

ANALYSIS OF PRICE FAIRNESS AND GREEN ATTITUDE TO FORM CONTINUANCE TO USE WITH PERCIVED VALUE AS MEDIATOR (A Study in Trans Jakarta BRT 2022)

Annisa Febriyani¹, Al Maida Nursyarifah², Lis Lesmini³, M. Iqbal Firdaus⁴

^{1,2,3,4} Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

✉ Corresponding author: Almaida5715@gmail.com

Abstract: This study aims to test the analysis of price fairness and green attitude to form continuance to use with perceived value as mediator a study in Trans Jakarta BRT 2022. The method used in this study is a quantitative method with descriptive analysis. Data collection is carried out by distributing questionnaires online to Trans Jakarta users or those who have used Trans Jakarta services. The population taken are Trans Jakarta users or those who have used Trans Jakarta. The sample was taken as many as 100 respondents. The data analysis technique used is to use the Structural Equation Model or SEM method based on variants. The results of this study show that price fairness has a positive effect on perceived value, green attitude has a positive effect on perceived value, price fairness has appositve effect on continuing to use, green attitude has a positive effect on continuing to use, perceived value has a positive effect on continuing to use, price fairness has a positive effect on continuing to use through perceived value mediation, green attitude positively affects continue to use through perceived value mediation on Trans Jakarta services.

Keywords: *Price Fairness, Green Attitude, Continuance To Use, Perceived Value*

Introduction

Transportation is a tool for moving people or goods from one place to another using certain systems and certain purposes. Along with the increasing development of transportation, there are also increasing problems that exist, such as problems in transportation or public transportation that are no longer suitable for use. Re-operate. In addition, congestion in the city of DKI Jakarta due to the increasing use of private cars and motorcycles is getting worse. Seeing the phenomenon of congestion in DKI Jakarta which is increasingly concerning, with the development of private vehicles ranging from car vehicles and motorcycle vehicles. Several efforts have been made

to overcome the problem of traffic congestion in DKI Jakarta, the DKI Jakarta Provincial Government has formulated a Trans Jakarta Bus public transportation policy that more convenient, practical and rational as the main mode of transportation.

Trans Jakarta is the first Bus Rapid Transit (BRT) transportation system in Southeast and South Asia operation from DKI Jakarta, Indonesia since 2004. Trans Jakarta bus which is one of the main public transportation in DKI Jakarta in an effort to reduce congestion which has long been a problem in DKI Jakarta. It is expected to encourage private car user to switch to Trans Jakarta public transport to reduce the number of private cars in Jakarta. Where the use of Trans Jakarta is increasing every year, this happens because of the improvement in the quality of facilities and infrastructure to increase passenger satisfaction. Trans Jakarta Bus fleet facilities that serve passengers must be in good and excellent condition in carrying out their duties to provide good comfort for Trans Jakarta passengers. The satisfaction felt by passengers is not only assessed when they are inside public transportation facilities but when passengers who use supporting facility and public transport infrastructure.

Literature Review

1. Price Fairness

According to Xiadkk in the study (Faruk, 2021) price fairness is "consumer judgment and related emotions whether there is a difference or absence of difference between the seller's price and the comparative price of the party others are reasonable, acceptable or justifiable prices". One of the foundations of fair assumption is the principle of double law. This testifies that one party is under no obligation to obtain any benefit or advantage by harming the other

party. Martin Consuegra et al in studies (Setiawan & Jaolis, 2017). According to Bei et al in research (Asy'ari & Karsudjono, 2021) price is what amount of money must be sacrificed to obtain the desired goods or services.

2. Green Attitude

According to Riyanto et al in research (Winda Ryantari & Ketut Giantari, 2020) it is not uncommon for large companies to manufacture their products before they are sold due to the observable environmental attitude, consumer satisfaction with the purchased products. Consumer observations are made based on consumer characteristic and preferences in order to predict the behavior of products as they are marketed. Behavior refers to the evaluation of a person, feeling and willingness to be fun or not to fantasize about something inspiring or an object (Armstrong and Kotler, 2009; Xiedkk.,2019 in Winda Ryantari & Ketut Giantari, 2020). Meanwhile, according to Lee in the study (Sugiyama & Pambudy, 2017). Green behavior is to consume products that are good for being environmentally friendly, to think about environmental problems.

3. Perceived Value

According to Kotler & Keller in research (Hong & Brahmin, 2014). Perceived Value is the value of the benefits that customers feel for the sacrifices they make to receive services. Consumers' perceived value is the consumer's assessment attempted by comparing the benefits or gains received against the sacrifices made to obtain the product or service according to Gery Gantara, Srikandi Kumadji in research (Setiawan & Jaolis, 2017). Meanwhile, according to Hillier et al in (Ananda Putra & Rahyuda, 20018) perceived value is the consumer's

assessment of the overall usefulness of a product in terms of the benefits that the consumer can derive from the product the higher the consumer's satisfaction.

4. Continue to Use

According to Davis in research (Teng and Chen, 2010 in Mardiputra et al., 2021) Continue to Use is the interest or desire to continue using a system or technology. Mastering what motivates the use of various economic services (SE) and prolonged desires is already a path that is the foundation of learning and a path that leads to the development of strategies to maintain and win back the provision of profitable services and consumers according to Kumardkk.,2018 in Oliveira et al., 2020) The existing literature supports the positive and significant consequences of the meaning experienced in consumer behavior according to Oliveira et al ; Sladedkk in research (Khayer & Bao, 2019).

Hypothesis

In the evaluation and consumer sentiment, there is no comparison and comparison between the seller's price and the comparison price, and it goes into the idea that the price is acceptable or justifiable. Demonstrating price fairness has a large positive impact on perceived value (Faruk, 2021).

H1: There is a significant positive correlation between price fairness and perceived value.

Some research that recognizes green attitudes have a positive and significant impact on the desire to purchase a product. Proving that if it continues to be a large knowledge area owned by consumers, it continues to be a great desire to buy environmentally friendly products (Aman et al, 2012).

H2: There is a significant positive correlation between Green Attitude and Perceived Value

Comprehensive analysis shows that perceived value has a positive and significant impact on continue to use. Perceived value is the evaluation of consumers in totality to the efficacy of products based on what they receive and what they share (Nina & Marsudi, 2021).

H3: There is a significant positive correlation between Perceived Value and Continue to Use

Research results demonstrate that price fairness has a positive and significant impact on repurchase intent (Marisa & Rowena, 2020).

H4: There is a significant positive correlation between Price Fairness on Continue to Use

Purchasing behavior of a green attitude is to consume good products to be environmentally friendly, to think about the case of something environmental. To continue to reuse environmentally friendly products (Sugiamana & Pambudy, 2017)

H5: There is a significant positive correlation between Green Attitude and Continue to Use

There is an impact between price fairness ties that affect continued to use through perceived value in Trans Jakarta business. If price fairness and perceived value go against a one unit increase to keep using it, they'd be willing to accept a one unit increase as well

H6: There is a significant positive correlation between Price Fairness and Continue to Use through Perceived Value

By proving the green attitude towards continue to use given by users to Trans Jakarta if users have given appreciation to Trans Jakarta services so that they can be improved continue to use in the company.

H7: There is a significant positive correlation between Green Attitude and Continue to Use through Perceived Value.**Method**

Researchers used the quantitative method with a descriptive approach. "Quantitative procedures can be referred to as study procedures based on the philosophy of positivism. This procedure is used to observe population or certain illustrations, information collection using study instruments, quantitative or statistical information analysis, with the aim of testing hypotheses that have been set" (Sedarmayanti, 2011). The populations taken for this study were Trans Jakarta users or those who had used Trans Jakarta services, with an unknown population, and 100 respondents through the Lemeshow formula. The type of sample used is Convenience Sampling. Data collection was carried out by questionnaire and distributed online. To measure respondents' answers using a likert scale of 1-5. Value 1 = Strongly Disagree (STS), 2 = Disagree (TS), 3 = Neutral (N), 4 = Agree (S), 5 = Strongly Agree (SS). The data analysis technique uses a variant-based Structural Equation Model or SEM.

Likert Scale Measurement

Valuation	Score
Strongly Agreed (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree	2
Strongly Disagree	1

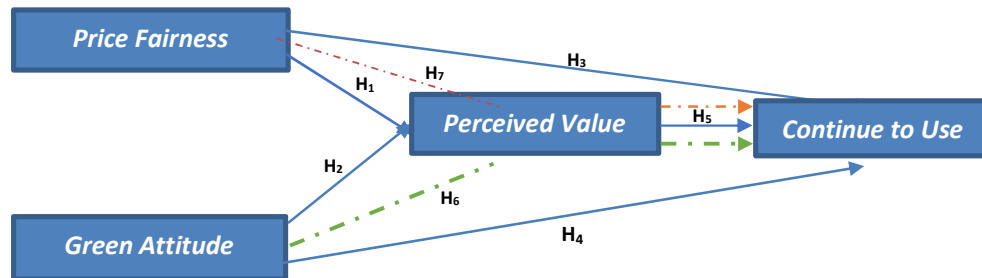


Figure 1. Conceptual Model

Discussion and Result

Convergent Validity Test

The first step tried was to test the convergent validity of the measurement model which was assessed to be sourced from the value of the loading factors marker sourced to the value of the load factor indicator for each configuration. In this study, a loading factor limit of 0.50 will be used. The value of the load factor ≥ 0.50 meets the validity of convergence, and the value of the load factor < 0.50 meets the validity of convergence. Construct 0.50 should be removed from the analysis. Convergent validity can measure the magnitude of the correlation between constructs and latent variables. Convergent validity testing can be seen from the loading factor for each construct marker. The loading factor value of 0.7 is a perfect value, meaning that the marker is valid for measuring the construct created. In empirical research, the loading value due to 0.5 is still accepted, some experts receive 0.4. This value convinces the percentage of the construct to explain the kind of thing in the marker (Haryono, 2017). The value of data processing using PLS, the following results are obtained:

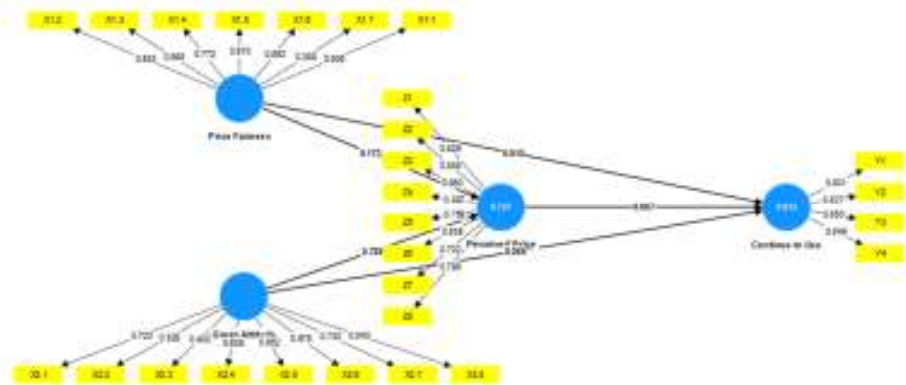


Figure 2. Outer Mode Test

	Average Variance Extracted (AVE)	Information
<i>Price Fairness</i>	0,717	Legitimate
<i>Green Attitude</i>	0,582	Legitimate
<i>Perceived Value</i>	0,678	Legitimate
<i>Continue to Use</i>	0,692	Legitimate

Figure 2. AVE Value

Based on figure 2 there are 2 indicators namely X1.7 and X2.3 which have a Loading Factor value of < 0.50 which means that the indicator does not meet convergent validity and must be removed from the analysis. Then from Table 2, the results of the AVE value > 0.5 so that it can be said to be valid.

Discriminant Validity Test

The next step is to test discriminant validity to ensure that each concept in each latent variable is different from the others. The discriminant validity of the model is good if the loading values for each latent variable marker have large loading values along with other loading values from other latent variables. Validity discriminants can be established if 2 different instruments and also measure 2 constructs that are predicted not correlated resulting in a score that is indeed correlated. The validity of discriminants test result can be seen in the following table:

	Price Fairness	Green Attitude	Perceived Value	Continue to Use
X1.1	0.799	0.456	0.459	0.430
X1.2	0.889	0.636	0.615	0.552
X1.3	0.871	0.623	0.620	0.552
X1.4	0.785	0.468	0.510	0.528
X1.5	0.866	0.566	0.556	0.524

X1.6	0.864	0.541	0.540	0.566
X2.1	0.510	0.719	0.610	0.657
X2.2	0.467	0.834	0.748	0.692
X2.3	0.363	0.624	0.445	0.443
X2.4	0.538	0.867	0.720	0.654
X2.5	0.622	0.679	0.601	0.526
X2.6	0.378	0.732	0.595	0.729
X2.7	0.600	0.849	0.740	0.738
Z1	0.523	0.746	0.826	0.777
Z2	0.586	0.771	0.888	0.830
Z3	0.537	0.733	0.860	0.828
Z4	0.546	0.797	0.897	0.790
Z5	0.315	0.622	0.758	0.645
Z6	0.593	0.651	0.839	0.709
Z7	0.588	0.629	0.702	0.630
Z8	0.609	0.590	0.796	0.687
Y1	0.444	0.665	0.692	0.802
Y2	0.550	0.661	0.763	0.827
Y3	0.564	0.709	0.737	0.850
Y4	0.514	0.764	0.800	0.849

Figure 2. *Cross Loading value*

Based on the table above we can see that the cross loading value for all indicators for each latent variable is greater than the cross loading value if it is associated with other latent variables. From this it follows that the latent variable as a whole has good discriminant validity.

Reliability Test

The Reliability Test is used to measure the level of internal consistency contained in the measuring instrument (Junianto and Sabtohadhi, 2020) the third step is to test the reliability of the variables. Variables that have good reliability can be shown by the composite reliability value > 0.70 .

Variable	Composite Reliability	Result
<i>Price Fairness</i>	0,938	Fulfilled
<i>Green Attitude</i>	0,906	Fulfilled
<i>Perceived Value</i>	0,944	Fulfilled
<i>Continue to Use</i>	0,900	Fulfilled

Table 3. Reliability test

According to the table above it can be equipped if all structures meet the criteria of a reliable one. This issue applies to all structures with a combined confidence score greater than > 0.70 .

R² Test Results

The value of R^2 can be used to measure the degree of variety in the transformation of an independent variable against a dependent variable. It continues to be a large R value of ^{of 2} so it continues to be a good predictive model of the proposed study model. If the value of R^2 is 0.7, which means the variety of transformations of dependent variables that can be decomposed by independent variables by 70% while the rest is decomposed by other variables outside the proposed model (Jogiyanto and Abdillah, 2009). R^2 testing of data processing output using SmartPLS 4.0.7 was obtained by taking into account the R Square table values listed in the following table:

	R Square	R Square Adjusted
<i>Perceived Value</i>	0,734	0,728
<i>Continue to Use</i>	0,834	0,829

Figure 4. R Square Adjusted Results

The $R^{\text{value of } 2}$ for the Perceived Value variable of 0.734 indicates a direct influence of the Price Fairness and Green Attitude variables of 73.4%, while the remaining 26.6% was influenced by other variables that were not discussed in this study. Meanwhile, the $R^{\text{value of } R^2}$ for the Continue to Use variable of 0.834 shows a direct influence of the Price Fairness, Green

Attitude and Perceived Value variables of 83.4% while the remaining 16.6% is influenced by other variables that are not discussed in this study.

Test Result F²

Test F² of the data processing output using SmartPLS 4.0.7 was obtained by taking into account the values in the F Square table listed in the following table:

	<i>Perceived Value</i>	<i>Continue to Use</i>
<i>Price Fairness</i>	0,067	0,000
<i>Green Attitude</i>	1,151	0,126
<i>Perceived Value</i>		0,690

Figure 5. F Square Results

Based on the table above, we can draw the following conclusions:

1. The effect of the Price Fairness variable on perceived value of 0.067 is very low.
2. The direct effect of the Green Attitude variable on perceived value of 1.151 is very strong.
3. The direct effect of the Variable Price Fairness on Continue to Use of 0.000 is very low
4. The direct effect of the Green Attitude variable on Continue to Use of 0.126 is categorized as very low.
5. The direct effect of the Perceived Value variable on Continue to Use of 0.690 is categorized as strong.

Hypothesis Test

T test (partially)

The t-test is used to determine the effect on each independent variable on the dependent variable (Widjarjono, 2010).

	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	<i>Price Fairness → Perceived Value</i>	0,177	0,170	0,093	7,145	0,000
H2	<i>Green Attitude → Perceived Value</i>	0,731	0,740	0,085	8,617	0,000
H3	<i>Price Fairness → Continue to Use</i>	0,012	0,015	0,063	6,504	0,000
H4	<i>Green Attitude → Continue to Use</i>	0,731	0,287	0,110	2,553	0,011
H5	<i>Perceived Value → Continue to Use</i>	0,656	0,650	0,109	6,036	0,000

Figure 5. *Path Coefficient (Mean, STDEV, T-Statistic, P Value)*

Based on the table above, it can be interpreted as follows:

1. The relationship between Price Fairness (X1) → Perceived Value (Z) is significant, t-statistics $7,145 \geq 1.96$. The original value of the sample was 0.177 which proves that the direction of the bond is positive. So it can be concluded that Price Fairness affects positively and significantly the Perceived Value, meaning that hypothesis 1 is accepted.
2. The relationship between Green Attitude (X2) → Perceived Value (Z) is significant, t-statistics of $8,617 \geq 1.96$. The original value of the sample was 0.731 which proves that the direction of the bond is positive. So it can be concluded that the Green Attitude affects positively and significantly the Perceived Value, meaning that hypothesis 2 is accepted.
3. The relationship between Price Fairness (X1) → Continue to Use (Y) is significant, t-statistics of $6.504 \geq 1.96$. The original value of the sample was 0.012 which proves that the direction of the bond is positive. So it can be concluded that Price Fairness affects positively

and significantly the Continue to Use, meaning that hypothesis 3 is accepted.

4. The relationship between Green Attitude (X2) → Continue to Use (Y) is significant, t-statistics of $2,553 \geq 1.96$. The original value of the sample was 0.280 which proves that the direction of the bond is positive. So it can be concluded that Price Fairness affects positively and significantly the Continue to Use, meaning that hypothesis 4 is accepted.
5. The relationship between Perceived Value (Z) → Continue to Use (Y) is significant, t-statistics of $6.306 \geq 1.96$. The original value of the sample was 0.656 which proves that the direction of the bond is positive. So it can be concluded that the Green Attitude affects positively and significantly the Continue to Use, meaning that hypothesis 5 is accepted.

Test the Hypothesis of Indirect Influence

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H6 <i>Price Fairness</i> → <i>Perceived Value</i> → <i>Continue to Use</i>	0,116	0,110	0,063	5,016	0,000
H7 <i>Green Attitude</i> → <i>Perceived Value</i> → <i>Continue to Use</i>	0,479	0,481	0,098	4,884	0,000

Figure 6. Path Coefficient (Mean, STDEV, T-Statistics, P-value)

Based on the table above, it can be interpreted as follows:

6. The relationship between Price Fairness (X1) → Perceived Value (Z)

→ Continue to Use (Y) is significant with a t-statistic of $5,016 \geq$. The original value of the sample was 0.116 which proves that the direction of the bond is positive. So it can be concluded that Price Fairness has a positive and significant effect on Continue to Use through Perceived Value, meaning that hypothesis 6 is accepted.

7. The relationship between Green Attitude (X2) → Perceived Value (Z) → Continue to Use (Y) is significant with t-statistics of $4,884 \geq 1.96$. The original sample value is 0.479 which indicates that the direction of the relationship is positive. So it can be concluded that Green Attitude has a positive and significant effect on Continue to Use through Perceived Value, meaning that hypothesis 7 is accepted.

Conclusion

This study focuses on price fairness (X1) and green attitude (X2) which affects continue to use (Y) through the mediation of perceived value (Z). Price fairness (X1) has a positive and significant effect on the perceived value (Z), green attitude (X2) has a positive and significant effect on the perceived value (Z), and price fairness (X1) has a positive and significant effect on the perceived value (Z). it can be conclude that the price fairness (X1) has a positive and significant effect. A critical impact has a critical impact on continue to use (Y) green attitude has a positive and effect on continue to use (Y), perceived value (Z) has a positive and significant effect and continue to use (Y), and price fairness (X1) has a positive and significant effect. The effect of continue to use (Y) with perceived value (Z) mediation green attitude (X2) positively and significantly affecting continue to use (Y) with perceived value (Z) mediation because the t-statistic is 1.96 and value is $< 0, 05$.

References

Aman et al. (2012). *PURCHASE OF GREEN PRODUCTS (STUDY ON THE KEC COMMUNITY. KUTA ALAM KOTA BANDA. 1(3), 60–68.*

Ananda Putra, I. M. Y., & Rahyuda, K. (20018). The Role of Perceived Value Mediates the Relationship between Service Quality and Consumer Trust. *E-Journal of Management of Udayana University*, 7(4), 2793–2822. <https://doi.org/10.24843/ejmunud.2019.v08.i04.p11>

Asy'ari, A. H., & Karsudjono, A. J. (2021). The Effect of Product Quality, Price fairness, Brand Image and Brand Trust on Customer Satisfaction of Samsung Brand Mobile phones in Banjarmasin. *Al-KALAM JOURNAL OF COMMUNICATION, BUSINESS AND MANAGEMENT*, 8(1), 1. <https://doi.org/10.31602/al-kalam.v8i1.4154>

Faruk, K. A. (2021). Trust transfer, price fairness and brand loyalty: the moderating influence of private label product type. *International Journal of Retail and Distribution Management*, 50(5), 658–674. <https://doi.org/10.1108/IJRDM-03-2021-0138>

Haryono. (2017). Chapter III - Research Methods research methods. *Research Methods*, 9, 22–34.

Hong, B., & Brahmin, R. K. (2014). The Effect of Service Quality, Perceived Value, Customer Satisfaction on Customer Repurchase Intention at Resto Buro Bar Surabaya Briandy. *Global Journal of Management and Business Research E Marketing*, 7(1), 12. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/4036>

Jogiyanto and Abdillah. (2009). Analysis of the Influence of Individual Factors on Entrepreneur Motivation of Business Management Students of Petra Christian University Surabaya. *Agora*, 3(1), 677–685.

Junianto and Sabtohadhi. (2020). Analysis of Financial Behavior of

- Millennial Generation in Pt. Toyota Motor Manufacturing Indonesia 1. *National Research Conference on Economics, Management, And Accounting*, 2(1), 28–44.
- Khayer, A., & Bao, Y. (2019). The continuance usage intention of Alipay: Integrating context-awareness and technology continuance theory (TCT). *Bottom Line*, 32(3), 211–229. <https://doi.org/10.1108/BL-07-2019-0097>
- Mardiputra, R. Y., Ratnawati, K., & H, A. S. (2021). The Effect of Technological Complexity (KT) and Compatibility (KOM) on The Sustainability of The Green and Smart Port Concept (CTU): TAM Extended Approach Case Study at Teluk Lamong Terminal, A Subsidiary of PT Pelindo III. *Journal of Theoretical and Applied Management| Journal of Theory and Applied Management*, 14(2), 213–229. <https://doi.org/10.20473/jmtt.v14i2.27668>
- Marisa, O., & Rowena, J. (2020). The Effect Of Price Fairness On Repurchase Intention High End Make Up And Skin Care In Millennial Generation In Jakarta. *Journal of Management Development*, 8(2), 67–77. <https://doi.org/10.52859/jbm.v8i2.87>
- Nina, A., & Marsudi, H. (2021). The Effect of Perceived Value, Corporate Image, Price Fairness, Salespeople On Intention To Buy Bumiputra Insurance Premiums.... *Management Research And ...*, 12(November). <http://ejournal.lppm-stieatmabhakti.id/index.php/RMA/article/view/222>
- Oliveira, T., Barbeitos, I., & Calado, A. (2020). The role of intrinsic and extrinsic motivations in sharing economy post-adoption. In *Information Technology and People* (Vol. 35, Issue 1). <https://doi.org/10.1108/ITP-01-2020-0007>

- Sedarmayanti. (2011). The effect of the work environment on employee performance at PT. Rina mitra raharja Branch cirendeuy. *Thesis*, 28.
[http://eprints.unpam.ac.id/7080/3/BAB II.pdf](http://eprints.unpam.ac.id/7080/3/BAB%20II.pdf)
- Setiawan, S., & Jaolis, F. (2017). *ANALYSIS BETWEEN E-SERVICE QUALITY, ONLINE PERCEIVED VALUE AND E-LOYALTY IN THE CONTEXT OF E-COMMERCE*.
- Sugiama, A. G., & Pambudy, E. F. S. B. (2017). THE INFLUENCE OF PACKAGING, PRICE FAIRNESS AND BRAND AWARENESS ON BRAND LOYALTY (CASE STUDY ON INDONESIAN TOURISTS IN KARTIKA SARI BANDUNG). *Maranatha Journal of Management*, 17(1), 1. <https://doi.org/10.28932/jmm.v17i1.414>
- Widjarjono. (2010). The Effect of Motivation and Compensation on Employee Performance in PT. Main Nautical Ocean. *Agora*, 5(1), 1–8.
- Winda Ryantari, G. ayu, & Ketut Giantari, I. G. A. (2020). GREEN KNOWLEDGE, GREEN ATTITUDE, AND ENVIRONMENTAL CONCERN HAVE AN INFLUENCE ON PURCHASING INTENTIONS. *E-Journal of Management*, 9(2), 2556–2575.
<http://www.tjyybjb.ac.cn/CN/article/downloadArticleFile.do?attachType=PDF&id=9987>