Exploring Passengers' Attitudes and Loyalty in Jabodetabek Paratransit During Covid-19 Pandemic

Nasrullah Nasrullah[1], Suliyanto[2], Nur Choirul Afif[3], M. Elfan Kaukab[4]

[1,2,3]Faculty of Economics and Business, Universitas Jenderal Soedirman, Purwokerto, Indonesia
[43]Faculty of Economics and Business, Universitas Sains Al-Qur'an, Wonosobo, Indonesia

Correspondence:
M. Elfan Kaukab
Faculty of Economics and Business, Universitas Sains Al-Qur'an, Wonosobo, Indonesia
Email: elfan@unsiq.ac.id

Abstract: Paratransit is public transportation without a fixed route and schedule. Taxi bikes, taxis, and pedicabs are kinds of paratransit. Online paratransit reflects public's lenience and choice of non-mass transportations. The covid-19 pandemic has limited the paratransit choices that increase contact with other people. This paper aims to explore the factors influencing the paratransit passengers' loyalty in Jabodetabek. Four factors are proposed, namely affection, cognition, frequency, and subjective norm. This research employs a linear regression in 107 paratransit users. The results reveal that the affective factor influences loyalty. On the other hand, cognition is weakly significant. Subjective norm and frequency do not significantly influence the paratransit passengers' loyalty.

1. INTRODUCTION

The development of the internet and smartphones in the last few years has brought back paratransit transportation's popularity through RHA (Ride-Hailing Apps) [1]. Paratransit provides transportation without a fixed route such as taxi, pedicab, horse cart, and taxi bike [2]. Some studies have examined the boosting factors of paratransit passengers' loyalty and concluded that it is influenced by perceived security, involvement, service quality, usefulness perceptive, promotion, comfort, flexibility, and negative experience [3]–[10]. Ababio-Donkor *et al.* [11] confirmed the findings made by Joewono and Kubota [6], [7], and further concluded that passengers' choice is influenced by the affective factor in deciding the transportation mode taken. It suggests that paratransit passengers build a long-term relationship with the service provider based on emotional feelings [12], [13]. Studies have also proved that traveling attitude is a crucial predictor for transportation mode loyalty [2], [14].

The Covid-19 pandemic in 2020 has impacted paratransit transportation [15]. It decreases the number of passengers because the transportation mode is seen as one of the ways to the disease's transmission [16]. The soaring paratransit trend is facing a sudden crash, which is the drive of this research. The research attempts to investigate the impact of several factors on passengers' loyalty during the Covid-19 pandemic in the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, Bekasi). Those are the megapolitan areas of Indonesia. This research is unlike the previous ones as it places the subjective norm in the travel wellbeing

model [17], which is applied in the context of the non-traditional passengers' loyalty in a transportation study.

This paper is written in the following structure. The first two parts provide an introduction and literary review. The third part presents the hypothesis and methods adopted in this research. The fourth part comprises the results of inferential sample data analysis and the discussion of the findings. Finally, the sixth section concluded research.

2. LITERARY REVIEW

A travel wellbeing model maintains that travel satisfaction is a part of one's wellbeing source [17]. It involves positive and negative emotions triggered by the transportation mode and cognitive evaluation of the travel [17]. The travel wellbeing theory also states that travel wellbeing are composed of two components, namely emotional wellbeing and cognitive wellbeing [18], [19].

Some regard satisfaction as something cognitive [20], [21]. Meanwhile, the wellbeing satisfaction concept employs two dimensions: affective and cognitive [22]. However, we believe that satisfaction is emotional. Westbrook and Reilly [23] define satisfaction as "the emotional response to an existing experience associated with a certain product or service bought, retail outlet, and even the behavior pattern like shopping behavior and buyer behavior, and the overall market' (page 256). It is admitted that the emotional responses are provoked by the cognitive evaluation. A study shows that when respondents were interviewed, 77,3% elaborate on affective satisfaction while 64% of the respondents altered the satisfaction term into something more affective [24].

Wellbeing and satisfaction are strong predictors of loyalty [17], [25]. It is quite natural since when someone feels prosperous and satisfied, the person tends to want for more. According to the prospect theory [26], humans are inclined to be in a status quo. Instead of trying something new, risky, different, and has a potential advantage, people will opt for what they have had and what they have known, which are proven to be prospering and satisfying. The travel wellbeing theory is parallel to the loyalty chain theory stating that loyalty is affected by cognitive and affective aspects [27].

Which aspect is more superior than the others becomes the issue. Kahneman [28] asserted that emotion is more superior as affection can overcome someone's cognitive consideration. The emotional aspect might get rid of or strongly support the cognitive judgment, depending on the direction of the emotional sentiment [29], [30]. Negative affection can ruin cognitive consideration [31], while positive affection strongly supports the already-positive cognitive judgment [32].

3. HYPOTHESES

Studies in neurology have shown that humans' emotion determines their cognitive ability. One form of emotion elevates a certain cognitive capacity while another emotion evokes another cognitive capacity. An example would be light anxiety boosts performance in some particularly complicated tasks but decreases the capabilities in others [33]. The higher-order theories of consciousness claim that emotion is a manifestation of higher-order cognitive judgment in responding to the more complicated inputs compared to the regular cognitive judgment [34].

On the other hand, the theory of planned behavior [35] sees loyalty as an intended or planned behavior. According to this, the intention of doing something is affected by attitude factor, subjective norm, and perceived behavior control. The attitude factor, in turn, becomes the emotional reaction of the behavior [36]. Other authors, however, regard it as having more

than just an emotional element as it also contains a cognitive element [36]. The issue lies in the weight of the emotional and cognitive elements in the behavior. The loyalty chain theory maintains that the first cognitive feature appears when a judgment of an attribute takes place [36], for example buying an overly expensive item might provoke affective or emotional aspects such as like and dislike to the item. Meanwhile, Kotler sees things the other way around. He asserts that attitude is the judgment of emotional feelings shown in like or dislike of action [38]. The point is that attitude contains emotional and cognitive elements, and it determines behavior like loyalty.

Some studies define loyalty as a consumer's emotional connection to a product [39]. Teo [40] asserted that it is an attachment to a product or service. Meanwhile, the attachment is the level of cognitive and emotional presence [41]. Satisfaction, known as a predictor of loyalty, is also a form of the emotional condition [17], [25]. Thus, the following hypothesis is proposed.

H1. Affection positively affects passengers' loyalty.

Cognitive feature closely relates to how someone rationally compares one thing to another. It emphasizes functions such as quality and product's output or benefit. The judgment is based on cost-benefit analysis and other advantages gained from choosing a product over another [20]. Our next hypothesis is as follow:

H2. Cognition positively affects passengers' loyalty.

Systematic studies on affection and cognition have been around for the last three decades [42]. It is generally acknowledged that emotion and cognition are two interrelated things which affect one another and connected to human in a complicated way [43], [44]. Different results come up in various loyalty studies. Alnawas and Hemsley-Brown [20] compared the effect of emotional and cognitive factors in influencing customers' loyalty. They found that the direct effect on the emotional factor on loyalty is as much as that of the cognitive factor. However, the emotional factor has an overall stronger effect on loyalty (including the indirect relationship). The researchers argued that the reason being the emotional variable tends to have more force in predicting higher dedication compared to the cognitive variable. This is shown by Fernandes and Proenca [45] who found that cognition merely elaborates the output of functional relationships while cognitive explains the higher dedication to the supplier, such as altruism and loyalty.

Moreover, Barnes [46] confirmed that affective variables are more contributive in building a tight relationship than cognitive variables. Future development of a dedicative relation is determined more by the emotional content rather than the cognitive one. Emotionless customers who develop a relationship solely based on cost-benefit analysis will build only a formal cold relationship [45]. A study on organizational commitment confirmed the finding in which out of the three commitment types: affective, normative, and continuant, the affective is the commitment with the strongest effect on the output, such as performance [47].

Dedication, like loyalty and altruism, is higher than the functional relationship. The reason is that loyalty involves features like a willingness to make a sacrifice (tolerating a more expensive price) or altruism (willing to help). Functional relationship, on the other hand, is merely transactional, such as repurchasing [45], [48], [49]. Loyal customers will emotionally develop proactive relationship maintenance [48], which is also called customer citizenship behavior. This thing can happen even without having a loyalist customer purchase persistently [45]. Thus, the following hypothesis is formulated.

H3. The influence of affection on passengers' loyalty is stronger than that of cognition.

The planned behavior theory, which has been previously elaborated, contains a subjective norm variable as the predictor of intended behavior. The subjective norm is an individual's perception of social pressure and a sign showing how strongly he or she is influenced by other people when deciding something [51]. Unlike affection and cognition, the subjective norm is an external variable coming from outside of the individual. Its presence in the model of the paratransit passengers' loyalty is complementary to an individual's internal and external aspects predicting it. Note that the planned behavior theory also offers the third variable, namely perceived behavioral control. However, this variable is the cognitive one in the model we are formulating. We propose the hypothesis:

H4. Subjective norm positively affects passengers' loyalty.

The following figure describes the framework employed in this research to examine the hypotheses.

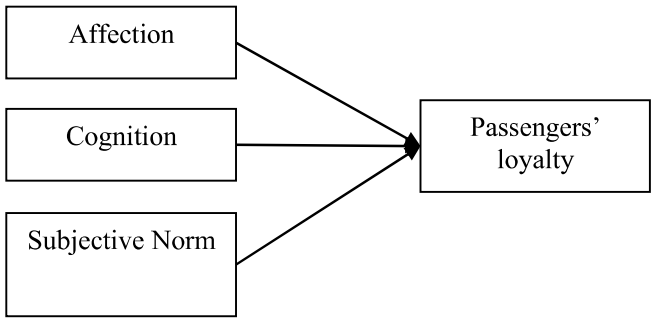

Figure 1. *Underlying Framework (Research's design)*

4. METHODS

We develop a questionnaire to measure all latent variables in this research. The questionnaire is designed based on the travel wellbeing theory [17] and related studies [11], [52]. All of the variables are observed using a 5-item Likert scale, ranging from 1 (highly disagree) to 5 (highly agree). The four latent variables of this research are measured. We also observe the 21 variables. Table 1 displays it.

Table 1. *The observed variables, definition, and item*

Latent variables and observed variables	Definition and observed item
L: passengers' intention to get back to paratransit and recommend it to other people	
L1	I will recommend paratransit to my friends.
L2	I will still opt for paratransit even if the public transportation is cheaper
L3	I will still opt for paratransit although its quality is similar to the public transportation's
L4	I am sure that I will continue using paratransit in the future time
L5	My intention to use paratransit will be stronger in the future
L6	There is a higher probability that I will choose paratransit in the future
L7	I have strong intention to encourage people around me to use paratransit
K: the comparison of values between paratransit and its alternatives	
K1	I use paratransit to be safer
K2	I choose paratransit because it is faster

Latent variables and observed variables	Definition and observed item
K3	I choose paratransit because it is more reliable
K4	I choose paratransit because it is safer
K5	I choose paratransit because it is easier to find
K6	I choose paratransit because it reflects my personality
K7	I think paratransit is a better choice than the public transportation
A: negative/positive emotion and satisfaction assessment in paratransit relationship	
A1	I enjoy traveling by paratransit
A2	I am satisfied with paratransit's service
A3	I am satisfied with paratransit's punctuality
A4	I choose paratransit because it is more relaxing
N: individual's perceived social pressure encouraging the behavior	
N1	Friends, families, and coworkers encourage me to use paratransit
N2	Information in the media suggest choosing paratransit
N3	The government suggests using paratransit

We included Tangerang citizens aged 16 years and more to get involved in the survey as our respondents. A non-probabilistic convenient sampling method was employed to obtain participants from public locations in the urban area. We managed to get 131 questionnaires, but after sorting out the incomplete ones, we obtain 107. The valid samples are five times the questions given [53], suggesting an adequate sample number. Samples' information based on age and the frequency of using paratransit is shown in Table 2.

Table 2. *Participants' characteristics of the 107 samples*

	Group	Number	Percentage
Age	17-20 years	7	7%
	21-30 years	10	9%
	31-40 years	30	28%
	41-50 years	30	28%
	51-60 years	30	28%
Frequency	Occasionally	21	20%
	Often	65	60%
	Very often	21	20%

To ensure the reliability criteria, an item needs to be sorted out if the value of the Cronbach's alpha is less than 0,6, which means that if the item is sorted out, the value of the Cronbach's alpha increases. The SPSS analysis shows that the latent variable, subjective norm, is not reliable. As a consequence, we decided to make this variable a variable with a single indicator. The indicator used is SN1, as it reflects the features. Cronbach's alpha values for these items are displayed in Table 3. All variables are larger than 0,6, indicating that the Likert scale reliability has been fulfilled.

Table 3. *Cronbach's alpha for the research's variables*

Factor	L	K	A	N
The number of the observed variables	7	7	4	1
The observed variables' Cronbach's alpha	0,603	0,628	0,613	
The overall Cronbach's alpha		0,798		

Regression analysis is carried out to evaluate the passengers' loyalty to paratransit. We examine three free variables: subjective norm, affection, and cognition, while the control variable is usage frequency. The regression method applied is the stepwise regression with the frequency inserted first and followed by the full model, in which the free variables are added.

5. RESULT

The regression analysis' result is summarized in Table 4. It shows that usage frequency at first is associated with users' loyalty ($p < 0.05$ in the M1 model) but not to the full model ($p > 0,05$ in the M2 model). Meanwhile, the cognitive factor is weakly associated with users' loyalty ($p < 0,10$). In other words, usage frequency does not have a major role in determining users' loyalty while cognitive assessment does.

Table 4. *The result of paratransit passengers' loyalty regression*

Variable	Loyalty Model	
	Minimal (M1)	Full (M2)
Frequency	0,122**	0,036
Cognition		0,192*
Affection		0,272***
Subjective norm		0,087
Constant	3,633***	1,706***
Adjusted R^2	0,039	0,272
Sample size	107	107

*$p < 0,100$, **$p < 0,050$, ***$p < 0,010$

The affective variable shows a significant effect on loyalty ($p < 0,01$). It increases the users' loyalty to paratransit usage. On the other hand, the subjective norm exhibits an insignificant positive effect ($p < 0,05$). The overall fit of the M1 loyalty model is not satisfying, while the M2 model is better. The M1 model's $R^2 = 0,039$ and the M2 model's $R^2 = 0,272$.

6. DISCUSSION

We observe the estimation in Table 4 that all of the free variables, including frequency, affection, cognition, and subjective norm, show the expected signs [4], [11], [54]. Usage frequency shows an insignificant expected sign. However, we suspect this is because evaluation can be used to examine either the first impression or the frequency. Thus, even if the usage frequency is low, users' have decided to be or not to be loyal to paratransit. The first impression alone is enough to generate bias in the next information processing [55].

Affection shows a bigger effect than cognition does in boosting users' loyalty. It means that paratransit users are more sensitive to emotional issues than to cognitive issues. This supports the hypothesis stating that the affective factor has more role in determining paratransit users' loyalty. As we have previously elaborated, this is associated with the emotional ability in overcoming rational features of action [11], [29], [32].

The result also reveals that the subjective norm does not significantly affect loyalty. It is because of the subjective norm's inability to predict behavior when only one party is affected by the subjective norm [56]. Although their families, friends, and coworkers encourage users to be loyal to paratransit, they cannot determine their loyalty. It means there will not be a significant effect on the perceived social pressure. The subjective norm is reciprocal. The users evaluate the verbal message from the surrounding people and their behavior reflects the

perceived social pressure. Ordering without exemplifying indicates low social pressure. It does not significantly affect users' loyalty.

Generally, the result confirms the importance of affective effect on giving long-term consequences to users' loyalty behavior [28]. Affection surpasses the cognitive factor in affecting behavior. This is supported by its feature that is more intense compared to that of the cognition in future traveling behavior. This high intensity generates a longer-lasting experience in a person's memory [11]. Therefore, the effort to boost passengers' satisfaction and positive affection will have a better impact on loyalty instead of the cognitive-based rationalization efforts [57], [58].

Further research should enlarge the understanding of the affection's and cognition's effects on the users' loyalty. Besides, the loyalty chain stage theory affirms the chain of cognition, then affection, and finally conative in building loyalty [27], [37], [54], [59]. The next study might build a more complicated sequential model to predict paratransit passengers' loyalty.

7. CONCLUSION

Proofs obtained in this research support the viewpoint that affection has the most positive effect on paratransit passengers' loyalty. Besides, we highlight the result of the cognitive variable that only weakly affects loyalty. A service accentuating hospitality, politeness, and ethics needs to be prioritized in promoting health protocol to prevent Covid-19 transmission. The specific recommendations deriving from this research are (1) passengers must obey the health protocol and this has to be delivered in a sympathetic, personal, and emotional way, (2) drivers have to build a warm relationship with their passengers and yet within the professional boundary, and (3) masks should be replaced by transparent plastic face shields to improve verbal communication which allows facial expression that is important in building the emotional relationship.

REFERENCES

[1] J. L. Kent and R. Dowling, 'The Future of Paratransit and DRT: Introducing Cars on Demand', in *Paratransit: Shaping the Flexible Transport Future*, vol. 8, Emerald Group Publishing Ltd., 2016, pp. 391–412.

[2] V. K. Phun, R. Masui, and T. Yai, 'Operational Characteristics of Paratransit Services with Ride-Hailing Apps in Asian Developing Cities : The Phnom Penh Case', *J. Transp. Technol.*, vol. 8, pp. 291–311, 2018.

[3] D. Su, D. Q. Nguyen-Phuoc, and L. W. Johnson, 'Effects of perceived safety , involvement and perceived service quality on loyalty intention among ride-sourcing passengers', *Transportation (Amst).*, 2019.

[4] D. Q. Nguyen-Phuoc, D. Su, P. Tran, D. T. Le, and L. W. Johnson, 'Factors influencing customer ' s loyalty towards ride-hailing taxi services – A case study of Vietnam', *Transp. Res. Part A*, vol. 134, pp. 96–112, 2020.

[5] C. Domarchi, J. E. Coeymans, and J. D. D. Ortúzar, 'Shared taxis : modelling the choice of a paratransit mode in Santiago de Chile', *Transportation (Amst).*, vol. 46, no. 6, pp. 2243–2268, 2019.

[6] T. B. Joewono and H. Kubota, 'Exploring Negative Experiences and User Loyalty in Paratransit', *Transp. Res. Rec. J. Transp. Res. Board*, no. 2034, pp. 134–142, 2007.

[7] T. B. Joewono and H. Kubota, 'User Perceptions of Private Paratransit Operation in Indonesia', *J. Public Transp.*, vol. 10, no. 4, pp. 99–118, 2007.

[8] F. Jia, D. Li, G. Liu, H. Sun, and J. E. Hernandez, 'Achieving loyalty for sharing economy platforms : an expectation – confirmation perspective', *Int. J. Oper. Prod.*

Manag., pp. 1–28, 2020.

[9] A. Kuswanto, S. Sundari, A. Harmadi, and D. Hariyanti, 'The determinants of customer loyalty in the Indonesian ride- sharing services : offline vs online', *Innov. Manag. Rev.*, vol. 17, no. 1, pp. 75–85, 2020.

[10] S. Yang, Y. Song, S. Chen, and X. Xia, 'Why are customers loyal in sharing-economy services ? A relational benefits perspective', *J. Serv. Mark.*, vol. 31, no. 1, pp. 48–62, 2017.

[11] A. Ababio-Donkor, W. Saleh, and A. Fonzone, 'Understanding transport mode choice for commuting : The role of Affect', *Transp. Plan. Technol.*, pp. 1–20, 2020.

[12] I. Y. Bakti, T. Rakhmawati, S. Sumaedi, T. Widianti, M. Yarmen, and N. J. Astrini, 'Public transport users ' WOM : an integration model of the theory of planned behavior , customer satisfaction theory , and personal norm theory', *Transp. Res. Procedia*, vol. 48, pp. 3365–3379, 2020.

[13] O. Al Maghraoui, F. Vallet, J. Puchinger, and B. Yannou, 'Modeling traveler experience for designing urban mobility systems', *Des. Sci.*, vol. 5, no. 7, pp. 1–24, 2019.

[14] V. K. Phun, H. Kato, and T. Yai, 'Characteristics and Perceptions of Paratransit Users in Phnom Penh', *J. East. Asia Soc. Transp. Stud.*, vol. 12, pp. 2215–2232, 2017.

[15] C. Berridge, C. Freitag, C. Parsey, I. Johnson, M. Ramirez, and S. W. Allard, 'Caring for Washington's Older Adults in the Covid-19 Pandemic: Interviews with Organization Leaders about the State of Social and Healthcare Services', Washington DC, 2020.

[16] A. Bossert *et al.*., 'Limited containment options of COVID-19 outbreak revealed by regional agent-based simulations for South Africa', *ArXiv Prepr.*, 2020.

[17] D. Wei, X. Cao, and M. Wang, 'What Determines the Psychological Well-Being during Commute in Xi ' an : The Role of Built Environment , Travel Attitude , and Travel Characteristics', *Sustainability*, vol. 11, no. 1328, pp. 1–21, 2019.

[18] D. Ettema, T. Garling, L. E. Olsson, M. Friman, and S. Moerdijk, 'The road to happiness : Measuring Dutch car drivers ' satisfaction with travel', *Transp. Policy*, vol. 27, pp. 171–178, 2013.

[19] E. Diener, E. Suh, R. Lucas, and H. Smith, 'Subjective Well-Being: Three Decades of Progress', *Psychol. Bull.*, vol. 125, no. 2, pp. 276–302, 1999.

[20] I. Alnawas and J. Hemsley-Brown, 'The differential effect of cognitive and emotional elements of experience quality on the customer-service provider's relationship', *Int. J. Retail Distrib. Manag.*, vol. 46, no. 2, pp. 125–147, 2018.

[21] R. Bolton and J. H. Drew, 'A Multistage Model of Customers' Assessments of Service Quality and Value', *J. Consum. Res.*, vol. 17, pp. 375–384, 1991.

[22] J. De Vos, 'Satisfaction-induced travel behaviour', *Transp. Res. Part F Psychol. Behav.*, vol. 63, pp. 12–21, 2019.

[23] R. Westbrook and M. Reilly, 'Value-Percept Disparity : an Alternative to the Disconfirmation of Expectations Theory of Consumer Satisfaction', in *Advances in Consumer Research Volume 10*, R. P. Bagozzi and A. Tybout, Eds. Ann Arbor, MI: Association for Consumer Research, 1983, pp. 256–261.

[24] J. L. Giese and J. A. Cote, 'Defining Consumer Satisfaction', *Acad. Mark. Sci. Rev.*, vol. 1, no. 1, pp. 1–22, 2000.

[25] D. Van Lierop, M. G. Badami, and A. M. El-Geneidy, 'What influences satisfaction and loyalty in public transport ? A review of the literature', *Transp. Rev.*, vol. 38, no. 1, pp. 52–72, 2018.

[26] D. Kahneman and A. Tversky, 'Prospect Theory: An Analysis of Decision under Risk', *Econometrica*, vol. 47, no. 2, pp. 263–292, 1979.

[27] R. L. Oliver, 'Whence Consumer Loyalty ?', *J. Mark.*, vol. 63, pp. 33–44, 1999.
[28] D. Kahneman, *Thinking, Fast and Slow*. New York: Farrar, Straus and Giroux, 2011.
[29] G. F. Loewenstein, E. U. Weber, C. K. Hsee, and N. Welch, 'Risk as Feelings', *Psychol. Bull.*, vol. 127, no. 2, pp. 267–286, 2001.
[30] G. F. Loewenstein, 'Emotions in Economic Theory and Economic Behavior', *AEA Pap. Proc.*, vol. 90, no. 2, pp. 426–432, 2000.
[31] N. Naqvi, B. Shiv, and A. Bechara, 'The Role of Emotion in Decision Making: A Cognitive Neuroscience Perspective', *Curr. Dir. Psychol. Sci.*, vol. 15, no. 5, pp. 260–264, 2006.
[32] D. Redelmeier, P. Rozin, and D. Kahneman, 'Understanding patients ' decisions : cognitive and emotional perspectives', *JAMA*, vol. 270, no. 1, pp. 72–76, 1993.
[33] J. R. Gray, T. S. Braver, and M. E. Raichle, 'Integration of emotion and cognition in the lateral prefrontal cortex', *PNAS*, vol. 99, no. 6, pp. 4115–4120, 2002.
[34] J. E. Ledoux and R. Brown, 'A higher-order theory of emotional consciousness', *PNAS*, pp. E2016–E2025, 2017.
[35] I. Ajzen, 'The theory of planned behavior', *Orgnizational Behav. Hum. Decis. Process.*, vol. 50, pp. 179–211, 1991.
[36] Y. Lee, L. Pan, C. Hsu, and D. Lee, 'Exploring the Sustainability Correlation of Value Co-Creation and Customer Loyalty-A Case Study of Fitness Clubs', *Sustainability*, vol. 11, no. 97, pp. 1–15, 2019.
[37] R. L. Oliver, *Satisfaction: A Behavioral Perspective on the Consumer*, Second. London: Routledge, 2015.
[38] P. Kotler, *Marketing Management: Analysis, Planning, Implementation and Control*, 9th Editio. Prentice Hall, 1999.
[39] J. Lee, J. Lee, and L. Feick, 'The impact of switching costs on the customer satisfaction-loyalty link : mobile phone service in France', *J. Serv. Mark.*, vol. 15, no. 1, pp. 35–46, 2001.
[40] T. Teo, 'Modelling Facebook usage among university students in Thailand : the role of emotional attachment in an extended technology acceptance model', *Interact. Learn. Environ.*, vol. 24, no. 4, pp. 745–757, 2016.
[41] E. Moriuchi, 'Okay , Google !: An empirical study on voice assistants on consumer engagement and loyalty', *Psychol. Mark.*, vol. 36, no. 5, pp. 489–501, 2019.
[42] R. Reisenzein, 'Cognition and Emotion: A Plea for Theory', *Cogn. Emot.*, vol. 33, no. 1, pp. 109–118, 2019.
[43] S. L. Koole and K. Rothermund, 'Revisiting the past and back to the future : Horizons of cognition and emotion research', *Cogn. Emot.*, vol. 33, no. 1, pp. 1–7, 2019.
[44] K. Rothermund and S. L. Koole, 'Rethinking emotion science : new theory section for Cognition & Emotion', *Cogn. Emot.*, vol. 34, no. 4, pp. 628–632, 2020.
[45] T. Fernandes and J. Proenca, 'Reassessing Relationships in Consumer Markets : Emotion , Cognition , and Consumer Relationship Intention', *J. Relatsh. Mark.*, vol. 12, pp. 41–58, 2013.
[46] J. G. Barnes, 'Closeness, Strength, and Satisfaction: Examining the Nature of Relationships between Providers of Financial Services and Their Retail Customers', *Psychol. Mark.*, vol. 14, no. 8, pp. 765–790, 1997.
[47] J. P. Meyer, D. J. Stanley, L. Herscovitch, and L. Topolnytsky, 'Affective, continuance, and normative commitment to the organization: A meta-analysis of antecedents, correlates, and consequences', *J. Vocat. Behav.*, vol. 61, no. 1, pp. 20–52, 2002.
[48] T. Jones and S. Taylor, 'The conceptual domain of service loyalty : how many dimensions ?', *J. Serv. Mark.*, vol. 21, no. 1, pp. 36–51, 2007.

[49] V. Kumar, T. R. Bohling, and R. N. Ladda, 'Antecedents and consequences of relationship intention : Implications for transaction and relationship marketing', *Ind. Mark. Manag.*, vol. 32, pp. 667–676, 2003.
[50] Y. Yi and T. Gong, 'If Employees " Go the Extra Mile ," Do Customers Reciprocate with Similar Behavior ?', *Psychol. Mark.*, vol. 25, no. 10, pp. 961–986, 2008.
[51] W. Chen, C. Cao, X. Fang, and Z. Kang, 'Expanding the Theory of Planned Behaviour to Reveal Urban Residents' Pro-Environment Travel Behaviour', *Atmosphere (Basel).*, vol. 10, no. 467, pp. 1–21, 2019.
[52] Y. Chung and C. Feng, 'Brand relationship between global airline alliances and their member airlines', *J. Air Transp. Manag.*, vol. 55, pp. 222–233, 2016.
[53] J. Hair, W. C. Black, B. J. Babin, and R. Anderson, *Multivariate Data Analysis*, Seventh. San Francisco: Pearson Prentice Hall, 2010.
[54] A.-K. Hegner-Kakar, N. F. Richter, and C. M. Ringle, 'The customer loyalty cascade and its impact on profitability in financial services', in *Partial least squares structural equation modeling: Recent advances in banking and finance*, N. Avkiran and C. M. Ringle, Eds. Springer, 2018, pp. 1–31.
[55] S. Sop and N. Kozak, 'Effects of brand personality , self-congruity and functional congruity on hotel brand loyalty', *J. Hosp. Mark. Manag.*, vol. 28, no. 8, pp. 926–956, 2019.
[56] C. Othman and M. S. Rahman, 'Investigation of the Relationship of Brand Personality , Subjective Norm and Perceived Control on Consumers ' Purchase Intention of Organic Fast Food', *Mod. Appl. Sci.*, vol. 8, no. 3, pp. 92–106, 2014.
[57] R. Metcalfe and P. Dolan, 'Behavioural economics and its implications for transport', *J. Transp. Geogr.*, vol. 24, pp. 503–511, 2012.
[58] F. Dobbie, S. McConville, and R. Ormston, 'Understanding Why Some People Do Not Use Buses', 2010.
[59] H. Han, J. Yu, J. Lee, and W. Kim, 'Impact of hotels ' sustainability practices on guest attitudinal loyalty : application of loyalty chain stages theory', *J. Hosp. Mark. Manag.*, vol. 28, no. 8, pp. 905–925, 2019.