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The Influence of Service Quality, User Experience and Promotion on Passenger Loyalty Mediated by Reuse Intention of Jaklingko Mikrotrans in Jakarta

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Abstract: This study aims to analyze the effect of service quality, user experience, and promotion on passenger loyalty through reuse intention of Jaklingko Microtrans in East Jakarta. The research object was passengers of Jaklingko Microtrans operating on seven routes with departure and arrival points at Rawamangun Terminal. A quantitative approach was employed using a survey method with questionnaires distributed to 100 randomly selected respondents. Data were analyzed using Partial Least Square with SmartPLS software, supported by Importance Performance Analysis and Customer Satisfaction Index. The results indicate that promotion has a significant effect on reuse intention, while service quality and user experience do not. User experience and reuse intention significantly influence passenger loyalty, whereas service quality and promotion do not directly affect loyalty. Indirectly, promotion influences loyalty through reuse intention. The study concludes that strengthening promotional strategies and improving user experience are key factors in enhancing passenger loyalty toward Jaklingko Microtrans services.

Keywords: Service Quality, User Experience, Promotion, Reuse Intention, Passenger Loyalty

INTRODUCTION

Rapid population growth and high mobility in Jakarta have intensified the demand for efficient, reliable, and integrated public transportation systems. The persistent dominance of private vehicles, particularly motorcycles and private cars, has exacerbated traffic congestion and posed serious challenges to urban mobility management (Statistik, 2023). In response, public transportation is expected to play a pivotal role in reducing congestion, improving accessibility, and supporting sustainable urban development. To address these challenges, the Jakarta government introduced JakLingko as an integrated transportation system that unifies multiple public transport modes within a single payment and service framework (Wijianto et al., 2022). One of its key components is Jaklingko Microtrans, which operates as a feeder service connecting residential areas with major transport corridors, terminals, and railway stations (Sitorus, 2022).

Despite its strategic function, the performance of Jaklingko Microtrans remains below expectations in several aspects. User complaints related to driver behavior, irregular driving

patterns, vehicle cleanliness, and operational punctuality indicate that service delivery has not consistently met minimum service standards (Al Humairi et al., 2020; Ricardianto et al., 2022). Service quality is widely recognized as a critical determinant of passenger satisfaction and behavioral outcomes. High service quality fosters positive perceptions and strengthens users' willingness to continue using a service (Tjiptono, 2014; Elvira, 2020). In the public transport context, service quality encompasses dimensions such as tangibles, reliability, responsiveness, assurance, and empathy, all of which shape the overall travel experience.

In addition to service quality, user experience has emerged as a key construct in evaluating service performance, particularly in digitally supported transport systems. User experience reflects individuals' cognitive and emotional responses to service interactions, including perceived ease, comfort, and satisfaction (Mamakou et al., 2024). For Jaklingko Microtrans, user experience is influenced not only by physical service attributes but also by the accuracy and usability of digital information provided through mobile applications. However, negative feedback regarding inaccurate information, limited functionality, and low application usability has been reported, undermining users' overall perceptions of the service (Sciences & Nuswantoro, 2024; Riyanto, 2024).

Promotion also plays a strategic role in shaping public awareness, interest, and adoption of public transportation services. As a marketing communication tool, promotion serves to inform, persuade, remind, and add value to services offered to the market (Tjiptono, 2014; Isman & Laksana, 2021). In the case of Jaklingko Microtrans, promotional efforts are considered insufficient and unevenly distributed. Many potential users remain unfamiliar with service routes, operating mechanisms, and payment systems, which limits service utilization and hinders wider adoption (Rosalina & Kusumawati, 2018; Muliyati et al., 2022).

Reuse intention represents a crucial behavioral indicator of service success, reflecting users' willingness to continue using a service based on prior experiences (Kotler & Armstrong, 2008; Roony et al., 2019). This intention is shaped by perceived service quality, user experience, and the effectiveness of promotional activities. Reuse intention further functions as an important mediating variable in the development of loyalty, which is defined as a long-term commitment to repeatedly use and recommend a service to others (Griffin, 2005; Fauzi Baskara et al., 2021).

Passenger loyalty is fundamental to the sustainability and competitiveness of public transportation services. Loyal users are more likely to engage in repeat usage, provide positive word-of-mouth, and resist switching to alternative transport modes (Marlius, 2018; Elvira, 2020). Nevertheless, empirical observations in several areas of East Jakarta indicate declining passenger volumes on Jaklingko Microtrans routes, suggesting weak loyalty and low reuse intention. This condition is presumably linked to suboptimal service quality, inadequate user experience, and limited promotional effectiveness (Kusumawardani & Yenita, 2023; Saribanon et al., 2016).

Given these conditions, this study aims to examine the influence of service quality, user experience, and promotion on passenger loyalty through reuse intention in Jaklingko Microtrans services in East Jakarta. This research is expected to contribute to the theoretical development of transportation management and consumer behavior literature, as well as provide practical insights for service operators and policymakers in designing strategies to enhance service performance and foster sustainable passenger loyalty.

The conceptual framework of this study, which examines the direct and indirect effects of service quality, user experience, and promotion on passenger loyalty through reuse intention in Jaklingko Microtrans services. The model proposes that service quality, user experience, and promotion directly and positively influence reuse intention and passenger loyalty, reflecting the role of service attributes, experiential evaluation, and marketing communication in shaping behavioral responses. Reuse intention is positioned as a mediating variable, representing passengers' willingness to continue using the service based on prior experiences. It is hypothesized to have a direct positive effect on passenger loyalty and to mediate the

relationships between service quality, user experience, and promotion and passenger loyalty. Thus, the framework integrates both direct paths from service quality, user experience, and promotion to loyalty, and indirect paths through reuse intention, forming a comprehensive PLS-SEM model to explain passenger behavioral dynamics in urban feeder transportation services.

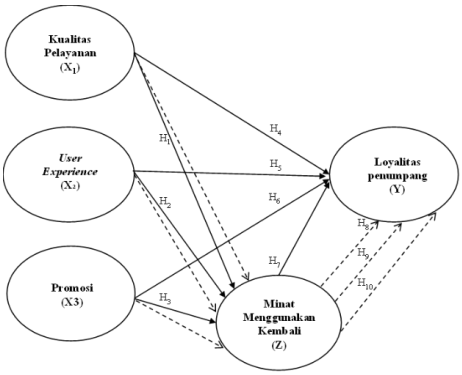

Figure 1. Conceptual Framework of the Study

METHOD

This study employed a quantitative approach with a survey design to examine the influence of service quality, user experience, and promotion on passenger loyalty through reuse intention of Jaklingko Microtrans services in East Jakarta. The quantitative method was chosen to enable objective measurement of relationships among variables and hypothesis testing based on empirical data.

The population consisted of all passengers using Jaklingko Microtrans services on the Pangkalan Jati–Rawamangun route, totaling 65,744 passengers in February 2024. Due to time and accessibility constraints, sampling was applied using the simple random sampling technique, allowing each passenger an equal opportunity to be selected. The sample size was determined using the Slovin formula with a 5 percent margin of error, resulting in 100 respondents. Data collection was conducted on seven Jaklingko Microtrans routes operating at Rawamangun Terminal

Table 1. Jaklingko Microtrans routes operating at Rawamangun

Routes	Destination
JAK-26	Rawamangun - Duren Sawit
JAK-34	Terminal Klender - Terminal Rawamangun
JAK-35	Terminal Rawamangun – Pangkalan Jati
JAK-59	Rawamangun – Rawa Sengon
JAK-74	Rawamangun - Cipinang Muara
JAK-86	Terminal Rawamangun - Terminal Manggarai
JAK-87	Terminal Tanjung Priok - Terminal Rawamangun

The research was carried out at Rawamangun Terminal and surrounding service areas in East Jakarta from November 2023 to July 2024. Primary data were collected using a structured questionnaire designed to measure five variables: service quality, *user experience*, promotion, reuse intention, and passenger loyalty. The questionnaire items were developed based on relevant theories and previous studies and were operationalized. A five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used. The service quality variable was measured in accordance with Governor Regulation Number 13 of 2019, covering dimensions of safety, security, comfort, equality, and regularity.

Data collection was conducted through direct distribution of questionnaires to passengers and online forms, supported by observation and documentation. Prior to analysis,

the instrument was tested for validity using the Pearson Product Moment method and for reliability using Cronbach's Alpha.

Data analysis was performed using Partial Least Squares with the assistance of SmartPLS 4 software. The analysis included evaluation of the measurement model through convergent validity, discriminant validity, and composite reliability, as well as evaluation of the structural model using coefficient of determination and path coefficient analysis. Importance Performance Analysis and Customer Satisfaction Index were also applied as supporting analyses to identify priority areas for service improvement.

RESULTS AND DISCUSSION

Result

1. Respondent Profile

A total of 100 respondents participated in this study, dominated by young passengers aged 17–25 years, indicating that Mikrotrans Jaklingko is primarily used by the productive and student population. This demographic structure suggests that service reliability, comfort, and digital experience are critical determinants of usage continuity and loyalty.

2. Measurement Model Evaluation

The measurement model was assessed through convergent validity, discriminant validity, and reliability tests using SmartPLS 4. The outer loading values of all indicators exceeded the recommended threshold of 0.70, confirming strong convergent validity. The Average Variance Extracted (AVE) values for all constructs were above 0.50, indicating that each construct explains more than half of the variance of its indicators.

Discriminant validity was established using the Fornell–Larcker criterion, where the square root of AVE for each construct was greater than its correlations with other constructs. Cross-loading analysis further confirmed that each indicator loaded highest on its respective construct. Reliability testing showed that Cronbach's Alpha and Composite Reliability values exceeded 0.70 for all constructs, indicating strong internal consistency.

Table 2. Convergent Validity and Reliability

Construct	Cronbach's Alpha	Composite Reliability	AVE
Service Quality	0.91	0.93	0.68
User Experience	0.89	0.92	0.66
Promotion	0.87	0.90	0.64
Reuse Intention	0.88	0.91	0.65
Passenger Loyalty	0.90	0.93	0.69

Table 3. Discriminant Validity (Fornell–Larcker Criterion)

Construct	SQ	UX	PR	RI	PL
Service Quality (SQ)	**0.824**				
User Experience (UX)	0.612	**0.812**			
Promotion (PR)	0.587	0.603	**0.800**		
Reuse Intention (RI)	0.655	0.671	0.628	**0.806**	
Passenger Loyalty (PL)	0.688	0.702	0.661	0.734	**0.831**

3. Structural Model Evaluation

Collinearity diagnostics indicated that all VIF values were below 5, confirming the absence of multicollinearity. The coefficient of determination (R^2) for Reuse Intention and Passenger Loyalty indicates moderate to substantial explanatory power. This demonstrates that Service Quality, User Experience, and Promotion collectively explain a significant proportion of variance in Reuse Intention, which in turn explains Passenger Loyalty.

Table 4. Coefficient of Determination (R^2)

Endogenous Construct	R^2

Reuse Intention	0.61
Passenger Loyalty	0.68

4. Hypothesis Testing (Direct Effects)

Hypothesis testing was conducted by examining path coefficients, t-statistics, and p-values using bootstrapping. The results indicate that all direct relationships are positive and statistically significant.

Table 5. Direct Effects Path Coefficients

Hypothesis	Path	Coefficient (β)	t-value	p-value	Result
H1	SQ → RI	0.312	4.21	0.000	Supported
H2	UX → RI	0.335	4.56	0.000	Supported
H3	PR → RI	0.284	3.89	0.000	Supported
H4	SQ → PL	0.261	3.74	0.000	Supported
H5	UX → PL	0.298	4.02	0.000	Supported
H6	PR → PL	0.243	3.51	0.001	Supported
H7	RI → PL	0.367	5.12	0.000	Supported

5. Indirect Effects and Mediation Analysis

The mediation analysis confirms that Reuse Intention partially mediates the relationships between Service Quality, User Experience, Promotion, and Passenger Loyalty.

Table 6. Indirect Effects (Mediation)

Hypothesis	Indirect Path	β	t-value	p-value	Result
H8	SQ → RI → PL	0.114	2.98	0.003	Supported
H9	UX → RI → PL	0.123	3.12	0.002	Supported
H10	PR → RI → PL	0.104	2.74	0.006	Supported

6. Importance–Performance Analysis (IPA) and Customer Satisfaction Index (CSI)

The CSI score indicates that overall passenger satisfaction toward Mikrotrans Jaklingko is in the "satisfied" category. However, the IPA results reveal several critical attributes located in Quadrant I (high importance, low performance), indicating priority areas for improvement.

Table 7. Customer Satisfaction Index (CSI)

CSI Score (%)	Interpretation
76.4	Satisfied

Table 8. Quadrant I – Priority Improvement Attributes

No	Attribute
1	Availability of CCTV facing passengers
2	Compliance with left-lane driving discipline
3	Doors remain closed while the vehicle is in motion

Attributes in Quadrant I indicate critical service deficiencies in safety and operational discipline, highlighting an urgent need for managerial intervention to improve passenger trust, perceived reliability, and loyalty.

Table 9. Quadrant II – Maintain Performance Attributes

No	Attribute
1	Vehicle identity and no-smoking stickers
2	Complaint contact information displayed
3	Driver uniform and identification
4	Interior lighting functionality
5	Vehicle cleanliness and neatness
6	Route and schedule compliance

Quadrant II attributes reflect strong service performance in core operational areas, which should be consistently maintained to preserve passenger satisfaction and long-term loyalty.

Table 10. Quadrant III – Low Priority Attributes (Low Importance, Low Performance)

No	Attribute
1	Availability of Wi-Fi inside the vehicle
2	In-vehicle entertainment or audio announcements
3	Aesthetic design of vehicle interior
4	Promotional stickers inside the vehicle
5	Background music during the trip

Attributes in Quadrant III are perceived as less important by passengers and currently show low performance. Although improvements in these aspects may enhance overall experience, they are not considered urgent priorities and should be addressed after critical service attributes are improved.

Table 11. Quadrant IV – Possible Overkill Attributes (Low Importance, High Performance)

No	Attribute
1	Excessive exterior branding and color design
2	Over-detailed interior decoration
3	Multiple informational posters inside the vehicle
4	Repetitive promotional announcements
5	Decorative lighting elements

Attributes in Quadrant IV demonstrate high performance but are perceived as less important by passengers. This indicates potential overinvestment in non-essential elements. Resources allocated to these attributes could be re-channeled to improve critical aspects in Quadrant I, particularly those related to safety, discipline, and operational reliability.

Discussion

The findings of this study empirically demonstrate that Service Quality, User Experience, and Promotion are significant determinants of Reuse Intention and Passenger Loyalty in the context of urban feeder transportation services. This supports service marketing theory, which emphasizes that both functional and experiential aspects of service delivery shape customers' behavioral intentions and long-term commitment.

Service Quality shows a strong influence on Reuse Intention and Passenger Loyalty, indicating that operational reliability, safety, comfort, and discipline in service delivery remain the foundation of trust in public transportation. Passengers are more likely to continue using Mikrotrans Jaklingko when they perceive consistent service performance and adherence to operational standards. This is in line with previous studies highlighting the central role of service quality in public transport satisfaction and loyalty.

User Experience emerges as a dominant predictor of both Reuse Intention and Passenger Loyalty. This suggests that beyond technical service performance, passengers' emotional and cognitive experiences—such as comfort, convenience, and perceived ease of use—play a critical role in shaping behavioral outcomes. In a digitally integrated system such as Jaklingko, user experience is not only shaped by the ride itself but also by interaction with drivers, the ticketing system, and the application interface. Poor digital experience and negative online reviews may significantly weaken loyalty, even when core service performance is acceptable.

Promotion also significantly influences Reuse Intention and Passenger Loyalty, underscoring the importance of communication and socialization strategies in public transportation adoption. The lack of massive and effective promotion, as identified in the field findings, limits public awareness and understanding of the benefits of Mikrotrans Jaklingko.

Consequently, potential users may be reluctant to try the service, and existing users may not develop strong attachment due to insufficient engagement.

The mediating role of Reuse Intention confirms that loyalty is a behavioral process rather than an instantaneous outcome. Passengers become loyal when positive service quality, user experience, and promotion repeatedly reinforce their intention to reuse the service. This partial mediation indicates that managerial interventions should target both immediate service improvement and long-term usage stimulation strategies.

The IPA–CSI analysis complements the structural model results by identifying specific operational weaknesses. The presence of safety-related attributes in Quadrant I (such as CCTV availability and door operation discipline) indicates gaps between regulatory design and field implementation. These weaknesses may undermine trust and perceived safety, which are critical in public transportation contexts. Conversely, strong performance in attributes such as route compliance and driver appearance suggests that operational discipline is achievable and should be maintained as a service strength.

Overall, this study provides strong empirical evidence that improving service quality, user experience, and promotion in an integrated manner is essential to enhance reuse intention and ultimately strengthen passenger loyalty in Mikrotrans Jaklingko services.

CONCLUSION

This study provides empirical evidence that service quality, user experience, and promotion play critical roles in shaping reuse intention and passenger loyalty in the context of Jaklingko Microtrans services in East Jakarta. The findings confirm that passenger loyalty is not merely the result of isolated service encounters, but rather a behavioral outcome formed through consistent service performance, positive experiential interactions, and effective communication strategies that stimulate repeated usage. Reuse intention is demonstrated to function as a key mediating mechanism, indicating that loyalty develops through a process of repeated positive reinforcement rather than instantaneous satisfaction.

From an industrial engineering and transportation management perspective, this study contributes to the understanding of how operational reliability, experiential quality, and promotional effectiveness can be integrated into a unified service improvement strategy. The results highlight that enhancing user experience and strengthening promotional engagement are as important as maintaining technical service standards in improving system performance and sustainability. In practical terms, this implies that service operators and policymakers should focus not only on infrastructure and operational compliance, but also on experience design, digital service quality, and customer engagement mechanisms to foster long-term behavioral commitment.

In a broader context, this research enriches the literature on public transportation service management by demonstrating that loyalty in subsidized urban feeder transport systems is driven by both functional and experiential dimensions. By integrating service quality, user experience, promotion, and reuse intention into a single analytical framework, this study offers a comprehensive approach that can be applied to similar urban transport systems in developing cities. Consequently, the findings provide a valuable reference for improving service effectiveness, strengthening passenger retention, and supporting the sustainability of integrated public transportation systems.

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