

Review of: "Factors Influencing the Intention to Choose Transportation Applications in Bangkok, Thailand"

Ahmed E. Okasha¹

¹ Cairo University

Potential competing interests: No potential competing interests to declare.

This research delves into the factors that influence individuals' choices when selecting transportation applications in the bustling urban environment of Bangkok, Thailand. It is an interesting research idea. Even it seems simple ideas but it has a crucial effect of the individuals' behavior. However, the research methodology was not clear for me. The Authors did not mentioned how many questions in their survey. How they develop the hypotheses. I guess from reading they ask direct questions, and measure each hypothesis by one question. If this is happen (should mentioned), then this study is applying regression model.

This kind of research normally use SEM model, and the survey is more complicated than current research did. The authors must be clear in this point.

The Authors should mention the software they use.

The authors mentioned that the sample is Stratified Random Sampling, it is not clear how? it is an online survey. They use different social media platforms. This type of surveys does not belongs Stratified Random Sampling technique. Moreover there is a debate about online surveys are these sample are random or nonrandom?

Another point related to references if you have a reference like this Limna, Kraiwanit, & Jangjarat, 2023,. This is not the right way to write it. it should be written like this Lima et. al 2023.