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Ride-Hailing Apps vs Public Transport: A Study of Student-Commuter Preference

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***Abstract*—** *The present study investigates FEU Manila students' preferred mode of transport between ride-hailing apps and public transport. Adopting a qualitative method, questionnaires and interviews were used to gather data to identify the determinants for students' driving behavior while commuting. Based on findings, cost, convenience, reliability, and travel time are the greatest determinants in their decision. Most students view public transport to be convenient in terms of accessibility and affordability, while others apply ride-hailing apps for the sake of convenience, timely efficacy, and seeming safety, most importantly in case of emergencies or during rainy periods. The research further shows that access to ride-hailing services has caused some of the students to move away from conventional public transportation, especially where they value comfort and time savings. Budget, however, is a controlling parameter for most of the students. The research is concluded with recommended improvements to the two modes of transport to optimize their response to the needs and wants of university commuters in Metro Manila.*

***Keywords*—** *Ride-Hailing Apps; Public Transportation; Commuter Preferences; Philippines.*

I. INTRODUCTION

Ride-hailing apps such as Grab and Uber have revolutionized personal transport by providing easy substitutes for traditional commuting. Public transport systems, however, continue to be a vital part of city infrastructure and provide affordable and in most instances environmentally friendly means of transport. The two means of transport are in an intricate relationship with one another, with each having varying strengths and weaknesses. Ride-hailing has been noted to fill the gap between the end destinations of the passengers and public transport, thereby enhancing the overall experience of commuting by solving the first and last mile problem. They also jam traffic more and less for the public transport, particularly in cities (Lee et al., 2022).

The explosive expansion of ride-hailing has had profound effects on urban traffic, air quality, and the financial health of mass transit. Underlying reasons for such a shift is necessary to understand to avert undesirable influences and optimize metropolitan transportation networks. Previous studies habitually focus on isolated aspects of this trend, such as habits in apps or ridership on public transport, without investigating extensively the relationship among them (Lee et al., 2022). This research will seek to fill the gap by a direct comparison of commuters' behavior and the identification of the most relevant determinants of their decision. The evidence will guide more efficient transportation policy-making, giving prominence to green city mobility and citizens' experiences and pointing out aspects such as cost, convenience, travel time, security, and ecology (Cats et al., 2022).

With ridesharing, it has become easier for people to think about mobility for personal use rather than using conventional commuting means (DominguezFaus, 2018). Attack on the affordability and eco-friendliness of public transport systems in urban infrastructures cannot be overstated (Jain & Laberteaux, 2019). As Wang et al. (2020) point out, understanding commuter choice trends between Author name / International Journal of Curriculum and Instruction 13(2) (2025) 000–000 3 ride-hailing and public transport becomes relevant in the context of the urban planning and policymaking processes. The study will go on to discuss quite a number of the primary determinants of commuter choice preferences, hence filling this gap in existing knowledge while progressing toward clearer movement in this complex issue. There has been a sudden jump in ride-hailing and it has considerably modified the traffic patterns of cities, air quality, and sustainability in the finance of public transportation systems (Dominguez-Faus, 2018). Earlier studies on these aspects are based on a few individual dimensions, such as app usage or public transit ridership, without looking into their interaction among modes (Jain & Laberteaux, 2019). Important determinants in choice and preference by commuters include cost, convenience, travel time, safety, and ecology (Wang et al., 2020). The insights extracted from the study shall enrich the urban design and policy in favor of green city mobility with a good experience for commuters. It will make clear the transportation policy derivations from this research in future improvements to metropolitan transport systems.

Navigating the streets of the city, students are faced daily with a dilemma: the convenience and flexibility of ride-hailing applications against the cost-effectiveness and availability of public transport. The commuting behavior of FEU Manila students is investigated in this study with the examination of the determinants of their decision-making process. Through the analysis of the evolving interconnection of convenience, expense, reliability, and journey time, the research aims to achieve a more insightful comprehension of the complex city mobility patterns from the perspective of a large segment of the population. On the basis of student identification of

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preferences and dislikes, policymakers and transport service operators can plan and function more efficiently to provide more sustainable, efficient, and equitable transport systems that will cater to the evolving needs of a generation that increasingly relies on city transport modes.

Statement of the problem (SOP)

This paper aims to determine which option, ride-hailing apps or public transportation, is preferred by commuters when travelling. Additionally, this study will examine how key factors influence commuters' decisions. By the end of this paper, the researchers hope to provide answers to the following questions:

1. What is the commuters' preferred method of transportation?
    1.1 Ride-hailing App
    1.2 Public Transportation
2. How do various factors influence the transportation preferences of commuters?
    2.1 Service Reliability
    2.2 Cost
    2.3 Travel Time

Significance of the Study

This study examines how commuters prioritize cost, convenience, reliability, and sustainability while deciding between ride-hailing apps and public transportation, providing policymakers and transport operators with significant data. By directly comparing different modes, it fills a gap in transportation research and provides data to help improve transit equity, affordability, and efficiency, particularly in Metro Manila. Focusing on FEU Manila students as a representative sample, the study also informs campus-specific mobility solutions. Lastly, it helps to integrate transportation systems with changing commuter needs while balancing economic, social, and environmental concerns for sustainable urban mobility.

Commuters

Commuters will gain valuable information about the comparative advantages and limitations of different transportation options. This knowledge enables them to make more informed decisions about their travel modes based on factors such as cost efficiency, time savings, and service reliability.

Urban Planners and Policy Makers

The research provides significant data on commuter behavior that can guide transportation planning and investment decisions. By identifying whether ride-hailing complements or substitutes public transport, planners can develop integrated mobility systems that maximize efficiency and accessibility.

Public Transport Operators

Research indicates that "time saving" is the most significant reason for preferring certain transit modes, while "price sensitivity" is the primary reason for avoiding others. These insights can inform service improvements, such as enhanced scheduling, route optimization, and user experience enhancements that increase ridership and revenue.

Ride-Hailing Companies

This finding will help ride-hailing companies to refine their service offerings to better meet commuter needs, particularly among student populations who represent an important market segment. Understanding how features like real-time trip tracking, upfront pricing, and cashless payments influence user preferences can guide product development and market strategies.

Future Researchers

Future Researchers will benefit from this study as it provides current knowledge and insights into dynamics between ride-hailing apps and public transport. The results provide a starting point for more research on commuter behavior, the impact of policies, and urban mobility solutions. Future researchers may explore new research questions by building on these findings, such as how commuter choices are influenced by developing technology (such as autonomous driving and electric vehicles) and how cities can create transportation systems that are sustainable and inclusive.

Scope and Limitation

The goal of this study is to examine the preferences of commuters concerning public transportation and ride-hailing applications. The researchers aim to focus on individuals who regularly commute and utilize ride-hailing services. Data will be collected from five (5) college students at FEU Manila, regardless of their academic program and year level. FEU college students were selected as participants due to the large number of students who rely on commuting and ride-hailing services for transportation.

II. METHOD

This research applied qualitative methodology through open-ended questionnaires and thematic analysis to gather data from five (5) students of FEU Manila. The questionnaire aimed to get them to share their experience and sentiments on ride-hailing apps and public transport by testing their perception regarding service reliability, cost, and travel time. Thematic analysis was done to determine repeated themes and patterns in the answers, giving light to the reasons behind their preference. The small sample size limits the generalizability of the study, but the study presents preliminary results regarding commuter preference within the context of the FEU Manila college students population.

Sampling Method/Technique

The purpose of this study is to determine commuters' preferred mode of transportation. To collect respondents for this study, the researchers will use a non-probability sampling technique, specifically purposive sampling. It is a technique for gathering a sample in which researchers select particular participants based on their expertise to help the study achieve its goals. Participants in this study are FEU college students who commute regularly. Furthermore, using purposive sampling allows researchers to obtain a lot of information

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from the data that they have collected. This allows researchers to identify the participants' preferred mode of transportation for commuting: public transportation or ride-hailing apps. Additionally, the researchers believe that selecting four participants will provide sufficient and reliable information for the study.

Materials and Instruments

The study used open-ended questionnaires that were digitally distributed using Microsoft Forms (MS Forms) to gather qualitative data from five FEU Manila college students who were purposely sampled and fit the description of regular commuters who use both public transit and ride-hailing apps. The questionnaire prioritized exploratory, free-response questions designed to elicit detailed narrative about participants' experiences, perceptions, and decisions-making process regarding transportation preferences.

To ensure depth and clarity, the questionnaire avoided leading questions, allowing participants to articulate subjective viewpoints without predefined response constraints. While the primary focus was qualitative, the instrument included brief demographic inquiries (e.g., frequency of commute, primary transportation modes) to contextualize responses. Data collection via MS Forms enabled asynchronous participation while maintaining respondent anonymity, with completed submissions automatically stored in a secure digital repository for analysis.

Data Analysis

The research will endeavor to examine levels of commuter satisfaction with ride-hailing platform services compared to conventional public transport systems. As the first step towards conducting proper thematic analysis, the study will first conduct qualitative data collection through structured questionnaires and interviews from a similar sample of regular commuters utilizing ride-hailing and conventional public transport mediums. Data collection will entail the preparation of an open-ended question questionnaire in a manner that will enable the respondents to describe and explain their personal experiences, preferences, and satisfaction levels with both modes of travel. This will enable descriptive data to be collected in its richness in terms of the richness of people's lives. After data has been gathered, data will be coded and transcribed. Coding every response will seek out those words and phrases that best describe specific emotions or experiences of ride-hailing and public transport. Thematic categories will be derived from the codes after initial coding in a bid to condense the main findings into a concise overview. For instance, the theme can emerge as user convenience using ride-hailing apps over punctuality of public transport schedules. By applying thematic analysis, it becomes possible for the researchers to search for collections of qualitative data through coding them within terms of the themes denoting frequent meaning showing commuter preference and level of satisfaction. The research employs thematic analysis in examining commuter choice between ride-hailing and public transport modes of transport using qualitative data collection through interviews and questionnaires and coding of the responses of the respondents for recurrent themes on levels of satisfaction and self-experience.

III. Results and Discussions

This chapter presents the results of a qualitative study examining commuter preferences between ride-hailing apps and public transport. Data were analyzed thematically, and key themes were compared and contrasted across participants using cross-case analysis (see Table 1). This analysis highlights important differences in perceptions of service reliability, cost, and travel time, contributing to a thorough understanding of the factors influencing commuter choices.

I. Commuters' preferred method of transportation

Theme #1: Public Transportation

The results of this theme reveal a pattern of transportation usage among FEU commuting students, with public transport being the preferred choice for many. This suggests that for a significant portion of the student population, public transport plays a central role in their daily commutes. Participants 1 and 4 expressed a preference for ride-hailing applications, stating "Ride hailing apps… it's more convenient to use and less hassle", "Angkas… because it's faster to reach your destination". Oviedo and Nieto (2021) highlight the substantial growth in ride-hailing demand, indicating a positive consumer experience. Furthermore, empirical evidence consistently supports the benefits of ride-hailing, including reduced and more reliable wait times (Rayle et al., 2016; Zha et al,. 2016), improved accessibility via expanded service networks and flexible hours (leading to increased opportunities), reduced information asymmetry regarding pricing and service quality (Aarhaug & Olsen, 2018; European Parliament, 2015), and lower overall cost and reduced liability compared tp vehicle ownership (Eckhardt &Bardhi, 2015). The convenience of features such as fare-splitting further enhances the appeal of these services (Zha et al., 2016; Esteves, 2015). While participants 2, 3, and 5 are in favor of public transportation, stating "Public transport…much affordable option", "Public Transport…it's way cheaper than booking a ride", and "Public Transport…it is much more easier compared to those who uses apps because of the time it covers from point a to point b and for me it is reliable because of its price fare.". As indicated by Teknomo (2016), public transportation provides commuters with a convenient method to reach their destination faster and cheaper compared with private vehicles. This theme demonstrates to diverse preferences of commuters based on their individual needs and daily circumstances. While some value convenience and speed (ride-hailing), others prioritize affordability (public transportation), highlighting the impact of personal experiences and daily routines on transportation choices.

II. Factors Influencing Commuters' Transportation Preferences

Theme #2: Consistency and Reliability of Transportation Services

This theme discusses the consistency and reliability of transportation services offered by both public transportation

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and ride-hailing applications. Participants 1 and 4, who favor ride-hailing apps, stated, “My usual transportation is mostly reliable, but delays occur due to traffic, long waits, or bad weather. Peak hours make it harder to find a ride, but it’s smooth on regular days,” and “It’s really convenient taking into consideration that it’s easier to just go to the app then book a ride rather than go to a terminal and find a Jeep, Bus, Van.” According to Cueto et al. (n.d.), ride-hailing services have significantly grown in the Philippines, becoming essential for urban transportation. Grab is a leading player offering various services like GrabCar for private rentals, GrabTaxi for metered rides, and GrabBike for motorcycle trips. Angkas has gained popularity for motorcycle transport, especially in traffic-heavy regions where two-wheelers are faster than cars. These platforms provide users with convenient on-demand transportation options, primarily accessible via smartphone apps. Participants 2, 3 and 5, who selected public transportation, highlighted the readily available and diverse options within their area, stating “Buses, Tricycles, and Jeepneys are widely available in my area. I use all of this to get in my desired destinations.”, and “In terms if accessibility it is so convenient for me because of the availability of utility vehicles in my area”. One participant further emphasized the convenience and speed of the Light Rail Transit (LRT), stating, “Riding the LRT is an easy access for me since I live near a station. It’s much more convenient for me to access rather than riding any mode of transportation given that it is also fast compare to other modes”. This aligns with existing research that emphasizes reliability as a crucial factor in evaluating public transportation service quality from the perspectives of passengers, operators, and the community (Alkubati et al., 2022).

Theme #3: Cost and Situational Reliability

This theme examines the interplay between cost and situational reliability in the context of ride-hailing apps and public transportation. The prioritization of reliability over strict cost considerations was evident in the responses of participants 1 and 4, who favored ride-hailing services. These participants articulated, “Cost is a big factor for me, but I’d be willing to pay more kung mas mabilis or reliable yung ride. Like, kung late na or masama ang weather, I’d go for a more expensive option para hindi na ma-stress.” and “It mostly depends on my financial status as of the moment. If i don’t have money i’ll use public transpo”. This supports other students that show how ride-hailing services are spreading throughout the world and how they affect people’s travel habits (Galang, 2025). Consistent with Thim (2025), the upfront cost transparency offered by ride-hailing applications facilitates budgetary planning and enhances the perceived control over travel expenditure, a feature often lacking in traditional transportation modes. Although ride-hailing services enhance commuting convenience, concerns regarding passenger safety and security persist. However, companies such as Grab are actively mitigating these risks through substantial investments in safety training and technological solutions. This reflects a corporate commitment to balancing convenience with a prioritization of passenger safety. Participants 2, 3, and 5, who sided with public transportation, said, “The cost is a major factor considering i’m still a student. However, there are circumstances where i need to spend more than my usual expense depending on the situation. It may be an urgency or safety concerns (late hours)”, “I would be willing to pay more in cases of emergency and if I am running late.”, and “There are times that I'm willing to pay more for a different mode but usually it depends on my mood or how heavy my backpack is.” As explained by CEDTyClea’s (2025) argument, while fare increases may initially burden passengers financially, they ultimately contribute to a more reliable service, leading to cost savings in the long run. A robust and dependable train system minimizes unexpected delays, shortens wait times, and reduces reliance on alternative transportation modes like buses or taxis, ultimately leading to more predictable and affordable commuting expenses.

Theme #4: Value of Time Over Cost

This theme underscores the importance of time efficiency for commuters utilizing ride-hailing applications and public transportation. The data highlights a contrasting perspective on commute time between two participants who favor ride-hailing apps. Participant 1, while acknowledging the importance of travel time, demonstrates a willingness to prioritize reliability and cost-effectiveness, “Travel time is important, pero I’d be willing to accept a longer commute kung mas reliable or cheaper yung option. Mas ok na makatipid or siguradong makararating, kahit medyo matagal”. Conversely, Participant 4 emphasizes the paramount importance of minimizing travel time, indicating a strong preference for speed over other factors, "Travel time is really important for me so i wouldn’t opt for a longer and less expensive option". According to Thim (2025), ride-hailing applications have revolutionized daily commutes for numerous Filipinos, providing a convenient alternative to often lengthy and uncomfortable public transportation. The on-demand nature of these services, coupled with precise destination input and reduced wait times, significantly enhances commute efficiency. This increased efficiency translates to a recovery of valuable time, enabling users to engage in productive activities such as work or study rather than passively waiting for transport. The information shows that participants who prefer public transportation have a complex view of their options. A preference for public transportation as the default option, but an openness to other modes when circumstances call for it, is demonstrated by Participant 2, who also shows a willingness to use online transportation platforms when needed, “Depends if it’s really important, i’d choose online transportation platforms if i have to.", on the other hand, Participant 3 places the most importance on travel time, emphasizing the value of being on time and being prepared to pay more for a timely commute, “Travel time is significant for me so I better off pay more rather than being late”. Participant 5 is willing to choose a less expensive option, because it offers both reliability and convenience, ultimately saving time and money, “For me I will still choose the less expensive option because of how reliable and it is much more convenient when it comes to saving time and money.” The variability of travel times significantly impacts the perceived reliability of public

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transportation. This variability stems from dynamic factors such as weather, traffic congestion, and unforeseen delays. Passenger experiences, encompassing both waiting and transfer times, are crucial in evaluating the overall connectivity and performance of the transit network (Bharti & Narnaure, 2024).

Theme #5: Time Efficiency and Punctuality

This theme shows how important time efficiency and punctuality are to students when choosing their mode of transportation. The quotes from Participant 1 and 4 offer valuable insights into the importance of time efficiency and punctuality who prefer ride-hailing apps. Participant 1 emphasizes the need for reliable on-time performance and frequent service to avoid delays, particularly during rush hour and bad weather, “Mas importante sa akin ang on-time performance at frequency ng service para iwas delay, lalo na sa rush hour at masamang panaho.”. Participant 4 directly states that time preservation is their top priority, highlighting their willingness to prioritize speed, even if it means choosing a more expensive option, “The thing that's most important for me is time preservation. I mostly use angkas because it's faster than compared with using public transpo”. According to Yap & Cats (2023), people find ride-hailing travel time less unpleasant than public transit travel time (about 46% less negative). Also, people dislike ride-hailing wait times more than ride-hailing travel time, but less than they dislike waiting for public transit. Participants 2, 3, and 5 who opted for public transit, offer valuable perspectives on their priorities. Participant 2 highlights the significant role of cost in their transportation decisions, suggesting that affordability is a primary driver for selecting public transport, “one of the factor that i think is important would be the affordability especially for us students”, Participant 3’s statement, "The ability to reach my destination on time," underscores the importance of reliability in their chosen mode of transport. Participant 5's statement, "Time performance, why?, I allot 2 hrs allowance before my class so it is easier for me to understand the traffic and adjust my alloting time" indicates that even with the chosen mode of transport, unpredictable factors such as traffic still impact punctuality, necessitating proactive time management strategies. Punctuality in transportation means a vehicle consistently arrives, departs, or passes a specific location at a scheduled time. For a transport provider, it's fulfilling their promise of on-time service, building passenger trust. Reliable, punctual service allows passengers to accurately predict their travel time based on published schedules (Rudnicki 1997).

TABLE 1. Cross-case analysis

Theme	P1’s Categories	Quotes
Public Transportation	convenient to use	“Ride hailing apps…it’s more convenient to use and less hassle”
Consistency and Reliability of Transportation Services	Ride-hailing app is mostly reliable	“My usual transportation is mostly reliable, but delays occur due to traffic, long waits, or bad weather. Peak hours make it harder to find a ride, but it’s smooth on regular days.”
Cost and Situational Reliability	willing to pay more depends on the situation	“Cost is a big factor for me, but I’d be willing to pay more kung mas mabilis or reliable yung ride. Like, kung late na or masama ang weather, I’d go for a more expensive option para hindi na ma-stress.”
Value of Time Over Cost	willing to accept a longer commute if it’s reliable or cheaper	“Travel time is important, pero I’d be willing to accept a longer commute kung mas reliable or cheaper yung option. Mas ok na makatipid or siguradong makararating, kahit medyo matagal.”
Time Efficiency and Punctuality	on-time performance and frequency of service	“Mas importante sa akin ang on-time performance at frequency ng service para iwas delay, lalo na sa rush hour at masamang panahon.”

Theme	P2’s Categories	Quotes
Public Transportation	affordable option	“Public transport…much affordable option”
Consistency and Reliability of Transportation Services	Public transpo is widely available	“Buses, Tricycles, and Jeepneys are widely available in my area. I use all of this to get in my desired destination.”
Cost and Situational Reliability	as a student, cost is a big factor	"The Cost is a major factor considering i’m still a student. However, there are circumstances where i need to spend more than my usual expense depending on the situation. It may be an urgency or Safety concerns (late hours)"
Value of Time Over Cost	would choose online transportation platforms if needed	"Depends if it’s really important, i’d choose online transportation platforms if i have to."
Time Efficiency and Punctuality	affordability	“one of the factor that i think is important would be the affordability especially for us students”

Theme	P3’s Categories	Quotes
Public Transportation	way cheaper	“Public Transport…it’s way cheaper than booking a ride.”
Consistency and Reliability of Transportation Services	easy access, much more convenient	"Riding the LRT is an easy access for me since I live near a station. It's much more convenient for me to access rather than riding any mode of transportation given that it is also fast compare to other modes."
Cost and Situational Reliability	willing to pay more in case of an emergency	"I would be willing to pay more in cases of emergency and if I am running late."
Value of Time Over Cost	better pay more rather than being late.	"Travel time is significant for me so I better off pay more rather than being late."
Time Efficiency and Punctuality	ability to reach a destination	“The ability to reach my destination on time.”

Theme	P4's Categories	Quotes
Public Transportation	faster to reach a destination	"Angkas…because it's faster to reach your destination"
Consistency and Reliability of Transportation Services	easier to just go to the app	"It's really convenient taking into consideration that it's easier to just go to the app then book a ride rather than go to a terminal and find a Jeep, Bus, Van"
Cost and Situational Reliability	depends on financial status	"It mostly depends on my financial status as of the moment. If i don't have money i'll use public transpo"
Value of Time Over Cost	wouldn't opt for a longer and less expensive option	"Travel time is really important for me so i wouldn't opt for a longer and less expensive option"
Time Efficiency and Punctuality	time preservation	"The thing that's most important for me is time preservation. I mostly use angkas because it's faster than compared with using public transpo"

Theme	P5's Categories	Quotes
Public Transportation	much more easier	"Public Transport…it is much more easier compared to those who uses apps because of the time it covers from point a to point b and for me it is reliable because of its price fare."
Consistency and Reliability of Transportation Services	It is so convenient	"In terms if accessibility it is so convenient for me because of the availability of utility vehicles in my area."
Cost and Situational Reliability	willing to pay more for a different mode	"There are times that I'm willing to pay more for a different mode but usually it depends on my mood or how heavy my backpack is."
Value of Time Over Cost	choose the less expensive option	"For me I will still choose the less expensive option because of how reliable and it is much more convenient when it comes to saving time and money."
Time Efficiency and Punctuality	Time performance	"Time performance, why?, I allot 2 hrs allowance before my class so it is easier for me to understand the traffic and adjust my alloting time."

P1 = Participant 1, P2 = Participant 2, P3 = Participant 3, P4 = Participant 4, P5 = Participant

IV. Conclusions

The present study has shed meaningful insights into the preferred modes of commuting by FEU Manila students, that is, between ride-hailing services and mass transport. Through qualitative content analysis of open-ended surveys, it was revealed that there are pros and cons of every transport mode and the decision on their part depends largely on the factors of cost, convenience, reliability, travel time, and safety. While public transportation continues to be most utilized for affordability and availability, ride-hailing apps are increasing in popularity with their ease, perceived security, and rapid response, especially under emergency conditions or severe weather situations.

One of the key findings of this research is the significant impact of budget limitations on commuter behavior. Despite the convenience and time benefits available from the use of ride-hailing services, the majority of students continue to make use of public transport as it is affordable. This highlights the importance of affordability in planning for transport, particularly for student populations who may have limited means. Concurrently, the study came to an understanding that students pay extra for ride-hailing services when they care more about comfort, reliability, or have pressing travel needs.

The study also highlights the interdependent relationship between ride-hailing apps and public transit. Instead of being direct competitors, these systems tend to play complementary roles to each other, with ride-hailing apps covering the "first and last mile" distances that public transit cannot always cover. This dynamic suggests that intermodal mobility solutions—where both systems are optimized to complement one another—can greatly enhance the commute experience for students and urban dwellers in general.

From a planning and policy point of view, the results of this research provide recommendations that can be acted upon. Public transport policymakers and transport operators must place an emphasis on making public transport more efficient, secure, and consumer-friendly to retain and attract more riders. Ride-hailing operators can also improve their service by providing student-customized needs, like affordable fares and additional safety measures. Intersectoral collaboration can lead to more efficient, sustainable, and equitable urban transport systems.

Finally, this study contributes to enhancing the comprehension of the determinants of commuter preference among university students in Metro Manila. By taking into account the weaknesses and strengths of public transport and ride-hailing applications, the study forms the platform for future policy development and research towards creating adaptive, integrated, and sustainable transport systems. With urban mobility remaining dynamic, continued monitoring of commuters' preferences and tastes will remain essential in structuring transportation systems not only economical and efficient but also responsive and accessible to changing lifestyle needs of urban living.

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APPENDIX

Appendix A: Research Instruments

A.1 Questionnaire for FEU Manila Students

1. Demographic Information

2. What is your current year level at FEU Manila?

3. How often do you commute to and from the university per week?

4. What is your approximate home distance from FEU Manila?

Transportation Patterns

1. What modes of transportation do you regularly use for commuting? (Please list all that apply)

2. On average, how much time do you spend commuting to the university one-way?

3. What is your typical transportation budget per week?

Transportation Preferences

1. Between ride-hailing apps and public transportation, which do you prefer for your regular commute and why?

2. Describe your typical experience when using your preferred mode of transportation.

3. What factors make this mode of transportation more appealing to you than the alternatives?

Service Reliability

1. How would you describe the reliability of your usual transportation method?

2. What types of delays or issues do you commonly experience?

3. How do these reliability issues affect your transportation choice?

Cost Considerations

1. How significant is cost in your decision to choose between ride-hailing apps and public transportation?

2. Under what circumstances would you be willing to pay more for transportation?

3. How do you balance cost considerations with other factors like convenience and travel time?

Travel Time

1. How important is travel time in your commuting decisions?

2. How would you choose a longer but less expensive transportation option? Why or why not?

3. How does travel time affect your overall satisfaction with different transportation modes?

Additional Comments

1. What improvements would make your less preferred mode of transportation more appealing?

2. Is there anything else about your commuting experience or preferences you would like to share?

Appendix B: Participant Information Sheet

Research Title: Ride-Hailing Apps vs. Public Transport: A Study of Commuter Preferences

Research Team: Bagunu, Crystal Angeline A.
Dela Cruz, Candy Claire A.
Fernando, Mirah L.
Uy, Lorraine May B.

Crystal Angeline A. Bagunu, Candy Claire A. Dela Cruz, Mirah L. Fernando, Lorraine May B. Uy, Ridge T. Vallecer, and Ms. Kristine A. Cerenado, "Ride-Hailing Apps vs Public Transport: A Study of Student-Commuter Preference," *International Journal of Multidisciplinary Research and Publications (IJMRAP)*, Volume 7, Issue 11, pp. 51-59, 2025.

Vallecer, Ridge T.

Purpose of the Study: This research aims to understand the preferences and decision-making factors of commuters when choosing between ride-hailing applications and public transportation, particularly among college students at FEU Manila.

What Participation involves: Participation in this study involves completing an online questionnaire through Microsoft Forms with open-ended questions about your commuting experiences, preferences, and factors that influence your transportation choices. The questionnaire should take approximately 20-30 minutes to complete.

Confidentiality: All information collected will be kept strictly confidential. Your responses will be anonymized during data analysis, and no identifying information will be included in any reports or publications resulting from this study.

Appendix C: Transcription of Gathered Data

Question: What is your preferred method of transportation for your daily commute (Public Transport or Ride-Hailing apps)

"Ride-hailing apps"

"Public Transport"

"Public Transport"

"Angkas"

"Public Transport"

Question: Why do you prefer this mode of transportation?

"It's more convenient to use and less hassle"

"much affordable option"

"It's way cheaper than booking a ride."

"Because it's faster to reach your destination"

"It is much more easier compared to those who uses apps because of the time it covers from point a to point b and for me it is reliable because of its price fare."

Question: Thinking about your usual commute, how reliable is your chosen mode of transportation? Please explain your answer, providing specific examples if possible.

"My usual transportation is mostly reliable, but delays occur due to traffic, long waits, or bad weather. Peak hours make it harder to find a ride, but it's smooth on regular days."

"Buses, Tricycles, and Jeepneys are widely available in my area. I use all of this to get in my desired destination."

"I have the freedom in choosing whether what alternatives I want to ride base on my student budget. Samples are whether to ride a jeep or e-jeep."

"Angkas boasts a safety rating of 99.997%, which is audited by experts, and the company emphasizes safety through rider training and adherence to road safety protocols."

"For example my distance from the house to school is 10km, usually when i use transport app like moveit, the estimated travel time is 1 hour 15 minutes but with my preferred transpo which is public transport the travel time is 1 hour or 45 minutes without the traffic."

Question: What aspects of service reliability are most important to you when choosing how to get to your destination? (e.g., on-time performance, frequency of service, ability to reach your destination even during bad weather or traffic)

"Mas importante sa akin ang on-time performance at frequency ng service para iwas delay, lalo na sa rush hour at masamang panahon."

"one of the factor that i think is important would be the affordability especially for us students"

"The ability to reach my destination on time."

"The thing that's most important for me is time preservation. I mostly use angkas because it's faster than compared with using public transpo"

"Time performance, why?, I allot 2 hrs allowance before my class so it is easier for me to understand the traffic and adjust my alloting time."

Question: How convenient is your current mode of transportation? Please explain your answer, considering factors such as accessibility, ease of use, and availability.

"My transportation is pretty convenient kasi accessible siya and easy to use, pero during peak hours, medyo mahirap maghanap ng ride and sometimes super crowded."

"As i said earlier, Buses, Tricycles, and Jeepneys are widely available so i would say it is convenient if i needed to go somewhere anytime."

"Riding the LRT is an easy access for me since I live near a station it's much more convenient for me to access rather than riding any mode of transportation given that it is also fast compare to other modes."

"It's really convenient taking into consideration that it's easier to just go to the app then book a ride rather than go to a terminal and find a Jeep, Bus, Van"

"In terms accessibility it is so convenient for me because of the availability of utility vehicles in my area."

Question: Considering the cost of your typical commute, how much do you typically spend on transportation and actions per week/month?

"usually spend around 2k per week on transportation. It's pretty affordable naman on regular days, pero pag rush hour or longer trips, tumataas din"

"350-395 pesos a week"

"Around 5k in a month"

"Roughly 2000 per week."

"My allowance for transpo usually ranges from 3000-5000/month depends on the price hike."

Question: How much of a factor is cost in your decision-making process when choosing your mode of transportation? Are there circumstances where you would be willing to pay more for a different mode of transportation? Explain your answer.

"Cost matters, but if I'm in a rush or the weather's bad, I'd pay more for a faster, more comfortable ride"

"I use online transportation platforms only if i need to"

"I would be willing to pay more in cases of emergency."

"It mostly depends on my destination, If it's just for school so ill chose a faster mode of transportation like Angkas, And it's for leisure i'm leaning more on Grab and taxis"

"There are times that I'm willing to pay more for a different mode but usually it depends on my mood or how heavy my backpack is."

Question: How long does your commute take?

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"It depends, eh, lalo na kung gamit ko ay sasakyan or motor. It can vary based on traffic and the time of day. But maybe 25minutes"

"1 hour and 30 mins - 2 hours (from our house to FEU)"

"an hour"

"It depends on the time of travel. Let's say if it's still early in the morning 40mins is enough, But in instances of rush hours it can go up to 1h and 30mins"

"45 mins - 1 hour"

Question: How important is travel time when you decide how to get to your destination? Would you be willing to accept a longer commute if it meant a more reliable or less expensive option? Explain.

"Travel time is important, pero I'd be willing to accept a longer commute kung mas reliable or cheaper yung option. Mas okay na makatipid or siguradong makararating kahit medyo matagal."

"Depends if it's really important, i'd choose online transportation platforms if i have to."

"Travel time is significant for me so I better off pay more rather than being late."

"Travel time is really important for me so i wouldn't opt for a longer and less expensive option"

"For me I will still choose the less expensive option because of how reliable and it ismuch more convenient when it comes to saving time and money."

Question: How much of a factor is cost in your decision-making process when choosing your mode of transportation? Are there circumstances where you would be willing to pay more for a different mode of transportation? Explain your answer.

"Cost is a big factor for me, but I'd be willing to pay more kung mas mabilis or reliable yung ride. Like, kung late na or masama ang weather, I'd go for a more expensive option para hindi na ma-stress."

"The Cost is a major factor considering i'm still a student. However, there are circumstances where i need to spend more than my usual expense depending on the situation. It may be an Urgency or Safety concerns (late hours)"

"I would be willing to pay more in cases of emergency and if I am running late."

"It depends on my financial situation as of the moment. If i don't have money ill use public transpo"

"There are times that I'm willing to pay more for a different mode but usually it depends on my mood or how heavy my backpack"

Appendix D: Research Ethics Documentation

D.1 Ethical Considerations in the Research Process

This research adhered to the following ethical principles:

1. **Informed Consent:** All participants were provided with complete information about the study's purpose, procedures, and intended use of data before participating.
2. **Confidentiality and Anonymity:** Participant identifies were protected through anonymization of all data. Participants are referred to only as "Participant 1", "Participant 2", etc.
3. **Data Security:** All data was stored securely with access limited to the research team only.
4. **Beneficence:** The research was designed to generate knowledge that could benefit society through improved understanding of transportation preferences and needs.
5. **Respect for Participants:** The research respected participants' time, opinions, and cultural backgrounds.

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