

**AWARENESS AND UTILIZATION OF LTO INFO-TEXT HOTLINE
AMONG SELECTED PUBLIC UTILITY VEHICLE DRIVERS
OF DASMARIÑAS TRANSPORT TERMINAL**

THESIS

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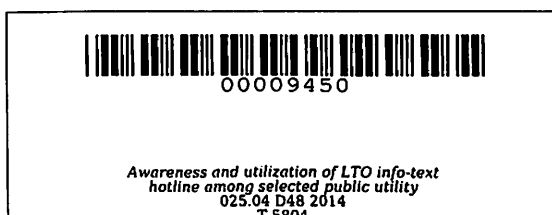
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**✓ AWARENESS AND UTILIZATION OF LTO INFO-TEXT HOTLINE
AMONG SELECTED PUBLIC UTILITY VEHICLE DRIVERS
OF DASMARIÑAS TRANSPORT TERMINAL**

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ABSTRACT

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Generally, this study aimed to determine the level of awareness of LTO info-text hotline among selected public utility vehicle drivers at Dasmariñas Transport Terminal and the level of utilization of LTO info-text hotline among selected public utility vehicle drivers at Dasmariñas Transport Terminal. Moreover, this study also aimed to determine the relationship between the level of awareness and level of utilization LTO info-text hotline among selected public utility vehicle drivers

The research was conducted from November 2013 to March 2014.

Survey questionnaires were used to gather data in this study which utilized a descriptive method of research. The participants were the public utility vehicle drivers of Dasmariñas Transport Terminal at Brgy. Sampaloc-1, Dasmariñas City, Cavite. The participants were selected through convenience sampling procedure. This procedure was used to obtain participants who were readily available and agreed upon to participate in the study. Secondary facts was also applied in gathering the data.

The results of the study showed that participants were “moderately aware” on the LTO info-text hotline. The participants utilized the LTO info-text hotline “sometimes” according to the results revealed when it comes to the level of utilization.

Results of the study revealed that there was significant relationship between the level of awareness and level of utilization of LTO info-text hotline.

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AWARENESS AND UTILIZATION OF LTO INFO-TEXT HOTLINE AMONG SELECTED PUBLIC UTILITY VEHICLE (PUV) DRIVERS OF DASMARIÑAS TRANSPORT TERMINAL

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INTRODUCTION

In the 21st century, mobility has become one of the essential technology and communication trends, affecting all aspects of modern life including mobile information systems, mobile payments, mobile commerce, mobile television and mobile government (El-Kiki, 2007). As for today, undoubtedly mobile phones have the strong penetration and dominant media today aside from the television (Lallana, 2004).

This gives a challenge for government and its agencies to come up with an outstanding concept while bringing and providing citizens with good and fast government strategies at the same time will empower and allow its people to participate actively. That's why governments take the chance to shift from traditional government to electronic government (Signo *et al.*, 2006).

The advent of Information and Communication Technologies (ICTs) utilization in public sectors came in due to the thriving industry of the internet (Grönlund & Horan,