

**Thesis Title** A Study on Public Commuters Willingness to Adopt a Mobility-as-a-Service Application: Evidence from Thailand

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### **ABSTRACT**

This study examines factors influencing Thai commuters' willingness to adopt Mobility as a Service (MaaS) using an extended Unified Theory of Acceptance and Use of Technology (UTAUT2) model. The model incorporates privacy concerns, perceived risk, and price sensitivity to better reflect adoption behavior in emerging transportation contexts. Data were collected from 418 respondents across Thailand via an online questionnaire and analyzed using Structural Equation Modeling (SEM). Analysis revealed that Performance Expectancy, Hedonic Motivation, Habit, Price Sensitivity, Privacy Concerns, and Perceived Risk positively influence MaaS adoption willingness, while Social Influence showed negative effects. Facilitating Conditions and Habit directly affected Usage Behavior. Effort Expectancy and Price Value had no significant impact. Demographic analysis found rural residents and older users (36+) prioritized Facilitating Conditions, females emphasized Effort Expectancy, and vehicle ownership moderated multiple relationships. These insights advance theoretical understanding of MaaS adoption in emerging markets and offer practical guidance for service providers and policymakers. Prioritizing service quality, rural infrastructure, and transparent privacy policies is crucial to promote adoption and support sustainable urban mobility in Thailand.

**Keywords:** MaaS, UTAUT2, Technology Adoption, Public Transportation, SEM, Sustainable Mobility, Travel Behavior