

**IMPLEMENTATION OF PUBLIC UTILITY VEHICLE MODERNIZATION PROGRAM:
PERCEPTION OF THE JEEPNEY DRIVERS
OF LAPUZ, ILOILO CITY**

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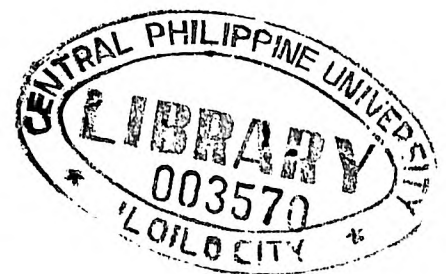
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BACHELOR OF SCIENCE IN ENVIRONMENTAL MANAGEMENT

By

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ABSTRACT

This study was conducted to determine the level of perception of the Lapuz jeepney drivers of the Implementation of the Public Utility Vehicle Modernization Program (PUVMP). This study employed the one-shot survey design using a structured interview schedule in gathering data from 69 jeepney drivers of Lapuz as respondents. All data were processed and analyzed using the Statistical Package for the Social Sciences (SPSS) version 20. Frequency, percentage distribution and the mean were used as basis for data analysis and interpretation. Results of the study revealed that the jeepney driver-respondents were 40 years old and below with a mean age of 46.49 years, married, Roman Catholic, high school educated, with a mean number of years of driving experience of 21.68 years. They were driving vehicles that are 16 to 20 years old, with good maintenance rating, first acquired as locally-assembled and second-hand, with 16 seating capacity, and tank capacity of 36 to 50 liters of fuel. They have jeepneys with engines which are 20 years old and below, 4 cycle cylinder, first acquired as second-hand, have changed oil at least once in 3 months and below, have been overhauled four times since acquisition, submitted for emission testing yearly, had their latest emission testing 3 to 4 months ago, and had passed standard result. The jeepney driver-respondents rated their present units as Very Agreeable (5) for Safety, Agreeable (4) for Comfort, and Very Agreeable (5) for Environment-friendliness. In terms of the acceptability

to the features of the new ECO PUV, rated as Very Acceptable (5) included CCTV Camera, and Tanggal Bulok, Tanggal Usok; rated as Acceptable (4) included Euro 4-Compliant Engine, Speed Limit and GPS Monitor; rated as Undecided (3) included Front facing seats, Exits in the right-hand side, Financing through DBP, 5% Equity, 6% Interest Rate and Government subsidy; and rated as Very Unacceptable (1) included Electric engine, Automated fare collection, No single unit franchising, and 7 years repayment period, overall acceptability and overall favorability of the feature of the Public Utility Vehicle Modernization Program.

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