

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

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Potential competing interests: No potential competing interests to declare.

Review of "Factors Influencing the Choice of Transportation Applications in Urban Environments: A Study in Bangkok, Thailand"

The research paper, "Factors Influencing the Choice of Transportation Applications in Urban Environments: A Study in Bangkok, Thailand," delves into the intricate web of factors guiding individuals' decisions in adopting transportation applications. The study conducted in the bustling urban environment of Bangkok, Thailand, meticulously explores perceived usefulness, perceived ease of use, perceived efficiency, and system availability as pivotal determinants shaping users' intentions. Through a rigorous quantitative methodology and a sample of 400 active users, the authors convincingly establish the substantial influence of these factors on user behavior in the context of modern mobility solutions.

One of the notable strengths of this research lies in its robust methodology. The utilization of the Technology Acceptance Model (TAM) provides a solid theoretical foundation, enabling a deep dive into the complexities of user behavior. The study's quantitative approach, facilitated by a well-structured questionnaire distributed among a diverse group of participants, contributes to the reliability and validity of the findings. The researchers' meticulous attention to detail, from questionnaire design to pre-testing and data analysis, ensures the integrity of the research process.

Revisions:

A_ The Abstract should give a pertinent overview of the work and regarding this paper should be highlighted much better the Methods (briefly describe the main methods or treatments applied) and Results (summarize the article's main findings). I recommend to use the following style of structured abstracts, but without headings: (1) Background: Place a brief of literature; (2) Methods: briefly describe the main methods or treatments applied; (3) Results: summarize the article's main findings; (4) Conclusions: indicate the main conclusions or interpretations.

B_ More information about the literature on the subject is needed to compare the results of this study with them and see what new achievements this study has made.