

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.

Thank you very much for inviting me to review the paper. I greatly appreciate the authors for their work on "Factors Influencing the Intention to Choose Transportation Applications in Bangkok, Thailand." However, it is essential to address several shortcomings to reach its publication level. In the following sections, I have provided my comments section by section. I kindly request the authors to review and address them accordingly.

1. Comments on the abstract:

The abstract demonstrates a well-structured presentation, offering a clear overview of your research. However, there is room for minor enhancements to improve clarity and conciseness further. Hence, I suggest the authors address these minor corrections.

2. Comments on the keywords:

Selecting keywords is crucial in ensuring your research is discoverable and accurately reflects its contents. It's important to note that using only variable names as keywords may not encompass the entire scope of your work. Therefore, I recommend the authors choose keywords from various research sections to provide a more comprehensive representation. For example, you can include keywords like 'Transportation Applications,' 'Survey Method,' 'Behavioral Intention,' 'Regression Analysis,' 'Bangkok,' and 'Thailand' to improve the visibility and searchability of your research.

3. Comments on the introduction:

The introduction needs clear motivation for the study. A well-crafted introduction should follow a specific order, starting with the importance of transportation applications, followed by a discussion of their availability in Bangkok and Thailand with relevant usage statistics. Concluding by highlighting the study's importance in the research context ensures a well-structured introduction, helping readers understand the study's significance.

4. Comments on the literature review:

The literature review fell short in providing a robust explanation of its theoretical foundation, failing to discuss how previous studies have approached the identification of factors influencing the intention to choose transportation applications. Furthermore, there was a notable absence of an overall summary of the existing literature. The review did not highlight areas where the current body of literature is lacking or where weaknesses exist in the findings. As a result,

the research failed to distinguish itself in terms of its contributions from previous studies, leaving the novel aspects of the study largely absent. Therefore, I recommend that the authors address these issues to strengthen the overall quality and originality of your research.

Additionally, it would be beneficial for the authors to comprehensively explain the criteria and rationale behind selecting variables for this study. Furthermore, including a clear report of the measurement items associated with these variables is essential for the transparency and replicability of the research.

5. Comments on the methodology:

The methodology section is well-written and provides a comprehensive overview of the critical components, including the questionnaire development process, details about the population and research area, sample size determination, a clear description of the sampling technique, the data collection procedure, and the methods for data analysis. This robust presentation of the methodology is commendable, as it enhances the transparency and replicability of the research.

However, there is an inconsistency regarding the sampling technique. The article mentions it as 'Stratified Random Sampling,' whereas in the abstract, it is described as 'Convenience Sampling.' To maintain consistency and provide a clear understanding of the research methodology, I recommend clarifying and confirming the precise sampling technique used throughout the paper.

6. Comments on the results:

The authors conducted multiple regression analysis to assess the impact of independent variables on the dependent variable, such as the intention to use transportation applications, is a valuable approach. However, it's crucial to consider several preliminary analyses to ensure the robustness of the results. These include conducting factor analysis, assessing multicollinearity, evaluating reliability and validity in terms of convergence and discrimination and examining model fit. Hence, the author should pay close attention to these critical issues during the analysis process.

7. Comments on the discussions:

It is crucial to provide a detailed discussion of the major research findings in the context of previous research findings. I strongly recommend that the revised manuscript includes this discussion to provide a comprehensive understanding of how the current study contributes to the existing body of knowledge.

Additionally, I suggest that the theoretical and practical implications of the research be presented in separate paragraphs, allowing readers to differentiate between the theoretical and practical significance of the findings.

Moreover, it would be beneficial for the author to include a section on the scope for future research directions, which can guide researchers and practitioners in exploring new avenues based on the study's outcomes.