

Customer Experience, Facilities, and Service Quality on Repurchase Intention Among Damri Bus Users on The Pontianak–Sintang Route

Muhammad Haiqal Adhari ^{1*} Ananda Archie ²

^{1*, 2} Universitas Muhammadiyah Pontianak, Pontianak, Indonesia

Email: 221310060@unmuhpnk.ac.id

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ABSTRACT

Purpose: This study examines the relationships of customer experience, facilities, and service quality with repurchase intention among DAMRI bus users on the Pontianak-Sintang route.

Research Method: A quantitative associative design was used with primary questionnaire data from 150 respondents who had used DAMRI services on the Pontianak-Sintang or Sintang-Pontianak route. Purposive sampling was applied. The analysis used item-validity testing, classical assumption tests, multiple linear regression, correlation and coefficient-of-determination analysis, and F- and t-tests.

Results and Discussion: Customer experience, facilities, and service quality were each positively and significantly associated with repurchase intention, and the overall regression model was statistically significant.

Implications: The study is limited to one intercity DAMRI route and a purposively selected sample. The findings indicate that service managers should maintain positive passenger experiences, adequate physical facilities, and consistent service delivery. Future research should test broader samples and additional explanatory variables.

Originality: The study integrates customer experience, physical facilities, and service quality in one model of repurchase intention within an Indonesian intercity bus context.

Keywords: Customer Experience; Facilities; Service Quality; Repurchase Intention; DAMRI.

1. Introduction

Repurchase intention is a forward-looking behavioral response that reflects a customer's willingness to use the same provider again after prior service experience. In passenger transport, continued use is particularly important because riders evaluate both the service process and the physical travel environment before deciding whether to reuse a provider. Research across public transport settings consistently links perceived service quality, satisfaction, and behavioral intentions, while also showing that comfort, cleanliness, reliability, convenience, and staff interaction are central components of passenger evaluations (Lai & Chen, 2011; van Lierop & El-Geneidy, 2016; van Lierop *et al.*, 2018).

DAMRI is an Indonesian land-transport provider serving intercity routes, including the Pontianak-Sintang corridor in West Kalimantan. This service setting provides a practical context for examining how passengers' experience, physical facilities, and service quality are associated with their intention to use the service again. Public-transport research has shown that passengers form quality

judgments from multiple dimensions rather than from a single attribute. Studies have emphasized tangible conditions, comfort, reliability, responsiveness, information, safety, and personnel as relevant elements of perceived transport quality (Bakti & Sumaedi, 2015; Morton *et al.*, 2016; Luke & Heyns, 2020; Chuenyindee *et al.*, 2022). Intercity bus travel makes these factors especially salient because passengers remain within the service environment for relatively long periods and directly experience the vehicle, facilities, personnel, and operational delivery.

Customer experience represents the passenger's overall evaluation of interactions across the service journey, including ticket purchase, waiting, boarding, staff encounters, travel conditions, and arrival. Service-experience research treats such evaluations as multidimensional and capable of shaping subsequent behavioral responses (Klaus & Maklan, 2012). Recent transportation studies likewise connect user experience with repurchase or continued-use intention (Elizabet & Nurhadi, 2024; Pramitasari *et al.*, 2024). Facilities constitute a related but analytically distinct part of the physical service environment, including seating, air conditioning, luggage space, cleanliness, and supporting equipment. Evidence from transport and service settings indicates that physical conditions contribute to passenger comfort and post-use evaluations (Cheng, 2018; Naveen & Gurtoo, 2020; Prasetyo *et al.*, 2021). Service quality captures customers' evaluation of service performance relative to expected standards. The SERVQUAL tradition emphasizes tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman *et al.*, 1988), while transport-specific adaptations also underline comfort, personnel, reliability, convenience, and physical service conditions (Barabino *et al.*, 2012; Bakti & Sumaedi, 2015). Research in public transport has repeatedly linked service quality to satisfaction, loyalty, and intentions to continue using a service (de Oña *et al.*, 2016; Fu *et al.*, 2018; de Oña, 2021; Esmailpour *et al.*, 2022).

Despite this broader evidence, comparatively limited work has examined customer experience, facilities, and service quality simultaneously in the context of Indonesian intercity DAMRI services, particularly on the Pontianak-Sintang route. Existing studies often focus on urban transit, rail, ride-hailing, or service-quality models in which physical facilities are embedded within broader quality constructs. The present study therefore addresses a contextual and model-integration gap by examining the three service dimensions together as predictors of repurchase intention in a specific intercity bus setting.

Accordingly, this study asks whether customer experience, facilities, and service quality are significantly associated with repurchase intention among DAMRI users on the Pontianak-Sintang/Sintang-Pontianak route, both individually and simultaneously. The objective is to estimate these relationships using multiple linear regression and to identify their relative statistical contributions. The study contributes route-specific evidence to the public-transport behavioral-intention literature and provides an empirical basis for service improvement. The remainder of the paper reviews the theoretical and empirical foundation, describes the methodology, reports and discusses the findings, and concludes with implications, limitations, and future research directions.

2. Literature Review and Hypothesis Development

2.1 Expectancy-Disconfirmation Theory

Expectancy-Disconfirmation Theory (EDT) explains post-consumption evaluation as a comparison between prior expectations and perceived performance. When performance meets or exceeds expectations, positive confirmation or disconfirmation can support favorable evaluations; when

performance falls short, evaluations may deteriorate (Oliver, 1980). Contemporary applications continue to use expectancy-disconfirmation logic to explain how service performance influences post-use responses in transportation and other service contexts (Fu *et al.*, 2018; Hien *et al.*, 2024).

In the present study, customer experience, facilities, and service quality are observable service-related perceptions that passengers can evaluate after travel. The study does not directly measure expectations, disconfirmation, or satisfaction; therefore, EDT is used as an explanatory perspective rather than as a fully tested mediation model. This distinction is important because transport research shows that service quality, satisfaction, and behavioral intentions are conceptually related but empirically distinct constructs (de Oña, 2021).

2.2 Repurchase Intention

Repurchase intention refers to a customer's intention to purchase or use the same service again after prior experience. Hellier *et al.*, (2003) conceptualize repurchase intention as a post-purchase decision shaped by prior experience and evaluation. In public transport, closely related constructs are often operationalized as intention to reuse, continue using, or recommend a service (Lai & Chen, 2011; van Lierop *et al.*, 2018). For this study, repurchase intention reflects passengers' willingness to use DAMRI again on the Pontianak-Sintang route, consider DAMRI as a future transportation option, and recommend the service. This outcome is consistent with transport research that treats continued-use intention and recommendation as relevant indicators of passenger loyalty or behavioral intention (de Oña *et al.*, 2016; Vicente *et al.*, 2020).

2.3 Customer Experience and Repurchase Intention

Customer experience is the overall cognitive, emotional, physical, and relational response that develops through interactions across a service journey (Klaus & Maklan, 2012). For DAMRI passengers, experience can arise from ticket purchasing, waiting, boarding, punctuality, employee interaction, travel comfort, and arrival. A favorable experience can strengthen positive post-use evaluations and make repeated use more attractive. Empirical evidence supports this reasoning. Pramitasari *et al.*, (2024) reported a significant relationship between customer experience and repurchase intention among BRT Trans Semarang users, while Elizabet and Nurhadi (2024) found user experience relevant to repurchase intention in online transportation. These findings are consistent with the broader logic that prior service experience informs subsequent purchase decisions (Hellier *et al.*, 2003). Under EDT, favorable experienced performance provides a basis for positive post-consumption evaluation (Oliver, 1980).

H1. Customer Experience has a positive and significant effect on Repurchase Intention.

2.4 Facilities and Repurchase Intention

Facilities refer to the physical and supporting elements that enable comfort, convenience, and safety during service consumption. In intercity transport, seating, air conditioning, luggage capacity, cleanliness, and supporting equipment are directly experienced throughout the journey. Transport-quality studies consistently identify cabin environment, comfort, tangibility, and physical conditions as important dimensions of passenger evaluation (Morton *et al.*, 2016; Cheng, 2018; Luke & Heyns, 2020). Facilities may contribute to repurchase intention because a comfortable and well-maintained physical environment can strengthen the perceived value of the journey and reduce the perceived burden of repeated use. Prasetyo *et al.*, (2021) found that facilities were positively associated with customer

satisfaction in a service setting, while intercity transport research has highlighted infrastructure and tangible dimensions as important components of passenger satisfaction (Naveen & Gurtoo, 2020). Consistent with EDT, facilities represent part of actual service performance that can be compared with passengers' expectations.

H2. Facilities have a positive and significant effect on Repurchase Intention.

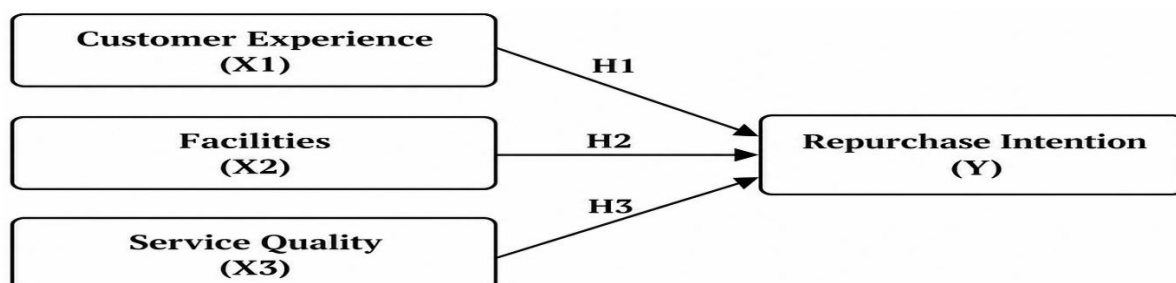
2.5 Service Quality and Repurchase Intention

Service quality reflects customers' assessment of service performance. Parasuraman *et al.*, (1988) identify tangibles, reliability, responsiveness, assurance, and empathy as core SERVQUAL dimensions. Transport-specific models similarly emphasize comfort, tangible conditions, personnel, reliability, convenience, information, and safety (Barabino *et al.*, 2012; Bakti & Sumaedi, 2015; Chuenyindee *et al.*, 2022). A substantial transport literature links stronger service quality with more favorable behavioral outcomes. Service quality has been associated with behavioral intention in urban transit (Lai & Chen, 2011), continued-use intention and loyalty (van Lierop & El-Geneidy, 2016; Fu *et al.*, 2018), and passenger satisfaction and loyalty across different public-transport systems (de Oña *et al.*, 2016; de Oña, 2021; Esmailpour *et al.*, 2022). Similar patterns appear in other transport settings, including airlines (Tahanisaz & Shokuhyar, 2020) and home-delivery services where service quality contributes to customer satisfaction (Uzir *et al.*, 2021). These findings support the expectation that higher perceived service quality is associated with greater intention to reuse DAMRI.

H3. Service Quality has a positive and significant effect on Repurchase Intention.

2.6 Conceptual Framework

Figure 1. Conceptual Framework



3. Research Method

3.1 Research Design and Setting

This study employed a quantitative associative research design to examine the relationships of Customer Experience (X1), Facilities (X2), and Service Quality (X3) with Repurchase Intention (Y) among DAMRI bus users on the Pontianak-Sintang/Sintang-Pontianak route. Primary data were obtained through questionnaires. Secondary information from prior studies and supporting sources was used to position the research context and theoretical foundation.

3.2 Population and Sample

The population comprised DAMRI customers who had used the Pontianak-Sintang or Sintang-Pontianak route. Because the exact population size was not available in the supplied study

documentation, the research used a sample of 150 respondents selected through purposive sampling. Eligible respondents were at least 17 years old, had used the DAMRI service more than twice on the relevant route, and had personally made the decision to use the service. These criteria were intended to ensure that respondents had sufficient direct experience to evaluate the study variables.

3.3 Data Collection and Measures

All four constructs were measured using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Customer Experience was measured using indicators adapted from the Experience Quality perspective of Klaus and Maklan (2012). Facilities were measured through physical and supporting attributes relevant to the transportation context, including comfort, cleanliness, equipment, and supporting facilities. Service Quality was operationalized using SERVQUAL dimensions covering tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman *et al.*, 1988). Repurchase Intention was adapted from the post-purchase behavioral-intention concept of Hellier *et al.*, (2003). The wording of indicators was contextualized to DAMRI services without changing the conceptual meaning of the constructs.

3.4 Analytical Procedure

The supplied study documentation reports that data analysis was conducted using IBM SPSS Statistics. The analytical sequence comprised item-validity testing, classical assumption testing, multiple linear regression, correlation analysis, coefficient-of-determination analysis, and hypothesis testing. Item validity was assessed by comparing each item correlation coefficient with the reported critical value of 0.160. The original methodology also specified Cronbach's alpha as the reliability criterion; however, reliability coefficients were not included in the supplied results, so no reliability values are reported or inferred in this revised manuscript. Classical assumptions were evaluated through a Kolmogorov-Smirnov normality test of regression residuals, linearity tests, and multicollinearity diagnostics using tolerance and Variance Inflation Factor (VIF). Multiple linear regression was specified as $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. The F-test evaluated the joint significance of the predictors, while t-tests evaluated the partial regression coefficients at a 5% significance level.

4. Results and Discussion

4.1 Analysis Results

4.1 Respondent Characteristics

The study included 150 respondents. Women accounted for 94 respondents (62.67%) and men for 56 (37.33%). The largest age group was 19-26 years (77; 51.33%), followed by 27-34 years (62; 41.33%), 43-50 years (8; 5.33%), and 35-42 years (3; 2.00%). Most respondents held a bachelor's degree (86; 57.33%), while 33 (22.00%) had senior/vocational high-school education, 23 (15.33%) held a diploma, and 8 (5.34%) held a master's degree. Private-sector employees formed the largest occupational group (57; 38.00%), followed by BUMN/BUMD employees (26; 17.33%), entrepreneurs (16; 10.67%), civil servants (15; 10.00%), students (11; 7.33%), teachers/lecturers (10; 6.67%), freelancers (6; 4.00%), healthcare workers (5; 3.33%), military/police personnel (2; 1.33%), and housewives (2; 1.33%).

Monthly income was concentrated in the Rp5,000,000-Rp8,999,999 category (75; 50.00%) and Rp1,000,000-Rp4,999,999 category (65; 43.33%). Four respondents (2.67%) each reported Rp9,000,000-



Rp12,999,999 and Rp13,000,000-Rp16,999,999; one respondent (0.67%) each reported Rp17,000,000-Rp20,999,999 and Rp21,000,000-Rp25,000,000. Regarding usage frequency, 67 respondents (44.67%) had used DAMRI 3-4 times, 60 (40.00%) had used it 5-6 times, 19 (12.67%) had used it 7-8 times, and 4 (2.67%) had used it 9-10 times.

4.1.2 Validity Test

In Table A1 (Appendix), All reported item coefficients exceeded the critical value of 0.160. On the criterion applied in the original study, the questionnaire items therefore met the reported item-validity requirement.

4.1.3 Classical Assumption Tests

Table 1. Normality Test Results

Statistic	Value
N	150
Mean of residual	.0000000
Std. deviation of residual	1.61698085
Most extreme difference - Absolute	.048
Most extreme difference - Positive	.030
Most extreme difference - Negative	-.048
Test statistic	.048
Asymp. Sig. (2-tailed)	.200

Source(s): Processed Data, 2026.

The Kolmogorov-Smirnov test produced an Asymp. Sig. (2-tailed) value of .200, which is above .05. Under the decision rule used in the study, the regression residuals did not show a statistically significant departure from normality.

Table 2. Linearity Test Results for Customer Experience and Repurchase Intention

Relationship	Component	Sum of Squares	df	Mean Square	F / Sig.
Repurchase Intention * Customer Experience	Combined	1.656	13	.127	3.102 / <.001
	Linearity	1.458	1	1.458	35.505 / <.001
	Deviation from Linearity	.198	12	.016	.401 / .961
	Within Groups	5.586	136	.041	
	Total	7.243	149		

Source(s): Processed Data, 2026.

The deviation-from-linearity significance value was .961 (> .05), supporting the linearity assumption for Customer Experience and Repurchase Intention under the study's criterion.

Table 3. Linearity Test Results for Facilities and Repurchase Intention

Relationship	Component	Sum of Squares	df	Mean Square	F / Sig.
Repurchase Intention * Facilities	Combined	2.382	16	.149	4.074 / <.001
	Linearity	1.927	1	1.927	52.732 / <.001
	Deviation from Linearity	.455	15	.030	.830 / .643
	Within Groups	4.861	133	.037	
	Total	7.243	149		

Source(s): Processed Data, 2026.

The deviation-from-linearity significance value was .643 (> .05), supporting the linearity assumption for Facilities and Repurchase Intention under the study's criterion.

Table 4. Linearity Test Results for Service Quality and Repurchase Intention

Relationship	Component	Sum of Squares	df	Mean Square	F / Sig.
Repurchase Intention * Service Quality	Combined	1.524	15	.102	2.380 / .004
	Linearity	1.110	1	1.110	26.013 / <.001
	Deviation from Linearity	.413	14	.030	.692 / .779
	Within Groups	5.719	134	.043	
	Total	7.243	149		

Source(s): Processed Data, 2026.

The deviation-from-linearity significance value was .779 (> .05), supporting the linearity assumption for Service Quality and Repurchase Intention under the study's criterion.

Table 5. Multicollinearity Test Results

Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	1.180	.430		2.744	.007		
Customer Experience	.249	.102	.212	2.441	.016	.637	1.570
Facilities	.252	.074	.286	3.434	.001	.690	1.449
Service Quality	.227	.100	.181	2.267	.025	.754	1.327

Source(s): Processed Data, 2026.

Tolerance values ranged from .637 to .754 and VIF values from 1.327 to 1.570. These values indicate no material multicollinearity under the decision criteria used in the study.

4.1.4 Multiple Linear Regression and Model Explanatory Power

Table 6. Multiple Linear Regression Results

Model	B	Std. Error	Beta	t	Sig.
Constant	1.180	.430		2.744	.007
Customer Experience	.249	.102	.212	2.441	.016
Facilities	.252	.074	.286	3.434	.001
Service Quality	.227	.100	.181	2.267	.025

Source(s): Processed Data, 2026.

The estimated regression equation was $Y = 1.180 + 0.249X_1 + 0.252X_2 + 0.227X_3$. All three unstandardized coefficients were positive. The multiple correlation coefficient was $R = .548$, indicating a moderate relationship between the set of predictors and Repurchase Intention. The coefficient of determination was $R^2 = .300$, meaning that Customer Experience, Facilities, and Service Quality jointly accounted for 30.0% of the observed variance in Repurchase Intention in this sample; the remaining 70.0% was associated with factors outside the specified model and unexplained variation.

4.1.5 Hypothesis Testing

Table 7. Simultaneous Effect Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.174	3	.725	20.878	<.001
Residual	5.068	146	.035		
Total	7.243	149			

Source(s): Processed Data, 2026.

The model F-test was statistically significant, $F(3, 146) = 20.878$, $p < .001$, indicating that the three predictors were jointly associated with Repurchase Intention. The partial t-tests showed significant positive coefficients for Customer Experience ($B = .249$, $t = 2.441$, $p = .016$), Facilities ($B = .252$, $t = 3.434$, $p = .001$), and Service Quality ($B = .227$, $t = 2.267$, $p = .025$). Accordingly, H1, H2, and H3 were supported by the reported regression results.

4.2 Discussion

4.2.1 Customer Experience and Repurchase Intention

Customer experience was positively and significantly associated with repurchase intention. Within the cross-sectional regression design, respondents reporting more favorable experiences also tended to report stronger intention to use DAMRI again. The finding is consistent with the argument that experience across multiple service touchpoints shapes post-use evaluation and future behavioral intention (Klaus & Maklan, 2012; Hellier *et al.*, 2003). The result also aligns with transportation evidence. Pramitasari *et al.*, (2024) found customer experience to be relevant to repurchase intention among BRT users, and Elizabet and Nurhadi (2024) reported a similar role for user experience in online transportation. From an EDT perspective, favorable experienced performance can contribute to positive post-consumption evaluations (Oliver, 1980). Because the present study did not directly measure

expectation or disconfirmation, the result should be interpreted as consistent with, rather than a direct test of, EDT.

4.2.2 Facilities and Repurchase Intention

Facilities were positively and significantly associated with repurchase intention. Respondents who evaluated the physical and supporting service environment more favorably also tended to report stronger intention to reuse DAMRI. The finding indicates that physical service conditions form an important part of passengers' post-use evaluation, while the relative substantive importance of the predictors should not be inferred solely from unstandardized regression coefficients. This pattern is plausible in intercity bus travel, where passengers spend extended periods in the vehicle and directly experience seating, cleanliness, air conditioning, luggage space, and supporting equipment. Prior public-transport research has identified cabin environment, comfort, tangible conditions, and infrastructure as salient aspects of perceived service quality and satisfaction (Morton *et al.*, 2016; Cheng, 2018; Naveen & Gurtoo, 2020). The result also corresponds with evidence that facilities contribute to customer evaluations in service settings (Prasetyo *et al.*, 2021). For DAMRI, the finding implies that physical service conditions are not merely operational inputs but part of the passenger value proposition that can shape willingness to return.

4.2.3 Service Quality and Repurchase Intention

Service quality was positively and significantly associated with repurchase intention. Respondents who evaluated service delivery more favorably also tended to express stronger intention to reuse DAMRI. Reliability, responsiveness, assurance, empathy, and tangible service cues are particularly relevant in transportation because passengers depend on consistent execution across the entire journey (Parasuraman *et al.*, 1988; Bakti & Sumaedi, 2015). The finding is consistent with a substantial body of public-transport evidence linking service quality to satisfaction, loyalty, and behavioral intention (Lai & Chen, 2011; de Oña *et al.*, 2016; van Lierop & El-Geneidy, 2016; Fu *et al.*, 2018; de Oña, 2021). Similar relationships have been documented in public utility vehicles (Chuenyindee *et al.*, 2022), bus systems under changing travel conditions (Esmailpour *et al.*, 2022), and airline services (Tahanisaz & Shokuhyar, 2020). Recent reviews further show that safety, comfort, reliability, and accessibility remain recurrent determinants of bus-service evaluation in developing-country contexts (Sogbe *et al.*, 2025). Taken together, the three supported hypotheses suggest that repurchase intention in this route context is associated with both the holistic passenger experience and specific physical and service-delivery dimensions. The model nevertheless leaves substantial variation in repurchase intention unexplained. This is consistent with research showing that value, satisfaction, trust, alternative attractiveness, and other psychological or contextual factors can contribute to continued-use intentions (Vicente *et al.*, 2020; Uzir *et al.*, 2021; Zariman *et al.*, 2023).

5. Conclusion

This study examined the relationships of customer experience, facilities, and service quality with repurchase intention among DAMRI users on the Pontianak-Sintang/Sintang-Pontianak route. The findings show that all three service-related dimensions were positively and significantly associated with passengers' intention to reuse DAMRI, supporting the proposed hypotheses and answering the study



objective. The study therefore indicates that repurchase intention in this intercity transport context is related to both passengers' overall experience and their evaluations of the physical and service-delivery environment.

Theoretically, the study extends service and transportation evidence by integrating customer experience, physical facilities, and service quality within one route-specific model of repurchase intention. The findings are consistent with expectancy-disconfirmation reasoning in that favorable perceptions of experienced service performance correspond with stronger post-use behavioral intentions, while the study does not claim to have directly tested expectations or disconfirmation. The results also reinforce the importance of distinguishing a holistic customer experience from the more specific physical and service-quality attributes that jointly shape passenger evaluation.

Practically, DAMRI management should prioritize consistent service delivery across the passenger journey, maintain clean and comfortable facilities, and strengthen staff responsiveness, reliability, and service assurance. Improvement efforts should remain integrated rather than treating any single service dimension as sufficient. Periodic passenger feedback on experience, facilities, and service quality can provide an evidence base for targeted route-level service improvements.

The study has several limitations. It was confined to one DAMRI intercity route and used a purposively selected sample, which limits generalizability beyond the sampled users and route. The cross-sectional design supports statistical association but not strong causal inference, and substantial variation in repurchase intention remains unexplained. In addition, although the original methodology specified a reliability test, reliability coefficients were not available in the supplied results and therefore were not reconstructed. Future research should test the model across additional DAMRI routes and larger samples, report complete measurement-quality statistics, and examine variables such as satisfaction, perceived value, price, brand image, trust, switching alternatives, and loyalty. Mediating or moderating mechanisms may also be examined to develop a more comprehensive explanation of continued public-transport use.

Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

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Corresponding author

Muhammad Haiqal Adhari can be contacted at: 221310060@unmuhpnk.ac.id



Appendix

Table A1. Validity Test Results

Research Variable	Indicator	r-count	r-table	Description
Customer Experience (X1)	X1.1	0.617	0.160	Valid
	X1.2	0.404	0.160	Valid
	X1.3	0.472	0.160	Valid
	X1.4	0.320	0.160	Valid
	X1.5	0.448	0.160	Valid
	X1.6	0.591	0.160	Valid
	X1.7	0.396	0.160	Valid
	X1.8	0.458	0.160	Valid
	X1.9	0.522	0.160	Valid
	X1.10	0.450	0.160	Valid
	X1.11	0.476	0.160	Valid
	X1.12	0.375	0.160	Valid
	X1.13	0.498	0.160	Valid
	X1.14	0.313	0.160	Valid
	X1.15	0.534	0.160	Valid
Facilities (X2)	X2.1	0.518	0.160	Valid
	X2.2	0.468	0.160	Valid
	X2.3	0.395	0.160	Valid
	X2.4	0.475	0.160	Valid
	X2.5	0.297	0.160	Valid
	X2.6	0.520	0.160	Valid
	X2.7	0.335	0.160	Valid
	X2.8	0.538	0.160	Valid
	X2.9	0.301	0.160	Valid
	X2.10	0.559	0.160	Valid
	X2.11	0.424	0.160	Valid
	X2.12	0.567	0.160	Valid
	X2.13	0.294	0.160	Valid
	X2.14	0.475	0.160	Valid
	X2.15	0.245	0.160	Valid
Service Quality (X3)	X2.16	0.510	0.160	Valid
	X2.17	0.309	0.160	Valid
	X2.18	0.459	0.160	Valid
Service Quality (X3)	X3.1	0.465	0.160	Valid

Research Variable	Indicator	r-count	r-table	Description
Repurchase Intention (Y)	X3.2	0.417	0.160	Valid
	X3.3	0.511	0.160	Valid
	X3.4	0.448	0.160	Valid
	X3.5	0.427	0.160	Valid
	X3.6	0.447	0.160	Valid
	X3.7	0.518	0.160	Valid
	X3.8	0.461	0.160	Valid
	X3.9	0.491	0.160	Valid
	X3.10	0.407	0.160	Valid
	X3.11	0.546	0.160	Valid
	X3.12	0.464	0.160	Valid
	X3.13	0.562	0.160	Valid
	X3.14	0.389	0.160	Valid
	X3.15	0.485	0.160	Valid
	Y1.1	0.577	0.160	Valid
	Y1.2	0.418	0.160	Valid
	Y1.3	0.553	0.160	Valid
	Y1.4	0.540	0.160	Valid
	Y1.5	0.516	0.160	Valid
	Y1.6	0.358	0.160	Valid
	Y1.7	0.303	0.160	Valid
	Y1.8	0.525	0.160	Valid
	Y1.9	0.582	0.160	Valid
	Y1.10	0.318	0.160	Valid
	Y1.11	0.509	0.160	Valid
	Y1.12	0.476	0.160	Valid

Source(s): Processed Data, 2026.