

CONSUMER BEHAVIOR | RESEARCH ARTICLE

## From Attitude to Action: Exploring Factors Influencing Switching Behavior of Public Transport Users

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### Abstract

**Background:** The number of vehicles in Denpasar has increased, while the public still hesitates to use public transportation, contributing to traffic congestion in Denpasar. Scientifically, this behavior can be explained by the Theory of Planned Behavior (TPB), in which perceptions of service quality and service attributes shape attitudes towards public transportation and influence switching behavior.

**Purpose:** This study examines how these factors influence the public's willingness to switch from private vehicles to public transportation in Denpasar.

**Method:** The research design used is quantitative research with a non-probability sampling approach, using accidental sampling as the sampling technique. Data were obtained using a questionnaire distributed to 180 respondents who use public transportation. Using SmartPLS, the data was analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS).

**Findings:** This study found that service quality, service-related attributes, and attitudes significantly influence the decision to switch to public transportation. Attitude partially mediates the influence of service quality and service-related attributes on the decision to switch.

**Conclusion:** Based on the results of this study, it is recommended to improve the quality of public transportation services, particularly by reducing passenger waiting time and improving connectivity, so that bus stops are easily accessible to the public.

**Research implication:** The results of this study are important for decision-making related to strategic planning to improve public transportation services, thereby increasing public willingness to switch to public transportation.

**Keywords:** attitudes, attributes related to service, public transportation, service quality, switching decisions

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### PUBLIC INTEREST STATEMENT

Public transportation plays a crucial role in addressing urban challenges, including traffic congestion, air pollution, and the need for sustainable mobility. In rapidly growing cities such as Denpasar, many residents continue to rely on private vehicles despite the availability of public transport services. Understanding the factors that motivate individuals to shift from private transportation to public transport is therefore of considerable public interest. This study demonstrates how attitudes, perceived service quality, comfort, and reliability influence switching behavior among public transport users. The findings offer valuable insights for policymakers, urban planners, and public transport operators in developing more user-oriented transport systems, enhancing service performance, and promoting environmentally sustainable travel behavior for the benefit of the wider community.



## 1. Introduction

Indonesia is one of the developing countries, where transportation systems are characterized by the central government distributing responsibilities to local governments, often leading to conflicts of authority in urban areas. This is likely to hinder the development of transportation infrastructure (Adinata et al., 2021). The government also has policies for determining public transportation usage fees (Wong, 2022). Denpasar is one of the busiest cities in Indonesia. Traffic jams often occur at several points in Denpasar. The increase in the number of vehicles is one of the factors causing traffic congestion. The Central Statistics Agency recorded a 2.07% increase in the number of vehicles in Denpasar from 2019 to 2023, as shown in Table 1.

Table 1. Number of Motor Vehicles in Denpasar

Years	Mobile Vehicle	Bus	Truck	Motorcycle	Number of motor vehicles	Growth
	(Unit)	(Unit)	(Unit)	(Unit)	(Unit)	(%)
2019	194,988	3,904	47,086	1,174,991	1,420,969	-
2020	198,830	3,966	12,749	1,200,315	1,415,860	-0.36
2021	200,240	3,880	48,038	1,218,412	1,470,570	3.86
2022	209,349	4,162	47,743	1,205,383	1,466,637	-0.27
2023	221,721	4,347	49,447	1,264,822	1,540,337	5.03
AVERAGE						2.07

Source: <https://bali.bps.go.id/>

According to Table 1, the increase in motor vehicles was 2.07%, driven by motorcycles. The increase in traffic congestion is also due to a lack of public awareness about public transportation (Setyo, 2023). This may occur for two reasons: the quality of public transportation services and community behavior. The residents of Denpasar prefer using private vehicles, which means traffic congestion still occurs at several points in the city, disrupting residents' activities. The Bali Provincial Government has implemented several transportation programs, such as SARBAGITA and Trans Metro, to reduce traffic congestion in Denpasar. The government hopes that adequate public transportation facilities will increase public awareness of the benefits of using public transportation instead of private vehicles.

The Theory of Reasoned Action (TRA) (Ajzen, 2020) provides an important theoretical foundation, positing that attitudes and subjective norms determine intentions. Switching behavior is driven by an individual's intention to change, which is shaped by personal attitudes and perceptions of others (subjective norms). Such behavior is preceded by one's attitude toward external stimuli that influence perceptions. Service quality can significantly shape attitudes, which in turn may affect switching decisions. While previous studies have independently applied either the TRA or the Push Pull Mooring (PPM) framework to examine switching behavior, this research introduces scientific novelty by integrating both theoretical perspectives into a single conceptual model. By combining the internal cognitive processes highlighted in TRA with the external situational forces emphasized in the PPM framework, this study offers a comprehensive understanding of the factors influencing the switch to public transportation. The perspective on switching behavior in public transportation use has not been widely explored in previous research, making this study urgent.

Perception can determine someone's switching behavior. Factors that can prompt consumers to switch include perceptions of service quality. Switching behavior can be influenced by several factors, namely service quality. Service quality is an important

component that a company must possess because it influences existing consumers' decision not to switch to another company (Singh et al., 2021). This switching behavior can be an opportunity or a challenge for the company. Someone satisfied with a service will not be influenced by competitors' offerings (Ghamry & Shamma, 2022). Consumers can try something new and similar products (van et al., 2021). Customer curiosity about new products that are considered better than previous ones will encourage customers to switch products or brands (Bhutto et al., 2022). Some studies indicate that service quality affects switching behavior (Bulumulle et al., 2022). Improving service quality will encourage someone to switch from one product to another that provides services that meet their expectations (Taan, 2020). The high quality of service offered by other companies to consumers becomes a very attractive factor for consumers to switch to other products or brands.

However, other research states that service quality cannot influence switching behavior (Widyaningrum et al., 2022). Although there are service deficiencies, if consumers feel there are no better options, they will be less likely to switch to other products or services. More sacrifices are felt when switching to other products, this inconsistency needs to be re-evaluated regarding the role of service quality, which may no longer be a priority in influencing someone to switch to another service, especially in the quality of public transportation services.

Besides service quality, designing a service attribute is important for influencing consumer behavior so they do not switch to competing products or companies (Surman et al., 2022). Service quality with strong service attributes can prompt consumers to switch to another product or switch from another product (Rawis et al., 2022). Attributes related to service are attributes related to service that are part of service quality. This service attribute enhances service quality, helping consumers enjoy the main service (Hidayat et al., 2018). The value of a service can encourage someone to switch to another brand or product (Sharma & Sharma, 2018). However, other research states that service attributes do not have a significant impact on the decision to switch (Mainingrum et al., 2023). This means that service errors will not affect consumers' desire to switch to competing products. Service errors can be fatal, leading consumers to switch to other products. Failure to deliver service will foster a negative attitude toward a product, leading consumers to abandon it and switch to another ultimately.

In TRA, attitude is an important factor in influencing behavioral intentions based on perception. behavior change is also influenced by attitude (Madahi & Sukati, 2016). A positive attitude towards another product will influence someone's interest in switching products. Psychosocial factors (attitudes and beliefs) play an important role in product switching (Hidayat et al., 2021). A better consumer attitude towards another product can shift consumers to that product rather than the previous one (Li et al., 2007). The inconsistency between perceptions of service quality and service attributes makes attitude a potential mediator of their relationship with switching behavior.

The novelty of this research is the consumer behavior that shifts in response to perceptions of service quality and service attributes, which attitudes can mediate. Thus, this research model can be a novelty in the consumer behavior model of switching from private to public transportation, which is related to attitudes and two perceptual stimuli: service quality and the attributes underlying service quality. There is little research on service attributes, even though they can have a significant impact on switching behavior, especially in public transportation. This research is important to conduct, as shifting public opinion toward using public transportation is a significant government effort to reduce congestion in Denpasar.

## **2. Literature Review**

### **2.1 Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA) was first introduced by Martin Fishbein and Ajzen (Ajzen, 2020). This theory links beliefs, attitudes, intentions, and behavior. An important concept in this theory is the focus of attention (salience), namely, the importance of something. Will (intention) is determined by attitudes and subjective norms (Ajzen, 2020). The TRA encompasses several key concepts that explain how individuals form intentions and engage in behavior. Attitude toward behavior refers to an individual's evaluation of a particular action based on positive or negative perceptions. Subjective norm represents the perceived social pressure or expectations from others that influence a person's decision to perform or refrain from a behavior.

Behavioral intention is the individual's willingness or plan to engage in an action, shaped by both their attitude toward the behavior and subjective norms. Finally, actual behavior is the real action taken, which is typically driven by strong intentions, provided there are no external barriers preventing its execution. The proposed conceptual framework reflects the key elements of the Theory of Reasoned Action, particularly the role of attitudes in mediating between perceptions (service quality, service attributes) and behavior. The specific focus of the research on perception and decision-making, namely switching behavior, is the most relevant aspect within the scope of the study, thus excluding intention and normative subjects. Additionally, empirical studies supporting the connection of variables in the research are quite relevant for simplifying the research model without deviating from the theory.

### **2.2 Theory of Pull-Push Mooring (PPM)**

The Theory of Pull-Push Mooring (PPM) is a theory used to explain why a person or entity moves from one place or condition to another. This theory is often used in research on migration, consumer behavior, and service switching, such as brand switching or the adoption of new technology. In this research, the pull theory is more relevant to explore, as it aims to attract consumers to switch to other service providers (Jung et al., 2017; Nurlinda & Anam, 2024).

The pull effect refers to the forces that draw people toward a goal (Monoarfa et al., 2023). The pull effect is a positive factor that attracts potential migrants to a particular destination, such as better job opportunities or a comfortable environment (Lisana, 2023; Haridasan et al., 2021; Nguyen et al., 2022). The pull effect includes better job development and opportunities, higher income, and the comfort consumers feel (Zeng et al., 2021; Nguyen et al., 2022). Examples in the context of services include the presence of other service providers offering lower prices, better features, or a higher reputation (Ngo & Pavelková, 2017).

To further clarify the scientific novelty of this study, Table 2 compares previous studies with the present research. This table highlights how earlier studies generally focused on either the TRA or the PPM framework in isolation. In contrast, the novelty of this research lies in integrating these two theoretical perspectives into a single conceptual model, allowing for a more comprehensive analysis of both internal cognitive factors and external situational influences driving switching behavior toward public transportation.

Table 2. Comparison of previous studies and the present research highlighting theoretical contributions

Study	Theory Used	Context	Focus of Research	Integration of TRA + PPM
Guirao et al. (2016)	PPM	Public transportation	Investigated push and pull factors influencing mode choice	No
Şimşekoğlu et al. (2015)	TRA	Public transportation	Examined attitudes and intentions related to public transport use	No
Suryawardani & Wulandari (2020)	Not specified	Switching behavior	Analyzed factors influencing switching without specific theoretical integration	No
This Study	TRA + PPM	Public transportation switching	Examines how service quality and service-related attributes affect switching, mediated by attitudes, integrating psychological and situational factors	Yes (Novelty)

### 2.3 Consumer Switching Behavior

Switching behavior can be said to be the process of becoming loyal to one service and switching to another service due to dissatisfaction or other problems, or even if consumers have been loyal to a particular brand, if that brand does not meet their needs, consumers will switch to competing brands (Sivakumaran & Peter, 2020). Consumer switching behavior refers to a customer's decision to stop using a product, brand, or service and switch to another alternative. This behavior is widely studied in marketing, service management, and consumer behavior because it influences customer loyalty and the company's business strategy. Many factors influence consumers when switching from one service to another. The costs incurred during the switching process are called switching costs. Consumer loyalty is defined as the degree to which consumers repeat purchasing behavior from a service provider; consumers have a positive attitude towards the provider and consider using only this operator when the need for the service arises (Nimako, 2012).

### 2.4 The Effect of Service Quality on Switching Behaviour

Service quality is the fulfillment of customer needs and desires, as well as the accuracy of delivery that meets customer expectations (Taufik et al., 2022). Thus, two main factors influence service quality: expected service and perceived service. It was revealed that service quality is summarized into five dominant factors, more commonly known as SERVQUAL (Mainingrum et al., 2023): reliability, responsiveness, assurance, empathy, and physical evidence (Parasuraman et al., 1988; Islamy et al., 2022). Perceived service quality will increase a person's positive attitude towards a product, thereby influencing purchasing decisions (Tanuwijaya & Oktavia, 2023). People not only look at a product based on the benefits they receive, but also on how well they are served before making a purchase. Furthermore, if someone can compare the quality of one product with another and perceive a difference in service quality, it will be easier for them to switch to another product (Rafid et al., 2023). Service quality is a factor marketers can rely on to differentiate their products from competitors'. This will encourage consumers to switch to products that offer better service quality.



H1: Service quality has a significant influence on consumer switching behavior.

## **2.5 The Effect of Attributes Related to Service on Switching Behaviour**

Attributes related to service, which are dimensions of satisfaction related to service attributes, such as promised guarantees, the service fulfillment or delivery process, and the problem resolution process. Attributes related to service refer to characteristics that influence the quality of service and an individual's experience with a service. This attribute is important in determining customer satisfaction and service success. Service-related attributes have a significant impact on changes in consumer attitudes (Hidayat & Aulia, 2023). Companies that can develop additional service attributes will be able to influence changes in consumer attitudes towards a product (Hidayat & Aulia, 2023). Additional service attributes will be more easily experienced directly by consumers, thus increasing the value of the product itself. Service attributes that meet consumer needs will lead to better changes in consumer attitudes towards products with additional attributes. Attributes related to service also have a significant impact on consumer switching behavior (Patel, 2024). Additional attributes in a service can increase product value, making consumers more likely to switch to that product rather than stick with their previous one. The company's ability to improve attributes that support service quality will enable it to deliver a positive attitude, which can ultimately enhance consumer purchasing decisions (Malhotra & Malhotra, 2013).

H2: Attributes related to service have a significant influence on consumer switching behavior.

## **2.6 The Effect of Service Quality on Consumer Attitude**

Service quality that provides comfort to someone will be able to change a person's attitude towards the service to be more positive (Aryani & Kurniangsih, 2023). Good service quality can add value to a product. Improving service quality will be able to provide more special treatment to consumers, so that consumers' attitudes towards a product will become increasingly positive. Employees who provide quick, empathetic responses and solutions to customer complaints play a crucial role in mitigating the negative impact of service failures. plays a crucial role in mitigating the negative impact of service failures. Such actions can not only mitigate customer dissatisfaction with service quality defects but also shape a positive perception of the company's goodwill and commitment to maintaining customer satisfaction. When customers feel treated with respect and empathy, they tend to show higher tolerance for any dissatisfaction they experience and maintain trust in the company. In this context, Zia (2022) emphasizes that an appropriate employee response can be an effective service recovery mechanism, ultimately fostering customer loyalty despite shortcomings in the service process.

H3: Service quality has a significant influence on consumer attitudes.

## **2.7 The Effect of Attributes Related to Service on Consumer Attitude**

Superior service attribute quality plays a crucial role in shaping customer perceptions of service providers. When these attributes are able to create a strong and pleasant impression, it will trigger a reciprocal response in the form of increased positive attitudes from customers towards the services provided (Surman et al., 2022). Some studies indicate that effectively managed service quality dimensions can directly influence customers' affective and cognitive evaluations, thereby strengthening consumer attitudes (Zia, 2022). The effectiveness of targeted and consistent service delivery has also been proven to strengthen the emotional bond between customers and service providers,

ultimately increasing positive behavioral intentions such as recommendations and retention. Additionally, the aspect of friendliness reflected through the empathetic behavior of service staff has proven to be capable of building deeper emotional closeness with customers, thereby fostering positive attitudes and stronger attachment to the service provider brand or institution (Filieri et al., 2021). Therefore, strategic investment in improving the quality of service attributes, including interpersonal dimensions like friendliness, becomes crucial in creating positive and memorable customer experiences sustainably.

H4: Attributes related to service have a significant influence on consumer attitudes

## **2.8 The Effect of Consumer Attitude on Switching Behaviour**

In social psychology, the concept of attitude has become an important topic for understanding individual behavioral tendencies. Several experts have provided definitions that highlight the affective, cognitive, and conative dimensions of attitudes. According to Tricahyaningtyas et al. (2023), attitude can be understood as an individual's evaluation of positive or negative beliefs or feelings when faced with the possibility of performing a certain action. Meanwhile, Bechler et al. (2021) explain that attitudes reflect the total amount of affect or feelings experienced by individuals in accepting or rejecting an object or behavior. This assessment is usually measured through evaluative instruments that place individuals on a bipolar scale, such as between "good" and "bad," or "agree" and "disagree."

Furthermore, attitudes are also seen as evaluative reactions to a stimulus, whether it be an object, person, institution, or event, reflected through beliefs, emotions, and behavioral tendencies (Madahi & Sukati, 2016). Attitudes have a direction that can be support or rejection of certain stimuli and act as an early indicator of behavioral tendencies. In the context of consumer behavior, attitudes play an important role as an initial determinant of switching behavior, or the tendency to switch from one product or service to another alternative. Madahi and Sukati (2016) emphasize that attitudes in the context of service can be a major trigger in the decision to switch, indicating a close relationship between attitudes and switching behavior. This affirmation aligns with the findings of Sivakumaran and Peter (2020), who stated that attitude is one of the direct predictors that has a significant influence on switching behavior.

H5: Consumer attitude has a significant influence on consumer switching behavior.

## **2.9 The Mediating Role of Consumer Attitude between Service Quality and Switching Behavior**

Service quality does not always directly affect consumer switching behavior. Conversely, a number of studies indicate that service quality more often impacts through mediating variables, such as consumer attitudes, which then shape the tendency to switch services (Rawis et al., 2022). In this case, consumer attitudes act as a mediator, linking service quality perception to switching intention. High service quality has the potential to transform negative consumer perceptions and attitudes into more positive ones. Therefore, when a service provider can deliver better service, consumers are more likely to have a more positive attitude and choose to switch to another service provider that is considered to offer more benefits. As stated by Baksi and Parida (2011), a pleasant and satisfying service experience is a key factor in consumer behavior shifting to competitor services. Thus, focusing on creating superior service quality not only directly impacts satisfaction but also plays a strategic role in shaping positive attitudes that can influence potential switching behavior.

H6: Consumer attitude can mediate the influence of service quality on consumer switching behavior

## **2.10 The Mediating Role of Consumer Attitude Between Attributes Related to Service and Switching Behavior**

Perceived service quality attributes are a representation of customers' subjective evaluations formed through their perceptions and experiences of various service attributes, such as reliability, responsiveness, assurance, empathy, and the physical aspects that support the service process (Rafid et al., 2023). Perception of these attributes is highly influenced by consumer attitudes, which are internal cognitive, affective, and conative evaluations used to assess overall service quality. When customers have a positive attitude towards a service, it strengthens their belief in the quality of the service they receive and ultimately influences their decision-making in consumer behavior, including their tendency to remain loyal or switch to another service provider. In this case, the attitude formed from the perception of service quality will decrease the tendency for switching behavior (Sunan & Surabaya, 2022). Therefore, the relationship between perceived service quality and switching behavior can be understood through the role of attitude as a significant psychological determinant mediating the influence of service perceptions on switching decisions.

H7: Consumer attitude can mediate the influence of attributes related to service on consumer switching behavior.

## **3. Conceptual Framework**

The empirical studies described provide support for the hypothesis that service quality can increase an individual's decision to switch to another product. Apart from that, empirical studies also support that service quality can significantly influence an individual's attitude, but other research has found inconsistencies in the influence of service quality on the decision to switch so that the attitude variable is thought to be a variable that can mediate the influence of service quality on an individual's decision to switch to public transportation.

The empirical study also touches on service-related attributes. Service attributes can increase an individual's attitude and decision to switch to another product. Attributes related to service are a part that can complement the quality of service provided by the company, so that it can increase a person's positive attitude towards the product. It is thought that the quality of service, along with the quality of supporting services, can influence a person's complex attitude towards public transportation. This empirical study builds the hypothesis that attitudes can mediate the influence of attributes related to service on an individual's decision to switch to public transportation. The conceptual framework is illustrated in Figure 1.



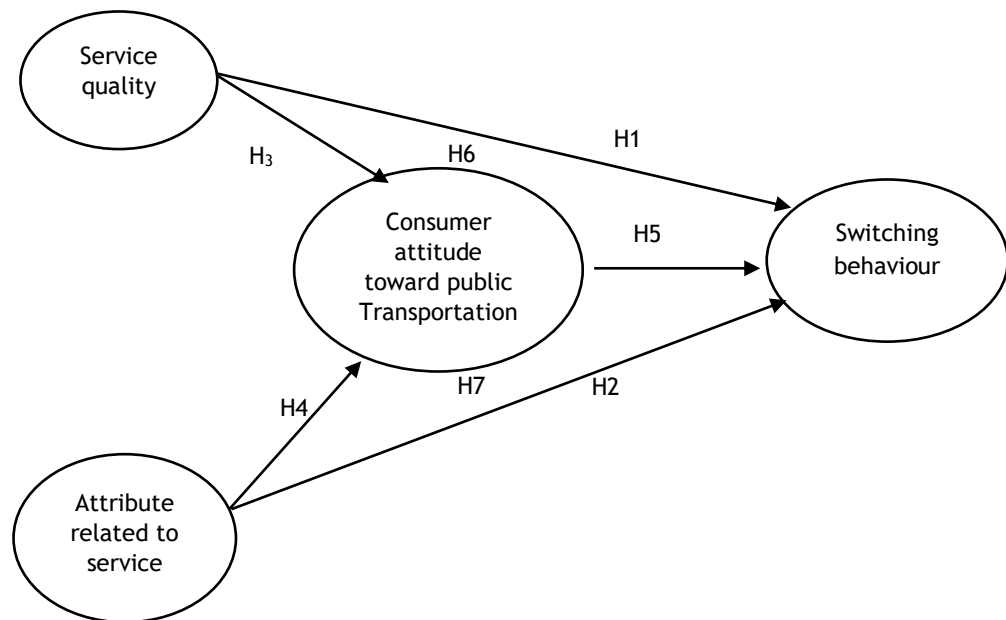


Figure 1. Conceptual framework of switching behavior impacted by service quality, attributes related to service, and attitude toward public transportation

The hypotheses of this study are as follows:

- H1: Service quality has a significant influence on consumer switching behavior.
- H2: Attributes related to service have a significant influence on consumer switching behavior.
- H3: Service quality significantly influences consumer attitudes.
- H4: Attributes related to service have a significant influence on consumer attitudes.
- H5: Consumer attitude has a significant influence on consumer switching behavior.
- H6: Consumer attitude can mediate the influence of service quality on consumer switching behavior.
- H7: Consumer attitude can mediate the influence of attributes related to service on consumer switching behavior.

## 4. Methods

### 4.1 Research Design

This study employed an explanatory research design conducted in Denpasar to investigate how service quality and related attributes directly affect the decision to switch to public transportation and, indirectly, influence it through public perceptions of public transport. Employing Partial Least Squares Structural Equation Modeling (PLS-SEM) is appropriate for the study's goal of examining intricate models with mediation effects, thereby ensuring coherence among the research goals, framework, and methodological strategy.

### 4.2 Sampling

The population in this study consisted of residents of the city of Denpasar who had used public transportation. The research sample is 5-10 times the number of indicators. Hair et al. (2020) state that if the sample size is not known with certainty, the method becomes very sensitive, so it is difficult to obtain good goodness-of-fit measures. It is recommended that the minimum sample size be multiplied by 5-10 by the total number of indicators for the variables used. In this study, the total indicators used is 31, so the

sample size can be determined as  $31 \times 5 = 155$ . The sample size is a minimum of 155 respondents. In this study, the non-probability sampling technique, specifically accidental sampling, was chosen due to time constraints, limited resources, and the population's overall accessibility. This sampling technique was chosen because it allows researchers to quickly and practically obtain respondents by encountering individuals on the bus who are willing to provide the necessary information to provide an accurate initial overview of public transportation usage behavior in Denpasar. In this research, 180 respondents reported enjoying public transportation services in Denpasar City.

4.3 Measurement

This research is a quantitative analysis that investigates the impact of service quality, as measured by the Parasuraman (1988) model, and service-related factors on the decision to transition to public transport. Furthermore, the research examines the mediating role of public perceptions in the relationship between these service elements and the decision to switch. Data were gathered through a questionnaire as the research tool. The measures for each variable were sourced from pertinent earlier studies and modified to suit the context of this investigation. Indicators for 'service-related attributes' were derived from Guirao et al. (2016), 'Attitude Toward Public Transportation' indicators were taken from Şimşekoğlu et al. (2015), and 'Switching Behavior' indicators were based on Suryawardani & Wulandari (2020). Before analyzing the data, validity and reliability tests were conducted. Every indicator was determined to be valid, as evidenced by correlation values above 0.3, and reliable, as evidenced by Cronbach's Alpha values exceeding 0.6. Table 3 displays the entire list of questionnaire items.

Table 3. Variables, dimensions, and research indicators of service quality

Variables	Dimensions/ Indicator	Source
Service quality (X1)	<b>Tangible</b>	(Nurhasan & Putro, 2021); (Parasuraman et al., 2017)
	1) Passenger seat condition	
	2) Freedom of access for passengers of all ages	
	3) Temperature in public transport	
	4) Cleanliness of public transportation	
	<b>Reliability</b>	
	1) Condition of public transportation from the bus operational side	
	2) Ease of making payment transactions	
	3) Driver reliability in driving public transportation	
	4) Driver's Attention to Passengers	
	<b>Responsiveness</b>	
	1) Smooth provision of information to passengers	
	2) Willingness to help passengers with difficulties	
	3) Passenger safety	
	<b>Assurance</b>	
	1) Passenger baggage security	
	2) Politeness of public transport drivers	
	3) Insurance guarantee for passengers	
	4) Waiting time for public transport	

Table 3. Variables, dimensions, and research indicators of service quality (Continue)

Variables	Dimensions/ Indicator	Source
Service quality (X1)	<b>Empathy</b>	(Nurhasan & Putro, 2021); (Parasuraman et al., 2017)
	1) Attention to passenger safety	
	2) Attention to passenger comfort	
	3) Provide easy access to information	
Attributes related to service (X2)	4) Kindness to serve	(Guirao et al., 2016)
	1) Affordability of public transport fares	
	2) Affordability of public transport stops	
	3) Special public transport lanes	
	4) Providing a map for each public transportation travel route	
Attitude toward public transportation (Y1)	5) Signs that support the smooth operation of buses	(Şimşekoğlu et al., 2015)
	1) Belief that transportation can avoid traffic jams	
	2) Belief that public transportation is the most important thing	
	3) Passenger satisfaction with public transport services	
Switching behavior (Y2)	4) Prefer to use public transport/bus	(Suryawardani & Wulandari, 2020)
	1) Will switch to public transportation	
	2) Prefer to use public transportation	
	3) Will continue to use public transportation	

#### 4.4 Data Collection

The data were collected through a questionnaire distributed directly to potential respondents who were public transportation passengers. Data collection is via distributed questionnaires, namely those containing questions about the desire to switch to public transportation. The questionnaire was distributed to passengers who happened to be on the bus. The questionnaire filling continues once approval is obtained from the respondents.

#### 4.5 Data Analysis

Hypothesis testing in this study used Structural Equation Modeling (SEM) to examine the mediating role of public attitudes in the relationship between service quality, service-related attributes, and the decision to switch to public transportation. The research employed a quantitative design with a non-probability sampling approach, specifically using accidental sampling. Data were collected through questionnaires distributed to 180 public transport users. The data were analyzed using SmartPLS (version 4.0), which was selected due to its suitability for handling complex models with multiple constructs and mediating variables, especially when the sample size is relatively small, and the data does not meet the strict assumptions of multivariate normality. Compared to covariance-based SEM, SmartPLS offers greater flexibility in model estimation and is well-suited to exploratory or theory-development research.

### 5. Findings

#### 5.1 Outer Model Evaluation

In the measurement model, the correlation between indicators (observed variables) and latent constructs (unobserved variables) is determined by factor loadings, also known as

outer loadings, in PLS (Partial Least Squares) analysis. This value shows how effectively the indicator measures the related latent construct. Table 4 shows that the outer loading values are greater than 0.7, which means all indicators are considered to have a strong correlation with the latent construct and are deemed valid and reliable. Convergent validity can be seen from Average Variance Extracted (AVE). The test results are presented in The test results show that the AVE value is greater than 0.5, so it can be stated that all variables have met the data validity requirements. The indicators used include attitude toward public transportation, attributes related to service, service quality, and switching behavior. This means that the indicators used in the construct are able to explain the latent variable well. Apart from that, the constructs tested have strong depth and validity.

The next test is composite reliability and Cronbach's alpha. This test ensures there are no measurement issues. The final step in outer model evaluation is testing the model's unidimensionality. The test results are presented in Table 3 below. The test results in Table 4 show a composite reliability value, and Cronbach's alpha for all variables is greater than 0.7, indicating no measurement problems. The final step in evaluating the outer model is to test the unidimensionality of the model.

Table 4. Outer loading, cronbach alpha, composite reliability, AVE

Variables	Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Service quality	Assurance	0.950	0.880	0,917	0.735
	Empathy	0.947			
	Reliability	0.950			
	Responsiveness	0.938			
	Tangibles	0.945			
Attributes related to service	X2.1	0.859	0.893	0.922	0.702
	X2.2	0.861			
	X2.3	0.798			
	X2.4	0.820			
	X2.5	0.847			
Attitude toward public transportation	Y1.1	0.857	0.971	0,977	0,895
	Y1.2	0.876			
	Y1.3	0.839			
	Y1.4	0.856			
Switching behavior	Y2.1	0.890	0.865	0.917	0.787
	Y2.2	0.896			
	Y2.3	0.875			

## 5.2 Evaluation of Inner Model

### 5.2.1 R-square ( $R^2$ )

The strengths and weaknesses of the influence caused by variations in exogenous variables on endogenous variables. An R-Square ( $R^2$ ) value greater than 0.50 indicates a strong model. The R-Square ( $R^2$ ) value for the influence of service quality and service-related attributes on attitude toward public transportation (0.624) is greater than 0.5, indicating it falls within the strong criteria. This suggests that the model is highly effective in explaining the impact of service quality and service-related attributes on attitudes toward public transportation.

Similarly, the R-Square ( $R^2$ ) value for the influence of service quality, service attributes, and attitude toward public transportation on switching behavior (0.721) is also greater than 0.5, confirming that it meets the strong criteria. This implies that the model is well-suited to explaining the relationship between these factors and switching behavior, demonstrating its robustness in predicting the transition to public transportation. The statement is shown in the following table.

Table 5 R-square ( $R^2$ ) and R-Square Adjusted

Variables	R Square	R Square Adjusted
Attitude toward Public transportation	0.624	0.620
Switching Behaviour	0.721	0.716

5.3 Statistical Testing of Variable Relationships (Path)

This test was carried out to determine whether each variable used in this research had a direct influence. Below is a schematic image of bootstrapping resulting from this research (Figure 2).

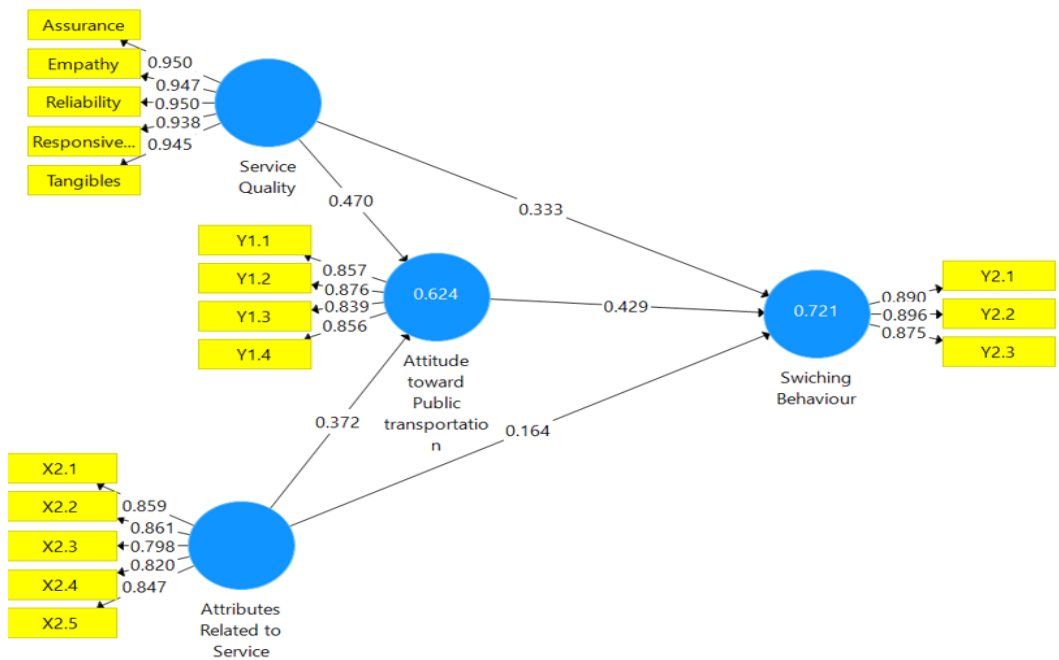


Figure 2. Model scheme for switching decisions in public transportation usage

The results of statistical testing of the relationship between the path variables are as follows. Based on Table 5, the test results indicate that all p-values are smaller than 0.05, meaning that there is a significant influence on all relationships tested in this study. The findings reveal that service quality has a positive and significant influence on Denpasar residents' decision to switch to public transportation. This implies that improving the quality of public transportation services will increase the likelihood of residents choosing public transport over private vehicles. Similarly, service attributes also have a positive and significant influence on the decision to switch, indicating that improvements in these attributes will enhance motivation to use public transportation.

Furthermore, service quality has a positive and significant effect on attitudes toward public transportation, suggesting that better service quality fosters more positive perceptions of public transport. Service attributes also have a significant impact on attitudes toward public transportation, suggesting that improvements in these attributes will lead to more favorable public perceptions. Additionally, attitudes toward public



transportation plays a crucial role in the decision to switch, as more positive attitudes increase the likelihood that residents will choose public transportation.

Table 5. Test results path coefficient

Variables	Path coefficient	t-statistics	p-values	Decision
Attitude toward public transportation → switching behaviour	0.429	5.008	0.000**	Accepted
Attributes related to service → attitude toward public transportation	0.372	4.506	0.000**	Accepted
Attributes related to service → switching behaviour	0.164	2.286	0.023*	Accepted
Service quality → attitude toward public transportation	0.470	4.995	0.000**	Accepted
Service quality → switching behavior	0.333	3.549	0.000**	Accepted

Note: Significant at  $p < 0.05$  (\*),  $p < 0.01$  (\*\*)

#### 5.4 Indirect Effect

This indirect influence analysis was carried out to determine the influence of service quality and attributes related to service to switching behavior or behavior shifts through people's attitudes towards public transportation. The test results are shown in Table 6 shows that the p-values are less than 0.05, indicating that both tests of indirect influence have been successfully rejected. Attitude toward public transportation acts as a mediating variable between service quality and switching behavior. This suggests that increased switching behavior will occur when service quality enhances people's positive attitudes toward public transportation. The more service quality improves attitudes, the greater the likelihood that individuals will switch to public transportation. Additionally, attitude toward public transportation serves as a mediating variable between service attributes and switching behavior. This implies that improvements in service attributes can foster more positive attitudes, ultimately increasing the public's decision to transition to public transportation (Table 6).

Table 6. Indirect Influence Test Results

Variable	Path Coefficient	t-Statistics	P Values	Decision
Service quality → attitude toward public transportation → switching behaviour	0.202	3.603	0.000*	Accepted
Attributes related to service → attitude toward public transportation → switching behaviour	0.16	3.055	0.002 *	Accepted

Note: Significant at  $p < 0.05$  (\*),  $p < 0.01$  (\*\*)

## 6. Discussion

### 6.1 Influence Service Quality On Switching Behaviour to Public Transportation

This research demonstrates that service quality positively and significantly influences people's decisions to switch to public transportation, supporting Hypothesis 1. In line with the Theory of Reasoned Action (TRA), individuals' perceptions of service quality shape their attitudes, subjective norms, and subsequent switching behavior. Key service

attributes, including seating comfort, cleanliness, accessibility for vulnerable groups, punctuality, vehicle performance, driver reliability, and responsive service for passengers with special needs, play crucial roles in encouraging the shift from private to public transport. Safety and security are fundamental considerations; concerns about personal safety, theft, and long waiting times can deter people from using public transportation. Hence, public transportation should prioritize operational safety, timely arrivals, sufficient fleet capacity, and effective communication of schedules and route information to enhance passenger trust and satisfaction. While perceptions of service quality vary among individuals and companies maintain different service standards, this study aligns with previous research suggesting that higher service quality fosters consumer switching intentions. This finding is consistent with studies indicating that companies providing superior service can attract new customers and prompt consumers to switch from competitors, as supported by Clemes (Tanuwijaya & Oktavia, 2023), Sutisna et al. (2023), and Rafid et al. (2023).

## **6.2 Influence Attributes Related to Service On Switching Behaviour to Public Transportation**

The research results show that service-related attributes have a positive and significant influence, indicating that the better these attributes, the higher the public's willingness to switch to public transportation. The results of this study support hypothesis 2, which states that service attributes influence switching behavior.

This research supports the study on complex service attributes that will influence how a consumer decides to purchase a product (Hidayat et al., 2018). Someone who experiences a complex service that may exceed their expectations will undoubtedly have a significant impact on their decision to purchase a product. It is not enough for just the company to provide service; service supported by complex attributes will bring high satisfaction to consumers. Another study also states that service attributes can change a person's behavior, leading them to switch to a product that provides the desired service (Filieri et al., 2021). The shift of consumers to other products is due to a feeling that service attributes are lacking, prompting them to try products perceived as providing the desired service.

## **6.3 Influence Service Quality on Consumer Attitude Toward Public Transportation**

The findings of this study indicate that service quality has a positive and significant influence on consumer attitudes towards the use of public transportation, thus supporting Hypothesis 3 in this study. Consumer perception of high service quality is reflected through various indicators such as ease of access to services, safety guarantees during the journey, facility comfort, the empathetic attitude of drivers, and the speed and effectiveness of response in addressing user needs or complaints. These findings also contribute substantially to the formation of more positive attitudes towards public transportation. This positive attitude, in turn, can increase the public's willingness to switch from private vehicles to public transportation, which is more sustainable and efficient. This finding reinforces the results of various previous studies, which indicate that positively perceived service quality plays a significant role in shaping consumer attitudes and behaviors, including the intention to reuse and recommend the service (Islamy et al., 2022; Surman et al., 2022; Zia, 2022; Filieri et al., 2021). Thus, service quality is not only a direct determinant of customer satisfaction, but also a significant cognitive and affective determinant in shaping consumers' attitude evaluations and decision-making behavior within the context of public transportation services.

#### **6.4 Influence Attributes Related to Service to Consumer Attitude Toward Public Transportation**

This study found that attributes related to service have a positive and significant influence on consumer attitudes towards using public transportation, thus supporting Hypothesis 4 proposed in this study. The service attributes in question include the physical and functional elements of the transportation system, such as the proximity of bus stops to residential areas, which facilitates accessibility; the provision of dedicated lanes for public vehicles, which effectively reduces travel time due to congestion; clear route maps that assist users in planning their journeys; and the presence of informative and easy-to-understand signs and directions. The presence of these attributes not only enhances travel comfort and efficiency but also fosters public trust in the available transportation systems. In this context, a positive perception of service attributes creates a strong foundation for the formation of more supportive attitudes towards public transportation. This finding is consistent with the results of previous studies showing that the presence of strategically designed and user-needs-oriented service attributes can strengthen consumer trust, increase consumer satisfaction with the transportation system, and ultimately shape more positive attitudes towards its use (Aryani & Kurniangsih, 2023; Zia, 2022). Therefore, improving service attributes can be seen as an important strategy in changing public perceptions and preferences towards more sustainable public transportation modes.

#### **6.5 Influence Consumer Attitude Toward Public Transportation On Switching Behaviour to Public Transportation**

This study empirically confirms that attitudes towards public transportation have a positive and significant influence on individuals' decisions to switch from using private transportation to public transportation, thus supporting Hypothesis 5. The positive attitude formed is based on the public's perception of the various benefits offered by public transportation, such as the ability to avoid increasingly severe traffic congestion in urban areas and increased comfort through adequate facilities. Public trust in the effectiveness and benefits of public transportation is a key driver in shaping the intention and actual behavior to switch from private vehicles. This finding is consistent with the theoretical framework of the Theory of Reasoned Action (TRA) developed by Ajzen and Fishbein (2000), which states that an individual's attitude towards an object or action is a key predictor of intention and actual behavior. A positive attitude towards a service or system will encourage individuals to make decisions that align with their established beliefs and perceptions. In line with this, previous studies have also shown that positive consumer attitudes towards new or alternative services perceived as superior can significantly influence consumer adoption and behavioral changes (Pookulangara et al., 2011; Nguyen & Nguyen, 2022; Andini et al., 2023; Tricahyaningtyas et al., 2023). Therefore, improving positive attitudes towards public transportation can accelerate the shift in public behavior from using private vehicles to more efficient and sustainable mass transit systems.

#### **6.6 The Mediating Role of Consumer Attitude Toward Public Transportation Among Influences Service Quality On Switching Behaviour**

In this research, it is stated that attitude toward public transportation is a variable that can partially mediate the influence of service quality on switching behavior. The results of this study support hypothesis 6 which states that Attitude can mediate influence service quality on consumer switching behaviour.

This means that an increase in switching behavior will occur if service quality can improve attitudes toward public transportation. People who switch to public transportation tend to feel that public transportation offers a good quality of service. This can change people's attitudes, which were previously apathetic towards public transportation, to positive ones. Services that passengers can physically enjoy include providing comfortable public transportation for all ages and disabilities, comfortable temperatures in transportation, and cleanliness. In addition, the punctuality of bus arrivals from one stop/terminal to another is required to foster a positive attitude. Apart from that, the ease of making payments and the driver's ability to use public transportation are the main factors that change someone's negative attitude towards public transportation into a more positive one. This can increase someone's choice of public transportation compared to using a private vehicle.

This research supports research which states that, apart from that, good communication and safety guarantees must be made by the driver to each passenger, which will provide valuable points to be able to transfer transportation needs to public transportation. Safety and comfort, as well as insurance guarantees, also play a role in helping people change their attitudes and will encourage people to prefer public transportation over private vehicles (Bechler et al., 2021; Rawis et al., 2022).

#### **6.7 The Mediating Role of Consumer Attitude Toward Public Transportation Among Influential Attributes Related to Service On Switching Behaviour**

In this research, it is stated that attitude toward public transportation is a variable that can partially mediate the influence of attributes related to service to switching behavior. Support hypothesis 7, which states that Attitude can mediate the influence of attributes related to service on consumer switching behaviour.

This means that an increase in people's switching behavior from using private vehicles to public transportation will occur if attributes related to service are able to improve attitudes toward public transportation. This means that a public transportation fare that is appropriate to the route and affordable will be able to provide pleasure for passengers. Apart from that, the existence of physical infrastructure, such as providing comfortable bus stops and transportation that has special routes, will be able to improve people's attitudes that public transportation can avoid traffic jams when going somewhere. Improving attitude toward public transportation can influence someone to change their personal vehicle to avoid traffic jams and can use public transportation for public transportation needs and personal transportation needs.

This research supports research which states that perceived service quality attributes are developed from the perception of customer attitudes towards the assessment of all service attributes provided (Rafid et al., 2023). A positive attitude tends to influence a person's behavior in determining Switching behaviour (Sunan & Surabaya, 2022).

#### **6.8 Managerial Implication**

This research examines several variables that influence switching behavior toward public transportation, including service quality, service-related attributes, and attitudes toward public transportation. The study is expected to serve as a valuable reference for understanding the factors driving individuals to shift from private vehicles to public transportation. Its findings can also provide essential data for companies and the government in formulating solutions to traffic congestion, which has become widespread across various points in Denpasar City.

Based on the research findings, the applicable managerial implications include three main focuses: first, improving the quality of public transportation services through intensive training programs for drivers to ensure safe driving practices and excellent customer service, as well as strict implementation of standard operating procedures (SOPs) in the recruitment process to ensure driver professionalism and competence in maintaining passenger comfort and safety; second, formulating government policies that mandate the use of public transportation by employees of certain institutions during working hours as an effort to increase direct experience and foster a positive attitude towards public services that can then be emulated by the wider community; and third, developing transportation infrastructure in the form of dedicated lanes and adequate bus stops to support smooth operations, reduce delays due to traffic congestion, and increase the reliability and attractiveness of public transportation as an alternative to private vehicles.

## **6.9 Theoretical Contribution**

The theory used in this research is the TRA, which explains how beliefs, attitudes, intentions, and behaviors are connected (Ajzen & Fishbein, 1980; Ajzen, 2020). This theory helps clarify how individuals decide to switch to another product or service in response to changes in perceptions and intentions. In addition, this research incorporates the PPM framework, particularly the Pull dimension, which emphasizes positive factors that attract potential users to adopt new products or services (Bansal et al., 2005; Zhou et al., 2024). Similarly, the government of Denpasar City aims to encourage the community to shift from private vehicles to public transportation. Therefore, this research draws on both theories as a foundation for examining the relationships among service quality, service-related attributes, and attitudes toward the decision to switch. This study contributes to the theoretical development of TRA and PPM by demonstrating how attitudes mediate the influence of service quality and service-related attributes on individuals' decisions to switch to public transportation, consistent with prior research highlighting the role of attitudes and perceived service benefits in influencing switching behavior (Guirao et al., 2016; Şimşekoğlu et al., 2015; Kim et al., 2018).

## **6.10 Limitations**

Even though this research has been carried out well, several limitations need to be considered. First, the researchers only involved a sample of public transportation passengers in Denpasar City, so the results may not be generalizable to a wider population. Moreover, because the sampling technique was accidental, the sample may not fully represent the characteristics of the entire population, further limiting the generalizability of the findings. Second, the data collection method used questionnaires, allowing for subjectivity bias from respondents. Third, time and resource limitations restricted the range of variables that could be analyzed in more depth.

## **7. Conclusions**

The conclusion of this research is a shift from private vehicle use to public transportation, driven by improved public attitudes, which can be influenced by enhancements to service quality and attributes that support it. An important aspect to implement is improving service quality by enhancing drivers' skills in providing good service, such as promptness in driving the bus and a positive attitude towards customers. Support for service quality attributes, such as the provision of special access for buses, must also be implemented in the future to accelerate the shift from private vehicle use to public transportation and reduce congestion in the city of Denpasar. Future research is expected to develop studies from the perspective of consumers who do not use public transportation. This will provide



a perspective from a different side, allowing for a comparison between people who use the bus and those who have never used it. Other variables can also be suggested for use, such as prior experience, product knowledge, dissatisfaction with service (service failure), inconvenience, community culture, price fairness, and other relevant variables, to provide a more comprehensive understanding of public transportation adoption.

## 8. Recommendation

Based on the research findings and acknowledging its limitations several recommendations can be proposed. To enhance public switching to public transportation, service quality should be prioritized, particularly in terms of safety, comfort, security, and age-friendly facilities. Improvements in service attributes, including the provision of dedicated lanes, may further strengthen positive attitudes and reduce reliance on private vehicles. Finally, future research should consider exploring additional factors that might influence switching behavior, such as community culture, price fairness, and other relevant variables, to provide a more comprehensive understanding of public transportation adoption. Other variables that can be recommended for future research include societal pressure, service failures, or perceived risk, which can broaden research on public transportation that can be generalized to other areas.

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