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The Influence of Emotional Value, Social Value, and Price Value on the Decision to Use NICE Bus Transportation.

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ABSTRACT

This study aims to analyze the influence of emotional value, social value, and price value on the decision to use NICE Bus transportation on the Kualanamu Airport – Millenium Plaza (Helvetia) route. Safe, comfortable, and affordable public transportation is an essential need for the community to support daily activities. However, the utilization of the NICE Bus is still not optimal due to varying perceptions regarding the emotional, social, and price aspects offered. This study uses a quantitative approach with a survey method by distributing questionnaires to 90 respondents who are NICE Bus users. The independent variables in this study are emotional value, social value, and price value, while the dependent variable is the usage decision. The data analysis technique uses multiple linear regression to test the simultaneous and partial influence of the three independent variables on the usage decision. The results of the study show that emotional value has a significant influence on the usage decision, particularly in terms of comfort and emotional satisfaction when using the NICE Bus. Social value also has a significant influence, especially regarding ease of access and travel efficiency perceived by passengers. Price value is proven to have a significant influence, indicating that affordable ticket prices that match the provided facilities are an important consideration in the usage decision. This study provides practical contributions for NICE Bus management in developing customer satisfaction-oriented marketing strategies to increase passenger volume and ensure the sustainability of transportation services.

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INTRODUCTION

Proper and effective transportation has become an important part of daily life. Transportation plays a crucial role in supporting various activities in a city, including in Indonesia. This is because almost all human activities are inseparable from mobility processes that require transportation. Means of transportation can be categorized into three types: land transportation, sea transportation, and air transportation. Transportation is closely related to people and society as service users and consumers. It is very ironic when proper transportation, which is a primary need for its users, is in reality not available in the community.

The rapid growth and development of a city that is not accompanied by an adequate transportation system represents a situation where demand exceeds supply; conversely, the growth rate of the transportation system that does not align with a city's development indicates that supply exceeds demand. Accidents in

various modes of transportation have occurred in Indonesia. Based on analysis and evaluation data from the Traffic Directorate (Ditlantas) of the North Sumatra Regional Police, Inspector General of Police Whisnu Hermawan Februanto stated that the number of traffic accidents in North Sumatra in 2024 increased by 1.6% compared to 2023. It was recorded that there were 6,850 traffic accident cases in 2024, compared to the previous year, 2023, which had only 6,379 cases. Traffic accidents are one of the concerning issues in the city of Medan.

Medan is one of the developing cities that faces transportation problems, especially in mass transportation or public transit. Existing public transportation, such as city buses and urban minibuses, is not very effective for its users. This is due to the lack of safety and comfort factors, causing people to prefer using private vehicles over public transportation. Safe and comfortable transportation is also a top priority for the community to support the smooth running of their daily activities.

The government has provided Bus Rapid Transit (BRT) and regular buses such as the NICE Bus (launched in 2015) to support smooth community mobility and address these issues. One of the efforts made by the Medan City Government is to provide public transportation services through regular bus operations. One example of a regular bus is the NICE Bus, which operates an inner-city route serving the Kualanamu Airport Plaza Millenium (Helvetia) route, making it easier for people to travel from the airport to various points in the city, in addition to using the train service. This route covers several key points in Medan, such as Jalan Kapten Muslim, Simpang Zipur, Simpang Marelan, Flyover Brayan, Jalan Cemara, as well as the toll road to Kualanamu Airport.

One type of transportation that has both of the advantages mentioned above is the NICE Bus. The NICE Bus offers various facilities, including a spacious interior that allows passengers to move more freely, a sporty exterior, reclining seats, TV, air conditioning, and audio system. In terms of safety, the NICE Bus provides better security for its users as it is equipped with entry/exit doors that can only be opened and closed by the driver. Comfort is also ensured, as the bus has a capacity of 30 seats (for medium-sized buses) and standing space for 15 passengers without overcrowding

The NICE Bus departs from Medan to Kualanamu Airport and vice versa, with a stop at Plaza Millenium Medan, every 30 minutes. Departures from Plaza Millenium to Kualanamu Airport run from 4:30 AM to 10:00 PM, while departures from Kualanamu Airport to Plaza Millenium run from 5:00 AM to 8:00 PM, with a ticket price of Rp 20,000, which is more affordable than other bus fares.

The ticket price comparison can be seen in the following table:

Table 1. Ticket Prices for Bus Transportation on the Airport – Medan City Route

No	Bus Name	Route	Distance	Ticket Price
1	Nice	KNO – Helvetia	31 KM	Rp. 20.000
2	Damri	KNO – Carefour	28 KM	Rp. 20.000
3	ALS	KNO - Gagak Hitam	40 KM	Rp. 25.000

From the table above, it can be seen that the NICE Bus ticket price is still more affordable compared to other buses, considering the different travel distances. The NICE Bus, with a travel distance of 31 km, charges Rp. 20,000, while the Damri bus, with a shorter distance of 28 km, also charges Rp. 20,000, even though its route is closer than that of the NICE Bus. In addition, the NICE Bus also has a well-organized departure schedule. The NICE Bus has become one of the main transportation choices for the community, especially for passengers traveling to and from the airport. Therefore, in order to survive in the transportation business, PT. Nirmala Cerah must implement various strategies, one of which is a customer-oriented strategy by instilling emotional value, social value, and price value in passengers, which will influence the decision to use NICE Bus transportation.

Based on the initial observation, it was found that 17% of respondents stated that they were not interested in using NICE Bus transportation again after trying it for the first time. This indicates that NICE Bus transportation has not yet succeeded in creating a strong emotional value for its passengers. Additionally, 41% of respondents stated that the sense of safety and tranquility while using NICE Bus transportation was still lacking. This may be due to the volume of the TV or music audio being too loud, or the noise caused by passengers communicating with each other. Therefore, this has become a finding for the researcher to further examine the issue of emotional value, especially in terms of safety and tranquility.

Social value in transportation refers to the benefits perceived by the community as a whole, not just by direct transportation users. This value includes benefits related to social self-concept, improved well-being, as well as positive impacts on the environment and economy. Social value is an important aspect of the usage decision, as the community will experience the overall benefits of NICE Bus transportation. The researcher conducted a preliminary survey of 30 respondents on the aspect of social value and obtained the following results:

From the results of the preliminary survey table above, it can be concluded that 73% of respondents stated that NICE Bus transportation has not yet provided comfort, 70% of respondents stated that NICE Bus transportation has not yet supported transportation development by accepting feedback and suggestions from the community, 67% of respondents stated that NICE Bus transportation has not yet had a positive impact on the wider community, such as improving mobility and accessibility, and 60% of respondents stated that NICE Bus transportation has not yet been able to reduce traffic congestion or increase travel productivity by making trips shorter. This has become a finding for the researcher that NICE Bus transportation has not yet fully provided benefits to the wider community, and the management must be wiser in addressing this issue

This study is expected to provide a deeper understanding of how emotional value, social value, and price value influence the decision to use NICE Bus transportation. This research aims to give clearer insights to transportation operators about the importance of emotional value, social value, and price value in the decision to use transportation services, so they can reach a wider market and increase passenger volume. It is hoped that this study will provide practical lessons that can be applied by transportation providers to improve usage decisions, expand market share, and make a greater contribution to economic growth.

Based on the background described above, the author is interested in conducting a study entitled *"The Influence of Emotional Value, Social Value, and Price Value on the Decision to Use NICE Bus Transportation on the Kualanamu Airport – Millenium Plaza (Helvetia) Route".*

METHODOLOGY

This study uses a quantitative approach with a descriptive associative research design to analyze the influence of emotional value, social value, and price value on the decision to use NICE Bus transportation on the Kualanamu Airport – Millenium Plaza (Helvetia) route. A quantitative approach was chosen because it allows for objective and systematic measurement of data and facilitates the analysis of relationships between variables using statistical analysis. The population in this study consists of all NICE Bus passengers in May 2025, totaling 900 passengers. The sample size was determined using the Slovin formula with a confidence level of 90% and a margin of error of 10%, resulting in a sample of 90 respondents. The sampling technique used was accidental sampling by selecting passengers who used the NICE Bus during the study period.

The research was conducted at PT. Nirmala Cerah, which operates the NICE Bus on the Kualanamu Airport – Millenium Plaza, Medan route. This study was carried out from May 2025 until completion, according to the research schedule that was prepared, covering the stages of preparation, questionnaire distribution, data collection, data analysis, and research report preparation. The research instrument used was a questionnaire with a Likert scale to measure respondents' level of agreement with the indicators of the variables: emotional value, social value, price value, and usage decision. The independent variables include emotional value (X1), social value (X2), and price value (X3), while the dependent variable is the usage decision (Y). The indicators for each variable were adapted from relevant previous studies and have been tested for validity and reliability

The data collection technique in this study was carried out by directly distributing questionnaires to NICE Bus passengers as primary data, as well as conducting documentation studies to obtain secondary data related to the number of passengers and relevant literature. Before conducting the regression analysis, the data were tested for validity using the Pearson Product Moment test and for reliability using Cronbach's Alpha to ensure that the instrument had a good level of consistency and accuracy. The collected data were analyzed using multiple linear regression analysis to determine the simultaneous and partial influence of emotional value, social value, and price value on the decision to use the NICE Bus. Classical assumption tests, such as normality test, heteroscedasticity test, and multicollinearity test, were also conducted to ensure the feasibility of the data for regression analysis. The results of this analysis are expected to provide an overview of the factors that influence the public's decision to use NICE Bus transportation as a basis for evaluation and for developing strategies to improve the quality of public transportation services.

Table 2. Previous research

No.	Author	Research Variables	Research Findings
1.	Tulus Hermawan (2020)	X1:Service,X2:Price,X3:Facilities, X4:Comfort and Safety, Y:Usage Decision	The results show a significant influence of the variables Service, Price, Facilities, Comfort, and Safety on the Decision to Use Transportation Services partially, based on t-test and F-test.
2.	Christian, Daeng (2023)	X: Price Value,Y: Usage Decision	The results show that price value has a positive and

			significant effect on the Decision to Use Maxim Bike Online Transportation Services
3.	Fernando (2024)	X1:Price Value,X2:Emotional Value, X3:Prestige Value, X4:Interaction Value, Y: Attitude toward Local Food and Repurchase Intention	The results show that (1) price value, emotional value, prestige value, and interaction value have a positive and significant effect on consumer attitude, (2) consumer attitude has a positive and significant effect on repurchase intention.
4.	Christian Daeng (2023)	X: Price Value, Y:Usage Decision	1) The results show that price value has a positive and significant effect on the usage decision, (2) Price Value affects the usage decision of Maxim Bike online transportation services by 62.7%, which indicates a fairly large influence.
5.	Susi Batik (2024)	X1: Price Value, X2: Customer Service, Y: Usage Decision	The results show that simultaneously, price and service variables have a positive and significant effect on the decision to use services. The coefficient of determination (Adjusted R Square) is 0.678, meaning that 67.8% of the usage decision variable can be explained by price and service.
6.	Ashish Sharma (2024)	X1: Social Value, X2: Emotional Value, X3: Brand Trust, X4: Customer Behavior, Y: Purchase Intention	The results demonstrate that extrinsic social value has a positive direct relationship with attitude toward brands. The findings also indicate that intrinsic social value positively influences attitudes toward brands. Attitude toward a brand has a positive direct relationship with purchase intention. Originality/value: This research extends the existing literature on consumption values and offers insights into the specific values that influence attitudes toward tire brands as well as purchase intention. The findings provide tire businesses with insights into values they could focus on when developing strategies to increase

			positive brand attitudes and purchase intentions.
7.	Syahira Fazreen (2023)	X1: Emotional Value, X2: Social Value, X3: Trust, Y: Halal Purchase Decision	The results indicate that emotional value positively and significantly influences halal purchase decisions, suggesting that consumers who attribute high emotional value to halal products are more inclined to buy them. Conversely, the study indicates that social value and trust do not significantly impact halal purchase decisions. While emotional value was significant, the lack of impact from social value and trust suggests a need for consumer education. Companies should invest in educating consumers about the benefits and quality of halal products, which may help build trust and awareness over time.

Based on the summary of the seven previous studies that examined factors influencing usage decisions, it is known that the variables emotional value, social value, and price value are consistent factors that show a positive influence—both directly and indirectly—on usage decisions. Tulus Hermawan's (2020) study states that price has a significant influence on the decision to use transportation services. Another study by Christian Daeng (2023) revealed that price value has a positive and significant effect on the decision to use Maxim Bike online transportation services, indicating that the lower the price value, the higher the usage level. A similar finding was also found in Christian Daeng's (2023) research, which concluded that price value has a positive and significant influence on usage decisions.

When compared to this study, entitled *'The Influence of Emotional Value, Social Value, and Price Value on Usage Decisions'* using a descriptive quantitative approach and 90 respondents, it can be concluded that this research aligns with the majority of previous studies. This study confirms that the three independent variables—emotional value, social value, and price value—jointly influence the decision to use NICE Bus transportation on the Kualanamu Airport – Millenium Plaza (Helvetia) route. This indicates that, in order to increase bus usage, bus operators need to strengthen their marketing strategies, deepen their understanding of passengers' needs, and develop sustainable competitive advantages. This research reaffirms the relevance of these variables in the local context and expands the empirical evidence established in previous literature.
According to Sugiyono (2019), a hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question.

H1: It is assumed that emotional value influences the decision to use NICE Bus transportation on the Kualanamu Airport – Millenium Plaza (Helvetia) route.
H2: It is assumed that social value influences the decision to use NICE Bus transportation on the Kualanamu Airport – Millenium Plaza (Helvetia) route.
H3: It is assumed that price value influences the decision to use NICE Bus transportation on the Kualanamu Airport – Millenium Plaza (Helvetia) route.
H4: It is assumed that emotional value, social value, and price value jointly influence the decision to use NICE Bus transportation on the Kualanamu Airport – Millenium Plaza (Helvetia) route.

RESULTS

Description of Respondent Characteristics

The description of respondent characteristics aims to explain or provide an overview of the respondents' identities in a study. Descriptive data that depict the condition or status of the respondents should be considered as additional information to help understand the research results. Therefore, the description of

respondent characteristics in this study can be categorized based on gender, age, and latest educational background.

This study aims to determine the influence of Emotional Value, Social Value, and Price Value on the decision to use the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route. The following is a description of the respondents' characteristics categorized by gender and age.

Table 3. Respondent Characteristics by Gender

No	Gender	Number (people)	Persentase (%)
1.	Female	58	64%
2.	Male	32	36%
	Total	90	100%

Source: Processed by the researcher, 2025.

Based on Table 3 above, it can be seen that the number of passengers using the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route by gender consists of 58 female respondents (64%) and 32 male respondents (36%) out of a total of 90 respondents. This description shows that the respondents in this study of the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route are predominantly female.

Table 4. Respondent Characteristics by Age

No.	Age	Number (people)	Persentase (%)
1.	>21 Years	14	16%
2.	21-30 Years	32	35%
3.	31-40 Years	25	28%
4.	>40 Years	19	21%
	Total	90	100%

Source: Processed by the researcher, 2025.

Based on Table 4 above, it shows that passengers of the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route who are over 21 years old number 14 people (16%), those aged 21–30 years number 32 people (35%), those aged 31–40 years number 25 people (28%), and those over 40 years old number 19 people (21%) out of a total of 90 respondents. From these data, it can be concluded that the majority of passengers of the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route are in the 21–30 years age group.

Description of Respondents' Answers to the Variables

This study collected data from 90 respondents who use the Nice Bus on the Kualanamu Airport – Millenium Plaza (Helvetia) route. Based on the results of the questionnaire distribution, the description of the respondents' answers for each variable is as follows:

a. Emotional Value

Most respondents agreed that the Nice Bus provides a pleasant feeling when used, as reflected by an average score of 4.12 on this indicator on a Likert scale of 1–5. However, some respondents still feel less comfortable when using the Nice Bus due to passenger noise or the audio inside the bus, with an average score of 3.60 on this indicator. Respondents also expressed satisfaction with the provided facilities, with an average score of 4.20, but their interest in using the Nice Bus again still varies, with an average score of 3.70.

b. Social value

Respondents rated the Nice Bus as providing easy access through stops and a regular schedule, with an average score of 4.00. However, the indicator for travel time efficiency received a lower score of 3.50, as some respondents felt the travel time was still quite long. Affordability was rated positively with a score of 4.30, while service quality aspects such as comfort and friendliness of staff received an average score of 3.80.

Community participation in transportation development and perceived social benefits had an average score of 3.65.

c. Price value

Most respondents consider the ticket price of the Nice Bus to be quite affordable, with an average score of 4.25. The alignment of price with product quality received a score of 4.10, indicating that the price is considered appropriate for the facilities provided. Additionally, the price competitiveness of the Nice Bus compared to other modes of transportation was also rated well by respondents, with an average score of 4.20.

d. Usage Decision

Respondents showed a preference level for choosing the Nice Bus as a mode of transportation with an average score of 3.85, indicating a positive tendency even though some users still consider alternative options. The choice of the Nice Bus brand as the primary transportation from the airport received an average score of 3.75, while the aspect of usage time with a regular departure schedule scored 4.05. The ease of payment methods, both cash and non-cash, was also well appreciated with an average score of 4.15.

Overall, the description of respondents' answers shows that emotional value, social value, and price value fall into the good category with a positive tendency, although there are several aspects that still need improvement by the Nice Bus management, especially regarding comfort during the journey and time efficiency. These results serve as the basis for regression analysis and discussion of the influence of these three variables on usage decisions in the following section.

Table 5. Summary of Respondents' Average Answers to the Variables

No.	Variable	Indicator	Average	Category
1.	Emotional Value	Feeling happy	4.12	Good
		Feeling calm	3.60	Fair
		Feeling satisfied	4.20	Good
		Interest in reuse	3.70	Good
2	Social Value	Ease of access	4.00	Good
		Time efficiency	3.50	Fair
		Affordability	4.30	Good
		Service quality	3.80	Good
		Community participation	3.65	Good
		Social benefits	3.65	Good
3.	Price Value	Affordability	4.25	Good
		Price-quality suitability	4.10	Good
		Price competitiveness	4.20	Good
4.	Usage Decision	Product/service choice	3.85	Good

	Brand choice	3,75	Good
	Usage timing	4,05	Good
	Payment method	4,15	Good

Based on the table above, the emotional value variable received good average scores on the indicators of feeling happy and satisfied, but there is still a need for improvement in the aspect of calmness during the journey. The social value variable also showed a good category for the indicators of price affordability and ease of access, although time efficiency still needs to be improved. Price value received an overall good rating, indicating that the price of Bus Nice is considered appropriate for the facilities provided. Meanwhile, the usage decision variable also showed a positive tendency, with high scores on the aspects of usage timing and payment methods. These results indicate a positive inclination toward using Bus Nice; however, evaluation is still necessary to improve comfort and travel efficiency to enhance passengers' usage decisions.

Validity and Reliability Test

Validity Test

The validity test results using SPSS 23 program compare the Pearson correlation values with the r-table value at a confidence level of 95%, α = 5%, and n = 90. The r-table value obtained is 0.361. A statement is considered valid if the calculated r (rcount) is greater than the r-table value. For more details, the validity test results can be seen in the following table.

Table 6
Validity Test

Variable	Question Item	R count	R table	Description
Emotional Value	Statement 1	0.438	0,361	Valid
	Statement 2	0.429	0,361	Valid
	Statement 3	0.864	0,361	Valid
	Statement 4	0.722	0,361	Valid
Social Value	Statement 1	0.429	0,361	Valid
	Statement 2	0.557	0,361	Valid
	Statement 3	0.766	0,361	Valid
	Statement 4	0.695	0,361	Valid
	Statement 5	0.796	0,361	Valid
	Statement 6	0.718	0,361	Valid
Price Value	Statement 1	0.755	0,361	Valid
	Statement 2	0.624	0,361	Valid
	Statement 3	0.445	0,361	Valid
Usage Decision	Statement 1	0.383	0,361	Valid
	Statement 2	0.672	0,361	Valid
	Statement 3	0.772	0,361	Valid
	Statement 4	0.885	0,361	Valid

Source: Data processed using SPSS 29 (2025)

Based on Table 4.4, it can be seen that the statements in the questionnaire are declared valid because the calculated r value is greater than the r table value.

Reliability Test

To test the reliability of the questionnaire used, a reliability test was conducted using Cronbach's Alpha. If the research variables use instruments that are reliable and trustworthy, the research results will also have a high level of credibility. A research instrument can be considered reliable if the coefficient value is greater than 0.7. For more details, the results of the reliability test can be seen in the following table.

Table 7 Reliability Test

Variabel	*Cronbach's Alpha* Hitung	Keterangan
Emotional Value	0.714	Reliabel
Social Value	0.886	Reliabel
Price Value	0.826	Reliabel
Usage Decision	0.798	Reliabel

Source: Data processed using SPSS 29 (2025)

Table 7 shows that both research instruments in this study have met the criteria for good reliability. In other words, these research instruments are reliable and trustworthy, with a reliability level approaching 1 (>0.7).

Data Analysis Technique

Classical Assumption Test

Normality Test

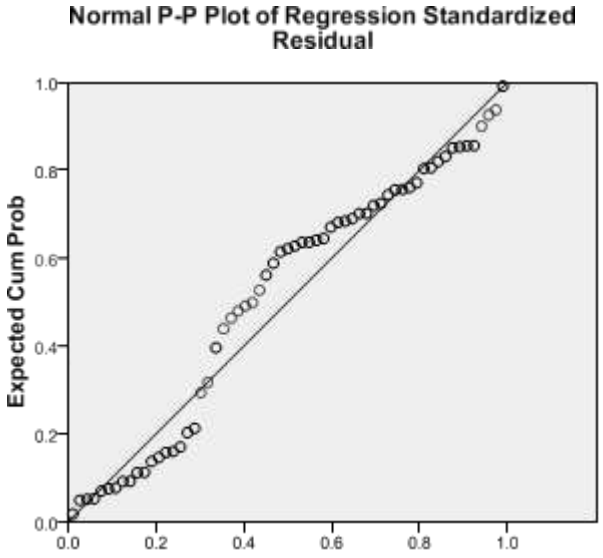

Figure 1 Normal P-P Plot
Source: Data processed using SPSS 29 (2025)

Figure 1 Normal P-P Plot shows that the data are spread around the diagonal line and follow the direction of the diagonal line, indicating that the data can be considered normally distributed.

Heteroscedasticity Test

The heteroscedasticity test aims to examine whether, in the regression model there is an unequal variance of residuals from one observation to another.

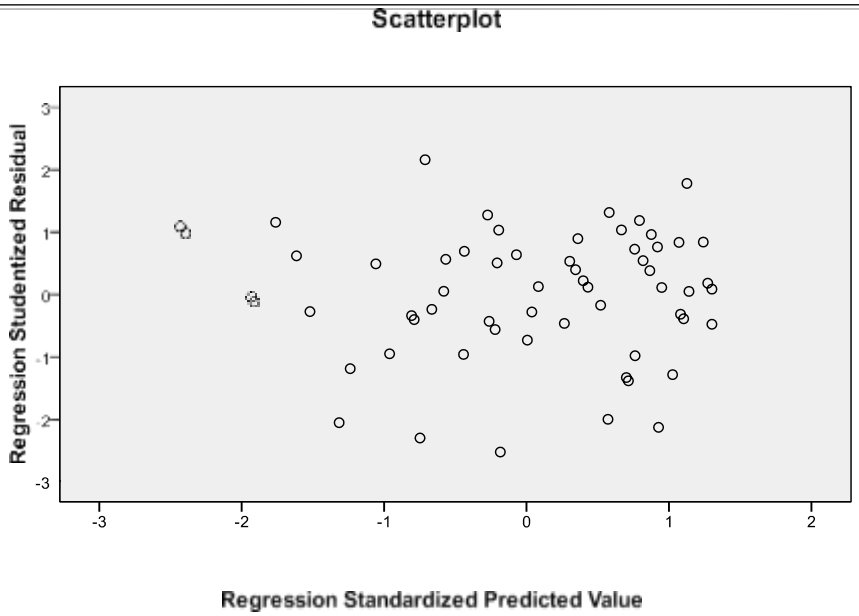

Figure 2 Sctterplot

Based on the scatterplot, it can be seen that there is no clear pattern, and the points are spread above and below zero on the Y-axis, so it can be concluded that there is no heteroscedasticity.

Multicollinearity Test

The multicollinearity test aims to examine whether there is any correlation among the independent variables in the regression model. A good regression model should not have multicollinearity between the independent variables. In this study, symptoms of multicollinearity are examined through the tolerance and variance inflation factor (VIF) values. The results of the multicollinearity test can be seen in the following table.

Table 8 Multicollinearity Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	22.351	5.119		4.366	.000		
	Emotional Value	.031	.076	.045	.406	.686	.996	1.002
	Social Value	.139	.158	.098	.878	.382	.996	1.002
	Price Value	.089	.178	.089	.671	.325	.996	1.002

a. Dependent Variable: Usage

Decision

Source: Data processed using SPSS 29 (2025)

Based on the table, it can be seen that the Tolerance value is greater than 0.1 (0.996 > 0.1) and the VIF value is less than 10.00 (1.002 < 10.00). Therefore, it can be concluded that multicollinearity is not present in this study.

Multiple Linear Regression Results

Multiple linear regression analysis is used to determine the effect of Emotional Value, Social Value, and Price Value on Usage Decision. In addition, the regression analysis is also used to test the hypotheses proposed in this study.This analysis is conducted by involving two or more independent variables with the dependent variable (Y) and the independent variables (X1), (X2), and (X3). In this study, multiple linear regression analysis is used to determine the extent to which Emotional Value, Social Value, and Price Value influence Usage Decision. The multiple linear regression model is illustrated by the following equation:

1. $Y= a + b1x1 + b2x2 + b3x3 + e$

The results of the simple linear regression calculation obtained using SPSS version 29 can be seen in the following table:

Table 9 Multiple Linear Regression Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.491	2.916		4.149	.000
	Emotional Value	.457	.184	.354	2.752	.002
	Social Value	.532	.116	.330	2.893	.001
	Price Value	.482	.121	.342	4.164	.000

a. *Dependent Variable: Usage Decision*

Source: Data processed using SPSS 29 (2025)

Based on the table above, the results of the multiple linear regression test yield the following equation:

$$Y = 22.491 + 0.457X_1 + 0.532X_2 + 0.482X_3 + e$$

The SPSS 29 output shows that the coefficient of Emotional Value (X_1) on Usage Decision (Y) is 0.457, the coefficient of Social Value (X_2) on Usage Decision (Y) is 0.532, and the coefficient of Price Value (X_3) on Usage Decision (Y) is 0.482. This indicates that the regression equation obtained is as follows

1. The Emotional Value (X_1) coefficient of 0.457 indicates that the Emotional Value variable has a positive and significant effect on the usage decision, meaning that each increase in the Emotional Value variable will increase the usage decision by 0.457.
2. The Social Value (X_2) coefficient of 0.532 indicates that the Social Value variable has a positive and significant effect on the usage decision, meaning that each increase in the Social Value variable will increase the usage decision by 0.532.
3. The Price Value (X3) score of 0.482 indicates that the Price Value variable has a positive and significant effect on the usage decision, meaning that each increase in the Price Value variable will increase the usage decision by 0.482.

Hypothesis Testing

Hypothesis testing in this study uses multiple linear regression with the Statistical Package for Social Sciences (SPSS) program. The hypothesis test is conducted using a significance test at $\alpha = 0.05$ for the partial test (t-test), simultaneous test (F-test), and the coefficient of determination (R^2).

Partial Test (t-Test)

Partial testing (t-Test) is used to determine the extent to which each independent variable individually affects the dependent variable.

Table 10 Partial Test (t-Test)
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.491	2.916		4.149	.000
	Emotional Value	.457	.184	.354	2.752	.002
	Social Value	.532	.116	.330	2.893	.001
	Price Value	.482	.121	.342	4.164	.000

a. Dependent Variable: Usage Decision

Source: Data processed using SPSS 29 (2025)

Based on the results shown in Table 4.8 above, it can be seen that the calculation of the regression coefficient using the t-test is as follows:

a. For the Emotional Value variable (X1), the calculated t-value is 2.752, which is greater than the t-table value of 1.663 (2.752 ≥ 1.663) with a significance level of 0.002. Using a threshold of 0.05, this significance value is smaller than 0.05, which means H_0 is rejected and H_a is accepted. Thus, the first hypothesis of this study is proven, meaning that there is a significant influence of Emotional Value (X1) on Usage Decision (Y).
b. For the Social Value variable (X2), the calculated t-value is 2.893, which is greater than the t-table value of 1.663 (2.893 ≥ 1.663) with a significance level of 0.001. Using a threshold of 0.05, this significance value is smaller than 0.05, which means H_0 is rejected and H_a is accepted. Thus, the second hypothesis of this study is proven, meaning that there is a significant influence of Social Value (X2) on Usage Decision (Y).
c. For the Price Value variable (X3), the calculated t-value is 4.164, which is greater than the t-table value of 1.663 (4.164 ≥ 1.663) with a significance level of 0.000. Using a threshold of 0.05, this significance value is smaller than 0.05, which means H_0 is rejected and H_a is accepted. Thus, the third hypothesis of this study is proven, meaning that there is a significant influence of Price Value (X3) on Usage Decision (Y).

Simultaneous Test (F-Test)

The simultaneous test (F-test) is used to determine the extent to which the independent variables, taken together, influence the dependent variable.

Table 11 Simultaneous Test (F-Test)
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	231.898	1	216.949	12.075	.001[a]
	Residual	517.912	29	20.883		
	Total	351.875	18			

a. Dependent Variable: Usage Decision
b. Predictors: (Constant), Emotional Value, Social Value and Price Value

Based on the output in Table 4.9, the calculated F value is 12.075. This value is then compared with the F table value at a significance level of 0.05, showing that the calculated F is greater than the F table (12.075 > 2.51). Therefore, Ho is rejected and Ha is accepted, meaning there is a significant influence of Emotional Value (X1), Social Value (X2), and Price Value (X3) on the Usage Decision (Y) for the Nice Bus transportation on the Kualanamu Airport – Millenium Plaza (Helvetia) route.

Test of Coefficient of Determination (R^2 Test)

The Coefficient of Determination Test (R^2 Test) is basically used to determine the degree of relationship between the independent variables, namely Emotional Value (X1), Social Value (X2), and Price

Value (X3), collectively with the dependent variable, which is Usage Decision (Y).

Table 12 Coefficient Of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746[a]	.128	.256	15.302

a. Predictors: (Constant), Emotional Value, Social Value and Price Value
b. Dependent Variable: Usage Decision

Source: Data processed using SPSS 29 (2025)

Based on Table 4.10 above, the coefficient of determination between Emotional Value (X1), Social Value (X2), and Price Value (X3) and Usage Decision (Y) simultaneously is 0.746. From the table above, it can be seen that the research model is able to explain the Emotional Value variable by 74.6%, while the remaining 25.4% is explained by other variables not examined in this study.

DISCUSSION

The Influence of Emotional Value on Usage Decision

The results of the study show that emotional value has a significant influence on the decision to use the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route. The significance value in the t-test indicates a figure below 0.05, with the calculated t-value greater than the t-table value, which indicates that this variable has a significant partial effect on the usage decision. This shows that emotional aspects such as feeling happy, satisfied, and comfortable during the trip are important considerations for passengers when choosing to use Nice Bus as their mode of transportation.

This finding supports Han's (2017) theory, which explains that *emotional value* is the utility perceived by consumers based on the emotional experience gained from using a product or service, which influences consumer preferences. Nice Bus passengers who feel comfortable and enjoy their journey are more likely to use the service again in the future. This is reflected in the average score for the emotional value indicators, which fall into the "good" category, although there is still room for improvement in terms of a sense of calm during the trip.

This study is also in line with the findings of Zhang et al. (2019), who found that *emotional value* has a positive influence on consumers' intention to reuse transportation services, as well as the research by Syahira Fazreen (2023), which stated that emotional value significantly affects purchasing decisions. Thus, the emotional aspect is proven to be one of the key factors driving the use of public transportation such as the Nice Bus in Medan City.

From a practical perspective, these results indicate that PT Nirmala Cerah needs to enhance passengers' emotional experience, such as by ensuring comfortable seating, bus cleanliness, stable air conditioning temperatures, and friendly service from the bus crew. Attention to these aspects can increase passengers' emotional satisfaction, thereby boosting their loyalty and the frequency of Nice Bus usage among the public.

Thus, emotional value becomes an important variable in the decision to use Nice Bus transportation. Efforts to improve this emotional aspect will help the company maintain and increase the number of passengers, support the efficiency of public transportation in Medan, and assist the government in addressing transportation issues by providing services that are comfortable, safe, and appealing to the public.

The Influence of Social Value on Usage Decision

The research results show that social value has a significant influence on the decision to use the Nice Bus service. The significance value in the t-test is < 0.05 and the t-count is greater than the t-table value, which means this variable partially affects passengers' usage decisions. This indicates that aspects of social value, such as ease of access, affordable prices, and the quality of service provided by Nice Bus, are important considerations for passengers when deciding to use this service.

This finding is in line with the theory of Yulianto, Nicolaas, and Oroh (2021), which explains that social value in public transportation includes the benefits perceived by society as a whole, including aspects of safety, comfort, ease of access, and time efficiency. Respondents feel that Nice Bus offers easy access through organized bus stops and affordable fares, although the aspect of travel time efficiency still needs improvement. This study is also consistent with the findings of Ashish Sharma (2024), who found that social value has a positive relationship with consumer attitudes toward a brand, which impacts their intention to reuse the service. This shows that social value not only enhances passengers' travel experience but also influences their decision to choose Nice Bus as their main transportation to and from Kualanamu Airport.

Similar findings were also obtained in Suki's (2015) study, which showed that social value contributes to customer loyalty toward public transportation services. Therefore, effective management of social value will help Bus Nice increase customer satisfaction and expand its market of public transportation users in Medan City.

From a practical perspective, PT Nirmala Cerah needs to improve the social value aspect by ensuring the sustainability of bus stop facilities, maintaining punctual departure times, providing clear route information, and listening to community suggestions for service improvements. These efforts will help increase public trust in the Bus Nice service and encourage a sustainable increase in passenger volume.

The Influence of Price Value on Usage Decisions

The results of the study show that price value has a significant influence on the decision to use the Nice Bus transportation service. This is evidenced by the significance value in the t-test being less than 0.05 and the calculated t-value being greater than the t-table value, which means that price value partially affects passengers' usage decisions. Passengers consider the affordable ticket price and its suitability with the provided facilities when deciding to use the Nice Bus as transportation to and from Kualanamu Airport.

These findings are in line with Kotler and Armstrong (2018), who state that price is one of the key factors in consumers' decisions to use a service, especially if the price is considered appropriate for the benefits received. Respondents in this study perceived that the Nice Bus ticket price of Rp20,000 is reasonable considering the facilities provided, such as air conditioning, reclining seats, and punctual departure schedules
This study is also relevant to the findings of Christian Daeng (2023), who found that price value has a positive influence on the decision to use online transportation services, where affordable prices are a key consideration in choosing a transportation service. The same applies to public transportation such as the Nice Bus, which is able to attract public interest due to its competitive ticket prices and decent facilities.

In addition, Zhang et al. (2020) emphasize that price value is not only an indicator of customer satisfaction but also plays an important role in driving loyalty in the use of transportation services, including ride-hailing and public transportation services. This shows that consumers are willing to use the service again if they feel that the price paid is in line with the benefits and comfort they receive.
From a practical perspective, the results of this study indicate that PT Nirmala Cerah needs to maintain affordable ticket prices while continuously improving facilities and service quality to meet passengers' expectations. These efforts will help increase user satisfaction, attract more passengers, and support the sustainability of the Nice Bus as a preferred public transportation option in Medan City.

The Simultaneous Influence of Emotional Value, Social Value, and Price Value on Usage Decisions

The results of the study show that emotional value, social value, and price value simultaneously have a significant influence on the decision to use the Nice Bus transportation service. This is evidenced by the F-test result with a significance value of less than 0.05, indicating that the three independent variables jointly affect the dependent variable, namely the usage decision. The obtained coefficient of determination (Adjusted R Square) also shows a considerable contribution, indicating that these variables explain a large portion of the variation in passengers' decisions to use the Nice Bus.

These findings are in line with the theory of Kotler and Keller (2016), which explains that consumers' decisions to use a product or service are influenced by various factors, including emotional, social, and price aspects, which interact with one another in shaping consumer usage behavior. All three are important factors for passengers when considering whether they will choose the Nice Bus as their preferred mode of transportation.

This study is also relevant to the findings of Li et al. (2021), which show that the integration of pricing strategies, emotional value, and social value can increase customer satisfaction and encourage repeat usage decisions in public transportation services. This indicates that, to increase the number of users, public transportation services must simultaneously optimize emotional value, social value, and pricing. In addition, Buhalis and Sinarta (2019) state that adopting strategies that take emotional and social aspects into account, supported by competitive pricing, can enhance the competitiveness of public transportation services in an increasingly competitive market. This supports the findings of the Nice Bus study, which indicate that the synergy between emotional value, social value, and price value is crucial for retaining and increasing public transportation users.

From a practical perspective, these results indicate that PT Nirmala Cerah needs to integrate strategies to enhance emotional comfort, improve accessibility, and maintain competitive ticket prices simultaneously to increase the public's decision to use the Nice Bus. This approach will help the company boost user loyalty, expand its market share, and support the sustainable improvement of the public transportation system in Medan City.

CONCLUSION

Based on the results of the research and discussion on Emotional Value, Social Value, and Price Value in relation to the Decision to Use the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route, the following conclusions can be drawn:

1. Emotional Value has a positive and significant partial influence on the Decision to Use the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route, with the calculated t-value greater than the t-table value (2.752 > 1.663) and a significance level of 0.002 < 0.05.
2. Social Value has a positive and significant partial influence on the Decision to Use the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route, with the calculated t-value greater than the t-table value (2.893 > 1.663) and a significance level of 0.001 < 0.05.
3. Price Value has a positive and significant partial influence on the Decision to Use the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route, with the calculated t-value greater than the t-table value (4.164 > 1.663) and a significance level of 0.000 < 0.05.
4. Emotional Value, Social Value, and Price Value have a significant simultaneous influence on the Decision to Use the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route, with the calculated F-value greater than the F-table value (12.075 > 2.51) and a significance level of 0.001 < 0.05.

Emotional Value, Social Value, and Price Value are able to explain 74.6% of the variance in the Decision to Use the Nice Bus transportation service on the Kualanamu Airport – Millenium Plaza (Helvetia) route, while the remaining 25.4% is explained by other variables not examined in this study.

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