



Modernized Jeepneys: A Perspective of Baguio City Residents

Angeline D. De La Pena¹, Phijay S. Ortiz², Gley Rose K. Petican³, and Cherrie Mae M. Manuel⁴

^{1,2,3}Student, College of Business Administration, Baguio Central University

⁴Dean, College of Business Administration, Baguio Central University

Abstract— This study examines the perspectives of residents in Baguio City on the modernization of jeepneys, focusing on the social, economic, and environmental impacts of the initiative. The primary objective is to understand residents' experiences and opinions regarding the transition to modernized jeepneys and to identify challenges faced during its implementation. Using a qualitative research method, the researchers conducted interviews with local residents, analyzing the data through thematic analysis to uncover recurring patterns and insights. The findings reveal a generally positive reception among residents, who appreciate the enhanced comfort, safety features, and environmental benefits offered by modernized jeepneys. Specific improvements highlighted include spacious interiors, air conditioning, and advanced safety mechanisms like CCTV cameras. Despite these advantages, significant concerns were raised about increased fares, challenges in maintaining the vehicles due to limited spare parts, and the accessibility issues faced by persons with disabilities. Many residents also emphasized the importance of preserving the cultural identity associated with traditional jeepneys. The study concludes that while jeepney modernization is widely recognized as a step toward progress and sustainability, several areas require improvement to ensure that the system is inclusive, affordable, and effective for all stakeholders. Policymakers are urged to address these challenges by fostering community engagement, providing financial support for operators, and refining the design of modernized vehicles to better accommodate diverse commuter needs. These efforts will ensure that modernization aligns more closely with the aspirations and requirements of the local population while preserving its cultural heritage.

Keywords— Modernization, Experiences, Residents, Baguio City.

I. INTRODUCTION

Modernization is an ongoing and indefinite process that unfolds over time. While traditionally spanning centuries, there are instances of rapid modernization. Regardless of the pace, modernization is not a singular, static accomplishment. Rather, there appears to be an inherent dynamism within modern societies, preventing them from reaching a state of stasis or equilibrium (Kumar, 2024). Virtually every country globally is experiencing some form of modernization, whether knowingly or unknowingly, and many nations have made it a deliberate national objective (Martinelli & He, 2015).

The perspective of people on transit is far too limited. It is more than just a means of transporting cargo and passengers. It is essentially a means of achieving societal objectives, those of food production, transportation to work, commerce expansion, urban development, employment creation, or poverty alleviation (Global



Transportation, n.d.). Every modern city should have a strong transportation system as there top priority because modern society demands mobility in all facets of daily life (Narboneta & Teknomo, 2016).

Globally, the transportation sector has been developing quickly. The 20th century saw the beginning of changes in transportation, with an emphasis on the vehicles' mobility, accessibility, and safety (Leuenberger et al., 2014). Alternative forms of transportation are becoming increasingly popular as communities look for ways to improve the cleanliness and health of their surroundings. For instance, governments and international financial institutions in Latin America, Africa, and Asia are pushing Bus Rapid Transit (BRT) systems as the solution to the region's rising traffic problems and the subpar public transportation options these Para transit services offer (Rizzo, 2015). Public transportation is essential to the functioning of economies and the movement of people in the megacities of Asia and Latin America while reducing the damaging effects of growing motorization on the environment. To better meet the demands of their citizens and the environment, many cities are increasingly modernizing or even completely revamping their public transportation networks (Hidalgo & Carrigan, 2010). Since its inception in Curitiba, Brazil, in the 1970s, Bus Rapid Transit (BRT) has become a prominent feature of mass transit culture in Latin America. The growth of BRT systems has been particularly noteworthy, with 54 cities in Latin America and the Caribbean (LAC) now adopting this efficient mode of transportation (Avary & Caballero, 2019).

While in Japan, the majority of its major cities are linked by an extensive high-speed bullet train system operated by the Japan Railways Group (JR Group). Referred to as the Shinkansen, these bullet trains have the capability to reach speeds of up to 320 kilometers per hour. Japan's public transportation network is renowned for its exceptional efficiency and punctuality, providing both locals and tourists with effortless and convenient access to any region of the country (The Japanese Transportation System, n.d.). Also in Korea, the high-speed railway known as Korea Train Express (KTX) connects Seoul with Busan or Mokpo, utilizing French TGV technology (Transportation in South Korea, 2023).

On the other hand, in the Philippines' current public transportation system is mostly based on jeepneys, which are cleverly repurposed army Jeeps that were left over from World War II. Jeepneys are backyard-built vehicles that can hold 12 to 32 passengers and have engines that are more than 15 years old. For Filipinos, they represent both a dominant cultural emblem and a source of pride, much like double-deckers are for Londoners (Mariano, n.d.). The Public Utility Jeepney (PUJ), sometimes known as Jeepneys, is a well-known form of transportation. They are also the most widely used and reasonably priced form of public transit in the Philippines, and they are well-known for their colorful decor and packed seats.

However, the environment and public health suffer as a result of their popularity. To preserve the low rates and make them available to more people, these jeepneys are not well maintained. They thus spew dangerous pollutants, lowering the quality of the air in Philippine cities (Cleaner and Modern Public Transportation in the Philippines, 2024). A number of issues are influencing the Philippines' need to replace PUJs. The environmental effects of traditional PUJs, which are frequently outdated, ineffective, and contribute to air pollution, are one of the main causes for worry (Kusuma, 2023). Bautista (2021) stated that there are more reasons to switch to more environmentally friendly and effective public transportation options, including the congestion and traffic issues



brought on by cities' growing population density and fast urbanization. In addition, the lifestyle of PUJ drivers and operators is taken into consideration while discussing the replacement of PUJs, along with the safety and comfort of passengers.

Enhancing public transportation networks can lead to higher economic output, employment expansion, and improved effectiveness. Modernizing public transportation systems can lower expenses and enhance services by boosting their efficiency (Economic Effects of Modernizing Public Transportation, 2023). Since the Marcos government from 1965 to 1986, jeepney modernization has been a hot topic in the Philippines and has gotten more attention under the Duterte administration. With the Department of Transportation (DOTr) under the Department Order No. 2017-011, or the Omnibus Guideline on the Planning and Identification of Public Road Transportation Services and Franchise Issuance, the Duterte administration unveiled the Public Utility Vehicle Modernization Program (PUVMP) on June 19, 2017, as one of its flagship initiatives aimed at "a comprehensive system reform that will entirely change the public land transportation industry" (Land Transportation Franchising and Regulatory Board [LTFRB], n.d.). The PUVMP seeks to enhance and modernize the nation's public transit network. It aims to swap out outdated and decaying jeepneys for more modern, environmentally friendly cars that are safer, cozier, and more effective (Modernizing Public Transportation in the Philippines: Opportunities, Challenges, and Lessons Learned from the PUVMP, 2023).

Public transportation is expected to be more productive and effective as a result of the modernization of PUVs. Modern technology like electronic payment methods, GPS tracking and real-time monitoring will streamline processes and improve overall service quality when it is implemented into new cars (Gonzales, 2018). Consequently, commuters and organizations that significantly depend on public transportation will benefit from shorter journey times, less traffic, and ultimately more output as a result of this enhanced efficiency (Caalim, 2023).

Additionally, efforts to modernize jeepneys frequently incorporate steps to enhance the standard of living for drivers and operators. The government wants to help operators upgrade to newer cars and adjust to the evolving public transportation system by offering financial aid, training opportunities, and financing facilities. Although there can be short-term difficulties with the shift, long-term advantages including lower pollution, increased efficiency, and increased safety make it an essential step toward sustainable urban mobility in the Philippines.

People are not against this idea, despite the fact that it has the potential to improve transportation systems across the country. Prior to completely adopting the upgrading of jeepneys in the Cordillera, there are a few critical challenges that must be resolved (Brando, n.d.).

In 2020, during the COVID-19 pandemic, Berkeley senior high school students conducted a study titled "Modernized Tradition: Transformation of Public Transport". Data from jeepney drivers in the same city was collected using the snowball sampling technique. Different viewpoints were produced by the researchers' findings. The majority of commuters had a favorable attitude toward modernization, pointing to its convenience, whereas the majority of operators opposed it mainly because of the expense of vehicles. This investigation was carried out over four years ago (Atos et al., 2021).



With the exception of the local public transportation rerouting plan, Baguio City was the first city to submit an expression of interest for the low-carbon urban transport system in 2019. Modernization of transportation is one of the system's primary requirements. To reduce the city's carbon emissions, it incorporates an integrated transit terminal's infrastructure. By replacing all of our old jeeps with these new vehicles, Mayor Benjamin Magalong said he hopes to drastically reduce carbon emissions and give commuters safe, useful, comfortable, and environmentally friendly transportation alternatives. Llanes (2020).

The vehicle's convenience facilities, which could include a Wi-Fi module, an automated fare collection system, a speed limit warning buzzer, air conditioning, and a CCTV camera, will be available to commuters (Sanchez, 2022). As part of the modernization effort, jeepneys, buses, and other PUVs that are no longer permissible due to their age and no longer suitable because they are smoky and deteriorated are to be replaced with more comfortable and environmentally friendly automobiles. Through the implementation of a fleet management system, the program also seeks to do away with the individual franchising structure. Periodic teaching on traffic and transportation laws and regulations will also help to professionalize drivers (Modern 'jeeps' unveiled in Baguio, 2020).

Different players in the local context of Baguio City, including commuters, operators, drivers, and residents, have differing opinions about the introduction of updated jeepneys. Some people view the upgrading of traditional jeepneys as a move in the right direction towards safer, more pleasant, and environmentally sustainable transportation. However, others voice worries over affordability, livelihoods, and cultural heritage. It is imperative to comprehend the viewpoints, inclinations, and concerns of the community about upgraded jeepneys to effectively execute the Public Utility Vehicle Modernization Program (PUVMP) in Baguio City. This study looked at these interactions to gain a better understanding of how modernization initiatives interacted with the objectives and needs of Baguio's various communities. It sought to accurately capture residents' understanding and perceptions. Its primary objective was to explore how residents perceived modernized jeepneys, focusing on their impact, acceptance, and the challenges encountered during implementation. The findings of this study not only benefited the residents of Baguio City and the government but also provided valuable insights for future researchers.

Statement of the Problem

This study aims to determine the perspectives of Baguio City Residents on Modernized Jeepneys.

This research aims to answer these specific questions:

1. What are the perspectives of the residents of Baguio City in the modernization of jeepneys?
2. What are the problems encountered by the residents of Baguio City in the modernization of jeepneys?

II. METHODOLOGY

A. Research Design

This study utilized a qualitative research method, with data collected through interviews, observation, documentation, and audiovisual data. Qualitative research is a method of data collection, analysis, and interpretation (Creswell, 2013). Through these approaches, this study sought to delve into the perspectives of



Baguio City residents on modernized jeepneys, capturing their experiences, perceptions, and narratives surrounding jeepney modernization. Researchers employed phenomenological analysis to understand how participants shaped stories and narratives based on their personal experiences.

B. Locale and Population of the Study

The population of the study are residents of Baguio City. This study specifically focused on Baguio residents who used modernized jeepneys as their daily mode of transportation. The researchers were able to interview 7 residents as participants from diverse backgrounds, the research aimed to capture a comprehensive range of perspectives on modernized jeepneys, ensuring that the findings accurately reflected the community's needs and concerns. Additionally, residents' firsthand experiences and local knowledge provided valuable insights into the potential impacts of modernization efforts on accessibility, affordability, and environmental sustainability within Baguio City.

C. Data Gathering Instrument

The interview guide was the main data collection instrument used in the study. The primary data collection instrument was a semi-structured interview guide developed by the researchers. Follow-up or probing questions were used to dig deeper into the experiences of the research participants.

D. Data Gathering Procedure

The researchers requested authorization from the Dean of the College of Business Administration (CBA) to carry out the study. Then, a letter addressing the confidentiality of participants' responses was appended to the interview guide and provided to participants. Subsequently, face-to-face interviews were conducted. First, the researchers prepared an interview guide. Then, they identified individuals who were willing to be interviewed. During the interview, the researchers introduced themselves and explained the purpose of the study, ensuring the participant felt comfortable. They asked their questions one by one, listened carefully to the participants, and asked follow-up questions as needed. It was important to take notes or record the interview with permission to ensure accurate data collection and analysis. Lastly, if the interview was recorded, they transcribed it and examined the data, searching for themes or patterns in the participants' answers. The interview run for approximately 15 to 20 minutes per participant. Researchers conducted the interviews according to their individual preferences. Participants were notified several days in advance of their scheduled interview to allow them time to prepare. They were also given the opportunity to communicate their preferred location for the interview to the researchers.

E. Treatment of Data

Using an inductive method, the researchers analyzed the transcriptions using thematic analysis. This analysis model was based on the Wa-Mbaleka (2018) Model, which guided the researchers in analyzing the responses of the research participants to draw common themes in their narratives. Using a method known as "inductive research," researchers gathered and examined data to formulate ideas or hypotheses based on patterns and insights obtained from the data. It utilized a "bottom-up" approach, where the researchers began with particular



observations before proceeding to more general hypotheses or themes. Inductive research is frequently used when conducting exploratory studies or when there had not been much prior research on a topic (Inductive vs. Deductive Research: Difference of Approaches, n.d.). Thematic analysis served as a method for initial analysis, coding data, identifying themes, and reporting on the findings (Thematic Analysis in Qualitative Research, n.d.). Wa-Mbaleka's Model involved the following steps: preparing and organizing data, reading transcripts once or twice, developing coding manuals, coding all data, finding recurring ideas, abstracting ideas, writing interpretations of the data, writing the report, verifying findings, and concluding, followed by making final revisions.

F. Ethical Considerations

Throughout this study, the researchers prioritized the rights, dignity, and well-being of participants while ensuring the integrity and validity of their findings. Informed consent was foundational, with participants receiving comprehensive information about the study's purpose, procedures, risks, and benefits. Confidentiality and anonymity were strictly maintained, with personally identifiable information anonymized and securely stored.

III. RESULTS AND DISCUSSION

A. Perspective of the Residents of Baguio City in the Modernization of Jeepneys

Social Cultural Impact

A notable majority of participants conveyed a positive outlook on jeepney modernization, viewing it as a symbol of progress in the context of national development. Many participants recognized that the introduction of modernized jeepneys aligns with the country's broader goals for improved public transport, sustainability, and efficiency. One participant articulated this sentiment, stating, "Now, today that it is being used, there is a big comparison between how I perceived it before and how I see it now. I can really appreciate the pros and the consequences of changing the usual jeepneys to modernized ones." This reflects an eagerness among community members to embrace advancements that promise better service and convenience.

Despite the enthusiasm for modernization, discussions revealed a deep-seated concern regarding the potential loss of cultural identity associated with traditional jeepneys. Participants voiced a desire to preserve the unique aesthetics, craftsmanship, and heritage that traditional jeepneys represent. This sentiment underscores the complex relationship between progress and tradition. Many acknowledged that while modernization brings certain benefits, it could simultaneously erode the cultural significance tied to the iconic jeepney as a symbol of Filipino identity.

Convenience

This study looked at how people feel about modernized jeepneys, focusing on their satisfaction with the design and performance, as well as any challenges they faced. Using the Technology Acceptance Model (TAM), we can see that participants' satisfaction with the design ties to how easy and convenient the jeepneys are to use (Perceived Ease of Use). Their opinions on how well the jeepneys perform relate to how useful and effective they find them (Perceived Usefulness). Any challenges, like higher fares or impacts on operators' livelihoods, could lower people's



acceptance of the modernized jeepneys, since TAM suggests ease and usefulness are key to accepting new technology.

As one participant mentioned, "Then if you look at the modernized jeepneys, they are actually really good, they have air conditioning and all, they are super comfortable because usually it is the travel time that is when the passengers rest." Overall, commuters are happy with the improvements, but there are concerns about how modernization might affect drivers' incomes, and the slightly higher fares compared to old jeepneys. Even though the Philippines is a developing country, it is doing its best to keep up with global changes, and like every country, it's going through its own process of modernization.

Economic Impact

"The modernization of jeepneys is not only in public transport but also in the things we use, as if we were keeping pace with the growth of the country." says one participant. We all know that globalization is something we cannot avoid and must face. In the state of the Philippines, there are still many reforms needed to make to be able to keep up with other countries that are already very advanced in technology. The good thing is that Philippines has already started modernization, at least to some extent. This is a big step towards progress.

Efforts to modernize jeepneys often include measures to improve the standard of living for drivers and operators. The government aims to assist operators in upgrading to newer vehicles and adapting to the changing public transportation landscape by providing financial aid, training, and financing options. Jeepney modernization is just one part of a broader plan to reform the country's transportation sector. While the transition may bring short-term challenges, long-term benefits such as reduced pollution, improved efficiency, and enhanced safety make it a vital step toward sustainable urban mobility in the Philippines. Despite its potential to improve transportation nationwide, key issues must be addressed before fully implementing jeepney modernization in the Cordillera (Brando, n.d.). Improving public transportation systems can increase economic growth, create more jobs, and boost efficiency. Modernizing these networks can reduce costs and improve services by making them more effective (Economic Effects of Modernizing Public Transportation, 2023).

Accessibility and Comfort

Modernization Theory emphasizes the transition from traditional to modern systems in various aspects of society, including transportation, to promote progress and sustainability. The modernization of jeepneys fits within this framework as it seeks to enhance the overall commuting experience by offering safer and more comfortable transportation options, aligning with the goal of sustainable urban mobility.

The improvements in modernized jeepneys, such as air conditioning, better seating arrangements, and increased space, are well-received by passengers who value comfort and convenience. This reflects the Modernization Theory's view that technological advancements improve quality of life. Passengers appreciate features like air conditioning, as one participant mentioned, "It even has air conditioning, especially since it gets hot here in Baguio during summer." The new jeepneys also offer more space, accommodating even those with bulky items, making them more appealing despite a slight increase in fare.



Environmental Impact

The transition to cleaner more fuel-efficient vehicles can contribute to reducing pollution and improving air quality in the city. Participants recognize that this transition may be challenging for some drivers and operators but believe it is necessary for the overall improvement of public transportation.

One participant noted, "What I know is that modernization is eco-friendly, but I didn't have complete knowledge about it." This highlights the need for comprehensive education and outreach efforts to raise awareness about the benefits of modernization. Engaging the community in discussions and providing accessible information can empower residents to understand the positive environmental impacts and advocate for the transition. By fostering a sense of ownership and awareness, the program can better align with the community's needs and concerns, ultimately leading to a more successful implementation and a healthier urban environment.

Modernization have acknowledged its environmental benefits, particularly its potential to mitigate the adverse effects of air pollution that have long affected densely populated areas. Recognizing that cleaner transportation options can lead to better public health outcomes and a more sustainable urban environment highlights the importance of this initiative. As Baguio City moves toward a more modern fleet, the aim is not only to enhance transportation efficiency and safety but also to create a cleaner, healthier living space for all residents. This shift contributes to the long-term sustainability of Baguio City's urban ecosystem, fostering an environment where both people and nature can thrive.

B. Problems Encountered by the Residents of Baguio City in the Modernization of Jeepneys Maintenance and Repair Challenges

The transition to modernized jeepneys brings with it significant maintenance and repair challenges that affect both operators and the broader public reliant on daily transport. A primary concern is the advanced technology incorporated into these vehicles, such as electronic systems and fuel-efficient engines. Unlike traditional jeepneys, which can be maintained with readily available tools and basic mechanical skills, modernized jeepneys often require specialized tools and technical expertise. This challenge is particularly acute in rural areas, where access to these resources is limited. The scarcity of spare parts exacerbates these difficulties, as these components are often more expensive and harder to source than those of traditional jeepneys.

This scarcity leads to delays in repairs and increased costs, as operators struggle to find and afford the necessary parts. Participants in this study highlight these issues, with one respondent noting the difficulty of accessing parts in Baguio: "It's nice because it's spacious, but the problem is there are no spare parts here in Baguio if it breaks down. I know someone in Ambiong who has two buses just parked because they can't find the parts they need for repairs." This experience reflects a common issue faced by operators who are often forced to leave vehicles idle, resulting in reduced reliability and availability of modernized jeepneys for daily transport. This study further contextualizes these challenges within a national effort to shift to safer, more sustainable public transportation. Theoretical perspectives such as Modernization Theory and the Technology Acceptance Model (TAM) explain how the complexity of resources and technical expertise affects the adoption and acceptance of modernized jeepneys.



Unsafe and Discomfort

Modernization comes with challenges, as some passengers' express concerns about fare increases and how the changes affect accessibility. For example, one participant highlighted difficulties for people with disabilities, noting that it's harder for them to enter the new jeepneys compared to the older ones, which offered more accessible seating arrangements. This points to the idea that modernization isn't always universally beneficial and requires careful consideration of diverse needs within the population.

"When I got on the modern jeepney, the door shuts, right? Someone stepped on poop, and the smell was horrible, sis. There was no way for the smell to escape because you can't open the door or window, and it was air-conditioned too, so the smell just stayed inside.", one participant stated. The participant's comment highlights an issue with the enclosed, air-conditioned design of modernized jeepneys. In this particular instance, someone stepped on poop before boarding, and because the modern jeepney's doors and windows are sealed to maintain the air conditioning, there was no ventilation to let the odor escape. Unlike traditional jeepneys, which are more open and allow air to flow freely, the enclosed space trapped the smell, making it an unpleasant experience for all the passengers inside. This scenario underscores a potential drawback of the modern jeepney's design, where the lack of ventilation can worsen situations involving bad odors or other air quality issues.

Lack of Communication and Assistance

Participants indicate that drivers may not provide clear instructions or guidance, such as where to sit. Clear communication and helpful assistance from drivers to ensure a smooth and enjoyable journey for passengers. Drivers in modernized jeepneys often lack clear communication, leading to significant challenges for passengers with disabilities, particularly those who are blind.

Regular communication about safety measures and protocols reassures commuters and builds trust in the new transportation system. One participant with a disability mentioned "Sometimes they don't speak, making it difficult for us; they don't inform us where we can sit." For blind individuals, clear verbal communication is crucial. If drivers fail to provide information about seating or the layout of the modernized jeepney, it can result in confusion and discomfort. Without this guidance, blind passengers may struggle to navigate the vehicle safely, increasing their reliance on others for assistance.

Unreliable

Participant expresses uncertainty about how the jeepney will perform in remote areas. This indicates the potential concern about its adaptability to different road conditions. Transition Theory looks at how changes in technology, society, and systems happen over time. In the case of modernized jeepneys, their use on paved roads in cities can be seen as part of a shift to more efficient and eco-friendly transportation.

Mayor Benjamin Magalong expressed his aspiration to greatly reduce carbon emissions and offer commuters safe, practical, comfortable, and environmentally friendly transportation by replacing all outdated jeepneys with new vehicles (Llanes, 2020). Participants cited "It runs smoothly and quietly because the roads are paved. We just don't know how it will perform in remote areas." These modernized jeepneys work well in cities because they're



designed for smooth roads, fuel-efficiency, and reducing emissions. This fits with the broader move to improve transportation systems due to environmental concerns and urban development. However, participants also indicate that these modernized jeepneys are used in remote areas with rough roads, their performance may not be as good. The transition that worked well in cities may face challenges in these less-developed areas, where the infrastructure isn't suited for modernized jeepneys. One of the participant also cited "... my parents actually they're blind that's why it's so much difficult for them to enter the new jeepney because they were accustomed that when going to ride the old jeepney, it is given that the senior citizens and the person with disability that last seat es really vacant for them." they found it hard to use for the first few months since the design is different from the old jeepneys and since people are not very helpful sometimes.

Bad Customer Service

The courteous and professional behavior from drivers in providing a positive experience for passengers. Participant describes the drivers of modern jeepneys as "grumpy", this suggests a potential issue with customer service as grumpy drivers may not be as welcoming or attentive to passengers. The Omnibus Franchising Guidelines emphasize improving the overall quality and safety of public transport services, with a focus on the professionalism and conduct of drivers. These guidelines aim to standardize and enhance the operation of public utility vehicles by requiring drivers to meet specific standards, including training on customer service and ethics.

Linking this to passengers' experiences in modernized jeepneys, some have expressed dissatisfaction with the behavior and interaction of drivers, especially when compared to those driving traditional jeepneys. Complaints about unfriendly drivers, abrupt braking, and poor communication have negatively affected the overall experience.

One passenger noted that drivers often rush without considering passenger safety, particularly for those carrying baggage. Another highlighted that traditional jeepney drivers were generally more considerate, whereas modernized jeepney drivers tend to be less friendly. While the modernization of jeepneys has brought about economic and environmental benefits, such as better vehicle conditions and infrastructure, passengers believe that the human aspect of transportation service is just as important.

Unorganized Payment Process

The modernization of public utility vehicles (PUVs) is anticipated to enhance the productivity and effectiveness of public transportation. The integration of modern technologies such as electronic payment systems, GPS tracking, and real-time monitoring in new vehicles will optimize operations and elevate the overall quality of service (Gonzales, 2018). Modern technology, such as cashless payment in modernized jeepneys, is one of the features that make the procedure easier for both passengers and drivers.

As one of the participant cited "Maybe when I have to pass my fare, especially in the morning when there are only a few passengers, I still have to walk a bit to the front to hand my fare to the driver." Describes a common experience in public transportation, particularly during less crowded times like early mornings.

Even when there are few passengers on board, the participant may still need to move from their seat to reach the driver and hand over their fare. It's a minor inconvenience that passengers might encounter.



IV. CONCLUSIONS AND RECOMMENDATIONS

Based on the results and findings of the study, the conclusions are that the residents of Baguio have a positive view of using these vehicles. Aside from the new design that accommodates more passengers, the seats are more spacious, and the air conditioning makes the ride more comfortable. In addition, the modern jeepney is equipped with CCTV cameras for passenger safety. Moreover, most participants are satisfied with the use of modern jeepneys. However, a few have experienced minor issues.

Hence, to improve passenger satisfaction with modern jeepneys in Baguio City, it is important to balance comfort and cost. A fair fare system, with discounts or subsidies for regular riders, could help with affordability. Improving ventilation and regular cleaning can make rides more pleasant. Supporting drivers with training and financial help will ensure they adjust to the new system while protecting their income. Engaging the community in discussions about these changes will also help address concerns and promote cooperation. In addition, several steps can be taken. First, the design of jeepneys should be made more accessible for people with disabilities, with added features like handrails or ramps. Drivers should also be trained to assist passengers who need help. Second, to avoid long delays when jeepneys break down, local supply chains for spare parts should be established to reduce repair times. Additionally, drivers should undergo customer service training to ensure they prioritize safety and treat passengers well. A reporting system could also be introduced for passengers to easily report any concerns about driver behavior. Finally, a public campaign can promote positive interactions between drivers and passengers to improve the overall experience.

REFERENCES

- [1] Analyzing the Jeepney Phaseout and Its Pros and Cons. (2022). <https://businessmirror.com.ph/2022/08/30/jeepney-modernization-pros-and-cons/>
- [2] Atos, M. Q., Cabe, K. B., Gomez, J. E., Manantan, K. D., & Padupad, C. O. (2021). Modernized Tradition: Transformation of Public Transport https://animorepository.dlsu.edu.ph/conf_shsrescon/2021/paper_spl/2/
- [3] Avary, M. & Caballero, S. (2019). Latin America is a Mass Transit Powerhouse but it needs fine tuning. <https://www.weforum.org/agenda/2019/06/latin-america-is-a-mass-transit-powerhouse-but-it-needs-fine-tuning>
- [4] Bhat, A. (n.d.). Descriptive Research: Definition, Characteristics, Methods + Examples <https://www.questionpro.com/blog/descriptive-research/>
- [5] Caalim, D. M. & Fuerte, M. C. (2023). Fighting Through PUV Modernization: A Challenge to the Philippine Transport System. <https://medium.com/underscore-online/fighting-through-puv-modernization-a-challenge-to-the-philippine-transport-system-99415bba9312>
- [6] Dovetail Editorial Team. (2023). What is descriptive research. [https://dovetail.com/research/descriptive-research/Economic Effects of Modernizing Public Transportation. \(2023\).](https://dovetail.com/research/descriptive-research/Economic%20Effects%20of%20Modernizing%20Public%20Transportation.%20(2023).)
- [7] Gatarin, G. (2023). Modernising the 'king of the road': Pathways for just transitions for the Filipino jeep. <https://www.sciencedirect.com/science/article/pii/S2664328623001092?>



- [8] Girardin, M. (2023). What is Qualitative Research? Methods and Examples.
<https://www.theforage.com/blog/skills/what-is-qualitative-research#h-qualitative-research-definition>
- [9] Haijan, S. (2019). Transfer of Learning and Teaching: A Review of Transfer Theories and Effective Instructional Practices. <https://eric.ed.gov/?id=EJ1217940>
- [10] Hidalgo, D. & Carrigan, C. (2010). Modernizing Public Transportation.
<https://www.wri.org/research/modernizing-public-transportation?>
- [11] Kumar, K. (2024) <https://www.britannica.com/topic/modernization>
- [12] Land Transportation Franchising and Regulatory Board. (2017). PUV Modernization Program.
<https://ltfrb.gov.ph/puv-modernization-program/>
- [13] Martinelli, A. & He, C. (2015) Global Modernization Review.
<https://www.worldscientific.com/worldscibooks/10.1142/9221#t=aboutBook>
- [14] Mendoza, R. L. (2017). The Future of Jeepney Modernization in the Philippines: Impacts, Challenges, and Opportunities. <https://www.goldenhaven.com.ph/blog/the-future-of-jeepney-modernization-in-the-philippines/>
- [15] The Japanese Transportation System. (n.d.). <https://www.japaniverse.com/japanese-transportation-system/>
- [16] New World Encyclopedia. (2023). Transportation in South Korea.
https://www.newworldencyclopedia.org/entry/Transportation_in_South_Korea
- [17] VanPatten, B. & William, J. (2007). Theories in second language acquisition.
<https://www.taylorfrancis.com/books/edit/10.4324/9780203628942/theories-second-language-acquisition-bill-vanpatten-jessica-Williams>