

Enjoyment, Service Quality and Attitude Towards the Intention to Use Public Transport: A Case of Tourists in Kuala Lumpur

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ABSTRACT

Public transport plays a critical role in facilitating urban tourism mobility. However, in Kuala Lumpur, both locals and tourists predominantly rely on private vehicles for intra-city travel. While previous research has largely emphasized improving public transport service quality, limited attention has been given to understanding the enjoyment that drive tourists to choose public transport. This study addresses this gap by investigating the enjoyment and service quality in influencing tourists' use of public transport in Kuala Lumpur. A structured questionnaire survey was administered to 440 tourists who had used public transport during their visit, with data analysed using Structural Equation Modelling (SEM) via AMOS. The findings reveal that service quality does not serve as a direct determinant of tourists' intention to use public transport. Instead, enjoyment is the strongest predictor of intention to public transport use. Additionally, the analysis identified attitude as a mediating variable between service quality and behavioural intention. These results suggest that beyond operational improvements, public transport operators should leverage the experiential and leisure-related aspects of public transport—such as cityscape views and cultural encounters—to enhance its appeal among tourists. This study contributes to the transportation literature by integrating enjoyment as factor in understanding tourists' public transport usage behaviour.

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1. Introduction

Public transport is a medium to travel, especially in cities. Several cities constructed metro and transit lines; however, these initiatives failed in encouraging the people to transition to mass public transportation (Hamzah et al., 2023). There are many factors contributing towards this issue. Planning policies,

particularly those concerning transportation and land use, creates a mobility behaviour (Hidayati, Yamu and Tan, 2021). To cater the issue of public transport use, previous research studies on service quality of public transport (e.g Hizam et al., 2021; Puchongkawarin and Ransikarbum, 2021).

Kuala Lumpur, a capital city of Malaysia is a developing city in Southeast Asia. Numerous public transport services offered in the city, including buses and railway transport such as Light Rail Transport (LRT), Mass Rapid Transit (MRT), Express Rail Link (ERL) and Monorail. Even so, the modal split of ridership in Kuala Lumpur was recorded at 20:80 in 2020 and expected to achieve 70:30 in 2040 (Pelan Tempatan Kuala Lumpur 2040). The accessibility of public transport in Kuala Lumpur lacks accessibility as well (Van Dut, 2017). These data shows that the issue with public transport has not been solved yet.

Many studies conducted focused on service quality; however, those studies did not encompass the viewpoint of public transport users. Therefore, understanding the users' perception on their public transport use is necessary. This is crucial to designing solutions that not only cater to the needs of existing public transport users but also effectively shift focus away from private transportation (Mendes, Ferreira and Dias, 2022). The use of public transport by tourists is crucial for environmental sustainability, however, studies that provide a theoretical foundation for this issue are largely disregarded (Kim et al., 2023).

Tourists are among the users of public transport. According to the Table 1, it shows that 4% of public transport users in 2021 – 2023 are tourists. The relatively low number of tourists using public transport in the city suggests potential limitations in the attractiveness of supporting infrastructure. In Malaysia, it was found that tourists preferred to use GrabCar as their main mode

of travel because it is reachable compared to public transport (Yusof et al., 2021; Jais and Marzuki, 2019). Tourists depend on transportation infrastructure to establish connections between their locations of origin and destination, while simultaneously ensuring the provision of secure, convenient, and effective transportation services (Yang et al., 2019). Insufficient number of transportation system is known as one of the limitations tourists face while travelling (Azman et al., 2021). On the other hand, one of the key factors influence the satisfaction of international travelers and contribute to their intention to revisit Malaysia is the accessibility of transportation (Abdullah and Lui, 2018). Meaning, public transportation system plays a major role for tourism industry.

This research aims to understand the reasons of tourists to travel with public transport for leisure in Kuala Lumpur. Instead of only focusing on service quality, transport sectors need to understand the public transport users' perception in using the service. The findings of this research should be able to assist public transport sectors and government bodies to plan the service in the future. Thus, the objective of this research is to determine the preferences of tourists to travel with public transport for leisure in Kuala Lumpur. This study employed a statistical technique, by using structural equation modelling enabling the researchers to analyse the potential effects regarding service quality, enjoyment and attitude in transport studies.

Table 1 Number of Public Transport Users (millions)

| Year | Number of Public Transport Users in Kuala Lumpur | | | | Number of Tourists in Kuala Lumpur |
|-------|--|-------|----------|------|------------------------------------|
| | LRT | MRT | Monorail | KTM | |
| 2021 | 47.1 | 19.6 | 4.2 | 5.9 | 2.3 |
| 2022 | 99.2 | 49.5 | 10.7 | 14.5 | 8.3 |
| 2023 | 124.4 | 96.1 | 18.1 | 18.1 | 9.7 |
| Total | 270.7 | 165.2 | 33.0 | 38.5 | 20.3 |

Source: *Prasarana Malaysia Berhad, Express Rail Link Berhad, Keretapi Tanah Melayu Berhad, Tourism Malaysia*

2. Literature Review

2.1 Service Quality of Public Transport

Service quality is a key factor that public transport users consider prior to making travel decisions. Considering service quality is important in perceived satisfaction of public transport users (Ibrahim et al., 2021). Built environment, focusing on service quality such as public transport accessibility, cost and reliability are among the important attributes in theoretical framework for public transport modal shift in Southeast Asian countries (Nguyen et al., 2024), which Malaysia is a part of it. This research proposes to focus on accessibility, reliability and information as the important items of service quality in considering public transport use. Planning a proper accessibility of public transport (Stjernborg, 2019) considering the distance to transit and destination is crucial in increasing the transit usage

in Kuala Lumpur (Yap, Chua and Skitmore, 2021). These are essential for enhancing transportation efficiency and ensuring tourism sustainability in urban environments (Iamtrakul et al., 2025). Accessibility is closely related to journey time (Litman, 2023; Kathuria et al., 2020), which this research includes it as reliability. In addition, this research also include fare and clear placement of stops as reliability. The low cost of public transport, which is one of its distinguishing service characteristics, is highly valued by tourists (Nwachukwu, Gladys, and Chikezie, 2019). It is recommended to utilise more suitable fares (Litman, 2021) to attract users for public transport use. Meanwhile, for information, it was shown that inadequate routes, timetables, and scheduling are the most cited barriers to utilising public transport (Göransson and Andersson, 2023). The provided information influences users' mobility preferences (Littman, 2021). Inaccurate information may create a detrimental perception among users, potentially diminishing

their willingness to utilise public transportation, which could result in extended wait times. This indicates that passenger satisfaction can be enhanced by delivering precise, reliable, and current information at stations and aboard trains (Ibrahim et al., 2022).

In service quality, twenty-two items were analysed into those three groups of service quality using Exploratory Factor Analysis (EFA) to see its relevance. The result will be discussed further on the next section. This research hypothesised as follow:

H1: Service quality has a direct relationship with the intention to use public transport

2.2 *Enjoyment*

To complement with this research, the enjoyment is defined with the tourists' perspective since they are the users. Enjoyment is associated with intrinsic motivation and the quality of lived experience, rather than solely with destination attributes. For instance, there are tourists travel for relaxation (Ross and Iso-Ahola, 1991), which represents the enjoyment, while tourists that travel with the purpose of looking for outstanding scenery (Katsikari et al., 2020) is the example of tourists that travel with destination attributes. Looking into the typology of tourists in Kuala Lumpur, it was found that "Explorer" is the strongest match to be the respondents of this research. Cohen (1972) asserted that 'explorers' tend to cultivate their own tourism experiences. They exhibit confidence in travelling independently (McKercher, Wong and Lau, 2006). This indicates that they do not necessitate package trips during their travels. They generally tailor a combination of comprehensive services to fulfil their requirements, including transportation (Kusumawardhana et al., 2023).

At the same time, from an experiential travel perspective, enjoyment emerges through meaningful interactions with the urban environment, cultural immersion and the freedom to navigate their travel independently. Their activities, exploring local and cultural heritage (Dziadkiewicz, Lindell, and Minga, 2024; Plog, 2002), travelling the city (Wearing and Foley, 2017), and establishing connections with locals (Wearing and Foley, 2017; Cohen, 1972) are activities undertaken by 'Explorers,' and Kuala Lumpur provides similar opportunities. In this research, public transport not only works as mobility mode, but as an experiential medium that contributing to tourists' enjoyment as well. It facilitates through discovery of the city and interactions with people along the journey. Thus, this research posits that these three items are the enjoyment in travelling with public transport.

This research hypothesised that enjoyment of tourists would influence towards the intention to use public transport.

H2: Enjoyment has a direct relationship with the intention to use public transport

2.3 *Attitude as a Mediator between Service Quality of Public Transport and Enjoyment*

Attitude indicates the level to which an individual possesses a good or unfavourable perception or judgement (Ajzen, 1991). The use of public transport encouraged by a positive attitude (Forward, 2019). In transportation studies, attitude is being defined as the assessment of positive outcomes from the mode of transport adoption (Zabiulla et al. 2024; Ali, Nakayama and Yamaguchi, 2023). For example, people like to travel with public transport if the frequency improved (Ali, Nakayama and Yamaguchi, 2023), it gives pleasurable experiences (Abbasi et al. 2020) and they believe they can save cost (Zabiulla et al., 2024; Ahmed, Catchpole and Edirisinghe, 2021; de Oña et al., 2021). This explains the reasons of previous studies discusses service quality of public transport in attitude of users. Having the attitude makes them believe that they can gain benefit from the service quality offered.

In this research, attitude is the belief of tourists towards the benefit that they can gain in commuting with public transport. This research postulate that attitude can be refer to the effect of having service quality of public transport, as well as pleasurable experience, which refers as enjoyment. Thus, this research also hypothesized that:

H1a: Attitude mediates the relationship between service quality and intention to use public transport

H2a: Attitude mediates the relationship between enjoyment and intention to use public transport

H3: Attitude has a direct relationship with the intention to use public transport

3. *Research Methodology*

3.1 *Study Area*

This study was conducted in Kuala Lumpur, Malaysia as one of the urban tourism destinations in Southeast Asia. The city features three categories of public transport: buses (GoKL City Bus and RapidKL), rail systems (LRT, MRT, monorail, KTM Komuter, KLIA Transit, and Skypark), and e-hailing services (GrabCar, Maxim, and taxis). This research excludes e-hailing, KLIA Transit, and Skypark. Unluckily, the public transit system in Kuala Lumpur experiences poor ridership and an insignificant modal share in public transportation (Hamzah et al., 2023). The increased reliance on private transportation, particularly automobiles, has placed significant strain on road networks, resulting in traffic congestion (Hasmita and Radzuan, 2018; Kuala Lumpur Structure Plan, 2017). This research focused on public transport that located nearby tourism destinations. As shown in Figure 1, nine stations were identified to be located nearby tourism destinations, which are KLCC, Raja Chulan, Bukit Bintang, Berjaya Times Square, Pasar Seni, Masjid Jamek, Bandaraya, Sultan Ismail and Medan Tuanku station.

It was predicted that only 4%, or 20.3 million of public transport users are among tourists. Among the users, the sample size taken was 400 respondents as calculated by using Yamane's formula.

Figure 1 Tourism Attraction and Public Transport Station in Kuala Lumpur

3.2 Survey Instrument

The survey was conducted at public transport stations that covers the tourism destinations, as shown in the Figure 4. The questionnaire survey was conducted face-to-face in public transport stations that connected with tourism destinations (e.g. Nutsugbodo et al., 2018; Gutiérrez et al., 2019) and near the tourism entrance (Zientara et al., 2024). Most of the highly active respondents were found at KLCC, Pasar Seni, Masjid Jamek and Bukit Bintang stations. 440 tourists volunteered to take part and each of them were given food coupon worth RM65.00 each.

The questionnaire was constructed based on the previous studies that emphasized Theory of Planned Behaviour (TPB) and slightly modified according to the context of this research, as shown in Appendix A. A closed – ended questionnaire was divided into three constructs: service quality of public transport, enjoyment and attitude, as shown in Table 2. Each construct was given seven to eight questions with 5 – point Likert scale type ranging from 1 (strongly unimportant) to 5 (strongly important) for service quality of public transport, followed by 1 (definitely not) to 5 (definitely) for enjoyment and attitude.

To ensure the reliability and validity of the questionnaire, the answers were analyzed by using SPSS Statistics, followed by

SPSS Amos to conduct the Structural Equation Modelling (SEM) to test the hypothesis. Four hundred and forty-one sets of questionnaires were gathered after four weeks of data collection. The structural model is being used to identify the relationship between two moderators (enjoyment and service quality) and one mediator (attitude). It facilitates simultaneous analysis of various dependent and independent connections within a single framework (Turulja and Bajgoric, 2020; Acker, Witlox and Van Wee, 2007; Cheng, 2001). In this research, service quality and enjoyment were being tested with attitude that was predicted to influence towards the intention to use public transport.

To ensure the credibility to answer the questionnaires, the respondents were asked their purpose and mode of transport while traveling in Kuala Lumpur. Of the 440 respondents, only 366 responses were accepted with the distribution of 33.1% male and 66.9% female. Note that the respondents were only tourists who used public transport in Kuala Lumpur, as this study intended to determine the motivations of tourists who use public transport. Since this research investigates tourists' use of public transport, it was quite difficult to differentiate tourists' mode choice of transport while conducting this survey in the field.

Table 2 List of Construct, Attributes and Items in the Model

| Constructs | Attributes | Items |
|-------------------------------------|----------------------|---|
| Service Quality of Public Transport | Accessibility | Access to the destination |
| | Reliability | Journey time, fare, clear placement of stops |
| | Information | Info on board, proper signage, proper information |
| Enjoyment | City exploration | Exploring city |
| | Engage with people | Meeting people with similar interest |
| | | Interacting with locals |
| Sightseeing | Sightseeing | |
| Attitude | Budget travelling | Save more money |
| | Easy | Easier to travel |
| | Enjoyment | Enjoyable |
| | Environmental aspect | Care for the environment |

4. Result

4.1 Socio-demographic

Among 440 questionnaire surveys received, only 366 were accepted. The result of the questionnaires shows that there are slight differences in nationality, which are Malaysian (64.4%) and international tourists (39.8%), which may introduce sampling bias. The data collection was conducted in 2023. The total number of international tourists arriving in Malaysia for that year was 20.1 million, with 34.2% of them visiting Kuala Lumpur, resulting in approximately 6.9 million international visitors to Kuala Lumpur in 2023 (Tourism Malaysia, 2023).

Meanwhile, the number of domestic tourists visiting Kuala Lumpur was recorded at 22.2 million, constituting the plurality of visitors (76.3%) in comparison to international tourists (23.7%). This figure indicates that domestic visitors were predominant in comparison to international tourists. This explains the bias of respondents during data collection.

Most of the respondents were among 20s – 30s, as they are the most approachable to participate in the survey (refer to the Table 3). On the side of educational level, most of them (88.0%) are educated. 40.2% of them travel by car to reach Kuala Lumpur, then they commute with public transport.

Table 3 Socio-demographic Profile

| Variables | Category | Malaysian | | Non-Malaysian | | Total |
|-----------------|--------------|-----------|------|---------------|------|-------|
| | | N | % | N | % | |
| Age | 18 – 21 | 58 | 20.9 | 16 | 18.2 | 74 |
| | 22 – 30 | 179 | 64.4 | 35 | 39.8 | 214 |
| | 31 – 40 | 23 | 8.3 | 24 | 27.3 | 47 |
| | 41 – 50 | 7 | 2.5 | 8 | 9.1 | 15 |
| | 51 – 60 | 9 | 3.2 | 5 | 5.7 | 14 |
| | > 60 | 2 | 0.7 | 0 | 0.0 | 2 |
| Gender | Male | 78 | 28.1 | 43 | 48.9 | 121 |
| | Female | 200 | 71.9 | 45 | 51.1 | 245 |
| Marital Status | Married | 51 | 18.3 | 45 | 51.1 | 96 |
| | Single | 227 | 81.7 | 43 | 48.9 | 270 |
| Education Level | No schooling | 4 | 1.4 | 0 | 0.0 | 4 |
| | School | 6 | 2.2 | 3 | 3.4 | 9 |

| | | | | | | |
|---|----------------------|-----|------|----|------|-----|
| | College | 20 | 7.2 | 11 | 12.5 | 31 |
| | University and above | 278 | 89.2 | 88 | 74 | 322 |
| Mode of Transport to Reach Kuala Lumpur | Own car | 137 | 49.3 | 10 | 11.4 | 147 |
| | Bus | 63 | 22.7 | 18 | 20.5 | 81 |
| | Rail | 73 | 26.3 | 52 | 59.1 | 125 |
| | E- hailing | 5 | 1.8 | 8 | 9.1 | 13 |

4.2 Measurement Model

Factor analysis was conducted to achieve data reduction and validate the fundamental components for each construct, as delineated by Alavi et al. (2020). The analysis is then conducted by Confirmatory Factor Analysis (CFA) to revalidate the construct in Table 4.

Composite reliability (CR) was conducted to measure the validity as being presented in Table 5. At this stage, the items of each construct is being tested to see the reliability and validity. The result shows that accessibility, reliability and information

are valid items for service quality, which the factor loading valued more than 0.7. Meanwhile, for enjoyment, 3 out of 7 items are considered valid, which are city exploration (.814), engaging with locals (.699) and sightseeing (.655). This shows that these items are present in considering the use of public transport. However, it is important to note that the identification of these factors alone does not yet confirm their direct influence on tourists’ intention to use public transport; further structural analysis is required to establish these relationships.

Table 4 Model Fit of CFA Measurement Model

| Name of Category | Name of Index | Level of Acceptance | Index Value | Comment |
|------------------|---------------|---------------------|-------------|------------------------------------|
| Absolute fit | RMSEA | <0.08 | .065 | Minimum required level is achieved |
| Incremental Fit | CFI | >0.90 | .915 | Minimum required level is achieved |
| | TLI | >0.90 | .904 | Minimum required level is achieved |
| Parsimonious fit | Chisq/df | <3.00 | 2.52 | Minimum required level is achieved |

Table 5 Result of CR and AVE

| Constructs | Items | | Factor Loading | CR | AVE |
|--|---|------|----------------|-------|-------|
| Service Quality of Public Transport (SERVQUAL) | Accessibility | | | | |
| | Direct route to the destination | ACC4 | 0.916 | 0.869 | 0.691 |
| | Walking distance to the desired destination is acceptable | ACC6 | 0.696 | | |
| | Public transport is available everywhere | ACC7 | 0.867 | | |
| | Reliability | | | | |
| | Journey time | REL4 | 0.752 | 0.906 | 0.708 |
| | Fare of public transport | REL6 | 0.865 | | |
| | Clear placement of stops | REL8 | 0.848 | | |
| | Information | | | | |
| | Information on board | INF2 | 0.861 | 0.914 | 0.809 |
| | Proper signage at stops | INF5 | 0.763 | | |
| | Clear general information | INF6 | 0.89 | | |

| | | | | | |
|----------------------------|---|-----|-------|-------|-------|
| Enjoyment (ENJ) | City exploration | E1 | 0.814 | 0.767 | 0.525 |
| | Engage with people | E2 | 0.699 | | |
| | Sightseeing | E4 | 0.651 | | |
| Attitude (ATT) | Saving more money | E7 | 0.761 | 0.768 | 0.534 |
| | Enjoyable activities | A1 | 0.813 | | |
| | Easier to travel | A2 | 0.603 | | |
| Behavioural Intention (BI) | Will travel again in the future | BI1 | 0.792 | 0.894 | 0.680 |
| | Will recommend others to travel by public transport | BI2 | 0.887 | | |
| | Will share experiences with public transport | BI3 | 0.86 | | |
| | Will consider using public transport anywhere | BI4 | 0.753 | | |

The model employed fit indices to ascertain overall goodness of fit, encompassing absolute fit (e.g., RMSEA, GFI), incremental fit (e.g., AGFI, CFI, TLI), and/or parsimonious fit (Chisq/df). All the goodness fit has attained the acceptable level. Subsequently, the model's discriminant validity was assessed by

examining the cross-loadings of all measured indicators (Hamzah et al., 2023), as shown in Table 6. The reliability of the structural model was initially evaluated during the structural model phase, similar to the measurement model (Shen and Shen, 2020). Figure 2 shows the structural equation for the whole model of this research.

Table 6 Discriminant Validity Index

| | ENJ | ATT | BI | ACC | REL | INF |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Enjoyment (ENJ) | 0.696 | | | | | |
| Attitude (ATT) | 0.427 | 0.676 | | | | |
| Behavioural Intention (BI) | 0.459 | 0.619 | 0.786 | | | |
| Accessibility (ACC) | 0.069 | -0.075 | -0.097 | 0.831 | | |
| Reliability (REL) | 0.064 | -0.083 | -0.058 | 0.797 | 0.842 | |
| Information (INF) | -0.009 | -0.073 | -0.003 | 0.566 | 0.706 | 0.854 |

Figure 2 Structural equation model for the relationship between intrinsic, extrinsic and attitude towards the intention to use public transport

Based on the Table 7, the result shows that service quality has no significant effect towards the intention to use public transport ($p = 0.480$). Meanwhile, enjoyment ($p = 0.002$) and attitude ($p = 0.021$) show otherwise. The p -value needs to be less than 0.05 to show a positive correlation (Awang, 2015). This illustrates that enjoyment can stand alone without mediator to have significant effect towards the intention to use public transport.

When the framework is being tested with attitude as the mediator, service quality and enjoyment has significant effect towards the intention to use public transport. This shows that the presence of attitude supports the service quality to have a correlation with the behavioural intention.

Table 7 Result of Path Analysis

| Hypotheses | Estimate | S.E. | C.R. | P | Result |
|--------------|----------|-------|--------|-------|---------------|
| H1: EM → BI | -0.054 | 0.077 | -0.706 | 0.480 | Not Supported |
| H2: IM → BI | 0.156 | 0.050 | 3.092 | 0.002 | Supported |
| H3: ATT → BI | -0.178 | 0.077 | -2.314 | 0.021 | Supported |

Based on the Table 7, the result shows that service quality has no significant effect towards the intention to use public transport ($p = 0.480$). Meanwhile, enjoyment ($p = 0.002$) and attitude ($p = 0.021$) show otherwise. The p -value needs to be less than 0.05 to show a positive correlation (Awang, 2015). This illustrates that enjoyment can stand alone without mediator to have significant effect towards the intention to use public transport.

When the framework is being tested with attitude as the mediator as shown in Table 8, service quality and enjoyment has significant effect towards the intention to use public transport. This shows that the presence of attitude supports the service quality to have a correlation with the behavioural intention.

Table 8 The Result of Mediation Effect Test

| Construct | Effect | Estimate | Result |
|--------------------|-----------------|----------|-----------|
| H1a: EM → ATT → BI | Total Effect | 0.062 | Supported |
| | Indirect Effect | -0.038 | |
| | Direct Effect | -0.041 | |
| H2b: IM → ATT → BI | Total Effect | 0.400 | Supported |
| | Indirect Effect | 0.170 | |
| | Direct Effect | 0.230 | |

5. Discussion

The result of this research extends the previous studies through the presence of enjoyment. Previous research on transport studies focused on service quality of public transport. However, this research includes enjoyment as one of the attributes that need to be considered to understand the users. Tourists travelling for leisure focused on enjoyment, thus, this research adopted enjoyment as a factor that may influence their use of public transport. Secondly, this research reveals that the items of enjoyment in commuting with public transport is similar with the enjoyment in tourism experiences. This indicates that tourists long for exciting activities, even in commuting. The activities are not similar with the local commuters.

among tourists while commuting with public transport. This shows that tourists prefer to have the good experiences, even in commuting with public transport as their enjoyable activities.

This research suggested to include enjoyable activities, which are adopted from the tourism studies. It is hypothesised to be present in commuting with public transport. As hypothesised, this research reveals that enjoyment is a strong factor that influence towards the use of public transport in Kuala Lumpur. From the early stage itself, EFA, the result shows a good factor loading, reliability and validity ($CR = 0.767$, $AVE = 0.525$), which suggests that the three enjoyable activities, which are city exploration, sightseeing and mingle with locals are present

The enjoyment that they expected to have in commuting is similar with the tourism experiences. This research proves that travelling with public transport allows tourists to explore the city, mingle with locals and sightseeing through the window. However, there is no sign of environmental concern among urban tourists in travelling with public transport in Kuala Lumpur, as happened in other countries (Gelaidan, Al-Swidi and Haféez, 2023; Chen et al., 2019). This means, tourists solely travel with public transport for travelling and enjoyment purposes. They did not find environmental concern as something enjoyable. Even so, tourists appreciate the experience that they have while commuting with public transport as it is foreign for them.

While local commuters, they do not bother to do these activities as they are used with the surroundings. Thus, they prefer to spend their time in public transport doing something else as they are not attracted to the tourism destinations. Sleep/rest, reading and lunch are among the activities that locals do while commuting (Lee et al., 2021). This also explains that playing

games is found to be one of the activities that local public transport users find it fun while commuting (Siskawati and Dirgahayani, 2024). The activities conducted in public transport is different between tourists and locals. The appreciation during the travelling is different.

Followed by the result of SEM, it proves that enjoyment influence tourists use of public transport more than service quality. Enjoyment has a direct influence towards the use of public transport among tourists ($p = 0.002$). This result supports Garau-Vadell et al. (2023), which they suggested to focus more on enjoyment among tourists to increase the number of tourists in tourism destinations. Similarly, it is expected that public transport users will increase more among tourists if they find it enjoyable. Highlighting the fun, engaging, and unique aspects of using public transport may therefore serve as an effective strategy to encourage usage among tourists. By promoting public transport as not merely functional but as part of the overall enjoyable travel experience, transport providers and tourism marketers can foster stronger behavioural intentions among this segment.

Surprisingly, service quality does not directly influence tourists' use of public transport (de Oña, 2021) ($p = 0.480$), unless if attitude is presence as the mediator. The result shows that tourists do not mind about the service quality, as long as they could reach the destination. This is contradicted with many studies which reveals that service quality influence the users to use public transport (e.g. Ali, Nakayama and Yamaguchi, 2023; Bajada and Titheridge, 2017). Meaning, knowing that the service quality offered is not convincing enough for them to use the service. Tourists need to be convinced that using public transport will result in a positive experience. For instance, aspects of service quality such as punctuality only become influential when they shape tourists' attitudes, reinforcing their belief that public transport will meet their expectations and provide a satisfying travel experience. In other words, service quality contributes indirectly to behavioural intention by fostering a positive attitude towards public transport. In this matter, this shows that the presence of attitude is much more important than focusing on service quality (Bakti et al., 2020). Therefore, attitude acts as a necessary mediator for service quality to influence tourists' intention to use public transport.

6. Limitation and Future Research

Nevertheless, this research has its' limitation. Firstly, this research only focused on the tourists as one of the public transport users. The factors of enjoyment of local users could be different with tourists. Since daily commuters are the majority of public transport users, it is suggested to conduct research on daily commuters. The attributes could be different in terms of enjoyment of users while commuting with public transport. Secondly, the service quality of public transport could be different for local users as well. Thirdly, the research was conducted during peak holiday season. The traffic condition in Kuala Lumpur could be different compared to any other times, which also could influence the tourists' behaviour.

7. Conclusion

To summarise, this research explored the direct relationship between enjoyment, service quality and attitude towards the intention to use public transport among tourists. The findings of this research contributed to theory and practices. The theoretical contribution of this research is the model of tourists' use of public transport, consist of enjoyment, attitude and behavioural intention. The enjoyment shows a greater influence in public transport use among tourists. At the same time, this research shows that service quality is not the main concern for tourists as one of the public transport users. In terms of practical contribution, the findings are useful for policy makers and public transport operators in developing strategies to encourage tourists' use of public transport.

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Conflicts of Interest

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper

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