

The Effect of Subjective Norm on Public Transport Passengers' Loyalty

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Abstract

This paper aims to examine the effect of subjective norm on public transport passengers' loyalty. The research used quantitative research methodology. A Survey with questionnaire was performed in order to gather the research data. The respondents of the survey were 292 public transport passengers in Jakarta, Indonesia. The data analysis consists of two steps. First, the construct validity and reliability were assessed. Second, the relationship of subjective norm and loyalty was tested using regression analysis. The research result shows that subjective norm influences public transport passengers' loyalty positively.

Keywords: Public Transport, Passengers' Behavior Intention, Subjective Norm, Loyalty, Indonesia

1. Introduction

Nowadays, the high rate of public transport passengers switching to private vehicle is one of primary issues in public transportation [1]. Given this, public transport passengers' loyalty should become an important topic for academics and practitioners [2]. Insufficient loyalty may be a factor in public transport passengers switching to private vehicles [1, 3] since, passengers' loyalty can be a factor that dissuades public transport passengers from switching to private vehicles [1, 2]. Given this, it is important to study public transport passengers' loyalty.

Public transport passengers' loyalty, which is also known as passengers' behavioral intention, is a quite new topic in public transport literature [1, 4]. Only a few researchers have tried to investigate public transport passengers' loyalty, such as [1], [2], [3], [4] and [5]. However, to date there is a lack of research that investigated the effect of social factor on passengers' loyalty. On the other hand, based on the theory of planned behavior (TPB), loyalty may be affected by a social factor, namely

subjective norm [1, 6]. Therefore, it is important to test the effect of subjective norm on passengers' loyalty in an empirically demonstrable way.

In order to address the gap in the literature, this research aims to examine the effect of subjective norm on public transport passengers' loyalty in Jakarta, Indonesia. In other words, the research question is does subjective norm influence public transport passengers' loyalty in Jakarta, Indonesia?

2. Literature Review

2.1 Public Transport Passengers Loyalty

Public transport passengers' loyalty represents the passengers' deep commitment to maintain their relationship with public transport services [2]. There are two fundamental characteristics of loyal passengers. First, they have positive behavior in using public transport services [1, 2, and 3]. They still reuse public transport services even though they have resources and opportunities to switch to private vehicles [1, 2, and 3]. They have a strong willingness to use public transport more frequent in the future if they have opportunities to do so [1, 2, and 3]. Second, loyal passengers have positive attitude on public transport services [1, 7]. They recommend public transport services to others [1, 7]. Furthermore, they assist public transport service providers defend the negative critiques from other parties [1, 8]. In other words, a loyal public transport passenger is a "brand zealot" [1, 8].

2.2 Subjective Norm

Subjective norm is a factor that proposed by theory of planed behavior (TPB) in order to explain behavioral intention, including loyalty intention [6]. Generally, subjective norm is defined as the pressure perceived by someone from relatively important people around him/her to perform certain behavior [6, 9, and 10]. The important people may include his/her friends, relatives, parents, teachers or idols [9]. Therefore, in the context of public transport services, it can be understood that subjective norm can be viewed as the pressure perceived by a passenger from relatively important people around him/her to keep using public transport services.

3. Research Methodology

3.1 Procedure and Respondents

A survey was performed to gather the research data. The survey was performed distributed in public transport terminal in order to ensure the respondents are public transport passengers [1, 4]. The sample of this research is 292 public transport passengers in Jakarta, Indonesia. The participation of the passengers in the survey is completely voluntary. The sample size fulfils the requirement of the statistical analysis method we performed [11]. Most of the respondents are male (51.7%), 21-30 years old (56.1%), and students (34.9%).

3.2 Variables and Measures

This research used questionnaire as data collection instrument. The instrument includes two main variables, namely subjective norm and passengers' loyalty. The variables were measured using multiple indicators because the variables can be categorized as latent variables [2, 12]. In order to ensure the content validity of each variable, the indicators were based on previous researches on public transportation passengers' behavioral intention [13, 14]. Passengers' loyalty was measured using five indicators based on the work of [1] and [4], which adopted previously from [15]. Subjective norm was measured using three indicators modified from [16]. The research instrument employed a seven-point Likert scale, ranging from (1) very disagree to (7) very agree.

3.3 Data Analysis

A two part analysis was undertaken. In the first part, the construct validity and reliability of the instrument were assessed. If (1) Kaiser-Meyer Olkin (KMO) ≥ 0.5 , (2) factor loading of each indicators ≥ 0.5 , and (3) p-value of the Bartlett Test of Sphericity ≤ 0.05 , the construct validity is fulfilled [11, 14] while the construct reliability is fulfilled if the cronbach alpha coefficient ≥ 0.6 [11, 14]. Second, the effect of subjective norm on loyalty was tested using regression analysis. All data analyses were supported by SPSS 14.

4. Result and Discussion

4.1 Construct Validity and Reliability

Construct validity was tested by using factor analysis. The results showed that loyalty has KMO value 0.766, p-value of the Bartlett Test of Sphericity 0.000, factor loading of each its indicators ranging from 0.701 to 0.819, and cronbach alpha value 0.830 while subjective norm has KMO value 0.717, p-value of the Bartlett Test of Sphericity 0.000, factor loading of each its indicators ranging from 0.845 to 0.901, and cronbach alpha value 0.851. Thus, the construct validity and reliability of the research variables were confirmed. This means our research instrument is valid and reliable for measuring the research variables.

4.2 Regression Analysis

Regression analysis results showed that the B unstandardized coefficient is 0.602, t value is 12.578 and p-value is 0.000, which is lower than 0.05. This means subjective norm has positive and significant impact on public transport passengers' loyalty.

4.3 Discussion

The results of this research showed that subjective norm have positive impact on passengers' loyalty. This means the increased in the pressure from relatively important people around a passenger to keep loyal to public transport will make the passenger becomes more loyal to public transport services.

This finding may relate with communalism culture context that exist in the country where this research performed, i.e. Indonesia [17]. In the communalism

culture, someone's behaviors, including the behavior relating to public transport, are significantly affected by other people, such as his/her friends, relatives, parents, teachers or idols [18]. Furthermore, based on the Theory of Planned Behavior (TPB), a passenger may choose to become loyal towards public transport services if other their peers advocate loyal behavior even though they may not have a positive attitude towards public transport loyalty [6].

The results of this research give managerial implications for public transport services practitioners in developing passengers' loyalty. The findings show that public transport service providers need to manage subjective norm effectively. Public transport service providers need to measure the favorability level of subjective norm they have and improve it based on the result of the measurement.

Subjective norm represents the pressure perceived by a passenger from relatively important people around him/her to keep using public transport services [9]. Given this, public transport service providers need to understand their passengers' important people. Those important people may include the passenger's friends, relatives, parents, teachers or idols. The marketing promotion should involve those people. Furthermore, it is also important to build effective public relation strategies in order to assure that the communities where the passengers belonged to have positive perception on using public transport services.

5. Conclusion

This research has tried to test the influence of subjective norm on public transport passengers' loyalty. This is important because there is limited literature on the topic. Based on the data analysis, this research found that subjective norm influences public transport passengers' loyalty positively.

Even though this research has generated interesting finding, there are some limitations. First, the sampling method employed was convenience sampling and the data collection was done only in one area in Jakarta, Indonesia with limited sample size. Thus, it would be hard to generalize the findings of this research into other contexts. Second, this research only included subjective norm in explaining passengers' loyalty. The R^2 is 35.5%. It indicates that there are still other variables that may affect passengers' loyalty. Based on the limitations, we suggest that future researches should include the other variables in explaining passengers' loyalty and use higher sample size. It is also important to perform the research in other context than Jakarta, Indonesia.

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