

CONSUMER BEHAVIOR | RESEARCH ARTICLE

# Exploring The Impact of Product Quality, Performance, Consumer Experience, and Positive E-Wom On Purchase Intention and Sustainability in The Railway Industry

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## Abstract:

**Background:** Development of a product quality analysis model, performance, consumer experience, positive electronic word-of-mouth (e-WOM), aligned with purchasing interest, and railway sustainability.

**Purpose:** To analyze consumer responses to the situation and conditions of the railway system and evaluate the potential for sustainable railway operations.

**Method:** A quantitative approach was employed using a structured questionnaire distributed via Google Forms to 225 Indonesian and foreign respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling - Partial Least Squares (Smart-PLS) to determine the impact of purchase intention and sustainability.

**Findings:** The results indicate a strong attachment that significantly influences purchase intention and business sustainability. Key implications relate to passenger experience, encompassing service quality and comfort, as well as the overall sustainability of trains in Indonesia.

**Conclusion:** Enhancing product quality, performance, consumer experience, and positive e-WOM effectively increases purchase intention. Increased purchase intention, in turn, supports the sustainability of customer relationships.

**Research limitations:** The analysis focuses on variables including product quality, performance, consumer experience, positive e-WOM, purchase intention, and railway sustainability. New respondent characteristics considered in this study include gender, occupational division, and continent of origin. The data analysis technique used is limited to quantitative methods.

**Research implications:** This study offers insights into the conditions and situations of the railway sector, including product quality, performance, consumer experience, positive e-WOM, purchase intention, and railway sustainability.

**Keywords:** consumer experience, performance, positive electronic word of mouth (e-WOM), product quality, purchase intention, sustainability

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## PUBLIC INTEREST STATEMENT

Trains are one of the mass transportation modes that are very much needed to speed up people's travel to all destinations. This transportation that can carry passengers has been present in Indonesia for 158 years. Over time, the existence of trains has increasingly pampered its users. Now, all passengers are guaranteed to get air conditioning facilities, both in economy, business, and premium classes. A number of facilities in the carriage are made to resemble the interior of an airplane. There are also special shelves for storing suitcases. Each carriage is equipped with a wide screen television to enjoy entertainment. In the premium type, there is even a mini screen TV on each seat to enjoy various entertainment using Audio Video On Demand technology.

Developing an analysis model regarding product quality, performance, consumer experience, positive eWOM, where the proposed model is in accordance with the theory of purchase intention and train sustainability, where passengers in Jakarta are the target object, using demographic factors such as gender, age, country of origin.

A quantitative approach was used in this study with an online survey conducted using Google Forms and a structured questionnaire survey conducted on 225 Indonesian and foreign respondents selected based on purposive sampling. Data analysis using SEM PLS, to determine the impact of the relationship on purchasing interest and sustainability.



## 1. Introduction

Trains are a vital mode of mass transportation that significantly enhances the efficiency of travel to various destinations. Their continued development increasingly benefits passengers. This passenger-carrying mode of transportation has operated in Indonesia for 158 years. Over time, train services have increasingly prioritized passenger comfort. Today, all passengers—regardless of whether they travel in economy, business, or premium class—are guaranteed air-conditioned carriages. Several onboard facilities are designed to resemble the interior of an airplane, including dedicated luggage racks for storing suitcases.

Each carriage is equipped with a widescreen television for passenger entertainment. In premium-class carriages, individual seat back screens are also available, allowing passengers to access a variety of entertainment options through Audio Video On Demand (AVOD) technology (Indonesian Information Portal, 2022). "This positive trend indicates that public mobility via train transportation is beginning to increase," stated Vice President of Public Relations, Joni Martinus. This trend is illustrated in Figure 1, which presents the number of train passengers from January to September 2023 (Central Bureau of Statistics, 2024)

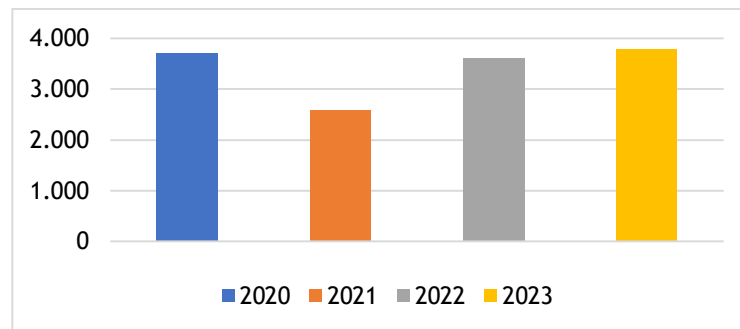


Figure 1. Number of train passenger (January - September 2023)

Trains also face intense competition from other modes of transportation, particularly private vehicles using toll roads and travel services that offer lower fares and more direct routes. Trains also face competition from air travel, which offers the advantage of significantly faster travel times compared to high-speed trains, cars, and buses. For long-distance routes, airplanes provide travel time savings for passengers.

According to Kotler and Keller (2017), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Several studies have examined consumer behavior in the context of selecting rail transportation. Both consumer experience and product quality significantly influence passenger satisfaction, particularly in the enjoyment of culinary services provided on trains (Puspitasari, 2023). To determine the influence of electronic word-of-mouth (e-WOM) and trust, Putri & Pradhanawati (2021) examined their effects on consumer behavior. Additionally, Peña-García et al. (2020) explored key social psychological factors, including attitudes, subjective norms, perceived behavioral control, ease of use, and perceived usefulness, that affect purchase intentions.

Although numerous previous studies have examined product quality, performance, consumer experience, positive consumer perceptions, purchase intention, and railway sustainability, these variables have typically been investigated separately. Moreover,

existing research has generally provided only a broad overview of railway products rather than an integrated analysis.

Therefore, this study analyzes product quality performance, consumer experience, positive electronic word of mouth, purchase intention, and railway sustainability within a single integrated framework. By examining the relationships among these variables, particularly product quality, consumer experience, positive e-WOM, and purchase intention, the study aims to provide insights that can help companies develop more effective marketing strategies.

This study contributes to the literature by demonstrating that these variables influence purchase intention, which in turn has a significant impact on railway sustainability. This study also aims to enhance the understanding of the railway sustainability approach and is expected to address the gaps identified in previous research.

## **2. Literature Review**

### **2.1 Theory of Planned Behavior (TPB)**

Theory of Planned Behavior (TPB) is a psychological theory that links beliefs to behavior. It posits that three core components –attitudes, subjective norms, and perceived behavioral control –jointly shape an individual's behavioral intention. In contrast, the core principle of the TPB is that behavioral intention is the most immediate determinant of human social behavior (Ajzen, 2020; Ali et al., 2023; Permasih et al., 2024).

The relationship among the elements of the TPB attitudes, subjective norms, and perceived behavioral control is reflected in their combined influence on behavioral intention. This intention serves as the primary factor in determining whether an individual will engage in a particular behavior. These elements of the TPB underpin the variables of consumer experience, positive consumer perceptions, and purchase intention.

### **2.2 Consumer Behavior**

Consumer behavior is a prevalent phenomenon in the contemporary business world and is expected to remain a significant trend in the future. In the global market, consumers consistently seek marketers who offer the best value in terms of brand quality, price, convenience, and purchase safety (Ananth, 2019). Consumer behavior refers to the actual actions of individuals or groups, including organizations, influenced by both external and internal factors that guide their selection and consumption of desired goods or services (Setiadi, 2019).

### **2.3 Product Quality**

A product is defined as anything that can be offered to a market to attract attention, be acquired, used, or consumed, and that satisfies consumer wants and needs. Products may include physical objects, services, people, places, organizations, and ideas (Rusmiyati & Hartono, 2022). Product quality consists of two dimensions, one of which is the level of consistency. In developing a product, a company must determine the appropriate quality level to support effective product positioning. This refers to the product's ability to perform its intended function reliably, which contributes to overall quality and must be consistently maintained by the company (Naini et al., 2022).

## **2.4 Consumer Experience**

Customer experience refers to a customer's perception of the rational, physical, emotional, subconscious, and psychological interactions with various aspects of an organization (Shaw & Hamilton, 2016). Customer experience refers to a customer's subjective reaction or feeling resulting from their interaction with a company (Ertemel et al., 2021). Customer experience encompasses every interaction a customer has with a company's offerings (Udayana et al., 2022).

Customer experience plays a crucial role in ensuring satisfaction as it reflects how effectively the service provider meets customer expectations. A positive customer experience fosters a sense of satisfaction, ultimately leading to greater customer loyalty (Kamath et al., 2020). Choi and Sun (2016) emphasize the importance of developing a customer experience database, which enables the management of a company's overall experience of its products and services from the customer's perspective.

## **2.5 Positive Word of Mouth (e-WOM)**

According to Kotler and Keller (2017), eWOM is a form of marketing that utilizes the internet to create word-of-mouth effects. Slamet et al. (2014) explain that eWOM is a form of communication where individuals share experiences, reviews, and interact with other customers through social media. Wibowo (2015) states that eWOM is positive or negative communication between potential or former customers about a product or company that is publicly available on the internet.

The term electronic word-of-mouth (e-WOM) emerged alongside market developments and has gained popularity with the rise of online shopping. Online shopping is considered more convenient and accessible from home, contributing to the growth of e-WOM (Bhatti & Ur Rehman, 2020). Existing literature highlights the importance of e-WOM stimuli in fostering a conducive environment that elicits positive customer responses. The valence of e-WOM—defined by the qualitative nature of its content as positive, negative or neutral has been shown to influence various customer behavioral outcomes, including trust in e-WOM, product evaluations, and purchase intentions (Roy et al., 2019)

## **2.6 Performance**

Performance is a representation of the level of achievement in implementing programs, activities, or policies that contribute to realizing the organization's goals, objectives, vision, and mission (Moeheriono, 2012). Performance refers to the quantity or quality of work results produced by individuals or groups within an organization, guided by established norms, standard operating procedures, criteria, and measurements (Torang, 2014). Performance is a measure of work achievement, resulting from the implementation of a work plan created by an institution, which is carried out by leaders and employees to achieve organizational goals (Abdullah, 2014).

Based on the developed model, this study examines the influence of factors such as service frequency, distance variation, passenger demand, and initial train delays on line performance, specifically line throughput and subsequent train delays. The proposed model can be used to predict system performance both offline and in real-time (Saidi et al., 2023). Further research is needed to ensure optimal performance and service quality, thereby determining passenger satisfaction with railway station services (Dermawan & Fibriyanto, 2020).

## **2.7 Purchase Intention**

Purchase intention is part of a series of consumer behavior processes that indicate a desire to buy or choose a product, influenced by experience, desire, and psychological stimulation (Kotler & Keller, 2017). Shopping orientation refers to an individual's personal perspective on shopping behavior (Azifah & Dewi, 2016).

This study presents a conceptual model –specifically, a structural model—that analyzes customer purchase intention in detail (Mudjahidin et al., 2022). The study revealed that performance expectancy, effort expectancy, and social influence had significant positive effects on the purchase intentions of community group purchasing consumers, whereas facilitating conditions and perceived risk did not have a significant positive effect (Zhang et al., 2023; Az-Zahrah et al., 2025).

## **2.8 Sustainability**

The concept of sustainability is currently growing and applied to corporate sustainability (Pemer et al., 2020). Sustainability refers to a global state that focuses on environmental, social, and economic systems, which means that current needs can be met without contributing to the needs of future generations (Choudhury, 2018).

The concept of sustainability can be classified into five categories: (1) the conventional economic perspective, (2) the non-environmental degradation perspective, (3) the integrative perspective, which includes economic environmental, and social aspects, (4) the intergenerational perspective, and (5) the holistic perspective (Langa et al., 2021). Sustainable products consume fewer natural resources, adhere to fair labor standards, and minimize harm to human health and the environment throughout their life cycle (Visser et al., 2021).

## **2.9 Product Quality and Consumer Experience**

This study tested the hypothesis using 417 monorail passengers, employing hybrid structural equation modeling that combines partial least squares parameter estimation and artificial neural network methods to estimate the proposed model. The results of the ANN model show that perceived quality is the most important predictor of passenger satisfaction with monorail services (Ibrahim et al., 2023). The analysis reveals that railway transport authorities and companies involved in passenger transportation can enhance the attractiveness of this mode of transport to society by prioritizing improvements in the services they provide to passengers (Maskeliūnaitė & Sivilevičius, 2021). This research develops a model by integrating perceived quality into the TPB. The findings indicate that perceived train quality and perceived travel quality significantly influence TPB attributes, which, in turn, affect the travel intentions of high-speed train tourists (Hou et al., 2021). In the field of rail passenger transport, the common practice is to use a fixed schedule that does not account for ad hoc travel needs. This article presents a train operating concept designed to accommodate such variable passenger demand. This concept ensures minimum energy consumption and a higher level of passenger demand satisfaction through multi-level demand management. A case study is presented to validate the theory developed from previous research (Erdei & Illés, 2023).

H1: Product quality has a significant effect on consumer experience

## **2.10 Performance and Consumer Experience**

The analysis emphasizes the importance of filtering the data to obtain a realistic assessment of service levels. Three main factors must be considered: time of day, train arrival and departure times, and platform side. Therefore, density and speed flow profiles are averaged over a one-minute period and calculated based on train arrivals (Küpper, 2020). Indicators of expected service quality in public contracts often rely on punctuality, typically defined as the percentage of trains arriving at their final destination or significant intermediate stops within a specified delay. However, passengers may interpret punctuality more broadly, generally referring to expected delays at the destination—especially among those with less tolerance for minor delays than those usually permitted by train operators (Denti & Burroni, 2023). The cluster analysis (CA) and factor analysis (FA) results identified 45 quality indicators. The factor most urgently requiring improvement to enhance the quality of intercity rail services in Thailand is the condition of train carriages. Conversely, the main strength of the existing services lies in the quality of staff-provided services (Jomnonkwa et al., 2020). This study found that the service quality indicators examined had a direct and statistically significant positive effect on customer satisfaction at the 0.01 level. Passengers reported the highest satisfaction with access to travel information, such as train schedules, fares, and real-time updates (Wonglakorn et al., 2023). These findings enhance the understanding of low-cost carrier (LCC) passenger motivation from psychological service-related and cultural perspectives, providing valuable implications for LCCs in refining marketing strategies and customer service (Pan & Truong, 2018).

H2: Performance has a significant effect on consumer experience

## **2.11 Performance and Positive e-WOM**

To empirically assess the proposed hypotheses, this study can begin with a qualitative approach, using interviews with 104 rural consumers. The findings of Wang and Yang (2021) indicate that rural consumers indicate a positive attitude toward the use of e-commerce, which in turn strengthens their intention to engage in e-WOM. The results indicate that activities on Social Networking Sites play a significant role in establishing e-WOM credibility, which subsequently contributes to the development of brand image and purchase intention. These findings suggest that companies can enhance purchase intention by leveraging e-WOM generated through social networking sites to create a positive brand image (Siddiqui, 2021). Empirical results are expected to demonstrate that perceived value has a positive and significant influence on customer satisfaction, word of mouth, and repurchase intention. Customer satisfaction has a significant positive influence on word-of-mouth and repurchase intention. Additionally, price sensitivity and word of mouth significantly influence repurchase intention. Furthermore, customer satisfaction and word-of-mouth partially mediate the relationship between perceived value and repurchase intention (Lin et al., 2022). The findings will illustrate the relationship between promotion, e-WOM, service quality, and tourist satisfaction. Service quality is associated with tourist satisfaction and e-WOM promotion, which in turn explicitly influence destination loyalty when visiting China (Hussain et al., 2023). Based on previous research, the following conclusions can be drawn:

H3: Performance has a significant effect on positive electronic word-of-mouth (eWOM)

## **2.12 Consumer Experience and Positive e-WOM**

The results of the study indicate that customer experience has a significant and positive relationship with affective commitment and continuance commitment. The study's

findings highlight the expanding role of customer experience in generating positive E-WOM (Paisri et al., 2022). This research is quantitative. The results of the study indicate that consumer experience, in the context of fear of missing out, strengthens the influence of e-WOM. This shows that when consumer experience is high, positive e-WOM encourages consumers to make impulsive purchases (Putri et al., 2024). The research results can be utilized by researchers to address the issue of omitted variable bias. At the same time, experienced managers can leverage the findings to enhance the credibility of e-WOM messages across various e-WOM platforms (Verma et al., 2023). The study shows that positive consumer emotional experiences have a positive effect on satisfaction, e-WOM formation, and corporate reputation. This study identifies the provision of emotional experiences as a powerful generator of positive e-WOM (Serra-Cantallops et al., 2018).

H4: Consumer experience has a significant effect on positive e-WOM.

### **2.13 Positive e-WOM and Purchase Intention**

Based on our findings, it was determined that word-of-mouth on social media, offline word-of-mouth, and the credibility of information sources are the primary factors influencing Chinese consumers' decision-making process when purchasing remanufactured products (Qi & Kuik, 2022). The study shows that Negative (N) e-WOM decreases purchase interest, attitude, subjective norms, and PBC. Higher levels of N e-WOM have a greater impact on decreasing purchase interest compared to low levels of N e-WOM (Halim et al., 2022). Searching the Web of Science database yielded 124 articles. After applying various filters, 14 studies were included in the final data set. The results offer new insights into consumer behavior, which can be applied in both the social sciences and business, and enhance the influence of e-WOM on consumer purchase intentions (Reyes-Menendez et al., 2020). The results of the structural equation modeling validation confirm that quality, credibility, information usefulness, and information adoption influence electronic word-of-mouth on social media regarding consumer products and purchase intent (Nyagadza et al., 2023).

H5: Positive e-WOM has a significant effect on purchase intention.

### **2.14 Consumer Experience and Purchase Intention**

Information obtained by consumers regarding the quality of products and services is also useful for marketers to attract potential customers. It is interesting to find that the information consumers obtain regarding product quality is significantly and positively related to purchase intentions (Zhai et al., 2022). Product reviews conducted in collaboration with several Internet reviewers can help consumers make purchasing decisions and also provide a basis for companies to improve their business strategies. Empirical evaluations indicate that models based on consumer usefulness and product credibility can effectively predict the level of impact that reviews have on purchase intentions (Chen et al., 2021). It was found that consumption motivation is a significant predictor of consumer purchase intention in the subscription economy. Experience-based utilitarian and search-based utilitarian products are associated with the highest purchase intention among both experts and general consumers (Baek & Kim, 2022). Based on previous research, it is concluded that:

H6: Consumer experience has a significant effect on purchase intention

**2.15 Purchase Intention and Sustainability Trains**

Customer awareness of sustainable products has increased rapidly in recent years. The findings of this research state that awareness of the sustainability movement and willingness to buy contribute positively and have a significant influence on the purchase intentions of Indonesian customers (Wijaya & Paramita, 2021). Railways can control the number of passengers to ensure trains do not exceed capacity. The railway operations department must allocate more tickets to the departure terminal and long-distance routes while reducing the number of tickets for short-distance departures. Managing short-distance travel is also crucial in the development and operation of sustainable high-speed railways (HSR) (Zhao & Zhao, 2019; Wang et al., 2022).

H7: Purchasing intention has a significant effect on sustainability trains.

**3. Conceptual Framework**

Based on the literature review, the research hypothesis shows that product quality, performance, consumer experience, and positive e-WOM affect the purchase intention of trains, thereby supporting sustainability in their use. The hypothesis in this study is supported by previous research. The conceptual model in this study is presented in Figure 2.

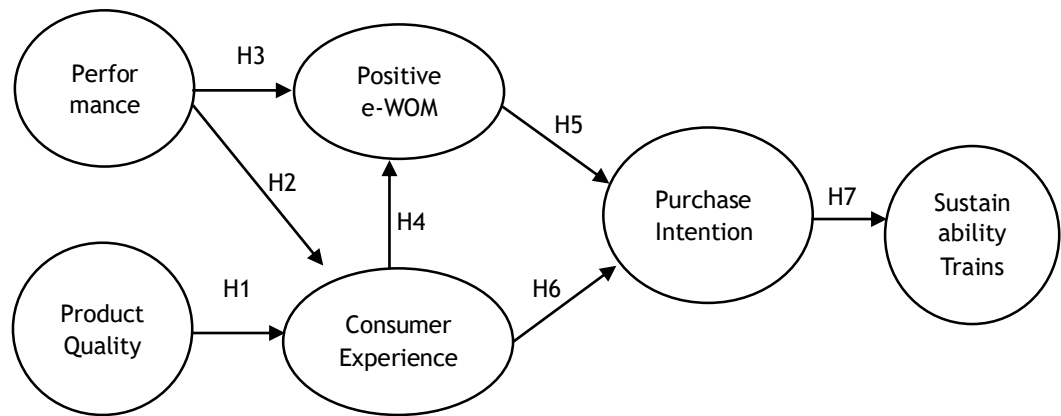


Figure 2. Conceptual framework incorporating product quality, performance, consumer experience, positive e-WOM, purchase intention, and sustainability in railway services.

Based on Figure 2, the hypotheses in this study are formulated as follows:

- H1: Product quality has a significant effect on consumer experience.
- H2: Performance has a significant effect on consumer experience.
- H3: Performance has a significant effect on positive e-WOM.
- H4: Performance has a significant effect on positive e-WOM.
- H5: Positive e-WOM has a significant effect on purchase Intention.
- H6: Consumer experience has a significant effect on purchase intention.
- H7: Purchasing intention has a significant effect on sustainability trains.

## **4. Methods**

### **4.1 Research Design**

This research employs a quantitative approach, utilizing an online survey conducted via Google Forms and a structured questionnaire as the primary data collection instrument. This study is explanatory in nature, aiming to reveal causal relationships by identifying which variables act as causes and which act as effects, thus providing a clearer understanding of how variables interact to predict and explain outcomes (Hair et al., 2019). The research participants consisted of Indonesian and foreign respondents selected through purposive sampling. Data analysis was conducted using SEM PLS to determine the impact of the relationship on purchase intentions and sustainability.

### **4.2 Sampling**

The train passenger population includes the following categories: adults—people aged 12 years and above children those aged 6 to 11 years who usually require a child ticket (Klook), Infants children aged 5 years and below who can travel without a ticket unless they require their own seat or if one adult is accompanying two or more infants (Klook). Reduced tickets are available for select groups, including the elderly, students, and individuals with disabilities. Passengers without an ID card may present another form of identification that contains the owner's data and photo, issued by a government agency, school, organization, or authorized entity. Additionally, passengers who are carrying cargo or their luggage in the train carriage are also considered.

Sampling in this study was conducted using a non-probability purposive sampling technique, which involves selecting samples based on predetermined criteria relevant to the study. According to Hair et al. (2019), the sample size is determined by multiplying the number of latent variable indicators by a factor of 5 to 10. The questionnaire was distributed to a total of 225 train passengers, including respondents from both within and outside the country. The selection of the research location must be determined using the purposive method, a technique that intentionally selects the research location based on specific considerations (Sugiyono, 2019). The questionnaire was distributed in Jakarta, a city with a high volume of train passengers traveling on various routes within the Jakarta metropolitan area and to surrounding regions such as Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). The minimum age of respondents is 17 years based on the requirement that respondents possess a resident identity card and are capable of properly completing the questionnaire.

### **4.3 Measurement**

Measurement of variables was conducted using a 1-5 Likert scale consisting of positive and negative statements with five response categories. This questionnaire employs multivariate variables. The sampling technique used is non-probability sampling, specifically purposive sampling, which is a technique based on specific considerations (Sugiyono, 2019). This method is highly sensitive, making it challenging to obtain a reliable measure of goodness of fit. Therefore, it is recommended that the sample size include a minimum of 5 to 10 per estimated parameter (Hair et al., 2019). The operational definition of the research variables provides an explanation of each variable used in the study, including the indicators that compose them.

Table 1. Operational definition and indicators of consumer railway

Variables	Operational Definition	Indicators
Product Quality (Kotler & Keller 2017)	A product is anything that can be offered to a market for attention, acquisition, use, or consumption, serving as a means of satisfying consumer wants and needs. Products may include physical objects, services, people, places, organizations, and ideas.	1) Quality 2) Comfort 3) Speed 4) Efficient 5) Durability 6) Time period 7) According to quality 8) Consistent 9) According to customer 10) Wishes
Consumer Experience (Meyer & Schwager, 2007)	Consumer experience is an internal and subjective responses from customers, arising as a result of interactions that occur directly or indirectly with a company or business. Direct relationships generally occur as a result of customer or consumer initiatives, such as during the process of purchasing or receiving a service.	1) Maintaining skills 2) Ability 3) Amount 4) Cycle 5) Activity level completed 6) Maximize available time 7) Resource usage rate 8) Increase the results 9) Achieved
Positive e-WOM (Kotler & Keller, 2017)	Some marketers emphasize two specific forms of word-of-mouth marketing: buzz and viral marketing. Buzz marketing refers to word-of-mouth communication between individuals who are interested in a newly introduced brand. In conveying new and relevant information, individuals may engage in unexpected or even surprising behavior to generate attention and interest.	1) The action is smooth 2) Convenience achievement 3) Comfort 4) Service 5) Good performance 6) Satisfaction 7) Security 8) Explanation 9) Directing and 10) Carry out
Performance (Cushway, 2002)	Performance is the assessment of how an individual has performed in relation to predetermined targets.	1) Trusted source 2) Source expertise 3) Source experience 4) Relevance 5) Actuality 6) Accuracy 7) Completeness 8) Message point of view 9) Positive message 10) Message purpose 11) Message trust

Table 1. Operational definition and indicators of consumer railway (Continue)

Variables	Operational Definition	Indicators
Purchase Intention (Kotler & Keller, 2017)	Intention refers to a consumer's decision or inclination toward a particular brand among a range of available choices.	1) Following information 2) Product quality 3) Price 4) Try new products 5) Search for product 6) Information 7) Search for product 8) Information

This research also includes inclusion criteria for train users which emphasizes the provision of friendly and accessible services for all individuals including people with disabilities the elderly and other passengers with special needs. These criterias encompass various facilities and policies designed to ensure comfortable and safe travel for all passengers. The criteria include exceptions for train users, especially those related to compensation or claims, which are usually related to passenger negligence, incorrect information or delays in collecting goods.

4.4 Data Collection

This study used a structured questionnaire to collect primary data through an online survey. The questionnaire consisted of written questions designed to obtain accurate responses with respondents required to select one answer for each question. Data collection was conducted via the internet, specifically through Google Forms. To participate, respondents had to be at least 17 years old, reside in the Jabodetabek area and have used train services at least once. Data collection from 225 respondents, with a margin of error of approximately 4% and a confidence level of 90%.

4.5 Analysis

To identify the factors that influence the use of trains by consumers, this study employs a structural equation modeling approach using the PLS method. The SEM-PLS method can be used to systematically evaluate both the measurement model and the structural model. A Cronbach's alpha value of  $\geq 0.8$  indicates a reasonable scale  $\geq 0.7$  is considered acceptable and  $\geq 0.6$  is acceptable for exploratory purposes. For composite reliability, values between 0.6 and 0.7 are acceptable for exploratory research, while values between 0.7 and 0.9 are suitable for more advanced studies. In terms of convergent validity, factor loadings should exceed 0.7, and the average variance extracted should be greater than 0.5. The R-squared value is also a key metric for evaluating model fit (Hair et al., 2017).

Although there are three mediating variables in the research model—consumer experience, positive e-WOM, and purchase intention—the Method section does not include an analysis plan for these mediation effects. This omission is intentional as the current study focuses on analyzing the direct relationships between variables. The analysis of mediation effects will be addressed in a subsequent study to allow for a more detailed and comprehensive examination of the indirect relationships among the variables.

## 5. Findings

### 5.1 Profile of respondents

Table 2 shows that 225 completed questionnaires can be analyzed from respondents aged between 17 and 45 years and above, consisting of men and women in the city Jakarta. The frequency analysis results of the 225 respondents showed that 56.0% were male and 44.0% were female indicating that the gender composition is nearly balanced in this study. In addition, the data represents the gender distribution of train passengers. Regarding the respondents' age range the majority were customers aged 35-45 years totaling 136 respondents (60.4%), followed by those aged 25-34 years with 42 respondents (18.8%), 20-24 years with 36 respondents (16%), and 13-19 years with 11 respondents (4.8%). This distribution indicates strong interest and awareness of train services among respondents. The questionnaires were also distributed to foreigners from the Netherlands, Russia, and Japan, with 6 male and 7 female respondents.

Table 2. Distribution of train passengers

Age (year)	Gender	Residence	Number (n)
13-19	Woman	Jakarta	4
		Bogor	2
	Man	Jakarta	3
		Bekasi	2
20-24	Woman	Jakarta	7
		Bekasi	6
		Bogor	6
	Man	Jakarta	10
		Cikarang	2
		Bekasi	5
25-34	Woman	Bogor	4
		Jakarta	7
		Bekasi	9
		Bogor	5
		Bekasi	8
	Man	Bogor	6
		Jakarta	3
		Cikampek	21
		Bekasi	12
		Bogor	10
35- 45	Woman	Jakarta	11
		Bekasi	10
		Bogor	9
		Jakarta	8
		Cikampek	15
	Man	Tangeranag	21
		Tangerang Selatan	19
		Belanda	2
		Rusia	2
		Jepang	3
Foreigners	Woman	Rusia	3
		Jepang	3
	Man	Rusia	3
		Jepang	3

## 5.2 Outer Model

The outer model analysis begins with convergent validity testing is conducted by examining the validity values of each indicator. An indicator is considered valid if its value exceeds 0.60, however indicators with values below 0.70 should be removed from the research model. Based on Table 3 several indicators were found to be invalid and were therefore removed: KTW7, KTW8, NB2, NB3, NB4, and NB. Furthermore, the Fornell Lacker test was conducted to compare the correlations between variables, with the Average Variance Extracted (AVE) of each variable.

Table 3. Convergent validity outer model value

Variables	Indicators	Outer Loading	Result
Product Quality	KP1	0.783	Valid
	KP2	0.653	Valid
	KP3	0.799	Valid
	KP4	0.651	Valid
	KP5	0.801	Valid
	KP6	0.601	Valid
	KP7	0.768	Valid
	KP8	0.621	Valid
	KP9	0,647	Valid
Performance	KTW1	0.681	Valid
	KTW2	0.813	Valid
	KTW3	0.623	Valid
	KTW4	0.622	Valid
	KTW5	0.631	Valid
	KTW6	0.790	Valid
	KTW7	0.589	Not Valid
	KTW8	0.646	Valid
Consumer Experience	PK1	0.689	Valid
	PK2	0.530	Not Valid
	PK3	0,800	Valid
	PK4	0.789	Valid
	PK5	0.621	Valid
	PK6	0.793	Valid
	PK7	0.521	Not Valid
	PK8	0.797	Valid
	PK9	0.503	Not Valid
Positif e-WOM	PE1	0.7777	Valid
	PE2	0.635	Valid
	PE3	0.788	Valid
	PE4	0.624	Valid
	PE5	0.655	Valid
	PE6	0.642	Valid
	PE7	0.623	Valid
	PE8	0.619	Valid
	PE9	0.671	Valid
	PE10	0.797	Valid
	PE11	0,654	Valid

Table 3. Convergent validity outer model value (Continue)

Variables	Indicators	Outer Loading	Result
Purchase Intention	NB1	0.787	Valid
	NB2	0.545	Not Valid
	NB3	0.501	Not Valid
	NB4	0.654	Valid
	NB5	0.782	Valid
	NB6	0.501	Not Valid
	NB7	0.616	Valid
	NB8	0.633	Valid
Sustainability	S1	0.412	Not Valid
	S2	0.567	Not Valid
	S3	0.778	Valid
	S4	0.505	Not Valid
	S5	0.657	Valid
	S6	0.,433	Not Valid
	S7	0.428	Not Valid
	S8	0.500	Not Valid
	S9	0.791	Valid

Table 4 presents the Fornell Lacker model results from the Smart PLS test, where variables should exhibit a greater correlation than with other variables. The sustainability variable has a greater value than product quality performance consumer experience and purchase intention.

Table 4. Fornell lacker criterion greater correlation than different correlations

Variable	Product Quality	Performance	Consumer Experience	Purchase Intention	Sustainability
Product Quality	0.899				
Performance	0.871	0.961			
Consumer Experience	0.911	0.932	0.961		
Purchase Intention	0.891	0.902	0.931	0.957	
Sustainability	0.932	0.8902	0.889	0.8883	0.943

Table 5 shows that all variables are reliable, as indicated by cronbach's Alpha and the composite reliability value exceeding 0.70. These results suggest that the constructs exhibit good reliability indicating that the questionnaire used as a measurement instrument in this study is reliable and consistent.

Table 5. Reliability test cronbach's Alpha composite reliability conclusion

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
Product Quality	0.831	0.852	Reliable
Performance	0.842	0.822	Reliable
Consumer Experience	0.857	0.833	Reliable
Purchase Intention	0.861	0.875	Reliable
Sustainability	0.845	0.861	Reliable

**5.3 Inner Model**

After meeting the criteria of the outer model then the next step is to test the structural model (inner model) which aims to predict the influence between variables, having ensured that the indicators used are valid and reliable.

R<sup>2</sup> indicating the percentage of variance of the dependent variable that can be explained by the independent variables in the regression model. A higher the R<sup>2</sup> value suggests that the model accounts for a greater proportion of the variance in the dependent variable. The R<sup>2</sup> value ranges from 0 to 1 (or 0% to 100%). The R<sup>2</sup> value above 0.7 indicates that this research model explains more than 70% of the variance in the dependent variables. Specifically the variance explained for the endogenous variable product quality is 71.3%, with the remaining 28.7% influenced by factors outside the study. Purchase Intention accounts for 74.8%, with 25.2% determined by other variables not included in the model. For Sustainability 74.1% of the variance is explained, leaving 25.9% attributed to external factors. Additionally, Q<sup>2</sup> value is used to assess the model's predictive relevance for data not used in model estimation (i.e., new data). Unlike R<sup>2</sup>, which evaluates the model fit to the training data Q<sup>2</sup> reflects the model's capability to predict unseen data. In this study, the R<sup>2</sup> value above 0.7 suggests that the model demonstrates strong predictive accuracy.

**5.4 Hypothesis Testing**

Hypothesis testing aims to estimate the path coefficients to evaluate how well each independent construct predicts its respective dependent construct. The estimation was conducted using Smart PLS with the bootstrapping technique. The results, as presented in Table 6 (Hair et al., 2019), indicate that product quality performance consumer experience and e-WOM have a positive and significant effect on purchase intention (t-statistic> 1.96, and p-value <0.05). Furthermore, purchase intention significantly influences railway sustainability, with a path coefficient of 3.84 and a p-value of 0.000 (t-statistic> 1.96 and p-value <0.05). These findings indicate that the results of the structural equation modeling support hypotheses H1 through H7, as the corresponding t-statistics exceed the threshold of 1.96 indicating statistical significance. Therefore the hypotheses can be accepted. The interpretation of the hypothesis testing results in Table 6 is a crucial step in analyzing research data. By examining the values of the test statistics, p-values, and significance levels researchers are able to make well informed decisions regarding hypothesis acceptance and construct a clear and coherent narrative of the research findings.

Table 6. Hypotheses testing results of SEM-PLS, coefficient of path, p value

Hypotheses	Relations between variables (Explanatory variable → Response Variable)	Path Coefficient	p-value	Conclusion
H1	Product quality → Consumer experience	0.375	0.000	Highly Sig
H2	Performance → Consumer Experience	0.299	0.000	Highly Sig
H3	Performance → E-WOM positive	0.261	0.000	Highly Sig
H4	Consumer experience → E-WOM positive	0.242	0.000	Highly Sig

Table 6. Hypotheses testing results of SEM-PLS, coefficient of path, p value (Continue)

Hypotheses	Relations between variables			Path Coefficient	p-value	Information
	(Explanatory variable	→	Response Variable)			
H5	E-WOM	positive	→	0.385	0.000	Highly Sig
H6	Purchase intention	Consumer experience	→	0.532	0.000	Highly Sig
H7	Purchase intention	Sustainability train	→	0.384	0.000	Highly Sig

6. Discussion

6.1 The Relationship between Product Quality and Consumer Experience

In the product quality variable there is a quality indicator that reflects aspects related to consumer experience including the quality of staff services, vehicles, service delivery, station facilities fare affordability scheduling and the availability of up-to-date information. Based on results presented in Table 7, the first hypothesis is supported, indicating a significant positive effect of product quality on consumer experience. This finding is consistent with previous studies, which suggest that aspects of product quality such as sanitation, availability of snacks, and connectivity in waiting areas are important considerations that significantly impact passenger satisfaction and overall experience (Islam et al., 2022). Intercity train services in Nakhon Ratchasima province Thailand demonstrate that the quality of service including staff performance vehicle condition, service delivery and station facilities has a direct and significant influence on passenger experience and customer satisfaction. Passengers reported high levels of satisfaction particularly in terms of access to travel information such as fares schedules and real time updates (Wonglakorn et al., 2023).

6.2 The Relationship between Performance and Consumer Experience

There is a significant positive effect of performance on consumer exposure. Based on Table 7 the second hypothesis is supported indicating that performance positively influences consumer experience. This is because performance tends to have a positive impact on consumer experience. This finding aligns with previous studies stating that the optimal train operation plan for intercity railway transportation companies can reduce passenger travel time, effectively reduce operating costs, and support the sustainable development of intercity railways (Fan et al., 2022). The proposed control strategy is also compared with the traditional disturbance observer-based control method. The train tracking error converges to the zero region faster after encountering external disturbances and the average absolute error metric remains lower throughout the operation. This results in a more desirable control effect, ensuring safer and more stable URT operations which positively impacts consumer experience (Zhou et al., 2023).

6.3 The Relationship between Performance and E-WOM Positive

The findings shown Table 7 indicate that the empirical analysis and results of this study reveal a significantly positive relationship between performance and e-WOM, confirming the hypothesis. Based on this, H3 can be accepted. The results support the hypothesis that price perception service quality in the form of performance, and e-WOM have a positive influence. These are important variables to consider in influencing purchasing decisions at Madiun Rail Express (Kadi et al., 2022). Website quality and e-WOM

communication have received considerable attention. By integrating product quality that satisfies consumers with website quality, e-WOM impacts on the development of the path model (Tandon et al., 2020).

#### **6.4 The Relationship between Consumer Experience and E-WOM Positive**

The results in Table 7 show that consumer experience has a significant effect on positive e-WOM therefore H4 can be accepted. This is supported by the notion that consumer experience is crucial in the context of rapidly changing services and is shaped by the quality of service provided. With e-WOM through social media changing the way consumers engage with service providers, experiences are now shared online (Mogaji & Erkan, 2019). Consumer experience regarding the quality and usefulness of information, adoption of information, and source credibility influences electronic word-of-mouth promotion on social media which affects consumer purchase intentions and contributes to digital marketing information communication technology or information systems (Nyagadza et al., 2023).

#### **6.5 The Relationship between E-WOM Positive and Purchase Intention**

Based on Table 7, H5 can be accepted, which states that e-WOM influences consumer behavior. This is supported by research showing a positive relationship between celebrity e-WOM and perceived value, perceived enjoyment, and purchase intention. It also indicates that various sources of electronic word of mouth and social ties on social media platforms influence purchase intention (Nofal et al., 2022). Promotion through e-WOM on social media community sites is highly relevant today, as consumers can easily share their opinions and experiences about various brands with other potential consumers helping them make purchasing decisions and identify gaps in existing knowledge (Tuan et al., 2024).

#### **6.6 The Relationship between Consumer Experience and Purchase Intention**

This study presents empirical results from Table 7 revealing that consumer experience has a significant effect on purchase interest therefore H6 can be accepted. This is supported by research on the characteristics of social media influencers and their impact on customer engagement and purchase interest which shows a moderate to high correlation between these characteristics consumer experience and purchase interest (Ao et al., 2023). The impact of cross-border e-commerce is expanding, and consumer perceptions beliefs and attitudes play an important role in influencing shopping behavior on these platforms with consumer experiences being a key factor influencing purchase interest (Wang et al., 2023).

#### **6.7 The Relationship between Purchase Intention and Sustainability Train**

The empirical results in Table 7 show that purchase intention has a significant influence on railway sustainability therefore H7 can be accepted. This finding aligns with and is supported by research on responsible behavior which indicates that understanding responsible purchase intention helps achieve long-term market sustainability (Kumar, et al., 2021). Factors influencing purchase intention as explained by relevant theories play a crucial role. The findings of this study also provide valuable insights for policy makers in creating regulatory frameworks that support sustainable development (Nataraj et al., 2024).

### **6.8 Managerial Implication**

This study provides a better understanding of the railway sustainability approach grounded in the fundamental principles of product quality performance consumer experience and positive e-WOM, all of which significantly influences purchase intention and sustainability. These factors collectively meet the desires and expectations of train users in Jakarta. This study thus provides valuable insights that positively impact train users.

This approach can also be applied in marketing management by emphasizing quality, strong performance, and innovative breakthroughs. Enhancing consumer experience and positive e-WOM further leverages users increasing focus on sustainability purchase intention and railway sustainability. Positive consumer experiences can support the development of more attractive train services, scheduling, transportation, and accommodation in Indonesia. The ultimate goal is to ensure user comfort and help Indonesia railway companies achieve long-term sustainability.

### **6.9 Theoretical implications**

This study examines the influence of product quality performance consumer experience and positive e-WOM, followed by the strong effect of purchase intention on railway sustainability. The research employs rigorous methods, including direct sampling of train users in Jakarta representing diverse fields gender age and location. The novel research model integrates concepts from marketing management, innovation theory, entrepreneurship, and sustainable business to explore the relationships among product quality, performance, consumer experience, positive e-WOM, purchase intention and railway sustainability. It is expected that this model will help researchers in conceptualizing the factors influencing sustainable events and encourage further research in this vital area.

### **6.10 Limitations**

This study is limited to examining product quality performance consumer experience positive e-WOM purchase intention and sustainability, focusing solely on consumers in the city of Jakarta. Further research could expand the respondent base to include railway staff, managers, and directors. Additionally studies could extend to other regions such as West Java and Central Java. Further research may also incorporate additional variables and indicators such as lifestyle, satisfaction loyalty to gain a more comprehensive understanding of railway customer behavior.

## **7. Conclusions**

The study results indicate that product quality performance, consumer experience, and positive e-WOM significantly influence purchase intention. In turn purchase intention has a positive and significant effect on railway sustainability. To increase purchase intention, companies should focus on improving product quality performance consumer experience and positive e-WOM. Consequently, railway sustainability can be strengthened by implementing strategies that enhance these factors alongside fostering strong customer interest.

## 8. Recommendation

The railway company consistently prioritizes consumers as train users and transportation service customers therefore the overall hypothesis in this study is accepted. The findings can serve as a reference for future research, with a recommendation to develop a more comprehensive model. Subsequent studies may incorporate additional variables related to financing decisions such as lifestyle, comfort satisfaction and loyalty.

### Citation information

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