

THE EMPIRICAL STUDY OF PUBLIC TRANSPORT PASSENGERS' BEHAVIORAL INTENTIONS: THE ROLES OF SERVICE QUALITY, PERCEIVED SACRIFICE, PERCEIVED VALUE, AND SATISFACTION (CASE STUDY: PARATRANSIT PASSENGERS IN JAKARTA, INDONESIA)

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Abstract: Behavioral intentions have been much discussed in marketing literature. Surprisingly, except for airline industry, few studies have been found in transportation industries. This paper studies the public transport passengers' behavioral intentions in Jakarta city, especially paratransit's passengers. This paper explores the relationship between passengers' behavioral intentions and other latent factors, including satisfaction, perceived value, perceived sacrifice, and service quality. The empirical data were drawn from 339 paratransit's passengers using questionnaire method. Structural Equation Modeling technique is used to analyze the conceptualized relationship model. The empirical results reveal that perceived value and service quality significantly affect passengers' behavioral intention. The results also show that perceived value is significantly affected by service quality and perceived sacrifice. From the empirical results, managerial implications are discussed.

Keywords: behavioral intention, public transportation, service quality, perceived value, sacrifice, satisfaction.

1. Introduction

Dominance of motor vehicles in land transportation has resulted in a lot of serious environmental and social problems, i.e. traffic congestion, air pollution, noise and climate change (Cox, 2010). This highlights the importance of private transport use's reduction and public transport use's enhancement. To respond these signs, "Public transport systems need to become more market oriented and competitive, as they tend to be viewed as service product" (Lai and Chen, 2010). Understanding the behavioral intention of public transport

passenger is important, because favorable behavioral intention lead to customer loyalty which plays a crucial role for success and survival of the service firm (Wen et al. 2005; Lai and Chen, 2010). For public transport operators, especially paratransit that was studied in this paper, "understanding passengers' behavior intentions after experiencing the public transit [paratransit] services is also an essential [important] task" since it can help them "design effective strategies to meet passengers' needs, and thus retain existing passengers' as well as attract new ones from other modes" (Lai and Chen, 2010).

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Behavioral intentions have been much discussed in marketing literature. Surprisingly, except for airline industry, few empirical studies have been found in transportation industries (Wen et al. 2005; Joewono, 2007). Three studies, carried out by Jen and Hu (2003), Wen et al. (2005), and Lai and Chen (2010) investigated passengers' behavioral intentions in public transport context. All of those studies were performed in Taipei. Therefore, extensive research on countries other than Taipei, such as Indonesia, seems essential to improve the understanding of the state of different field.

To address this gap in the current literature, this paper aims to study public transport passengers' behavioral intentions in Jakarta city, especially paratransit's passengers. This paper explores the relationship between passengers' behavioral intentions and other latent factor that affect them through Structural Equation Modeling (SEM). The remainder of this paper is organized as follows. The first section reviews the theoretical background and hypotheses of the proposed model. The second section describes the research methodology. The third section provides the empirical results of factor analysis and path analysis are provided. Finally, managerial implications are presented and future research directions are proposed.

2. Theoretical Background and Hypotheses

Behavioral intentions have become popular topic in marketing literature nowadays. According to the theory of planed behavior (TPB), behavior intentions are the most important determinant of a person's future behaviors (Ajzen, 1991). Most academicians have viewed behavior intentions as measures for representing customer loyalty (Yang and Peterson, 2004). Therefore, behavioral intentions encompass repurchase and

recommendation intention (Fornell, 1992; Zeithaml et al. 1996; Clemes, 2008; Lai and Chen, 2010). This paper thus employs behavioral intentions concept, which includes repurchase and recommendation intention.

Previous studies found that behavioral intentions were affected by some antecedent variables. From the existing literature, this paper addresses satisfaction, service value, service quality, and perceived sacrifice as variables affecting the paratransit passengers' behavioral intentions. The meaning of those variables and the proposed hypotheses are explained below. The proposed conceptual model is shown in Fig. 1.

2.1. Satisfaction

Satisfaction is "a cumulative construct that is affected by market expectations and performance perceptions in any given period, and is also affected by past satisfaction from period to period" (Johnson et al. 1995). From the definition, customer satisfaction lies in the disconfirmation of customer expectation paradigm, whereas a positive disconfirmation leads to customer satisfaction and negative satisfaction leads to customer dissatisfaction (Oliver, 1980; Tse and Wilton, 1988; Yi, 1990; Jamali, 2005; Ismail et al. 2006). Furthermore, it "pertains to a holistic evaluation after a service delivery experience, and acts as a consequence of satisfaction with individual attributes (i.e. service quality)" (Lai and Chen, 2010).

In services industry, since satisfaction brings a lot of benefits to organizations, it has been widely identified as a key intermediary objective (Ranaweera and Prabhu, 2003). One of its benefits is that satisfaction is generally seen as the main driver of customers' favorable behavioral intentions

(Ranaweera and Prabhu, 2003; Clemes, 2008; Lai and Chen, 2010). Customers’ favorable behavioral responses, such as repurchase and positive word of mouth, will be obtained by the organization if the customers were satisfied (Cronin and Taylor, 1992; Fornell, 1992; Swanson and Kelly, 2001; Wen et al. 2005; Clemes et al. 2008). Empirically, previous studies have confirmed a direct positive relationship between satisfaction and behavioral intention in various industries (Oliver, 1980; Cronin and Taylor, 1992; Fornell, 1992; Anderson and Sullivan, 1993; Petrick and Backman, 2002; Hellier et al. 2003; Liu et al. 2005; Meng et al. 2010), including public land transport services (Wen et al. 2005; Joewono and Kubota, 2007; Lai and Chen, 2010). Thus, the first hypothesis in this paper is proposed as follows:

H1: *Satisfaction has a positive effect on behavioral intention*

2.2. Service Quality

“Service quality is a measure of how well the service level that is delivered matches customer expectations, while a firm delivering quality service means conforming to customer expectations on a consistent basis (Joewono and Kubota, 2007; Transportation Research Board, 1999, 2004)” (Lai and Chen, 2010). Service quality is an abstract concept that is hard to be defined, and in practice, often used interchangeably with satisfaction (Lien and Yu, 2001; Lagrosen et al. 2004; Lai and Chen, 2010; Sumaedi et al. 2011). However, the differences between both variables have been clarified in the literature. Oliver (1997) explains that service quality is more specific and related to cognitive judgments while satisfaction is more holistic and associated with affective judgments. Furthermore, other researchers (Parasuraman et al. 1994; Zeithaml and Bitner, 1996; Lien and Yu, 2001) stated that

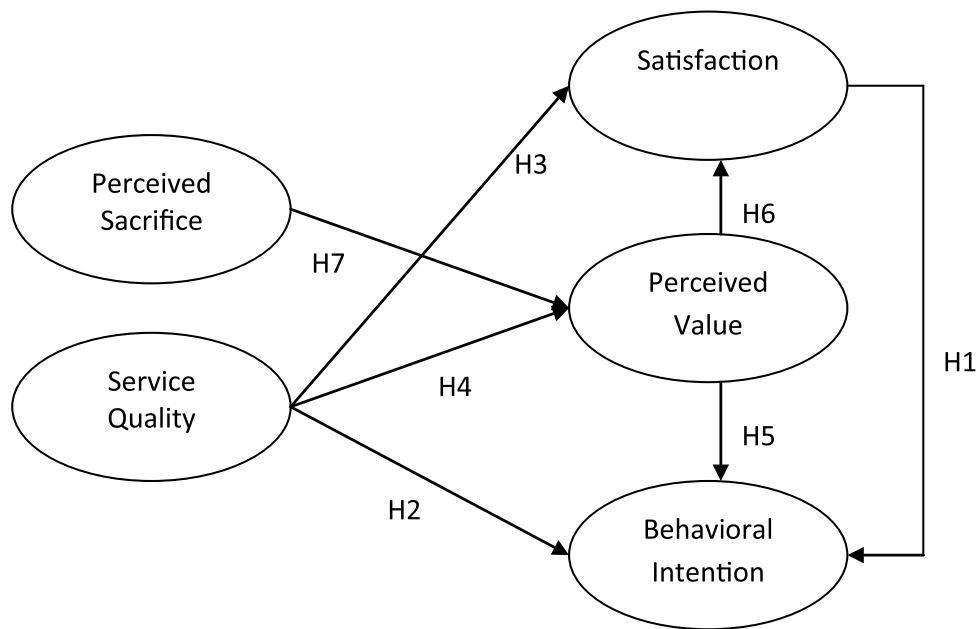


Fig. 1.
The Proposed Conceptual Model

satisfaction judgments include many factors, i.e. product quality, price, situation and personal attributes, not to mention service quality.

In the existing literature, service quality is regarded as the determinant of behavioral intention (Cronin et al. 2000; Liu et al. 2005; Huang, 2009). Previous studies have shown that service quality may affect behavioral intention directly (Lien and Yu, 2001; Al-Rousan et al. 2010) or influence behavioral intention indirectly via satisfaction (Cronin and Taylor, 1992; Ostrowski et al. 1993; Stank et al. 1999; Butcher et al. 2001; Hellier et al. 2003) and perceived value (Zeithaml, 1988; Dodds et al. 1991). In the public transport context, a direct positive relationship between service quality and behavioral intention has been confirmed by Lai and Chen (2010)'s research. In addition, other researchers found that service quality influence behavioral intention indirectly through satisfaction (Wen et al. 2005; Jowoeno and Kubota, 2007) and perceived value (Wen et al. 2005; Jen and Hu, 2003). Hence, the proposed second, third, and fourth hypotheses are stated as follows:

H2: *Service quality has a positive effect on behavioral intention*

H3: *Service quality has a positive effect on satisfaction*

H4: *Service quality has a positive effect on perceived value*

2.3. Perceived Value

Perceived value is defined as "consumer's overall assessment of the utility of a product [or service] based on perceptions of what is received and what is given" (Zeithaml, 1988). In other words, perceived value represents the discrepancies between perceived benefit and perceived cost (Lee and Cunningham, 2001; Wen et al. 2005; Lai and Chen, 2010).

The perceived value is likely to be high if the perceived benefit is higher than the perceived cost and vice versa (Doods et al. 1991; Wen et al. 2005).

According to means-end model of Zeithaml (1988), the perceived value affects the behavioral intention. Past studies have shown evidence that perceived value significantly affect the behavioral intention (Petrick and Backman, 2002; Petrick, 2004; Chen and Sai, 2008; Meng et al. 2011). In addition, perceived value has also been identified as the driver of satisfaction (Andersen and Lindstead, 1998; Hellier et al. 2003). Perceived value is suggested as better predictor of behavioral intention than either satisfaction or service quality (Cronin et al. 2000; Petrick and Backman, 2002; Petrick, 2004). In the public transport study, Lai and Chen (2010) investigate the effect of perceived value on behavioral intentions in mass rapid transport services. Their results revealed that perceived value has a direct positive effect on behavioral intention. Moreover, the research also found that behavioral intentions are indirectly influenced by perceived value via satisfaction. In another study conducted by Wen et al. (2005), the authors showed that the perceived value has a direct positive effect on customer loyalty and in-direct effect on customer loyalty through satisfaction. Therefore, this paper's fifth and sixth hypotheses are formulated as follows:

H5: *Perceived value has a positive effect on behavioral intention*

H6: *Perceived value has a positive effect on satisfaction*

2.4. Perceived Sacrifice

Perceived Sacrifice pertains to "what is given up or sacrificed to obtain a product [or a service]" (Zeithaml, 1988). It encompasses not only the

monetary price but also non monetary price, i.e. time, effort, search, and psychic (Zeithaml, 1988; Wen et al. 2005). “If consumers cannot find products by themselves, or if they must travel distances to buy them, a sacrifice has been made. If consumers must expend effort to assemble durable products or time to prepare packaged goods, and if this time and effort does not provide satisfaction to the consumer in the form of recreation or a hobby, a sacrifice has been made” (Zeithaml, 1988).

In Zeithaml (1988)’s means-end model, perceived sacrifice has been identified as predictor of the perceived value. In transport literature, a direct negative relationship between perceived sacrifice and perceived value has been confirmed. For example, the study conducted by Wen et al. (2005) showed that perceived sacrifice is statistically significant and thus has a negative direct effect on perceived value. This means low perceived value may be resulted from the high perceived sacrifice and conversely, the low perceived sacrifice may result in high perceived value (Wen et al. 2005). This paper thus proposed the seventh hypothesis as follows:

H7: *Perceived sacrifice has a negative effect on Perceived value*

3. Research Methodology

The research adopted quantitative approach since this approach: (1) “allowed the researcher to search for truths of the observation by empirical evidence via the hypothetic-deductive method” (Ling et al. 2010); and (2) the extant literature that is relevant to this research was well developed. This research involves five variables, i.e. passengers’ behavioral intentions, satisfaction, perceived value, perceived sacrifice, and service quality. The measures of those variables are explained below.

3.1. Measures

Behavioral intentions, satisfaction, service quality, perceived value and perceived sacrifice construct cannot be measured directly. Normally, those constructs were measured by multiple indicators (Wen et al. 2005). In this current research, the measures of dependent variable as well as the independent variables were adopted from the existing literature. Table 1 below indicates each variable’s number of indicators and the source that were used as input in order to generate the indicators for measuring constructs in this research. All of those construct were measured using a seven-point Likert scale ranging from ‘strongly disagree (1)’ to ‘strongly agree (7)’.

Table 1
Number of Indicators and Sources for Construct Measures

Constructs	Number of Indicators	Source
Behavioral intentions	5	Zeithaml (1996)
Satisfaction	4	Wen et al. (2005)
Perceived value	3	Wen et al. (2005)
Service quality	23	Transportation Research Board (1999), Wen et al. (2005)
Perceived sacrifice	4	Wen et al. (2005)

3.2. Data Collection

The population under research, which became the unit analysis for this research, includes paratransit passengers in Jakarta city, Indonesia. The data collection was carried out through survey with questionnaire in August, 2011. Actual data of the research population’s profile, such as the composition of paratransit passengers’ gender, age, or frequency in using public transport that could

be used as the basis for determining the sample to represent the population were not known. This is because both the paratransit operators and the paratransit operators' association in Jakarta did not collect and publish those data. On the other hand, there are operational limitations for us to contact all paratransit passengers in Jakarta to know the population profile. Therefore, the sampling technique that could truly represent the research population becomes difficult to be employed because the profile of the research population itself is not known. Under these conditions, following what is suggested by Lai and Chen (2010), we employed a convenience sampling technique. Although convenience sampling technique was employed, all of the survey participants are paratransit passengers in Jakarta. In addition, we also spread the questionnaires in places where paratransit was in operation, i.e. paratransit stops and terminals. A total of 339 questionnaires were obtained in the survey. This sample size is considered adequate and satisfactory in conducting SEM since the prerequisite sample size is 100 to 150 observations (Hair et al. 1998; Lee et al. 2010). Half of the respondents (50%) were male and 47% were students. Nearly half of the respondents (49%) were below than 20 years old. In terms of the reason in using paratransit services, vast majority of the respondents' stated that their reason is simplicity of using paratransit services (28%) and not having a private vehicle (27%). 40% of respondents are daily paratransit users and 60% of respondents are non daily paratransit users.

3.3. Testing the Assumption of Multivariate Analysis

Before multivariate data analysis could be performed, some assumptions of multivariate analysis should be tested. The size of sample, scale of variables, their multicollinearity, their multivariate normal distribution and outliers are the assumptions that need to be

fulfilled (Hair et al. 1998; Fotopoulos and Psomas, 2009; Lee et al. 2010). Regarding the sample size, Hair et al. (1998) stated that, in conducting SEM, a sample size of 100 to 200 observations is adequate and satisfactory. In this research, the sample size ($n = 339$), a seven point Likert scale, and the skewness and kurtosis of variables ($< \pm 1$) is within the acceptable limits, indicating distribution symmetry (Fotopoulos and Psomas, 2009; Lee et al. 2010). The correlation among the independent variables is less than 0.9, a fact that suggest no multicollinearity problem (Hair et al. 1998; Fotopoulos and Psomas, 2009; Lee et al. 2010). As far as multivariate normal distribution is concerned, the skewness and kurtosis ($< \pm 1$) and the standardized residual ($< \pm 2.5$) indicated that there are no serious indications that it is violated (Hair et al. 1998; Fotopoulos and Psomas, 2009). Therefore, it can be suggested that the basic assumptions of multivariate analysis are fulfilled.

3.4. Data Analysis

The Structural Equation Modeling (SEM) was used to test the causal relationships between constructs that are shown in Fig. 1. The researchers employ two stage modeling process in conducting SEM, as proposed by a number of researchers (e.g. Lin and Lee, 2004; 2005; Hair et al. 1998; Sit et al. 2009), that is, before testing the structure model, the measurement model should be examined using Confirmatory Factor Analysis (CFA) (Lee et al. 2010).

4. Empirical Results

4.1. Measurement Model

The confirmatory factor analysis (CFA) was used to assess the measurement model. The ratio of the chi-square value to degrees of

freedom ($\chi^2/\text{d.f.}$), root mean square error of approximation (RMSEA), normed fit index (NFI), non-normed fit index (NNFI), and the comparative fit index (CFI) are five measures that were used to estimate the measurement model fit. The goodness of model fit to this research measurement model is shown in Table 2 and they are within the acceptable limits. Therefore, it can be suggested that the measurement model has a good fit with the data collected.

The measurement model's validity was assessed empirically by examining its convergent validity while the internal reliability of the measurement model was examined by performing the alpha cronbach analysis (Meng et al. 2011; Hair et al. 1998; Lai and Chen, 2010; Liu et al. 2005; Foutopolos and Psomas, 2009; 2010). The results are shown in Table 4. The convergent validity was confirmed because all factor loadings are equal or larger than 0.5 and statistically significant (Hair et al. 1998). The internal consistency of the constructs in the measurement model or the measurement model reliability was tested by employing Cronbach's alpha analysis. Most authors proposed that an alpha of 0.60 or greater is considered to be reliable (Churchill, 1977; Hair et al. 1998). This research Cronbach analysis results indicated that all constructs' alpha values were well above 0.60. The alpha value ranged from the lowest of perceived value (0.642) to service quality (0.863). The results are shown in Table 3. This means all of this research's constructs have the internal consistency. In other words, the measurement scales of this research were stable and consistent in measuring the construct or reliable.

4.2. Structural Model

“Structural models differ from measurement models in that emphasis moves from the relationships between latent constructs and

measured variables to the nature and magnitude of the relationships between constructs (Hair et al. 2005)” (Foutopolos and Psomas, 2010). Fig. 2 shows the results of the estimated structural model. According to the Chi-square index (χ^2 test statistics/df = 4.28) and other indices (NFI = 0.91, NNFI = 0.92, RMSEA = 0.09, and CFI = 0.93), the structural model fits well, as shown in Table 2.

In Fig. 2, it is shown that six direct path coefficients were statistically significant. Thus, hypotheses 2, 3, 4, 5, 6 and 7 were supported. One of the 7 hypothesized paths, from satisfaction to behavioral intentions (H1) was not supported by statistically significant path coefficients.

The correlations between the predictors and the variables criterion were decomposed into the sum of their direct, indirect and total effects in order to more thoroughly gauge the effects of the variables included in the model (Tari et al. 2007). Table 4 reports the direct, indirect and total effects of various determinants on passengers' behavioral intentions. In term of total effect, perceived value (0.60) has the largest effect followed by perceived sacrifice (0.37). With respect to direct effect, perceived value (0.60) appears to have the largest effect while perceived sacrifice (0.37) has the largest indirect effect.

5. Managerial Implication and Conclusion

This paper explores the determinant factors of the public transport passengers' behavioral intentions through Structural Equation Modeling (SEM). In Jakarta city, Indonesia, 339 paratransit passengers were surveyed to examine the structural model. The results show that service quality and perceived value have direct and positive effect on behavior intention. Moreover, this study also found

Table 2*Goodness of Fit Measures – Measurement Model and Structural Model*

Goodness of Fit Measures	CFA Model	Structural Model	Acceptable values
Chi-Square (df)	761.64 (181)	616.75 (144)	< 5 (Chi-Square/df) (Wheaton et al., 1977; Cheng et al., 2006; Hooper et al., 2008)
NFI	0.90	0.91	> 0.09 (Hair et al., 1998)
NNFI	0.91	0.92	> 0.09 (Hair et al., 1998)
CFI	0.92	0.93	> 0.09 (Hair et al., 1998)
RMSEA	0.100	0.09	≤ 0.1 (MacCallum et al., 1996; Hooper et al., 2008)

Table 3*Model Reliability and Validity*

Latent Constructs	Item	Factor Loading (P-value)*	Cronbach Alpha
Service Quality (SQ)	SQ1	0.71 (14.31)	0.863
	SQ2	0.71 (14.18)	
	SQ3	0.77 (16.03)	
	SQ4	0.74 (15.20)	
	SQ5	0.80 (16.85)	
Perceived Value (PV)	PV1	0.57 (10.30)	0.642
	PV2	0.66 (12.03)	
	PV3	0.64 (11.64)	
Satisfaction (SAC)	SAC1	0.77 (14.17)	0.838
	SAC2	0.79 (14.06)	
	SAC3	0.78 (10.95)	
	SAC4	0.67 (13.24)	
Perceive Sacrifice (PS)	PS1	0.73 (14.06)	0.777
	PS2	0.72 (14.04)	
	PS3	0.59 (11.00)	
	PS4	0.69 (13.26)	
Behavioral Intention (BI)	BI1	0.74 (14.47)	0.753
	BI2	0.78 (15.70)	
	BI3	0.73 (14.36)	

Note *Significant at 0.05

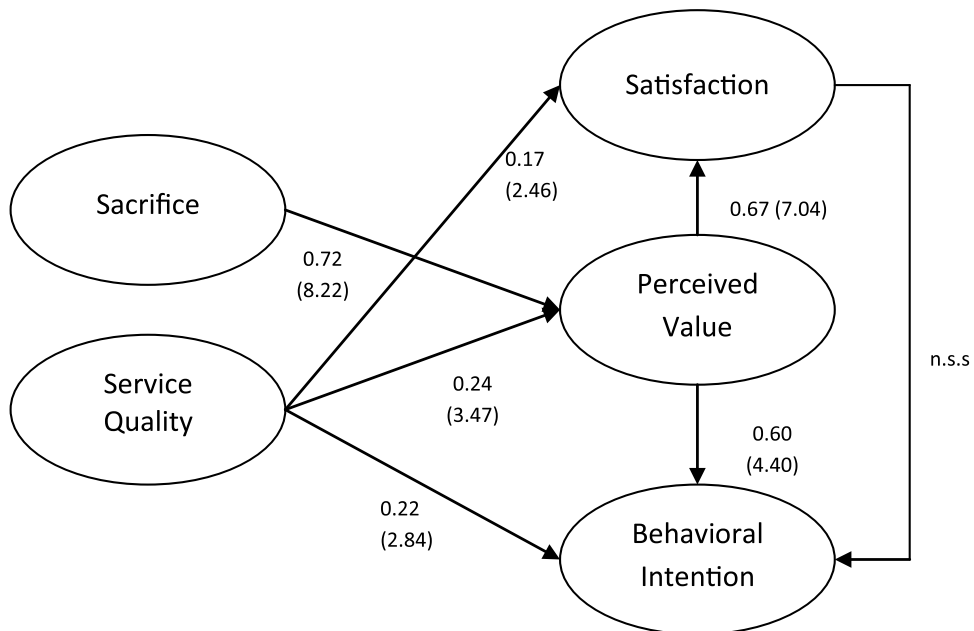


Fig. 2.
Structural Model
 Note: n.s.s.: non-statistically significant

Table 4
Direct, Indirect, and Total Effects of Behavior Intention

Path	Effect	Estimates	T value
Service Quality → Behavioral Intentions	Direct Effect	0.22	2.84
	Indirect Effect	0.10	2.19
	Total Effect	0.32	4.85
Perceived Value → Behavioral Intentions	Direct Effect	0.60	4.40
	Indirect Effect	-	-
	Total Effect	0.60	4.40
Perceived Sacrifice → Behavioral Intentions	Direct Effect	-	-
	Indirect Effect	0.37	6.02
	Total Effect	0.37	6.02

that perceived value were influenced by the service quality and perceived sacrifice.

In term of a direct positive relationship between perceived value and behavioral intention, this finding was supported by the result of Wen et al. (2005) and Lai and Chen (2010)'s study. Regarding the effect of service quality, Lai and Chen (2010) also found the similar results. Meanwhile, the effect of perceived sacrifice on perceived value that was found by this research is also confirmed by the Wen et al. (2005)'s study.

The results of this research suggest some important implications for public transport operators. The significant effect of service quality on perceived value and behavioral intention reflect the relative important of service quality. In respond this finding, Lai and Chen (2010) suggest the public transport operators to establish quality improvement and management, such as identifying those specific attributes about which passengers are most concerned and endeavoring to offer quality services. According to Wen et al. (2005), the factor loading of service attribute - the result of service quality confirmatory factor analysis (CFA) - provide useful information for improving public transport services. This research reveals that service attributes such as (1) safety from crime while riding, (2) degree of crowding on the paratransit, (3) paratransit engine is still powerful, (4) the drivers understand passengers needs when they make inquiries, and (5) cleanliness of the paratransit interior were the highest factor loading for each service quality dimension (see Appendix 1). This information thus can be used by the paratransit operators "in [their] efforts to prioritize the important service attributes and ensure their service quality meets or exceed passengers' expectations" (Lai and Chen, 2010).

Passengers' behavioral intentions are also affected by their perceived value. According to Lai and Chen (2010), perceived value is "passenger's overall appraisal of the value of the service provided, based on their assessment of what is received (benefits) and what is given (cost or sacrifice)". Providing paratransit's high service quality is not guaranteed will increase the passengers' favorable behavioral intentions without improvement in passengers' perceptions of value they perceived in using the services. Therefore, as suggested by Lai and Chen (2010), paratransit operators need to provide passenger value oriented quality services. This implies the paratransit operators need to consider the sacrifice of passengers in obtaining the paratransit services, both monetary sacrifice and non monetary sacrifice (time, time, effort, search, and psychic), when establishing the quality service improvement.

Although the researchers found some interesting findings, the findings should be viewed in light of some limitations. First, this study employed the cross sectional data and it is difficult to determine the time series link across variables (Lee et al. 2010). Hence, the research result may differ if it is conducted in other time. Second, the limitation of sample size and the convenience sampling method implied that the finding cannot be generalized across all paratransit passengers in Jakarta city, Indonesia. Therefore, the researchers propose to conduct a longitudinal research with more sample and improvement sampling method to generalize the research results. Finally, the researchers also suggest involving image variable in the further research. Image may affect the passenger behavioral intention, as demonstrated by study that was conducted in other transportation mode, such as commercial airline industry (Zins, 2001) and cruise ship industry (Meng et al. 2011).

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Appendix 1

Service Quality Dimension/Attribute	Factor Loading
Safety	
SQ1: Safety on board	0.74
SQ2: Safety from crime while riding	0.78
SQ3: Safety related to behavior of other persons)	0.66
Comfort	
SQ4: Comfort of the seats	0.63
SQ6: Degree of crowding on the paratransit	0.64
SQ7: Comfortable temperatures on the paratransit	0.54
Performance & Reliability	
SQ8: The paratransit engine is still powerful	0.67
SQ10: Wait time when transferring	0.52
SQ11: Travel time by paratransit	0.59
SQ12: The paratransit obedience to traffic regulations	0.59
Crews Attitude	
SQ14: The driver/conductor are neat in appearance	0.66
SQ15: The driver/conductor are willing to help passenger	0.69
SQ16: The driver/conductor willing to respond to passenger request	0.74
SQ17: The driver/conductor are understanding your needs when you make inquiries	0.77
SQ18: The driver/conductor are courteous	0.73
SQ19: The driver are skilled full	0.62
Condition of Vehicles & Facilities	
SQ20: The paratransit has modern looking facilities and equipment	0.50
SQ21: Cleanliness of the paratransit exterior	0.87
SQ22: Cleanliness of the paratransit interior	0.86
SQ23: The paratransit clean of graffiti	0.56

Note: SQ5, SQ9 and SQ13 are removed due to their factor loading are less than 0.5

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EMPIRIJSKA STUDIJA PONAŠANJA PUTNIKA U JAVNOM GRADSKOM TRANSPORTU: UTICAJ OČEKIVANOG I PERCIPIRANOG KVALITETA USLUGE I ZADOVOLJSTVA PUTNIKA (STUDIJA SLUČAJA: PARATRANZITNI PUTNICI U DŽAKARTI, INDONEZIJA)

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Sažetak: Ponašanje putnika i njihove namere bile su predmet istraživanja brojnih studija. Osim u vazdušnom saobraćaju, mali broj ovakvih studija je sprovedeno u drugim oblicima transporta. Ovaj rad ispituje ponašanje putnika, naročito paratranzitnih, u javnom gradskom prevozu u Džakarti. Rad istražuje vezu koja postoji između ponašanja putnika i drugih latentnih faktora, uključujući nivo zadovoljstva, očekivani i percipirani kvalitet usluge. Empirijski podaci su dobijeni na osnovu anketiranja 339 paratranzitnih putnika i analizirani su pomoću modela strukturnih jednačina. Dobijeni rezultati pokazuju da percipirani kvalitet usluge u velikoj meri utiče na ponašanje putnika. Rezultati takođe ukazuju da na percipirani kvalitet značajno utiče očekivani kvalitet usluga. Na osnovu empirijskih rezultata, takođe su razmatrani različiti uticaji strateškog upravljanja.

Ključne reči: ponašanje, javni gradski transport, očekivani, percipirani, kvalitet usluga, zadovoljstvo putnika.