

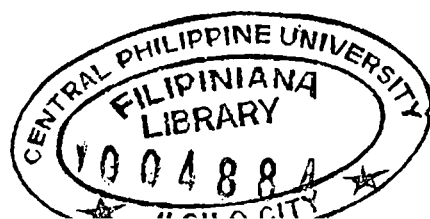
ILOILO CITY MODERNIZATION: COMMUTER'S PERCEPTION ON TRANSPORTATION
FROM TRADITIONAL JEEPNEYS TO MODERNIZED JEEPNEYS

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ABSTRACT

This study aimed to determine the perceptions of commuters on routes, Ungka, CPU, Iloilo City, and vice-versa. There are 375 total of respondents using the Sloven's formula. The price rates, convenience, and accessibility were used to determine the result of the perceptions of respondents. The result aimed to contribute to an improvised the new mobility of implementation of modernized jeepneys to provide accessible transportation to commuters. The respondents, drivers, and the public interest will benefit from this called modernization in Iloilo City by replacing traditional jeepneys with safer and more efficient modernized jeepneys. The U-test method was used to analyze the data and revealed the result of the perceptions of commuters according to price rates, accessibility, and convenience. The perception of the commuters in this study is acceptable for the reason that the young adults dominate the respondents with 94.7% and most of them were unemployed and indeed the modernized jeepneys are very convenient to the commuter based on the result it has (9.266) overall assessment level. This research study will benefit the academics, industry, LTFRB, drivers, and future researchers through the program of Iloilo City about how convenient modernized transportation is when group to age, sex, and employment status. This will serve as a guide to future reference on the implementation of modernized jeepneys.

Keywords: Jeepneys Modernization, Commuters perceptions on routes, Ungka, CPU, Iloilo City, and vice-versa.