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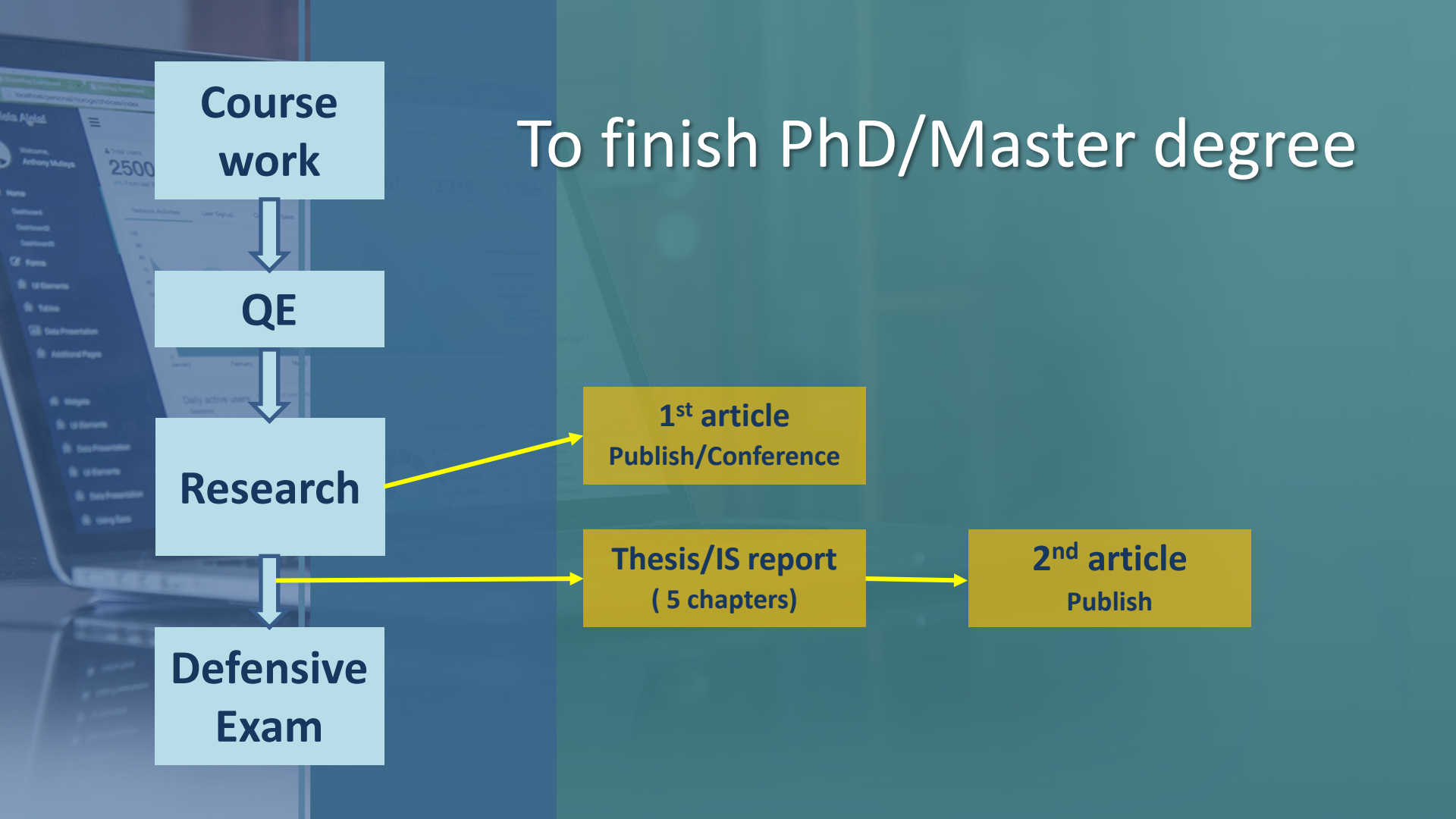
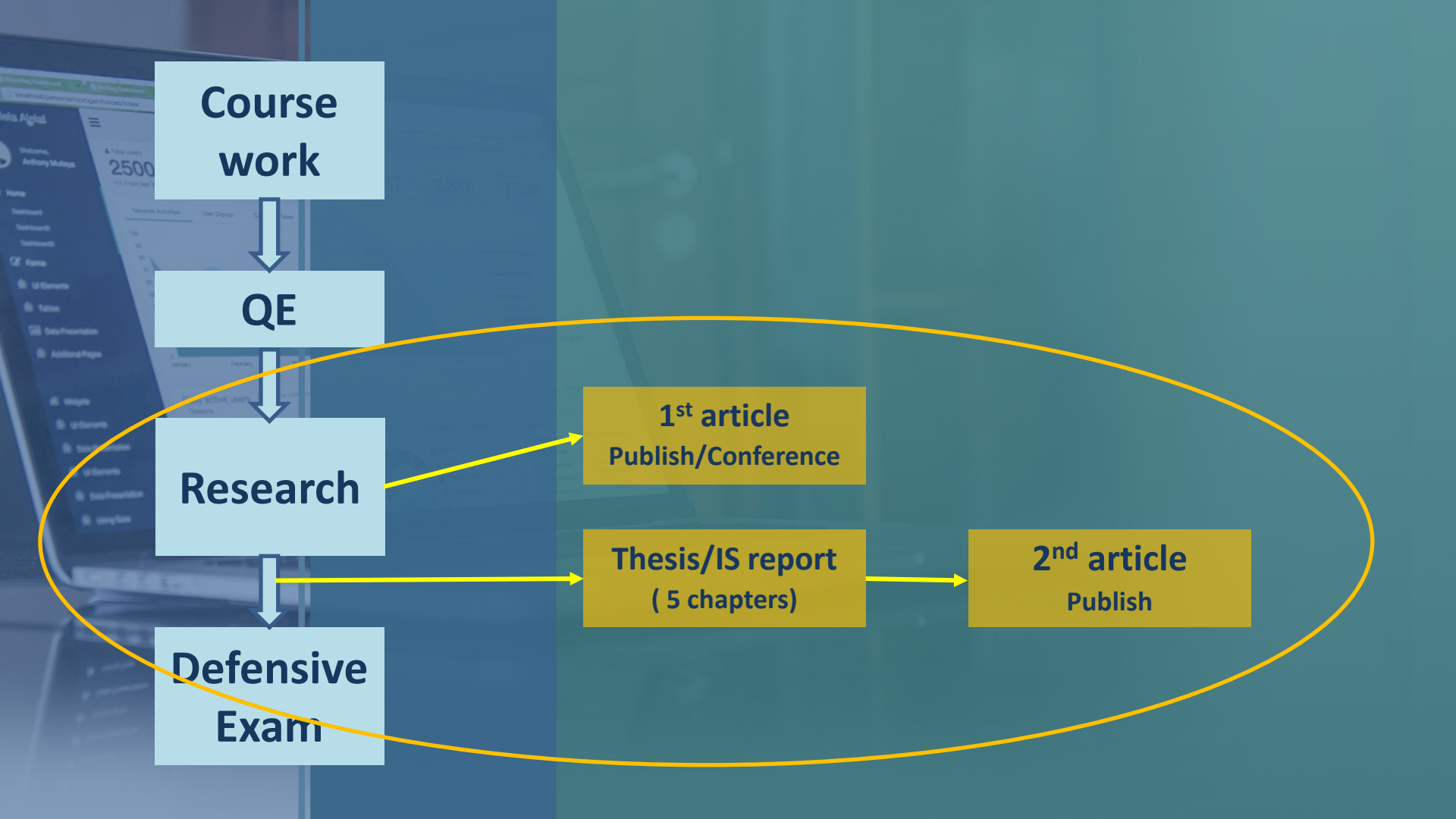
How to
Research & Statistics

To finish PhD/Master degree




Course work
QE
Research
Defensive Exam
1st article
Publish/Conference
Thesis/IS report
(5 chapters)
2nd article
Publish

How to begin: > Research topics

Your interesting issue

Taxi

Problem

- **The current Taxi services are poor >> you want to improve services to get better customer satisfaction**

Question

- **How people select Taxi service? >>**
- **What are effective factors of each taxi service**
- **Which technology can be used >> improve the existence or create new**

Research objective > Research title

1.To define effective factors of ……

- Factors Affecting the Customer Satisfaction of Taxi service.
- Factors Affecting the Success of Online Publicity Media.

2.To create an innovation prototype for…….

- Creating a prototype of an online marketing innovation for a Taxi service.
- Creating an application prototype for English learning.
- Development of a prototype of a dog farm management innovation.

3.To create and implement an innovation for…….

- Development of a Taxi service innovation.
- Creating an online marketing innovation for the hotel business.

Factors Affecting the Acceptance of Taxi Booking Application.

1. Research question
2. Research objectives

Literature review

3. Research model
4. Develop tools (i.e. questionares)
5. Data collection
6. Data analysis

Research results

7. Conclusion & suggestion

Theories

- TAM (Technology Acceptance Model)
- Application
- Network & Internet

Related studies (research)

Possible Factors

Research model

Conceptual framework

Independent variables

- Price
- Booking
- Factor 3
- Factor 4

Dependent variable

Customer satisfaction

Factors Affecting the Acceptance of Taxi Booking Application.

Data collection

- Population → **Taxi customer**
- **Sample**

Unknown number

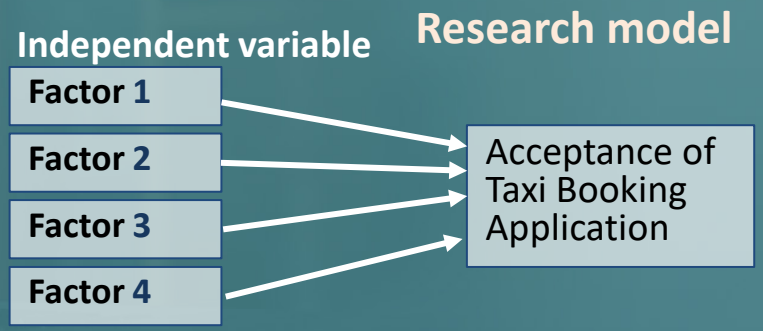
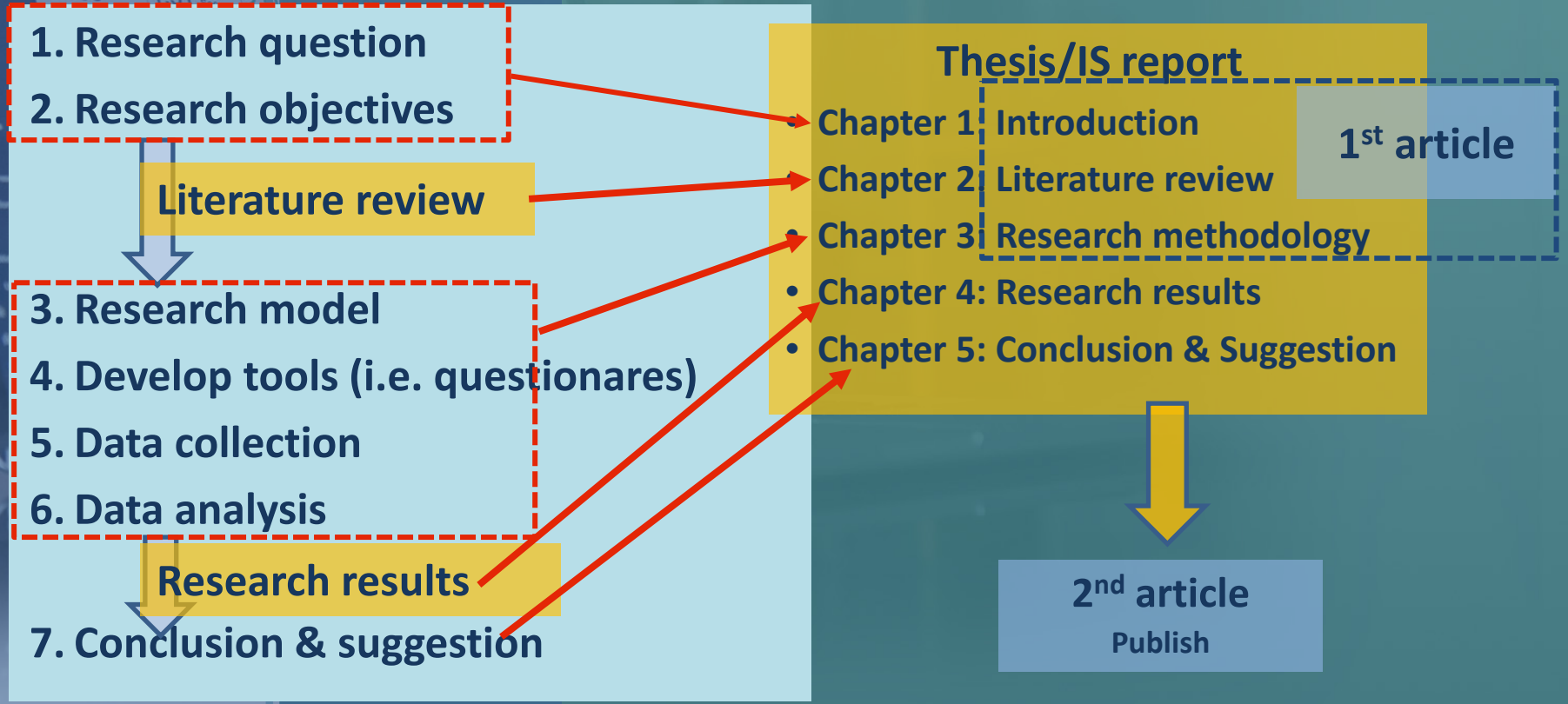
400

- **Taro Yamane**
- **Krejcie & Morgan**
- **W.G. Cochran**

Factors Affecting the Acceptance of Taxi Booking Application.

Data analysis

- Simple T-test
- Independent T-test
- ANOVA
- Pair-sample T-test
- Regression
- Correlation



Factors Affecting the Acceptance of Taxi Booking Application.