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Analysis of Factors Affecting Purchase Intention to Use: A Study on The Swoop Transportation Application

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Abstract

This study investigates the factors influencing purchase intentions for environmentally friendly online transportation services, focusing on Environmental Concern, Perceived Service Value, Brand Familiarity, and Willingness to Pay. By analyzing these elements, the research aims to understand their role in fostering sustained interest and using eco-friendly transportation options. Utilizing an exploratory approach, we surveyed customers familiar with or who have utilized environmentally friendly transportation in the Jabodetabek area. Our target population includes employees who engage with these services. The findings are anticipated to contribute to marketing management theories by offering insights into consumer behavior related to sustainable purchasing. Data were collected through an online questionnaire, employing convenient sampling to select respondents. Statistical analysis was conducted using SPSS and Lisrel for structural equation modeling (SEM). Results reveal significant relationships among environmental friendliness, perceived value, brand familiarity, ongoing purchase intentions, and the willingness to pay a premium. This research highlights the application of signaling theory in the context of environmental sustainability, providing valuable insights into how customer perceptions of value drive their intentions to engage with eco-friendly transportation services. These findings can inform effective marketing strategies for promoting sustainable transportation solutions.

Keywords: Environmental concern; Perceived value; Brand Familiarity; Purchase Intention Willingness to Pay

Abstrak

Studi ini menyelidiki faktor-faktor yang memengaruhi niat pembelian untuk layanan transportasi online ramah lingkungan, dengan fokus pada Kepedulian Lingkungan, Nilai Layanan yang Dirasakan, Keakraban Merek, dan Kesediaan untuk Membayar. Dengan menganalisis elemen-elemen ini, penelitian ini bertujuan untuk memahami peran mereka dalam menumbuhkan minat dan penggunaan berkelanjutan terhadap opsi transportasi ramah lingkungan. Dengan memanfaatkan pendekatan eksploratif, kami mensurvei pelanggan yang akrab dengan atau yang telah memanfaatkan transportasi ramah lingkungan di wilayah Jabodetabek. Populasi target kami meliputi karyawan yang terlibat dengan layanan ini. Temuan ini diantisipasi untuk berkontribusi pada teori manajemen pemasaran dengan menawarkan wawasan tentang perilaku konsumen yang terkait dengan pembelian berkelanjutan. Data dikumpulkan melalui kuesioner online, menggunakan pengambilan sampel yang mudah untuk memilih responden. Analisis statistik dilakukan dengan menggunakan SPSS dan Lisrel untuk pemodelan persamaan struktural (SEM). Hasil mengungkapkan hubungan yang signifikan antara keramahan lingkungan, nilai yang dirasakan, keakraban merek, niat pembelian yang berkelanjutan, dan kemauan untuk membayar premi. Penelitian ini menyoroti penerapan teori sinyal dalam konteks keberlanjutan lingkungan, yang memberikan wawasan berharga tentang bagaimana

persepsi pelanggan terhadap nilai mendorong niat mereka untuk terlibat dengan layanan transportasi ramah lingkungan. Temuan ini dapat menginformasikan strategi pemasaran yang efektif untuk mempromosikan solusi transportasi berkelanjutan.

***Kata Kunci**: Peduli lingkungan; Persepsi Nilai, Keakraban merek; Niat membeli; Kesediaan membayar*

INTRODUCTION

The increasing reliance on public transportation has led to a growing number of daily commuters. While private vehicles remain a popular option, their owners face challenges such as insurance costs, tax payments, fuel expenses, and maintenance (Klychova et al., 2022). Additionally, traffic congestion and accidents contribute to the downsides of private vehicle ownership. As a result, online transportation services have become a flexible and convenient alternative for many people (Lv & Shang, 2022). These services offer critical information and convenience, making them more appealing to users.

Despite the growing popularity, some concerns remain, particularly about the higher cost of online transportation compared to traditional services. However, many users are willing to pay more for the added benefits, such as improved facilities and convenience (Dasgupta et al., 2022). Consumer behavior is driven by factors like security, comfort, and timeliness, alongside environmental concerns, perceived value, brand familiarity, and willingness to pay. These elements play a key role in shaping consumers' willingness to use such services (Li & Shang, 2020).

The perceived value of a service has a significant impact on brand trust and commitment, which can lead to positive word-of-mouth promotion and, ultimately, purchase intention (Li & Shang, 2020). Previous research has explored these variables, often focusing on specific market segments like millennials. However, this study broadens the scope to include employees who regularly use online transportation for commuting (Indrawati et al., 2022).

Public transportation in urban areas is often more accessible than in smaller cities, but limited availability in less populated regions restricts access to essential services and activities (Vazquez et al., 2022). Intelligent Transportation Systems (ITS) have been implemented to monitor traffic congestion and improve transportation efficiency. Urban mobility relies heavily on the strategic planning of transportation infrastructure, such as stations and terminals, to optimize access and travel efficiency (Lv & Shang, 2022).

This study focuses on the role of purchase intention in influencing consumer decisions regarding transportation services. While mixed methods research offers a broader perspective, this study employs a quantitative approach, targeting employees familiar with Swoop online transportation. By examining the effects of environmental concern, brand familiarity, perceived value, and willingness to pay, this research aims to fill gaps in existing literature and provide managerial insights for improving public transportation services, particularly through the Swoop app (Shakeel, 2022).

METHODS

Relationship Between Variables

The relationship between Environmental Concern and Purchase Intention

Dangelico et al. (2022) argue that consumer concern for the environment can be explained as consumers paying attention to environmental issues and supporting solutions by purchasing eco-friendly products. Environmental concern refers to the awareness of environmental impact, which is a key determinant of environmentally responsible behavior

(Pandey & Yadav, 2023). As the demand for eco-friendly products grows, individuals with higher environmental awareness exhibit positive attitudes toward purchasing green products or services (Pechu & Vrchota, 2022). Therefore, there is a positive relationship between Environmental Concern and Purchase Intention. According to Dangelico et al. (2022), Environmental Concern influences customer behavior, driving them to purchase eco-friendly products. Arısal & Atalar (2016) emphasized that green consumerism arises from environmentally responsible behaviors, such as using energy-efficient products, reusable goods, and eco-friendly transportation. Such behaviors contribute to environmental conservation and social responsibility.

Pandey & Yadav (2023) further argue that societal influence encourages individuals to choose eco-friendly products, enhancing their social standing. As social awareness increases, so does the tendency to adopt greener consumption habits, positively impacting Purchase Intention (Dangelico et al., 2022). Therefore, it is hypothesized:
H1: Environmental Concern has a positive effect on Purchase Intention

The Relationship between Environmental concerns and Willingness To Pay

Willingness to Pay (WTP) and willingness to engage are critical factors in understanding a customer's demand for products or services. WTP can be measured by evaluating a customer's readiness to pay more for a brand's image (Behzad et al., 2022). Various factors, such as demographic and economic characteristics, influence WTP, including income, education, and consumption history (Deely et al., 2022). In transportation services, WTP is influenced by the quality and availability of services provided by operators, as well as user behavior. Tariff setting, aimed at maintaining service quality while considering purchasing power, further impacts WTP (Kabir et al., 2023). Thus, a positive relationship exists between Environmental Concern and WTP.
H2 = Environmental Concern has a positive influence on willingness to pay

The relationship between Perceived value and Purchase Intention

Chen & Lee (2023) suggest that consumer perception plays a significant role in the purchasing decision process. A positive perception of a product leads to favorable impressions and increased purchase intention. Perceived Value is more comprehensive than "value for price" and involves a consumer's overall assessment of the usefulness of a product (Li & Shang, 2020). Service Perceived Value includes components such as quality, features, and emotional satisfaction (Chen & Lee, 2023). Higher perceived value leads to increased consumer satisfaction and loyalty (Bulndi et al., 2023). As a result, a positive perceived value strongly influences Purchase Intention.
H3: Perceived value has a positive influence on purchase intention

The Relationship between Perceived Value and Willingness To Pay

Chauhan et al. (2023) emphasize that perceived value significantly impacts WTP. Social, demographic, and travel-related factors affect a customer's decision to pay for services. Consumers tend to pay more when they perceive higher value in the product or service. In transportation services, factors like service frequency, route connectivity, and overall experience influence perceived value and WTP. Retaining loyal customers, which depends on customer satisfaction, is more cost-effective than attracting new customers (Chan et al., 2022). Thus, a positive perceived value increases WTP.
H4= perceived value has a positive effect on willingness to pay

The relationship between Brand Familiarity and Purchase Intention

Li et al. (2023) argue that consumers are more likely to develop cognitive and emotional associations with familiar brands, leading to increased trust and Purchase Intention. Brand Familiarity influences various marketing aspects, such as product preference and satisfaction (Ushiama et al., 2021). Familiar brands are more likely to be selected by consumers, as they evoke a sense of reliability (Treiblmaier & Garaus, 2022). Therefore, consumers tend to make repeated purchases from brands they trust, further strengthening Purchase Intention (Dursun et al., 2011). Familiarity with a brand fosters consumer satisfaction, which leads to repeat purchases (Luchansky et al., 2019).
H5a: Brand Familiarity has a positive influence on Purchase Intention

The Relationship between Brand Familiarity and Willingness To Pay

Hassan et al. (2023) highlight that demographic characteristics, such as age, gender, income, and education, influence WTP. Familiarity with a brand's quality also increases a customer's WTP (Hassan et al., 2023). Customers are more willing to pay for brands they trust and are familiar with (Streletskaya et al., 2023). Familiarity with a brand leads to customer loyalty and repeated purchases (Streletskaya et al., 2023). Moreover, consumers who are familiar with a brand are better equipped to assess its value, increasing their WTP (Zhu et al., 2023).
H5b: Brand Familiarity has a positive influence on Willingness To Pay

Based on the hypothesis framework above, the research model can be described in Figure 1 below:

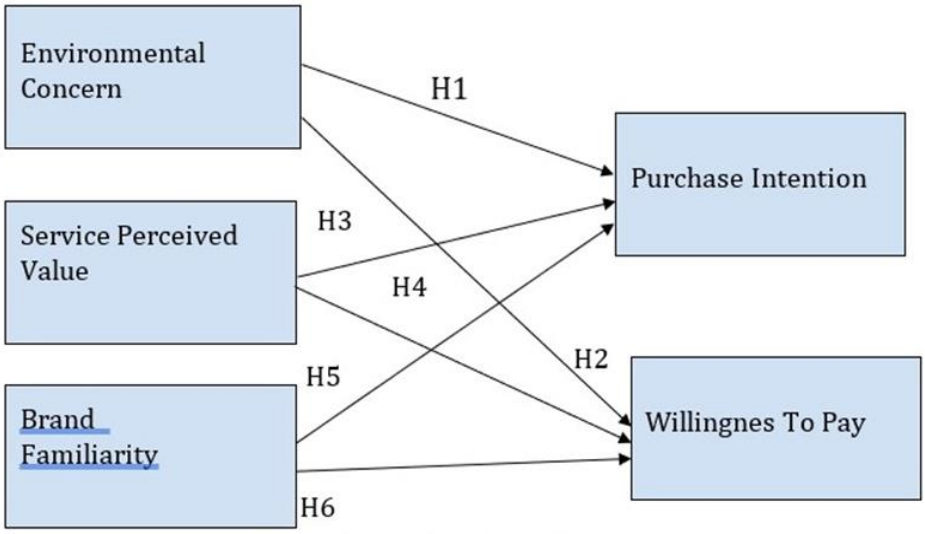

Figure 1. Research Model

Data collection was conducted using convenience sampling by distributing online questionnaires. The measurements were carried out using a 1–5 Likert scale (1 = strongly disagree, 5 = strongly agree) (Zhou et al., 2022). The purpose of this questionnaire was to test the internal consistency of the items and identify any confusing questions. Five constructs were examined in this research: guaranteed purchase intention as the primary construct, environmental concern, service perceived value, brand familiarity, purchase intention, and willingness to pay. The 1–5 Likert scale was chosen to avoid neutral responses.

Data was collected through questionnaires distributed to consumers living in Jabodetabek. A pre-test was conducted on 30 samples to ensure the clarity and

effectiveness of the questions. Additionally, telephone interviews were conducted using the same questionnaires, as it allowed for easier access to customers who had used public transportation. On average, each respondent took about 15 minutes to complete the questionnaire (Dangelico et al., 2022). The researcher assisted participants if any issues arose during the survey, which helped to increase response rates and reduce misunderstandings about the questions.

Sampling and Justification

Convenience sampling was employed in this study, which is a commonly used technique in consumer behavior research. This method was chosen to target customers who had previously used Swoop transportation in Jabodetabek. The main rationale for using convenience sampling was to focus on respondents who were readily accessible and had experience with the service. While this approach makes data collection easier and faster, it can also introduce potential bias, as the sample may not fully represent the larger population. This limitation must be acknowledged in the analysis and interpretation of the results.

Measurements and Validity

Respondents' familiarity with Swoop transportation was measured by first asking if they had heard of the product (0 = "no," 1 = "yes"). If respondents answered "yes," they were further asked whether they had used Swoop transportation (0 = "no," 1 = "yes"). Perceived value was assessed on factors such as quality, durability, cost, and trendiness using a Likert scale from 1 (strongly disagree) to 5 (strongly agree) (Dangelico et al., 2022).

The study focused specifically on users who had experienced Swoop transportation but were hesitant to use it again as a daily transport option. The survey included respondents who provided feedback via phone, social media, or face-to-face communication. A sample size larger than 150 was required, based on the recommendations from Dangelico et al. (2022). Ultimately, 191 respondents were surveyed.

Data Analysis using LISREL, AMOS, and SEM

The study employed Structural Equation Modeling (SEM) to analyze the data. SEM is a robust statistical technique that allows researchers to examine complex relationships between observed and latent variables. In this research, LISREL and AMOS 25.0 software were used to perform the analysis.

1. LISREL: LISREL (Linear Structural Relations) was used for structural equation modeling, allowing the researchers to assess the relationship between the variables.
2. AMOS: AMOS (Analysis of Moment Structures) was used for Confirmatory Factor Analysis (CFA) to test the measurement model. The CFA ensured that the data fit well with the theoretical constructs being measured.
3. SEM: SEM was used to evaluate both the measurement and structural models. The measurement model was first assessed through CFA, after which the structural model was tested to evaluate the relationships between the constructs.

Validity and Reliability

Validity and reliability tests were performed to ensure the accuracy and precision of the instrument. Validity refers to how well the questionnaire measures what it intends to do, while reliability refers to the consistency of the measurement across time and samples.

1. Construct Validity: This was tested through CFA to confirm that the questions accurately represented the theoretical constructs.
2. Internal Consistency: The Cronbach's alpha value was used to assess the internal consistency of the constructs. A high Cronbach's alpha (above 0.7) indicates good reliability.
3. Discriminant Validity: This ensures that constructs that are supposed to be different from each other are, in fact, distinct.
4. Convergent Validity: This was checked to ensure that indicators of the same construct are highly correlated.

The combination of these methods ensures the rigor of the study, improving confidence in the results and minimizing measurement error.

RESULTS AND DISCUSSION

Result

The results from the construct validity measurement indicate that all indicators associated with the valid variables—Environmental Concern, Perceived Value, Brand Familiarity, Purchase Intention, and Willingness to Pay—met the validity requirements. Each indicator demonstrated a loading factor greater than 0.50 and a t-value exceeding the critical value of 1.96 at the 5% significance level (Hair et al., 2012).

In the construct reliability test, all variables satisfied the reliability criteria, with Construct Reliability (CR) values above 0.60 and Extracted Variance (VE) values above 0.50. The specific values for each variable are as follows: Environmental Concern (CR = 0.78; VE = 0.55), Perceived Value (CR = 0.88; VE = 0.78), Brand Familiarity (CR = 0.96; VE = 0.89), Purchase Intention (CR = 0.94; VE = 0.81), and Willingness to Pay (CR = 0.89; VE = 0.68).

The structural model equations were evaluated based on their R^2 values, which reveal the extent to which the independent variables explain the dependent variables. In the first analysis, the combined effects of Environmental Concern (EC), Perceived Value (PV), and Brand Familiarity (BF) on Purchase Intention (PI) resulted in an R^2 value of 0.81. This indicates that 81% of the variance in Purchase Intention can be accounted for by these three independent variables, while the remaining 19% is attributed to other factors not examined in this study.

In the second analysis, the same independent variables—Environmental Concern (EC), Perceived Value (PV), and Brand Familiarity (BF)—were found to influence Willingness to Pay (WTP), yielding an R^2 value of 0.92. This suggests that 92% of the variance in Willingness to Pay can be explained by these variables, with the remaining 8% attributable to other unexamined factors.

The suitability test analysis revealed good compatibility across most indicators, with the following fit statistics: Degrees of Freedom = 100; Chi-Square = 135.89; RMSEA = 0.039; ECVI = 1.41; AIC = 234.76; CAIC = 460.13; NFI = 0.99; Critical N = 190.89; and GFI = 0.93. Analysis of groups 1 to 7 showed that nearly all model fit tests yielded favorable results, including Chi-Square, RMSEA, ECVI, AIC, and CAIC, along with marginal fit results for Critical N.

Table 1. Hypothesis Testing

Hypothesis	Estimate	T-value	Decision
H1	Environmental Concerns have a positive relationship with purchase intention	3,34	Data Supports Hypothesis

Hypothesis	Estimate	T-value	Decision
H2	Environmental Concern has a positive relationship with Willingness To Pay	5,22	Data Supports Hypothesis
H3	Perceived value mediates the relationship between perceived value	2,69	Data Supports Hypothesis
H4	Perceived value does not influence the willingness To Pay	1,83	Data Not Support Hypothesis
H5	Brand Familiarity will have a positive relationship with Purchase Intention	9,44	Data Supports Hypothesis
H6	Brand Familiarity is not a positive relationship with Willingness To Pay	7,84	Data Supports Hypothesis

Source: SEMLisrel2024

This study empirically examines the influence of Environmental Concern, Perceived Value, Brand Familiarity, and Willingness to Pay on Purchase Intention. Additionally, it investigates how environmental Concerns, perceived value, brand familiarity, and purchase intention impact willingness to pay.

The results of the Structural Equation Modeling (SEM) analysis, conducted using LISREL, are depicted in the following diagrams. The SEM approach enables a comprehensive understanding of the relationships among the constructs, allowing for an assessment of both direct and indirect effects.

Influence on Purchase Intention

The analysis reveals that Environmental Concern, Perceived Value, and Brand Familiarity significantly influence Purchase Intention. The standardized path coefficients indicate the strength of these relationships, with Environmental Concern demonstrating the strongest effect, followed by Perceived Value and Brand Familiarity. This suggests that consumers who are more concerned about environmental issues are more likely to perceive higher value in products and become familiar with the brands associated with those products, ultimately leading to increased Purchase Intention.

Influence on Willingness to Pay

In examining the influence of the constructs on Willingness to Pay, the results indicate that Environmental Concern, Perceived Value, and Brand Familiarity also significantly affect Willingness to Pay through Purchase Intention. The findings show that Purchase Intention acts as a mediator in this relationship, reinforcing the idea that consumers are willing to pay more for products they perceive as valuable, especially when their environmental concerns align with the brand's offerings.

The SEM analysis illustrates a robust model where Environmental Concern, Perceived Value, and Brand Familiarity collectively enhance Purchase Intention, which in turn positively influences WTP. These findings underscore the importance of environmental awareness and brand reputation in driving consumer behavior toward sustainable products.

The diagrams from the SEM analysis further elucidate these relationships, providing visual representations of the significant paths and their corresponding coefficients.

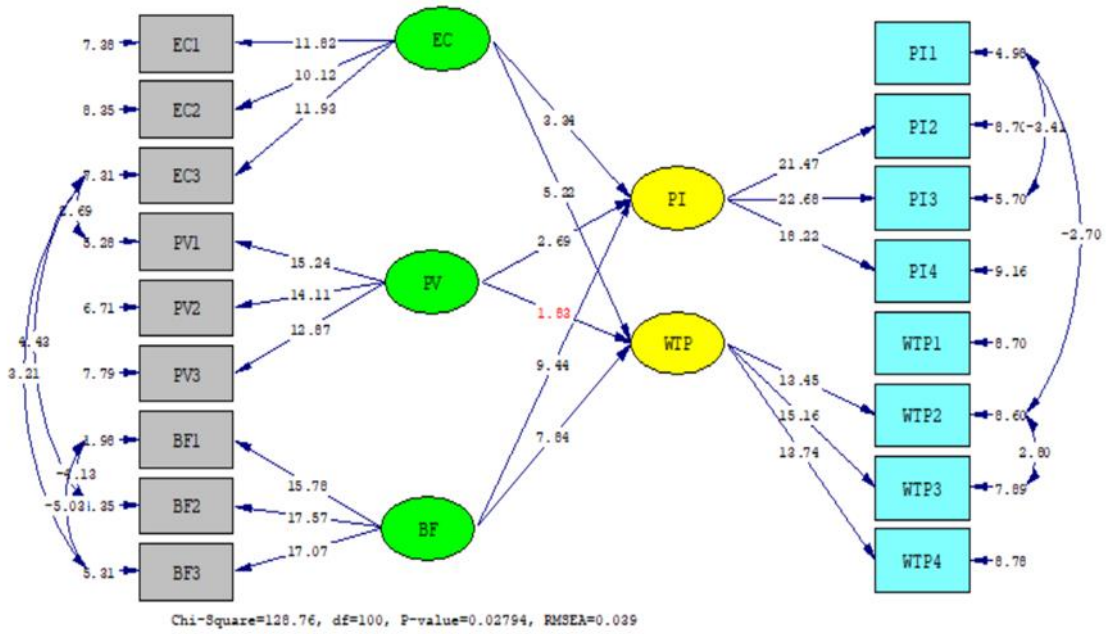

Figure 2. T-Value Path Diagram

Discussion

Implications of the Study

This study empirically tests the influence of Environmental Concern, perceived value, Brand familiarity, and Willingness to Pay on purchase intention, as well as the influence of these factors on willingness to pay. The findings reveal that environmentally friendly online transportation products offered by companies like Swoop significantly influence customers' purchasing intentions. Customers are increasingly aware of the environmental impact of their choices and actively seek alternatives that align with their values. This concern stems from their belief that choosing environmentally friendly transportation can enhance their quality of life. As a result, they are willing to adjust their consumption habits, opting for greener options over traditional public transportation services.

The implications of these findings are twofold: they provide significant theoretical insights and practical applications for managers in the transportation industry.

Theoretical Implications

From a theoretical perspective, the study enriches the literature on consumer behavior by demonstrating how environmental concerns act as a catalyst for purchase intention. It shows that consumers not only prioritize the functional attributes of a product but also consider the broader impact of their choices on the environment. This aligns with the Theory of Planned Behavior, which posits that attitudes and social norms influence behavioral intentions. The strong link between environmental concern and purchase intention reinforces the need for researchers to further explore the interplay between consumer values and purchasing behavior. Moreover, it suggests a potential for integrating Sustainable Consumer Behavior frameworks into existing marketing theories.

Managerial Implications

For managers, the findings offer actionable insights that can enhance marketing strategies. Companies like Swoop can capitalize on consumers' environmental concerns by

positioning themselves as leaders in sustainable transportation. This involves not just promoting environmentally friendly products but also actively communicating the benefits of these choices to consumers. By emphasizing how their services contribute to a better quality of life and address transportation challenges, companies can strengthen their value proposition.

Additionally, the study highlights the importance of customization in service delivery. The option for customers to tailor their transportation experiences enhances their perceived value and willingness to pay more for services. This creates a closer relationship between the customer and the company, fostering loyalty. Companies can leverage this insight by offering personalized experiences, such as allowing customers to select their preferred routes, vehicle types, or additional amenities.

Insights for Similar Industries

The findings also extend beyond the online transportation sector, providing valuable lessons for companies in related industries. Businesses in the travel, hospitality, and food delivery sectors can similarly benefit from understanding the interplay between environmental concerns and consumer choices. For example, restaurants can promote sustainable practices, such as sourcing local ingredients or reducing waste, to attract environmentally conscious diners. In hospitality, hotels that adopt eco-friendly practices may appeal to travelers who prioritize sustainability in their accommodation choices.

Moreover, companies in these industries should consider the cost aspect of their services. Consumers' willingness to pay is often contingent on their perceptions of value relative to cost. Therefore, businesses need to communicate not only the benefits of their sustainable practices but also how these can be economically advantageous for customers. By illustrating that environmentally friendly options can also be cost-effective, companies can mitigate potential barriers related to price sensitivity.

Quality and Perceived Value

This study further emphasizes the role of perceived value in influencing purchase intention. Swoop customers recognize that quality transportation services can save time and provide a smoother travel experience compared to alternatives. As such, companies must continually assess and improve service quality to meet customer expectations.

However, the research also revealed that while perceived value positively influences purchase intention, it does not significantly affect willingness to pay. This finding suggests that even when customers recognize the benefits of eco-friendly transportation options, they may still view traditional public transportation as a viable alternative. Companies must address this perception by showcasing the unique advantages of their services, such as reducing congestion and enhancing convenience.

Addressing Barriers to Purchase Intention

Economic factors also play a critical role in influencing customer behavior. While consumers may perceive Swoop's services as modern and eco-friendly, price sensitivity can deter them from making a purchase. Understanding this dynamic is essential for developing pricing strategies that resonate with target customers. Offering competitive pricing, promotional discounts, and loyalty programs can enhance the perceived value and mitigate economic barriers.

Moreover, companies should consider the impact of external factors, such as traffic congestion, on customer perceptions. While eco-friendly ride-hailing services offer time efficiencies in some contexts, increasing vehicle volumes on the roads may lead customers

to reconsider their transportation choices. Addressing these concerns through strategic partnerships with public transportation systems or providing real-time traffic updates can position companies as holistic solutions for customers' transportation needs.

CONCLUSION

This study has successfully validated most of its hypotheses, revealing that Environmental Concern, perceived value, and Brand Familiarity positively influence purchase intention, while both Environmental Concern and Brand Familiarity also positively affect willingness to pay. However, the study found that perceived value does not significantly influence willingness to pay. These results emphasize the growing importance of environmental considerations in consumers' decision-making processes and highlight the necessity for companies to enhance their brand familiarity to foster customer loyalty.

Despite these insights, the research has several limitations that warrant attention. First, the focus on alternative transportation service companies in the Jabodetabek area may not accurately reflect the broader landscape of alternative transportation services across different regions. Future studies could expand their scope to include various geographic areas and different types of transportation services, thereby providing a more comprehensive understanding of consumer behavior in this sector. Second, the absence of mediation and moderation variables limits the exploration of underlying mechanisms that could explain the relationships between the studied variables. Future research should consider incorporating these variables to enrich the analysis. Third, this study employed solely quantitative methods; integrating qualitative approaches could yield deeper insights into consumer motivations and perceptions.

The practical implications of this research are significant for managers in the transportation industry. Companies should prioritize enhancing Environmental Concern and Perceived Value by introducing additional features, expanding vehicle choices, and offering specialized routes that cater to customer preferences. Implementing loyalty and reward programs for environmentally friendly choices can further enhance customer engagement and retention. Additionally, providing a variety of discount options could incentivize sustainable behaviors among customers. For example, implementing a recycling program that rewards customers with discounts for returning recyclable materials could encourage eco-friendly practices. Seasonal discounts and referral programs can also be effective strategies for expanding the customer base without drastically impacting profitability.

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