

## Document details

[< Back to results](#) | 1 of 1[Export](#) [Download](#) [Print](#) [E-mail](#) [Save to PDF](#) [Add to List](#) [More... >](#)Planning Malaysia  
Volume 15, Issue 1, 2017, Pages 333-346

## Modelling willingness to pay for improved public transport services: The challenges of non-response to stated preference hypothetical questions

(Article)

Bachok, S.<sup>a</sup> [✉](#), Ponrahono, Z.<sup>b</sup><sup>a</sup>Kulliyah of Architecture and Environmental Design, International Islamic University, Malaysia<sup>b</sup>Faculty of Environmental Studies, Universiti Putra Malaysia, Malaysia

## Abstract

[View references \(19\)](#)

The paper focuses on the modelling attempt of willingness to pay for an improved bus service in selected cities and towns of Malaysia. Using responses from onboard intercept surveys, 1,130 samples of bus passengers have been analysed so as to arrive at a simplified model of how passengers trade off their money with possible upgrading of bus services elements. The willingness to pay among these bus riders was very low, despite the high expectation of improvements aspired by them. For service providers, fares are a function of travel time, travel distance and other operating costs. For passengers, the utility function is explained by costs, time, distance and various latent parameters. This paper highlights the significant results of chi-square analysis at various confidence levels. However, modelling the exact utility function of preferences for staggered increased in fares could not be carried out successfully at 95 percent confidence level, due to the relatively small number of respondents stating their and/or undecided response to willingness to pay for the additional fare rate. The issue of non-response to hypothetical survey questions is also raised, explaining the difficulties in modelling this choice behaviour. © 2017 by MIP.

## Author keywords

Bus Frequency Increased fare Public transport Willingness to pay

ISSN: 16756215

Source Type: Journal

Original language: English

Document Type: Article

Publisher: Malaysian Institute Of Planners

## References (19)

[View in search results format >](#) All [Export](#) [Print](#) [E-mail](#) [Save to PDF](#) [Create bibliography](#)

- 1 Dodgson, J.S., Katsoulacos, A.Y.  
Quality competition in bus services. Some welfare implications of bus deregulation  
(1988) *Journal of Transport Economics & Policy*, 22 (3), pp. 263-282. Cited 23 times.

- 2 Duffy, B., Smith, K., Terhanian, G., Bremer, J.  
Comparing data from online and face-to-face surveys  
(2005) *International Journal of Market Research*, 47 (6), pp. 615-630. Cited 182 times.

[View at Publisher](#)Metrics [?](#)

0 Citations in Scopus

0 Field-Weighted Citation Impact

PlumX Metrics [v](#)

Usage, Captures, Mentions, Social Media and Citations beyond Scopus.

## Cited by 0 documents

Inform me when this document is cited in Scopus:

[Set citation alert >](#)[Set citation feed >](#)

## Related documents

Value of travel time savings and value of trip time reliability: A concern

Hensher, D.A.  
(2015) *Road and Transport Research*

Behavioral response to hydrogen fuel cell vehicles and refueling: Results of California drive clinics

Martin, E. , Shaheen, S.A. , Lipman, T.E.  
(2009) *International Journal of Hydrogen Energy*

Dynamic congestion pricing in urban transit system

Tian, Q. , Yang, H. , Huang, H.  
(2009) *Proceedings of the 2nd International Conference on Transportation Engineering, ICTE 2009*

View all related documents based on references

Find more related documents in Scopus based on:

- 3 Espino, R., Román, C., Ortúzar, J. de D.  
Analysing demand for suburban trips: A mixed RP/SP model with latent variables and interaction effects  
(2006) *Transportation*, 33 (3), pp. 241-261. Cited 30 times.  
doi: 10.1007/s11116-005-2299-0  
[View at Publisher](#)
- 
- 4 Gibbs Jr., R.W., Bryant, G.A.  
Striving for optimal relevance when answering questions  
(2008) *Cognition*, 106 (1), pp. 345-369. Cited 19 times.  
doi: 10.1016/j.cognition.2007.02.008  
[View at Publisher](#)
- 
- 5 Hensher, D.A., Stanley, J.  
Performance-based quality contracts in bus service provision  
(2003) *Transportation Research Part A: Policy and Practice*, 37 (6), pp. 519-538. Cited 66 times.  
doi: 10.1016/S0965-8564(03)00006-5  
[View at Publisher](#)
- 
- 6 Hess, D.B., Brown, J., Shoup, D.  
Waiting for the bus  
(2004) *Public Transportation*, 7 (4), pp. 67-84. Cited 26 times.
- 
- 7 Li, Z., Hensher, D.A., Rose, J.M.  
Willingness to pay for travel time reliability in passenger transport: A review and some new empirical evidence  
(2010) *Transportation Research Part E: Logistics and Transportation Review*, 46 (3), pp. 384-403. Cited 136 times.  
[www.elsevier.com/inca/publications/store/6/0/0/2/4/4/](http://www.elsevier.com/inca/publications/store/6/0/0/2/4/4/)  
doi: 10.1016/j.tre.2009.12.005  
[View at Publisher](#)
- 
- 8 Lietz, P.  
(2008) *Questionnaire Design in Attitude and Opinion Research: Current State Ofan Art*, 655. Working Paper), Jacobs University, Bremen
- 
- 9 Liu, Z., Jansen, B.J.  
Identifying and predicting the desire to help in social question and answering  
(2017) *Information Processing and Management*, 53 (2), pp. 490-504. Cited 4 times.  
doi: 10.1016/j.ipm.2016.05.001  
[View at Publisher](#)
- 
- 10 Manisera, M., Zuccolotto, P.  
Modeling "don't know" responses in rating scales  
(2014) *Pattern Recognition Letters*, 45, pp. 226-234. Cited 19 times.  
[www.elsevier.com/inca/publications/store/5/0/5/6/1/9/](http://www.elsevier.com/inca/publications/store/5/0/5/6/1/9/)  
doi: 10.1016/j.patrec.2014.04.012  
[View at Publisher](#)

- 11 Martínez-Espiñeira, R., Lyssenko, N.  
Alternative approaches to dealing with respondent uncertainty in contingent valuation: A comparative analysis  
(2012) *Journal of Environmental Management*, 93 (1), pp. 130-139. Cited 16 times.  
doi: 10.1016/j.jenvman.2011.09.008  
[View at Publisher](#)
- 
- 12 O'Garra, T., Mourato, S., Garrity, L., Schmidt, P., Beerenwinkel, A., Altmann, M., Hart, D., (...), Whitehouse, S.  
Is the public willing to pay for hydrogen buses? A comparative study of preferences in four cities  
(2007) *Energy Policy*, 35 (7), pp. 3630-3642. Cited 30 times.  
doi: 10.1016/j.enpol.2006.12.031  
[View at Publisher](#)
- 
- 13 Phanikumar, C.V., Maitra, B.  
Willingness-to-pay and preference heterogeneity for rural bus attributes  
(2007) *Journal of Transportation Engineering*, 133 (1), pp. 62-69. Cited 11 times.  
doi: 10.1061/(ASCE)0733-947X(2007)133:1(62)  
[View at Publisher](#)
- 
- 14 Pedersen, P.A.  
On the optimal fare policies in urban transportation  
(2003) *Transportation Research Part B: Methodological*, 37 (5), pp. 423-435. Cited 23 times.  
[www.elsevier.com/inca/publications/store/5/4/8/](http://www.elsevier.com/inca/publications/store/5/4/8/).  
doi: 10.1016/S0191-2615(02)00022-X  
[View at Publisher](#)
- 
- 15 Politis, I., Papaioannou, P., Basbas, S., Dimitriadis, N.  
Evaluation of a bus passenger information system from the users' point of view in the city of Thessaloniki, Greece  
(2010) *Research in Transportation Economics*, 29 (1), pp. 249-255. Cited 24 times.  
doi: 10.1016/j.retrec.2010.07.031  
[View at Publisher](#)
- 
- 16 Ricci, M., Bellaby, P., Flynn, R.  
What do we know about public perceptions and acceptance of hydrogen? A critical review and new case study evidence  
(2008) *International Journal of Hydrogen Energy*, 33 (21), pp. 5868-5880. Cited 63 times.  
<http://www.journals.elsevier.com/international-journal-of-hydrogen-energy/>.  
doi: 10.1016/j.ijhydene.2008.07.106  
[View at Publisher](#)
- 
- 17 Sanchez, M.E., Morchio, G.  
Probing "dont know" answers: Effects on survey estimates and variable relationships  
(1992) *Public Opinion Quarterly*, 56 (4), pp. 454-474. Cited 31 times.  
doi: 10.1086/269337  
[View at Publisher](#)
-

□ 18 Saxe, M., Folkesson, A., Alvfors, P.

A follow-up and conclusive report on the attitude towards hydrogen fuel cell buses in the CUTE project-From passengers in Stockholm to bus operators in Europe

(2007) *International Journal of Hydrogen Energy*, 32 (17), pp. 4295-4305. Cited 21 times.  
doi: 10.1016/j.ijhydene.2007.07.050

[View at Publisher](#)

□ 19 Turvey, R., Mohring, H.

Optimal bus fares

(1975) *Journal of Transport Economics and Policy*, 9 (3), pp. 280-286.

© Copyright 2017 Elsevier B.V., All rights reserved.

[< Back to results](#) | 1 of 1

[^ Top of page](#)

## About Scopus

[What is Scopus](#)

[Content coverage](#)

[Scopus blog](#)

[Scopus API](#)

[Privacy matters](#)

## Language

[日本語に切り替える](#)

[切换到简体中文](#)

[切换到繁體中文](#)

[Русский язык](#)

## Customer Service

[Help](#)

[Contact us](#)

**ELSEVIER**

[Terms and conditions](#) [Privacy policy](#)

Copyright © 2018 Elsevier B.V. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

Cookies are set by this site. To decline them or learn more, visit our [Cookies page](#).

 RELX Group™