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ABSTRACT

This study investigated and described the concept of today's changes in the public transportation since the riding public have an options to adapt new technologies in line with the digitization or to remain at their accustomed option. The researcher observed that the concept of digitization in the railway industry is not just about the creation and installation of technologies but the readiness of the commuters to accept changes to the advancement of the technologies. The topic of the research was chosen as the relevance on the riding public's curiosity to the introduced technologies in the railway industry to have another option of payment in terms of ticketing and card reloading. Since there are Private Public Partnership (PPP) on the railway lines in Metro Manila and with the fact that it is also operated by different companies, the number of installed Ticket Vending Machines (TVMs) are not equal and determined only based on the passenger flow in a Station.

Consequently, private and public operators of railway lines have their own concepts on how to increase the engagement of technologies to serve the riding public. These companies are competing to retain the market share against other mode of transportation and the loyalty of the commuters. The qualitative approach, specifically in-depth interview and convenience sampling was utilized in this study. This research examined the concept of acceptance of technologies as this can be one of the challenge for the digitization in the Philippines.

Keywords: Digitization; Technology; Railway; Fare and Ticketing; Public Transportation