

Why do Passengers Continue to use the Trans Jatim Bus? The Mediating Role of User Satisfaction in the Effects of Service Quality and Customer Experience in Lamongan Regency

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This study aims to analyze the effects of service quality and customer experience on the intention to reuse the Trans Jatim Bus, with user satisfaction as a mediating variable. A quantitative approach was employed using a survey of 170 users of Trans Jatim Bus Corridor VII in Lamongan Regency, selected through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that service quality has a positive effect on user satisfaction but has no direct effect on reuse intention. In contrast, customer experience has a positive and significant effect on both user satisfaction and reuse intention. User satisfaction also has a positive effect on reuse intention, fully mediates the relationship between service quality and reuse intention, and partially mediates the relationship between customer experience and reuse intention. These findings indicate that improvements in service quality need to be accompanied by the creation of positive user experiences to increase satisfaction and encourage continued use of the Trans Jatim Bus service. This study contributes to the development of Expectation Confirmation Theory in the context of public transportation and provides practical input for Trans Jatim Bus operators seeking to strengthen user loyalty.

Keywords: service quality, customer experience, user satisfaction, reuse intention

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1. Introduction

The Trans Jatim Bus is one of the public transportation development programs initiated by the East Java Provincial Government to provide safe, comfortable, affordable, and sustainable transportation services. In Lamongan Regency, the service offers an alternative mode of transportation that supports community mobility to schools, workplaces, commercial centers, healthcare facilities, and various other public services. The presence of the Trans Jatim Bus is expected to improve public accessibility while encouraging a shift from private vehicles to public transportation (Dinas Komunikasi dan Informatika Kabupaten Lamongan, 2025). Nevertheless, optimizing the use of the Trans Jatim Bus still faces several challenges. Some members of the public continue to prefer private vehicles because they are perceived as more practical and flexible. Meanwhile, several service aspects, including travel comfort, facility conditions, noise levels inside the bus, passenger density at certain times, and operational punctuality, remain concerns for users. These conditions indicate that the success of public transportation services depends not only on fleet availability but also on the service provider's ability to deliver a satisfying travel experience that encourages people to continue using the service (Hasib, 2024).

In this context, reuse intention is an important indicator for evaluating the success of public transportation services because it reflects users' willingness to continue using the available service. This intention is influenced by users' perceptions of service quality and the customer experience obtained while using the Trans Jatim Bus. High service quality, supported by a comfortable, safe, and pleasant travel experience, is expected to increase user satisfaction and thereby encourage the intention to use the service again in the future.

Numerous studies have examined the factors that influence reuse intention in the public transportation sector, but their findings remain varied. Ritonga and Syahputri (2022) demonstrated that service quality and customer experience have positive and significant effects on reuse intention in PT Kereta Api Indonesia services. Similar results were reported by Zinedine et al. (2023), who found that service quality significantly affects customer satisfaction and that satisfaction serves as a mediating variable for reuse intention in tourist bus services. In addition, Anjani et al. (2025), in a study of the BISKITA Transpakuan service, showed that service quality and customer satisfaction significantly affect reuse intention.

On the other hand, Nuraini (2020) found that service quality did not have a significant effect on customer satisfaction among users of the Jak Lingko transportation mode. Lestari (2021) also found that customer satisfaction did not significantly affect reuse intention in online transportation services. These differing findings indicate that the relationships among service quality, customer experience, user satisfaction, and reuse intention require further examination. Moreover, most previous studies have focused on railways, tourist buses, and online transportation, whereas research on the Trans Jatim Bus service, particularly in Lamongan Regency, remains very limited. Therefore, this study was conducted to address these empirical and contextual gaps.

Based on this phenomenon, this study aims to analyze the effects of service quality and customer experience on user satisfaction and reuse intention for the Trans Jatim Bus in Lamongan Regency. It also examines the role of user satisfaction as a mediating variable in the relationships of service quality and customer experience with reuse intention. The findings are expected to enrich the application of Expectation Confirmation Theory in the context of public transportation and provide practical implications for Trans Jatim Bus operators in strengthening user loyalty.

2. Literature Review

Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (ECT), introduced by Oliver (1980), explains that user satisfaction is formed through a comparison between expectations before using a service and the service performance perceived after use. When service performance meets or exceeds expectations, users will be satisfied. Conversely, when service performance falls below expectations, dissatisfaction will arise. This satisfaction subsequently influences users' intentions to continue using or reuse the same service.

Expectation Confirmation Theory is used in this study because it can explain the formation of reuse intention among Trans Jatim Bus users. In this theory, service quality and customer experience are viewed as forms of service performance evaluated by users. When the service received and the experience during the journey meet expectations, users will be satisfied. This satisfaction then encourages the intention to reuse the Trans Jatim Bus service. Thus, Expectation Confirmation Theory provides the theoretical foundation for explaining the role of user satisfaction as a mediating variable in the relationships of service quality and customer experience with reuse intention for the Trans Jatim Bus.

Reuse Intention

Reuse intention refers to a user's desire or tendency to use a service again based on the experience gained from previous use. It reflects the user's belief that the service received can provide benefits and meet their needs, thereby encouraging the decision to use the same service in the future. In public transportation research, reuse intention is often used as an indicator of a service provider's success in retaining users. Anjani et al. (2025) demonstrated that service quality and user satisfaction have positive effects on reuse intention in public transportation services. Ritonga and Syahputri (2022) also found that service quality and customer experience significantly increase the intention to reuse railway transportation services.

Service Quality

Service quality is the ability of a service provider to deliver services that meet or exceed customer expectations, thereby creating a positive perception of the service received. In the public transportation sector, service quality includes service reliability, punctuality, safety, comfort, staff responsiveness, and the condition of facilities that support users' journeys. The better the service quality provided, the higher the level of user satisfaction and the greater the tendency to reuse the service. This is supported by Anjani, Nurhayati, and Yuliati (2025), who stated that service quality has a positive effect on user satisfaction and reuse intention in public transportation. Similar findings were reported by Parahita and Raharjo (2024), who explained that service quality is a major factor in increasing satisfaction and the intention to reuse transportation services. Furthermore, users who receive high-quality service tend to have a stronger desire to use the same service again. Punctuality, safety, and satisfactory service increase user trust and thereby foster reuse intention. Zinedine et al. (2023) showed that service quality has a positive effect on reuse intention.

H1: Service quality has a positive and significant effect on Trans Jatim Bus user satisfaction.

H2: Service quality has a positive and significant effect on the intention to reuse the Trans Jatim Bus.

Customer Experience

Customer experience is the overall experience perceived by customers while interacting with a service, whether before, during, or after using it. This experience is formed through customer interactions with various service aspects, such as facility comfort, ease of access, staff behavior, the travel atmosphere, and emotional experiences during the service process. A positive experience builds a favorable perception of the service provider, increases user satisfaction, and encourages the desire to reuse the service. According to Parahita and Raharjo (2024), customer experience has a positive effect on user satisfaction and reuse intention. Ritonga and Syahputri (2022) also demonstrated that customer experience has a positive effect on reuse intention. These findings are reinforced by Kurniawan et al. (2025), who stated that a positive user experience is one of the main determinants of increasing reuse intention through user satisfaction.

H3: Customer experience has a positive and significant effect on Trans Jatim Bus user satisfaction.

H4: Customer experience has a positive and significant effect on the intention to reuse the Trans Jatim Bus.

User Satisfaction (Customer Satisfaction)

User satisfaction is an evaluation made by users after comparing their expectations before using a service with the service performance received. Users will be satisfied when the service meets or exceeds their expectations, whereas a discrepancy between expectations and service performance will result in dissatisfaction. In the context of public transportation, user satisfaction reflects an assessment of the overall experience of using the service, including both service quality and the experience obtained during the journey. A high level of satisfaction indicates that the service has met users' needs and expectations and therefore has the potential to establish a long-term relationship between users and the service provider.

Various studies show that user satisfaction plays an important role in increasing reuse intention. Anjani et al. (2025) found that satisfied users tend to have a stronger desire to reuse public transportation services. Similar results were reported by Zinedine et al. (2023), who stated that customer satisfaction has a positive effect on reuse intention in tourist bus services. In addition to its direct effect on reuse intention, user satisfaction also serves as a mediating variable. High service quality and a positive user experience increase satisfaction, which subsequently encourages users to reuse the service. Thus, user satisfaction is viewed as a mechanism that bridges the effects of service quality and customer experience on the intention to reuse the Trans Jatim Bus.

H5: User satisfaction has a positive and significant effect on the intention to reuse the Trans Jatim Bus.

H6: User satisfaction mediates the effect of service quality on the intention to reuse the Trans Jatim Bus.

H7: User satisfaction mediates the effect of customer experience on the intention to reuse the Trans Jatim Bus.

3. Research Method

This study employed a quantitative approach using a survey method to analyze the effects of service quality and customer experience on the intention to reuse the Trans Jatim Bus through user satisfaction as a mediating variable. The study was conducted among users of Trans Jatim Bus Corridor VII in Lamongan Regency.

The research instrument was a questionnaire adapted from Anjani et al. (2025). Service quality was measured using five indicators: fleet condition, punctuality, travel safety, staff service, and ease of obtaining information. Customer experience was measured using four indicators: travel comfort, a pleasant experience, an overall positive experience, and an experience that met expectations. User satisfaction was measured using four indicators: service conformity with expectations, satisfaction with service quality, satisfaction with the decision to use the service, and overall satisfaction. Meanwhile, reuse intention was measured using four indicators: the desire to reuse the service, making the Trans Jatim Bus the primary choice, willingness to recommend it to others, and continuing to use the Trans Jatim Bus despite the availability of alternative modes of transportation.

The study population consisted of all users of Trans Jatim Bus Corridor VII in Lamongan Regency. The study included 17 indicators. Sample size determination referred to Hair et al. (2022), namely 5-10 times the number of indicators, resulting in a minimum sample size of 85 respondents and a recommended sample size of 170 respondents. Accordingly, this study used 170 respondents. Purposive sampling was employed with the following respondent criteria: (1) residing in Lamongan Regency, (2) being at least 17 years old, (3) having used the Trans Jatim Bus at least once in the previous six months, and (4) being willing to complete the questionnaire.

The research data were primary data obtained by distributing a questionnaire using a five-point Likert scale. The data were then analyzed using PLS-SEM with SmartPLS 4 through outer model, inner model, and bootstrapping tests to examine the hypotheses and mediation effects.

4. Results And Discussion

The results presented in Table 1 show that all indicators have factor loading values above 0.70 and therefore meet the criterion for convergent validity. In addition, the Average Variance Extracted (AVE) value for each construct is greater than 0.50, indicating that each variable explains more than 50% of the variance in its indicators. The reliability test results show that all variables have Cronbach's Alpha values above 0.70 and Composite Reliability values above 0.70. These findings indicate that all constructs have good internal

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consistency; therefore, the research instrument is valid and reliable and is suitable for structural model (inner model) testing.

Table 1. Validity and Reliability Test Results

Statement	Item	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
Service Quality					
The Trans Jatim Bus fleet is clean and comfortable to use.	KL1	0,845	0,709	0,897	0,900
The Trans Jatim Bus operates according to the established departure and arrival schedule.	KL2	0,855			
I feel safe while using the Trans Jatim Bus.	KL3	0,883			
Trans Jatim Bus staff provide friendly and responsive service to passengers.	KL4	0,803			
Information about Trans Jatim Bus routes, stops, and schedules is easy to obtain and understand.	KL5	0,821			
Customer Experience					
I feel comfortable while traveling on the Trans Jatim Bus.	CE1	0,841	0,700	0,857	0,903
The facilities inside the Trans Jatim Bus (seating, air conditioning, cleanliness, and noise level) provide a pleasant travel experience.	CE2	0,873			
I find the Trans Jatim Bus service easy to use, from waiting at the bus stop to arriving at my destination.	CE3	0,837			
Overall, my experience of using the Trans Jatim Bus meets my expectations.	CE4	0,793			
User Satisfaction					
The Trans Jatim Bus service meets my expectations.	KP1	0,884	0,748	0,887	0,922
I am satisfied with the service quality of the Trans Jatim Bus.	KP2	0,839			
I believe that choosing to use the Trans Jatim Bus was the right decision.	KP3	0,893			
Overall, I am satisfied with using the Trans Jatim Bus.	KP4	0,841			
Reuse Intention					

Statement	Item	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
I am willing to use the Trans Jatim Bus again on my next trip.	MK1	0,792	0,721	0,870	0,912
The Trans Jatim Bus will be my primary choice when I need public transportation.	MK2	0,885			
I am willing to recommend the Trans Jatim Bus to family or friends.	MK3	0,880			
I remain interested in using the Trans Jatim Bus even when other modes of transportation are available.	MK4	0,835			

The Fornell-Larcker Criterion results presented in Table 2 show that the square root of the AVE for each construct is greater than the correlations between constructs. Thus, all variables meet the discriminant validity criteria based on the guidelines of Hair et al. (2022), and the measurement model is suitable for further analysis.

Table 2. Fornell-Larcker Criterion

Variable	1	2	3	4
<i>Customer experience</i>	0,837			
Satisfaction	0,552	0,865		
Service Quality	0,646	0,604	0,842	
Reuse Intention	0,648	0,596	0,534	0,849

Note: Bold values indicate that the square root of the AVE must be greater than the correlations between variables (Fornell & Larcker, 1981).

Table 3 shows that the R^2 value for user satisfaction is 0.410, indicating that service quality and customer experience explain 41.0% of the variation in user satisfaction. Meanwhile, the R^2 value for reuse intention is 0.503, meaning that service quality, customer experience, and user satisfaction explain 50.3% of the variation in reuse intention. The model fit test shows an SRMR value of 0.057 (< 0.08), indicating that the research model has a good fit and is suitable for hypothesis testing.

Table 3. R-Square

Variable	R Square	R Square Adjusted
Satisfaction	0,410	0,403
Reuse Intention	0,503	0,494

Table 4. Model Fit

Model fit	Saturated Model	Estimated Model
SRMR	0,057	0,057
d_ULS	0,497	0,497

Hypothesis Testing

Table 5. Hypothesis Testing Results

H	Relationship	Path Coefficients					Remarks
		Original Sample	Sample mean	SD	T Statistic	P Values	
H1	KL→KP	0,424	0,423	0,078	5,448	0,000*	Accepted
H2	KL→MMK	0,061	0,061	0,072	0,853	0,394	Rejected
H3	CE→KP	0,278	0,273	0,077	3,633	0,000*	Accepted
H4	CE→MMK	0,430	0,431	0,073	5,907	0,000*	Accepted
H5	KP→MMK	0,322	0,316	0,071	4,539	0,000*	Accepted
Mediation Test Results (Indirect Relationships)							
Specific Indirect Effects							
H6	KL→KP →MMK	0,136	0,134	0,040	3,389	0,001*	Accepted
H7	CE→KP →MMK	0,089	0,086	0,032	2,780	0,006*	Accepted

Note: KL: service quality, CE: customer experience, KP: satisfaction, MMK: reuse intention.
An asterisk (*) indicates statistical significance.

The results summarized in Table 5 show that service quality has a positive and significant effect on user satisfaction ($\beta = 0.424$; $p < 0.001$), but it does not have a significant effect on reuse intention ($\beta = 0.061$; $p = 0.394$). Customer experience has a positive and significant effect on user satisfaction ($\beta = 0.278$; $p < 0.001$) and reuse intention ($\beta = 0.430$; $p < 0.001$). In addition, user satisfaction has a positive and significant effect on reuse intention ($\beta = 0.322$; $p < 0.001$).

The indirect effect test results show that user satisfaction mediates the effect of service quality on reuse intention ($\beta = 0.136$; $p = 0.001$) and mediates the effect of customer experience on reuse intention ($\beta = 0.089$; $p = 0.006$). Thus, of the seven proposed hypotheses, six were accepted (H1, H3, H4, H5, H6, and H7), while one hypothesis was rejected, namely the direct effect of service quality on reuse intention (H2).

The results show that service quality and customer experience both have positive effects on Trans Jatim Bus user satisfaction in Lamongan Regency. This finding indicates that user satisfaction is formed through an evaluation of the service quality received when using public transportation. Service quality, including fleet condition, punctuality, safety, staff service, and ease of obtaining information, can meet user expectations and thereby increase satisfaction. In addition, a comfortable, pleasant travel experience that meets expectations also contributes positively to user satisfaction. This result supports the Expectation Confirmation Theory (ECT) proposed by Oliver (1980), which explains that satisfaction arises when service performance meets or exceeds user expectations. Therefore, the better the service quality and the experience perceived during the journey, the higher the level of user satisfaction with the Trans Jatim Bus service.

These findings are consistent with the studies of Anjani et al. (2025), Parahita and Raharjo (2024), and Zinedine et al. (2023), which state that service quality and customer experience are important factors in increasing public transportation user satisfaction. However, the results also show that the effect of service quality on satisfaction is greater than that of customer experience. This indicates that Trans Jatim Bus users still regard core service aspects, such as punctuality, safety, and fleet comfort, as the primary basis for

evaluating their satisfaction. Therefore, improving operational quality remains a priority, but it must be supported by the creation of a positive travel experience to further increase user satisfaction.

Furthermore, this study shows that customer experience and user satisfaction have positive effects on the intention to reuse the Trans Jatim Bus, whereas service quality has no direct effect on reuse intention. This finding indicates that users' decisions to reuse the Trans Jatim Bus are not determined solely by the service quality received but are influenced more strongly by their experience while using the service and by the level of satisfaction felt after the journey. In other words, service quality is an important prerequisite, but it is not sufficient to form reuse intention unless it produces a pleasant experience and satisfaction for users.

This finding is consistent with Expectation Confirmation Theory, which explains that users evaluate their usage experience before deciding to reuse a service. Users who feel comfortable during the journey, have a positive experience, and are satisfied tend to believe that the service is worth using again. Conversely, even when service quality is perceived as good, the decision to reuse the Trans Jatim Bus may still be influenced by other factors, such as ease of access to bus stops, travel flexibility, and a preference for private vehicles. This result supports the study of Ritonga and Syahputri (2022), which states that customer experience is one of the main factors increasing reuse intention in the transportation sector.

The results also demonstrate that user satisfaction serves as a mediating variable in the relationships of service quality and customer experience with reuse intention. User satisfaction fully mediates the effect of service quality on reuse intention, while it partially mediates the relationship between customer experience and reuse intention. This finding indicates that service quality cannot directly increase users' intention to reuse the Trans Jatim Bus; instead, it first increases user satisfaction, which then encourages reuse intention. In contrast, customer experience not only increases satisfaction but can also directly form reuse intention because a positive travel experience creates a strong impression on users.

Theoretically, these results strengthen Expectation Confirmation Theory by showing that satisfaction is the primary mechanism linking users' evaluations of service performance to reuse behavior. Service quality and customer experience are forms of service performance that users compare with their initial expectations. When the service received meets expectations, users feel satisfied and tend to reuse the service in the future. Thus, satisfaction is a key factor in building public transportation user loyalty.

Based on these findings, the practical implications of this study indicate that Trans Jatim Bus operators should not focus solely on improving operational service quality but should also create a more positive travel experience for users. This can be achieved by improving fleet comfort, maintaining cleanliness and safety during the journey, increasing staff friendliness, providing easily accessible information, and ensuring operational punctuality. These strategies are expected not only to increase user satisfaction but also to encourage the public to continue using the Trans Jatim Bus as their preferred mode of transportation.

5. Conclusion

This study shows that service quality has a positive and significant effect on user satisfaction, while customer experience has positive and significant effects on user satisfaction and the intention to reuse the Trans Jatim Bus in Lamongan Regency. User satisfaction also has a positive and significant effect on reuse intention. However, service quality has no direct effect on reuse intention, indicating that improving service quality alone is not sufficient to encourage users to reuse the Trans Jatim Bus.

The results also demonstrate that user satisfaction fully mediates the effect of service quality on reuse intention, whereas user satisfaction partially mediates the relationship between customer experience and reuse intention. These findings confirm that user satisfaction is a key factor in forming reuse intention.

Therefore, improvements in service quality should be accompanied by the creation of positive user experiences to increase satisfaction and encourage the public to continue using the Trans Jatim Bus.

For Trans Jatim Bus operators, service quality improvement should not focus only on operational aspects but should also be directed toward creating a better travel experience that increases user satisfaction. Improvements can be made by enhancing fleet comfort, reducing noise levels during travel, improving operational punctuality, maintaining bus cleanliness and facilities, and improving the quality of staff service. These efforts are expected to increase user satisfaction and ultimately encourage the public's intention to reuse the Trans Jatim Bus.

Future researchers are advised to develop the research model by adding other variables that may influence reuse intention, such as perceived value, trust, service image, or ease of access, and to extend the scope of the study to Trans Jatim Bus corridors in other regions so that the findings have greater generalizability.

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