSor needs to

conduct studies on the factors that lead passengers to choose other transportation modes to develop its service to attract more passengers.

In addition, BorKorSor should implement more discount promotion initiatives to attract more passengers.

In this regard, the regulator of BorKorSor should support BorKorSor in operating flexibly in the digital era, where adaptability is crucial for success.

Limitations

1. The online questionnaire has relatively small font size and a large number of questions, causing respondents not to pay full attention to the survey.
2. In the demographic information concerning age, it is found that there is a relatively small sample group aged 51 and above, which may result in incomplete and insufficient data.
3. Behaviors of past passengers may change in the future. Therefore, this study may not be able to predict the long-term behavior of service users.

References

- Achmad, G. N., Nisha, A. N., Yusniar, Y., & Ridwan, M. (2021). Service Quality, Brand Image and Price Fairness Impact on The Customer Satisfaction and Loyalty Towards Grab Bike. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(3), 2391-2401.
- Adeniran, A. O. (2019). Application of Likert scale's type and Cronbach's alpha analysis in an airport perception study. *Scholar Journal of Applied Sciences and Research*, 2(4), 1-5.
- Arnon Junjit. (2020). Service quality development for intention to repurchase of low-cost airline in Thailand. National Institute of Development Administration



- Aussanee Na nan and Sasicha Wongchai. (2023). Mobile Technology Acceptance, Electronic Word of Mouth Communication Affecting the Decision to Choose a Food Ordering Application Service in Lampang Province. *Western university research journal of humanities and social science* ,8(2), 199-211.
- Chanakarn Thongsak. (2021). The Influences of System Quality, Information Quality, Service Quality, Price Fairness and Marketing Promotion of Food Delivery Mobile Apps on Satisfaction and Repeat Service Intention of Consumers in Bangkok. Bangkok University
- Chanchanok Chattong. (2018). The relationship between customer satisfaction and repurchasing choice of QueQ Application by smartphone in Bangkok: a case study of reservation service for restaurants. Thammasat University
- Independent News Network. (2565, 28 June). รถทัวร์ - รถโดยสารไม่พิน ผ่านโควิดเจอน้ำมันแพง. https://www.innnews.co.th/video/news_364135/
- Fonseca Marisha. (2023, 8 August). Demystifying standardized coefficients: Understanding their importance in clinical research. <https://www.editage.com/insights/demystifying-standardized-coefficients-understanding-their-importance-in-clinical-research#:~:text=Standardized%20coefficients%2C%20also%20known%20as,scale%2C%20making%20comparisons%20much%20easier.>
- Ingfah Singnoi and Rattachart Thasanai. (2018). Public Policy: Government Administration and Management. *Journal of MCU peace studies*, 6(SP1), 610-623.
- Jiranan Whriprip. (2021). Factors affecting behavioral intention to use MuvMi in the Bangkok Metropolitan Area. Thammasat University
- Jutarat Laopharm. (2018). Casual Factors of Perceived Quality of Service Quality, Satisfaction, and Loyalty towards Low-Cost Airlines' Services in Thailand. *International Thai Tourism Journal*, 14(2), 124-154.
- Kanchanaporn Limpongsai. (2019). Attitude, perceived usefulness, perceive ease of use, and service quality that influenced the decision of restaurants in Bangkok and its vicinity to use online services of food delivery companies. Bangkok University
- Kanida Vongassavanarumol. (2020). Factors that impact to couriering parcel delivery through online platform in Thailand. Thammasat University
- Khaikhaw, N., & Nonthanathorn, P. (2020). Public Trust of User in the Intention to Use to Taxi in Bangkok Metropolitan. *Journal of the Association of Researchers*, 25(2), 164-178.
- Makarapong, D., & Punnakitikashem, P. (2018). Behavior intention of e-ticket system of public transportation system users. *KMUTT Research and Development Journal*, 41(1), 115-126.



- Natdaporn Satit. (2017). Service Quality and Word-of-mouth Referrals Influencing Service Repurchase Intention of Customers at Mitsubishi Thaitada (Chachoengsao) Head Office. Bangkok University
- Nathiya Nimitsumawong. (2022). Factors Influencing the satisfaction of surgery no operation of service in Bangkok and boundary. Mahidol University
- Nutnicha Pongpruite. (2019). The service of quality and perceived value affecting passenger loyalty: A comparison between Thai Airways International and Bangkok Airways. Rajamangala University of Technology Thanyaburi
- Office of the Permanent Secretary, Ministry of Transport. (2016, August). แผนยุทธศาสตร์กระทรวงคมนาคม พ.ศ. 2560 – 2564. https://complain.mot.go.th/php_brainbank/upload_file/doc_plan/1644aac6f9b77e08ffe19c6a446697ab16.pdf
- Passaraporn Somdulpanit. (2021). Influence of Service Quality, Price Fairness and Reputation of Courier Service Providers on Satisfaction and Repeat Service Intention of Consumers in Bangkok. Bangkok University
- Patra Patharamano. (2013). The Effect of Perceived Service Quality towards Consumer Decision Making of 4-Star Resorts in Chonburi. Bangkok University
- Peerawat Patumutarungsri Jaroon Chamnanpai and Benjatha Wattanakul. (2022). Technology Acceptance Affecting Decision to Purchase Through Online Channels of Teenager Customers in Pakkret District, Nonthaburi Province. *Journal of educational management and research innovation*, 5(1), 49-60.
- Pitch Pongsawat. (2555, 30 September). คัดเรื่องระบบขนส่งมวลชน. <https://tdri.or.th/2013/09/transportation/>
- Punyaporn Srijurai. (2021). Technology Acceptance and Service Quality Factors Affecting Consumers' Decision to Use the Foodpanda Delivery Service in Pathum Thani Province. Rajamangala University of Technology Thanyaburi
- Purida Aewsawad. (2019). Factors of perceived value and service quality on food delivery application customer satisfaction and re-service intention. Thammasat University
- Salilathip Thippayakraisorn. (2011). How did Thailand Develop the Public Transportation Systems? *Executive Journal*. 31(4). 55-58.
- Saralee Romrattanaphan. (2019). Trust, service quality, perceived value, and brand image on satisfaction and re-service intention for domestic low-cost airlines. Bangkok University
- Sirinart Tongpae. (2019). The relationship between service quality and the retention of pet boarding customers. Thammasat University
- Sirirat Yanpreecha. (2020). Factors affecting Flash Express co., ltd. Consumer's decision making in selection of courier service in Phranakhon Si Ayutthaya province. Rajamangala University of Technology Thanyaburi



- Siriwong Earsakul. (2021). Customer's expectation of service quality, quality perception, and loyalty of using the international transportation service in Nongkai province. *Journal of Liberal Arts and Management Science Kasetsart University*, 8(2), 48-62.
- Spring News. (2565, 10 May). ธุรกิจทัวร์ 1.4 หมื่นล้านระงับ 'ไม่แค้ "เจ็เกียว" ที่โบกมือลา รายต่อไปมีอีก 1. <https://www.springnews.co.th/news/824289>
- Statisticshowto. (n.d.). Standardized Beta Coefficient: Definition & Example. <https://www.statisticshowto.com/standardized-beta-coefficient/>
- Sudarat Plaipongsa. (2022). Factors positively affecting customer loyalty of using the services of coffee shop "A" in Bangkok. Bangkok University
- Supavitch Vilertprechatrakul. (2021). The different approach of new product development process in Thailand's food & beverage industry. Mahidol University
- Thai PBS. (2565, 9 May). "เจ็เกียว" วางมือประกาศขายกิจการรถทัวร์ ท้อสู้โควิด-น้ำมันแพง. <https://www.thaipbs.or.th/news/content/315333>
- Thairath. (2564, 5 สิงหาคม). "รถทัวร์ไทย" รัฐไม่เหลียวแล รายเล็กตายสนิท จอดทั้งเป็นขยะ ริ่งแค้ 10%. <https://www.thairath.co.th/scoop/theissue/2158215>
- Thanayuth Martrangeon. (2021). Under the next normal trend: Passenger expectations on service innovation from full-services airlines. Mahidol University
- The Parliament Budget Office, The Secretariat of The House of Representatives. (2019). แนวทางการพัฒนาระบบคมนาคมขนส่งของประเทศ, 2019, Bangkok : Parliament Printing
- The transport co. ltd. (2023). Annual Report 2022. http://home.transport.co.th/images/83/son/2566/06/05/ANNUAL%20REPORT_2022%20Final.pdf
- Thitirat Klaklay. (2021). Influences of Service Quality, Price Fairness, Image and Atmosphere of Premium Cafés on Satisfaction and Word-of-Mouth Intention of Consumers in Bangkok. Bangkok University
- Tulaya Dumrongtumvanich. (2019). Factors affecting intention to adopt an autonomous. Thammasat University
- Tunya Sirilappanit. (2016). Satisfaction, enjoyment, environmental stimuli and technology acceptance affecting continuance intention to use social media of customers in Bangkok. Bangkok University
- Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How reliable are measurement scales? External factors with indirect influence on reliability estimators. *Procedia Economics and Finance*, 20, 679-686.