

THE FACTORS INFLUENCING THAI PASSENGER'S INTENTION TO REUSE GRAB CAR SERVICE IN BANGKOK

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ABSTRACT: Bangkok is the urban area, where people need convenient and comfortable lifestyle, transportation is one of important factors for urban life since the travel plan should be prepared for traffic congestion, crowd, and rush hours. However, there are many issues in public transportation, even though they are legal, regulated, policies are not strict enough to protect the passengers. This has led to the emergence of e-hailing services in Thailand in recent years. The research aims to explore the key factors influencing Thai passenger's intention to reuse Grab Car service in Bangkok. The researcher focuses on six factors which are Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Perceived Price (PP), Perceived Convenience (PC), Perceived Safety (PS), and Brand Image (BI). The respondents are 400 Thai passengers who live in Bangkok and have experienced on using Grab Car service during the last three months. This researcher uses Cronbach's Alpha method to test the validity and reliability of questionnaires and uses Descriptive Research method to analyze the demographic data of respondents. The results from this research can conclude that four independent variables, consist of perceived usefulness, perceived price, perceived safety, and brand image significantly influence to Thai passenger's intention to reuse Grab Car service in Bangkok.

Keywords: Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Perceived Price (PP), Perceived Convenience (PC), Perceived Safety (PS), Brand Image (BI), Intention to Reuse

Introduction

The global transportation market size has been forecasted to grow by 19.8% from 2018 to 2025, however, there was valued at 75 billion dollars in 2017 for transportation market (Grandviewresearch, 2019). There are related problems which continuously increase including the heavy congestion, increasing of fuel price, and

parking spaces reduction. Moreover, the increase use of smartphone and connected vehicles, the car that include navigation function, have upgraded the transport services. The tendency to use e-hailing services have increased, since they enable users to manage their booking in advance by pre-booking, modifying, and cancelling at lower costs through applications. The occurrence of e-hailing application has been growing fastest in several regions in the world such as North America Region, Europe Region, Africa Region, and Southeast Asia Region.

Currently, e-hailing services are popular in Thailand, where they can see the cheaper fare and low tendency of refusal to

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