Analysis of interaction between preferences and intention for determining the behavior of vehicle maintenance pay as a basis for transportation road safety assessment

Pungkas Hendratmoko, author

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Abstrak

In transportation science, the individual's willingness to pay (WTP) to decrease the number of fatal traffic accidents is one approach to determining the value of road safety (VRS). Such an approach can be performed with the stated preference method, which refers to the concept of preferences contained in microeconomic theory. The concept explains that humans' behavior is based on their preferences. Researchers have criticized this method because an individual's preference does not necessarily reflect one's behavior (B). However, in psychology, this is known as the theory of planned behavior (TPB), which states that human behavior is formed on the basis of intention (I). Until now, VRS determination has lacked an instrument to control the suitability of preference value, which respondents may provide in contrast to their actual behavior; therefore, VRS determination is exposed to potential bias. The purpose of this research is to make intention an instrument for controlling and analyzing the interactions between the preferences and intentions of road users in determining the behavior of paying for vehicle maintenance as a basis for determining VRS. The analytical technique used to analyze the interaction is Structural Equation Modeling (SEM). The research data was obtained through the distribution of a survey form regarding the preferences and intentions of toll road users in Indonesia. The number of samples in this research model were 250 respondents, consisting of 175 men and 75 women who met the criteria for research subjects. Based on the SEM analysis, I had a more significant effect on B than on WTP ($63.1\% > 35.2\%$) in correcting the determination of VRS.