ADISORN DANGBUT: THE IMPACT OF ATTITUDE ON HIGH-SPEED RAIL TECHNOLOGY ACCEPTANCE AMONG ELDERLY PASSENGERS IN URBAN AND RURAL AREAS: A MULTIGROUP SEM ANALYSIS. PROJECT ADVISOR: ASSOC. PROF. SAJJAKAJ JOMNONKWAO, Ph.D., 106 PP.

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This study investigates the impact of the attitudes of the elderly on the acceptance of Thailand's high-speed rail technology according to the technology readiness index (TRI) and technology acceptance model (TAM) theories as guidelines for policies or strategies to enhance passengers' intentions to use high-speed rail. A self-administered questionnaire was used to collect data from 3200 elderly people aged over 60 years in the surveyed areas along high-speed rail routes in Thailand, before the use of statistical analysis and multigroup structural equation modeling (SEM) to analyze variations in the participants' attitudes toward urban and rural areas. The results that were thus obtained from both groups showed their differing attitudes toward the acceptance of technology. The TAM theory considers the attitude toward high-speed rail use in urban areas to be important, while, in rural areas, attitudes and perceived usefulness are important. With respect to the ease of use of high-speed rail, the most important factors were attitudes toward use and perceived usefulness. For the TRI theory, innovativeness features as the most positive influence on the perceived ease of high-speed rail use in both groups. Optimism and innovativeness were positive influences, but discomfort and insecurity carried a negative influence with respect to the perceived ease of use and usefulness.

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