



## **The Role of E-WOM In The Theory of Planned Behavior of Customer Intention to Purchase Lubricant at Shell Petrol Station**

**Fadhillah Indra BUDI**

Sekolah Tinggi Manajemen IPMI

fadhillah.budi@ipmi.ac.id

Orcid: 0000-0002-9463-9272

**Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Word-of-mouth (WOM) in marketing-focused literature, provides informal positive or negative communication between customers about brands, products, or services. In the digital era, WOM has evolved into electronic word-of-mouth (eWOM), enabling customers to access information faster and easier. However, there is limited research looking at the eWOM as a moderating variable toward purchase intention in the Theory of Planned Behavior (TPB) model. This research aims to determine whether there is an effect of eWOM as moderating role on customer intentions in the TPB model, to purchase lubricant products at Shell petrol station. There are 226 data as basic materials for research, obtained from primary data or quantitative data, using purposive or non-probability sampling techniques, and processed using PLS-SEM version 3.0. The finding shows there are several positive significant results such as the Perceived Behavioral Control variable on Purchase Intention, Subjective Norm on Purchase Intention, and eWOM moderation on Subjective Norm towards Purchase Intention. This research has added knowledge to the marketing literature. It also gives a strong insight to petrol station owners about customer behavior. Therefore, the owners could make decisions to increase sales and profitability. For future research, there should be more than one Shell petrol station, carried out at the level of a wider area (e.g., city or region), or conducting comparative research between different brands.

**Keywords:** Electronic Word-of-Mouth, Purchase Intention, Theory of Planned Behavior, Lubricant, Petrol Station.

## 1. INTRODUCTION

Indicative of Indonesia's high fuel usage is a large number of automotive. According to data given by the National Police Traffic Corps, there are 150,786,775 registered vehicles in Indonesia (Janlika Putri Indah Sari, 2022). This scenario demonstrates that the exceptional gasoline market in Indonesia attracts multinational enterprises. Pertamina, the sole gasoline retailer, has several direct competitors now, such as Total, which has 16 stations (Fatonny & Aprianingsih, 2014), and there is also Shell, which will have 167 petrol stations by December 2021 (Almawadi, 2022).

Shell petrol stations are currently located throughout Jakarta, Banten, West Java, East Java, and North Sumatra (Dapurpacu, 2021). The majority of Shell petrol stations in Indonesia are Company Owned Dealer Operated (CODO) stations. Partners just need to supply initial funding and do not need to offer land, buildings, or equipment. Shell will lend to its partners' petrol stations that have been constructed and are ready to be managed. This infrastructure is complete with the addition of partner-operated businesses at petrol stations, such as convenience stores, coffee shops, and auto repair shops. This partnership program has been operating in Indonesia for 15 years (Kurniawan, 2021).

The conflict in Ukraine has exacerbated market uncertainty and raised the price of crude oil (Ng, 2022). This uncommon occurrence directly affects many Shell petrol stations in Indonesia. According to the official Shell website, this petrol station with the shell emblem sells Shell Super (RON 92) for IDR 18,500 per liter in Jakarta, Banten, and West Java. In addition, the price of Shell V Power (RON 95) gasoline in Jakarta, Banten, and West Java was recorded at Rp 19,990 per liter. The price of a liter of Shell V Power Diesel (Biodiesel 0) in Jakarta, Banten, and West Java remains unchanged at Rp. 19,460. (News, 2022).

However, since February 2022, most Shell petrol stations have struggled to sell fuels. Due to the enormous price gap with Shell fuel, most customers prefer to purchase cheaper fuel from the Pertamina petrol station. The price of Pertamina (RON 92) is recorded at IDR 12,500 per liter; meanwhile, the price of Pertalite (RON 89) is stable at IDR 7,650 per liter. The Pertamina Dex (Biodiesel 0) is recorded at IDR 13,700 (News, 2022). In most of the Shell petrol stations, fuel sales are decreasing, and some pushed the lubricant sales as a quick win to survive in monthly operational expenses.

As observed at the Husein Sastranegara Tangerang Shell petrol station, the lubricant has the potential to be a significant contributor to the petrol station's monthly operating expenses. Although the Husein Sastranegara Tangerang Shell petrol station already has regular lubricant customers, it needs to grow the number of consumers, then it is necessary to identify the elements that influence customer behavior and buy intent. Several perspectives explore the significance of customer behavior. The Theory of Planned Behavior (TPB) can forecast which variables will have the greatest influence on a customer's purchasing intent (Ajzen, 2020). Most journals employ the Theory of Planned Behavior to investigate and appreciate the key aspects influencing client purchasing intent, such as Attitude, Subjective Norms, and Perceived Behavioral Control. Several participants discussed the influence or effect of electronic Word-of-Mouth (eWOM), but not as a moderating variable.

According to the identified problem, this research will answer the following 6 (six) research questions:

1. What impact does customer attitude (ATT) have on customer purchase intention (PI)?
2. What impact does customer subjective norm (SN) have on customer purchase intention (PI)?
3. What impact does customer perceived behavioral control (PBC) have on customer purchase intention (PI)?

4. How does electronic Word-of-Mouth (eWOM) moderate the impact between customer attitude (ATT) and customer purchase intention (PI)?
5. How does electronic Word-of-Mouth (eWOM) moderate the impact between customer subjective norm (SN) and customer purchase intention (PI)?
6. How does electronic Word-of-Mouth (eWOM) moderate the impact between customer perceived behavioral control (PBC) and customer purchase intention (PI)?

## 2. THEORETICAL FRAMEWORK

TPB has become one of the most popular ways to explain and predict how people will act. Since Icek Ajzen wrote about it in a book and an essay in 1988 and 1991, the TPB has been talked about more than 5,000 times, according to the Web of Science. The TPB's main claims are that actions come before intentions to act and a sense of control over the activity (Ajzen, 1991). People's intentions are also affected by how they feel about the activity, what they think is normal, and whether they think they have control over the behavior. The TPB has been used to explain and predict intentions and behaviors in the health sciences (Godin & Kok, 1996), leisure studies (Hagger et al., 2003), psychology (Austin & Vancouver, 1996), and marketing (Hagger et al., 2003). (Pavlou & Fygenson, 2006).

The TPB has been used to explain and predict what customers plan to do and what products they plan to buy. Recent research (Belanche et al., 2020; Chen et al., 2020; Chen & Deng, 2016; Kamalanon et al., 2022; Ramrez-Castillo et al., 2021) used TPB to show that customer purchase intent (for a variety of products) is a form of planned behavior. According to Azjen (Ajzen, 2020), behavior intentions are based on three things in the TPB theory: attitude toward the behavior, the subjective norm for the behavior, and the way the behavior is seen to be controlled. The TPB uses an expectation-value formulation to describe how attitudes about behavior are formed. It is thought that a person's attitude toward a behavior will depend on how easily they can access beliefs about the expected effects of the behavior. A behavioral belief is a person's idea of how likely it is that they will do something that interests them. It will lead to a certain result or give a certain experience, such as the belief that wearing a heart monitor can detect heart arrhythmia or is annoying (Ajzen, 2020). Many researchers found that attitudes had a big effect on people's plans to buy green products (Chen & Deng, 2016). The way you feel about luxury brands affects whether you plan to buy them (Mishra et al., 2020).

There are both telling and showing normative beliefs. A normative injunctive belief is an expectation or subjective likelihood that a certain referent person or group (like friends, family, spouse, coworkers, one's doctor, or supervisor) approves or disapproves of the behavior in question. On the other hand, descriptive normative beliefs focus on whether or not important others do the same thing. Both points of view add to the feeling that there is social pressure to do the activity or that it is a subjective norm (Ajzen, 2020). Subjective norms are the social pressures that a person thinks he or she is under to do or not do a certain thing (Chen & Deng, 2016). Several other studies have also shown that subjective norms have a positive effect on consumers' behavior intentions (Mishra et al., 2020).

A person's control belief is how likely they think it is that a certain factor that helps or hurts the situation of interest will be present. Each control belief adds to the idea that a person can control his or her behavior, along with the idea that a certain factor can help or hurt the behavior (Ajzen, 2020). Perceived behavior control is related to getting opportunities and resources, like skills and social cooperation. (Chen & Deng, 2016). Based on past behavior and what's expected to happen, perceived behavioral control is "how easy or hard the behavior seems to be" (Lee et al., 2021).

Purchase intention is a consumer's desire to buy a certain product. When looking at a consumer's buying behavior, purchase intention can be seen as the consumer's preference for a product or brand (Chen & Lin, 2019). Wu, Yeh, and Hsiao thought that a consumer's purchase intention

showed how likely it was that they would buy a product or service (Wu et al., 2011). Previous studies have found that practicality, functionality, and good looks make people more likely to want to buy a smartwatch (Dehghani & Kim, 2019) (Chuah et al., 2016).

The marketing literature has looked at word-of-mouth, which is informal communication between customers about how they see products, brands, and services from an objective or subjective point of view (Yu et al., 2021). Yadav and Pathak say that word-of-mouth is based on trust and that people who give and get recommendations come from the same social circle (Yadav & Pathak, 2017). Electronic word-of-mouth, or eWOM, is when potential, current, or former customers say something good or bad about a product or company over the Internet. It was made available to many people and organizations on the internet in different ways, such as through email, social networks like Facebook, and newsgroups (Chen & Lin, 2018).

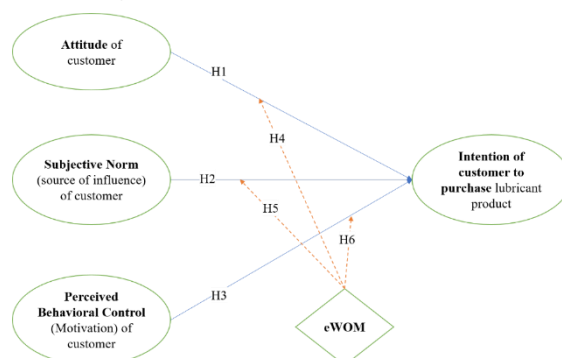
### 3. METHOD

#### 3.1 Sample and data collection

Data collection means getting information from all relevant sources to answer the research question, test the hypothesis, and evaluate the results. There are two types of methods for gathering data: secondary and primary. Books, newspapers, magazines, journals, websites, and other places have already put out secondary information. Secondary data collection methods have many benefits, such as saving time and money. Still, they have a big problem (Dudovskiy, 2011). Primary data are things that have never been known before. Primary data are the results of your investigation that are unique to you. It takes a lot more time and work to collect and analyze primary data than to study secondary data. You can get primary data in both quantitative and qualitative ways (Dudovskiy, 2011).

This study will use a non-probability sampling method called "purposeful sampling." Participants are chosen not by chance, but because they are easy to reach. This sampling method is thought to be cheaper, simpler, and easier to use than the other one (Showkat & Parveen, 2017). There are many ways to avoid probability. With stratified sampling, certain types or groups of people are chosen to be in the final sample. The sample is then divided into groups based on how they are similar or different, and a certain number is given to each group. The number given to each category is also important, especially when the number of people given to each group is different (Prior et al., 2020). Here are the specific groups of people who took part in this study: (1) Respondents are at least 20 years old, (2) have at least a high school education, and (3) own their own car (able to decide independently).

**Figure 2.1 Research Framework**



(Source: Author, 2022)

The population size is small (600 walk-in customers of Shell gas stations buy lubricant every month), and based on the advice above, six arrows in our research point to construction. To get 80% statistical power for finding R<sup>2</sup> values of at least 0.25 with 1% error probability, the author decides to collect 103 samples for this research.

#### 3.2 Measures

The Likert scale is one of the most often used response scales in survey design. In the 1930s, American social scientist Rensis Likert made a five-point psychometric scale to test ideas about attitudes (Chyung et al., 2017). People have talked about how adding a middle point to the Likert scale affects the survey's validity and reliability. It lets people say what they really think, even if they are neutral or don't care. People don't have to agree or disagree. Over the past few decades, researchers have looked at what happens when response scales have or don't have a midpoint. They looked at the pros and cons and suggested ways to stop first responders from misusing a midway (Chyung et al., 2017). In this research, the Author chooses to omit the midpoint, using a 4-point Likert scale by using the following scale: 1= strongly disagree, 2= disagree, 3= agree, 4 = strongly agree.

**Table 3.1 Operationalization of Variables**

Variable	Measuring Item	Source
Attitude (ATT)	7. If it is necessary to choose between non-Shell and Shell lubricants, Shell ones should be preferred. 8. It is important to me that lubricant products should be genuine and high quality. 9. It is important to me to change the lubricant nearby the home. 10. It is important to me to change the lubricant in a workshop that is open daily. 11. Mechanic capability is a fundamental issue. 12. When purchasing lubricants, it is necessary to consider how their use will affect the environment.	(Ayar & Gürbüz, 2021)
Subjective Norm (SN)	5. Many people around me think of purchasing lubricant at Shell petrol station. 6. I feel social pressure to purchase lubricant at Shell petrol station. 7. Most of my significant others believe I should acquire lubricant at Shell petrol station. 8. The people I listen to could influence me to purchase lubricant at Shell petrol station.	(Mishra et al., 2020)
Perceived Behavioral Control (PBC)	6. It is easy to purchase lubricant at Shell petrol station. 7. It is very likely; I will choose to purchase lubricant at Shell petrol station. 8. Buying habits will have a substantial impact on decision-making. 9. Past purchase experience will have a substantial impact on decision-making. 10. I cannot decide whether to purchase lubricant at Shell petrol station. ( <i>inverted</i> )( <i>deleted</i> )	(Chen & Deng, 2016)
Purchase Intention (PI)	5. I will purchase lubricant at Shell petrol station frequently. 6. I will encourage my relatives and friends to purchase lubricant at Shell petrol station. 7. I will purchase lubricant at Shell petrol station soon. 8. It is difficult for me to acquire lubricant at Shell petrol station. ( <i>inverted</i> )( <i>deleted</i> )	(Wang et al., 2013)
Electronic Word-of-Mouth (eWOM)	6. I often read other people's online reviews to know what kind of lubricants are a good decision. 7. I often read other online reviews to make sure I choose the suitable lubricant. 8. I often consult others' online reviews to help choose my lubricant. 9. I frequently gather information from people's online reviews before I buy lubricant. 10. I worry about my decision if I do not read people's online reviews when I buy lubricant. 11. When I buy lubricant, online reviews make me confident in my decision.	(Zayed et al., 2022)

(Source: Author, 2022)

## 4 FINDINGS AND DISCUSSION

### 4.1 Measurement model testing

This study focuses on 1) customers of Shell Husein Sastranegara Tangerang, 2) customers who purchase fuel & lubricant, and 3) customers with their vehicles. Two hundred twenty-six respondents (226 respondents) have completed and submitted the questionnaire. The sample found that male respondents comprised most of the whole sample compared to female respondents (77 percent). Most respondents (68 percent) mentioned that Shell Husein Sastranegara Tangerang is near their home and only 32 percent near their working place. The majority are 20-25 years old, with 39 percent, and most of the respondents are High School graduates (67 percent). One hundred percent of respondents own a vehicle, and their status is actively working.

Pilot testing refers to a trial run of an instrument on a small scale to ensure the instruments are good and the respondents understand the items. First, to check the internal consistency (reliability), Cronbach's alpha reliability coefficients were used (William G. Zikmund, 2009). As a result, the questionnaires were reliable, resulting in Cronbach's alpha values of 0.70 as a minimum reliability point (Taber, 2018). Second, Pearson's Correlation is utilized to distinguish the validity of the questionnaires. Based on the Table of Critical Values: Pearson Correlation,

where the Author uses 100 data (N=100) as pilot testing data and a confidence level of 0.05, items with results more than 0.195 will be considered valid.

**Table 4.1 Construct Validity and Reliability**

Variabel	Items	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attitude (ATT)	ATT1	0,699	0,808	0,860	0,511
	ATT2	0,736			
	ATT3	0,493			
	ATT4	0,772			
	ATT5	0,756			
	ATT6	0,792			
Subjective Norm (SN)	SN1	0,827	0,893	0,926	0,758
	SN2	0,868			
	SN3	0,908			
	SN4	0,878			
Perceived Behavioral Control (PBC)	PBC1	0,754	0,794	0,865	0,617
	PBC2	0,832			
	PBC3	0,810			
	PBC4	0,742			
Purchase Intention (PI)	PI1	0,903	0,857	0,913	0,778
	PI2	0,894			
	PI3	0,847			
Electronic Word-of-Mouth (eWOM)	eWOM1	0,822	0,934	0,948	0,753
	eWOM2	0,893			
	eWOM3	0,901			
	eWOM4	0,881			
	eWOM5	0,820			
	eWOM6	0,887			

Source: PLS-SEM Report, 2022

The internal reliability values (Cronbach's alpha) for the variables: ATT (0.843), SN (0.909), PBC (0.850), and eWOM (0.946) are acceptable, with all values being significantly more than 0.7. On the other side, one of the items, PI4's Pearson correlation, is below 0.195 as a minimum point of validity, and the p-value is below 0.05 as the significant level. By knowing this, the Author deletes the items from the questionnaire list.

High outer loadings on a construct indicate the associated indicators have much in common, which is captured by the construct. It is generally accepted that the standard outer loadings should be at least 0.708% (Josep F. Hair, 2017). Almost all variables have significant results, except one of the Attitude variables, ATT3 (0.493). Based on (Josep F. Hair, 2017) ATT3 (CR 0.860 and AVE 0.511) is retained, because of the composite reliability above the suggested threshold value (0.7) and content validity (0.5). Indicators with very low outer loadings (below 0.40) should, however, always be eliminated from the construct (Josep F. Hair, 2017).

The Cronbach's alpha value for all five variables (Attitude (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC), Purchase Intention (PI), and Electronic Word-of-Mouth (eWOM)) are greater than 0.70. It indicates that the model is internally consistent. All five constructs, ATT, SN, PBC, PI, and eWOM, have Composite Reliability (CR) values greater than 0.7. This finding demonstrates that the measuring model is highly reliable.

#### 4.2 Structural model testing

The R-square ( $R^2$ ) coefficient of determination assesses the dependent variable's variance concerning the change in the independent variable. The  $R^2$  score ranges from 0 to 1, with a higher number suggesting greater precision.  $R^2$  values of 0.25, 0.5, or 0.75 for an endogenous variable can be viewed as weak, moderate, or significant (Josep F. Hair, 2017). As seen in Figure 4.1, the R-square ( $R^2$ ) of Purchase Intention has a moderate precision level (0.664). It is a significant level and close to 1 as an indication of excellent prediction accuracy to evaluate structurally.

The hypothesis was tested using the bootstrapping test, which calculates empirical t values more significant than the critical value to determine the importance of path coefficients (t distribution

values). At a given likelihood of error, the coefficient is considered significant. The bootstrap samples should be 5000 (Josep F. Hair, 2017). The bootstrapping approach in SmartPLS 3.0 was used to test hypotheses to examine the relevance of path coefficients and t values. The t-value with two-tailed is 1.65, and the p-value is 0.05 (at 5%) (Josep F. Hair, 2017).

Evaluating the structural model consists of assessing for collinearity issues (VIF), path coefficient ( $\beta$ ), coefficient of determination ( $R^2$ ), and the effect sizes ( $f^2$ ) (Josep F. Hair, 2017). The R Squared ( $R^2$ ) coefficient of determination assesses the dependent variable's variance concerning the change in the independent variable. The  $R^2$  score ranges from 0 to 1, with a higher number suggesting greater precision.  $R^2$  values of 0.25, 0.5, or 0.75 for an endogenous variable can be viewed as weak, moderate, or significant (Josep F. Hair, 2017).

The fourth criterion in structural model evaluation is the  $f^2$  values, which look at a predictor variable's relative effect on an independent variable. These  $f^2$  values translate to effect sizes of 0.02, 0.15, and 0.35 for modest, medium, and large impacts (Josep F. Hair, 2017). Table 4.2 summarizes the findings.

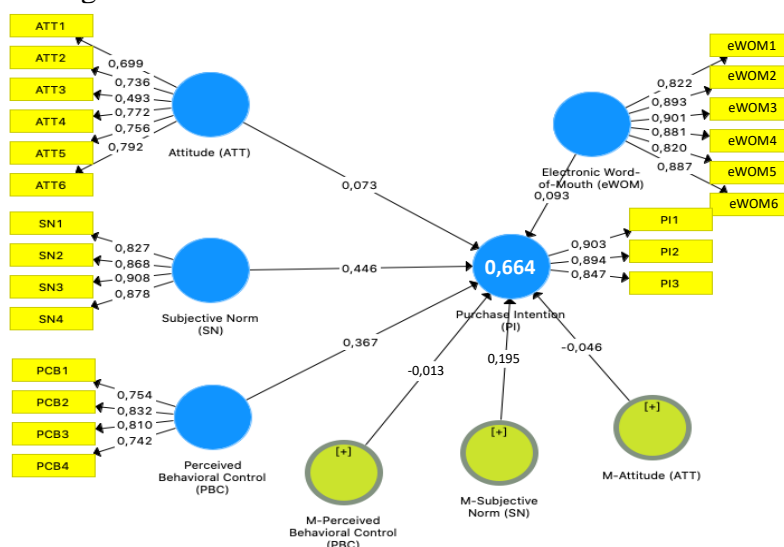


Figure 4.1 Research Model

Source: PLS-SEM Report, 2022

## 5 CONCLUSIONS AND RECOMMENDATION

### 5.1 Research Conclusion

**Influence of Attitude on Purchase Intention (PI).** With t-values less than 1.65 (0.827) and p-values greater than 0.05 (0.408), it can be concluded that Attitude (ATT) has no significant influence on Purchase Intention. With the route coefficient closer to zero (0.073) and the  $f^2$  value distant from 1 (0.005), hypothesis H1 is not supported by the poor connection and impact on Purchase Intention.

**Effects of Subjective Norm (SN) on Purchase Intention (PI).** T-values more than 1.65 (4.967) and p-values less than 0.05 (0.000) indicated that the Subjective Norm (SN) has a substantial impact on Purchase Intention (PI). With a route coefficient closer to 1 (0.446) and an  $f^2$  value closer to 1 (0.334), the H2 is supported by a significant correlation and a substantial influence on Purchase Intention.

**Impact of Perceived Behavioral Control (PBC) on Purchase Intention (PI).** T-values more than 1.65 (3.803) and p-values less than 0.05 (0.000) indicated that the Perceived Behavioral Control (PBC) has a substantial effect on Purchase Intention (PI). With the route coefficient closer to 1 (0.367) and the  $f^2$  value closer to 1 (0.118), the H3 is supported by a moderate correlation and moderate influence on Purchase Intention.

Effect of Electronic Word-of-Mouth (eWOM) on the relationship between Attitude (ATT) and Purchase Intention (PI). With t-values, less than 1.65 (0.556) and p-values greater than 0.05 (0.578), the moderating effect of Electronic Word-of-Mouth (eWOM) had no significant influence on the relationship between Attitude (ATT) and Purchase Intention (PI). With the route coefficient closer to zero (-0.046) and the  $f^2$  value distant from 1 (0.002), the H4 cannot be sustained due to a negative weak correlation and a weak impact on Purchase Intention.

**Table 4.2 Hypothesis Testing Result**

Hypothesis	Variable	Path Coefficient	T-Value	$f^2$	P Values	Result
<b>Direct</b>						
H1	Attitude (ATT) → Purchase Intention (PI)	0.073	0.827	0.005	0.408	H1 Not Supported
H2	Subjective Norm (SN) → Purchase Intention (PI)	0.446	4.967	0.334	0.000	H2 Supported
H3	Perceived Behavioral Control (PBC) → Purchase Intention (PI)	0.367	3.803	0.118	0.000	H3 Supported
<b>Moderating - Electronic Word-of-Mouth (eWOM)</b>						
H4	M-Attitude (ATT) → Purchase Intention (PI)	-0.046	0.556	0.002	0.578	H4 Not Supported
H5	M-Subjective Norm (SN) → Purchase Intention (PI)	0.195	2.085	0.048	0.037	H5 Supported
H6	M-Perceived Behavioral Control (PBC) → Purchase Intention (PI)	-0.013	0.159	0.000	0.873	H6 Not Supported

Source: PLS-SEM Report, 2022

The moderating effects of Electronic Word of Mouth (eWOM) on the relationship with Subjective norm (SN) and Purchase Intention (PI). With t-values, more than 1.65 (2.085) and p-values less than 0.05 (0.037), the moderating effect of Electronic Word-of-Mouth (eWOM) had a substantial impact on the relationship between Subjective Norm (SN) and Purchase Intention (PI). With the route coefficient closer to 1 (0.195) and the  $f^2$  value closer to 1 (0.048), the H5 is supported by a moderate correlation and a little impact on Purchase Intention.

The moderating effects of Electronic Word of Mouth (eWOM) on the relationship between Perceived Behavioral Control (PBC) and Purchase Intention (PI). With t-values, less than 1.65 (0.159) and p-values greater than 0.05 (0.873), the moderating effect of Electronic Word-of-Mouth (eWOM) had no significant influence on the relationship between Perceived Behavioral Control (PBC) and Purchase Intention (PI). With the route coefficient closer to zero (-0.013) and the  $f^2$  value distant from 1 (0.000), the H6 cannot be supported due to a negative weak correlation and a weak effect on Purchase Intention.

## 5.2 The implication of The Study

In this study, the impact of Subjective Norm (SN) on Purchase Intention (PI) is substantiated by a significant impact on Purchase Intention (hypothesis H2). The Author suggests to the business owner approach the loyal customers and provide a loyalty and referral program where they would be rewarded for referring and promoting the product.

Purchase Intention is significantly influenced by Perceived Behavioral Control (PBC) (hypothesis H3). This second result is still related to the activities outlined in the first result, in which the author recommends that business owners focus on achieving the standards by implementing a standard operating procedure to assure work quality, which will guarantee customer satisfaction.



Hypothesis H5 is supported by the finding that electronic word-of-mouth (eWOM) had a moderate impact as a moderating. The Author recommends that business owners focus on their customer's satisfaction while simultaneously soliciting testimonials by requesting positive feedback via social media. According to the findings of the study, taking this step will result in a substantial increase in the number of new customers or clients.

## REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314-324. <https://doi.org/https://doi.org/10.1002/hbe2.195>
- Almawadi, M. T. I. (2022). Until The End Of 2021 Already Has 167 Gas Stations, Shell Is Increasingly Active In Expanding Its Business In Indonesia. *voi.id*.
- ASEAN (Association of Southeast Asian Nations) Automotive Market Outlook Report 2022: Continuous Development for Higher Sales of Passenger Vehicles and Pickups to Meet the Growing Demand - ResearchAndMarkets.com. (2022, 2022/05/23/). *Business Wire*, NA. <https://link.gale.com/apps/doc/A704648280/PPSB?u=fjktbus&sid=bookmark-PPSB&xid=70952537>
- Austin, J., & Vancouver, J. (1996). Goal Constructs in Psychology: Structure, Process, and Content. *Psychological Bulletin*, 120, 338-375. <https://doi.org/10.1037/0033-2909.120.3.338>
- Ayar, I., & Gürbüz, A. (2021). Sustainable Consumption Intentions of Consumers in Turkey: A Research Within the Theory of Planned Behavior. *SAGE Open*, 11(3), 21582440211047563. <https://doi.org/10.1177/21582440211047563>
- Belanche, D., Flavián, M., & Pérez-Rueda, A. (2020). Mobile Apps Use and WOM in the Food Delivery Sector: The Role of Planned Behavior, Perceived Security and Customer Lifestyle Compatibility. *Sustainability*, 12(10), 4275. <https://www.mdpi.com/2071-1050/12/10/4275>
- Chen, C.-C., & Lin, Y.-C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293-303. <https://doi.org/https://doi.org/10.1016/j.tele.2017.12.003>
- Chen, H.-S., Liang, C.-H., Liao, S.-Y., & Kuo, H.-Y. (2020). Consumer Attitudes and Purchase Intentions toward Food Delivery Platform Services. *Sustainability*, 12(23), 10177. <https://www.mdpi.com/2071-1050/12/23/10177>
- Chen, K., & Deng, T. (2016). Research on the Green Purchase Intentions from the Perspective of Product Knowledge. *Sustainability*, 8(9), 943. <https://www.mdpi.com/2071-1050/8/9/943>
- Chen, S.-C., & Lin, C.-P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22-32. <https://doi.org/https://doi.org/10.1016/j.techfore.2018.11.025>
- Chuah, S. H.-W., Rauschnabel, P. A., Krey, N., Nguyen, B., Ramayah, T., & Lade, S. (2016). Wearable technologies: The role of usefulness and visibility in smartwatch adoption. *Computers in Human Behavior*, 65, 276-284. <https://doi.org/https://doi.org/10.1016/j.chb.2016.07.047>
- Chyung, S., Roberts, K., Swanson, I., & Hankinson, A. (2017). Evidence-Based Survey Design: The Use of a Midpoint on the Likert Scale. *Performance Improvement*, 56, 15-23. <https://doi.org/10.1002/pfi.21727>
- Daoud, J. (2017). Multicollinearity and Regression Analysis. *Journal of Physics: Conference Series*, 949, 012009. <https://doi.org/10.1088/1742-6596/949/1/012009>
- Dapurpacu. (2021). Shell Gas Station Continues to Increase in 2020. *tekdeeps.com*.
- Dehghani, M., & Kim, K. J. (2019). The effects of design, size, and uniqueness of smartwatches: perspectives from current versus potential users. *Behaviour & Information Technology*, 38(11), 1143-1153. <https://doi.org/10.1080/0144929X.2019.1571111>
- Dudovskiy, J. (2011). *Data Collection Methods*. Business Research Methodology. <https://research-methodology.net/research-methods/data-collection/>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47-55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Fatonny, A. R., & Aprianingsih, A. (2014). GAS STATION COMPETITIVE INTENSITY IN JAKARTA: A CONSUMER PERCEPTION.
- [Record #38 is using a reference type undefined in this output style.]
- Godin, G., & Kok, G. (1996). The Theory of Planned Behavior: A Review of Its Applications to Health-Related Behaviors. *American journal of health promotion : AJHP*, 11, 87-98. <https://doi.org/10.4278/0890-1171-11.2.87>

- Hagger, M., Chatzisarantis, N., Culverhouse, T., & Biddle, S. (2003). The Processes by Which Perceived Autonomy Support in Physical Education Promotes Leisure-Time Physical Activity Intentions and Behavior: A Trans-Contextual Model. *J. Educ. Psychol.*, 95. <https://doi.org/10.1037/0022-0663.95.4.784>
- Hair, J., & Sarstedt, M. (2020). Explanation Plus Prediction—The Logical Focus of Project Management Research. *Project Management Journal*, 52. <https://doi.org/10.1177/8756972821999945>
- Hair, J. F. (2011). Multivariate Data Analysis: An Overview. In M. Lovric (Ed.), *International Encyclopedia of Statistical Science* (pp. 904-907). Springer Berlin Heidelberg. [https://doi.org/10.1007/978-3-642-04898-2\\_395](https://doi.org/10.1007/978-3-642-04898-2_395)
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). An Introduction to Structural Equation Modeling. In J. F. Hair Jr, G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, & S. Ray (Eds.), *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook* (pp. 1-29). Springer International Publishing. [https://doi.org/10.1007/978-3-030-80519-7\\_1](https://doi.org/10.1007/978-3-030-80519-7_1)
- Hsu, L.-T., & Sheu, C. (2011). Application of the Theory of Planned Behavior to Green Hotel Choice: Testing the Effect of Environmental Friendly Activities. *Tourism Management*, 30, 325-334. <https://doi.org/10.1016/j.tourman.2009.03.013>
- Janlika Putri Indah Sari, A. F. (2022). Jumlah Kendaraan Bermotor di Indonesia Tembus 150,7 Juta Unit. *otomotif.kompas.com*. Retrieved 4 October 2022 from <https://otomotif.kompas.com/read/2022/10/04/170100915/jumlah-kendaraan-bermotor-di-indonesia-tembus-150-7-juta-unit>
- Josep F. Hair, J., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Kamalanon, P., Chen, J.-S., & Le, T.-T.-Y. (2022). "Why Do We Buy Green Products?" An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior. *Sustainability*, 14(2), 689. <https://www.mdpi.com/2071-1050/14/2/689>
- Kurniawan, D. (2021a). With A Capital Of 'only' IDR 500 Million, You Can Become A Shell Petrol Station Entrepreneur! *voi.id*.
- Kurniawan, D. (2021b). With A Capital Of 'only' IDR 500 Million, You Can Become A Shell Petrol Station Entrepreneur! <https://voi.id/>.
- Lee, H., Min, J., & Yuan, J. (2021). The influence of eWOM on intentions for booking luxury hotels by Generation Y. *Journal of Vacation Marketing*, 27(3), 237-251. <https://doi.org/10.1177/1356766720987872>
- Lie, H. (2022). Riding the momentum of automotive industry recovery. *The Jakarta Post*.
- Mathur, R. K. M. (2012). The contribution of the automobile industry to technology and value creation. [www.es.kearney.com](http://www.es.kearney.com).
- Mishra, S., Jain, S., & Jham, V. (2020). Luxury rental purchase intention among millennials—A cross-national study. *Thunderbird International Business Review*, 63. <https://doi.org/10.1002/tie.22174>
- News, W. T. (2022). Shell Rises, this is the latest fuel price at gas stations throughout Indonesia. [www.world-today-news.com](http://www.world-today-news.com).
- Ng, A. (2022). Putting a price cap on Russian oil won't solve energy supply issues, Indonesian minister says. [www.cnn.com](http://www.cnn.com).
- Palka, W., Pousttchi, K., & Wiedemann, D. G. (2009). Mobile Word-Of-Mouth - A Grounded Theory of Mobile Viral Marketing. *Journal of Information Technology*, 24(2), 172-185. <https://doi.org/10.1057/jit.2008.37>
- Papatheodorou, Y. (2007). The Automotive Industry: Economic Impact And Location Issues. [www.industryweek.com](http://www.industryweek.com).
- Pavlou, P., & Fygenson, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Quarterly*, 30, 115-143. <https://doi.org/10.2307/25148720>
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Q.*,
- Prior, S., Campbell, S., Greenwood, M., Shearer, T., Walker, K., & Young, S. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25. <https://doi.org/10.1177/1744987120927206>
- Ramírez-Castillo, N. A., Müller-Pérez, J., Acevedo-Duque, Á., Müller-Pérez, S., González-Díaz, R. R., Suarez Campos, J., & Ovalles-Toledo, L. V. (2021). Sustainable Moviegoer Intention to Attend Cinemas Based on the Theory of Planned Behavior. *Sustainability*, 13(16), 8724. <https://www.mdpi.com/2071-1050/13/16/8724>
- Rosario, L., Reyes, R., Umagap, R., Reyes-Chua, E., & Navigar, N. (2021). *Formulation of research agenda for aviation-focused graduate programs of Philippine State College of Aeronautics*.
- See-To, E., & Ho, K. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust – A theoretical analysis. *Computers in Human Behavior*, 31, 182–189. <https://doi.org/10.1016/j.chb.2013.10.013>
- Showkat, N., & Parveen, H. (2017). Non-Probability and Probability Sampling. In (pp. 1-9).



## 5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

- Taber, K. S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48(6), 1273-1296. <https://doi.org/10.1007/s11165-016-9602-2>
- [Record #39 is using a reference type undefined in this output style.]
- Tom Dieck, M. C., Jung, T., Kim, W., & Moon, Y. (2017). Hotel Guests' Social Media Acceptance in Luxury Hotels. *International Journal of Contemporary Hospitality Management*, 29, 530-550. <https://doi.org/10.1108/IJCHM-10-2015-0552>
- Wang, S., Fan, J., Zhao, D., Yang, S., & Fu, Y. (2016). Predicting consumers' intention to adopt hybrid electric vehicles: using an extended version of the theory of planned behavior model. *Transportation*, 43(1), 123-143. <https://doi.org/10.1007/s11116-014-9567-9>
- Wang, Y., Wiegerinck, V., Krikke, H. R., & Zhang, H. (2013). Understanding the purchase intention towards remanufactured product in closed-loop supply chains: An empirical study in China. *International Journal of Physical Distribution & Logistics Management*, 43. <https://doi.org/10.1108/IJPDLM-01-2013-0011>
- William G. Zikmund, B. J. B., Jon C. Carr, Mitch Griffin. (2009). *Business Research Methods, 8th Edition*. South-Western College Pub.
- Wong, K. (2013). Partial least square structural equation modeling (PLS-SEM) techniques using SmartPLS. *Marketing Bulletin*, 24, 1-32.
- Wu, P. C. S., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The Effect of Store Image and Service Quality on Brand Image and Purchase Intention for Private Label Brands. *Australasian Marketing Journal*, 19(1), 30-39. <https://doi.org/10.1016/j.ausmj.2010.11.001>
- Yadav, R., & Pathak, G. (2017). Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. *Ecological Economics*, 134, 114-122. <https://doi.org/10.1016/j.ecolecon.2016.12.019>
- Yu, Y., Lau, J., & Lau, M. (2021). Levels and factors of social and physical distancing based on the Theory of Planned Behavior during the COVID-19 pandemic among Chinese adults. *Translational behavioral medicine*, 11. <https://doi.org/10.1093/tbm/ibaa146>
- Zayed, M. F., Gaber, H. R., & El Essawi, N. (2022). Examining the Factors That Affect Consumers' Purchase Intention of Organic Food Products in a Developing Country. *Sustainability*, 14(10), 5868. <https://www.mdpi.com/2071-1050/14/10/5868>
- Zhang, S., Zhou, C., & Liu, Y. (2020). Consumer Purchasing Intentions and Marketing Segmentation of Remanufactured New-Energy Auto Parts in China. *Mathematical Problems in Engineering*, 2020, 1-8. <https://doi.org/10.1155/2020/5647383>