

Exploring Subjective Attitudes towards Public Transport of Intercity Travel and Their Relationships

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Abstract : With the continuous development of urban agglomerations, higher demands are placed on intercity public transport travel services. To improve these services, it is necessary to comprehensively understand the views and evaluations of travelers. Taking the Guanzhong Plain urban agglomeration in China as the object, this study explores subjective attitude indicators from self-administrated survey data and examines the relationship among perceived accessibility, preference, and satisfaction for intercity public transport using a structural equation model. The results show that perceived service quality has a direct positive impact on perceived accessibility and satisfaction. Perceived accessibility and preference significantly affect satisfaction. In addition, perceived accessibility mediates the effect of service quality on satisfaction. This study provides valuable insights from a policy perspective to improve the subjective evaluation of intercity public transport travelers while emphasizing the importance of subjective variables in transport system evaluation and advocates for their subdivision to more comprehensively improve the travel experience.

Keywords : intercity public transport, perceived accessibility, satisfaction, structural equation model

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