

# The Impact Of Social Media Marketing Activity On Purchase Intention: Brand Awareness As A Moderator In An Intercity Bus Study

*Social Media  
Marketing and  
Purchase Intention*

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## ABSTRACT

The optimization of social media in public transportation facilities such as public buses is increasingly being improved. So far, empirical research that examines the role of Social Media Marketing Activity (SMMA), Brand Awareness (BA), and Purchase Intention (PI) in one model at the same time in the perspective of Uses and Gratification Theory (UGT) is very limited. This study aims to examine the role of SMMA as an antecedent to BA and PI, as well as the contribution of BA as a moderator to the influence of SMMA on PI in the UGT perspective. This study obtained 262 answers from respondents who are intercity and interprovincial bus users and actively use Facebook as social media to get information about Public Buses. Data was collected using a questionnaire with a convenience sampling approach. The hypothesis that has been proposed in this study is entirely accepted with the direction of influence being entirely positive. This study reveals that SMMA is able to provide alternatives in answering user needs, the optimization of SMMA can trigger the dual role of BA as an internal and external factor in increasing the PI of public buses.

**Keywords:** Uses and Gratification Theory, Public Bus, Social Media Marketing Activity, Brand Awareness, Purchase Intention

**JEL Classification:** [M31, L91, D12]

## INTRODUCTION

The dynamics of rapidly evolving technology create social media that is optimized for disseminating information about public transportation (Jenny Hsing-I Liu, 2017). Social media affects various aspects of people's lives, one of which is business (Al-Rashid et al., 2020), so it is not surprising that social media effectively contributes to bridging the company's communication with customers (Saxena & Khanna, 2013), especially in the scope of transportation which is significantly affected by information from social media (Yigitcanlar et al., 2024). Communication in public transportation is a key aspect in it, so that it can ensure that public transportation can operate efficiently and responsively to the needs of its users (Guzman et al., 2023; Ramos et al., 2019; Vicente & Reis, 2016). Thus, communication on social media is a critical component in bridging the trust of transportation providers with users (Chatzi & Kourousis, 2024) and become a means to know the opinions of users (Rashidi et al., 2017).

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Referring to current research on social media in the context of transportation, it has become a concern for various academics, government and other practitioners. (Li et al., 2019; Pender et al., 2014). The discussion of social media involvement in the context of transportation is a new context in research (Mathews et al., 2025), so far, there have been several research results that state that public transportation users depend on information they get from social media (Bregman, 2012; Nikolaidou & Papaioannou, 2018; Novita & Husna, 2020), although there have been several previous studies that have addressed this topic by looking at the influence of social media on ministry (Khosravi et al., 2023; Samosir et al., 2021), behavioral intention (Raesi Ziarani et al., 2023; Zhu et al., 2023), brand equity (Algharabat et al., 2020), customer Response (Aljumah et al., 2021; Prasetyo et al., 2022; Rusfian & Alessandro, 2021; Zarei et al., 2022), and brand loyalty (Aljuhmani et al., 2023; Ebrahim, 2020; Haudi et al., 2022; Ibrahim & Aljarah, 2023; Malarvizhi et al., 2022). However, research that discusses the influence of Social Media Marketing Activity on Purchase Intention is still limited to the scope of transportation.

This research is based on Uses and Gratification Theory (UGT), because the characteristics of social media marketing, such as interactivity and information sharing, align them with UGT (Al-Jabri et al., 2015; Hossain, 2019). Social media influences usage decisions and individual behavior in using transportation (Sadri et al., 2021), while UGT has become the theory of various studies to see the influence of social media on user behavior intentions (Al-Jabri et al., 2015; Hsiao et al., 2016). The limitations of research that have occurred so far are solved by developing research that has previously been carried out by Patmawati & Miswanto (2022), by combining Social Media Marketing Activity, Brand Awareness, and Purchase Intention which were tested in one research model. In order to obtain accurate research results, this study asks the research questions. The first question, Does Social Media Marketing Activity contribute positively to Brand Awareness and Purchase Intention with special references for social media users? And the second question, What is the role of Brand Awareness moderation in UGT's view with the influence of Social Media Marketing Activity on Purchase Intention?

The two research questions were solved by analyzing the influence between variables and the influence of moderation described in this study. Thus, this study enriches knowledge by revealing the influence of social media activities on brand awareness and use intention in the view of UGT, the next contribution is that the findings in this study reveal the role of Brand Awareness moderation on the influence of Social Media Marketing which provides a different understanding of previous research especially on use intention in public transportation.

This research includes 5 parts, of which part 1 is an introduction that explains the background, gaps, research questions, and contributions of this research. Part 2 of this study is a literature review and hypothesis development. Part 3 of this study is a research method that includes Data Collection, Research Instruments, Data Analysis Techniques, and Robustness Check. Part 4 of this study is the presentation of findings and discussion of the findings obtained. Part 5 explains the conclusions, suggestions, and limitations of this study, so that it becomes the basis for further research.

## **LITERATURE REVIEW**

### **Uses and Gratification Theory (UGT)**

Uses and Gratification Theory (UGT) was developed by Katz et al. (1974), is one of the communication theories that focuses on social communication. This theory adapts a functionalistic approach to communication and the media, and states that the most important role of the media is to meet the needs and motivations of the audience. According to Ku et al. (2013) UGT is one approach to studying the dynamic role of the audience in choosing media, recommending that the audience actively seek, identify, and use media to meet specific satisfaction needs. UGT is rooted in traditional mass communication research on how certain media are sought and selected to meet the needs of their users (Katz et al., 1974). Most social networking site studies have applied UGT

to assess customer intent to continue using social networking sites (Al-Jabri et al., 2015; M. Majeed et al., 2021; Muhammad Faizal et al., 2024).

### **Social Media Marketing Activity (SMMA)**

Social media platforms allow user engagement to build trust in brand equity (del Barrio-García & Prados-Peña, 2019) and purchase intention (Moslehpour et al., 2021; Umair Manzoor et al., 2020). Models developed by Bilgin (2018) In his research, it was stated that Social Media Marketing Activity (SMMA) is a multidimensional variable with the component being entertainment which means that social media can create positive feelings about a brand in the minds of its users (Kang, 2010), meaningful interaction of brand content on social media can be shared and collaborated with its users (Wang et al., 2012), advertising is used as a vehicle to promote business to increase sales with social media (Alalwan et al., 2017), and Customization which refers to that with social media can create customer satisfaction based on the contact that occurs for each individual (Ding & Keh, 2016). The activity of social media platforms encouraging the delivery of brand-related information will strengthen the interaction between consumers and the brands offered (Hanna et al., 2011). Referring to research on transportation, this interaction has a significant impact on increasing consumer exposure to brand awareness (Ashley & Tuten, 2015; Bilgin, 2018; Cheung et al., 2019; Seo & Park, 2018). Several other studies show that the transportation industry has also proven to rely on social media to increase usage intent (Giningroem et al., 2024; Hakim et al., 2024; Rahnama et al., 2024; Zhu et al., 2023). Thus, based on this explanation, the following hypotheses can be produced:

*H1: Social media marketing activities have a positive effect on brand awareness.*

*H2: Social Media Marketing Activities have a positive effect on Purchase Intention*

### **Brand Awareness (BA)**

The ability of a brand to be recognized, identified, and remembered by consumers before intending to buy is known as brand awareness (Civelek & Ertemel, 2019). Brand awareness (BA) refers to the level of recognition, acceptance, and recall of a brand in any case (Perreault et al., 2011). Brand awareness plays an important role in consumer confidence in a brand (Rubio et al., 2014), so as to maintain business sustainability in every company (Zia et al., 2021), Because consumers tend to choose the brand preference of a product that they already know (Foroudi et al., 2018). Based on the results of research that has been carried out so far, it has been found that brand awareness significantly affects the intention to buy products (Dabbous & Barakat, 2020; Haratua Pandjaitan, 2018; Krisnawan & Jatra, 2021; Sivaram et al., 2020). Thus, based on this explanation, the following hypotheses can be generated:

*H<sub>3</sub>: Brand awareness has a positive effect on purchase intention*

### **Purchase Intention (PI)**

Purchase intent (PI) is a form of decision-making in which consumers find the reasons behind the process of purchasing a brand (Shah & Pillai, 2012). Purchase intent is an important construct that must be researched to see opportunities for increased purchases (Martins et al., 2019). The study outlines social media marketing activities, and brand awareness as these variables also strongly encourage purchase intent, as suggested by previous research (Sağtaş, 2022; Shuyi et al., 2024; Zeqiri et al., 2025). Several studies have focused on the role of brand awareness as a construct mediator in influencing purchase intent. Users of social media marketing platforms can promote their brands and create awareness, then turn this awareness into behavior of desire to purchase (Evans et al., 2021; Khan et al., 2019). Various studies have found that brand awareness moderates in increasing the influence of social media marketing activities on purchase intent (Dabbous & Barakat, 2020; Hameed et al., 2023; Hornga et al., 2022; Mabkhot & Piaralal, 2024; M. U. Majeed et al., 2024; Rachmawati & Suroso, 2022). Thus, based on this explanation, the following hypotheses can be produced:

*H<sub>4</sub>: The influence between social media marketing activities and purchase intent is moderated by brand awareness*

Based on a literature review on each variable and the development of the hypothesis that has been carried out, then all the hypotheses that have been proposed are compiled in the research model shown in Figure 1 below.

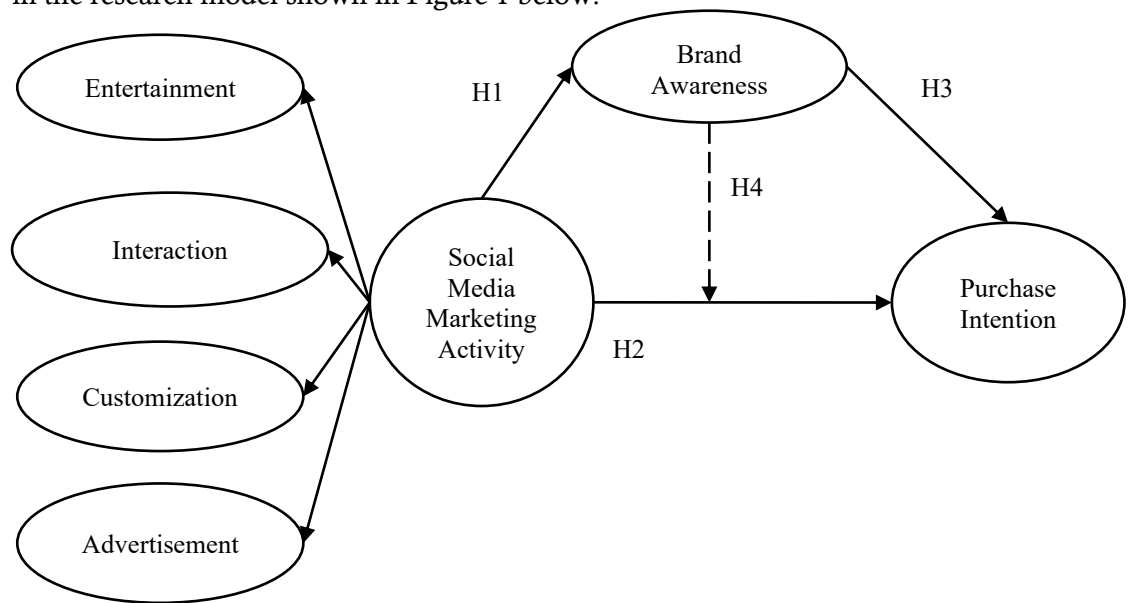


Figure 1 Research Model

## RESEARCH METHODS

### Data Collection Methods

This study uses a convenience sampling approach to obtain responses from populations that are difficult to know and reach (Miao & Zhang, 2024) and provides convenience with good flexibility, does not cost much, and is easy to do (Guest et al., 2006). The sample in this study is individuals who have used intercity and interprovincial buses and use Facebook as a social media in accessing information about public buses, because Facebook has become the most widely used social media by the public in the last decade (Mathews et al., 2025), with 3 billion users every month (Statista, 2024). The sample in this study was obtained from the distribution of questionnaires in the Special Capital Region of Jakarta (DKI Jakarta) using Google Form media. The study sample size was measured using Inverse Square Root Method (Kock & Hadaya, 2018), because it is easy to use and accurate (Guenther et al., 2023), The minimum sample size of this study was 232 respondents, with the results of obtaining 301 respondents, based on the data obtained there were 31 incomplete answers and 8 error answers, so that there were 262 respondent answers analyzed. The distribution of questionnaires was carried out from August to November 2024.

### Research Instruments

The questionnaire in this study adopts research instruments that have been developed in previous studies. The questionnaire was developed in accordance with the measured dimensions, the researcher designed the questions according to the benchmark that became valid in the development of variables (Strati, 2000). The total number of question items in this research questionnaire is 16 items, with details of the Social Media Activity variable amounting to 9 items adopted from the study Bilgin (2018), Brand Awareness totals 3 items adopted from the study Seo & Park (2018), and Purchase Intention totalling 4 items adopted from the study Husnain & Toor (2017). The details regarding each item used are shown in Table 1 below.

Table 1 Research Instruments

Variable	Dimension	Items
<b>Social Media Marketing Activity</b> (Bilgin, 2018)	Entertainment	1. Using social media is fun.
		2. The content displayed on social media looks interesting.
		3. Social media allows you to share information with others.
	Interaction	4. Social media allows you to share your opinions with others.
		5. The information displayed on social media is up to date.
		6. The company's use of social media is interesting.
	Customization	7. Social media provides the information needed.
	Advertisement	8. Advertising this brand on Social-Media appeals to me.
		9. The brand's media and social media ads had a good impact on my interest in the intercity bus brand.
<b>Brand Awareness</b> (Seo & Park, 2018)		10. I can always recognize the brand of this intercity bus company
		11. I know the brand characteristics of this intercity bus company
		12. Some of the characteristics of this intercity bus company came to my mind quickly.
<b>Purchase Intention</b> (Husnain & Toor, 2017)		13. Interacting with the brand's social media helped me make a better decision before purchasing this intercity bus service
		14. Interacting with the brand's social media increased my interest in purchasing this intercity bus service
		15. I plan to buy products like those marketed on social media of this intercity bus brand.
		16. I have high intentions to become a customer of this intercity bus brand.

### **Data Analysis Technique**

The data analysis process in the study uses Structural Equation Modelling-based testing with the approach Partial Least Square (SEM-PLS) (Chin, 1998), The data analysis was carried out with Smart PLS 3.2.9 software. The data analysis in this study was carried out by going through two series, first namely analysis and then continued with interpretation based on the results obtained from structural model testing (Hulland, 1999). The values of loading factor and Average Variance Extracted (AVE) were obtained from the results of the convergence validity test (Hair et al., 2014), Meanwhile, to find out the validity of discrimination, the test was carried out by cross loading. The value of internal consistency in this study was obtained from the results of Cronbach's Alpha analysis (Cronbach, 1951; Nunnally, 1978), while to determine the validity value of discrimination in this study using the Heterotrait – Monotrait (HTMT) (Henseler et al., 2015). The SMMA variable in the study is a multidimensional variable, so in the analysis process with SEM-PLS it is necessary to measure with second-order analysis.

### **Robustness Check**

A series of methods were carried out to prevent the data in this study from being affected Common Method Bias (CMB). CMB It is often done to see the cohesion of the

data, especially research data obtained from the results of surveys obtained and reported by themselves (Podsakoff et al., 2003). The quality of the data obtained in the study is based on the statement Podsakoff et al. (2003) and Zhao et al. (2023) to ensure that the data is collected anonymously and used only for research purposes, so that the answers from the respondents are guaranteed to be confidential and the respondents can answer without any fear (Hanaysha, 2022). Checking the robustness of the data is also based on the criteria Harman (1976) single factor test, Based on the test results obtained in this study, the single factor test value is 41.63%, which is smaller than 50%. Furthermore, based on the results of the collinearity test, all items in this study are free from multicollinearity with a Variance Inflation Factor (VIF) value of no more than 3.3 (Kock, 2015) shown in Table 2. All of these results mean that there is no CMB, so each item of the measurement is not mixed with each other.

Table 2 Value of Variance Influence Factor

Indicator	VIF Score	Indicator	VIF Score
A1	2.648	E3	1.847
A2	2.608	I1	2.061
BA1	2.516	I2	1.486
BA2	2.429	I3	2.020
BA3	2.184	PI1	2.823
C1	1.785	PI2	2.830
E1	1.813	PI3	2.770
E2	1.568	PI4	1.681

## RESULT AND DISCUSSION

### Respondent Profile

The data in this study was collected from various backgrounds of public transportation users, namely intercity and interprovincial buses. The answers from the respondents were analyzed to be able to find out the characteristics of the respondents' profiles (Rachmawati & Suroso, 2022). The results of data collection showed that this study obtained 262 respondents with a total of 59.16% men and 40.84% women, most of whom were people aged 19-28 years old as much as 29.39%, while there were 117 respondents who were reluctant to provide information on their age or around 44.66% of the total respondents, while at the education level the majority were undergraduate graduates with a total of 101 or around 38.55%. The overall information of the respondents is shown in Table 3 below.

Table 3 Demographic Profile

Information	Amount	Percentage
<b>Age Classification</b>		
19 – 28 years old	77	29.39%
29 – 38 years old	35	13.36%
39 – 48 years old	21	8.02%
49 – 58 years old	10	3.82%
59 – 68 years old	2	0.76%
Prefer Not to Say	117	44.66%
<b>Amount</b>	262	100%
<b>Gender</b>		
Man	155	59.16%
Woman	107	40.84%
<b>Amount</b>	262	100%
<b>Occupation</b>		
Army/Police	7	2.67%
Lecturer	10	3.82%
Teacher	11	4.2%

Information	Amount	Percentage
Private Employee	89	33.97%
Civil Servant	27	10.31%
Student	57	21.76%
Entrepreneur	30	11.45%
Others	31	11.83%
<b>Amount</b>	<b>262</b>	<b>100%</b>
<b>Education</b>		
Junior High School	1	0.38%
High School	109	41.6%
Diploma	17	6.49%
Bachelor Degree	101	38.55%
Master Degree	23	8.78%
Doctor Degree	4	1.53%
Others	7	2.67%
<b>Amount</b>	<b>262</b>	<b>100%</b>

### Validity and Reliability Testing

The validity and reliability were tested in this study by looking at five indicators, namely the Loading Factor value obtained, Cross Loading, Composite Reliability, Cronbach's Alpha, and Average Variance Extracted (AVE). The minimum value of the Loading Factor is 0.6, Cross Loading 0.7, Composite Reliability 0.7, and the minimum AVE is 0.5 (Hair et al., 2010, 2019). The test results are carried out on each indicator that obtains a value greater than the set limit. The results of the test on the Validity and Reliability of this study are shown in Table 4.

Table 4 Validity and Reliability Test

Variable	Dimension	Indicator	Loading Factor	Cronbach's Alpha	Cross Loading	Composite Reliability	AVE
Use of social media	Entertainment	E1	0.703	0.885	0.895	0.907	0.522
		E2	0.644				
		E3	0.701				
	Interaction	I1	0.731				
		I2	0.601				
		I3	0.740				
	Customization	C1	0.744				
Advertisement	A1	0.796					
	A2	0.816					
Brand Awareness		BA1	0.899	0.874	0.875	0.923	0.799
		BA2	0.901				
		BA3	0.881				
Purchase Intention		PI1	0.884	0.886	0.886	0.922	0.746
		PI2	0.887				
		PI3	0.883				
		PI4	0.798				

### Findings

The Goodness of Fit assessment in the study is known by looking at the Q2 value which can be an indicator in determining the predictive relevance of the research (Chin, 1998). The predictive values in this study are shown in Table 5 which is generated in the final results of the Q2 value. Based on the results obtained in the study, it shows that the Q2 value > 0.35, which is 0.593, so the model in this study has strong predictive relevance (Hair Jr et al., 2017). Thus, based on these values, it can be concluded that this study is able to predict the factors that cause purchase intention as much as 59%, while 41% (100% - 59%) of other factors occur out of control in this research model.

Table 5 R Square, R Square Adjusted, Q Square

Variable	R Squares	R Adjusted	Q <sup>2</sup> =1-(1-R <sub>1</sub> <sup>2</sup> )(1- R <sub>2</sub> <sup>2</sup> )
Brand Awareness	0.181	0.178	0.596
Purchase Intention	0.507	0.501	

The measurement of the validity of discrimination in this study uses the Heterotrait-Monotrait (HTMT) approach, because it can ensure that the variables studied in this study do not overlap with the criterion that each variable has an HTMT value < 0.9 (Henseler et al., 2015). Based on the tests that have been carried out in this study, it can be found that all variables including the four dimensions in SMMA, namely Advertisement, Customization, Interaction, and Entertainment that have been tested do not have an HTMT value of more than 0.9, so it can be ascertained that the four dimensions are different from other constructs (Rumanti et al., 2023), the results of the test are shown in Table 6.

Table 6 Heterotrait – Monotrait Discriminant Validity Test

	Adv.	BA	Cus.	Ent.	Int.	Moderating Effect	PI	SMMA
Advertisement								
Brand Awareness	0.413							
Customization	0.548	0.267						
Entertainment	0.417	0.192	0.475					
Interaction	0.665	0.342	0.450	0.364				
Moderating Effect	0.332	0.059	0.320	0.352	0.251			
PI	0.618	0.586	0.471	0.407	0.563	0.142		
Social Media Marketing Activity	0.811	0.486	0.781	0.758	0.757	0.439	0.728	

The hypothesis in this study was tested with the SEM shown in Table 7 and the structural model in Figure 2. The hypothesis in this study is accepted on the condition that the p-value  $\alpha < 0.05$ . Based on the results of testing all hypotheses carried out, it can be known that all hypotheses meet the acceptance requirements, so that all hypotheses in this study are accepted. All accepted hypotheses showed a positive direction with a positive original sample value, so there was no influence on the dependent variables in each hypothesis (Hair Jr et al., 2017).

Based on the results of hypothesis testing shown in Table 7 below. It can be seen that the influence given by each hypothesis has different powers, but all have a positive direction. The highest original sample value in the proposed hypothesis was the influence of SMMA on PI of 0.583, the influence of SMMA on BA of 0.426, the influence of BA on PI of 0.277, and the moderation role of SMMA's influence on PI of 0.103. Based on the value of the influence caused, especially on the moderation role of BA on the influence of SMMA on PI, it shows a positive direction, which means that the existence of BA strengthens the influence of SMMA on PI. All hypotheses in this study are accepted, which means that the results in this study are completely consistent with previous studies.

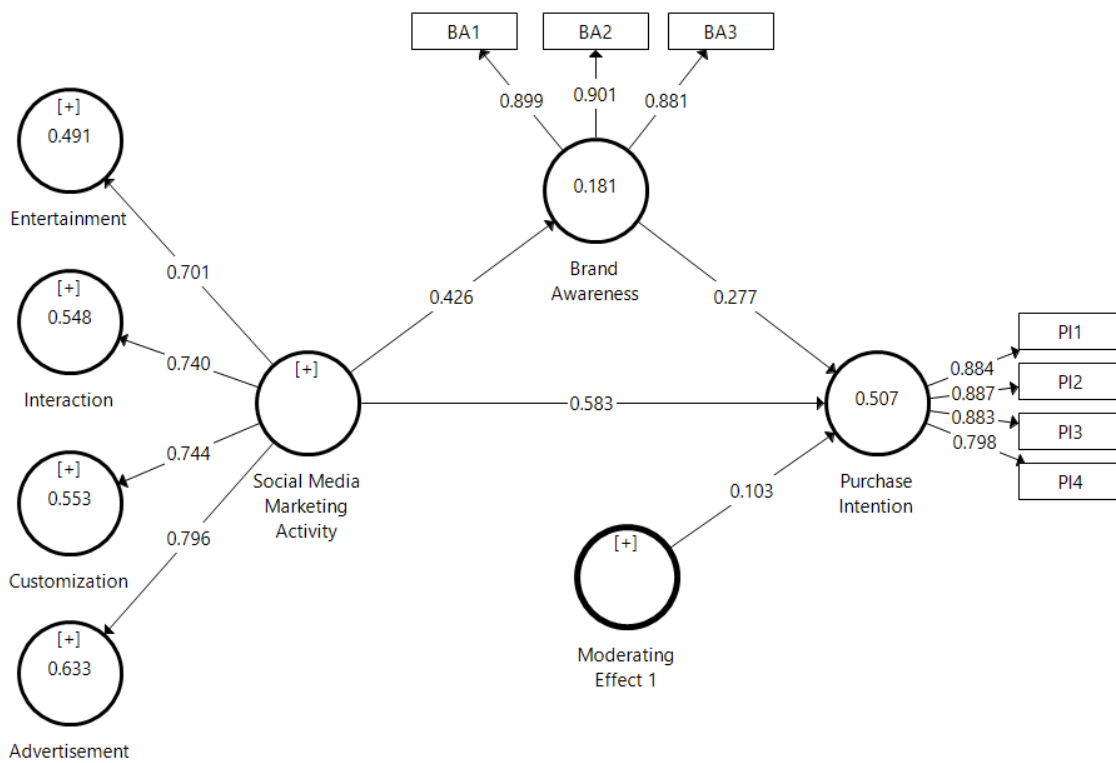


Figure 2 Structural Model Testing  
Table 7 Hypothesis Testing

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values ( $\alpha < 0.05$ )	Result
H <sub>1</sub> = SMMA → BA	0.426	0.426	0.051	8.294	0.000	Accepted
H <sub>2</sub> =SMMA → PI	0.583	0.582	0.056	10.365	0.000	Accepted
H <sub>3</sub> =BA → PI	0.277	0.277	0.059	4.685	0.000	Accepted
H <sub>4</sub> =Moderating Effect 1 → PI	0.103	0.108	0.042	2.433	0.015	Accepted

**Discussion**

This study empirically examines the role of Brand Awareness (BA) moderation on the influence of Social Media Marketing Activity (SMMA) on Purchase Intention (PI) in using Public Buses. Based on the results of tests that have been carried out on each hypothesis proposed, it shows that the results in this study are in line with previous studies. If you look at the results of the first and second hypothesis tests, it shows that the existence of SMMA has an effect on BA, the results are in line with the research (Ashley & Tuten, 2015; Bilgin, 2018; Cheung et al., 2019; Seo & Park, 2018) as well as PI that is in line with research (Giningroem et al., 2024; Hakim et al., 2024; Rahnama et al., 2024; Zhu et al., 2023). Referring to SMMA which has 4 dimensions, it shows that each dimension in the variable is significant and able to exert an influence with the SMMA variable on the BA and PI variables. Furthermore, testing of the effect of BA on PI showed significant results, which is in line with the findings in the study (Dabbous & Barakat, 2020; Haratua Pandjaitan, 2018; Krisnawan & Jatra, 2021; Sivaram et al., 2020), The BA variable which plays a role as a moderator in this study is also proven to moderate the influence of SMMA on PI in line with the findings (Dabbous & Barakat, 2020; Hameed et al., 2023; Hornga et al., 2022; Mabkhot & Piaralal, 2024; M. U. Majeed et al., 2024; Rachmawati & Suroso, 2022).

This study reveals that the role of SMMA has a positive effect on BA and PI. The influence suggests that SMMA can directly increase PI or indirectly through BA. This condition means that the effectiveness of SMMA as a medium in marketing is very

precise, based on statistical tests that are proven to increase BA and PI. The key role of SMMA lies in the dimensions developed by Bilgin (2018) Entertainment, interaction, customization, and advertisement are the main factors that can increase BA and PI. Based on this, the optimization of social media that prioritizes entertainment, interactivity, customization, and advertising in accordance with user characteristics is needed by prioritizing distinctive and interesting content in order to trigger consumer awareness to use public buses.

Referring to the UGT view with the findings in this study, it provides a bright spot by revealing that when all these variables are tested together, the results are positive and significant. The influence of BA on PI and proven to be able to moderate the influence of SMMA on PI shows that the existence of BA is able to bridge the influence of SMMA on PI, so that either directly or through BA, the influence of SMMA still has an impact on PI. The position of BA that is able to moderate shows that the information obtained in SMMA is understood by the user as BA which is then quoted in PI (Evans et al., 2021; Khan et al., 2019). Brand awareness is an external factor that is considered for social media information before making a purchase decision. The ability of BA can have a direct effect on PI and moderating SMMA on PI shows the dual role that BA has in increasing PI. Thus, BA can play an active or passive role in increasing customer purchase intentions.

### **CONCLUSION AND RECOMMENDATION**

The findings of this study reveal the important role of SMMA in BA and PI which is proven both directly and indirectly to have a positive influence on all dependent variables at the same time. This study also reveals the dual role of BA which is proven to have a direct positive influence on PI and moderate the influence of SMMA on PI, thus giving meaning that these factors can be internal factors in the model as well as external factors in the model. Simultaneously, the two findings contribute to UGT by proving that SMMA plays an important role in increasing purchase intentions, so that it is in line with UGT which prioritizes meeting the needs of social media users. UGT views that every user when using social media has a reason to meet their needs, while this study proves that the existence of the influence of SMMA  $\rightarrow$  BA  $\rightarrow$  PI and SMMA  $\rightarrow$  PI which is positive means that SMMA is able to answer the needs of public bus users who use social media, besides that the moderation role of BA towards SMMA towards PI means that the knowledge of social media users who have obtained from the content presented will then be a supporting factor in deciding on the use of public buses.

This study reveals the significant role of SMMA on BA and PI. However, this research is not free from limitations, including that this research is not carried out specifically at a specific moment or time that does not take into account the psychographic situation of the community at a certain time, such as conditions during the year-end holidays. This study only focused on the answers of active users regarding their intention to use public buses and this study only involved responses from public bus users, outside of other available public transportation users such as Mass Rapid Transit (MRT) and online taxi bikes.

Based on the findings in this study, in the future further research is needed that focuses on looking at the intention of using public transportation by considering certain times so that the findings in the study can be further evaluated. Research that considers ex-users of public transportation also needs to be carried out, especially with the aim of exploring the reasons for their switch from public transportation to private transportation, so that further research can be carried out that identifies antecedent to using private transportation compared to public transportation, as well as empirical research with a similar model to reveal the effectiveness of this research model on the type of public transportation Other. Practically, this study recommends that managers be able to prioritize SMMA in running their business, because it has a dual role in improving BA and PI. When BA has a significant role, then simultaneously BA moderates SMMA against PI, so that users significantly consider their intentions in using public buses.

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