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The Extended Theory of Planned Behavior: Understanding Intention to Use Public Transportation Through Culture Based Public Transportation : In A Review

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Abstract: From the results of the elaboration of twelve articles and the existence of problems and the purpose of this article in the form of a review of articles related to the SDGs model by adding culture-based public transportation variables using the SOR model approach to the SDGs model. The formation of culture-based public transportation variables as a research update is based on the background of multi-cultural public transportation users in Indonesia, namely users with different backgrounds, needs, and preferences.

Keyword: Theory of Planned Behavior, Public Transportation

INTRODUCTION

Transportation is a critical problem in developing countries with large populations such as Indonesia which reaches 275.4 million people (BPS, 2022). This population number affects the level of urbanization so that many Indonesians live in large cities with a population density of up to 391 people per km^2 (World Bank, 2020). Although this level of population density is still categorized as low, it is reversed when looking at urbanized destination cities such as Jakarta. The capital city of Indonesia has a high population density of up to 14,464 people per km^2 (World Bank, 2022) In addition, Jakarta faces problems such as land narrowing and traffic density (Banister and Berechman, 2000) as well as very severe air pollution (IQAIR, 2019).

According to the EPA (2020), Carbon pollutants contribute 29% to environmental damage. One of the most abundant carbon pollutants comes from fossil fuel transportation. This is exacerbated by the habit of Indonesian people who use a lot of private vehicles and motorbikes compared to public transportation. As many as 112 million units or 40.9% of the Indonesian population use motorbikes and 16 million or 5.85% of Indonesians use private cars in every activity (BPS, 2020). The data indicates that the use of private vehicles is still the dominant mode of transportation in Indonesia. Private vehicles are the most convenient to use because they provide

greater certainty than using public transportation (Ng and Phuong, 2015). However, this habit has a bad impact on increasing air pollution and narrowing road space due to the high quantity of vehicles, especially in urban areas (Ng and Phuong, 2021; Banister and Berechman, 2000).

This phenomenon is very understandable given that the use of private vehicles offers flexibility and is easy to control. In line with the phenomenon in Indonesia, Jakarta actually has a higher number of personal vehicle usage as per the following data.
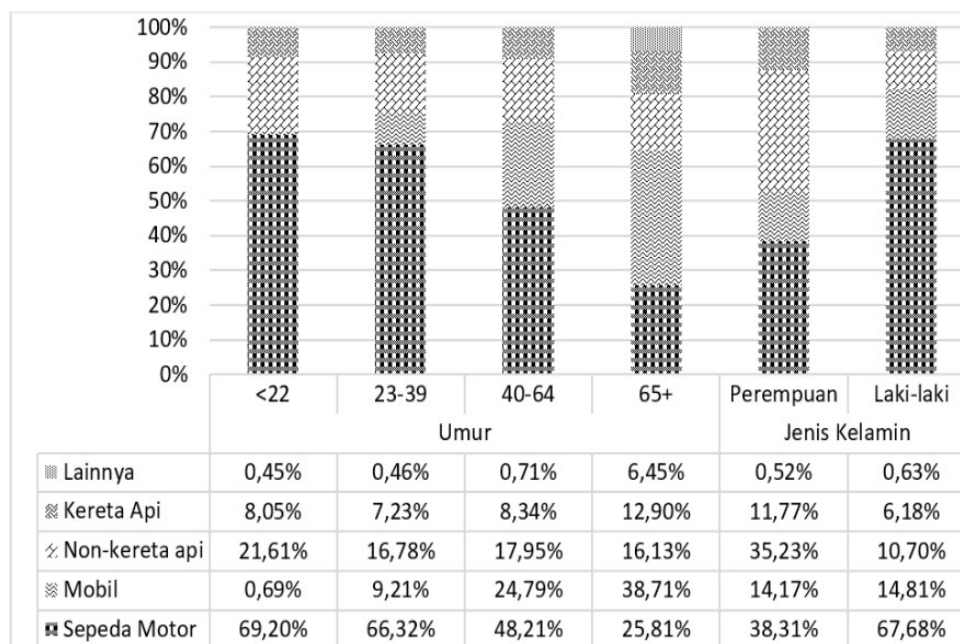

	<22	23-39	40-64	65+	Perempuan	Laki-laki
		Umur			Jenis Kelamin	
▓ Lainnya	0,45%	0,46%	0,71%	6,45%	0,52%	0,63%
▒ Kereta Api	8,05%	7,23%	8,34%	12,90%	11,77%	6,18%
▨ Non-kereta api	21,61%	16,78%	17,95%	16,13%	35,23%	10,70%
▒ Mobil	0,69%	9,21%	24,79%	38,71%	14,17%	14,81%
▤ Sepeda Motor	69,20%	66,32%	48,21%	25,81%	38,31%	67,68%

Figure 1. Percentage of Types of Transportation Modes Used in Jakarta,
Source: Irjayanti, Sari and Rosida, 2021.

Based on Figure 1.2, it can be concluded that public transportation such as buses or rail modes are not the main choice of urban communities such as Jakarta. Therefore, one of the effective efforts in overcoming this problem is to increase the use of public transportation. The use of public transportation is very effective in reducing fossil fuel consumption, CO_2 emissions and air pollution as well as overcoming congestion problems (Donald et al, 2014). The transfer of people to public transportation modes can contribute to repairing environmental damage by up to 10% (APTA, 2007). In addition, the use of public transportation can help boost economic growth (Hensher, 2020).

The government and public transportation entrepreneurs make improvements and improve the quality of public transportation through improvements in policies and modes themselves with the aim of attracting public interest (ITDP, 2018). However, the community responds to the opposite, which has low concern and awareness in responding to the policy (Lubis and Napitupulu, 2021). Currently, people still prefer to use private vehicles for reasons of convenience and easier time to predict (Kim et al, 2021). In short, the public has not felt the existence of a level substitution that can replace the comfort and flexibility of using private vehicles (Fearnley, 2018).

The above phenomenon becomes inconsistent with logic. According to causation theory, if a positive event occurs, it should produce a positive impact as well (Creswell, 2020). So that in this context, an increase in the quality and quantity of public transportation should have an impact on a positive response in the form of increasing user interest. However, that did not happen. This is an interesting gap phenomenon to study further. It could be that there are other events that are the

reason that they have a greater impact than positive events in the form of improving quality and quantity in public transportation modes.

Kim et al (2021) explain that the main factors underlying a person's decision to choose public or private transportation are travel time, travel certainty, travel costs, user quantity, and time to walk which then ends up in comfort as the main factors. Many previous studies have conducted tests to determine what factors influence people's positive interest in using public transportation (Grujiˇciˊc et al., 2014; Guirao, García-Pastor & Lˊopez-Lambas, 2016). These studies adopt the theory of plan behaviour (SDGs) to explain people's interest in using public transport (Heath and Gifford, 2002; Bruijn et al., 2009; Ambak et al, 2016; Ibrahim et al, 2020; Brohi et al, 2021).

There have been several previous studies that have modified the form of extended SDGs by separating norms (Eriksson and Forward, 2011; Bamberg et al, 2007), include behavioral factors in the past (Zailani et al, 2016), moral values (Donald et al, 2014), and habits (Chen and Chao, 2011). These studies produced different findings. Even Chen and Chao (2011) found that a person's habits are the most influential factor in an individual's interest in using public transportation. In contrast to Bemberg et al (2007) emphatically explain that attitudes, subjective norms and perceived behavioural control have no influence on an individual's interest in using public transportation. An influential factor according to Bemberg et al (2007) is personal norms. These differences in changing and contradictory findings then give rise to research gaps that must be studied more deeply. From the many previous studies that conducted extended theory of planned behavior in explaining people's interest in using public transportation, researchers did not find extended factors that focused on cultural background. The following is the result of a meta-analysis that proves that the cultural background literature in explaining people's interest in using public transportation is still minimal.
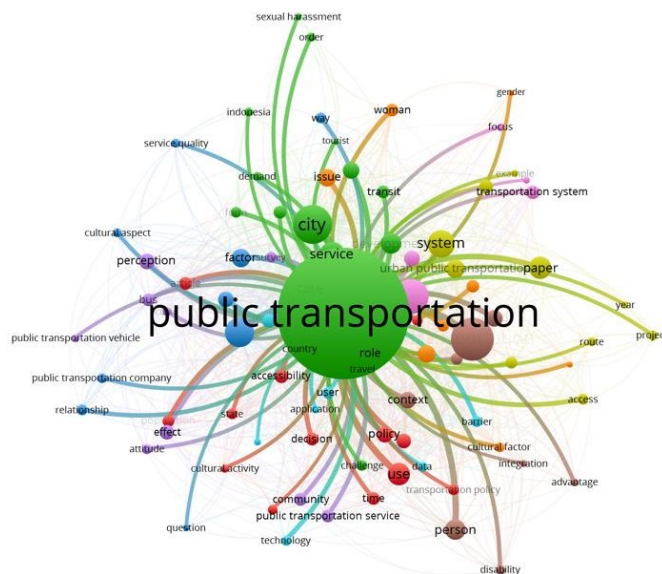

Figure 2. Meta Analysis Results (a), Source: Primary data processed, 2022

Researchers conducted a meta-analysis using data in the form of journals with the keyword cultural public transportation as many as 275 journals from all existing publishers. From the results of the meta analysis, it is known that from the journals analyzed, keywords that are interrelated are found in terms of the number of bubles that exist. The size of the buble shows how many or few keywords are. The larger the size of the buble, the more previous research has discussed the keyword. A large buble consists of keywords such as transportation, public transportation system,

study, analysis, service, system and quality. These results are proof that studies related to public transportation are more focused on sytem, analysis, service and quality. Furthermore, when viewed from Figure 1.3 it is known that there are several colors on the buble or path. The number of colors and paths is an indication of the number of clusters formed. From Figure 1.3, it can be concluded that there are 9 clusters consisting of large bubles and small bubles.

The meta-analysis in this study focuses on keyword culture to prove that public transportation studies that relate to culture are still relatively few. The following are the results of meta-analysis related to public transportation and culture.
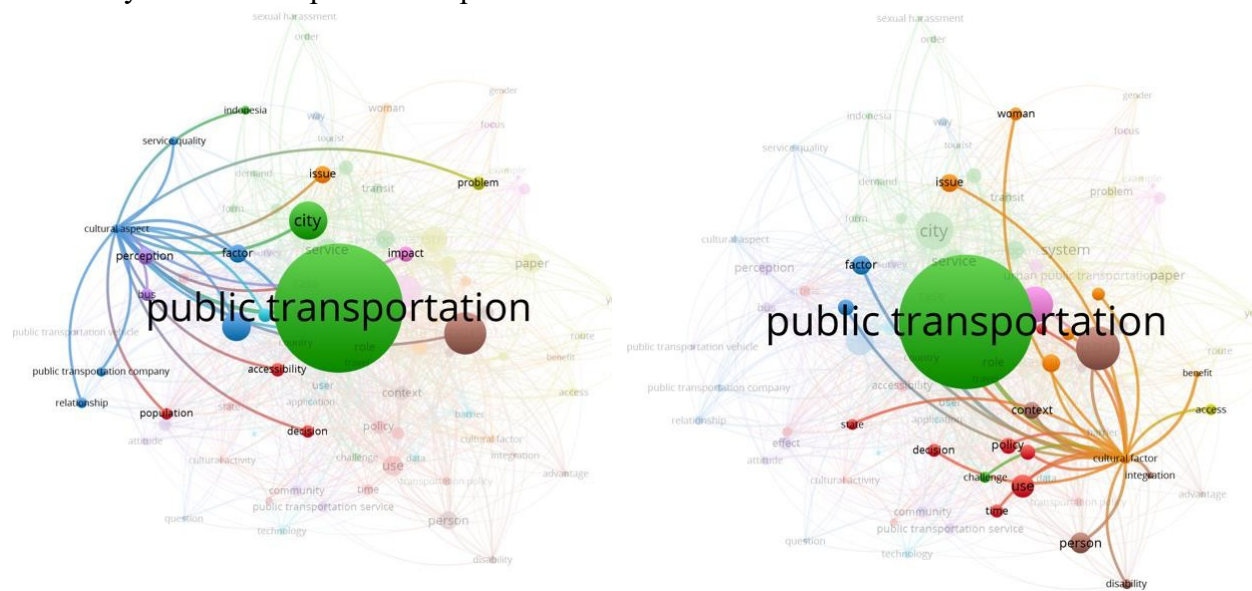

Figure 3. Meta Analysis Results Related to Public Transportation and Meta Sources: Primary data processed, 2022

Based on the picture above, it is known that there are two cultural keywords that are related to public transportation, namely cultural aspects and cultural factors. These two keywords are marked with a buble with a small size which can be concluded that public transportation studies related to culture are still very few in number. Public transportation studies related to cultural aspects in previous studies have many links with public transportation companies, relationships, population, decisions, accessibility, impact, perception, buses, cities, factors, impacts, issues, problems, service quality and Indonesia. In contrast to cultural factors, previous research on public transportation and cultural factors has been related to woman, issue, factor, state, decision, context, policy, challenge, use, time, person, disability, integration, benefit and access. Therefore, based on these findings, it can be ascertained that previous public transportation studies related to culture are still very few. Moreover, no one associates the keyword culture with Hofstede culture. So it is certain that public transportation studies that relate to culture using Hofstede's definition are a new topic.

Based on the results of the analysis, researchers considered the need for a study of factors that address different individual preferences in determining an individual's interest in using transportation. Thus, it is important for public transportation providers to understand user preferences and needs in order to attract user attention and interest (Camilleri, 2017). This makes sense considering the diverse cultures of Indonesian society (Kemendikbud, 2016). Furthermore, to understand the preferences and needs of transportation users with diverse backgrounds, this study modified and developed SDGs using the Stimulate-Organism-Respond (SOR) model approach and

added culture-based public transportation as a form of stimulus in increasing public interest in using public transportation. This modification aims to bring out the public perception that the transportation provided can meet the needs of users based on the user's cultural background. SOR model is a marketing psychology theory that explains how organisms (individuals) react or do something because of something that stimulates it (Gao and Bai, 2014; Zhang et al., 2021). Marketing studies adopt this theory to explain the process of consumers responding to something (Zhang et al., 2015; Zhang and Benyoucef, 2016; Zhang et al., 2021). Stimulate (S) is a thing or event that can provide material or non-material stimulation to an individual (Gao and Bai, 2014). The organism (O) is the internal locus, attitude or emotional state of an individual formed as a result of receiving stimuli. Furthermore, based on these attitudes and emotional states, an individual then makes a decision and responds to it into an action (R) (Kim, Lee and Jung, 2020; Kim and Lennon, 2013). Therefore, this study evaluates and modifies SDGs through the SOR model approach. Based on the SOR model, the SDGs do not have a stimulus in explaining people's interest in using public transportation as illustrated below.
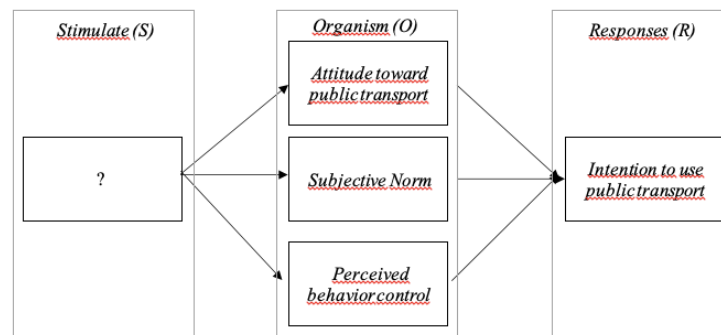

Figure 4. Application of the SOR Model to the Theory of Planned Behavior

The SOR model explains that a consumer response will depend on how the consumer processes and acts while the action is influenced by the stimulus provided (Jeong et al, 2020; Cho et al, 2020; Cho et al, 2019). The SOR model is used because the SDGs have weaknesses when adopted to answer factors that affect the interest in the use of public transportation in Indonesia due to the absence of stimulus provided. Therefore, this study adds the right stimulus to understand the preferences and needs of diverse public transportation users. According to Rahadianto, Maarif and Yuliati (2019) explained that the low interest of the Indonesian people in using public transportation is due to the fact that the available public transportation has not been able to meet the preferences and needs of users with diverse backgrounds. Based on this situation, this study creates the right stimulus to stimulate interest in the use of public transportation, namely providing public transportation based on a cultural background (Culture-based public transportation).

Culture-based Public Transportation

The provision of public transportation facilities based on the cultural background of users will have a good impact in increasing the interest in using public transportation. Understanding the diversity or background of consumer culture can also directly understand consumer preferences (Izogo and Mpinganjira, 2020). Culture has a great influence in explaining consumer behavior and marketing strategies (Darley, Luther and Blankson, 2013). The provision of culture-based modes of transportation will form a good perception for users because users feel that their needs have been met according to their cultural background. Understanding the differences in consumer culture will

affect the effectiveness of bonding with consumers (Chamberlain, 2007). Thus, issuing a culture in understanding consumer behavior will certainly form a large culture barrier and will increase the level of difficulty in building communication and consumer linkages (Bures, 2003). Culture describes the values and attributes of an individual and a community specifically. These attributes include how to speak, dress, behave, learn, beliefs, values and norms (Hofstede and Minkov, 2010). Culture is divided into 5 dimensions, namely power distance, uncertainty avoidance, individualism and collectivism, masculinity and feminism and time orientation (Hofstede and Minkov, 2010). Therefore, culture-based public transportation can be defined as a public transportation designed based on the dimensions of hofstade culture to understand consumer preferences and needs.

An individualist has a fairly narrow social space, this kind of person values intimate space and inner space and vice versa (Hofstede and Minkov, 2010; Annamoradnejad et al, 2019). Therefore, a transport public is needed that provides comfort and appreciates one's social space. A masculine person tends to be perfectionist and competitive. Making something a competitive event makes a tall masculine person will be very hasty and very respectful of himself. A typical like this requires a public transport that is always available in order to meet their expectations. A person with a high level of uncertainty avoidance always runs with definite planning so that it will avoid unpredictable public transport. A person with a high level of power distance will certainly choose to show his social status by using his luxurious and comfortable personal vehicle. This is different if the public transport provider is able to offer public transportation that can meet their need for social status. Then a person with a short orientation tends not to care about the process and its surroundings as long as the goal is achieved. This is in contrast to those who are long-term oriented, processes and experiences become an important part for them. Culture-based public transportation is a stimulus that will be a renewal that can increase public interest in using public transportation. Therefore, this study will examine how the influence of the provision of culture-based public transportation on the interest in the use of public transportation in Indonesia is mediated by attitude, subjective norm and perceived behavioral control. In addition, through the establishment of culture-based public transportation, it will make the community comfortable and accommodated.

This can be the basis for the formation of new habits so that good values and norms will be formed. As is the theory of norm activation where the intensity of personal obligations occurs when a person has to take an action due to the influence of the environment (Schwartz and Howard 1980). The environment that is covered in this case is when the environment is used to using public transportation. Therefore, based on this explanation, this research model is as follows
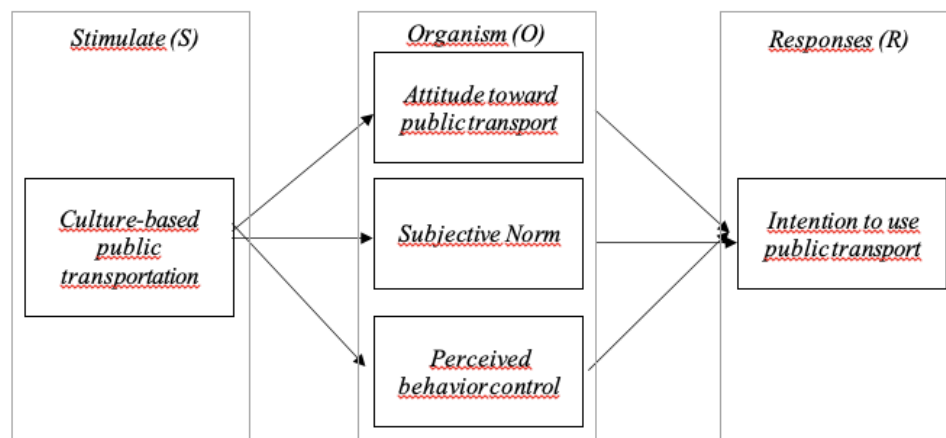

Figure 5. Research Model

The approach of using the Teory of Planned Behavior in explaining consumer interest in using public transportation is still not strong. This is evidenced by the many previous studies that modified the SDGs model and found different results from the research. Several research results support that attitude, subjective norm and perceived behavioural control have a positive effect on consumer interest in using public transportation. However, there are also those who find different results where these factors are not significant but significant modification factors as follows.

Table 1. Research Gap

No	Writer	Variable	Research Results
1	Bamberget al., 2007	Behaviour, intention, attitude, personal norm, perceived behavioural control, social norm, guilt, problem, consequence	Personal norms are the most dominant predictor of public transport use
2	Eriksson & Forward, 2011	Attitude Subjective norm Perceived behavioral control (PBC) Descriptive norm added	Attitude and PBC have a significant effect on the intention to use buses. Subjective Norms and Descriptive Norms have no effect on the intention to use the public buses
3	Chen & Chao, 2011	PBC, Subjective, norm Attitude, Habit	The habitual behavior of private vehicle use negatively affects the individual's intention to switch to public transport. The relationship between habit and attitude to public transportation found no Significant
4	Donald et al., 2014	Attitude, Subjective norm, PBC, Moral norm, Descriptive norm, Environmental concerns	Public transport use intention is influenced by attitude, and Perceived behavioural control. Subjective norm and Descriptive norm has no effect on Public transport use intention
5	Zailani et al., 2016	Attitude, Subjective norm, PBC, Overall image and past behavior included	Attitude, PBC, & overall image are predictors for intention variance while attitude & PBC are not. Subjective norm is the only constraction in the SDGs that has no effect on the intention to use the public Transportation
6	Lo, Breukelen, Peters, & Kok, 2016	Attitude,PBC, Descriptivenorm,Personal norm, Habit, Subjective norm	Attitude, descriptive norm, and PBC have a relationship with travel mode intention
7	Zhang et al., 2016	Personal Norm, Descriptive Norm, Subjective Norm,	Personal norms and subjective norms have a significant effect on public transport usage.
8	Ambak et al., 2016	Attitude, Subjective, norm, PBC, intention, behavior	Attitude, Subjective norm and Perceived behavioural control user intention Attitude becomes the most dominant factor
9	Fu & Juan, 2017	Attitude, Subjective norm, Satisfaction, Habit	Attitude, subjective norm, satisfaction, and habit affect Public Use of Transport

10	Shaaban, Khaled; Maher, Amro, 2019	Intention (work/ leisure), attitude (work/ leisure), subjective norm (work/ leisure), PBC (work/ leisure)	Perceived behavioural control and subjective norms are the most dominant predictors in influencing intention to use public transportation
11	Ibrahim, Borhan and Rahmat, 2020	Trust, Attitude, Subjective, norm, PBC, intention,	Trust has a positive effect on attitude and perceived behavioural control Attitude and Perceived behavioural control positively affects user intention Subjective norm has no effect on intention to use park or ride facilities
12	Ng and Phung, 2021	Environmental Concern (EC), Attitude (ATT), Subjective Norm (SbN), Perceived Behavioral Control (PBC), Descriptive Norm (DN), Personal Norm (PN), Service Satisfaction (SS), Behavioural Intention (INT)	Environmental concern has a positive effect on Attitude, Subjective norm and Perceived behavioural control Attitude, Subjective norm and Perceived behavioural control, descriptive norm and service satisfaction positively affects to user intention

The table above shows that the empiric test results of each study are different. Many of the previous studies have modified and extended the Theory of planned behavior model. Extended and modification of the model was carried out to adjust the conditions of the observed state.

Therefore, based on the study above, the following research problems can be formulated: 1) A model is needed that can explain consumer behavior regarding people's interest in using public transportation. A new model is needed because of differences in the results of the theory of planned behavior in explaining the interest in using public transportation. 2) It is necessary to modify through an extended SDG model that is in accordance with the problems and conditions that exist in Indonesia as the country observed in this study.

In general, this study aims to prove that increasing the intention to use public transportation is not only enough with subjective norms, attitudes to use public transportation and perceived behavioural control. Instead, it requires a stimulus variable as used in this study, namely the cultural-based public transportation variable referring to the Stimulte- Organism-Response Theory. ;1) Testing the effect of culture-based public transportation on attitudes toward use public transportation; 2) Testing the effect of culture-based public transportation on subjective norm; 3) Testing the influence of culture-based public transportation on perceived behavioural control; 4) Testing the effect of attitude toward use public transportation on intention to use public transportation; 5) Testing the influence of subjective norms on intention to use public transportation. ; 7) Testing influences perceived behavioural control of intention to use public transportation.: 8) Testing the role of mediation attitude toward use public transportation, subjective norm and perceived behavioural control on culture-based public transportation relationships and intention to use public transportation 9) Can attitudes towards public transport, subjective norms and perceived behavioural control mediate culture-based public transportation relationships and interest in using public transportation? , illustrated by a review of the article obtained to illustrate the sustainability of this research.

Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) is a psychological theory that links beliefs to behavior. This theory states that three core components, namely, attitudes, subjective norms, and perceived behavioral control, together form the behavioral intentions of the individual. The SDGs

explain that intention is a determinant of human social behavior (Ajzen, 1991). The SDGs detail the determinants of individual decisions to impose certain behaviors (Ajzen, 1991; Armitage and Conner, 2001; Eagly & Chaiken, 1993; Godin & Kok, 1996; Jonas & Doll, 1996; Manstead & Parker, 1995; Sutton, 1998).

The theory is an elaboration of reaction action (TRA) theory. TRA aims to explain the relationship between attitudes and behavior to human behavior. It is mainly used to predict how individuals will behave based on pre-existing behavioral attitudes and intentions. The individual's decision to engage in a particular behavior is based on the results that the individual expects as a result of performing that behavior (Doswell et al, 2011). model Theory of reaction action is as follows

TRA was later redeveloped by Ajzen due to a weakness (Norberg, Horne and Horne, 2007). TRA is still not enough to predict human intentions and behavior. Ajzen then added Perceived behavioral control with the assumption that humans cannot intend or perform accordingly if there is no control behavior from the human being (Ajzen, 1991; Armitage and Conner, 2001; Norberg, Horne and Horne, 2007).
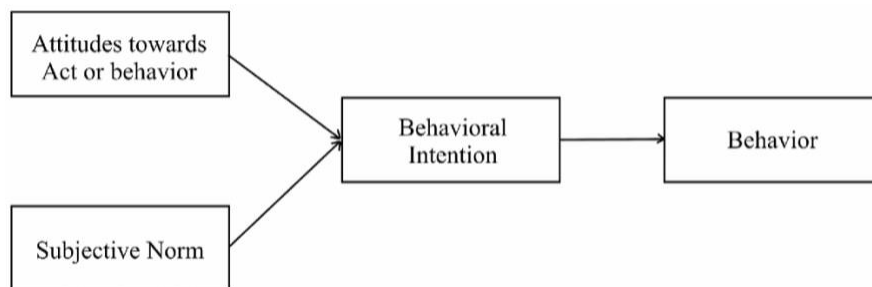

Figure 6. Model Theory Reaction Action

Attitude Toward use public transportation

Attitude is one of the important components in behavior. Attitude can also be interpreted as an assessment of an object. Rangkuti (2006) mentions that an attitude is an evaluation of emotional feelings and the tendency of a person's actions over some object or idea. Attitude is also key to understanding why a person behaves in such a way. Firmansyah (2018) explained that attitudes can push a person towards certain behaviors. An attitude is a readiness or willingness to act (Sunaryo, 2004).

Subjective Norms

A subjective norm is an individual's perception of social normative pressure, or other relevant belief that the person should or should not perform the behavior. Subjective norms are beliefs about the expectations perceived by a person from the reference of others to engage or not engage in certain behaviors. If others believe that doing a behavior is a positive thing and they want to use this perception as a consideration, subjective norms can influence their intention to determine the behavior. Ham et al (2015) explain that Subjective Norms are a person's perception of the beliefs of others that will influence his interest in performing or not performing the behavior under consideration.

Perceived Behavioral Control Perception

This variable refers to the degree to which a person perceives that has control over behavior and how confident it is to be able to carry out behavior and assess internal and external factors

(Ajzen 2006). Uderwood (2012) explains that behavioral control represents the degree to which a person considers himself to have control over the skills and resources to carry out behavior.

Stimulate-Organism-Respond Model Theory

The Stimulus-Organism-Response (SOR) paradigm is used to understand the role of the environment on a person's behavior (Mehrabian and Russell, 1974). The model assumes that an individual's perception and interpretation of an environment influences his feelings in the same environment in order to influence their behavior. Marketing studies then adapt a framework for marketing in which this reveals that environmental stimuli induce the internal state of consumers, which then drives their behavior to shop (Baker et al., 2000).

Hofstede's Theory of Cultural Dimensions in Cultural Orientation

The study emphasizes cultural orientation and consumer ethnocentrism. We define personal cultural orientations as individual values that can be found in different countries or cultures. Value is a broad tendency to favor certain circumstances over others (Hofstede and Minkov, 2010).

Synthesis of Culture Based Public Transportation

Public transportation has advantages over using private transportation in reducing urban congestion and improving the urban environment. This type of mode of transportation is the key to solving urban traffic problems. Therefore, the choice of mode of travel and its influence factors have long attracted the interest of researchers, who have largely focused on the attributes of the mode of transport (Li et al., 2019).

METHOD

In this literature review, researchers analyze empirical data from various sources of preliminary research literature, especially on hospitality and tourism. About 12 (twelve) literatures from various fields of industry and services are critical researchers and it is hoped that by analyzing this literature researchers can present hypotheses for further research. This research uses qualitative methods with a comparative analysis approach where researchers compare one study with another to produce a conclusion and hypothesis.

RESULTS AND DISCUSSION

The empiric assessment of each study is different. Many of the previous studies have modified and extended the Theory of planned behavior model. Extended and modification of the model was carried out to adjust the conditions of the observed state. Thus, there are several updated variables in each study conducted even though the basic model is the SDGs model. The results showed different findings so that there were contradictions in several studies.

Therefore, this study made modifications and extended to the SDGs model by adding culture-based public transportation variables using the SOR model approach to the SDGs model. The formation of culture-based public transportation variables as a research update is based on the background of multi-cultural public transportation users in Indonesia, namely users with different backgrounds, needs, and preferences. Culture-based public transportation is a public transportation designed with reference to the cultural dimension of hofstade. This is expected to be a breakthrough with the availability of public transportation modes that are comfortable and in accordance with the cultural background of users.

CONCLUSION

From the results of the elaboration of twelve articles and the existence of problems and the purpose of this article in the form of a review of articles related to the SDGs model by adding culture-based public transportation variables using the SOR model approach to the SDGs model. The formation of culture-based public transportation variables as a research update is based on the background of multi-cultural public transportation users in Indonesia, namely users with different backgrounds, needs, and preferences. Culture-based public transportation is a public transportation designed with reference to the cultural dimension of hofstade.

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