



**INFLUENCE OF CONVENIENCE, USABILITY, PRICE,
AND PROMOTION ON REUSE INTENTIONS: MUSLIM
AWARENESS MODERATION**

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ABSTRACT

Online transportation has transformed the transport industry by offering practical and innovative solutions embraced by the public. This study evaluates the impact of ease of use, usefulness, price, and online promotion on the intention to reuse online transportation services, with Muslim consumer awareness as a moderating variable. Focusing on Grab users in Jakarta, the research uses a quantitative approach with 110 respondents from South and Central Jakarta, analyzed using Warp PLS. The results show that ease of use, usefulness, and online promotion positively and significantly affect reuse intention, while price has a negative and significant impact. Muslim consumer awareness moderates the effects of ease of use, usefulness, and online promotion on reuse intention but does not moderate the effect of price. These insights aid online transportation service providers in crafting effective marketing strategies for Muslim consumers in Jakarta.

Keywords: Ease of Use; Online Promotion; Repurchase Intention; Muslim Consumer Awareness

ABSTRAK

Transportasi daring telah mengubah industri transportasi dengan menawarkan solusi praktis dan inovatif yang diterima oleh masyarakat. Penelitian ini mengevaluasi dampak kemudahan penggunaan, kegunaan, harga, dan promosi daring terhadap niat untuk menggunakan kembali layanan transportasi daring, dengan kesadaran konsumen Muslim sebagai variabel moderasi. Fokus pada pengguna Grab di Jakarta, penelitian ini menggunakan pendekatan kuantitatif dengan 110 responden dari Jakarta Selatan dan Jakarta Pusat, dianalisis menggunakan Warp PLS. Hasil penelitian menunjukkan bahwa kemudahan penggunaan, kegunaan, dan promosi daring berpengaruh positif dan signifikan terhadap niat untuk menggunakan kembali, sedangkan harga memiliki dampak negatif dan signifikan. Kesadaran konsumen Muslim memoderasi efek kemudahan penggunaan, kegunaan, dan promosi daring terhadap niat untuk menggunakan kembali tetapi tidak memoderasi efek harga. Temuan ini membantu penyedia layanan transportasi daring dalam merancang strategi pemasaran yang efektif bagi konsumen Muslim di Jakarta.

Kata Kunci: Kemudahan Penggunaan; Promosi Daring; Niat Pembelian Ulang; Kesadaran Konsumen Muslim



INTRODUCTION

In today's era of technological advancement, consumers face fewer obstacles in purchasing, selling, or ordering whatever they desire. This transformation is driven by the growth of information and communication technology, which, if properly harnessed, can positively impact both industry and the environment. Technology has become an indispensable ally for all generations in their daily activities. Intense competition will continue to characterize global markets, both now and in the future, presenting an unavoidable reality. As long as demand remains robust and market share remains attractive, competition from both new entrants and established players will persist.

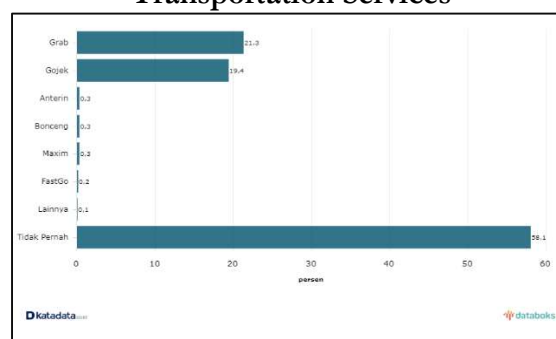
The evolution of information and communication technology has profoundly altered the world. Effectively responding to these changes is crucial for future growth, particularly when such changes significantly impact the industry and the environment. It is imperative to seize every opportunity to discover new ways of adapting and responding to these shifts (Mahamad and Ramayah, 2010).

The proliferation of various transportation options, such as motorcycles and cars, has enhanced service delivery (Munandar and Munthe, 2019). Online transportation, in particular, has revolutionized the transportation industry by offering practical and widely accepted solutions and innovations. Key factors driving the popularity and growth of online transportation include the ease of booking through applications, which allows consumers to order services conveniently without the need to wait by the roadside or queue at bus

stops and train stations. This service is not only user-friendly but also cost-effective.

Jakarta, Indonesia's business and financial hub, is one of the busiest cities with a high level of congestion. The city's main business centers, including Sudirman, Thamrin, and Kuningan, contribute to this congestion. Despite the availability of public transportation such as Transjakarta, KRL (Electric Rail Train), and MRT (Mass Rapid Transit), Jakarta continues to struggle with traffic jams and commuting challenges, particularly during peak hours. Consequently, online transportation services have become an essential part of Jakarta's transportation infrastructure, providing a crucial solution to the city's mobility issues.

Graph 1.
The Most Frequently Used Online Transportation Services



Source: databoks.katadata.co.id

Based on Graph 1.2, it is evident that online transportation services continue to grow and remain a frequent choice among consumers despite the availability of numerous other transportation options. Online transportation maintains its popularity, with Grab outperforming Gojek by several percentage points. In contrast, Anterin, Maxim, Hitch, and FastGo collectively hold an average market share of only 0.3 percent.

The Indonesian government, through the Ministry of Transportation, officially increased online motorcycle taxi fares as stipulated in Ministerial Decree No. KP 564/2022, enacted on August 4, 2022. According to KP 564/2022, the minimum service fee (basic travel fare) has seen a substantial increase, ranging from 32% to 50% compared to the previous rates. This fare adjustment, effective from September 10, 2022, includes a 6-10 percent increase in the lower and upper limits of service fees in Zones I and III, while Zone II (Greater Jakarta area) witnessed an increase of 13.33 percent for the lower limit and 6 percent for the upper limit.

Research by Tresiya et al. (2018) indicates that improved service quality leads to higher consumer satisfaction. A sense of comfort encourages consumers to choose online transportation services. The concept of repurchase intention remains intriguing due to inconsistencies in research findings. According to Leonnard (2017), there is a positive correlation between service quality, word-of-mouth, and repurchase intention, with word-of-mouth significantly impacting repurchase intention.

Several studies have explored the relationship between customer satisfaction and repurchase intention. Qureshi et al. (2009) highlight this connection, while Prabowo et al. (2019) found that service quality significantly affects repurchase intention, but e-marketing does not. Additionally, Santoso and Aprianingsih (2017) revealed that customer satisfaction significantly boosts Go-Ride repurchase intentions on the Go-Jek Indonesia application. Similarly, Fauzi (2018) confirmed a direct effect of customer

satisfaction on repurchase intentions in online transportation.

Contrarily, research by Pavlou (2003) suggests that higher customer satisfaction alone does not necessarily lead to reuse intention. Bahar (2017) concluded that low product quality does not affect repurchase intention, and Hidayah and Apriliani (2019) found that price has a negative but insignificant effect on repurchase interest. Conversely, Yolanda et al. (2019) discovered that price significantly impacts repurchase intention negatively for Go-Jek services.

Given these findings, it is apparent that numerous transportation services are available and accessible in Jakarta. Despite the fare increases effective from September 10, 2022, online transportation continues to thrive. While extensive research exists on repurchase intention, further examination of factors such as convenience, usability, price, online promotions, and the moderating effect of Muslim consumer awareness is warranted.

RESEARCH METHODS

This study employed a quantitative research design, characterized by examining relationships between variables through measurable data, thereby enabling statistical analysis (Klassen et al., 2012). Azwar (2016) notes that the quantitative approach is particularly suited for inferential research, which involves hypothesis testing and relies on the probability of falsely rejecting the null hypothesis. The research was conducted in office areas within Central Jakarta and South Jakarta from June 2023 until its conclusion. The target population comprised all formal office workers aged 25 to 50 years, totaling

3,077,305 in 2022. A non-probability sampling technique, specifically purposive sampling, was utilized, involving the deliberate selection of samples with distinct characteristics essential to the study. The criteria for sample selection included being adherents of Islam, office workers in Central Jakarta and South Jakarta, users of online transportation services within the last three months, owners of the Grab application, and possession of a social media account. Given the substantial number of office workers, a comprehensive study of all potential data would be prohibitively expensive, time-consuming, and labor-intensive. Consequently, following the recommendations of Hair et al. (2010) and Hair, Gabriel, and Patel (2014), the sample size deemed representative for this study is five to ten times the number of indicators, with a minimum of 100 samples. With 22 indicators in this research, the calculation is $22 \times 5 = 110$. Therefore, the sample size for this study is 110 office workers in Central Jakarta and South Jakarta, meeting the aforementioned criteria.

Table. 1 Research Instruments

Variable	Indicator	Items
Facilities	1. Easy to learn and operate 2. Users can do their jobs more easily 3. Can increase user skills (Venkatesh et al. 2012)	1-3
Uses	1. Able to improve individual performance, 2. Able to increase the level of individual productivity, 3. Able to improve the effectiveness of individual performance	4-6

Variable	Indicator	Items
	(Fang, Chiu, and Wang 2011)	
Price	1. Affordable pricing 2. Price compatibility with quality 3. Price according to benefits 4. Competitive price	7-10
Online Promotion	1. Advertisement 2. Sales Promotion 3. Public Relation 4. Direct Marketing 5. Personal Selling(Rangkuti 2009)	11-15
Intention to Reuse	1. Transactional Interest 2. Referral interest 3. Preferential interest 4. Exploratory Interest (Ferdinand 2014)	16-19
Muslim Consumer Awareness	1. Understanding or knowledge 2. Religiosity Awareness 3. Prioritizing security	20-22

RESULTS AND DISCUSSION

Validity Test Results

The evaluation of the validity of research instruments predominantly emphasizes convergent and discriminant validity (Hair et al., 2014). This study, therefore, scrutinizes the validity of the instruments by employing these two fundamental aspects.

Convergent Validity

Convergent validity is evidenced by a robust correlation between an indicator and its corresponding construct. As posited by Ghozali and Latan (2015), an indicator is deemed valid if its loading factor is at least 0.70 and its Average Variance Extracted (AVE) value is a minimum of 0.50. Conversely, Hair, Gabriel, and Patel (2014) propose that a loading factor within the range of 0.60 to 0.70 is generally permissible. Furthermore, Hair Jr.

et al. (2021) contend that an AVE value of at least 0.40 can be regarded as acceptable, contingent upon the fulfillment of other convergent validity criteria. Garson (2016) concurs, suggesting that an AVE value between 0.40 and 0.45 is acceptable, provided it is corroborated by the overall model fit.

Table 2.
Convergent Validity for Variables of Convenience, Usability, Price, Reuse Intention, and Muslim Consumer Awareness

Variable	Question Item	Loading Factor	Validitas	BIR D
Facilities	KMD1	0.890	Valid	0.756
	KMD2	0.893	Valid	
	KMD3	0.951	Valid	
	KMD4	0.705	Valid	
	KMD5	0.949	Valid	
	KMD6	0.859	Valid	
Uses	KGN1	0.693	Valid	0.574
	KGN2	0.656	Valid	
	KGN3	0.716	Valid	
	KGN4	0.731	Valid	
	KGN5	0.769	Valid	
	KGN6	0.777	Valid	
Price	H1	0.755	Valid	0.613
	H2	0.600	Valid	
	H3	0.799	Valid	
	H4	0.735	Valid	
	H5	0.509	Valid	
	H6	0.799	Valid	
	H7	0.735	Valid	
	H8	0.509	Valid	
Online Promotion	PO1	0.726	Valid	0.591
	PO2	0.868	Valid	
	PO3	0.880	Valid	
	PO4	0.711	Valid	
	PO5	0.712	Valid	
	PO6	0.708	Valid	
	PO7	0.737	Valid	

Variable	Question Item	Loading Factor	Validitas	BIR D
	PO8	0.750	Valid	
	PO9	0.816	Valid	
	PO10	0.763	Valid	
Repurchase Intention	RI1	0.811	Valid	0.613
	RI2	0.806	Valid	
	RI3	0.870	Valid	
	RI4	0.743	Valid	
	RI5	0.739	Valid	
	RI6	0.767	Valid	
	RI7	0.659	Valid	
	RI8	0.846	Valid	
Muslim Consumer Awareness	MCA1	0.846	Valid	0.427
	MCA2	0.705	Valid	
	MCA3	0.760	Valid	
	MCA4	0.666	Valid	
	MCA5	0.404	Valid	
	MCA6	0.409	Valid	

Source: Primary Data processed, 2024

Table 2 illustrates the results derived from 44 survey questions categorized under the variables: Convenience (X1), Usability (X2), Price (X3), Online Promotion (X4), Repurchase Intention (Y), and Muslim Consumer Awareness (Z). The loading factor values for these variables range between 0.4 and 0.7, indicating that the items meet the necessary loading factor criteria, thus justifying their retention for subsequent testing phases.

Discriminant Validity

Discriminant validity is evaluated using two primary criteria. Firstly, each construct should exhibit distinctiveness from other constructs, as evidenced by cross-loading values. Secondly, the Average Variance Extracted (AVE) for each construct must surpass the average variance shared with other constructs. According to Ghazali and Latan

(2015), a cross-loading value exceeding 0.70 is indicative of adequate discriminant validity. However, Hair et al. (2014) suggest that cross-loading values between 0.60 and 0.70 are also acceptable. The results of the cross-loading analysis are presented in Table 2.

Table 3.
Cross Loading Values

	KMD	KGn	H	PO	RI	MCA
KMD1	(0.890)	-0.150	-0.026	-0.124	0.256	0.042
KMD2	(0.839)	-0.100	0.047	0.367	-0.134	-0.113
KMD3	(0.951)	-0.266	-0.193	0.099	0.080	0.167
KMD4	(0.705)	0.768	0.556	-0.646	-0.063	-0.428
KMD5	(0.949)	-0.283	-0.238	0.125	0.085	0.198
KMD6	(0.859)	0.229	0.002	0.052	-0.266	0.015
KGn1	-0.142	(0.740)	-0.508	0.535	-0.424	0.433
KGn2	-0.180	(0.803)	0.022	0.792	0.803	-0.050
KGn3	-0.115	(0.714)	0.039	-0.550	1.304	-0.029
KGn4	0.082	(0.740)	-0.184	0.237	-0.429	0.168
KGn5	0.256	(0.772)	0.425	-0.513	-0.536	-0.448
KGn6	0.094	(0.773)	0.180	-0.542	-0.687	-0.049
H1	0.098	-0.294	(0.755)	0.198	0.053	^{2.0} ₅₇
H2	-0.032	0.460	(0.600)	-0.279	-0.048	^{1.9} ₄₀
H3	-0.257	-0.594	(0.799)	0.453	0.405	0.257
H4	0.192	0.304	(0.735)	0.205	-0.761	-0.761
H5	0.072	0.439	(0.509)	-0.988	0.453	-1.974
H6	-0.257	-0.594	(0.799)	0.453	0.405	0.257
H7	0.192	0.304	(0.735)	0.205	-0.761	-0.761
H8	0.072	0.439	(0.509)	-0.988	0.453	-1.974
PO1	-0.142	0.814	-0.508	(0.726)	-0.424	0.433
PO2	-0.180	-0.451	0.022	(0.868)	0.803	-0.050
PO3	-0.089	-0.205	0.356	(0.880)	-0.167	-0.363
PO4	0.082	0.756	-0.184	(0.711)	-0.429	0.168
PO5	0.069	-0.285	-0.537	(0.712)	0.309	0.513
PO6	0.250	-0.103	1.033	(0.708)	0.050	-0.789
PO7	-0.034	0.690	-0.280	(0.737)	-0.618	0.137
PO8	-0.067	-0.464	0.011	(0.750)	-0.128	0.000
PO9	-0.003	-0.454	0.201	(0.816)	0.504	-0.177

	KMD	KGn	H	PO	RI	MCA
PO10	0.173	-0.095	-0.197	(0.753)	-0.069	0.221
RI1	-0.303	0.116	-0.280	-0.383	(0.811)	0.329
RI2	-0.019	0.468	-0.526	-0.249	(0.806)	0.487
RI3	-0.265	-0.370	-0.193	-0.428	(0.870)	0.123
RI4	-0.089	-0.205	0.356	1.273	(0.743)	-0.363
RI5	0.077	-0.256	0.592	0.842	(0.739)	-0.594
RI6	0.103	0.583	0.359	-0.220	(0.767)	-0.367
RI7	0.865	-0.056	-0.080	-0.171	(0.659)	0.190
RI8	-0.176	-0.259	-0.124	-0.477	(0.846)	0.116
MCA1	0.098	-0.294	-1.216	0.198	0.053	(0.846)
MCA2	-0.032	0.460	-1.189	-0.279	-0.048	(0.705)
MCA3	-0.257	-0.594	0.426	0.453	0.405	(0.760)
MCA4	0.192	0.304	1.532	0.205	-0.761	(0.666)
MCA5	0.072	0.439	2.461	-0.988	0.453	(0.404)
MCA6	-0.054	-0.011	-1.148	-0.127	0.015	(0.409)

Source: Primary Data processed, 2024

By scrutinizing the cross-loadings of each construct, it becomes evident that the value for each construct surpasses the inter-construct correlations, as presented in Table 3. Notably, each construct achieves a value of 0.70, signifying robust discriminant validity within this study. Consequently, it can be inferred that the discriminant validity has been satisfactorily established.

Moreover, we assessed the Average Variance Extracted (AVE) to further verify the validity. The AVE for each construct should exceed the mean AVE of all constructs combined. The results from the discriminant validity test, depicted in Table 3, corroborate that the constructs exhibit adequate validity.

Table 4.15
AVE Root Value

Variabel	√AVE	Explanation
KMD	(0.869)	Valid

Variabel	$\sqrt{\text{AVE}}$	Explanation
KGN	(0.725)	Valid
H	(0.690)	Valid
PO	(0.769)	Valid
RI	(0.783)	Valid
MCA	(0.654)	Valid

Primary Data processed, 2024

It can be concluded that this study is valid and can be continued based on Table 4.17 which shows that the average AVE of each construction is greater than 0.7.

Reliability Test

To find out whether a construction has good enough quality or not, a reliability test is carried out that measures the stability and consistency of the instrument used to measure the construction. In addition, the purpose of reliability testing is to identify errors and biases in a study. We calculated the dependency using the reliability values of alpha and Cronbach composites. A construction is said to be reliable if the value is 0.70. In 2015, Ghozali and Latan. The following are the results of the reliability test presented in table 4.

Table 4.
Cronbach's Alpha and Composite Reliability Testing

Variable	Cronbach's Alpha	Composite Reliability	Explanation
KMD	0.933	0.948	Reliable
KGN	0.819	0.869	Reliable
H	0.838	0.876	Reliable
PO	0.922	0.935	Reliable
RI	0.908	0.926	Reliable
MCA	1.000	1.000	Reliable

Source: Primary Data processed, 2024

The Composite Reliability variable demonstrates a Convenience value (a1) of 0.948, as indicated in Table 4. The Utility variable (X2) holds a value of 0.869. The Price variable (X3) has a value of 0.876. The Online Promotion variable (X4) is marked at 0.935. A score of 0.926 signifies a Buyback Intent (Y), equivalent to 1.000 for Muslim Consumer Awareness (Z). These values indicate that the measurement model's evaluation criteria are satisfied, as all variables exhibit a Composite Reliability value exceeding 0.7. The Ease variable (X1) has a reliability score of 0.933 according to Cronbach's Alpha. Usability, denoted as X2, has a value of 0.819. The Price variable (X3) is measured at 0.838. With scores of 0.922 for the Online Promotion variable (X4) and Repurchase Interest variable (Y), both are highly significant. A Muslim Consumer Awareness (Z) score of 1.000 suggests exceptional reliability, confirming that all variables have a Cronbach's Alpha value greater than the acceptable threshold of 0.6 to 0.7.

Structural Model Test Results (Inner Model)

The Inner Model illustrates the interactions among lower-level constructs. The objective of inner model testing is to assess the goodness of fit of the model through the R-squared method and comprehensive output analysis (APC, ARS, AVIF, etc.). Subsequently, the impact of the constructs is examined by analyzing the path coefficient results (Ghozali and Latan, 2015).

Goodness of Fit with R-Squared

R-Squared represents the model's predictive value. It explains the influence of exogenous variables on endogenous variables,

particularly in determining their significance (Ghozali & Latan, 2015). According to this analysis, a value of 0.75 is considered strong, 0.50 moderate, and 0.25 weak. To evaluate the model's predictive relevance, Q-Square, also known as the predictive sample reuse method developed by Stone and Geisser, is employed. A model is deemed non-predictive if Q² is less than 0. Table 5 presents the goodness of fit test results using R-squared and Q-squared values.

Table 5.
R Square and Q-Square Test

Variabel	R-square	Q-square
The Intention of Reuse	0.794	0.789

Primary Data Source processed, 2024

Table 5 demonstrates that the R-squared value for the time variable, as determined by the equation, is 0.794—a notably high value. This implies that the constructs of ease of use, utility, price, and online promotion significantly explain the variables numerically. Conversely, other constructs discussed in this study provide additional explanations. The Q-square value for reuse intention, which ranges from 0 to 1, indicates that the closer the value is to 1, the better the model's predictions align with the observations. In this study, the Q-square test yielded a value of 0.789, indicating a strong model fit.

Goodness of Fit with General Result Output Analysis

The analysis of the general results is exclusively available in Warp PLS by examining the output test results on the fit and

quality indices model. In Warp PLS version 7, there are 10 fit indicators. The criteria state that APC, ARS, and AARS must have a p-value of less than 0.05 (Sholihin & Ratmono, 2021; Kock, 2017).

Table 6.
Outcomes of the General Output Analysis for Ease of Uses Intention

Criteria	Rule of Thumb	General Result Test Results
Average Path Coefficients (APC)	p values < 0.05	0.709, P<0.001
Average R-squared (ARS)	P < 0.05	0.503, P<0.001
Average adjusted R-squared (AARS)	P < 0.05	0.498, P<0.001
Average block VIF (AVIF)	A value of <5 and ideally <=3.3	
Average full collinearity VIF (AFVIF)	A < value of 5 and ideally <=3.3	1.902
Tenenhaus GoF (GoF)	small (≥0.1), medium (≥0.25), and large (≥0.36).	0.587
Sympson's paradox ratio (SPR)	A value of >0.7 and ideally 1	1.000
R-squared contribution ratio (RSCR)	Value >=0.9 and ideally 1	1.000
Statistical suppression ratio (SSR)	Accepted if the value is >0.7	1.000

Source: Primary Data processed, 2024

Table 7.
Results of the General Outcome Evaluation on Usability and Reuse Intention

Criteria	Rule of Thumb	General Result Test Results
Average Path Coefficients (APC)	Values with p < 0.05	0.876, P < 0.001

Criteria	Rule of Thumb	General Result Test Results
Average R-squared (ARS)	Values with $p < 0.05$	0.767, $P < 0.001$
Average adjusted R-squared (AARS)	Values with $p < 0.05$	0.767, $P < 0.001$
Average block VIF (AVIF)	Values < 5 and ideally ≤ 3.3	
Average full collinearity VIF (AFVIF)	Values < 5 and ideally ≤ 3.3	4.272
Tenenhaus GoF (GoF)	Values for small effect size ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.660
Simpson's paradox ratio (SPR)	Values > 0.7 and ideally 1	1.000
R-squared contribution ratio (RSCR)	Values ≥ 0.9 and ideally 1	1.000
Statistical suppression ratio (SSR)	Accepted if values > 0.7	1.000
Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if values > 0.7	1.000

Source: Primary Data processed, 2024

Table 8.
Results of the General Output Test on the Intention to Reuse Pricing

Kriteria	Rule of Thumb	General Results Evaluation
Average Path Coefficients (APC)	$p\text{-value} < 0.05$	0.150, $P=0.026$
Average R-squared (ARS)	$p\text{-value} < 0.05$	0.023, $P=0.203$
Average adjusted R-squared (AARS)	$p\text{-value} < 0.05$	0.013, $P=0.222$
Average block VIF (AVIF)	Values < 5 , ideally ≤ 3.3	
Average full collinearity VIF (AFVIF)	Values < 5 , ideally ≤ 3.3	1.002

Kriteria	Rule of Thumb	General Results Evaluation
Tenenhaus GoF (GoF)	Small effect size (≥ 0.1), medium effect size (≥ 0.25), large effect size (≥ 0.36)	0.111
Simpson's paradox ratio (SPR)	Values > 0.7 , ideally 1	1.000
R-squared contribution ratio (RSCR)	Values ≥ 0.9 , ideally 1	1.000
Statistical suppression ratio (SSR)	Accepted if values > 0.7	1.000
Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if values ≥ 0.7	0.000

Source: Primary Data, processed 2024

Table 9.
Results of the General Output Test on Online Promotion's Impact on Reuse Intention

Kriteria	Rule of Thumb	General Results Evaluation
Average Path Coefficients (APC)	$p\text{-value} < 0.05$	0.863, $P<0.001$
Average R-squared (ARS)	$p\text{-value} < 0.05$	0.745, $P<0.001$
Average adjusted R-squared (AARS)	$p\text{-value} < 0.05$	0.742, $P<0.001$
Average block VIF (AVIF)	Values < 5 , ideally ≤ 3.3	
Average full collinearity VIF (AFVIF)	Values < 5 , ideally ≤ 3.3	3.883
Tenenhaus GoF (GoF)	Small effect size (≥ 0.1), medium effect size (≥ 0.25), large effect size (≥ 0.36)	0.669

Kriteria	Rule of Thumb	General Results Evaluation
Sympson's paradox ratio (SPR)	Values > 0.7, ideally 1	1.000
R-squared contribution ratio (RSCR)	Values >= 0.9, ideally 1	1.000
Statistical suppression ratio (SSR)	Accepted if values > 0.7	1.000
Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if values >= 0.7	1.000

Source: Primary Data processed, 2024

Table 10.
General Result Output Test Results: The Moderating Effect of Muslim Consumer Awareness on the Ease of Reuse Intention

Criterion	Rule of Thumb	General Result Test Results
Average Path Coefficients (APC)	p-value < 0.05	0.410, P<1.000
Average R-squared (ARS)	p-value < 0.05	0.530, P<1.000
Average adjusted R-squared (AARS)	p-value < 0.05	0.521, P<1.000
Average block VIF (AVIF)	Values < 5, ideally <= 3.3	1.167
Average full collinearity VIF (AFVIF)	Values < 5, ideally <= 3.3	1.554
Tenenhaus GoF (GoF)	Small effect size (>=0.1), medium effect size (>=0.25), large effect size (>=0.36)	0.609
Sympson's paradox ratio (SPR)	Values > 0.7, ideally 1	1.000
R-squared contribution ratio (RSCR)	Values >= 0.9, ideally 1	1.000
Statistical suppression ratio (SSR)	Accepted if values > 0.7	1.000

Criterion	Rule of Thumb	General Result Test Results
Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if values >= 0.7	1.000

Source: Primary Data processed, 2024

Table 11
General Findings: The Influence of Muslim Consumer Awareness on the Moderation of Usability and Reuse Intention

Criterion	Rule of Thumb	General Result Test Results
Average Path Coefficients (APC)	p-value < 0.05	0.503, P<0.001
Average R-squared (ARS)	p-value < 0.05	0.794, P<0.001
Average adjusted R-squared (AARS)	p-value < 0.05	0.790, P<0.001
Average block VIF (AVIF)	Values < 5, ideally <= 3.3	1.053
Average full collinearity VIF (AFVIF)	Values < 5, ideally <= 3.3	2.790
Tenenhaus GoF (GoF)	Small effect size (>=0.1), medium effect size (>=0.25), large effect size (>=0.36)	0.713
Sympson's paradox ratio (SPR)	Values > 0.7, ideally 1	1.000
R-squared contribution ratio (RSCR)	Values >= 0.9, ideally 1	1.000
Statistical suppression ratio (SSR)	Accepted if values > 0.7	1.000
Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if values >= 0.7	1.000

Source: Primary Data, processed 2024

Table 12.
Overall Test Result Output: The Moderating Effect of Muslim Consumer Awareness on the Relationship Between Price and Reuse Intention

Criterion	Rule of Thumb	General Result Test Results
Average Path Coefficients (APC)	p-value < 0.05	0.105, P=0.065
Average R-squared (ARS)	p-value < 0.05	0.030, P=0.188
Average adjusted R-squared (AARS)	p-value < 0.05	0.012, P=0.226
Average block VIF (AVIF)	Values < 5, ideally <= 3.3	1.129
Average full collinearity VIF (AFVIF)	Values < 5, ideally <= 3.3	1.015
Tenenhaus GoF (GoF)	Small effect size (>=0.1), medium effect size (>=0.25), large effect size (>=0.36)	0.133
Sympson's paradox ratio (SPR)	Values > 0.7, ideally 1	1.000
R-squared contribution ratio (RSCR)	Values >= 0.9, ideally 1	1.000
Statistical suppression ratio (SSR)	Accepted if values > 0.7	1.000
Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if values >= 0.7	0.000

Source: Data processed, 2024

Table 13.
General Output Test Results: The Moderating Role of Muslim Consumer Awareness on the Relationship between Online Promotion and Reuse Intention

Criterion	Rule of Thumb	General Result Test Results
Average Path Coefficients (APC)	p-value < 0.05	0.507, P<0.001

Criterion	Rule of Thumb	General Result Test Results
Average R-squared (ARS)	p-value < 0.05	0.773, P<0.001
Average adjusted R-squared (AARS)	p-value < 0.05	0.768, P<0.001
Average block VIF (AVIF)	Values < 5, ideally <= 3.3	1.010
Average full collinearity VIF (AFVIF)	Values < 5, ideally <= 3.3	2.818
Tenenhaus GoF (GoF)	Small effect size (>=0.1), medium effect size (>=0.25), large effect size (>=0.36)	0.713
Sympson's paradox ratio (SPR)	Values > 0.7, ideally 1	1.000
R-squared contribution ratio (RSCR)	Values >= 0.9, ideally 1	1.000
Statistical suppression ratio (SSR)	Accepted if values > 0.7	1.000
Nonlinear bivariate causality direction ratio (NLBCDR)	Accepted if values >= 0.7	0.750

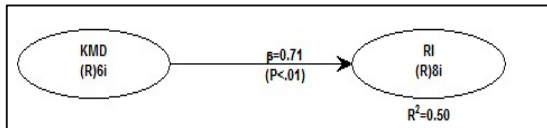
Source: Primary Data processed, 2024

Analysis of Direct Influence between X and Y Variables

This study employs a stepwise methodology, comprising two primary stages. The first stage involves examining whether the variables of convenience, usability, price, and online promotion exert a direct impact on the intention to reuse. The second stage involves estimating the Ordinary Least Squares (OLS) regression by incorporating the Muslim

Consumer Awareness variable as a moderating factor.

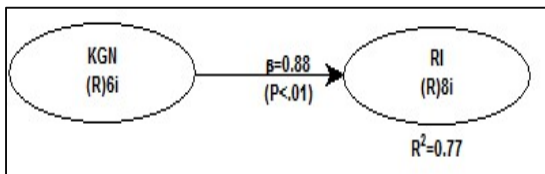
Figure 2.
Direct Effect of Convenience on Reuse Intent



Source: Primary Data processed, 2024

The influence of convenience exerts a direct and statistically significant impact on the target variable, as evidenced by a u-value of 0.71 and a P-value of 0.001, as illustrated in Figure 2. The R^2 value of 0.50, which is substantially greater than 0.050, signifies that the contribution of convenience to the intention to reuse is 50%, highlighting its considerable effect.

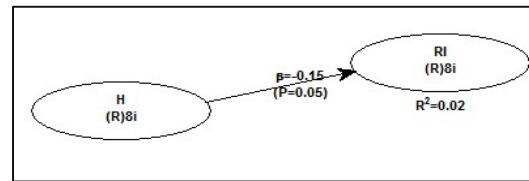
Figure 3.
Direct Effect of Usability on Reuse Intent.



Source: Primary Data processed, 2024

The direct utilization impact exhibits a positive and statistically significant influence on electricity consumption, as illustrated in Figure 3. This is evidenced by a coefficient of 0.88 and a P-value of 0.001, which is well below the significance threshold of 0.050. The model's explanatory power is reflected by an R^2 value of 0.77, indicating that usability accounts for 77% of the variance in reuse intentions.

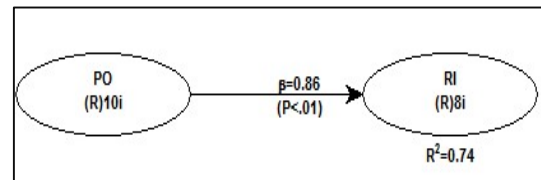
Figure 4.
Direct Effect of Price on Reuse Intent



Source: Primary Data, processed 2024

Using a u-value of -0.15 and a P value of 0.05, the direct impact of price on net profit is both negative and statistically significant (refer to Figure 4). This is evidenced by an R^2 value of 0.02, indicating that the price influence accounts for 2% of the variance in reuse intention.

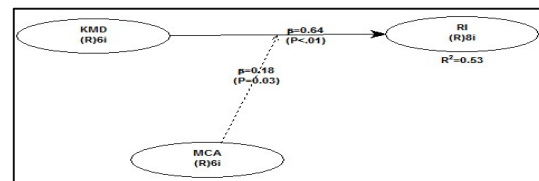
Figure 5.
Direct Effect of Online Promotion on Reuse Intention



Source: Primary Data, processed 2024

Utilizing a value of 0.86 and a P-Value of 0.001, which is significantly less than the 0.050 threshold, the positive and significant impact of online promotion on the number of days spent fishing is illustrated in Figure 5. This effect is further corroborated by an R^2 value of 0.74, indicating that usability contributes 74% to the intention to reuse.

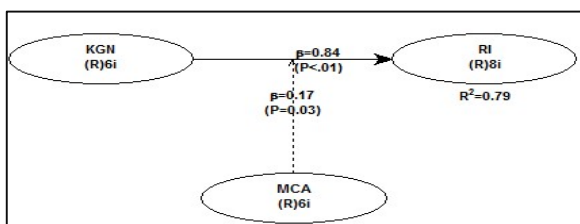
Figure 6.
Muslim Consumer Awareness as a Moderator of the Effect of Convenience on Reuse Intentions



Source: Primary data processed, 2024

Based on the data presented in Figure 6, it can be elucidated that the test results indicate the Ease of Use Intention variable is significantly moderated by Muslim Consumer Awareness, with an estimated coefficient of 0.64 and a P-value of 0.001, which is well below the threshold of 0.050. Additionally, the moderation effect is substantiated by a coefficient of 0.18 and a P-value of 0.03, both of which are smaller than 0.05. This implies that Muslim Consumer Awareness effectively moderates the impact of Convenience on Reuse Intention. The moderation effect's contribution is quantified by an R² value of 0.53, indicating that 53% of the variance in Reuse Intention is explained by this moderation effect.

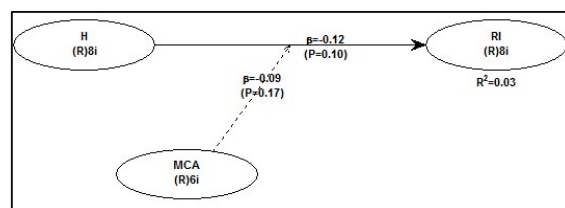
Figure 7.
Muslim Consumer Awareness Moderates the Effect of Usability on Reuse Intention



Source: Primary Data processed, 2024

Based on Table 7, the test results indicate that the Usage variable significantly influences Water Use, with an estimated value of 0.84 and a P-Value of 0.001, which is less than 0.050. Additionally, the moderation effect coefficient was found to be 0.17, with a value of 0.03 (less than 0.05) and a P-Value of 0.03. This implies that Muslim Consumer Awareness moderates the relationship between Usability and Reuse Intention, as evidenced by the moderation effect contributing to an R² value of 0.79 (79%).

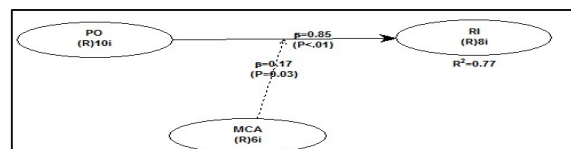
Figure 8.
Muslim Consumer Awareness Moderates the Effect of Price on Reuse Intention



Source: Primary Data processed, 2024

The test results indicate that the Price variable significantly influences Reuse Intention, with an estimated coefficient of -0.12 and a P-value of 0.10, which is less than the threshold of 0.05, as illustrated in Figure 8 above. Additionally, the moderation effect coefficient is -0.09, with a value of 0.17 and a P-value exceeding 0.05. This implies that Muslim Consumer Awareness does not moderate the relationship between Price and Reuse Intention, as evidenced by the R² value of 0.03 (3%) representing the contribution of the moderation effect.

Figure 9.
Muslim Consumer Awareness Moderates the Effect of Online Promotion on Reuse Intention



Source: Primary Data processed, 2024

Based on the data presented in Table 9, it is evident that the test results indicate a significant impact of the online promotion variable on the number of days of reuse, with an estimated value of 0.85 and a P-Value of 0.001, which is below the 0.050 threshold. Additionally, the coefficient for the

moderation effect was 0.17, with a value of 0.03 (less than 0.05), and a P-Value of 0.03. This signifies that Muslim Consumer Awareness moderates the effect of Online Promotion on Reuse Intention. The contribution of this moderation effect is reflected in the R^2 value of 0.77, indicating a 77% variance explained.

Table 14
Results of Moderated Regression Analysis

Route	Path Coefficients	P Values
KMD → RI	0.709	0.001
KGN → RI	0.876	0.001
H → RI	-0.150	0.052
PO → RI	0.863	0.001
KMDMCA → RI	0.18	0.030
KGN MCA → RI	0.17	0.030
H MCA → RI	-0.120	0.167
PO MCA → RI	0.17	0.030

Source: Primary Data processed, 2024

CONCLUSION

Based on the comprehensive analysis and discussion of the impact of convenience, usability, price, and online promotion on the intention to reuse online transportation services, with Muslim consumer awareness serving as a moderating variable, the following conclusions can be drawn:

The study demonstrates that the majority of the independent variables, specifically convenience (X1), usability (X2), and online promotion (X4), exert a positive and significant influence on the intention to reuse online transportation services. In contrast, the price variable (X3) exhibits a negative but significant impact on the intention to reuse online transportation, with a coefficient value

of -0.15 and a P-value of 0.05. This indicates an inverse relationship; as the price increases, the intention to reuse online transportation decreases, and vice versa.

Moreover, Muslim Consumer Awareness functions as a moderating variable in the relationship between convenience, usability, and online promotion and the intention to reuse online transportation services. However, it does not moderate the relationship between price and the intention to reuse online transportation. The moderation effect coefficient for price is -0.12 with a P-value of 0.10, which exceeds the threshold of 0.05. Additionally, the moderation effect coefficient of -0.09 and the P-value of 0.17 further corroborate that Muslim Consumer Awareness does not moderate the effect of price on reuse intention. The contribution of the moderation effect is minimal, with an R^2 value of 0.03 (3%).

In conclusion, price alone does not significantly influence the intention to reuse online transportation services, especially when factors such as consumer knowledge, religiosity awareness, and safety concerns are taken into account.

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