

## ABSTRACT

This study investigates one of the most important issues in the bus industry; determinants of customer acceptance and service continuation intention of the Touch travel pass terminals in Sri Lanka. The Touch travel pass terminals are introduced to the Sri Lankan market with the purpose of automation of the ticket issuing process. The objectives of the current study has been identified as to examine the determinants of customer acceptance of touch travel pass terminals, to examine the factors affecting the service continuation, and to investigate the impact of demographic factors on customer acceptance and service continuation intention. To achieve these objectives, the quantitative methodology is applied with the survey strategy. Primary data were gathered from a sample of 30 respondents from the government (regulators), 150 bus owners, and 150 bus conductors using a structured questionnaire.

According to the research findings of objective one, perceived usefulness, social influence, and trust show significant positive impact on customer acceptance. Moreover, the trust on travel pass terminals shows a higher impact on customer acceptance than the other determinants. The second objective of the study is to examine whether the customer acceptance and service continuation varies across demographical factors. The findings disclosed that the demographic factors such as gender, age, marital status, and education do not show any significant impact on customer acceptance and service continuation. According to the research findings of third objective, it implied that the perceived usefulness, perceived ease of use and government influence have significant impact on service continuation intention. Further, the findings show that the government influence has major impact on service continuation intention than the other determinants.