Applying the Umega Model and Theory of Planned Behavior to Analyze Public Service Mall User Intentions in Sinjai, Indonesia

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Abstract. This study aims to analyze the behavioral intentions of Public Service Mall Sinjai Regency by applying the Umega Model and Theory of Planned Behavior. This research method uses a quantitative approach, collecting primary data by distributing questionnaires to people who use Public Service Malls in Sinjai Regency. The questionnaire was distributed to 100 correspondents who were service users at the mall. The data was processed using SMART-PLS4. The results showed that the attitude variable had a T-statistical value of 2.209 and a p-value of 0.005, an effort expectancy had a T-statistical value of 2.217 and a p-value of 0.002, a facilitation condition had a T-statistical value of 2.481 and a p-value of 0.004, norms had a T-statistical value of 1.111 and a p-value of 0.370, and perceived Risk had a T-statistical value of 1.438 and a p-value of 0.202, performance expectancy had a T-statistic value of 2,920 and a p-value of 0.005, social Influence had a T-statistic value of 2,620 and a p-value of 0.005, and values had a T-statistic value of 2,471 and a p-value of 0.005. The R-square value that affects behavioral Intention is 0.709, showing that 70.9% of independent variables affect it. The results of this study can contribute to the development of Public Service Malls in Sinjai Regency, especially in formulating government policies to improve service quality, focusing on the weaknesses of norms and perceived risk variables.

1 Introduction

In the era of globalization and modernization, public services are evolving to address the complexities of contemporary society, with innovations such as Public Service Malls (PSM) playing a crucial role in improving efficiency, transparency, and user satisfaction [1][2]. Similarly, South Tangerang City Public Service Malls have leveraged technology to facilitate easier access to services, demonstrating the importance of technology-based

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solutions in modern public service delivery [3]. The implementation of public services has also proven to be effective, improving service quality and implementation effects by more than 10% [4]. Innovation and collaboration have been key to overcoming budget and resource constraints, leading to better public services [5]. In addition, the proposed multi-tenant model for Public Service Malls can prevent overcrowding and improve service efficiency. There is a need for digital transformation to meet citizens' expectations and improve service delivery [6]. The strategic placement and expansion of Public Service Malls' service types were identified as essential for accessibility and efficiency [7]. Finally, despite the initial challenges in human resources and infrastructure, providing fast and convenient services reflects continuous efforts to improve the quality of public services [8]. Collectively, these examples of Public Service Malls illustrate the provision of public services to meet the demands of modern and global society. In Indonesia, this concept has begun to be applied in various regions, including Sinjai Regency, which aims to facilitate people's access to various public services.

Recently, the Sinjai Regency Government has developed and launched a new Public Service Mall as part of its strategic policy to increase public access to various services in one integrated location. This initiative reflects the government's commitment to providing faster, more accessible, and higher-quality public services in response to the increasing demands of modern society. Understanding the behavioral intentions of Public Service Mall users is essential to evaluate the success and effectiveness of this newly implemented innovation. User intentions are influenced by the complex interaction between psychological and social factors, which requires a comprehensive theoretical approach. Planned Behavior Theory (CPI) offers a valuable framework for exploring the determinants of behavioral intentions, including attitudes toward behavior, subjective norms, and perceived behavioral control.

Additionally, integrating the Umega Model, which focuses on user value, satisfaction, trust, and loyalty, can provide deeper insights into the factors influencing user intent. By combining these models, this study aims to identify the main factors that affect the intentions and behavior of Public Service Mall users in Sinjai Regency. These findings could ultimately contribute to improving the quality and effectiveness of public services in the region, ensuring that these new developments meet the needs and expectations of local communities. The combination of the Umega Model and TPB can provide deeper insights into the factors that affect the Intention of public service mall users in Sinjai Regency.

This study aims to analyze the behavioral intentions of public service mall users in Sinjai Regency by applying the Umega Model and Theory of Planned Behavior. This approach identifies key factors that affect user intentions and behaviors, which can ultimately be used to improve the quality and effectiveness of public services in the area. The novelty of this study lies in its innovative combination of the Umega Model with the Theory of Planned Behavior (TPB) to analyze user intentions at Public Service Malls (PSM) in Sinjai, Indonesia. While the TPB has been widely used to understand behavioral intentions, integrating it with the Umega Model—which focuses on user value, satisfaction, trust, and loyalty—provides a more comprehensive framework for analyzing public service behavior. This novel approach allows for a deeper exploration of the psychological and social factors influencing user intentions, tailored specifically to the context of PSMs in Sinjai. Additionally, applying this combined model to evaluating newly developed public service infrastructure in a local setting offers unique insights and practical implications for improving service delivery and policy-making.

2 Literature Review and Theoretical Framework

To understand the factors that affect the Intention and behavior of Public Service Mall users in the Sinjai Regency, this study uses two main theoretical frameworks: the UMEGA Model and Planned Behavior Theory (TPB). The UMEGA model emphasizes perceived value, satisfaction, trust, and loyalty as determinants of consumer intent. At the same time, the SDGs focus on attitudes, subjective norms, and perceived behavioral control in predicting behavioral intentions. Integrating these two models aims to identify key factors that can improve the quality of public services in Sinjai. This section will review relevant literature and theories to guide research analysis.

2.1 UMEGA Model

The Umega Model is a theoretical framework used to understand and predict consumer behavior, emphasizing perceived value, satisfaction, trust, and loyalty [9]. It integrates these elements to analyze how they influence customer intentions and decisions, providing insights into enhancing customer experiences and fostering long-term consumer relationships [10]. The main variables in the UMEGA Model include behavioral Intention, attitude, performance expectation, effort expectation, Social Influence, facilitating conditions, and perceived Risk. Behavioral intent is a critical predictor of actual behavior influenced by various factors in various domains [11]. There is a strong correlation between anticipated emotions and behavioral intentions, especially for hedonistic behaviors [12]. Performance expectations, effort expectations, hedonistic motivations, and habits significantly influence behavioral intentions, while social influences and price values do not. Perceived ease of use and perceived usability impact attitudes, which mediate effects on behavioral intentions [13]. Motivation and attitude of comfort are essential for users of food delivery apps, although the effects of attitude mediation vary across apps [12].

A holistic approach places attitudes in personal, social, and historical contexts and emphasizes the interaction between values, goals, emotions, and sociohistorical events [14]. Understanding public attitudes through population surveys reveals increased attitudes toward mental health issues, such as depression and anxiety, thanks to increased education and awareness [15]. Next, Performance expectations, an important factor in various domains, have seen discussions flourish in the context of governance over the past five years. Recent studies have highlighted its direct and indirect Influence on e-procurement adoption in developing countries, emphasizing the mediating effects of relative advantages and attitudes, particularly in Tanzania [16]. The gap between performance and expectations shapes satisfaction assessments.

The effort of Hope (EE) is one of the important components of the Unified Theory of Acceptance and Use of Technology (UTAUT) model that measures the extent to which users perceive the ease of use of technology [17]. Research shows that EE significantly influences behavioral intentions to use technology, such as e-wallets, e-audits, and mobile commerce [18]. However, the effect of EE on current usage behavior may vary depending on the context [19]. Social Influence refers to changes in an individual's behavior due to the interactions observed with others in a one-to-one or group environment and plays an important role in various social and life situations). Social Influence is a well-accepted concept in online social networks, with applications in advertising, recommendations, and e-commerce, where peer influence significantly impacts consumer behavior and purchase decisions). Facilitating conditions refer to environmental factors that favor and enable individuals to carry out an action or use a particular technology [25]. The Unified Theory of Acceptance and Use of Technology (UTAUT), stated that facilitating conditions include technical infrastructure, organizational support, and the availability of adequate resources).

Then, Perceived Risk is an individual's perception of potential losses or dangers they may face when making a decision or taking a particular action [29]. It encompasses different types of Risk, such as financial, functional, physical, social, psychological, and temporal Risk [30] [31]. Perceived Risk affects consumer behavior because individuals tend to avoid actions that they consider high-risk).

2.2 Theory of Planned Behavior

Planned Behavior Theory is a psychological theory developed by Icek Ajzen, which is used to predict and understand individual behavior [33]. This theory states that behavioral Intention is the main determining factor of action, and Values and Norms influence this Intention [34]. Values are fundamental beliefs that influence the attitudes and behaviors of individuals in the environment [35]. These values include moral principles, ethics, and life goals that are considered important by individuals or groups [36]. Norms refer to unwritten social rules that govern the behavior of individuals in a group or society [37] [38]. Norms mencakup ekspektasi mengenai perilaku yang dianggap dapat diterima atau tidak dapat diterima dalam konteks sosial tertentu [39].

2.3 Theoretical Framework

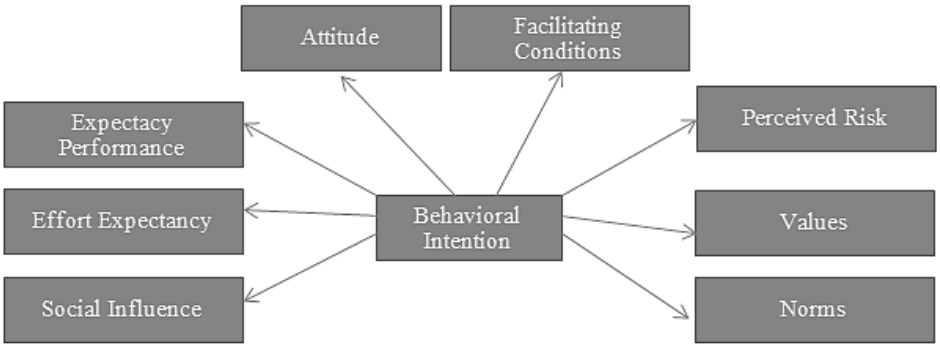

Fig. 1. Theoretical Framework.

2.4. Hypothesis

H1: Attitude has a positive and significant effect on Behavioral Intention
H2: Expectacy Performance has a positive and significant effect on Behavioral Intention
H3: Effort Expectancy has a positive and significant effect on Behavioral Intention
H4: Social Influence has a positive and significant effect on Behavioral Intention
H5: Facilitating Conditions have a positive and significant effect on Behavioral Intention
H6: Perceived Risk has a positive and significant effect on Behavioral Intention
H7: Values have a positive and significant effect on Behavioral Intention
H8: Norms have a positive and significant effect on Behavioral Intention

3 Method

This research method uses a quantitative approach, collecting primary data by distributing questionnaires to people who use Public Service Malls in Sinjai Regency. The questionnaire was distributed to 100 correspondents who were service users at the mall. The data obtained from the questionnaire was then processed using the SMART-PLS4

statistical analysis tool to test hypotheses and understand the relationship between the variables studied.

4 Results

4.1 Validity

This analysis of the outer loading data provides significant insight into the strength of the relationship between the indicators and the latent constructs they measure. The AT1, AT2, and AT3 indicators in the Attitude construct show a very strong relationship with outer loadings of 0.943, 0.921, and 0.977, respectively. The Behavioral Intention construct also showed a strong relationship, with BI1, BI2, and BI3 having outer loadings of 0.867, 0.934, and 0.962. For Effort Expectancy, the EEX2 indicator has a very high outer loading of 0.915, while EEX1 and EEX3 show a more moderate relationship with outer loading of 0.716 and 0.804, respectively. The Facilitation Condition construct shows a fairly strong relationship across all indicators, with FC1, FC2, and FC3 at 0.754, 0.808, and 0.743, respectively.

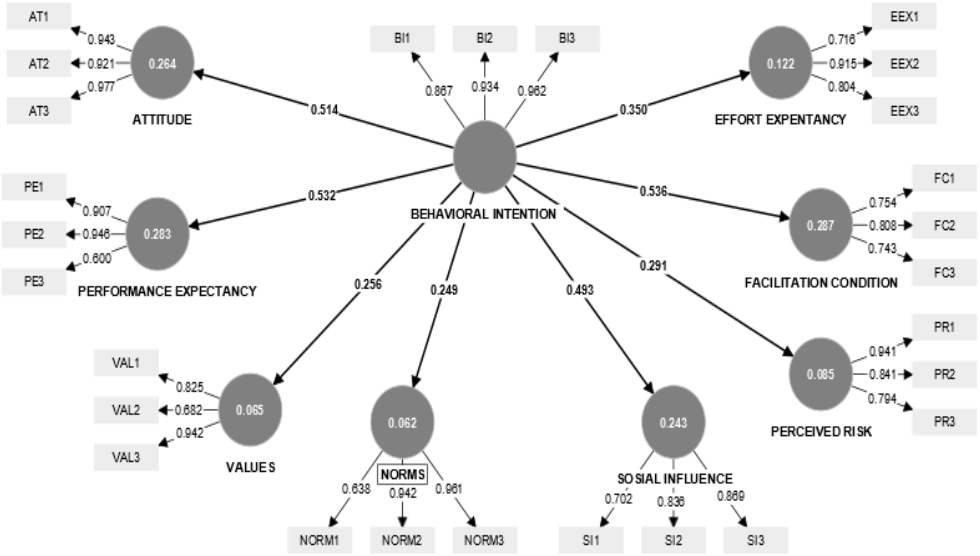

Fig. 2. Validity.

There is a greater variation in the Norms construct, with NORM1 having an outer loading of 0.638, which is lower than that of NORM2 and NORM3, which are very high, of 0.942 and 0.961, respectively. The Performance Expectancy construct also showed variation, with PE1 and PE2 having very high outer loading of 0.907 and 0.946, while PE3 showed a weaker relationship with outer loading of 0.600. Indicators in the Perceived Risk construct show a fairly strong relationship, especially PR1, which has an outer loading of 0.941, while PR2 and PR3 have outer loadings of 0.841 and 0.794. The Social Influence construct shows a significant relationship with SI1, SI2, and SI3 having outer loadings of 0.702, 0.836, and 0.869, respectively. Finally, on the Values construct, the VAL1 and VAL3 indicators show a strong relationship with outer loading of 0.825 and 0.942, while VAL2 has a lower outer loading of 0.682. Overall, most indicators have high outer loadings, indicating that they are a good gauge for their latent constructs. However, some

indicators, such as NORM1, PE3, and VAL2, have lower outer loadings and may require further checks to ensure reliability.

External load analysis provides valuable insights into the quality and effectiveness of the indicators used in the model [40]. In general, high external loads across constructs such as Attitude, Behavioral Intent, Performance Expectations, and Perceived Risk indicate that these indicators measure each construct reliably, thereby increasing the overall validity of the model [41].

4.2 Reliability 0.7

Table 1. Reliability 0.7.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude	0.891	0.730	0.781	0.852
Behavioral Intention	0.861	0.777	0.712	0.869
Effort Expectancy	0.828	0.731	0.843	0.702
Facilitation condition	0.715	0.721	0.840	0.637
Norms	0.809	0.817	0.887	0.724
Perceived Risk	0.765	0.796	0.781	0.765
Performance Expectancy	0.895	0.866	0.806	0.784
Sosial Influence	0.778	0.824	0.867	0.887
Values	0.889	0.744	0.790	0.768

The reliability data of the variables in the study showed a strong internal consistency among the constructs measured. Cronbach's alpha value ranges from 0.715 to 0.895, surpassing the generally accepted threshold of 0.7, which indicates a reliable measurement. The composite reliability (rho_a) and composite reliability (rho_c) values also show high consistency, ranging from 0.721 to 0.866 and 0.712 to 0.887, respectively. In addition, the extracted mean value of variance (AVE), ranging from 0.637 to 0.887, exceeded the recommended threshold of 0.5, indicating that the construction explains most of the variance in each indicator. Overall, these reliability statistics show that the measurement instruments used in this study are robust and reliable in accurately capturing the desired construction. Thus, the reliability analysis results stated that the data used in this study could be applied and suitable for further analysis related to the behavioral Intention of users of advanced public service malls in Sinjai Regency.

4.3. Descriptive Statistic (n=100)

Table 2. Desktiktif Statistik (n=100).

	n	Mean	Median	Minimum	Maximum	Standard Deviation
Attitude	100	3.889	3.667	2.667	5000	0.795
Behavioral Intention	100	3.768	4.000	2.333	5000	0.874
Effort Expectancy	100	3.909	4.000	2.000	5000	0.896
Facilitation condition	100	4.01	3.667	2.333	5000	0.898

Norms	100	3.869	4.000	3.000	5000	0.791
Perceived Risk	100	3.727	4.000	2.333	5000	0.804
Performance Expectancy	100	3.868	3.667	2.667	5000	0.753
Sosial Influence	100	3.879	4.000	2.667	5000	0.730
Values	100	3.778	3.667	2.667	5000	0.788

The statistical descriptiveness of the various variables in this analysis provides a rich picture of the characteristics of the observed data. A relatively high mean attitude, although a slightly lower median, indicates the presence of some extreme values that may affect the mean. Behavioral Intention had a higher median than average, indicating the possibility of a slightly right-leaning data distribution. Effort Expectancy shows the difference between the mean and the median, possibly due to lower extremes. The facilitation condition indicates a possible more even data distribution, with the average and median quite close. However, social norms (Norms) indicate a very high maximum value, perhaps due to significant outliers.

Furthermore, perceived Risk also differs between the mean and the median, indicating the possibility of lower extreme values. Performance Expectations and Social Influence also indicate the possibility of extreme values that affect data distribution. Meanwhile, values show a more even distribution with the average and median, which are quite close.

4.4. R-square

The data below shows that the determination coefficient (R-square) and R-square are adjusted for the Behavioral Intention variable. It measures how well a statistical model explains variations in response variables. The coefficient of determination (R-square) indicates the proportion of variation in the behavioral intention variable, which statistical models can explain.

Table 3. R-square.

Behavioral Intention	R-square	R-square adjusted
	0.709	0.608

In this case, the R-square value is 0.709, which means that about 70.9% of the variation in Behavioral Intention can be explained by the independent variables used in the model. On the other hand, R-square adjusts R-square by the number of independent variables in the model and sample size. Adjusted R-square values are more conservative because they consider the model's complexity. In this case, the adjusted R-square value was 0.608, suggesting that about 60.8% of the variation in Behavioral Intention could be explained by independent variables by considering the number of independent variables in the model and sample size. These two values show that the statistical model explains the variation in Behavioral Intention. However, the R-square is adjusted lower due to the adjustment factors made. This indicates that independent variables in the model may not explain some variations in Behavioral Intention or that other factors outside the model affect Behavioral Intention.

4.5. Hypothesis test

In this analysis, various factors that affect behavioral Intention in public service mall users are analyzed using several statistical metrics, including sample mean (M), standard deviation (STDEV), t statistics (T statistics), and p values (P values). Each factor is analyzed to determine its Influence on behavioral intentions.

Table 4. Hypothesis test.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Attitude -> Behavioral Intention	0.096	0.187	0.461	2.209	0.005
Effort Expentancy -> Behavioral Intention	-0.124	0.045	0.570	2.217	0.002
Facilitation condition -> Behavioral Intention	0.335	0.355	0.697	2.481	0.004
Norms -> Behavioral Intention	0.058	-0.016	0.518	1.111	0.370
Perceived Risk -> Behavioral Intention	0.212	0.239	0.484	1.438	0.202
Performance Expectancy -> Behavioral Intention	0.613	0.411	0.666	2.920	0.005
Social Influence -> Behavioral Intention	0.384	0.046	0.621	2.620	0.005
Values -> Behavioral Intention	-0.956	-0.388	0.650	2.471	0.005

1. Attitude -> Behavioral Intention: Attitude towards behavior shows an original value (O) of 0.096, with a mean sample (M) of 0.187 and a standard deviation (STDEV) of 0.461. The t-statistic of 2.209 shows that this Influence is statistically significant with a p-value of 0.005. This means that positive attitudes have a significant effect on behavioral intentions.
2. Effort Expectancy -> Behavioral Intention: The business expectation has an original value of -0.124 and a sample average of 0.045 with a standard deviation of 0.570. A t-statistic of 2.217 and a p-value of 0.002 showed that although the original value was negative, business expectations significantly influenced behavioral intentions.
3. Facilitation Condition -> Behavioral Intention: The condition of the facility showed an original value of 0.335 and a sample average of 0.355, with a standard deviation of 0.697. The t-statistic of 2.481 and the p-value of 0.004 showed a significant influence of facility conditions on behavioral intentions.
4. Norms -> Behavioral Intention: The social norm had an original value of 0.058 and a sample average of -0.016 with a standard deviation of 0.518. The t-statistic of 1.111 and the p-value of 0.370 showed that social norms had no significant influence on behavioral intentions.
5. Perceived Risk -> Behavioral Intention: The perceived Risk shows an original value of 0.212 and a sample average of 0.239 with a standard deviation of 0.484. The t-statistic of 1.438 and the p-value of 0.202 showed that the perceived Risk did not significantly affect behavioral Intention.
6. Performance Expectancy -> Behavioral Intention: The expected performance has an original value of 0.613 and a sample average of 0.411 with a standard deviation of 0.666. The t-statistic of 2.920 and the p-value of 0.005 showed a significant influence of performance expectations on behavioral Intention.
7. Social Influence -> Behavioral Intention: Social Influence showed an original value of 0.384 and a sample average of 0.046 with a standard deviation of 0.621. The t-statistic

of 2.620 and the p-value of 0.005 showed a significant influence of social Influence on behavioral Intention.

8. Values -> Behavioral Intention: The values show an original value of -0.956 and a sample average of -0.388 with a standard deviation of 0.650. The t-statistic of 2.471 and the p-value of 0.005 showed that the values significantly affected behavioral intentions, even with a negative influence. Overall, this analysis shows that attitudes, business expectations, facility conditions, performance expectations, social Influence, and values significantly influence the behavioral intentions of public service mall users in Sinjai Regency. Meanwhile, perceived social norms and risks did not show significant Influence.

5 Discussion

The results of the hypothesis show various significant and insignificant influences between several variables with behavioral Intention in the context of the UMEGA Model, which is used to understand and predict consumer behavior. *Effort Expectancy,* It has an original value of -0.124 and a sample average of 0.045 with a standard deviation of 0.570. Although the original value was negative, the t-statistic of 2.217 and the p-value of 0.002 showed that business expectations significantly influenced behavioral intentions. This shows that while the expected effort may be difficult, it still impacts consumers' intentions to behave in a certain way. *Facilitation Condition,* showed an original value of 0.335 and a sample average of 0.355 with a standard deviation of 0.697. A t-statistic of 2.481 and a p-value of 0.004 confirm the significant Influence of facility conditions on behavioral intentions. Adequate facilities can increase consumers' Intention to take certain actions. *Perceived Risk:* With an original value of 0.212, a sample mean of 0.239, and a standard deviation of 0.484, it shows a t-statistic of 1.438 and a p-value of 0.202. This indicates that the perceived Risk does not significantly influence behavioral intentions. Consumers may not pay much attention to the risks they feel when deciding to behave[41]. *Performance Expectancy,* showed a stronger influence with an original value of 0.613, a sample average of 0.411, and a standard deviation of 0.666. The t-statistic of 2.920 and the p-value of 0.005 showed a significant influence of performance expectations on behavioral intentions. This shows that the expectation of good results strongly motivates consumers to behave according to those expectations. *Social Influence,* With an original value of 0.384, a sample mean of 0.046, and a standard deviation of 0.621, it shows a t-statistic of 2.620 and a p-value of 0.005. This shows that social influences have a significant influence on behavioral intentions. Support or pressure from others can greatly influence consumers' decisions to act.

Based on the results of the analysis of the relationship between social norms and behavioral intentions, as well as values and behavioral intentions in the context of the Theory of Planned Behavior developed by Icek Ajzen, several interesting findings were found, namely Social norms, have an original value of 0.058 and a sample average of -0.016 with a standard deviation of 0.518. With a t-statistic of 1.111 and a p-value of 0.370, these results show that social norms do not significantly influence behavioral intentions. That is, although social norms are considered an important factor in this theory, their Influence on behavioral intentions has not been shown to be significant in the context of this study. The original value for the values was -0.956, with a sample mean of -0.388 and a standard deviation of 0.650. A t-statistic of 2.471 and a p-value of 0.005 showed that the values significantly influenced behavioral intentions, although the effect was negative.

This means that certain values can reduce a person's Intention to behave in a certain way, which may indicate the presence of values contrary to the desired behavior. Within the framework of Planned Behavior Theory, these findings provide important insights.

Although this theory states that social norms and values influence behavioral intentions, this study shows that not all of these factors play a role in the same or significant way in every context [42]. In this case, values have a more real and significant impact than social norms on an individual's behavioral intentions [43]. This may indicate the need to consider other factors or specific contexts that may influence the strength and direction of the Influence of social norms and values on behavioral intentions.

6 Conclusion

This study contributes to the theoretical understanding of behavioral intention by demonstrating the significant roles of various psychological and contextual factors. Specifically, the positive influence of attitude, performance expectancy, social influence, and facilitating conditions on behavioral intention highlights the importance of these constructs in predicting behavior. Conversely, the negative influence of effort expectancy and values suggests that higher effort expectations and perceived importance of values might hinder behavioral intention. These findings enrich the literature by offering nuanced insights into how these factors interplay to shape behavioral intentions in the context of public service mall users.

The practical implications of this study are crucial for policymakers and managers in public service sectors. Understanding that attitude, performance expectancy, and social influence significantly boost behavioral intention can inform strategies to enhance user engagement and satisfaction. Efforts should be made to improve public perception, streamline processes to reduce perceived effort, and leverage social influence by encouraging positive word-of-mouth. Additionally, ensuring favorable facilitating conditions can further support desired behaviors. Addressing the negative impacts of effort expectancy and perceived values requires balancing the demand for effort with adequate rewards and recognizing user values in service design. Despite the valuable insights, this study has several limitations. First, the cross-sectional design limits the ability to infer causality between the variables. Second, the sample size of 100 respondents, although adequate for exploratory analysis, may not fully capture the broader population's diversity. Third, the study's context is specific to public service mall users in Sinjai Regency, potentially limiting the generalizability of the findings to other regions or service types. Finally, the self-reported nature of the data might introduce response biases, affecting the accuracy of the results.

Future research should address these limitations by employing a longitudinal design to better understand causal relationships over time. Increasing the sample size and including respondents from diverse demographic backgrounds can enhance the generalizability of the findings. Additionally, expanding the study to different geographical regions and service contexts will provide a more comprehensive understanding of the factors influencing behavioral intention. Incorporating objective measures alongside self-reported data can also help mitigate response biases. Lastly, exploring additional variables, such as technology acceptance and user satisfaction, could offer deeper insights into the dynamics of behavioral intention.

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