National Urban Transit Institute

Niche Marketing: Opportunities For Increasing Short And Long Term Ridership

Principal Investigators

Dr. J. Joseph Cronin
Dr. Michael Brady
William Mustard

July 1998

The Marketing Institute
(formerly the Florida Institute for Marketing Alternative Transportation)
College of Business
Florida State University
Tallahassee, Florida 32306-1111
(850) 644-2509
(850) 644-6231

EXECUTIVE SUMMARY

In order to better understand niche transit marketing strategies, a study was undertaken by The Marketing Institute of the College of Business at Florida State University. Four niche efforts were investigated: (1) a college football shuttle service (Sample 1), (2) a professional football shuttle service (Sample 2), (3) a summer metropolitan park shuttle service (Sample 3), and (4) a subscription vanpool service (Sample 4). The objective of the study was (1) to identify those factors associated with transit users' evaluation of the services, and (2) to determine if such services positively impact transit users use of other transit services. The results of the study are presented in the collection of tables that follow. The analyses presented in this report are description – the intent is to identify the general characteristics of transit users' evaluations of niche transit marketing strategies and their impact on transit use. More detailed data analyses procedures will provide specific interpretations that are beyond the scope of this report. These efforts will be undertaken with the intent of publishing the findings in appropriate journals.

The four samples were all drawn in metropolitan areas that have established area transit programs. Sample one represents a mid-sized Southeastern city where the local economy is dominated by multiple state universities and government offices. Sample two is from a large Southeastern city. The area's economy is dominated by service and military operations. Samples three and four are from different, very large, Midwestern cities that have diversified economies.

The general description of the data presented in the Appendix support the comparability of the data. Generally, in three of the four samples, the gender, income and age distributions of the respondents are similar. The two exceptions are that sample three has proportionately more women (about 60 percent as compared to 50 percent in the other samples) and the college football shuttle program (sample one) understandably exhibits a slightly younger mix of respondents.

An examination of the service quality and customer satisfaction ratings identified in the Appendix suggests that ample variation exists to explain differences in transit users perceptions of, and behavior relative to, niche marketing strategies.

In summarizing the conclusions of this study, it is useful to note that the correlation between niche transit users' service quality perceptions (.562) and their satisfaction with the service (.541) and their intentions to use other transit services are both highly significant. However, these two factors had an even greater impact on niche transit users intentions to reuse the same service (respectively, .762 and .810) and their willingness to recommend the same service to others (respectively, .790 and .824). This suggests that while niche transit strategies have a measurable impact on the willingness of the users of niche strategies to try other transit services, that influence is not as great as willingness of the users to reuse the same service. Nevertheless, these findings do indicate that the value of popular and successful niche transit marketing strategies extends beyond the direct revenues generated. Transit managers should endeavor to identify means of encouraging the users of niche transit services to use their other programs. These strategies offer an ideal forum in which to promote transit services to motivated and satisfied target market segments.

In addition to these general conclusions, the fourteen sets of tables presented offer insight relative to the determinant of niche transit users' satisfaction and service quality perceptions. While the specific conclusions are too numerous to detail here, a general conclusion can be rendered. Niche transit users are looking for a well organized, convenient transit option that provides safe and friendly service. While this conclusion is hardly surprising, the data presented will illuminate the specific dimensions from which such evaluations and attitudes emerge. Readers are encouraged to examine the results

from their own perspectives. Once again, it is important to note that the data presented are rich in terms of the quantity of information contained. However, the quality of that information's final use is a function of the interpretation and implementation of individual transit marketing managers.

The Marketing Institute
April, 1998

INTRODUCTION

The study presented examined transit users satisfaction with four different Niche Market Services. These four services were a game day express bus service for a college football game, a similar service for a professional football team, a subscription vanpool program, and a seasonal shuttle service offered in a metropolitan park. Several questions were investigated:

- What determines the users' satisfaction with the vehicles used,
- What determines the users' satisfaction with the service employees,
- What determines the users' satisfaction with service stops,
- What determines the users' satisfaction with the drivers,
- What determines the users' satisfaction with the convenience of the service,
- What determines the users' rating of the quality of the service,
- What determines the users' overall satisfaction with the service,
- The influence of service quality perceptions on perceptions of the convenience of the service,
- The influence of service quality perceptions on users intentions to reuse a transit service,
- The influence of service quality perceptions on users' willingness to recommend the service
- The influence of users satisfaction with components of a transit service on their overall satisfaction with the service,
- The influence of users satisfaction with components of a transit service on their intentions to reuse the service,
- The influence of users satisfaction with components of a transit service on their intentions to use other transit services, and
- The influence of user satisfaction with components of a transit service on their willingness to recommend the service.

Each question is considered individually below. For each question, there is a set of tables that are numbered corresponding to the questions identified above. The discussions that are presented are designed only to identify the most basic conclusions from the corresponding data analyses. Users are encouraged to thoroughly consider the data in their entirety.

Section One: User Satisfaction With Transit Vehicles

The data (Tables 1a – 1d and Tables $1a_1$ – $1d_1$) suggest that safety is the number 1 factor in determining transit users satisfaction with transit vehicles. Specifically, the only variable which is a significant predictor of users' satisfaction with transit vehicles in each of the four samples was V_7, *I felt safe while on the bus*. Other factors which were identified as important determinants of transit users' satisfaction with vehicles was the smooth ride (sample 3), and the absence of a fear of being in an accident (sample 4). The range of variance explained in transit users' satisfaction with transit vehicles was from .66 to .92.

Table 1-a
Service Quality Perceptions Effects On
Satisfaction With Transit Vehicles
Sample One

Variable	Beta	t-value	Sig.
1. Our buses were very clean	.242	5.802	.000
2. Our buses were comfortable	.090	1.835	.068
3. Our buses were not overly crowded	.010	0.313	.755
4. We got to our destination quickly	.095	2.397	.018
5. The ride was smooth	-.009	-0.224	.823
6. I had no fear that I would be in an accident	.042	0.939	.349
7. I felt safe while on the bus	.669	16.015	.000

DV. I was very happy with the vehicles used ***Adj R^2=.922***

Table 1-a_1
Stepwise Regression Model Change Statistics
Sample One

Model	Variable Entered	R^2 Change	Sig.
1	I felt safe While on the bus	.896	.000
2	Our Buses were very clean	.025	.000
3	We got to our destination quickly	.003	.018
	DV. I was very happy with the vehicles used	*Adj R^2=.922*	

Table 1-b
Service Quality Perceptions Effects On
Satisfaction With Transit Vehicles
Sample Two

Variable	Beta	t-value	Sig.

1. Our buses were very clean	.046	.743	.458
2. Our buses were comfortable	.334	6.475	.000
3. Our buses were not overly crowded	-.001	-.019	.985
4. We got to our destination quickly	.151	3.016	.003
5. The ride was smooth	.042	.588	.557
6. I had no fear that I would be in an accident	-.019	-.243	.808
7. I felt safe while on the bus	.480	9.321	.000

DV. I was very happy with the vehicles used ***Adj R^2=.658***

Table 1-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	I felt safe while on the bus	.544	.000
2	Our buses were comfortable	.104	.000
3	We got to our destination quickly	.015	.003
	DV. I was very happy with the vehicles used	*Adj R^2=.658*	

Table 1-c
Service Quality Perceptions Effects On
Satisfaction With Transit Vehicles
Sample Three

Variable	Beta	t-value	Sig.
1. Our buses were very clean	-.004	-.087	.931
2. Our buses were comfortable	.053	.921	.358
3. Our buses were not overly crowded	.269	5.426	.000
4. We got to our destination quickly	.137	2.487	.014
5. The ride was smooth	.430	7.919	.000
6. I felt safe while on the bus	.166	3.226	.001

1. ***DV. I was very happy with the vehicles used*** ***Adj R^2=.699***

Table 1-c_1
Stepwise Regression Model Change Statistics
Sample Three

Model	Variable Entered	R^2 Change	Sig.
1	The ride was smooth	.584	.000
2	Our buses were not overly crowded	.088	.000
3	I felt safe while on the bus	.024	.000
4	We got to our destination quickly	.009	.014
	DV. I was very happy with the vehicles used	*Adj R^2=.699*	

Table 1-d
Service Quality Perceptions Effects On
Satisfaction With Transit Vehicles
Sample Four

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.287	4.724	.000
2. Our buses were comfortable	.057	.790	.432
3. Our buses were not overly crowded	.126	2.326	.022
4. We got to our destination quickly	-.039	-.530	.597
5. The ride was smooth	.021	.279	.781
6. I had no fear that I would be in an accident	.264	2.950	.004
7. I felt safe while on the bus	.373	4.853	.000

1. ***DV. I was very happy with the vehicles used*** ***Adj R^2=.799***

Table 1-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I have no fear that I will be in an accident	.697	.000
2	Our buses are very clean	.055	.000
3	I felt safe while on the bus	.045	.000
4	Our buses are not overly crowded	.011	.022
	DV. I was very happy with the vehicles used	*Adj R^2=.799*	

Section Two: User Satisfaction With Transit Employees

The data (Tables 2a – 2c and Tables $2a_1$ – $2c_1$) suggest that staff availability and their willingness to help riders are the factors with the greatest impact on transit users satisfaction with transit employees. Specifically, staff availability had the greatest impact in users satisfaction with transit employees in two samples and their willingness to help in one. Sample four was a subscription vanpool service that had no user direct contact employees. The range of variance explained in transit users' satisfaction with transit employees was .86 to .94.

Table 2-a
Service Quality Perceptions Effects On Satisfaction With Service Employees
Sample One

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. The staff at the stops were courteous	-.044	-0.542	.588
2. The staff at the stops were friendly	.188	2.242	.026
3. The staff at the stops were very willing to help riders	.509	6.097	.000
4. Staff were available at the stops when they were needed	.287	4.655	.000

1. ***DV. I was very happy with the employees at the stops*** ***Adj R^2=.940***

Table 2-a_1
Stepwise Regression Model Change Statistics
Sample One

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	The staff at the stops were very willing to help riders	.928	.000
2	Staff at the stops were available when needed	.012	.000
3	The staff at the stops were friendly	.002	.026
	1. ***DV. I was very happy with the employees at the stops***	*Adj R^2=.940*	

Table 2-b
Service Quality Perceptions Effects On Satisfaction With Service Employees
Sample Two

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. The staff at the stops were courteous	-.006	-.088	.930
2. The staff at the stops were friendly	.437	12.085	.000
3. The staff at the stops were very willing to help riders	.087	1.595	.112
4. Staff were available at the stops when they were needed	.571	15.773	.000

1. ***DV. I was very happy with the employees at the stops*** ***Adj R^2=.881***

Table 2-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	Staff where available at the stops when needed	.793	.000
2	The staff at the stops were friendly	.089	.000
	1. ***DV. I was very happy with the employees at the stops***	*Adj R^2=.881*	

Table 2-c
Service Quality Perceptions Effects On Satisfaction With Service Employees Sample Three

1.Variable	Beta	t-value	Sig.
1. The staff at the stops were courteous	.005	.063	.950
2. The staff at the stops were friendly	.289	3.875	.000
3. The staff at the stops were very willing to help riders	.261	3.460	.001
4. Staff were available at the stops when they were needed	.415	6.864	.000

1. ***DV. I was very happy with the employees at the stops*** ***Adj R^2=.861***

Table 2-c_1
Stepwise Regression Model Change Statistics B-State Sample

Model	Variable Entered	R^2 Change	Sig.
1	Staff was available at the stops when needed	.805	.000
2	Staff at the stops were friendly	.049	.000
3	Staff at the stops were very willing to help riders	.009	.001
	1. ***DV. I was very happy with the employees at the stops***	*Adj R^2=.861*	

Table 2-d
Service Quality Perceptions Effects On Satisfaction With Service Employees Sample Four

1.*Sample firm has no direct contact employees*

Table 2-d_1
Stepwise Regression Model Change Statistics Sample Four

1.*Sample firm has no direct contact employees*

Section Three: User Satisfaction With Transit Stops

The data (Tables 3a – 3d and Tables $3a_1$ – $3d_1$) suggest that location has the greatest impact on transit users' satisfaction with transit stops as it is the only factor that is significant in all four samples. Convenient parking was a significant determinant of transit users satisfaction in three of the four samples while personal safety at the stops was the most significant determinant of satisfaction in one sample (sample 4). The range of variance explained in users' satisfaction with transit stops ranges from .64 to .93.

Table 3-a
Service Quality Perceptions Effects On
Satisfaction With Transit Stops
Sample One

1.Variable	Beta	t-value	Sig.
1. The locations of the stops was convenient	.328	7.854	.000
2. I felt safe at the stops	.119	2.357	.020
3. The waiting time was reasonable	.242	5.923	.000
4. The lines to get on buses were well organized	.097	2.177	.031
5. Convenient parking was available	.275	5.262	.000

1. ***DV. I was very happy with the stops*** ***Adj R^2=.929***

Table 3-a_1
Stepwise Regression Model Change Statistics
Sample One

Model	Variable Entered	R^2 Change	Sig.
1	Convenient Parking was available	.832	.000
2	The locations of the stops were convenient	.056	.000
3	The waiting time was reasonable	.039	.000
4	I felt safe at the stops	.002	.027
5	The lines to get on the bus were well organized	.002	.031
	1. ***DV. I was very happy with the stops***	*Adj R^2=.929*	

Table 3-b
Service Quality Perceptions Effects On
Satisfaction With Transit Stops
Sample Two

1.Variable	Beta	t-value	Sig.
1. The locations of the stops was convenient	.394	7.676	.000
2. I felt safe at the stops	.160	2.885	.004
3. The waiting time was reasonable	.182	3.631	.000
4. The lines to get on buses were well organized	.055	1.004	.317
5. Convenient parking was available	.277	5.250	.000

1. ***DV. I was very happy with the stops*** ***Adj R^2=.743***

Table 3-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	The locations of the stops were convenient	.603	.000
2	Convenient parking was available	.105	.000
3	The waiting time was reasonable	.030	.000
4	I felt safe at the stops	.011	.004
	1. ***DV. I was very happy with the stops***	*Adj R^2=.743*	

Table 3-c
Service Quality Perceptions Effects On Satisfaction With Transit Stops
Sample Three

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. The locations of the stops was convenient	.673	12.782	.000
2. I felt safe at the stops	.081	1.305	.194
3. The waiting time was reasonable	.047	.704	.482
4. Convenient parking was available	.216	4.113	.000

1. ***DV. I was very happy with the stops*** ***Adj R^2=.640***

Table 3-c_1
Stepwise Regression Model Change Statistics
Sample Three

Model	Variable Entered	R^2 Change	Sig.
1	The locations at the stops were convenient	.609	.000
2	Convenient parking was available	.035	.000
	1. ***DV. I was very happy with the stops***	*Adj R^2=.640*	

Table 3-d
Service Quality Perceptions Effects On Satisfaction With Transit Stops
Sample Four

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. The locations of the stops was convenient	.346	3.630	.000
2. I felt safe at the stops	.394	3.982	.000
3. The waiting time was reasonable	.008	.095	.924
4. The lines to get on buses were well organized	.215	2.951	.004
5. Convenient parking was available	.071	.869	.387

1. ***DV. I was very happy with the stops*** ***Adj R^2=.704***

Table 3-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	Variable Entered	R^2 Change	Sig.
1	I felt safe at the stops	.626	.000
2	The locations of the stops were convenient	.058	.000
3	The lines to get on the buses were well organized	.030	.004

1. ***DV. I was very happy with the stops*** *Adj R^2=.704*

Section Four: User Satisfaction With Transit Drivers

The data (Tables 4a – 4d and Tables $4a_1$ – $4d_1$) suggest that in three of the four samples the courteousness of drivers had the most significant effect on transit users satisfaction with transit drivers. The one exception was the sample from a Midwest city, where users did not perceive courteousness to be at all important. Growing up in the Midwest, I can understand the finding! In all four samples, driver friendliness was significantly related to users' satisfaction with drivers. The range of variance explained in users' satisfaction with transit drivers ranges from .88 to .98.

Table 4-a
Service Quality Perceptions Effects On
Satisfaction With Transit Drivers
Sample One

1.Variable	Beta	t-value	Sig.
1. The drivers were courteous	.657	11.448	.000
2. The drivers were friendly	.338	5.572	.000
3. The drivers were very willing to help riders	.084	1.641	.103

1. ***DV. I was very happy with the stops*** ***Adj R^2=.980***

Table 4-a_1
Stepwise Regression Model Change Statistics
Sample One

Model	Variable Entered	R^2 Change	Sig.
1	The drivers were courteous	.977	.000
2	The drivers were friendly	.004	.000

1. ***DV. I was very happy with the drivers*** *Adj R^2=.980*

Table 4-b
Service Quality Perceptions Effects On
Satisfaction With Transit Drivers
Sample Two

1.Variable	Beta	t-value	Sig.
1. The drivers were courteous	.214	3.129	.002
2. The drivers were friendly	.433	5.177	.000
3. The drivers were very willing to help riders	.319	5.229	.000

1. ***DV. I was very happy with the stops*** ***Adj R^2=.875***

Table 4-b_1

Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	The drivers were friendly	.851	.000
2	The drivers were very willing to help riders	.020	.000
3	1. The drivers were courteous	.006	.002

1. ***DV. I was very happy with the drivers*** *Adj R^2=.875*

Table 4-c
Service Quality Perceptions Effects On
Satisfaction With Transit Drivers
Sample Three

1.Variable	Beta	t-value	Sig.
1. The drivers were courteous	.505	9.391	.000
2. The drivers were friendly	.283	4.872	.000
3. The drivers were very willing to help riders	.198	4.259	.000

1. ***DV. I was very happy with the stops*** ***Adj R^2=.911***

Table 4-c_1
Stepwise Regression Model Change Statistics
Sample Three

Model	Variable Entered	R^2 Change	Sig.
1	The drivers were courteous	.880	.000
2	The drivers were friendly	.025	.000
3	The drivers were very willing to help drivers	.008	.000

1. ***DV. I was very happy with the drivers*** *Adj R^2=.911*

Table 4-d
Service Quality Perceptions Effects On
Satisfaction With Transit Drivers
Sample Four

1.Variable	Beta	t-value	Sig.
1. The drivers were courteous	.091	.853	.396
2. The drivers were friendly	.401	6.750	.000
3. The drivers were very willing to help riders	.583	9.813	.000

1. ***DV. I was very happy with the stops*** ***Adj R^2=.895***

Table 4-d_1
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	The drivers were very willing to help drivers	.851	.000
2	The drivers were friendly	.045	.000
	1. ***DV. I was very happy with the drivers***	*Adj R^2=.895*	

Section Five: User Satisfaction With Transit Services

The data (Tables 5a – 5d and Tables $5a_1$ – $5d_1$) suggest that in the three no-vanpool samples (sample 3 is a subscription vanpool service) convenience is the factor most closely associated with users' satisfaction with transit services. For the vanpool service, the convenience of the link with the commuter service was identified as the most important factor. Thus, it is apparent that convenience is the most significant determinant of transit user satisfaction. Being well organized was deemed important in three of the four samples. The range of variance explained in users' satisfaction with transit services ranges from .56 to .92.

Table 5-a
Service Quality Perceptions Effects On Satisfaction With Transit Services Sample One

1.Variable	Beta	t-value	Sig.
1. It was easy to buy a ticket	-.062	-1.012	.313
2. We were well organized	.275	5.018	.000
3. Enough information was available	.170	3.526	.001
4. Convenient parking was available	.074	1.396	.165
5. This service is more convenient than driving ourselves	.553	11.572	.000

1. ***DV. I was very happy with the vehicles used*** ***Adj R^2=.916***

Table $5\text{-}a_1$
Stepwise Regression Model Change Statistics Sample One

Model	Variable Entered	R^2 Change	Sig.
1	This service is more convenient than driving ourselves	.878	.000
2	We were well organized	.034	.000
3	Enough information was available	.006	.001
	1. ***DV. I was very happy with this service***	*Adj R^2=.916*	

Table 5-b
Service Quality Perceptions Effects On Satisfaction With Transit Services Sample Two

1.Variable	Beta	t-value	Sig.
1. It was easy to buy a ticket	.203	3.426	.001
2. We were well organized	.268	4.341	.000
3. Enough information was available	.136	1.954	.052
4. Convenient parking was available	.300	6.137	.000

5. This service is more convenient than driving ourselves	.250	5.261	.000
1. ***DV. I was very happy with the vehicles used***			***Adj R^2=.752***

Table 5-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	We were well organized	.609	.000
2	Convenient parking was available	.087	.000
3	This service is more convenient than driving ourselves	.047	.000
4	1. It was easy to buy a ticket	.015	.001
	1. ***DV. I was very happy with this service***	*Adj R^2=.752*	

Table 5-c
Service Quality Perceptions Effects On
Satisfaction With Transit Services
Sample Three

1.Variable	Beta	t-value	Sig.
1. It was easy to buy a ticket	.323	5.275	.000
2. Enough information was available	-.029	-.356	.722
3. Connection with Metrolink is convenient	.366	4.908	.000
4. This service is more convenient than driving ourselves	.230	3.996	.000
1. ***DV. I was very happy with the vehicles used***			***Adj R^2=.561***

Table 5-c_1
Stepwise Regression Model Change Statistics
Sample Three

Model	Variable Entered	R^2 Change	Sig.
1	The connection with Metrolink is convenient	.466	.000
2	It was easy to buy a ticket	.067	.000
3	This service is more convenient than driving ourselves	.034	.000
	1. ***DV. I was very happy with this service***	*Adj R^2=.561*	

Table 5-d
Service Quality Perceptions Effects On
Satisfaction With Transit Services
Sample Four

1.Variable	Beta	t-value	Sig.
1. It was easy to buy a ticket	.180	2.083	.041
2. We were well organized	.549	5.464	.000
3. Enough information was available	.129	.896	.373
4. Convenient parking was available	-.183	-1.726	.089
5. This service is more convenient than driving ourselves	.233	2.905	.005
1. ***DV. I was very happy with the vehicles used***			***Adj R^2=.775***

Table 5-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	Variable Entered	R^2 Change	Sig.
1	We were well organized	.742	.000
2	The service is more convenient than driving ourselves	.029	.003
3	It was easy to buy a ticket	.013	.041
	1. ***DV. I was very happy with this service***	*Adj R^2=.775*	

Section Six: Users Evaluation of Transit Service Quality

The data (Tables 6a – 6d and Tables $6a_1$ – $6d_1$) suggest that convenience and organization are the factors which best explain transit users' perception of the quality of transit services. The range of variance explained in users' evaluations of transit service quality ranges from .71 to .94.

Table 6-a
An Analysis of The Importance of Individual Service Quality Perceptions
Sample One

1.Variable	Beta	t-value	Sig.
1. Our buses were very clean	.108	2.544	.012
2. Our buses were comfortable	-.022	-.440	.661
3. Our buses were not overly crowded	.047	1.522	.130
4. We got to our destination quickly	.063	1.578	.130
5. The ride was smooth	.042	1.042	.299
6. I had no fear that I would be in an accident	-.067	-1.553	.123
7. I felt safe while on the bus	.173	4.137	.000
8. The staff at the stops were courteous	-.098	-1.230	.221
9. The staff at the stops were friendly	-.269	-3.742	.000
10. The staff at the stops were very willing to help riders	.097	.988	.325
11. Staff were available at the stops when they were needed	.396	5.663	.000
12. The locations of the stops was convenient	-.034	-.830	.408
13. I felt safe at the stops	-.145	-2.653	.009
14. The waiting time was reasonable	-.086	-2.217	.028
15. The lines to get on buses were well organized	.125	2.921	.004
16. Convenient parking was available	-.194	-3.758	.000
17. The drivers were courteous	.035	.660	.510
18. The drivers were friendly	.052	1.054	.294
19. The drivers were very willing to help riders	.071	1.447	.150
20. It was easy to buy a ticket	-.151	-2.706	.008

21. We were well organized	.322	4.365	.000
22. Enough information was available	.327	6.910	.000
23. Convenient parking was available	.107	1.624	.107
24. This service is more convenient than driving ourselves	.419	7.758	.000

1. ***DV. The quality of the service I received today was excellent*** ***Adj R^2=.940***

Table 6-a$_1$
Stepwise Regression Model Change Statistics
Sample One

Model	Variable Entered	R^2 Change	Sig.
1	This service is more convenient than driving ourselves	.846	.000
2	Enough Information was available	.044	.000
3	Staff were available at the stops when they were needed	.021	.000
4	I felt safe while on the bus	.009	.000
5	I felt safe at the stops	.004	.004
6	Our buses were nor overly crowed	.005	.002
7	The drivers were very willing to help riders	.002	.020
8	Our buses were very clean	.002	.020
9	The staff at the stops were friendly	.002	.037
10	The lines to get on buses were well organized	.002	.038
11	(out) Our buses were nor overly crowed	.000	.282
12	Convenient parking was available	.002	.037
13	We were well organized	.002	.014
14	It was easy to buy a ticket	.002	.036
15	(out) The drivers were very willing to help riders	-.001	.132
16	The waiting time was reasonable	.002	.028
DV.	1. ***The quality of the service I received today was excellent***	*Adj R^2=.940*	

Table 6-b
An Analysis of The Importance of Individual Service Quality Perceptions
Sample Two

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.045	1.006	.316
2. Our buses were comfortable	.063	1.442	.151
3. Our buses were not overly crowded	-.003	-.071	.944
4. We got to our destination quickly	.132	2.845	.005
5. The ride was smooth	-.003	-.063	.950
6. I had no fear that I would be in an accident	.072	1.654	.100
7. I felt safe while on the bus	-.014	-.310	.757
8. The staff at the stops were courteous	.012	.229	.819
9. The staff at the stops were friendly	.093	1.707	.090
10. The staff at the stops were very willing to help riders	-.018	-.351	.726
11. Staff were available at the stops when they were needed	.062	1.264	.208
12. The locations of the stops was convenient	.000	-.005	.996
13. I felt safe at the stops	.026	.490	.625
14. The waiting time was reasonable	.242	5.404	.000
15. The lines to get on buses were well organized	-.054	-.980	.329
16. Convenient parking was available	-.036	-.596	.552
17. The drivers were courteous	.170	3.849	.000
18. The drivers were friendly	.114	1.239	.217
19. The drivers were very willing to help riders	.100	1.463	.145
20. It was easy to buy a ticket	.089	1.483	.140
21. We were well organized	.266	5.002	.000
22. Enough information was available	.109	1.709	.089
23. Convenient parking was available	.173	3.630	.000
24. This service is more convenient than driving ourselves	.141	3.101	.002

1. ***DV. The quality of the service I received today was excellent*** ***Adj R^2=.790***

Table 6-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	We were well organized	.606	.000
2	The waiting time was reasonable	.108	.000
3	The drivers were courteous	.041	.000
4	This service is more convenient than driving ourselves	.018	.000
5	Convenient parking was available	.014	.001
6	We got to our destination quickly	.009	.005
DV.	1. ***The quality of the service I received today was excellent***	*Adj R^2=.790*	

Table 6-c
An Analysis of The Importance of Individual Service Quality Perceptions
Sample Three

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.034	.603	.547
2. Our buses were comfortable	-.001	-.017	.987
3. Our buses were not overly crowded	-.001	-.024	.981
4. We got to our destination quickly	.029	.467	.641
5. The ride was smooth	-.005	-.075	.941
6. The staff at the stops were courteous	-.043	-.321	.748
7. I felt safe while on the bus	.243	3.844	.000
8. The connection with Metrolink is convenient	.262	4.377	.000
9. The staff at the stops were friendly	.158	2.011	.046
10. The staff at the stops were very willing to help riders	.001	.005	.996
11. Staff were available at the stops when they were needed	-.027	-.293	.770
12. The locations of the stops was convenient	.045	.662	.509
13. I felt safe at the stops	.135	2.382	.018
14. The waiting time was reasonable	.051	.742	.459
15. Convenient parking was available	-.001	-.009	.993
16. The drivers were courteous	.575	5.094	.000
17. The drivers were friendly	-.458	-3.768	.000
18. The drivers were very willing to help riders	.023	.226	.882
19. It was easy to buy a ticket	-.028	-.362	.718
20. Enough information was available	.076	1.197	.233
21. This service is more convenient than driving ourselves	.167	3.040	.003

1. ***DV. The quality of the service I received today was excellent*** ***Adj R^2=.705***

Table 6-c_1
Stepwise Regression Model Change Statistics
Sample Three

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I felt safe while on the bus	.480	.000
2	The connection with Metrolink is convenient	.140	.000
3	The drivers were courteous	.052	.000
4	This service is more convenient than driving ourselves	.014	.009
5	The drivers were friendly	.015	.007
6	I felt safe at the stops	.010	.021
7	The staff at the stops were friendly	.007	.046
DV.	1. ***The quality of the service I received today was excellent***	*Adj R^2=.705*	

Table 6-d
An Analysis of The Importance of Individual Service Quality Perceptions
Sample Four

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.143	2.779	.007
2. Our buses were comfortable	-.155	-2.602	.011
3. Our buses were not overly crowded	.055	.972	.335
4. We got to our destination quickly	-.181	-3.195	.002
5. The ride was smooth	.224	3.241	.002
6. I had no fear that I would be in an accident	-.096	-1.452	.151
7. I felt safe while on the bus	.051	.778	.439
8. The locations of the stops was convenient	.084	1.515	.134
9. I felt safe at the stops	-.032	-.555	.581
10. The waiting time was reasonable	.008	.125	.901
11. The lines to get on buses were well organized	.246	4.329	.000
12. Convenient parking was available	-.044	-.739	.463
13. The drivers were courteous	.016	.215	.830
14. The drivers were friendly	.123	1.642	.105
15. The drivers were very willing to help riders	.243	4.295	.000
16. It was easy to buy a ticket	-.082	-1.285	.203
17. We were well organized	.173	2.158	.035
18. Enough information was available	-.056	-.598	.552
19. Convenient parking was available	-.013	-.162	.872
20. This service is more convenient than driving ourselves	.386	6.859	.000

1. ***DV. The quality of the service I received today was excellent*** ***Adj R^2=.901***

Table 6-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	We are well organized	.757	.000
2	This service is more convenient than driving ourselves	.077	.000
3	The lines to get on the buses are well organized	.024	.001
4	The drivers are very willing to help drivers	.016	.004
5	Our buses are very clean	.009	.023
6	We got to our destination quickly	.012	.008
7	The ride is smooth	.009	.017
8	Our buses are comfortable	.009	.011
DV.	1. ***The quality of the service I received today was excellent***	*Adj R^2=.901*	

Section Seven: The Effect of Service Quality Perceptions of Transit User Satisfaction

The data (Tables 7a – 7d and Tables $7a_1$ – $7d_1$) suggests that convenience and organization also best explain the effect of transit users' perception of the quality of transit services on their overall satisfaction with the service. That is, transit services which are convenient and well organized elicit greater satisfaction from transit users. The range of variance explained in users' satisfaction by their service quality perceptions ranges from .75 to .95.

Table 7-a

An Analysis of The Influence of Individual Service Quality Perceptions on Satisfaction With The Service
Sample One

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.127	3.170	.002
2. Our buses were comfortable	-.031	-.712	.478
3. Our buses were not overly crowded	-.026	-.952	.343
4. We got to our destination quickly	.078	2.170	.031
5. The ride was smooth	.000	.002	.999
6. I had no fear that I would be in an accident	.022	.553	.581
7. I felt safe while on the bus	.114	2.860	.005
8. The staff at the stops were courteous	-.039	-.857	.393
9. The staff at the stops were friendly	-.048	-1.035	.302
10. The staff at the stops were very willing to help riders	-.026	-.527	.599
11. Staff were available at the stops when they were needed	-.009	-.195	.846
12. The locations of the stops was convenient	-.018	-.509	.612
13. I felt safe at the stops	-.097	-1.950	.053
14. The waiting time was reasonable	-.049	-1.691	.093
15. The lines to get on buses were well organized	-.012	-.364	.716
16. Convenient parking was available	.157	3.612	.000
17. The drivers were courteous	-.001	-.012	.990
18. The drivers were friendly	-.033	-.724	.470
19. The drivers were very willing to help riders	.029	.633	.528
20. It was easy to buy a ticket	-.014	-.258	.797
21. We were well organized	.125	2.565	.011
22. Enough information was available	.104	2.448	.015
23. Convenient parking was available	-.006	-.110	.913
24. This service is more convenient than driving ourselves	.347	7.410	.000

1. ***DV. I am very happy with this service*** ***Adj R^2=.945***

Table 7-a$_1$
Stepwise Regression Model Change Statistics
Sample One

Model	Variable Entered	R^2 Change	Sig.
1	This service is more convenient than driving ourselves	.878	.000
2	Our buses were very clean	.035	.000
3	Convenient parking was available	.018	.000
4	We were well organized	.007	.000
5	I felt safe at the stops	.005	.000
6	Enough information was available	.002	.030
7	We got to our destination quickly	.002	.032
DV.	1. ***I am very happy with this service***	*Adj R^2=.945*	

Table 7-b
An Analysis of The Influence of Individual Service Quality Perceptions on Satisfaction With The Service
Sample Two

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	-.027	-.618	.537
2. Our buses were comfortable	.042	.969	.334
3. Our buses were not overly crowded	.008	.209	.835
4. We got to our destination quickly	.108	2.447	.015
5. The ride was smooth	.003	.061	.952
6. I had no fear that I would be in an accident	.086	2.064	.040
7. I felt safe while on the bus	-.102	-1.668	.097
8. The staff at the stops were courteous	.182	3.003	.003
9. The staff at the stops were friendly	.006	.069	.945
10. The staff at the stops were very willing to help riders	-.134	-2.163	.032
11. Staff were available at the stops when they were needed	.046	.636	.526
12. The locations of the stops was convenient	.044	.941	.348
13. I felt safe at the stops	-.070	-1.392	.166
14. The waiting time was reasonable	.131	3.079	.002
15. The lines to get on buses were well organized	.028	.522	.602
16. Convenient parking was available	.120	2.276	.024
17. The drivers were courteous	.010	.140	.889
18. The drivers were friendly	.002	.027	.978
19. The drivers were very willing to help riders	.146	2.993	.003
20. It was easy to buy a ticket	.030	.510	.611
21. We were well organized	.169	2.838	.005
22. Enough information was available	.159	2.612	.010
23. Convenient parking was available	-.061	-1.053	.294
24. This service is more convenient than driving ourselves	.191	4.354	.000

1. ***DV. I am very happy with this service*** ***Adj R^2=.815***

Table 7-b$_1$
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	We were well organized	.609	.000
2	Convenient parking was available	.087	.000
3	The drivers were very willing to help riders	.047	.000
4	This service is more convenient than driving ourselves	.036	.000

5	The waiting time was reasonable	.019	.000
6	We got to our destination quickly	.009	.005
7	Enough information was available	.005	.022
8	The staff at the stops were courteous	.005	.029
9	The staff at the stops were friendly	.004	.040
10	I had no fear that an accident would occur	.004	.040
DV.	1. ***I am very happy with this service***	*Adj R^2=.815*	

Table 7-c

An Analysis of The Influence of Individual Service Quality Perceptions on Satisfaction With The Service
Sample Three

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.076	1.450	.149
2. Our buses were comfortable	-.093	-1.599	.112
3. Our buses were not overly crowded	-.087	-1.491	.138
4. We got to our destination quickly	-.160	-2.700	.008
5. The ride was smooth	-.034	-.596	.552
6. The connection with Metrolink is convenient	.293	5.229	.000
7. I felt safe while on the bus	.290	4.883	.000
8. The staff at the stops were courteous	-.094	-1.267	.207
9. The staff at the stops were friendly	-.026	-.341	.734
10. The staff at the stops were very willing to help riders	-.020	-.283	.778
11. Staff were available at the stops when they were needed	-.079	-1.223	.223
12. The locations of the stops was convenient	.192	3.251	.001
13. I felt safe at the stops	.104	1.859	.065
14. The waiting time was reasonable	.015	.248	.804
15. Convenient parking was available	-.037	-.639	.524
16. The drivers were courteous	.257	4.626	.000
17. The drivers were friendly	-.044	-.410	.682
18. The drivers were very willing to help riders	.001	.009	.992
19. It was easy to buy a ticket	.075	1.015	.312
20. Enough information was available	.097	1.621	.107
21. This service is more convenient than driving ourselves	.142	2.803	.006

1. ***DV. I am very happy with this service*** ***Adj R^2=.749***

Table 7-c_1
Stepwise Regression Model Change Statistics
Sample Three

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I felt safe while on the bus	.509	.000
2	The connection with Metrolink is convenient	.153	.000
3	The drivers were courteous	.045	.000
4	I felt safe at the stops	.023	.000
5	This service is more convenient than driving ourselves	.009	.019
6	The locations of the stops were convenient	.009	.019
7	We got to our destination quickly	.011	.008
DV.	1. ***I am very happy with this service***	*Adj R^2=.749*	

Table 7-d

An Analysis of The Influence of Individual Service Quality Perceptions on Satisfaction With The

Service
Sample Four

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.010	.155	.877
2. Our buses were comfortable	.083	1.111	.270
3. Our buses were not overly crowded	.024	.386	.701
4. We got to our destination quickly	.006	.102	.919
5. The ride was smooth	.025	.345	.731
6. I had no fear that I would be in an accident	.102	1.083	.283
7. I felt safe while on the bus	-.153	-2.148	.035
8. The locations of the stops was convenient	.089	1.233	.222
9. I felt safe at the stops	-.049	-.626	.534
10. The waiting time was reasonable	-.122	-1.607	.113
11. The lines to get on buses were well organized	.243	3.340	.001
12. Convenient parking was available	-.096	-1.248	.216
13. The drivers were courteous	.083	.880	.382
14. The drivers were friendly	.090	.920	.361
15. The drivers were very willing to help riders	.269	3.447	.001
16. It was easy to buy a ticket	.139	1.754	.084
17. We were well organized	.402	4.082	.000
18. Enough information was available	-.001	-.008	.994
19. Convenient parking was available	-.088	-.893	.375
20. This service is more convenient than driving ourselves	.252	3.357	.001

1. ***DV. I am very happy with this service*** ***Adj R^2=.821***

Table 7-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	Variable Entered	R^2 Change	Sig.
1	We are well organized	.742	.000
2	The drivers are very willing to help riders	.033	.002
3	The lines to get on the buses are well organized	.025	.004
4	This service is more convenient than driving ourselves	.022	.005
5	I felt safe while on the bus	.011	.035
DV.	1. ***I am very happy with this service***	*Adj R^2=.821*	

Section Eight: The Effect of Service Quality Perceptions On Users' Perceptions of Transit Convenience

The data (Tables 8a – 8d and Tables $8a_1$ – $8d_1$) suggest that information, parking, service links, and safety are the factors by which transit users judge the convenience of transit services. The range of variance explained in users' perceptions of the convenience of transit services range from .39 to .87.

Table 8-a

An Analysis of The Influence of Individual Service Quality Perceptions on Relative Convenience of the Service
Sample One

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.133	2.188	.030
2. Our buses were comfortable	.013	.187	.852
3. Our buses were not overly crowded	-.051	-1.183	.239
4. We got to our destination quickly	.020	.341	.733
5. The ride was smooth	-.054	-.932	.353
6. I had no fear that I would be in an accident	-.015	-.240	.810
7. I felt safe while on the bus	.107	1.755	.081
8. The staff at the stops were courteous	.157	1.407	.161
9. The staff at the stops were friendly	-.207	-2.959	.004
10. The staff at the stops were very willing to help riders	.042	.302	.763
11. Staff were available at the stops when they were needed	.007	.068	.945
12. The locations of the stops was convenient	-.069	-1.165	.246
13. I felt safe at the stops	.385	5.242	.000
14. The waiting time was reasonable	.112	2.652	.009
15. The lines to get on buses were well organized	.036	.567	.572
16. Convenient parking was available	.292	4.995	.000
17. The drivers were courteous	.115	1.600	.112
18. The drivers were friendly	.073	1.078	.282
19. The drivers were very willing to help riders	.002	.026	.980
20. It was easy to buy a ticket	.203	3.230	.002
21. We were well organized	.007	.062	.951
22. Enough information was available	.024	.348	.728
23. Convenient parking was available	.131	1.432	.154

1. ***DV. This service is more convenient than driving ourselves*** ***Adj R^2=.866***

Table 8-a$_1$
Stepwise Regression Model Change Statistics
Sample One

Model	Variable Entered	R^2 Change	Sig.
1	I felt safe at the stops	.780	.000
2	Convenient parking was available	.066	.000
3	It is easy to buy a ticket	.009	.002
4	I felt safe while on the bus	.005	.023
5	The staff at the stops were friendly	.003	.047
6	The waiting time was reasonable	.005	.016
7	Our buses were very clean	.004	.030
DV.	1. ***This service is more convenient than driving ourselves***	*Adj R^2=.866*	

Table 8-b

An Analysis of The Influence of Individual Service Quality Perceptions on Relative Convenience of the Service
Sample Two

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	-.001	-.014	.989
2. Our buses were comfortable	.152	2.416	.017
3. Our buses were not overly crowded	.062	1.058	.291
4. We got to our destination quickly	.079	1.158	.248
5. The ride was smooth	-.010	-.117	.907
6. I had no fear that I would be in an accident	.081	.860	.391
7. I felt safe while on the bus	.207	3.235	.001
8. The staff at the stops were courteous	-.113	-1.595	.112
9. The staff at the stops were friendly	-.087	-1.277	.203
10. The staff at the stops were very willing to help riders	-.056	-.765	.445
11. Staff were available at the stops when they were needed	-.029	-.415	.679
12. The locations of the stops was convenient	.212	3.434	.001
13. I felt safe at the stops	.125	1.597	.112
14. The waiting time was reasonable	-.045	-.672	.503
15. The lines to get on buses were well organized	-.101	-1.435	.153
16. Convenient parking was available	.006	.088	.930
17. The drivers were courteous	.034	.479	.633
18. The drivers were friendly	-.056	-.786	.433
19. The drivers were very willing to help riders	-.099	.097	.923
20. It was easy to buy a ticket	.118	1.379	.170
21. We were well organized	.354	5.615	.000
22. Enough information was available	.009	.097	.923
23. Convenient parking was available	-.039	-.514	.608
1. ***DV. This service is more convenient than driving ourselves***			***Adj R^2=.524***

Table 8-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	We were well organized	.398	.000
2	I felt safe while on the bus	.086	.000
3	The locations of the stops were convenient	.035	.000
4	Our buses were comfortable	.015	.017
DV.	1. ***This service is more convenient than driving ourselves***	*Adj R^2=.524*	

Table 8-c

An Analysis of The Influence of Individual Service Quality Perceptions on Relative Convenience of the Service
Sample Three

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.075	1.041	.300
2. Our buses were comfortable	.036	.490	.625
3. Our buses were not overly crowded	.109	1.483	.140
4. We got to our destination quickly	.106	1.381	.169
5. The ride was smooth	-.014	-.184	.854
6. The connection with Metrolink is convenient	.458	6.395	.000
7. I felt safe while on the bus	.037	.439	.662
8. The staff at the stops were courteous	.083	1.106	.270
9. The staff at the stops were friendly	.044	.550	.583
10. The staff at the stops were very willing to help riders	.072	.905	.367
11. Staff were available at the stops when they were needed	-.031	-.376	.707
12. The locations of the stops was convenient	.005	.064	.949
13. I felt safe at the stops	.051	.649	.517
14. The waiting time was reasonable	-.014	-.164	.870
15. Convenient parking was available	.261	3.640	.000
16. The drivers were courteous	.070	.982	.327
17. The drivers were friendly	.110	1.495	.137
18. The drivers were very willing to help riders	.058	.824	.411
19. It was easy to buy a ticket	.010	.120	.905
20. Enough information was available	.044	.540	.590

1. ***DV. This service is more convenient than driving ourselves*** ***Adj R^2=.390***

Table 8-c_1
Stepwise Regression Model Change Statistics
Sample Three

Model	Variable Entered	R^2 Change	Sig.
1	The connection with Metrolink is convenient	.348	.000
2	Convenient parking was available	.050	.000
DV.	1. ***This service is more convenient than driving ourselves***	*Adj R^2=.390*	

Table 8-d

An Analysis of The Influence of Individual Service Quality Perceptions on Relative Convenience of the Service
Sample Four

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.081	.948	.346
2. Our buses were comfortable	.171	2.319	.023
3. Our buses were not overly crowded	-.038	-.490	.625
4. We got to our destination quickly	.054	.653	.516
5. The ride was smooth	-.095	-.882	.381
6. I had no fear that I would be in an accident	-.141	-1.497	.139
7. I felt safe while on the bus	.002	.022	.983
8. The locations of the stops was convenient	.125	1.560	.123
9. I felt safe at the stops	-.031	-.350	.727
10. The waiting time was reasonable	-.138	-1.581	.118
11. The lines to get on buses were well organized	-.089	-1.021	.311
12. Convenient parking was available	.398	3.932	.000
13. The drivers were courteous	-.010	-.113	.911
14. The drivers were friendly	-.013	-.147	.883
15. The drivers were very willing to help riders	.038	.415	.680
16. It was easy to buy a ticket	-.042	-.415	.679
17. We were well organized	-.265	-1.630	.108
18. Enough information was available	.394	3.765	.000
19. Convenient parking was available	-.162	-1.255	.214

1. ***DV. This service is more convenient than driving ourselves*** ***Adj R^2=.708***

Table 8-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	Variable Entered	R^2 Change	Sig.
1	Enough Information was available	.629	.000
2	Convenient parking was available	.070	.000
3	Our buses are comfortable	.021	.023
DV.	1. ***This service is more convenient than driving ourselves***	*Adj R^2=.708*	

Section Nine: The Effect of Service Quality Perceptions On Users' Intentions To Reuse A Transit Service

The data (Tables 9a – 9d and Tables $9a_1$ – $9d_1$) suggest that convenience and the friendliness of staff are the factors which best explain transit users' intentions to reuse transit services. The range of variance explained in users' reuse intentions range from .67 to .81.

Table 9-a

An Analysis of The Influence of Individual Service Quality Perceptions on Intentions To Reuse The Service

Sample One

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.124	1.749	.082
2. Our buses were comfortable	.033	.507	.613
3. Our buses were not overly crowded	-.152	-3.041	.003
4. We got to our destination quickly	.225	3.766	.000
5. The ride was smooth	.015	.240	.811
6. I had no fear that I would be in an accident	.045	.835	.405
7. I felt safe while on the bus	.139	1.970	.051
8. The staff at the stops were courteous	.101	1.299	.196
9. The staff at the stops were friendly	.118	1.571	.118
10. The staff at the stops were very willing to help riders	.127	1.569	.119
11. Staff were available at the stops when they were needed	.059	.765	.446
12. The locations of the stops was convenient	-.068	-1.042	.299
13. I felt safe at the stops	.127	1.461	.146
14. The waiting time was reasonable	-.094	-1.693	.093
15. The lines to get on buses were well organized	-.098	-1.573	.118
16. Convenient parking was available	.298	3.822	.000
17. The drivers were courteous	.018	.220	.826
18. The drivers were friendly	-.009	-.115	.909
19. The drivers were very willing to help riders	-.019	-.248	.804
20. It was easy to buy a ticket	-.030	-.432	.666
21. We were well organized	-.010	-.127	.899
22. Enough information was available	-.086	-1.235	.219
23. Convenient parking was available	-.090	-1.088	.278
24. This service is more convenient than driving ourselves	.540	7.482	.000

1. ***DV. I would use this service again*** ***Adj R^2=.806***

Table 9-a_1

Stepwise Regression Model Change Statistics

Sample One

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	This service is more convenient than driving ourselves	.764	.000
2	Convenient parking was available	.025	.000
3	We got to our destination quickly	.010	.005
4	Our buses were not overly crowded	.011	.003
DV.	1. ***I would use this service again***	*Adj R^2=.806*	

Table 9-b

An Analysis of The Influence of Individual Service Quality Perceptions on Intentions To Reuse The Service
Sample Two

1.Variable	Beta	t-value	Sig.
1. Our buses were very clean	-.054	-.982	.328
2. Our buses were comfortable	.023	.440	.660
3. Our buses were not overly crowded	.001	.020	.984
4. We got to our destination quickly	.125	2.330	.021
5. The ride was smooth	-.012	-.227	.821
6. I had no fear that I would be in an accident	-.062	-1.164	.246
7. I felt safe while on the bus	-.049	-.889	.375
8. The staff at the stops were courteous	.045	760	.448
9. The staff at the stops were friendly	.046	.820	.413
10. The staff at the stops were very willing to help riders	.079	1.351	.178
11. Staff were available at the stops when they were needed	.085	1.484	.139
12. The locations of the stops was convenient	.167	3.158	.002
13. I felt safe at the stops	-.070	-1.098	.274
14. The waiting time was reasonable	.066	1.134	.258
15. The lines to get on buses were well organized	.077	1.418	.158
16. Convenient parking was available	.059	1.014	.312
17. The drivers were courteous	-.009	-.147	.883
18. The drivers were friendly	.057	.988	.324
19. The drivers were very willing to help riders	.057	.981	.328
20. It was easy to buy a ticket	.367	6.384	.000
21. We were well organized	.081	1.117	.265
22. Enough information was available	-.028	-.392	.696
23. Convenient parking was available	.002	.040	.968
24. This service is more convenient than driving ourselves	.330	5.659	.000

1. ***DV. I would use this service again*** ***Adj R^2=.665***

Table 9-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	It was easy to buy a ticket	.522	.000
2	This service is more convenient than driving ourselves	.118	.000
3	The locations of the stops were convenient	.023	.000
4	1. We got to our destination quickly	.010	.021
DV.	1. ***I would use this service again***	*Adj R^2=.665*	

Table 9-c

An Analysis of The Influence of Individual Service Quality Perceptions on Intentions To Reuse The Service
Sample Three

1.Variable	Beta	t-value	Sig.
1. Our buses were very clean	.268	4.406	.000
2. Our buses were comfortable	.018	.252	.802

3. Our buses were not overly crowded	.057	.872	.384
4. We got to our destination quickly	-.051	-.775	.440
5. The ride was smooth	-.067	-1.029	.305
6. The connection with Metrolink is convenient	.209	3.290	.001
7. I felt safe while on the bus	.013	.216	.830
8. The staff at the stops were courteous	.026	.180	.858
9. The staff at the stops were friendly	.429	4.212	.000
10. The staff at the stops were very willing to help riders	.244	1.889	.061
11. Staff were available at the stops when they were needed	-.196	-2.030	.044
12. The locations of the stops was convenient	.169	2.538	.012
13. I felt safe at the stops	.049	.805	.422
14. The waiting time was reasonable	.062	.906	.366
15. Convenient parking was available	-.066	-1.049	.296
16. The drivers were courteous	.045	.637	.525
17. The drivers were friendly	-.060	-.774	.440
18. The drivers were very willing to help riders	-.009	-.138	.890
19. It was easy to buy a ticket	-.042	-.472	.638
20. Enough information was available	-.048	-.691	.491
21. This service is more convenient than driving ourselves	.141	2.460	.015

1. ***DV. I would use this service again*** ***Adj R^2=.669***

Table 9-c_1
Stepwise Regression Model Change Statistics
Sample Three

Model	Variable Entered	R^2 Change	Sig.
1	The staff at the stops were friendly	.497	.000
2	The Connection with Metrolink is convenient	.093	.000
3	Our buses were very clean	.059	.000
4	This service is more convenient than driving ourselves	.013	.016
5	The locations of the stops were convenient	.011	.027
6	Staff were available at the stops when needed	.009	.044
DV.	1. ***I would use this service again***	*Adj R^2=.669*	

Table 9-d
An Analysis of The Influence of Individual Service Quality Perceptions on Intentions To Reuse The Service
Sample Four

1.Variable	Beta	t-value	Sig.
1. Our buses were very clean	.117	1.714	.091
2. Our buses were comfortable	.126	1.690	.095
3. Our buses were not overly crowded	.074	1.067	.290
4. We got to our destination quickly	.023	.318	.751
5. The ride was smooth	-.038	-.466	.643
6. I had no fear that I would be in an accident	.011	.149	.882
7. I felt safe while on the bus	-.082	-.968	.337
8. The locations of the stops was convenient	.554	7.929	.000
9. I felt safe at the stops	.015	.145	.885
10. The waiting time was reasonable	.005	.066	.948
11. The lines to get on buses were well organized	.124	1.533	.130

12. Convenient parking was available	-.101	-1.296	.199
13. The drivers were courteous	.880	4.421	.000
14. The drivers were friendly	-.641	-3.136	.003
15. The drivers were very willing to help riders	.147	1.192	.237
16. It was easy to buy a ticket	.244	2.837	.006
17. We were well organized	.168	1.628	.108
18. Enough information was available	.156	1.846	.069
19. Convenient parking was available	-.057	-.637	.526
20. This service is more convenient than driving ourselves	.090	1.089	.280
1. ***DV. I would use this service again***			***Adj R^2=.755***

Table 9-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	Variable Entered	R^2 Change	Sig.
1	The locations of the stops were convenient	.549	.000
2	The drivers are courteous	.165	.000
3	The drivers are friendly	.027	.008
4	It is easy to buy a ticket	.027	.006
DV.	1. ***I would use this service again***	*Adj R^2=.755*	

Section Ten: The Effect of Service Quality Perceptions On Users' Willingness To Recommend A Transit Service

The data (Tables 10a – 10d and Tables $10a_1$ – $10d_1$) suggest that convenience, organization, and staff friendliness are the factors which best explain transit users' willingness to recommend transit services. The range of variance explained in users' willingness to recommend transit services ranges from .70 to .82.

Table 10-a

An Analysis of The Influence of Individual Service Quality Perceptions on Willingness To Recommend This Service
Sample One

1.Variable	Beta	t-value	Sig.
1. Our buses were very clean	-.036	-.481	.631
2. Our buses were comfortable	-.106	-1.632	.105
3. Our buses were not overly crowded	-.091	-1.859	.065
4. We got to our destination quickly	.141	2.225	.026
5. The ride was smooth	-.091	-1.319	.189
6. I had no fear that I would be in an accident	-.130	-1.837	.068
7. I felt safe while on the bus	.182	2.472	.015
8. The staff at the stops were courteous	-.052	-.436	.663
9. The staff at the stops were friendly	.037	.257	.797
10. The staff at the stops were very willing to help riders	.122	1.453	.148
11. Staff were available at the stops when they were needed	-.090	-.826	.410
12. The locations of the stops was convenient	-.162	-2.521	.013
13. I felt safe at the stops	.004	.040	.968
14. The waiting time was reasonable	-.023	-.425	.671
15. The lines to get on buses were well organized	-.049	-.837	.404
16. Convenient parking was available	.191	2.207	.029
17. The drivers were courteous	-.029	-.352	.725
18. The drivers were friendly	-.025	-.326	.745
19. The drivers were very willing to help riders	-.030	-.403	.687
20. It was easy to buy a ticket	-.071	-1.016	.311
21. We were well organized	-.055	-.669	.504
22. Enough information was available	-.003	-.049	.961
23. Convenient parking was available	.002	.026	.979
24. This service is more convenient than driving ourselves	.482	6.330	.000

1. ***DV. I would strongly recommend this service to a good friend*** ***Adj R^2=.819***

Table 10-a_1
Stepwise Regression Model Change Statistics
Sample One

Model	Variable Entered	R^2 Change	Sig.
1	This service is more convenient than driving ourselves	.767	.000
2	We got to our destination quickly	.034	.000
3	The staff at the stops were very willing to help riders	.010	.004
4	I felt safe while on the bus	.005	.045
5	The location of the stops was convenient	.005	.047
6	Convenient parking was available	.005	.029
DV.	1. ***I would strongly recommend this service to a good friend***	*Adj R^2=.819*	

Table 10-b

Analysis of The Influence of Individual Service Quality Perceptions on Willingness To Recommend This Service
Sample Two

1.Variable	Beta	t-value	Sig.
1. Our buses were very clean	-.018	-.335	.738
2. Our buses were comfortable	.099	1.833	.068
3. Our buses were not overly crowded	.033	.682	.496
4. We got to our destination quickly	.178	3.250	.001
5. The ride was smooth	.155	3.062	.003
6. I had no fear that I would be in an accident	.109	1.915	.057
7. I felt safe while on the bus	-.087	-1.293	.198
8. The staff at the stops were courteous	.059	1.096	.274
9. The staff at the stops were friendly	.046	.843	.400
10. The staff at the stops were very willing to help riders	.028	.503	.616
11. Staff were available at the stops when they were needed	.054	1.030	.305
12. The locations of the stops was convenient	.100	1.811	.072
13. I felt safe at the stops	.111	1.763	.080
14. The waiting time was reasonable	.014	.259	.796
15. The lines to get on buses were well organized	.036	.664	.508
16. Convenient parking was available	.185	3.730	.000
17. The drivers were courteous	-.010	-.190	.850
18. The drivers were friendly	-.027	-.502	.616
19. The drivers were very willing to help riders	.058	1.072	.285
20. It was easy to buy a ticket	-.094	-1.415	.159
21. We were well organized	.134	2.288	.023
22. Enough information was available	-.088	-1.310	.192
23. Convenient parking was available	.004	.053	.958
24. This service is more convenient than driving ourselves	.401	7.242	.000

1. ***DV. I would strongly recommend this service to a good friend*** *Adj R^2=.697*

Table 10-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	This service is more convenient than driving ourselves	.562	.000
2	We got to our destination quickly	.083	.000
3	Convenient parking was available	.035	.000
4	The ride was smooth	.018	.001
5	We were well organized	.008	.023
DV.	1. ***I would strongly recommend this service to a good friend***	*Adj R^2=.697*	

Table 10-c

An Analysis of The Influence of Individual Service Quality Perceptions on Willingness To Recommend This Service
Sample Three

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	.153	2.770	.006
2. Our buses were comfortable	.007	.102	.919
3. Our buses were not overly crowded	.139	2.258	.025
4. We got to our destination quickly	-.005	-.073	.942
5. The ride was smooth	-.108	-1.793	.075
6. The connection with Metrolink is convenient	.386	6.091	.000
7. I felt safe while on the bus	.095	1.555	.122
8. The staff at the stops were courteous	-.011	-.084	.933
9. The staff at the stops were friendly	.645	5.371	.000
10. The staff at the stops were very willing to help riders	.379	3.073	.003
11. Staff were available at the stops when they were needed	-.075	-.790	.431
12. The locations of the stops was convenient	.088	1.084	.280
13. I felt safe at the stops	.197	3.190	.002
14. The waiting time was reasonable	-.220	-3.334	.001
15. Convenient parking was available	-.118	-1.908	.058
16. The drivers were courteous	.276	2.555	.012
17. The drivers were friendly	-.799	-6.440	.000
18. The drivers were very willing to help riders	.046	.479	.633
19. It was easy to buy a ticket	-.493	-5.221	.000
20. Enough information was available	-.077	-1.011	.314
21. This service is more convenient than driving ourselves	.164	3.179	.002

1. ***DV. I would strongly recommend this service to a good friend*** ***Adj R^2=.749***

Table 10-c_1

Stepwise Regression Model Change Statistics
Sample Three

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	The staff at the stops were friendly	.523	.000
2	The connection with Metrolink is convenient	.101	.000
3	Our buses were very clean	.025	.001
4	The drivers were friendly	.019	.003
5	This service is more convenient than driving ourselves	.024	.001
6	It was easy to buy a ticket	.015	.006
7	I felt safe while on the bus	.012	.011
8	The staff at the stops were very willing to help riders	.009	.028
9	The locations of the stops were convenient	.009	.025
10	The waiting time was reasonable	.008	.031
11	I felt safe at the stops	.009	.024
12	The drivers were courteous	.008	.025
13	Our buses were not overly crowded	.008	.025
DV.	1. ***I would strongly recommend this service to a good friend***	*Adj R^2=.749*	

Table 10-d

An Analysis of The Influence of Individual Service Quality Perceptions on Willingness To Recommend This Service
Sample Four

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. Our buses were very clean	-.056	-.741	.461
2. Our buses were comfortable	.132	1.719	.090
3. Our buses were not overly crowded	.080	1.121	.266
4. We got to our destination quickly	.094	1.308	.195
5. The ride was smooth	.082	.978	.331
6. I had no fear that I would be in an accident	.054	.658	.513
7. I felt safe while on the bus	.035	.399	.691
8. The locations of the stops was convenient	.148	1.836	.071
9. I felt safe at the stops	.101	1.178	.243
10. The waiting time was reasonable	-.012	-.131	.896
11. The lines to get on buses were well organized	.169	1.956	.055
12. Convenient parking was available	-.231	-2.009	.048
13. The drivers were courteous	-.136	-1.207	.232
14. The drivers were friendly	-.156	-1.303	.197
15. The drivers were very willing to help riders	.316	3.609	.001
16. It was easy to buy a ticket	.062	.621	.537
17. We were well organized	.459	3.750	.000
18. Enough information was available	.002	.012	.991
19. Convenient parking was available	.050	.417	.678
20. This service is more convenient than driving ourselves	.399	3.944	.000

1. ***DV. I would strongly recommend this service to a good friend*** ***Adj R^2=.743***

Table 10-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	We are well organized	.632	.000
2	The drivers are very willing to help riders	.072	.000
3	This service is more convenient than driving ourselves	.040	.001
4	Convenient parking is available	.014	.048
DV.	1. ***I would strongly recommend this service to a good friend***	*Adj R^2=.743*	

Section Eleven: The Effect of Users Satisfaction With Transit Service Components On Their Overall Satisfaction With The Service

The data (Tables 11a – 11d and Tables $11a_1$ – $11d_1$) suggest that drivers, stops, and vehicles are the most important components of transit services in explaining transit users' overall satisfaction with transit services. The range of variance explained in users' overall satisfaction ranges from .50 to .88.

Table 11-a
An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Overall Satisfaction With The Service
Sample One

1.Variable	Beta	t-value	Sig.
1. I am very happy with the vehicles used	.378	6.148	.000
2. I was very happy with the employees at the stops	.134	2.181	.031
3. I was very happy with the stops	.228	3.499	.001
4. I was very happy with my driver(s)	.251	3.899	.000

1. ***DV. I am very happy with this service*** ***Adj R^2=.876***

Table 11-a_1
Stepwise Regression Model Change Statistics
Sample One

Model	Variable Entered	R^2 Change	Sig.
1	I am very happy with the vehicles used	.810	.000
2	I was very happy with the stops	.050	.000
3	I was very happy with my driver(s)	.015	.000
4	I was very happy with the employees at the stops	.004	.031
DV.	1. ***I am very happy with this service***	*Adj R^2=.876*	

Table 11-b
An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Overall Satisfaction With The Service
Sample Two

1.Variable	Beta	t-value	Sig.
1. I am very happy with the vehicles used	.190	3.496	.001
2. I was very happy with the employees at the stops	.240	3.956	.000
3. I was very happy with the stops	.384	7.249	.000
4. I was very happy with my driver(s)	.178	2.950	.004

1. ***DV. I am very happy with this service*** ***Adj R^2=.707***

Table 11-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	I was very happy with the stops	.560	.000
2	I was very happy with the employees at the stops	.110	.000
3	I was very happy with the vehicles used	.031	.000
4	I was very happy with the driver(s)	.013	.004
DV.	1. ***I am very happy with this service***	*Adj R^2=.707*	

Table 11-c

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Overall Satisfaction With The Service
Sample Three

1.Variable	Beta	t-value	Sig.
1. I am very happy with the vehicles used	.106	1.549	.123
2. I was very happy with the employees at the stops	.139	1.469	.143
3. I was very happy with the stops	.265	4.418	.000
4. I was very happy with my driver(s)	.532	8.880	.000

1. ***DV. I am very happy with this service*** ***Adj R^2=.497***

Table 11-c_1

Stepwise Regression Model Change Statistics
Sample Three

Model	Variable Entered	R^2 Change	Sig.
1	I was very happy with the drivers	.451	.000
2	I was very happy with the stops	.051	.000
DV.	1. ***I am very happy with this service***	*Adj R^2=.497*	

Table 11-d

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Overall Satisfaction With The Service
Sample Four

1.Variable	Beta	t-value	Sig.
1. I am very happy with the vehicles used	.313	4.510	.000
2. I was very happy with the stops	.095	1.200	.233
3. I was very happy with my driver(s)	.612	8.829	.000

1. ***DV. I am very happy with this service*** ***Adj R^2=.655***

Table 11-d_1

Stepwise Regression Model Change Statistics
Sample Four

Model	Variable Entered	R^2 Change	Sig.
1	I was very happy with the drivers	.588	.000
2	I am very happy with the vehicles used	.074	.000

DV. 1. ***I am very happy with this service*** *Adj R^2=.655*

Section Twelve: The Effect of Users Satisfaction With Transit Service Components On Their Intentions To Reuse A Service

The data (Tables 12a – 12d and Tables $12a_1$ – $12d_1$) clearly suggest that transit users overall satisfaction with the service provided is the major determinant of their intentions to reuse a specific transit service. This suggest that users emotional reaction to the services provided is more important in determining their intentions to reuse a service than their perceptions of the quality of the service. The range of variance explained in users' intentions to reuse a service is from .60 to .78.

Table 12-a
An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Reuse The Service
Sample One

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	.192	2.310	.022
2. I was very happy with the employees at the stops	.036	.485	.629
3. I was very happy with the stops	-.066	-.843	.401
4. I was very happy with my driver(s)	-.003	-.040	.968
1. 5. I am very happy with this service	.712	8.594	.000

1. ***DV. I would use this service again*** ***Adj R^2=.787***

Table 12-a_1
Stepwise Regression Model Change Statistics
Sample One

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I am very happy with this service	.783	.000
2	I am very happy with the vehicles used	.007	.022

DV. 1. ***I would use this service again*** *Adj R^2=.787*

Table 12-b

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Reuse The Service
Sample Two

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	.026	.401	.689
2. I was very happy with the employees at the stops	.139	2.065	.040
3. I was very happy with the stops	.174	2.484	.014
4. I was very happy with my driver(s)	.004	.051	.959
1. 5. I am very happy with this service	.529	6.646	.000
1. ***DV. I would use this service again***			***Adj R^2=.596***

Table 12-b_1

Stepwise Regression Model Change Statistics
Sample Two

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I am very happy with this service	.576	.000
2	I was very happy with the stops	.017	.005
3	I was very happy with the employees at the stops	.009	.040
DV.	1. ***I would use this service again***	*Adj R^2=.596*	

Table 12-c

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Reuse The Service
Sample Three

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	.060	.972	.332
2. I was very happy with the employees at the stops	.126	1.721	.087
3. I was very happy with the stops	.315	5.777	.000
4. I was very happy with my driver(s)	.036	.558	.578
1. 5. I am very happy with this service	.559	10.261	.000
1. ***DV. I would use this service again***			***Adj R^2=.600***

Table 12-c_1

Stepwise Regression Model Change Statistics
Sample Three

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I am very happy with this service	.534	.000
2	I was very happy with the stops	.070	.000
DV.	1. ***I would use this service again***	*Adj R^2=.600*	

Table 12-d

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To

Reuse The Service
Sample Four

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	.042	.633	.528
2. I was very happy with the stops	.172	2.817	.006
3. I was very happy with my driver(s)	.170	2.189	.031
4. I am very happy with this service	.633	8.023	.000

1. ***DV. I would use this service again*** ***Adj R^2=.775***

Table 12-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I am very happy with this service	.743	.000
2	I was very happy with the stops	.027	.001
3	I was very happy with my driver(s)	.011	.031
DV.	1. ***I would use this service again***	*Adj R^2=.775*	

Section Thirteen: The Effect of Users Satisfaction With Transit Service Components On Their Intentions To Use Other Transit Services

The data (Tables 13a – 13d and Tables $13a_1$ – $13d_1$) clearly suggest that transit users overall satisfaction with the service provided is also the major determinant of their intentions to use other transit service. This suggest that users emotional reaction to the services provided is more important in determining their intentions to use additional transit services than their perceptions of the quality of the service. The range of variance explained in users' intentions to use other transit services is from .24 to .33.

Table 13-a
An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Use Other Transit Service
Sample One

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	-.161	-1.051	.295
2. I was very happy with the employees at the stops	.278	2.212	.028
3. I was very happy with the stops	-.039	-.251	.802
4. I was very happy with my driver(s)	.107	.718	.474
1. 5. I am very happy with this service	.328	2.608	.010

1. ***DV. Because of this service, I would use other similar services*** ***AdjR^2=.332***

Table 13-a_1
Stepwise Regression Model Change Statistics
Sample One

Model	Variable Entered	R^2 Change	Sig.
1	I am very happy with this service	.320	.000
2	I was very happy with the employees at the stops	.020	.028
DV.	1. ***Because of this service, I would use other similar services***	*Adj R^2=.332*	

Table 13-b

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Use Other Transit Service
Sample Two

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	.114	1.328	.186
2. I was very happy with the employees at the stops	.025	.274	.785
3. I was very happy with the stops	.033	.346	.730
4. I was very happy with my driver(s)	-.011	-.119	.905
1. 5. I am very happy with this service	.490	7.708	.000

1. ***DV. Because of this service, I would use other similar services*** ***Adj R^2=.236***

Table 13-b_1
Stepwise Regression Model Change Statistics
Sample Two

Model	Variable Entered	R^2 Change	Sig.
1	I was very happy with this service	.240	.000
DV.	1. ***Because of this service, I would use other similar services***	*Adj R^2=.236*	

Table 13-c

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Use Other Transit Service
Sample Three

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	-.021	-.241	.809
2. I was very happy with the employees at the stops	.026	.260	.795
3. I was very happy with the stops	.188	2.519	.013
4. I was very happy with my driver(s)	-.047	-.541	.589
5. I am very happy with this service	.392	5.246	.000

1. ***DV. Because of this service, I would use other similar services*** ***Adj R^2=.262***

Table 13-c_1
Stepwise Regression Model Change Statistics

Sample Three

Model	Variable Entered	R^2 Change	Sig.
1	I am very happy with this service	.245	.000
2	I was very happy with the stops	.025	.013
DV.	1. ***Because of this service, I would use other similar services***	*Adj R^2=.262*	

Table 13-d

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Use Other Transit Service
Sample Four

1.Variable	Beta	t-value	Sig.
1. I am very happy with the vehicles used	-.026	-.227	.821
2. I was very happy with the stops	.200	1.869	.065
3. I was very happy with my driver(s)	.122	.880	.382
4. I am very happy with this service	.557	6.248	.000

1. ***DV. Because of this service, I would use other similar services*** ***Adj R^2=.302***

Table 13-d_1
Stepwise Regression Model Change Statistics
Sample Four

Model	Variable Entered	R^2 Change	Sig.
1	I am very happy with this service	.310	.000
DV.	1. ***Because of this service, I would use other similar services***	*Adj R^2=.302*	

Section Fourteen: The Effect of Users Satisfaction With Transit Service Components On Their Intentions To Recommend The Service

The data (Tables 14a – 14d and Tables $14a_1$ – $14d_1$) further suggest that transit users overall satisfaction with the service provided also is the major determinant of their intentions to recommend a transit service. Again, this suggest that users emotional reaction to the services provided is more important in determining their intentions to recommend a service than their perceptions of the quality of the service. The range of variance explained in users' intentions to reuse a service is from .56 to .81.

Table 14-a

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Recommend The Transit Service
Sample One

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	.244	2.929	.004
2. I was very happy with the employees at the stops	.042	.572	.568
3. I was very happy with the stops	.018	.228	.820
4. I was very happy with my driver(s)	.086	1.023	.308
1. 5. I am very happy with this service	.662	7.968	.000

1. ***DV. I would strongly recommend this service to a good friend*** ***AdjR^2=.786***

Table 14-a_1

Stepwise Regression Model Change Statistics
Sample One

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I am very happy with this service	.777	.000
2	I was very happy with the vehicles used	.011	.004
DV.	1. ***I would strongly recommend this service to a good friend***	*Adj R^2=.786*	

Table 14-b

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Recommend The Transit Service
Sample Two

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	.058	.992	.322
2. I was very happy with the employees at the stops	.012	.185	.853
3. I was very happy with the stops	.105	1.622	.106
4. I was very happy with my driver(s)	-.033	-.551	.582
1. 5. I am very happy with this service	.803	18.674	.000

1. ***DV. I would strongly recommend this service to a good friend*** ***Adj R^2=.643***

Table 14-b_1

Stepwise Regression Model Change Statistics
Sample Two

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I am very happy with this service	.645	.000
DV.	1. ***I would strongly recommend this service to a good friend***	*Adj R^2=.643*	

Table 14-c

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Recommend The Transit Service
Sample Three

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	.091	1.361	.175
2. I was very happy with the employees at the stops	.192	2.476	.014
3. I was very happy with the stops	.226	3.148	.002
4. I was very happy with my driver(s)	-.116	-1.482	.140
5. I am very happy with this service	.448	7.141	.000

1. ***DV. I would strongly recommend this service to a good friend*** ***Adj R^2=.564***

Table 14-c_1

Stepwise Regression Model Change Statistics
Sample Three

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I am very happy with this service	.479	.000
2	I was very happy with the stops	.078	.000
3	1. I was very happy with the employees at the stops	.014	.014

DV. 1. ***I would strongly recommend this service to a good friend*** *Adj R^2=.564*

Table 14-d

An Analysis of The Influence of Satisfaction With Specific Transit Dimensions On Intention To Recommend The Transit Service
Sample Four

1.**Variable**	**Beta**	**t-value**	**Sig.**
1. I am very happy with the vehicles used	.138	2.268	.026
2. I was very happy with the stops	.179	3.052	.003
3. I was very happy with my driver(s)	.058	.798	.427
1. 4. I am very happy with this service	.688	11.241	.000

1. ***DV. I would strongly recommend this service to a good friend*** ***Adj R^2=.805***

Table 14-d_1

Stepwise Regression Model Change Statistics
Sample Four

Model	**Variable Entered**	**R^2 Change**	**Sig.**
1	I am very happy with this service	.767	.000
2	I was very happy with the stops	.034	.000

3	1.	I was very happy with the vehicles used	.011	.026
DV.	1.	***I would strongly recommend this service to a good friend***	*Adj R^2=.805*	

Appendix

Variables	Service			
	Taltran	Bi-State	JTA	Pace
1. Our buses are very clean.	4.61	4.44	4.22	4.39
2. Our buses are comfortable.	4.49	4.43	3.91	4.38
3. Our buses are not overly crowded.	4.26	4.29	3.69	3.76
4. We got to our destination quickly.	4.64	4.34	3.98	4.01
5. The ride was smooth.	4.47	3.98	3.83	4.18
6. I had no fear that I would be in an accident.	4.44	N/A	3.96	4.12
7. I felt safe while on the bus.	4.57	4.56	4.12	4.25
8. I was very happy with the vehicles used.	4.62	4.30	4.12	4.27
9. The staff at the stops were courteous.	4.58	4.50	4.24	N/A
10. The staff at the stops were friendly.	4.56	4.46	4.17	N/A
11. The staff at the stops were very willing to help riders.	4.55	4.46	4.11	N/A
12. Staff were available at the stops when they were needed.	4.51	4.38	4.07	N/A
13. I was very happy with the employees at the stops.	4.54	4.42	4.12	N/A
14. The location of the stops were convenient.	4.46	4.40	4.07	4.29
15. I felt safe at the stops.	4.60	4.42	4.23	4.20
16. The waiting time was reasonable?	4.18	4.29	3.81	3.91
17. The lines to get on the buses were well organized.	4.35	N/A	3.81	4.01
18. Convenient parking was available at our stops?	4.50	4.26	3.90	3.89
19. I was very happy with the stops.	4.48	4.34	4.00	4.24
20. The drivers were courteous.	4.55	4.62	4.07	4.15
21. The drivers were friendly.	4.52	4.57	4.08	4.18
22. The drivers were very willing to help riders.	4.51	4.56	4.01	4.19
23. I was very happy with the drivers.	4.53	4.60	4.05	4.20
24. It was easy to buy a ticket.	4.55	4.43	4.33	4.01
25. We were well organized.	4.56	N/A	4.16	4.00
26. Enough information was available.	4.47	4.22	4.03	4.12
27. The connection with Metrolink is convenient.	N/A	4.60	N/A	N/A
28. Convenient parking was available at our service?	4.51	N/A	3.94	3.83
29. This service is more convenient than driving myself.	4.59	4.53	4.35	4.09
30. The quality of the service I received today was excellent.	4.56	4.63	4.11	4.12
31. I am very happy with this service.	4.59	4.64	4.16	4.15
32. I would use this service again.	4.65	4.71	4.42	4.37
33. Because of this service, I will use other similar services.	4.17	4.39	3.75	3.82
34. I would strongly recommend this service to a good friend.	4.59	4.70	4.23	4.27
35. In general, I am very happy with this service's service.	4.37	4.03	4.02	4.30
36. I frequently use this service to commute to work.	2.66	4.19	1.81	3.71
37. I frequently use this service for purposes other than work.	2.75	4.11	2.28	3.03
38. Overall, I think this service's service quality is excellent.	4.27	4.02	3.70	4.20
39. Do you own a car?	N/A	N/A	N/A	1.54
40. Do you have a car available for this trip?	N/A	N/A	N/A	1.64
41. How did you get to your stop?	N/A	N/A	N/A	1.96
42. How often do you ride?	N/A	N/A	N/A	1.46
43. My gender is?	1.51	1.51	1.40	1.46
44. The highest education I have completed is?	3.83	3.15	3.36	2.90
45. The city I live in is?	1.00	3.00	2.00	4.00
Sample Size	181	231	212	114