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

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Abstract:

The abstract demonstrates how perceived usefulness, perceived ease of use, perceived efficiency, and system availability collectively play a significant role in shaping individuals' intentions when it comes to adopting transportation apps in this dynamic urban setting. To enhance the abstract further, I would like to suggest (i) highlighting the study's significance and how they can they potentially impact transportation services in urban environments, or what are the real-world implications of this research, (2) include key statistics such as specific percentages or numerical results that are particularly striking to provide readers with a quick understanding of the study's findings, and (iii) engage the reader by using active voice and dynamic language. For example, instead of "The study specifically examines," you could say "This study delves into."

By incorporating these suggestions, the abstract can be made more informative and engaging for readers.

Introduction:

The introduction provides a comprehensive overview of the research context, but it could benefit from some improvements to enhance clarity and engagement. In the revised version, the introduction should maintain its depth and clarity while emphasizing the importance of each determinant and its relevance to the study's objectives. The hypotheses must also be more clearly presented.

Methodology:

The provided methodology is comprehensive, but it can be improved in the following ways:

- Clarify why convenience sampling was chosen and discuss potential biases.

- Describe the structure of the online survey and any questionnaire modifications following the pre-test.

- Explain how participant rights and privacy were protected.

- Provide more information on the software and methods used for data analysis.

- Explain the rationale behind the sample size calculation and choice of confidence level.

- Mention potential study limitations, particularly associated with convenience sampling.

- Use Flowchart or Diagram, consider using visual aids to illustrate the data collection and analysis process.

Findings:

This study's findings provide strong evidence that people's intentions to use transportation apps in this dynamic urban environment are significantly influenced by perceived usefulness, perceived ease of use, perceived efficiency, and system availability. These results shed light on the variables that influence decision-making in a rapidly changing urban transportation landscape by offering insightful information about user behavior and preferences within the context of contemporary mobility solutions.