

ABSTRACT

This study examines the level of awareness and attitude of jeepney operators and commuters in the Municipality of Mambusao toward the jeepney modernization program. A survey conducted during the first semester of 2023-2024 involved 20 operators and 60 commuters, analyzing demographic variables such as age, gender, employment status, and place of residence.

Findings show high awareness levels among both groups, attributed to effective communication efforts. Operators demonstrated significant awareness across demographic categories, with in-town residents displaying slightly higher awareness than off-town counterparts. Similarly, commuters exhibited substantial awareness, regardless of demographic differences.

Attitudes varied between groups. Operators generally held neutral attitudes, with younger, full-time and in-town operators expressing more favorable views. Commuters showed a predominantly positive attitudes, valuing benefits such as enhanced safety, comfort, reliability, and environmental sustainability, with older commuters (46 years and above) showing the highest favorability.

Statistical analyzes revealed no significant differences in awareness or attitudes based on profile variables, indicating a showed understanding of the program's impact. A positive correlation between awareness and attitudes suggests that increased awareness fosters favorable perceptions.

These insights highlights the importance of clear communication, targeted strategies, and stakeholder engagement to enhance public support and address concerns about the jeepney modernization program.