

**INFORMATION RELIABILITY ON INDIVIDUAL BEHAVIOR
AGAINST INTENTION TO USE PASSENGERS' SHIP****Dina Nurhakim¹, Dinda Salsabila², Sonya Sidjabat³, Astri Rumondang
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Abstract: This study is conducted because of the small number of ship users. Based on individual behavior and information obtained from WOM activities, the purpose of this research is to discover the factors that influence passengers' prospective before using a ship. This study collected samples via online questionnaire and collected up to 332 samples. SMART PLS was used to process a rating scale with a scale of 1 – 10. These three factors have a significant impact on passengers' intention to use a ship.

Keywords: Information Reliability, WOM Activities, Individual Behavior, Intention to Use, Passenger Ship

Introduction

According to The Law of Republic of Indonesia No. 32, 2014 article 5 concerning marine areas states that:

"Indonesia is an archipelagic country which consists entirely of islands and includes large and small islands which are one territorial, political, economic, socio-cultural and historical unit whose territorial boundaries are drawn from the archipelagic baselines."

This requires the existence of a type of sea transportation that can support the mobility of the Indonesian population. Passenger ships as sea transportation with a larger carrying capacity and low-ticket prices can be an option for sea transportation. In addition, passengers can also enjoy other facilities provided on the ship to not feel bored during the trip. However, the data below shows the number of ship users is very low compared to other transportation such as airplanes.

Table 1. Total Airplane Passengers and Ship Passengers 2017 – 2019:

Transportation Mode	Total		
	2017	2018	2019
Ship	3.512.873	3.616.904	5.354.871
Airplane	89.700.000	96.500.000	90.500.000

(Angkasa Pura, 2018, 2019; AR PELNI, 2017; AR PELNI, 2018; AR PELNI, 2019; Liputan6, 2019)

The low number of passengers using ships is caused by several factors, such as individual behavior and inaccurate information about ships. It has less effect on someone's desire to use ships as a mode of transportation to travel.

Many people today rely on reviews submitted by other people, whether they are heard by word of mouth or read reviews on the internet. The existence of reviews that become a source of information before traveling (Sanz-Blas et al., 2017) can have a significant effect on a person's desire to use ships (Han et al., 2018).

However, several studies state that information reliability does not show significant results on the desire to use ships, both prospective passengers and passengers who have used ships before (Chua *et al.*, 2017). This proves that the superiority of the information heard does not affect a person's desire to use ships (Han *et al.*, 2018).

Literature Review and Hypothesis

Information Reliability

Ships are part of one of the public transportations in Indonesia. This type of transportation is used to transport passengers from one place to another. With the available facilities and being able to transport in large quantities, ships are different from other modes of transportation. In terms of the existing perspective, public transportation operations and industry regulations want to make ships more attractive as public transportation to build a better image (Zhang *et al.*, 2019).

The reliability of information can affect the desire of passengers to use ships. The reliability of information obtained from various sources, either directly or through reviews on social media, dramatically influences the willingness of passengers to use ships (Tiago *et al.*, 2018) . Online platforms make it easier for people to find information to make decisions (Bahja *et al.*, 2019). In addition, reviews of other passengers' experiences can be used for further consideration before using ships, especially for prospective passengers who have never used ships (Kim *et al.*, 2019).

In general, prospective passengers who use ships for the first time prefer the type of ship with a cheaper price (Sun *et al.*, 2018). Accordingly, passengers do not regret if the price they pay does not match the service they expect. However, several other factors can also influence prospective passengers to choose the type of ship with a

higher price. In addition, social status can also affect the decision of prospective passengers in selecting the type of ship (Ahn, 2019).

H1: Information Reliability affects Individual Behavior

H2: Information Reliability affects WOM Activities

WOM Activities

Ease of accessing information to view reviews of passengers who have used ships can increase the desire of prospective passengers to use ships (Tsai & Bui, 2021a). The number of recommendations by WOM Activities can change the decisions that prospective passengers will make. As a result, other prospective passengers want to try the same thing (Filieri *et al.*, 2015). WOM activities can make someone reconsider their decision before using a ship (Usman *et al.*, 2020).

H3: WOM Activities affect Individual Behavior

H4: WOM Activities affect Intention to Use

Individual Behavior

Individual behavior can affect the decision of prospective passengers to use ships. Individual behavior is influenced by many factors that will shape the personality of the prospective passenger. This study uses the Theory of Planned Behavior (TPB) which studies the factors that shape individual behavior (Ajzen, 2020). The three elements that make up the TPB consist of attitude in anticipation of positive or negative experiences that affect individual habits, subjective norms as the basis for the perspective given to others, and perceived behavioral control as control over oneself in doing something (Ajzen, 2020).

Things such as attitude, subjective norms, and perceived behavioral control affect the behavioral intention of prospective passengers to use ships (Han *et al.*, 2016; Sumaedi *et al.*, 2016; C. Wang *et al.*, 2019). In addition to the three things mentioned above, passenger satisfaction can also affect the desire of passengers to use ships (Han & Hyun, 2018).

H5: Individual Behavior has an effect on Intention to Use

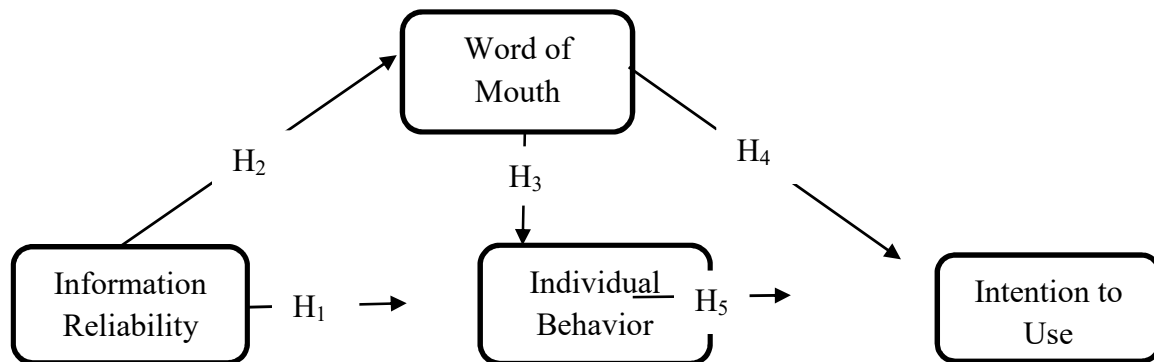


Figure 1. Frame Work

Method

This study used quantitative methods with a population consisting of people who have and have never used ships. Eligible samples taken for research were between 30 to 500, with each category having a minimum of 30 samples (Roscoe, 1982). This study uses a rating scale for the measurement scale with points 1 – 10, from 332 respondents who were asked to answer according to the respondents' perceptions of the statements on the questionnaire from negative to positive using a questionnaire distributed online. To process the collected data SMART PLS was used as an analytical tool.

Table 2. Indicator

No.	Variables	Indicators	Adapted From
1.	Information Reliability	The ship that will be used is trusted	(Zarpou et al., 2012)
		Good emergency handling	
2.	WOM Activities	The ship complies with passenger safety regulations.	(Tsai & Bui, 2021b)
		Ship arrival time	
		Safety equipment is available.	
3.	Individual Behaviour	Attitude	(Girish & Park, 2020)
		Ship is useful	
		Ship is profitable	
		Subjective Norms	
		Many people recommend using ships	

		Many people are familiar with how to use ships.	
		Perceived Behavioral Control	
		Have enough time to use a ship	
		Probability to use a ship	
4.	Intention to use	Passengers desire to travel by ship	(Y. Wang et al., 2020)
		People plan to travel by ship.	
		Passengers are willing to take their time when traveling on a ship.	
		Passengers will consider taking a trip on a ship.	

Discussion and Result

Table 3. Demographic

Profile		Category	Percentage
1.	Gender	Male	18.3
		Female	81.7
2.	Age	15 - 20	35.3
		21 - 25	47.3
		26 - 30	7.2
		31 - 35	3.3
		Other	6.9
3.	Education Level	High school	31.1
		D3	6
		Bachelor	59
		Master	0.9
		Other	3
4.	Monthly Income (Rp)	<2,500,000	60.8
		2,500,000 - 5,000,000	23.1

		> 5,000,000	16.2
5.	Use passenger ship	Yes	66.5
		No	33.5

Table 4. Convergent Validity

Variable & Indicator		Outer loading	AVE
Individual Behaviour	IB1	0.836	0.700
	IB2	0.869	
	IB3	0.793	
	IB4	0.845	
Information Reliability	IR1	0.954	0.907
	IR2	0.951	
WOM Activities	WOM1	0.930	0.905
	WOM2	0.959	
	WOM3	0.965	
Intention to Use	IU1	0.900	0.747
	IU2	0.908	
	IU3	0.866	
	IU4	0.777	

Outer Loading is declared valid if > 0.7 and $AVE > 0.50$ (F. Hair Jr *et al.*, 2014). Table 4 above shows Outer Loading above 0.7 and AVE above 0.50, so it can be concluded that the indicators used in this study achieved the results of Convergent Validity.

Table 5. Discriminant Validity (Fornell-Larcker)

	WOM	IB	IR	IU
WOM	0.951			
IB	0.677	0.836		
IR	0.778	0.763	0.952	
IU	0.741	0.760	0.732	0.864

The results from table 5 above show a closer relationship between the indicators and their respective variables compared to other variables because the number displayed from each indicator with its variable is greater than its relationship with other variables.

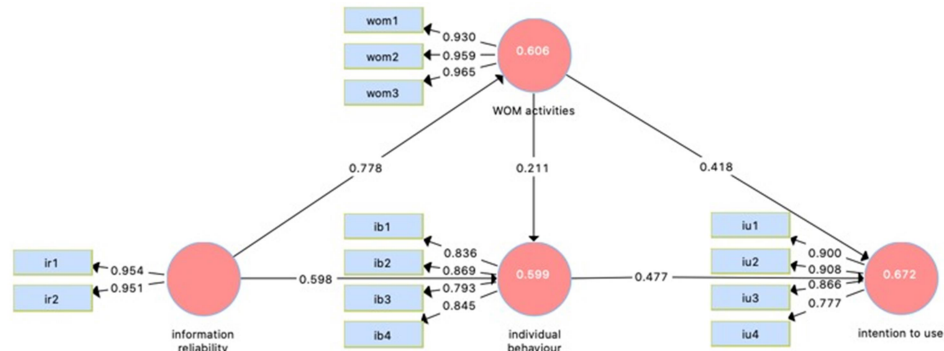


Figure 2. Before Bootstrapping

Table 6. Reliability Testing

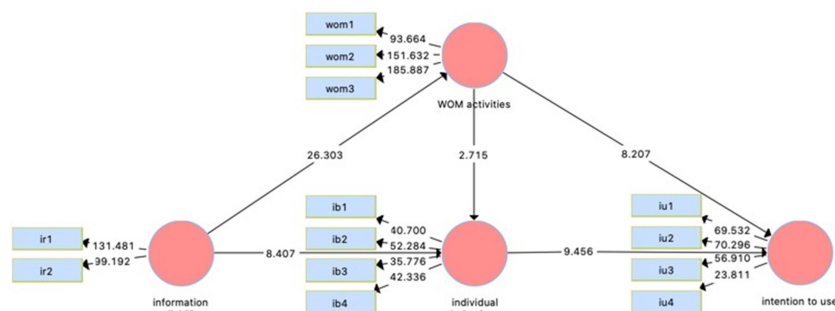
Variable & Indicator		Cronbach's Alpha	Composite Reliability
Individual behavior	IB1	0.857	0.903
	IB2		
	IB3		
	IB4		
Information reliability	IR1	0.898	0.951
	IR2		
WOM Activities	WOM1	0.947	0.966
	WOM2		
	WOM3		
Intention to use	IU1	0.886	0.922
	IU2		
	IU3		
	IU4		

The research instrument is considered reliable when the Cronbach Alpha Value > 0.6 as from table 6 above, which shows the Cronbach Alpha Value > 0.6 (Sekaran & Bougie, 2009).

Table 7. Hypothesis

Hypothesis	Original sample	T - Statistics	P-Value	Decision
H1	0.396	5.464	0.000	Significant
H2	0.778	26.140	0.000	Significant
H3	0.433	6.175	0.000	Significant
H4	0.251	3.690	0.000	Significant
H5	0.576	9.269	0.000	Significant

If $t \text{ count} > t \text{ table}$, then the instrument used is declared valid with an error rate of 5% or $t \text{ table} = 1.96$ (Sugiyono, 2018). In Table 7, Information Reliability has a positive effect on Individual Behavior because $t \text{ statistics} > t \text{ table}$ and significant because $p\text{-value} < \text{from } 0.05$, Information Reliability has a positive effect on WOM Activities because $t \text{ statistics} > t \text{ table}$ and significant because $p\text{-value} < \text{from } 0.05$, WOM Activities have a positive effect on Individual Behavior because $t \text{ statistics} > t \text{ table}$ and significant because $p\text{-value} < \text{from } 0.05$, WOM Activities have a positive effect on Intention to Use because $t \text{ statistics} > t \text{ table}$ and significant because $p\text{-value} < \text{from } 0.05$, and the last Individual Behavior affects Intention to Use because $t \text{ statistics} > t \text{ table}$ and significant because $p\text{-value} < \text{of } 0.05$.

**Figure 3. After Bootstrapping**

In Figure 3, the algorithm has been bootstrapped to show the significance and strength of the relationship between variables with indicators and with other variables (Hidayat, 2021). The algorithm shows that the IR1 indicator on the Information Reliability variable has the largest t statistics value, 131.481. This shows that the IR1 indicator is very good for measuring the Information Reliability variable. In WOM Activities, a good indicator to measure variables is WOM3, with a t statistics value of

185.887. As for Individual Behavior, a good indicator in measuring variables is IB2 which is 52.284. The intention to use which has the largest value of t statistics is 70.296 on the IU2 indicator.

Conclusion

The research results above show that the desire to use ships is influenced by Information Reliability, WOM Activities, and individual behavior formed from the Theory of Planned Behavior (Ajzen, 2020). Attitude, subjective norms, and perceived behavioral control, which are part of the TPB are the shapers of individual behavior in deciding to use ships.

This breaks previous research, which stated that Information Reliability does not affect the desire to use ships (Chua *et al.*, 2017) (Han *et al.*, 2018). However, in this study, Information Reliability affects the desire to use ships indicated from the IR1 indicator, which has the highest t statistics among other Information Reliability indicators. Indicator IR2, which states "passenger ships have good emergency handling" has lower t statistics. This can be improved so that people who have never used a ship are willing to try using a ship or even make the ship a reliable mode of transportation.

Information Reliability plays a huge role because it will shape perceptions about ships (Zhang *et al.*, 2019). If the handling of the emergency is excellent, the prospective passengers who have never used a ship and passengers who have used a ship feel that their safety is guaranteed during the trip. This indirectly affects the desire of prospective passengers to use ships.

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