**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 usage of 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 purposive 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, Puchase Intention Willingnes To Pay.

**INTRDUCTION**

Nowadays, the number of increases in public transportation is increasing for daily travel conditions (Klychova et al., 2022). Due to the use of private cars as a means of transportation for daily trips, more and more private vehicle owners experience several obstacles in investment matters (Klychova et al., 2022). Private vehicle owners themselves face a number of problems including financial investments related to the need for insurance registration, payment of transportation taxes, repairs and maintenance, purchasing fuel, replacing car parts. Not only that, private vehicle owners also experience awareness of the risk of traffic jams and accidents on a large scale.(Klychova et al., 2022). Therefore, online transportation has become one of people's choices for traveling and feels more flexible in traveling (Lv & Shang, 2022). Applications and products in the field of smart transportation are gradually becoming a critical position for public transportation, the existence of public transportation applications is useful for providing

information and services to consumers (Lv & Shang, 2022). Availability of facilities and ease of using the application can also be a determining factor for consumers in using online transportation (Lv & Shang, 2022).Meanwhile, there are still concerns from some consumers regarding online transportation. One of the consumer concerns regarding online transportation is the price, conditions and facilities of the public transportation service (Dasgupta et al., 2022). The prices offered by service providers are usually more expensive than conventional transportation. This concern arises because people pay more to use online transportation (Dasgupta et al., 2022). The willingness of online transportation users to pay more to get much better facilities (Dasgupta et al., 2022). This is one of the factors in consumers' willingness to pay or availability to pay for environmental conditions or an assessment of a product to create purchase intention or intention to buy or use a service or product (Dasgupta et al., 2022). Currently, what consumers need is security, comfort and timeliness (Li & Shang, 2020). Facilities and ease of using the application can also be a determining factor for consumers in using online transportation, therefore one of the factors that contribute to a company is Environmental Concern, Perceived Value, Brand Familiarity, Willingness to pay. From this point of view Theoretically, perceived value has a very high impact on a product service and the quality of transportation services (Li & Shang, 2020). The creation of quality and good service will create commitment to the brand due to the trust that consumers feel towards transportation services on the Swoop application, which in turn will be a good assessment of word of mouth promotion (Li & Shang, 2020).

There is word of mouth promotion which can ultimately lead to purchase intention or experience of use or previous buyers (Nguyen et al., 2023). Research related to the variables Environmental Concern, Perceived Value, Brand Familiarity, Willingness to pay. In this research Purchase intention is used as a moderator that strengthens the relationship between perceptions of Environmental Concern, Perceived Value, Brand Familiarity, Willingness to pay. Research related to purchase intention was previously carried out by (Indrawati et al., 2022), but only focuses on word of mouth in applications, especially for the millennial target market, where as this research was conducted on all employees who work every day using public transportation services whose orders are via online transportation applications (Indrawati et al., 2022).Transportation patterns using public transportation are much more widely used in big cities, because the supply of public transportation in urban areas is much more adequate than in small regions or cities (Vazquez et al., 2022). Therefore, the lack of public transportation hinders the general population's accessibility for recreation, culture, social or economic activities as well as other daily productivity.(Vazquez et al., 2022) . As for congestion from urban population income, in 2020, real-time monitoring of traffic flow and congestion index delay index through intelligent transportation systems (ITS) can reduce traffic congestion, increase traffic efficiency (Lv & Shang, 2022)

The social dimension is taken into consideration when measuring the services provided by public transportation, especially those with medium and high capacity. This depends on the occupation of the urban space. (Lv & Shang, 2022). It is therefore very important for urban mobility that transport planning evaluates transport positions such as stations and terminals, to understand how they are connected to existing jobs in urban areas and in particular how they access such transport. (Lv & Shang, 2022). The proposed analysis is related to system accessibility, by measuring the distance and travel time between places from the residence to the station or terminal, the focus is on public transportation modes that make accommodation easier in terms of time efficiency (Lv & Shang, 2022)

To examine the impact on consumer behavior regarding the quality of transportation services, this study focuses on the influence of purchase intention. However, this is because purchase intention has a strong impact on the decision intention of transportation service users to make decisions (Shakeel, 2022). This research uses mixed methods which can have a greater impact on research findings, however, in terms of research design, this researcher will only use quantitative research methods (Shakeel, 2022). This research only selected employees who had used Swoop online transportation and employees who knew Swoop transportation (Shakeel, 2022).Based on the importance of consumer behavior towards online transportation, the aim of this research is also to fill the existing gaps by exploring the influence of Environmental Concern, Brand Familiarity, perceived value, Willingness to pay, Brand loyalty moderated by Purchase intention (Shakeel, 2022) . It is hoped that this research can contribute to the scientific level of marketing management in developing a better theoretical understanding of the variables studied and can provide positive managerial implications for the application of the Swoop Transportation Application in the public transportation service industry sector (Shakeel, 2022).

**HYPOTHESES DEVELOPMENT**

**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 problems and support and therefore to overcome them by purchasing environmentally friendly products. Environmental Concern refers to concern for the environment which is an important determinant of certain environmental behavior (Pandey & Yadav, 2023).Therefore, the increasing demand for Environmental Concern means that individuals who care about the environment show a positive environmentally friendly consumption attitude towards consuming a range of products. or environmentally friendly services (Pechu & Vrchota, 2022). Therefore, there is a link between the Environmental Concern variable which is positively related to the Purchase Intention variable(Dangelico et al., 2022).Dangelico et al., (2022) explains that Environmental Concern is linked customer relationship with concern for environmentally friendly products(Arısal & Atalar, 2016) emphasized that the positive effect of environmentally friendly behavior is green consumerism and utilizing environmentally friendly products.

Meanwhile, using environmentally friendly products for daily needs that consume environmentally friendly energy, goods that can be used outside or reused, energy-saving lamps and energy-saving transportation (Arısal & Atalar, 2016). The use of such items has been identified as being able to advance the Long Number goal of ensuring and preserving environmental habitat(Arısal & Atalar, 2016). Pandey & Yadav, (2023)argue that social concern as part of society encourages people to choose environmentally friendly products that can improve social appearance. Individuals' concern for the environment has a positive influence on their consumption attitudes towards environmentally friendly products. Therefore, (Pandey & Yadav, 2023)determined that environmentally friendly concern has a positive influence on the intention to purchase environmentally friendly products. Meanwhile, social concern as part of society encourages them to do this. choose environmentally friendly products, which can improve social appearance (Pandey & Yadav, 2023). Increasing social awareness causes an increase in the greening of consumption attitudes and subsequent consumer purchasing intentions, therefore Environmental Concern has a positive influence on Purchase Intention (Dangelico et al., 2022).

**H1:** Environmental Concern has a positive effect on Purchase Intention

The relationship between Environmental concern and Willingnes To Pay

Customer willingness to join and willingness to pay are two important things to understand a customer's potential demand for the product or service (Behzad et al., 2022)Measuring willingness to join and willingness to pay in estimating willingness to pay is by assessing a customer's intention to join or pay more for a brand image (Behzad et al., 2022).According to Behzad et al., (2022) many factors influence the willingness to pay, including differences in the characteristics, demographics and economics of different respondents. These differences can also be seen from the wage rates or funds owned by a customer for a brand. Deely et al., (2022) argue that the willingness to pay for a particular product is also assessed by a customer's sincere intention towards that product. The customer's willingness to pay is seen from the price of a product or service from that brand, then the age of the consumer, the level of education, the number of dependents of the customer, up to with household consumption preferences and the customer's purchase or consumption history (Deely et al., 2022).Factors that influence customers' willingness to pay for a product or service are also from the customer's demand side and the available market as well as from the specific demand for a product or service for the company (Deely et al., 2022). According to (Kabir et al., 2023) the approach used in the willingness to pay analysis is based on the user's perception of a tarif..Products or services under a brand. In transportation problems, willingness to pay is influenced by several factors, such as the products offered or provided by transportation service operators, then the quality and quantity of services provided, the user's utility for the transportation and also the user's behavior (Kabir et al., 2023). . Therefore, product customization on willingness to pay has a positive influence on a product or service for a brand (Behzad et al., 2022). Kabir et al., (2023)explained that setting tariffs is intended to ensure the continuity of transportation services with service quality that meets safety standards, taking into account people's purchasing power and its influence on production prices. This research aims to find out how the characteristics of users or customers calculate how much people are able to pay for service rates. a special form of transportation (Kabir et al., 2023).

**H2** = Environmental Concern has a positive influence on willingness to pay

The relationship between Perceived value and Purchase Intention

According to Chen & Lee, (2023) the perception that consumers have of a product can play an important role in their purchasing decision process. Therefore, a good perception regarding a product will give a positive impression of the use of that product (Chen & Lee, 2023). The perceived value of a product is much more comprehensive than the concept of "value for price"(Li & Shang, 2020). Perceived value is defined as the consumer's overall assessment of the usefulness of a product based on what is received and what is given (Li & Shang, 2020).According to Li & Shang, (2020) Service Perceived value is perception, view and understanding which consists of components that can be measured so that it is a function of delivery, product features, then service, quality. According to Chen & Lee, (2023) the value, quality, price, emotions and environment felt by consumers significantly and positively influence consumer purchasing attitudes. Thus, the more positive the perceived value of a product, the higher the consumer's desire to buy a particular product (Chen & Lee, 2023).Platform and mobility service quality are positively related to both perceived values (Chen & Lee, 2023) The level of acceptance of product quality with perceived value will provide a sense of satisfaction because there is consumer hope that the company's performance will be achieved well (Bulndi et al., 2023). A good impression or image of a product or service from a brand based on the experience felt and received by customers will be the key to loyalty in purchasing or using a product (Bulndi et al., 2023). (Bulndi et al., 2023)explains that customers who are loyal to a brand include making repeat purchases from a business entity and telling other people about the satisfaction they get from the company. Good service quality arises from the existence of a service strategy that is related to company policies. The service strategy must continue to be developed to be maintained and improved, especially to achieve customer loyalty and purchase intention by customers (Bulndi et al., 2023).Therefore, a service strategy that must meet customer expectations will motivate customers to remain loyal to a product or service from a company (Bulndi et al., 2023).

According to Bulndi et al., (2023) ,perceived value is a form that underlies perceived service quality, as a material value, perceived service quality can be conceptualized as a result and exchange or customer sale between perceived quality sacrifices in financial and non-financial terms. Therefore, the results obtained and the difference in service quality and sacrifices made by customers will influence the assessment of customer satisfaction (Bulndi et al., 2023).

**H3:** Perceived value has a positive influence on purchase intention

The relationship between Perceived Value and Willingnes To Pay

Chauhan et al., (2023) argue that passenger perception is identified as a fundamental aspect in investigating the quality of service or the quality of a product. Social, demographic and travel characteristics are considered as important factors while influencing the user's or customer's decision to pay for a service (Chauhan et al., 2023). Most of the factors that influence a user's decision to use a service or product, namely the quality of the service, are factors that influence a decision to make a payment (Chauhan et al., 2023) Consumers buy from companies that offer the highest perceived value, consumers evaluate the benefits they receive with their sacrifices to get the product (Chauhan et al., 2023).Dependent and independent considerations in decisions are basically different from other industries, for example travel routes that can connect from one city A to another city B. Also the departure schedule, how many times the frequency of travel affects the value of personal consumers (Chan et al., 2022). Consumer decisions cannot be made alone, because they include a group of many customers who agree with the choice of a product or facility (Chan et al., 2022). Consumers buy from companies that offer the highest perceived value, consumers evaluate the benefits they receive with their sacrifices to get the product and make the decision to pay more for a product or service from that brand (Chan et al., 2022). Viewed from the cost dimension, the costs will be greater to attract new customers compared to the costs to retain old customers or create repeat purchases (Chan et al., 2022). Therefore, retaining customers is more important than attracting customers, while retaining customers lies in customer satisfaction (Chan et al., 2022). In the service industry, customer satisfaction is always influenced by the quality of interactions between customers and employees who make service contact (Chan et al., 2022). Basically, there are two main things related to service, namely customer expectations regarding subscription quality (expected quality) and customer perceptions of service quality when receiving the service (experienced or perceived quality) (Hamari et al., 2020).

**H4=** *perceived value* has a positive effect on *willingness to pay*

The relationship between Brand Familiarity and Purchase Intention

According to Li et al., (2023), in particular, the more familiar consumers are, the more interested they are in a brand, the more likely they are to produce a series of cognitive and emotional associations, when considering a brand, associations are taken into account, resulting in trust in the brand and increasing purchase intentions. Therefore, brand familiarity varies according to people's perceptions and associates different information and emotional tendencies, cultural perception, as cognitive behavior and perception, as cognitive behavior and perception which exert influence based on the level of brand familiarity (Li et al., 2023). Brand Familiarity is associated with several marketing issues, such as message acceptance, product preference, product satisfaction and product quality (Ushiama et al., 2021). Determining consumer behavior when making purchasing decisions, the more familiar and familiar consumers are with the product, the better consumer behavior towards a product brand (Ushiama et al., 2021).

Treiblmaier & Garaus, (2022) It depends on the consumer's knowledge of the brand and usually a familiar brand is already ingrained in the consumer's mind. Consumers generally want to try or use brands that are already known (familiar) rather than those that are not yet known on the market and the quality of the product has not been tested (Treiblmaier & Garaus, 2022). Therefore, it can be concluded that brand familiarity is the closeness between consumers and the brand and product they want to buy and their intention to purchase continuously(Treiblmaier & Garaus, 2022). The process of creating awareness of a brand can be done instantly or in a relatively short time, by placing intensive, unique and sensational advertising, as well as attractive prizes in shops and so on (Treiblmaier & Garaus, 2022). A well-known brand can increase positive brand familiarity and the possibility of being included in the list of brands to buy (Treiblmaier & Garaus, 2022).

Dursun et al., (2011)describe familiarity as the number of experiences related to a product or brand that have been accumulated by consumers, including direct and indirect experiences such as advertising or direct communication with customers through word of mouth. It can be concluded that consumer familiarity is the closeness between consumers and the brands and products they will buy (Dursun et al., 2011). Meanwhile, in the buying process, we found a relationship between brand familiarity and the purchasing experience which can increase purchase intentions (Dursun et al., 2011).Purchases include consumer decisions regarding what to buy, whether to buy or not, when to buy, where to buy and how to pay for a product that the consumer is familiar with (Luchansky et al., 2019). In the process of a purchasing decision, including the purchase decision, at this stage the consumer has made a decision regarding which product he will buy and consume to meet his needs (Luchansky et al., 2019).Therefore, Brand Familiarity of a brand has a positive effect on purchase intention because the result is a feeling of satisfaction or disappointment, meaning that if a consumer feels satisfied with the product they consume then the consumer will probably consume the same product in the future, but on the contrary, if he is disappointed then he might switch to another product (Luchansky et al., 2019).

**H5a:** Brand Familiarity has a positive influence on Purchase Intention

The relationship between Brand Familiarity and Willingnes To Pay

 Hassan et al., (2023) explains that the factors that influence willingness to pay internationally are demographic characteristics, namely gender, age, income and education. Other main factors include the quality and safety of a product or service offered (Hassan et al., 2023). Therefore, one of the reasons for paying more for a product or service is the quality of the product and how familiar or familiar the customer is with the product or service from that brand (Hassan et al., 2023). The perception of price from a customer to determine purchasing decisions is also important because it is a measuring tool for making purchases from customers (Hassan et al., 2023). Therefore, information is also needed for customers regarding the maximum value that customers are willing to pay for a service or product from a company brand (Hassan et al., 2023).

The great enthusiasm of customers for a service or product makes the product or service (familiar) in the eyes of the public (Streletskaya et al., 2023). There is a pattern of relationship between familiarity with the product (Familiarity) and the ability to use the product (Usability) as an important event that describes customer satisfaction which will then continue to become (customer loyalty) to a service or product from a brand. (Streletskaya et al., 2023). According to Streletskaya et al., (2023)an important aspect of a customer does not consider every decision whether the brand has been purchased in the past and the customer is familiar with the brand and the brand is dominant. Therefore, measuring behavior can mean loyalty, namely the cycle of use or purchase of a product or service from a brand (Streletskaya et al., 2023).

(Zhu et al., 2023)explained that consumers' ability to find out adequate marketing information is largely determined by the knowledge they remember. Consumers who understand (expert consumers) are consumers who are familiar with the product category, product form and product specifics (Zhu et al., 2023). Consumer understanding is the ability to carry out activities related to the product well, understanding (Familiarity) helps to know certain features of the environment in terms of products or services and helps find information resources that can provide security and comfort (Zhu et al., 2023).

**H5b:** Brand Familiarity has a positive influence on Willingnes To Pay

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



**METHOD**

The data collection used was a survey method by distributing questionnaires online. Measurements were carried out on a 1–5 Likert scale (1 = strongly disagree and 5 = strongly agree) (Zhou et al., 2022).This questionnaire aims to test the internal consistency of questionnaire items, to reveal confusing questions. In this research, five constructs were examined, namely guaranteed purchase intention as the main construct, Environmental Convern, Service perceived value, Brand Familiarity, Purchase Intention, Willingness to pay. This 1-5 scale was chosen to avoid neutral answers from each respondent. Data was collected through questionnaires distributed to consumers living in Jabodetabek (Dangelico et al., 2022). A pre-test of the questionnaire distributed was carried out on 30 samples, to assess whether the questions were clear to the respondents and assess whether the questions were effective or not (Dangelico et al., 2022).Therefore, to obtain information from customers, telephone interviews were used using questionnaires, because it is easier to approach customers who have used public transportation and to fill out the questionnaire for each respondent took an average of 15 minutes (Dangelico et al., 2022).The researcher will help them answer questions if problems arise when they complete the survey questions given by the researcher. Furthermore, this technique will increase the response rate due to the lack of misunderstanding of the contents of the questionnaire given.

* 1. **Measurements**

Convenience sampling is used as a common thing in consumer behavior (Customers who know and have used special Swoop transportation throughout Jabodetabek will be selected to participate in this research and answer the questionnaire that has been given. As for measuring consumer familiarity with Swoop transportation service products in terms of indirect experience, we first asked respondents whether they had ever heard of this type of product (0 = "no" 1 = "yes"), if the answer was "no" we attribute a value of 0 also to the consumer's familiarity with the product in terms of experience, assuming that if the consumer has never even heard of a product, the respondent cannot use it, at least intentionally. If the answer was "yes" to measure direct experience, we asked whether they had ever used a Swoop transportation product (0= "no" 1= "yes"). Then we measured the respondents' perceived value of this type of product in terms of quality, resistance, expensiveness and trend via a Likert scale from 1= "strongly disagree" to 5= "strongly agree" (Dangelico et al., 2022).However, this research focuses on users of Swoop transportation services who have used Swoop transportation services but do not want to use Swoop transportation services again as an alternative daily transportation. The results or answers from Swoop transportation users can be conveyed via communication via cellphone or face to face, Swoop transportation customer purchase intention forms, social media or other forms of communication. Therefore, in determining the number of respondents, this study used suggestions from (Dangelico et al., 2022). for a minimum sample of 150. In this study we have a sample size larger than150. This study uses five constructs, therefore, 191 samples is a sufficient sample size for the study. To maximize the number of respondents, researchers distributed 191 survey questionnaires to customers who had used special Swoop transportation in Jabodetabek. The researchers distributed questionnaires to respondents and asked whether they were willing to answer the survey given by the researcher. Before answering the questionnaire, researchers obtained feedback and agreement from respondents that they were satisfied with Swoop transportation services and they had the intention to continue using Swoop transportation as an alternative special transportation choice. Even though there were unpleasant experiences while using Swoop transportation services. Questionnaire data collection starts from the beginning of December 2023 to the beginning of January 2024. When the Christmas holidays and the beginning of the New Year are taking place, the time to get answers to the questionnaire becomes easier because the research questionnaire sources have a lot of free time. The researcher managed to get 191 survey questionnaires from respondents within one month of data collection. To test our research, which is quantitative research, uses LISREL equation modeling with maximum likelihood estimation using AMOS 25.0. First, the measurement model is assessed through confirmatory factor analysis (CFA), then the structural model is tested. The main analysis is carried out using scales that refer to a transportation product.

**RESULTS AND DISCUSSION**

**Result**

Convenience sampling is used as a common thing in consumer behavior (Dangelico et al., 2022). Customers who know and have used special Swoop transportation throughout Jabodetabek will be selected to participate in this research and answer the questionnaire that has been given. As for measuring consumer familiarity with Swoop transportation service products in terms of indirect experience, we first asked respondents whether they had ever heard of this type of product (0 = "no" 1 = "yes"), if the answer was "no" we attribute a value of 0 also to the consumer's familiarity with the product in terms of experience, assuming that if the consumer has never even heard of a product, the respondent cannot use it, at least intentionally. If the answer was "yes" to measure direct experience, we asked whether they had ever used a Swoop transportation product (0= "no" 1= "yes"). Then we measured the respondents' perceived value of this type of product in terms of quality, resistance, expensiveness and trend via a Likert scale from 1= "strongly disagree" to 5= "strongly agree" (Dangelico et al., 2022). The results in the construct validity measurement table show that all indicators in the valid variables, namely Environmental Concern, Perceived Value, Brand Familiarity, Purchase Intention, and Willingness To Pay meet the validity requirements with a loading factor value (> 0.50), and a t-value of more the size of the t-table (1.96) at the 5% significance level (Hair et al., 2012). Furthermore, in the construct reliability test, all variables meet the reliability requirements, provided that the CR (Construct Reliability) value is above 0.60 and the VE (Extracted Variable) is above 0.50, which includes 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 equation can be seen based on the R² value, this equation is to see how far the independent variable can explain the dependent variable. Analysis for the first equation, together environmental concern (EC), perceived value (PV) and brand familiarity (BF) influence purchase intention (PI) with an R2 of 0.81. This means that 81% of the variance in purchase intention (PI) can be explained by the variables environmental concern (EC), perceived value (PV) and brand familiarity (BF), the remaining 19% can be explained by other variables not included in this study. Analysis of the second equation, together environmental concern (EC), perceived value (PV) and brand familiarity (BF) influence willingness to pay (WTP) with R2 of 0.92. This means that 92% of the variance in willingness to pay (WTP) can be explained by environmental concern (EC), perceived value (PV) and brand familiarity (BF), the remaining 8% can be explained by other variables not included in this research. Based on the suitability test analysis, most of them show good compatibility Degree of freedom = 100; Chi Square = 135.89; RMSEA = 00.039,; ECVI = 1.41; AIC = 234.76; CAIC = 460.13; NFI =0.99; Critical N = 190.89 and GFI = 0.93. From the analysis of group 1 to group 7, almost all model suitability test results show good fit: including Chi Square, RMSEA, ECVI, AIC and CAIC, Fit Index and Goodness of Fit, as well as marginal fit results on Critical N. It can be concluded that the fit of the entire model meets the requirements, because of the 7 test groups, 6 of them still show good fit results.

**Table 1**

**Hypothesis Testing**

|  |  |  |  |
| --- | --- | --- | --- |
| **Hypothesis** | **Estimate** | **T-value** | **Decision** |
|  |
| H1 | Environmental Concern have a positive relationship with purchase intention | 3,34 | Data Supports Hypothesis |
| H2 | Environmental Concern has a positive relationship with Willingnes To Pay | 5,22 | Data Supports Hypothesis |
| H3 | Perceived value mediates the relationship between perceived value  | 2,69 | Data Supports Hypothesis |
| H4 | Perceived value is not influence the willingnes To Pay | 1,83 | Data Not Supports Hypothesis |
| H5 | Brand Familiarity will have a positive relationship with Purchase Intention | 9,44 | Data Supports Hypothesis |
| H6 | Brand Familiarity is not positive relationship with Willingnes To Pay  | 7,84 | Data Supports Hypothesis |

Source: SEMLisrel2024

This study empirically tests the influence of Environmental Concern, perceived value, Brand familiarity, Willingness To Pay on purchase intention, then the influence of Environmental Concern, perceived value, Brand familiarity, Purchase Intention on willingness to pay.

Furthermore, below are the diagram results from the SEM analysis carried out with the Lisrel



Figure 2. T-Value Path Diagram

**Discussion**

This study empirically tests the influence of Environmental Concern, perceived value, Brand familiarity, Willingness To Pay on purchase intention, then the influence of Environmental Concern, perceived value, Brand familiarity, Purchase Intention on willingness to pay. In this research, results were obtained showing that environmentally friendly online transportation products provided by companies can influence customers' purchasing intentions. This is because Swoop customers really care about environmentally friendly online transportation products, so this is something that influences their purchasing intentions. This feeling of concern arises from their belief that products, especially environmentally friendly online transportation, will improve their quality of life. Therefore, they are ready to change or reduce consumption using other public transportation services in order to get products that are more environmentally friendly and can be customized according to their personal preferences.The importance of environmentally friendly transportation products for Swoop customers is not only limited to the functional aspect, but is also seen as a concrete solution to the problem of difficulty finding transportation. Customers feel that using online transportation that cares about the environment, such as that offered by Swoop, can be an effective solution to overcome obstacles in finding transportation. This awareness drives them to consider the Swoop app as a top choice compared to other transportation options. Swoop customers not only see the product as a means of transportation, but also as a solution to increase comfort and efficiency in their daily lives. The option to customize the product provides significant added value, creating a closer relationship between the customer and the company.This study found the influence of Environmental Concern on willingness to pay. Swoop customers have a strong perception of the relationship between environmentally friendly products and improved quality of life. When customers feel that the ability to customize a product can provide benefits and improve quality aspects of their daily lives, Swoop customers become more inclined to consider and even pay more for the product. Customers' willingness to pay extra for customized products reflects the high value they place on personalized experiences and a better quality of life.

The importance of quality environmentally friendly transportation services also plays a role in Swoop customers' purchasing decisions. The perception that the specialized transportation services offered by Swoop are of superior quality provides additional confidence to customers. This belief is a determining factor that encourages customers to be willing to pay more to get services that are considered high quality and can meet their needs well. Additionally, the customer's perceived value towards the quality of Swoop's customized transportation services creates the basis for customer satisfaction. This satisfaction arises not only from the environmentally friendly features of transportation, but also from the belief that the service provides an effective solution to their problems. This trust can build familiarity with the brand so that it can convince customers' purchasing intentions to use Swoop continuously and make them make Swoop their main choice in terms of transportation.In this study, results were obtained that showed that perceived value had an effect on purchase intention. When Swoop customers feel that the value of environmentally friendly transportation services can provide better time efficiency compared to other transportation options, this becomes an added value that influences their consideration. Awareness of time efficiency creates a strong urge to choose environmentally friendly online transportation applications like Swoop as their main transportation solution.Furthermore, the cost aspect also plays a significant role in customer purchase intentions. If Swoop customers believe that using environmentally friendly transportation services is more economical compared to transportation alternatives, the motivation to switch to environmentally friendly ride-hailing applications increases. The perception that environmentally friendly transportation can provide more value at lower costs is the main attraction that drives customers to adopt such services. The interrelated relationship between time efficiency and cost factors creates a strong dynamic in customer purchasing intentions. The decision to use an environmentally friendly online transportation application like Swoop is not only based on convenience or reliability, but also on practical considerations regarding time and cost.Furthermore, in this study there are results showing that perceived value has no effect on willingness to pay. Although Swoop customers recognize that dedicated transportation services can provide better time efficiency than other transportation options, they also recognize that public transportation has a role that cannot be ignored. Although dedicated transportation like Swoop provides advantages, especially in terms of time efficiency, customers are not blind to the fact that public transportation is also a viable solution to overcome traffic congestion.It is important to understand that the diversity of transportation options gives customers the flexibility to choose the solution that best suits their needs and situation. While eco-friendly ride-hailing can offer time efficiencies on some occasions, those efficiency thoughts don't always align with customers' thoughts. They realized that the increasing number of online transportation on the roads could contribute to an increase in vehicle volumes, which in turn could cause congestion. Customers' understanding of the possible impacts, such as congestion caused by an increase in dedicated vehicles, opened up the idea that public transportation could be a better solution effective in some contexts. In some situations, choosing public transportation can be a wiser and environmentally friendly choice.Then, the price aspect can also be an obstacle to purchasing intentions. While Swoop customers may see eco-friendly transportation as a more modern option, the higher price compared to other options could be a deciding factor. Awareness of value and costs relative to benefits received may be key considerations influencing Swoop customers' purchase intentions. Economic barriers can play an important role. While Swoop customers want the modern experience, comfort and style that custom transportation provides, they may be constrained by personal budget constraints. If the price of using special transportation is too high compared to other transportation options that may be considered more affordable, this can be a major barrier to the willingness to pay more.The results of this research provide a scientific contribution regarding the positive influence of Brand Familiarity on purchase intention. The brand familiarity emphasis provided by the Swoop Move service is a key factor in motivating customers to reuse the service. Swoop customers' perception that Swoop Move provides added value illustrates the importance of the elements that differentiate the service from other transportation options.For Swoop customers, the quality of specialized transportation services like Swoop Move is a key driver in building strong purchase intent. The higher the level of quality provided, the greater the customer's tendency to reuse the service. Awareness of service quality creates deep trust, creates positive experiences, and builds long-term relationships between customers and companies. This research found the influence of Brand Familiarity on willingness to pay. When Swoop customers feel ease and familiarity with using online transportation services, this not only increases their satisfaction but also creates a sense of significant added value. Awareness of this convenience is the main driver that makes customers willing to pay more to get special transportation service products. The perception that the service simplifies their transportation experience creates an emotional connection between customers and the product, turning it into a high-value investment in comfort and efficiency. Not only that, the discounts offered by Swoop also play a crucial role in customer decision making. While the convenience experience may be a key factor, customers tend to be very responsive to discounts. This is shown by discounts which can be a strong trigger that motivates customers to make purchases.

**CONCLUSION**

Most of the hypotheses in this study have been successfully proven, namely Environmental Concern, perceived value and Brand Familiarity have a positive effect on purchase intention and Environmental Concern and Brand Familiarity have a positive effect on willingness to pay. Meanwhile, Perceived Value has no positive effect on Willingness To Pay.This research has several limitations that need to be corrected. First, this study was conducted on alternative transportation service companies in the Jabodetabek area which does not necessarily describe the condition of alternative transportation service companies as a whole, therefore future studies can focus on other alternative transportation service companies to gain broader insight. Second, this study does not include mediation and moderation variables, in the future it is recommended to add mediation and moderation variables. Third, this research only uses quantitative methods, in future research it is recommended to use mixed methods so that it can provide better results. There are several managerial implications provided by this study. First, companies can focus on increasing Environmental Concern and Perceived Value in ways such as adding more additional features, vehicle choices and special routes that can increase the opportunity to fulfill every customer's wishes and can add loyalty and reward programs for repeat environmentally friendly options.companies can provide more diverse types of discounts because customers have the habit of choosing environmentally friendly transportation services or customers collect recycled products from Swoop every month, they will get discounts and also various types of discounts that can be added such as season-based discounts or special events such as during holiday celebrations or company birthday. and referral discounts, such as discounts given to customers who successfully invite friends or family to use the company's services, will create a domino effect that expands the customer base without significantly reducing the company's profits.

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