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passenger is important, because
favorable behavioral intention lead to
customer loyalty which plays a crucial
role for success and survival of the

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service firm (Wen et al. 2005; Lai and Chen, 2010). For public transport operators, especially paratransit that was studied in this paper, “understanding

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was found to directly and positively affect the public transportation passengers' behavioural intentions. Moreover, higher involvement levels are related to favourable service quality evaluations.

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