

The Importance of Changing Community Attitude in Increasing Switching Decision to Public Transportation: A Case Study of Denpasar City Community

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Traffic congestion is a very important thing for the Denpasar City government to handle at this time. One of the Denpasar city government's efforts to reduce speed is by introducing public transportation to the people of Denpasar City and its surroundings. However, public interest in public transportation is not very high. It is very important to carry out research on people's attitudes and behavior to be able to switch to public transportation. The aim of this research is to determine the role of attitudes in the influence of service quality on the decision of the people of Denpasar City to switch to public transportation. The research method uses path analysis with a sample size of 130 respondents. The research results state that service quality and attitude have a positive influence on the decision to switch to public transportation. This research also states that attitude can partially mediate the influence of service quality on the decision to switch to public transportation. The implication of the research is that the Denpasar city government should be able to improve public transportation services to the community so that it can increase the positive attitude of the community to switch to public transportation.

Keywords: Attitude; Community; Public Transportation; Service Quality; Switching Decision

INTRODUCTION

Bali is an area with a high population density, particularly in the city of Denpasar, which has a population of 784,400 people ([Central Agency of Statistics Bali Province \[BPS Provinsi Bali, 2023\]](#)). The population has also grown due to tourism. The revival of tourism in Bali after the COVID-19 period is evident in the increasing number of foreign visitors. In April 2024, Bali Province recorded 503,194 foreign tourist arrivals, reflecting a 7.24 percent increase compared to the previous month, which saw 469,227 arrivals ([BPS Provinsi Bali, 2024](#)). While Bali's tourism recovery has improved the local economy, it has also brought about several challenges, including traffic congestion.

Traffic jams are a frequent occurrence in Denpasar City, primarily due to the high number of vehicles resulting from active economic activities and increased vehicle ownership. However, the development of road infrastructure has not kept pace with the growth in vehicle numbers. To address this issue, the Bali provincial government has introduced public transportation systems such as Trans Metro buses and Sarbagita buses. These buses aim to reduce congestion in Denpasar City. Despite their introduction, the buses have struggled to attract sufficient ridership, with average utilization rates ranging from 30 to 60 percent ([Triwidayanti, 2022](#)). Many buses remain underutilized on several routes, leading the public to perceive their existence as ineffective.

Several studies emphasize that service quality plays a critical role in encouraging individuals to switch to another product or brand ([Sivakumaran & Peter, 2020](#)). Commonly, service quality is assessed using five dimensions: tangibles, assurance, empathy, responsiveness, and reliability ([Fatati & Oktanawati, 2021](#); [Saputri & Nugroho, 2018](#); [Taan, 2019](#)). However, [Dauda and Jatau \(2023\)](#) found that service quality does not always significantly influence switching decisions.

[Nzowa et al. \(2022\)](#) argued that service quality, encompassing reliability, assurance, tangibility, and empathy, is a key determinant of switching behavior, though responsiveness does not significantly influence such decisions. The ability of a company to enhance service quality provides a competitive advantage over its rivals ([Sumarlinah et al., 2022](#)). Additionally, some studies highlight that service quality can alter an individual's attitude, either positively or negatively ([Zia, 2022](#)).

The Denpasar city government and surrounding areas have made efforts to improve services related to public transportation. Measures taken include providing an adequate transportation fleet, clear instructions on designated passenger waiting areas, and routes that align with tourism destination areas. However, the government has not yet fully designated specific public transportation routes, which can sometimes result in public transportation being affected by traffic jams, ultimately impacting the punctuality of arrivals at each bus stop.

Apart from service quality, attitude can influence a person's acceptance of something, thereby affecting their behavior. A person's decision to switch is often based on an improved attitude compared to their previous perception of a product. However, attitudes can also exert an undue influence, as a positive attitude does not necessarily lead someone to switch to another product ([Nawhami, 2013](#)).

This research is important to understand people's behavior toward using public transportation because the Bali Provincial Government has made numerous improvements to public transportation to alleviate traffic jams in Denpasar City and its surroundings. To date, no other studies have developed a decision model for switching to public transportation in Denpasar City. This research is expected to provide a

foundation for managing public transportation service quality, ultimately aiming to change attitudes and increase people's willingness to switch to public transportation.

LITERATURE REVIEW

Switching Decision

The definition of a switching decision refers to the potential or actual behavior of a consumer to switch or replace a previous service with a competitor's service ([Ghufran et al., 2022](#); [Gong et al., 2022](#)). This behavior involves an individual or group abandoning a certain product, brand, or behavior and replacing it with another alternative.

Consumer switching behavior is influenced by several factors that highlight the vulnerability of customers to switch to other brands or products. One significant factor is low customer satisfaction, which can prompt customers to seek alternative products that better meet their expectations. When customers are dissatisfied with a product or service, they perceive it as a learning experience and are more inclined to explore other options in search of greater satisfaction ([Althonayan et al., 2015](#)).

Another critical factor is lower alternative costs. Consumers with low levels of brand loyalty are more likely to prioritize price over product value. When prices decrease or more attractive offers are presented by alternative brands, customers may switch to take advantage of cost savings. Changing needs also play a role in driving consumers to switch brands or products. As consumers' needs evolve—such as household demands, educational requirements, or personal preferences—they may seek alternatives that align better with their updated priorities. Social influence and trends are additional factors impacting consumer behavior. Reference groups, including family, friends, or colleagues, often act as primary influencers. When a group shifts its preference toward a particular product or brand, individuals within that group are likely to follow suit, leading to a change in behavior and, subsequently, a change in product usage. Finally, technological innovation is a powerful driver of switching behavior. As new technological advancements emerge, consumers are inclined to replace outdated products with those featuring the latest technology. This trend is particularly evident in industries where innovation rapidly transforms the landscape, encouraging consumers to adopt newer and more efficient products.

Some indicators used to measure a person's switching behavior in this study, according to [Purbohastuti et al. \(2023\)](#), include switching to public transportation, preferring public transportation, and continuing to use public transportation.

Effect of Service Quality on Switching Decision

The occurrence of product or brand switching behavior is influenced by a variety of factors, including price, sales promotion, and service quality ([Althonayan et al., 2015](#); [Ghasrodashti, 2018](#)). Service quality refers to the standards that a company must meet to satisfy its customers, and it plays a critical role in customer retention and loyalty. According to Parasuraman in [Lupiyoadi and Hamdani \(2013\)](#), five dimensions are used to measure service quality: tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to the physical aspects of the service, such as facilities, equipment, staff appearance, and communication materials, all of which contribute to the overall perception of service quality. Reliability involves the company's ability to consistently deliver promised services in a dependable and accurate manner. Responsiveness refers to the willingness and ability of staff to assist customers promptly and efficiently, addressing their needs and concerns in a timely manner. Assurance pertains to the knowledge, ability, politeness, and credibility of staff, which fosters a sense of trust and confidence in customers. Finally, empathy is the ability of the company

to understand and address individual customer needs, providing personalized attention and care that makes customers feel valued and understood. Each of these dimensions contributes to the overall service experience and can significantly impact the likelihood of customers switching to another brand or product.

The company must understand how to fulfill the desires of its customers to derive benefits for itself ([Haming et al., 2019](#); [Sugiarto & Octaviana, 2021](#)). Improving the quality of service perceived by customers has a significant effect on their decision to switch ([Chukwuemeka et al., 2022](#); [Nzowa et al., 2022](#)). The likelihood of switching increases if there is an error in service ([Patel, 2023](#)).

This research aims to reveal the level of community switching to public transportation modes in Denpasar by examining the quality of public transportation services. Therefore, the hypothesis regarding the effect of service quality on switching decisions is as follows:

H1: Service quality has a positive effect on the decision to switch to public transportation.

Effect of Attitude on Switching Decision

Attitude refers to an individual's response or reaction towards an object, person, idea, product, or any certain phenomenon. It encompasses the way a person thinks and feels about something, which can lead to positive, neutral, or negative actions or perceptions. According to [Damiani \(2023\)](#), there are several components that make up attitude. The cognitive component relates to an individual's beliefs or knowledge about a particular object or issue. The affective component is concerned with the feelings or emotions a person holds toward an object, which can influence how they evaluate or respond to it. The conative component, on the other hand, refers to an individual's tendency to act or their behavior toward an object, which can manifest as either a willingness to approach, avoid, or engage with it. These components together form a comprehensive understanding of attitude, influencing how individuals interact with and react to various aspects of their environment.

The influence of attitudes on consumer behavioral intentions has been evaluated by [Fishbein and Ajzen \(1975\)](#). Attitude is considered a predictor of intention to perform a behavior ([Fishbein & Ajzen, 1975](#)). [Madahi and Sukati \(2014\)](#) state that attitude has a significant effect on the decision to switch. The magnitude of the value of the benefits generated by a company can lead to changes in attitudes that affect consumers' switching to other companies ([Gamble et al., 2009](#)). Attitudes arising from a person's perception of certain objects will be able to influence the decision to switch. [Le \(2024\)](#) states that concern and attitude toward the environment will encourage operators' intention to switch to green vehicles in last-mile delivery (GVLDS).

H2: Attitude has a positive effect on the decision to switch to Public Transportation.

Effect of Service Quality on Attitude

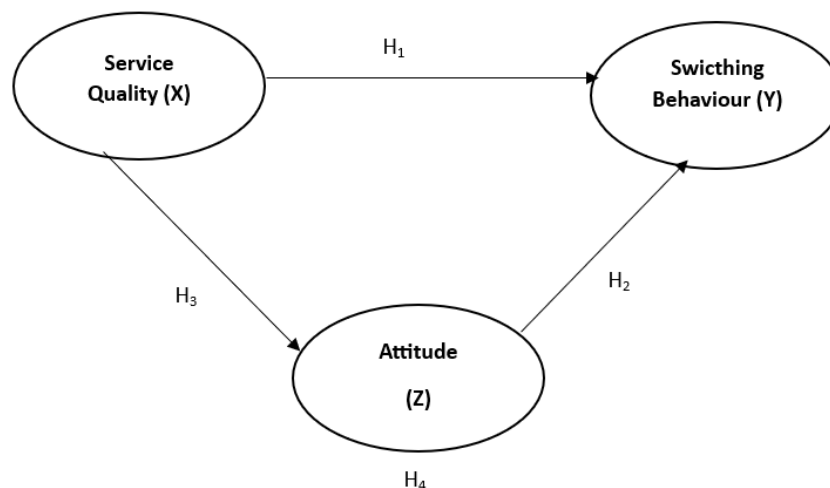
The quality of service perceived by consumers can influence their attitude toward a company. [Najib et al. \(2023\)](#) state that service quality has a positive and significant effect on a person's attitude toward using shopping applications. A person's positive attitude is based on feeling comfortable with the perceived service quality ([Carlson & O'Cass, 2010](#); [Dos-Santos et al., 2017](#)).

H3: Service quality has a positive effect on attitude.

H4: Attitude mediates the effect of service quality on the decision to switch to public transportation.

The relationship between Service Quality (X) and Switching Decisions (Y), mediated by Attitude (Z), is described in the path analysis as follows in [Figure 1](#).

Figure 1. Conceptual Framework



RESEARCH METHOD

Type of Research

This research is quantitative research to determine the effect of service quality variables and attitudes on the decision to switch. The data source is primary data obtained from questionnaires and interviews.

Population and Sample

The population in this study were people who had used public transportation in Denpasar City. Sampling using a purposive sampling technique. In addition, researchers also use incidental sampling techniques, which means that information is collected from populations that can be found easily to provide that information. This research was conducted in Denpasar City by taking 130 respondents.

Data Analysis Technique

The data analysis technique in this study is to use path analysis. Path analysis is an extension of multiple linear regression analysis, the purpose of path analysis is to explain the direct and indirect effects of several variables as causal variables, on several other variables as effect variables and path analysis cannot be used to confirm or reject hypotheses ([Rochaety et al., 2019](#)).

The analysis of mediating variables is conducted using the Causal Step Method developed by [Baron and Kenny \(1986\)](#) and the Product of Coefficients Method developed by Sobel ([Suliyanto, 2011](#)). The Causal Step Method involves several steps. First, a regression equation is created to examine the effect of the independent variable (X) on the dependent variable (Y). Second, a regression equation is established to analyze the relationship between the independent variable (X) and the mediating variable (Z). Third, another regression equation is developed to assess the impact of the independent variable (X) on the dependent variable (Y) while including the mediating variable (Z) as a predictor. Finally, conclusions are drawn to determine whether the mediating variable provides full mediation, also known as perfect mediation, or partial mediation, indicating that other factors may also play a role.

The regression equation model that can be formulated is as follows:

$$\begin{aligned} Y &= a + bx_1 \\ Z &= a + bx_1 \\ Y &= a + bx_1 + bz_1 \end{aligned}$$

Notes:

b = Variable Regression Coefficient

X = Service Quality

Z = Attitude

Y = Switching Behavior

e1, 2 = Residual or Prediction Error

Sobel Test

Mediation hypothesis testing can be carried out using a procedure developed by Sobel ([Abu-Bader & Jones, 2021](#)) and is known as the Sobel test. The Sobel test is carried out by testing the strength of the indirect influence of X on Y via I. The Sobel test formula is as follows:

$$sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

RESULTS

Effect of Service Quality on the Decision to Switch to Public Transportation

The results of the regression analysis of the effect of service quality on the decision to switch to public transportation can be seen in [Table 1](#).

Table 1. Results of Linear Regression Analysis of the Effect of Service Quality and Attitude on Switching Decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.807	0.572		-1.410	0.161
Service Quality	0.101	0.012	0.536	8.480	0.000
Attitude Toward Public Transportation	0.329	0.050	0.415	6.568	0.000

a. Dependent Variable: Switching Decision

From [Table 1](#), it can be seen that the t count is 8.840 with a significance level of 0.00 which is below the error limit of 0.05. This means that service quality has a positive and significant effect on the decision to switch to public transportation. The results of the study mean that the better the service quality perceived by a person, the higher the decision to switch someone to use public transportation compared to individual vehicles. This means that hypothesis 1 is accepted.

From [Table 1](#), it can also be seen that the t count is 6.568 with a significance level of 0.00 which is below the error limit of 0.05. This means that attitudes towards public vehicles have a positive and significant effect on the decision to switch to public transportation. The results of the study mean that the more positive a person's attitude towards public transportation, the higher the decision to switch someone to use public transportation compared to individual vehicles. This means that hypothesis 2 is accepted.

Effect of Service Quality on Attitude

Table 2. Results of Linear Regression Analysis of the Effect of Service Quality on Attitudes about Public Transportation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.980	0.995		1.989	0.049
Service Quality	0.190	0.013	0.800	15.074	0.000

a. Dependent Variable: Attitude Toward Public Transportation

From [Table 2](#), it can be seen that the t count is 15.074 with a significance level of 0.00 which is below the error limit of 0.05. This means that service quality has a positive and significant effect on attitudes towards public transportation. The results of the study mean that the better the service quality perceived by passengers, the more positive a person's attitude to use public transportation compared to individual vehicles will be higher. This means that hypothesis 3 is accepted.

The Mediating Role of Attitude on the Effect of Service Quality on the Decision to Switch to Public Transportation

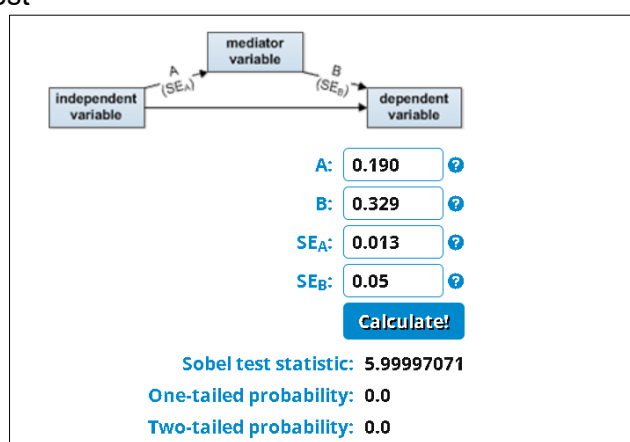
It is known that the results of multiple linear regression analysis show that service quality and attitude have a positive effect on a person's decision to switch to public transportation. Likewise, service quality has a positive and significant effect on attitude. The calculation of indirect effects is as follows.

It is known that the direct effect given by service quality on attitude is 0.190. The direct effect of attitude on switching decisions is 0.329. This means that the indirect effect of service quality on the decision to switch to public transportation through attitude is $0.190 \times 0.329 = 0.063$. Then the total effect given by service quality on switching decisions is $0.101 + 0.063 = 0.164$. Based on the results of the above calculations, it can be seen that the value of the indirect effect is greater than the direct effect, this result shows that indirectly service quality through attitude has a positive and partially significant effect on the decision to switch to public transportation.

Sobel Test

The Sobel test assessment obtained from the Sobel calculator results is as follows:

Figure 2. Sobel Test



The Sobel calculation results in [Figure 2](#) show that the Sobel test result is 5.99 with a probability level of 0.000. This means that attitude has a partial and significant mediating

role in the influence of service quality on switching attitudes. This means that hypothesis 4 is accepted.

DISCUSSION

The Effect of Service Quality on Decision to Switch to Public Transportation

The research results show that service quality has a positive and significant effect on the decision to switch to public transportation. This indicates that the higher the quality of service perceived by the public, the greater the likelihood of individuals switching to public transportation. Public transportation that is accessible to everyone, including passengers with disabilities, the elderly, children, and others with specific needs, significantly facilitates its use. Accessibility ensures that public transportation serves as an inclusive mode of travel, encouraging a more diverse group of individuals to rely on it. Additionally, the provision of a comfortable temperature and clean conditions within public transportation vehicles demonstrates respect for passengers and fosters a sense of responsibility among users to maintain the shared space. Cleanliness and comfort highlight the operator's commitment to providing a quality service, which positively influences passengers' decisions to switch to public transportation.

Service quality extends to the role of public transportation drivers, whose willingness to assist passengers by providing accurate and timely information about route changes or schedule adjustments is crucial. Drivers must possess exceptional interpersonal and communication skills to cater to passenger inquiries and provide essential information. Passengers often have unique needs, requiring personalized attention, such as assistance with boarding or managing luggage. Furthermore, drivers must demonstrate a high level of competence in operating vehicles, ensuring the safety of all passengers. Their professionalism and driving expertise play a key role in building public trust and confidence in public transportation, which in turn encourages people to switch from private to public modes of travel.

Safety within public transportation is another critical factor that must be prioritized to enhance user comfort. Safety concerns are particularly important given the potential risks of crimes, such as theft or harassment, occurring on public transportation. Drivers and operators need to implement measures to ensure that passengers feel secure during their journey. This includes installing surveillance systems, providing well-trained staff, and fostering an environment that discourages criminal behavior. Passengers who feel secure and comfortable due to reliable safety measures are more likely to choose public transportation as their preferred mode of travel.

These findings align with the research conducted by [Arun and Muralikumaran \(2024\)](#), which concluded that service quality has a significant influence on consumers' decisions to switch to another brand. The current study also corroborates the findings of [Bulumulla et al. \(2022\)](#), who demonstrated that a high-quality environment encourages behavioral shifts. Together, these studies emphasize the importance of improving service quality to drive public behavior changes and promote the use of public transportation. By focusing on accessibility, comfort, driver competence, and safety, public transportation operators can significantly influence individuals' switching decisions, contributing to more sustainable urban mobility solutions.

Effect of Attitude on the Decision to Switch to Public Transportation

Attitude is a crucial factor that can significantly influence a person's behavior. This research highlights that a person's positive attitude toward public transportation plays a vital role in their decision to switch to this mode of travel. When individuals possess a high level of trust in public transportation, particularly its ability to help avoid traffic jams,

their likelihood of switching increases. Building public confidence in the advantages of public transportation is essential, as it can demonstrate its potential to contribute substantially to reducing the use of private vehicles. This reduction in private vehicle usage is expected to alleviate traffic congestion, which remains a persistent public concern. Efforts to communicate these benefits effectively can encourage more people to rely on public transportation for their daily commutes.

Convincing the public of the practical advantages of using public transportation is equally important. Individuals who drive private vehicles often face numerous inconveniences, such as preparing their vehicles for the journey, navigating routes to avoid traffic, and searching for parking upon arrival. Public transportation, by contrast, eliminates many of these burdens, offering a more convenient and less stressful alternative. By reducing these logistical challenges, public transportation can provide a simpler and more efficient option for commuters. Additionally, confidence in the comfort provided by public transportation can further encourage its use. People are more likely to choose public transportation when they perceive it as a comfortable and reliable mode of travel, leading to a gradual shift in habits. Over time, this shift can result in a growing preference for and reliance on public transportation as the primary means of commuting.

The findings of this research align with the work of [Verplanken and Orbell \(2022\)](#), who emphasized that attitudes play a pivotal role in identifying effective times and strategies for influencing behavior change. A positive attitude not only shapes an individual's perception but also drives their willingness to adopt what they perceive as a better alternative. This perspective is further supported by [Gamble et al. \(2009\)](#), who demonstrated that a positive attitude significantly affects a person's decision to switch to an option they deem superior. Together, these studies underscore the importance of fostering positive attitudes to encourage behavioral shifts, particularly in the context of promoting public transportation as a viable and attractive alternative to private vehicles.

Effect of Service quality on Attitude

Perception plays a pivotal role in shaping an individual's attitude, which can be either positive or negative. This research highlights that high-quality service in public transportation significantly influences the development of a positive attitude among users. Public transportation that ensures comfort and safety fosters greater public trust and confidence in its use. Additionally, the affordability of public transportation, both in terms of proximity to residential areas or destinations and the cost of travel, is a crucial factor in altering a person's perception and attitude toward its adoption. Public transportation stops that are conveniently located can greatly benefit individuals seeking ease and accessibility, thereby contributing to a favorable public attitude toward this mode of transportation.

Another critical factor that influences attitudes is the ease and security of payment methods. Providing secure and user-friendly payment options can enhance the perception that public transportation offers a more practical and efficient alternative to private vehicles. For instance, digital payment systems or contactless payment options that prioritize both convenience and security are likely to strengthen the public's preference for public transportation. When individuals feel that public transportation aligns with their expectations of ease, affordability, safety, and efficiency, their attitude toward its use becomes increasingly positive, which can eventually lead to a habitual preference for it over private vehicles.

The findings of this research align with those of [Najib et al. \(2023\)](#), who concluded that a high level of perceived service quality positively impacts consumer attitudes. Similarly, this study corroborates the findings of [Wu and Chan \(2011\)](#), who established that

improving service quality directly contributes to enhancing purchasing intentions and consumer behavior. Collectively, these studies emphasize the importance of delivering excellent service quality to foster positive attitudes, which, in turn, can influence behavioral shifts. Public transportation providers can leverage these insights to focus on aspects such as comfort, safety, affordability, accessibility, and payment convenience to strengthen public trust and encourage increased usage of public transportation systems.

The Role of Attitude as a Mediating Variable Between Service Quality Regarding the Decision to Switch to Public Transportation

The role of attitude in this research is identified as a variable that partially mediates the influence of service quality on the decision to switch to public transportation. While service quality has a direct impact on the decision to switch, the mediating role of attitude strengthens this relationship by amplifying the influence of service quality on consumer behavior. To enhance the decision to switch to public transportation, service quality must be capable of fostering a positive public attitude toward using public transportation.

The cleanliness of public transportation is a fundamental aspect of service quality that significantly enhances passenger comfort. A clean and well-maintained environment, coupled with optimal temperature levels that prevent fatigue, contributes to a high level of satisfaction for passengers. Furthermore, public transportation that adheres to scheduled arrival times fosters a positive perception of reliability and efficiency. Public transportation operators must ensure good service quality by employing skilled drivers who can operate vehicles responsibly while adhering to traffic regulations. Drivers should also be knowledgeable about designated stops to avoid bypassing passengers waiting for transportation. Any changes to transportation routes must be effectively communicated to passengers to prevent confusion and maintain trust in the service.

Passenger comfort and safety are primary concerns for public transportation services. Drivers should actively ensure the security of passengers by safeguarding their belongings and fostering a courteous and respectful atmosphere. Additionally, drivers must manage their schedules to pick up passengers at designated stops in a timely and comfortable manner. Public transportation providers must prioritize passenger safety by ensuring that drivers are in good health and fit to operate vehicles, thereby minimizing risks associated with driver fatigue or health issues.

High-quality service fosters a more positive public attitude toward public transportation. However, the challenge of building public trust in public transportation remains significant. For instance, people in Denpasar City are more likely to switch to public transportation if they perceive it as a viable solution to the persistent traffic congestion issues in the region. The public must be assured that using public transportation is a practical solution rather than a source of new inconveniences. Satisfactory service quality instills greater confidence in the system, promoting a positive shift in public attitudes toward public transportation.

Convincing people to switch from private vehicles to public transportation is equally important. Educating the public about the benefits of public transportation—such as freedom from traffic jams, reduced stress from finding parking, and guaranteed comfort and safety—can significantly enhance their willingness to make the switch. Public transportation services that consistently meet or exceed passenger expectations will create an enjoyable experience, encouraging long-term adoption over private vehicle use.

A positive change in attitude plays a crucial role in influencing the public's desire to transition from private vehicles to public transportation. When individuals perceive

comfort, convenience, and safety in public transportation services, they are more likely to develop a strong inclination toward making the switch. This behavioral shift has the potential to alleviate traffic congestion while promoting sustainable urban mobility.

This aligns with the findings of [Najib et al. \(2023\)](#), who emphasized that individuals' attitudes improve when they perceive that service quality meets their expectations. Consequently, it is vital to focus on implementing service quality measures that align with community needs and expectations. Similarly, [Dos-Santos et al. \(2017\)](#) stated that individuals develop positive attitudes when service quality aligns with their expectations. Conversely, if service quality is perceived as poor, it can lead to negative attitudes and behavioral changes, further highlighting the importance of maintaining high service standards.

CONCLUSION

The conclusions of this study indicate several key findings. First, service quality exerts a positive and significant influence on an individual's decision to switch to public transportation. This underscores the importance of delivering high-quality service as a critical factor in encouraging behavioral shifts away from private vehicles. Second, service quality also positively influences a person's attitude toward public transportation. This connection between service quality and attitude illustrates how well-maintained, reliable, and accessible public transportation can foster favorable perceptions among potential users. Finally, the study establishes that attitude serves as a partial mediating variable in the relationship between service quality and an individual's decision to switch to public transportation. This finding highlights the pivotal role of attitude in strengthening the impact of service quality on behavioral change.

To encourage more individuals to transition to public transportation, several strategic recommendations are proposed based on the findings. One essential recommendation is ensuring that public transportation is easily accessible for all passengers, including children, the elderly, people with disabilities, and pregnant women. Accessibility improvements, such as wheelchair-friendly ramps, priority seating, and low-floor buses, can make public transportation more inclusive and appealing to a broader demographic. Moreover, minimizing waiting times at stops and stations can significantly enhance the overall user experience, as excessive delays often deter individuals from choosing public transportation. Efficient scheduling and real-time tracking systems should be implemented to provide passengers with accurate information, thereby reducing uncertainties and improving satisfaction.

The implications of this research are particularly relevant to the development of strategies aimed at increasing the adoption of public transportation in Denpasar City. Enhancing the quality of service provided by public transportation operators is a critical step in achieving this goal. Specific areas for improvement include ensuring the cleanliness and maintenance of vehicles, providing a comfortable and safe environment for passengers, and training drivers to deliver courteous and professional service. Additionally, the integration of technology, such as mobile apps for ticketing and trip planning, can further streamline the user experience and encourage more people to switch to public transportation.

Improving service quality not only influences decisions to switch but also strengthens public attitudes toward public transportation. Positive attitudes, cultivated through experiences of reliable and efficient service, are essential for fostering long-term behavioral changes. Public campaigns promoting the benefits of public transportation—

such as reduced environmental impact, cost savings, and stress-free commuting—can complement service improvements and further enhance public perceptions.

The findings of this study contribute to the broader understanding of how service quality and attitude interact to influence transportation choices. By focusing on these aspects, policymakers and transportation planners can design targeted interventions to address the specific needs and preferences of the local population. Ultimately, fostering a positive attitude through consistent and high-quality service is key to achieving a sustainable shift toward public transportation usage, thereby alleviating traffic congestion and promoting a more environmentally friendly mode of urban mobility.

LIMITATION

The limitation of this research is that this research examines a case study of the role of service quality and the attitudes of Denpasar city residents in influencing residents' decisions to switch to public transportation. This research cannot be generalized to case studies from other big cities in Indonesia.

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N/A

DECLARATION OF CONFLICTING INTEREST

The author(s) declared no potential conflicts of interest.

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