













to be more effective to promote the public transport usage. Given the importance change of the reference point, the development of mental accounting theory and prospect theory in transport field and modeling travel behavior, particularly on framing segregation or integration could have an influence on the public transport ridership still need to be explored further.

#### ACKNOWLEDGMENT

This research is supported by DIKTI Scholarship Batch 4, 2014.

#### REFERENCES

- [1] Avineri E. On the use and potential of behavioural economics from the perspective of transport and climate change. *J Transp Geogr* [Internet]. Elsevier Ltd; 2012;24:512–21. Available from: <http://dx.doi.org/10.1016/j.jtrangeo.2012.03.003>
- [2] Ismail A, Elmloshi AE. Logistic Regression Models to Forecast Travelling Behaviour in Tripoli City. *Int J Adv Sci Eng Inf Technol* [Internet]. INSIGHT, Indonesian Society for Knowledge and Human Development; 2011 [cited 2017 Jul 28];1(6):618–23. Available from: [http://ijaseit.insightsociety.org/index.php?option=com\\_content&view=article&id=9&Itemid=1&article\\_id=124](http://ijaseit.insightsociety.org/index.php?option=com_content&view=article&id=9&Itemid=1&article_id=124)
- [3] Mansyur R, Rahmat RAOK, Ismail A, Kabit MR. Knowledge based expert advisory system for transport demand management. *Proceeding Int Conf Adv Sci Eng Inf Technol* [Internet]. 2011;652–7. Available from: [http://ijaseit.insightsociety.org/index.php?option=com\\_content&view=article&id=9&Itemid=1&article\\_id=130](http://ijaseit.insightsociety.org/index.php?option=com_content&view=article&id=9&Itemid=1&article_id=130)
- [4] Kahneman D, Tversky A. Prospect theory: An analysis of decision under risk. *Econom J Econom Soc* [Internet]. The Econometric Society; 1979;47(2):263–92. Available from: <http://www.jstor.org/stable/1914185>
- [5] Thaler R. Mental Accounting and Consumer Choice. *Mark Sci* [Internet]. 1985;4(3):199–214. Available from: <http://www.jstor.org/stable/183904>
- [6] Van De Kaa EJ. Prospect Theory and Choice Behaviour Strategies: Review and Synthesis of Concepts from Social and Transport Sciences. *Eur J Transp Infrastruct Res* [Internet]. 2010;10(4):299–329. Available from: [www.ejir.tbm.tudelft.nl](http://www.ejir.tbm.tudelft.nl)
- [7] Van De Kaa EJ. Extended Prospect Theory: Findings on choice behaviour from economics and the behavioural sciences and their relevance for travel behaviour [Internet]. Delft University; 2008. Available from: <https://repository.tudelft.nl/islandora/object/uuid:59ddafbf-48ad-4d0f-b0b3-ccc5f1010099?collection=research>
- [8] Senbil M, Kitamura R. Reference Points in Commuter Departure Time Choice: A Prospect Theoretic Test of Alternative Decision Fames. *J Intell Transp Syst* [Internet]. 2004;8(1):19–31. Available from: <http://www.tandfonline.com/page/terms-and-conditions>
- [9] Avineri E. A Cumulative Prospect Theory Approach to Passengers Approach to Passengers Behavior Modeling : Waiting Time Paradox. *Intell Transp Syst* [Internet]. 2004;8(4):195–204. Available from: <http://www.tandfonline.com/page/terms-and-conditions>
- [10] Avineri E, Bovi PHL. Identification of Parameters for Prospect Theory Model for Travel Choice. *Transp Res Rec* [Internet]. 2008;(2082):141–7. Available from: <http://dx.doi.org/10.3141/2082-17>
- [11] Xu H, Zhou J, Xu W. A decision-making rule for modeling travelers' route choice behavior based on cumulative prospect theory. *Transp Res Part C* [Internet]. Elsevier Ltd; 2011;19(2):218–28. Available from: <http://dx.doi.org/10.1016/j.trc.2010.05.009>
- [12] Jou R-C, Chen K-H. An application of cumulative prospect theory to freeway drivers' route choice behaviours. *Transp Res Part A Policy Pract* [Internet]. 2013;49:123–31. Available from: <http://dx.doi.org/10.1016/j.tra.2013.01.011>
- [13] Tang S, Lo HK. The impact of public transport policy on the viability and sustainability of mass railway transit - The Hong Kong experience. *Transp Res Part A Policy Pract* [Internet]. 2008;42(4):563–76. Available from: <http://www.sciencedirect.com/science/article/pii/S0965856408000025>
- [14] Sarif, Kurauchi S, Yoshii T. Development of discrete choice model considering internal reference points and their effects in travel mode choice context. *IOP Conf Ser Earth Environ Sci* [Internet]. IOP Publishing; 2017 Jun [cited 2017 Jun 26];71(1):12020. Available from: <http://stacks.iop.org/1755-1315/71/i=1/a=012020?key=crossref.f35ce12ecbb8fdc45dd5df89ed221195>
- [15] Thaler RH. Mental accounting matters. *J Behav Decis Mak* [Internet]. 1999;12(3):183–206. Available from: [https://5aeed477-a-62cb3a1a-sites.googlegroups.com/site/xiaoliangtushuguanfenguan3/gm937xing-xiao-zhuan-ti-yan-tao/Thaler1999.pdf?attachauth=ANoY7cp8KXph\\_2a0HePmk0-DqLwflw3L30GT60dTUwadjrDZwi\\_UotasUwHWuSPTLG9gcSG20WRBWC5cQnkgJafBz9G-PsVPe8WfoYJbCWIOhqj](https://5aeed477-a-62cb3a1a-sites.googlegroups.com/site/xiaoliangtushuguanfenguan3/gm937xing-xiao-zhuan-ti-yan-tao/Thaler1999.pdf?attachauth=ANoY7cp8KXph_2a0HePmk0-DqLwflw3L30GT60dTUwadjrDZwi_UotasUwHWuSPTLG9gcSG20WRBWC5cQnkgJafBz9G-PsVPe8WfoYJbCWIOhqj)
- [16] Gupta S, Kim H-W. Value-driven INTERNET shopping : The mental accounting theory perspective Value-Driven Internet Shopping : The Mental Accounting Theory. *Psychol Market* [Internet]. 2010;27(1):13–35. Available from: <http://www.research.net/publication/229878930>
- [17] Masiero L, Hensher DA. Shift of reference point and implications on behavioral reaction to gains and losses. *Transportation (Amst)* [Internet]. 2011;38(2):249–71. Available from: <https://link.springer.com/article/10.1007/s11116-010-9302-0>
- [18] Schwartz A, Goldberg J, Hazen G. Prospect theory , reference points , and health decisions. *Judgm Decis Mak* [Internet]. 2008;3(2):174–80. Available from: <https://link.springer.com/article/10.1007/BF02894508>
- [19] Arkes HR, Hirshleifer D, Jiang D, Lim S. Reference point adaptation : Tests in the domain of security trading. *Organ Behav Hum Decis Process* [Internet]. 2008;105(1):67–81. Available from: <http://www.sciencedirect.com/science/article/pii/S074959780700043X>
- [20] Barkan R, Busemeyer JR. Modeling Dynamic Inconsistency with a Changing Reference Point. *J Behav Decis Mak* [Internet]. 2003;16(4):235–55. Available from: <http://onlinelibrary.wiley.com/doi/10.1002/bdm.444/full>
- [21] 人口 松山市ホームページ [Internet]. [cited 2017 Feb 9]. Available from: <https://www.city.matsuyama.ehime.jp/shisei/tokei/toukei2.html>
- [22] Hensher DA. Stated preference analysis of travel choices : the state of practice. *Transportation (Amst)* [Internet]. 1994;21(2):107–33. Available from: <https://link.springer.com/article/10.1007%2FBF01098788?LI=true>
- [23] Linville PW, Fischer GW. Preferences for separating or combining events. *J Pers Soc Psychol* [Internet]. 1991;60(1):5–23. Available from: <http://psycnet.apa.org/record/1991-15253-001>
- [24] Waygood EO, Avineri E. Does “500g of CO2 for a five mile trip” mean anything? Towards more effective presentation of information. *Proceedings of the Transportation Research Board 90th Annual Meeting, Washington DC, USA* [Internet]. 2011. p. 23–7. Available from: [http://carbonaware.devisu.be/fileadmin/user\\_upload/Publications/O\\_W\\_and\\_EA\\_information\\_coding\\_and\\_the\\_editing\\_phase\\_4.pdf](http://carbonaware.devisu.be/fileadmin/user_upload/Publications/O_W_and_EA_information_coding_and_the_editing_phase_4.pdf)
- [25] Waygood O, Avineri E (2011b). The Effect of Loss Framing On The Perceived Difference of CO2 Amounts' Implications for Advanced Travel Information Systems (ATIS). *The 43rd Annual UTSG (The Universities' Transport Study group) Conference, Milton Keynes* [Internet]. United Kingdom: UTSG; 2011. Available from: <http://eprints.uwe.ac.uk/16918/>
- [26] Ben-Akiva M, Lerman SR. *Discrete Choice Analysis: Theory and Application to Travel Demand*. Amerika: MIT Press; 1985.