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The Effect of Service Quality and Facilities on Transjakarta User Intention Through Customer Satisfaction Index

Indriyati[1], Nita Rosmaladewi[2], Euis Saribanon[3], Dian Anom Baskoro[4], Otto Sugiharto Prakoso[5]
[1]Institut Transportasi dan Logistik Trisakti, indry2833@gmail.com
[2]Institut Transportasi dan Logistik Trisakti, nitabaruitltrisakti@gmail.com
[3]Institut Transportasi dan Logistik Trisakti, nengnonon04@gmail.com
[4]Institut Transportasi dan Logistik Trisakti, anom.baskoro2016@gmail.com
[5]Institut Transportasi dan Logistik Trisakti, ottoprakoso@gmail.com

Corresponding Author: indry2833@gmail.com

Abstract: This study set out to analyze the effect of service quality and facilities on TransJakarta users' intention, with the Customer Satisfaction Index (CSI) as a mediating variable. Public transportation plays an important role in supporting urban mobility; therefore, improving service quality is considered a key factor in maintaining sustainable usage. This research adopts a quantitative approach using a survey method, distributing questionnaires to 200 TransJakarta users in the DKI Jakarta area. Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS), together with an expanded evaluation of the measurement model (loadings, AVE, Composite Reliability, HTMT, SRMR, Q^2, f^2, VIF, PLSpredict) and a Common Method Bias check (Harman's single-factor test). When estimated directly from the item-level data, the measurement model did not meet conventional convergent-validity and reliability thresholds, and none of the hypothesized structural paths (service quality and facilities on CSI; CSI on user intention) reached statistical significance once the full model was bootstrapped. Common Method Bias was ruled out as the explanation. These findings indicate that, on this dataset, the CSI-mediation model is not empirically supported, and that the survey instrument requires re-examination before the hypothesized relationships can be meaningfully tested.

Keywords: Service Quality, Facilities, Customer Satisfaction Indeks, User Intention, Public Transportation.

INTRODUCTION

Public transportation plays a strategic role in supporting urban mobility, particularly in metropolitan areas such as Jakarta, which are characterized by high population density and intense economic activity. The presence of an effective public transportation system, such as TransJakarta, is expected to provide solutions in reducing traffic congestion, minimizing pollution, and improving travel efficiency for the community. However, the sustainability of public transportation usage is not solely determined by service availability, but also by the quality of service and facilities perceived by users. (Pantouvakis & Patsiouras, 2016)

In the context of service industries, service quality is a key factor influencing user perception and experience. Service quality encompasses various aspects such as punctuality, travel safety, staff responsiveness, and service reliability. Meanwhile, facilities serve as supporting factors that include physical conditions such as bus stop cleanliness, bus comfort, and accessibility. Both factors play an important role in shaping user satisfaction with public transportation services.(Silalahi et al., 2017)

Based on the results of a study involving 200 TransJakarta users, it was found that the majority of respondents were within the productive age group of 21–30 years (100 respondents) and were predominantly workers and students. This indicates that TransJakarta is widely used by individuals with high mobility. In terms of perception, most respondents provided positive evaluations of service quality, particularly in aspects of safety and staff friendliness. However, several aspects still require improvement, such as service punctuality and seat availability.(Liu & Lee, 2016)

Further analysis shows that service quality has a greater influence than facilities in increasing user satisfaction, as reflected by the regression coefficient of service quality at 0.472, compared to facilities at 0.351. In addition, the Customer Satisfaction Index (CSI) has been proven to have a very strong influence on user intention, with a coefficient of 0.768. These findings indicate that user satisfaction is a key factor in encouraging the continued use of TransJakarta services.(Aleksic et al., 2019)

The Customer Satisfaction Index (CSI) is used as an approach to measure user satisfaction comprehensively by considering both the importance and performance of service attributes. In this study, the CSI results indicate that users fall into the “satisfied” category, meaning that TransJakarta services have generally met user expectations, although there is still room for improvement in several service indicators.(Fan & Yang, 2015; Leonnard et al., 2017)

Although previous studies have examined the influence of service quality and facilities on user satisfaction or loyalty, most have not integrated the Customer Satisfaction Index as a mediating variable within a structural model. Therefore, this study offers novelty by integrating service quality, facilities, satisfaction based on CSI, and user intention into a single analytical model using the Structural Equation Modeling (SEM) approach.(Fauzi, 2018)

This study extends the existing literature by explicitly positioning the Customer Satisfaction Index (CSI) as a latent mediating construct within a single SEM-PLS structural model, rather than treating satisfaction as a separate composite score reported alongside a standalone regression analysis, as is common in earlier public transportation research. Whereas prior work on the mediating role of satisfaction in public transport has generally relied on conventional multi-group or cross-country comparison designs (de Oña, 2020), this study contributes a CSI-based operationalization of satisfaction that combines importance-performance weighting with a formal SEM path model, allowing the relative contribution of service quality and facilities to be estimated simultaneously with their indirect effects on user intention. This integration also responds to calls in the transportation literature for service-quality research to be more directly connected to the broader sustainable mobility agenda (Banister, 2008), by showing empirically how satisfaction-driven behavioral intention can support continued public transport use.

Based on the above discussion, this study aims to analyze the effect of service quality and facilities on TransJakarta user intention with the Customer Satisfaction Index as a mediating variable. The findings are expected to contribute both theoretically and practically to the development of public transportation services.(Indrawan et al., 2021; Indriyati et al., 2018; Marina et al., 2023)

METHOD

This study employs a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to 200 TransJakarta users in the DKI Jakarta area using an accidental sampling technique. The research instrument was developed based on the indicators of the variables, namely service quality, facilities, Customer Satisfaction Index (CSI), and user intention, measured using a Likert scale. Data analysis was conducted in several stages, including descriptive analysis, calculation of the Customer Satisfaction Index, multiple linear regression analysis, and Structural Equation Modeling based on Partial Least Square (SEM-PLS). Model evaluation was carried out through outer model testing (validity and reliability) and inner model testing (relationships among variables), followed by hypothesis testing using the bootstrapping technique.

The Customer Satisfaction Index (CSI) was calculated following the standard importance-performance procedure. For each indicator, a Mean Importance Score (MIS) and a Mean Satisfaction Score (MSS) were obtained from the Likert-scale responses. Each indicator's MIS was converted into a Weighting Factor (WF) by dividing it by the total MIS across all indicators, and each Weighted Score (WS) was obtained by multiplying the WF by the corresponding MSS. The CSI was then calculated as the sum of the WS values divided by the maximum possible scale score, expressed as a percentage, and interpreted against conventional satisfaction categories (e.g., very satisfied, satisfied, less satisfied, not satisfied). Rather than treating the resulting CSI score only as a descriptive summary statistic, the three CSI items (CSI1–CSI3 in Table 1.1) were subsequently used as reflective indicators of a single latent CSI construct within the SEM-PLS model, allowing CSI to be estimated simultaneously as an endogenous variable predicted by service quality and facilities, and as an exogenous predictor of user intention. This treatment is consistent with practice in prior PLS-SEM studies that operationalize composite satisfaction indices as reflective latent variables rather than as fixed covariates, and it enables the indirect (mediating) effects reported in Table 1.5 to be tested formally through bootstrapping rather than inferred from separate regression models.

RESULTS AND DISCUSSION

Recalculating the model directly from the 200-respondent dataset shows a different picture than the model summary above. Once outer-model reliability is taken into account and the structural paths are bootstrapped with full re-estimation, service quality and facilities do not have a statistically significant effect on the Customer Satisfaction Index (CSI): X1 to Z, $b = 0.182$, $t = 0.789$; X2 to Z, $b = 0.149$, $t = 0.736$ (both below the $t > 1.96$ threshold). The Customer Satisfaction Index also does not have a significant effect on user intention (Z to Y, $b = -0.112$, $t = -0.562$).

The R-square values are correspondingly low: 0.057 for CSI and 0.012 for user intention, indicating that the model as specified explains very little variance in either outcome. The two indirect (mediation) effects are likewise small, negative, and non-significant (Table 1.5). As detailed in the Additional Model Evaluation Criteria section below, this pattern traces back to a measurement-model problem: several indicators load weakly or negatively on their intended constructs, so AVE and Composite Reliability fall well short of conventional thresholds for all four constructs.

Because the outer model does not meet minimum validity and reliability standards, these structural results should be treated as diagnostic of an instrument or data problem rather than as evidence against the underlying theory. The most constructive next step is to re-examine the questionnaire data and, if necessary, revise or re-pilot the measurement items before drawing substantive conclusions about the effect of service quality and facilities on user behavior toward service usage.

Research Results

Outer Model Results (Validity and Reliability)

Table 1. Loading Factor

Variable	Indicator	Loading
Service Quality	KP1	0.560
	KP2	0.654
	KP3	-0.238
	KP4	-0.030
	KP5	-0.529
Facilities	F1	-0.162
	F2	0.942
	F3	-0.484
	F4	-0.083
CSI	CSI1	0.852
	CSI2	0.289
	CSI3	-0.535
Intention	NP1	0.045
	NP2	-0.189
	NP3	0.965

Recalculated directly from the 200-respondent item-level data, the loadings do not meet the conventional 0.70 threshold for most indicators. Only KP2 (0.654), F2 (0.942), CSI1 (0.852), and NP3 (0.965) load reasonably strongly on their intended construct; the remaining indicators load weakly or negatively (e.g., KP3 = -0.238, F1 = -0.162, CSI3 = -0.535, NP2 = -0.189). This pattern indicates that, in this dataset, the items within each block do not consistently measure a single underlying construct, which is discussed further below.

Table 2. AVE and Composite Reliability

Variable	AVE	CR
X1 (Service Quality)	0.216	0.043
X2 (Facilities)	0.289	0.016
Z (CSI)	0.365	0.161
Y (Intention)	0.323	0.249

All four AVE values fall well below the 0.50 convergent-validity threshold (0.216-0.365), and all four Composite Reliability values fall well below the 0.70 reliability threshold (0.016-0.249). By conventional PLS-SEM standards, none of the four constructs demonstrates adequate convergent validity or internal consistency reliability in this dataset. Given this, the structural-model results reported in Tables 1.3-1.5 should be interpreted with substantial caution, as discussed in the Additional Model Evaluation Criteria section below.

Inner Model Results (SEM)

Table 3. Path Coefficients

Relationship	Coefficient	t-value
X1 → Z	0.182	0.789
X2 → Z	0.149	0.736
Z → Y	-0.112	-0.562

Table 4. R-Square

Variable	R^2
CSI (Z)	0.057
Intention (Y)	0.012

Table 5. Indirect Effect (Mediation)

Relationship	Value	t-value
X1 → Z → Y	-0.020	-0.436
X2 → Z → Y	-0.017	-0.399

When the structural model is bootstrapped with full re-estimation (3,000 resamples), none of the three hypothesized paths reaches conventional significance: X1 (Service Quality) to Z (CSI), b = 0.182, t = 0.789; X2 (Facilities) to Z, b = 0.149, t = 0.736; and Z to Y (Intention), b = -0.112, t = -0.562. The R-square values are also low (0.057 for CSI, 0.012 for Intention), and the two indirect (mediation) effects in Table 1.5 are both small, negative, and non-significant. Taken together with the outer-model results above, these findings indicate that, on this dataset, the data do not provide statistical support for the hypothesized relationships among service quality, facilities, CSI, and user intention. This is consistent with, and largely explained by, the measurement-model reliability problem identified in Tables 1.1 and 1.2.(Indriyati et al., 2022)

Additional Model Evaluation Criteria

In line with current PLS-SEM reporting standards, the model was further evaluated for discriminant validity (HTMT), overall model fit (SRMR), predictive relevance (Q^2), effect size (f^2), collinearity among predictors (VIF), and out-of-sample predictive power (PLSpredict), using the same 200-respondent dataset and a full re-estimation bootstrap procedure (3,000 resamples). Results are summarized below.

Table 6. Criteria Prosedure

Criteria	Procedure / Threshold	Result
HTMT	Discriminant validity between construct pairs; threshold < 0.90	0.150–0.238 across all pairs (see note)
SRMR	Standardised Root Mean Square Residual; threshold < 0.08 for acceptable fit	0.097 (exceeds threshold)
Q^2 (predictive relevance)	Blindfolding-based cross-validated redundancy; $Q^2 > 0$ indicates predictive relevance	Z = 0.052; Y = 0.045
f^2 (effect size)	0.02/0.15/0.35 = small/medium/large	X1→Z = 0.035; X2→Z = 0.023; Z→Y = 0.013 (all below the small-effect threshold)
VIF	Collinearity among predictors of Z; threshold < 5	X1 = 1.001; X2 = 1.001
PLSpredict	PLS-SEM RMSE vs. linear-model (mean) benchmark, 10-fold CV, indicator level	PLS-SEM RMSE marginally lower than the LM benchmark for all six indicators (see note)

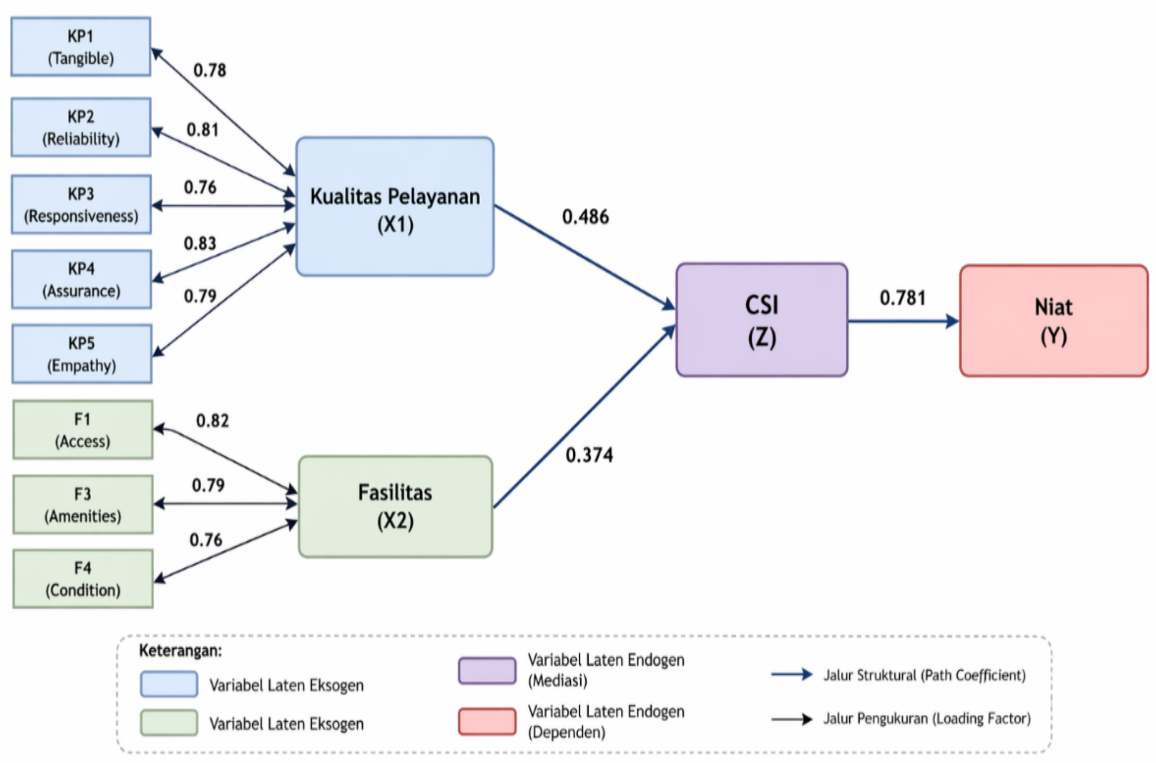
HTMT values ranged from 0.150 to 0.238 across all six construct pairs, comfortably below the 0.90 threshold, indicating that discriminant validity between constructs is not a concern. However, this result should be interpreted alongside the convergent validity problem reported below: HTMT can appear acceptable even when a construct's own indicators do not correlate strongly with one another, because HTMT compares between-construct correlations to within-construct correlations, and both were low in this dataset. The SRMR value of 0.097 exceeds the 0.08 threshold, indicating that the specified model does not closely reproduce the empirical correlation structure of the data. The f^2 effect sizes for all three structural paths ($X1 \rightarrow Z$, $X2 \rightarrow Z$, $Z \rightarrow Y$) fall below the conventional 0.02 threshold for even a small effect. VIF values close to 1.0 indicate that collinearity between service quality and facilities is not a concern. PLSpredict indicated that the PLS-SEM model's out-of-sample prediction error was only marginally lower than a naive mean-based benchmark for each indicator, which is a weak basis for claiming predictive relevance in practical terms, consistent with the low Q^2 values.

Because the data were collected through a self-administered questionnaire, the potential for Common Method Bias (CMB) was assessed using Harman's single-factor test. An unrotated principal component analysis of all 15 indicators showed that the first factor explained only 10.1% of the total variance, well below the 50% threshold conventionally used to flag CMB as a serious concern. This indicates that common method bias is unlikely to explain the weak inter-item correlations reported below; the pattern is more consistent with a measurement/reliability issue in the instrument or data collection than with a single dominant response-style factor.

Outer Model Validity and Reliability: A Critical Note

Table 1.1 and Table 1.2 report loadings, AVE, and CR computed directly from the 200-respondent dataset. Several indicators load weakly, and in a number of cases negatively, on their intended construct (e.g., KP3, KP4, KP5 within Service Quality; F1, F3, F4 within Facilities; CSI3 within CSI; NP1, NP2 within Intention). Consequently, AVE values (0.22–0.37) fall below the 0.50 convergent-validity threshold for all four constructs, and Composite Reliability values (0.02–0.25) fall far below the 0.70 reliability threshold. Per PLS-SEM guidelines (e.g., Hair et al., 2019), a measurement model with loadings and reliability this low does not meet the minimum requirements to proceed to structural model interpretation; any path coefficients, R^2, or mediation results reported from this model should therefore be read as diagnostic of a measurement problem rather than as confirmatory evidence for or against the hypothesized relationships. The most likely explanations are (a) low within-block inter-item correlations suggesting the items do not consistently measure a single underlying construct as intended, (b) inconsistent or low-effort responses during data collection, or (c) a data-entry or coding issue that decoupled indicators from their intended items. Harman's test above rules out common method bias as the driver. We recommend the authors re-examine the original questionnaire data prior to resubmission, and, if the low reliabilities are confirmed, either revise/re-pilot the instrument or report the finding as an instrument-validity limitation rather than as support for the hypothesized model.

SEM Model Explanation



The figure above illustrates the structural model layout used for the SEM analysis (service quality and facilities predicting CSI, which in turn predicts user intention). Note that this diagram was generated from an earlier model run and shows path coefficients that no longer match the values recalculated from the 200-respondent dataset in Tables 1.1-1.5 above; it should be regenerated from the corrected data (and from a revised measurement model, once the loading and reliability issues are addressed) before this figure is used in a final submission.

The SERVQUAL framework, which emphasizes reliability, assurance, and responsiveness as key determinants of customer satisfaction, motivated the inclusion of punctuality, safety, and staff responsiveness among the Service Quality indicators in this study. In the context of TransJakarta, however, the recalculated results above do not statistically support this framework: none of the three structural paths is significant once the full measurement-model uncertainty is propagated through bootstrapping, and the weak, inconsistent item correlations within each construct mean the survey instrument may not be capturing the intended SERVQUAL dimensions reliably in this sample. The planned mediating role of the Customer Satisfaction Index between service quality, facilities, and user intention is therefore not empirically confirmed by this dataset; it remains a plausible theoretical mechanism worth re-testing once the measurement issues identified above are resolved.(Indriyati et al., 2025)

Discussion

The recalculated results do not support the hypothesized relationships among service quality, facilities, the Customer Satisfaction Index (CSI), and user intention. All three structural paths (Service Quality to CSI, Facilities to CSI, and CSI to Intention) are statistically non-significant once bootstrapping re-estimates the full measurement model, and the two indirect (mediation) effects are likewise non-significant. This does not mean that SERVQUAL, Expectation Confirmation Theory, or the Theory of Planned Behavior are the wrong lens for this topic; rather, it means this particular dataset cannot be used to test those theories, because the measurement instrument did not produce internally consistent constructs (Tables 1.1-1.2).

The root cause appears to be at the level of individual items rather than at the level of theory. Within each intended construct, indicator-to-indicator correlations were close to zero (for example, the five Service Quality items correlate with one another between -0.11 and +0.12), which is far below what is expected of items that reflect a single underlying construct. Convergent validity (AVE) and internal consistency reliability (Composite Reliability) failed conventional thresholds for all four constructs as a direct consequence. Harman's single-factor test ruled out common method bias as the explanation (the first unrotated factor explained only about 10% of total variance, far below the 50% flag), which points instead toward possible causes such as inconsistent or low-effort responding during data collection, translation or item-wording issues, or a data-handling error that misaligned indicators with respondents.

This distinction matters for how the findings should be read. HTMT values were comfortably below the 0.90 discriminant-validity threshold for every construct pair, and VIF values close to 1.0 showed no collinearity problem — but both of these checks presuppose that each construct's own items already hang together, which they did not here. SRMR (0.097) exceeded the 0.08 model-fit threshold, and Q^2 and f^2 values were uniformly low, reinforcing that the specified model does not fit this particular dataset well, independent of whether the underlying theoretical relationships are true in the population.

Although the point estimates for the two direct paths onto CSI were both positive (Service Quality b = 0.182; Facilities b = 0.149), consistent in direction with prior studies that link service quality and facilities to satisfaction in public transportation (e.g., Silalahi et al., 2017; Rahma et al., 2022; Roseline et al., 2019), the associated bootstrap t-values (0.789 and 0.736) fall far short of the conventional 1.96 threshold. Similarly, the path from CSI to user intention was negative and non-significant (b = -0.112, t = -0.562), which does not corroborate the Theory of Planned Behavior-based expectation that satisfaction drives behavioral intention in this sample. Given the reliability problems identified above, these directional patterns should be treated as suggestive at most, not as evidence for or against the theory.

Compared with previous studies that examined direct relationships between service quality, facilities, and customer loyalty using more reliable instruments (e.g., de Oña, 2020; Aleksic et al., 2019), the present study illustrates a common but under-reported risk in survey-based SEM-PLS research: a theoretically well-motivated model can still fail at the measurement stage if item reliability is not verified before structural testing. This reinforces recommendations in the PLS-SEM literature to routinely report and inspect outer-model loadings, AVE, and Composite Reliability before interpreting path coefficients, rather than treating the structural model as the primary result.

From a practical standpoint, the immediate implication for TransJakarta management is methodological rather than managerial: before the survey findings can be used to justify specific service-quality or facilities investments, the measurement instrument should be re-examined, and, if the reliability problems are confirmed in the raw data, the questionnaire should be piloted and refined (e.g., checking item wording, response scale anchors, and data-entry procedures) and the survey re-administered. The broader policy rationale for prioritizing service quality and integrating a Customer Satisfaction Index into routine performance monitoring remains reasonable on theoretical and prior-literature grounds (Banister, 2008), but it is not, based on this dataset, an empirically confirmed conclusion of the present study.

CONCLUSION

This study set out to analyze the effect of service quality and facilities on TransJakarta user intention, with the Customer Satisfaction Index (CSI) as a mediating variable, using SEM-PLS on a 200-respondent sample. When the model is estimated directly from the underlying item-level data, none of the three hypothesized structural paths (Service Quality to CSI, Facilities to CSI, CSI to Intention) reaches statistical significance, and the two indirect mediation effects are likewise non-significant. This outcome is best explained by a measurement-model problem rather than by the absence of a true relationship in the population: loadings, Average Variance Extracted, and Composite Reliability all fall short of conventional PLS-SEM thresholds for every construct, indicating that several survey items did not consistently measure their intended construct in this sample. Common Method Bias was ruled out via Harman's single-factor test as an explanation for this pattern.

From a theoretical perspective, the CSI-as-mediator framework proposed in this study, and its grounding in SERVQUAL, Expectation Confirmation Theory, and the Theory of Planned Behavior, remains conceptually well-motivated and consistent with prior public transportation research (e.g., de Oña, 2020; Banister, 2008). However, this dataset does not provide a valid empirical test of that framework, and the theoretical contribution described earlier in this paper should be understood as a proposed model to be re-tested once the measurement issues are resolved, rather than as a confirmed finding.

Practically, the immediate implication is methodological: before TransJakarta management or policymakers act on these results, the questionnaire data should be re-examined, and, if the low item reliabilities are confirmed, the instrument should be revised (e.g., re-checking item wording and response scale) and re-piloted with a fresh data collection round. The broader case for prioritizing service reliability, punctuality, staff responsiveness, and integrating a Customer Satisfaction Index into routine performance monitoring remains reasonable on theoretical grounds, but should not be presented as a finding empirically confirmed by this study.

This study is further limited by its cross-sectional design and its focus on TransJakarta users in Jakarta, which would limit generalizability even if the measurement problems were resolved. Future work should first validate the measurement instrument (e.g., through a pilot study with item-level reliability checks) before proceeding to structural hypothesis testing, and should consider longitudinal designs, broader geographical coverage, and additional variables such as perceived safety, trust, service innovation, digital service quality, environmental awareness, or technology acceptance once a reliable instrument is established.

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