

Quality Experience: Co-Creation and Excellent Service Juragan 99 Trans Bus Land Transportation Services With Currency Moderation

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ABSTRACT: Transportation can never be separated from one's daily life, such as going to school, office, market or other distant places. Transportation is divided into three namely, land, sea and air transportation. In Indonesia, land transportation is more widely used than air and sea transportation. Land transportation such as buses, private cars and trains. Bus is a means of land transportation that is ranked third most often used. This study aims to test product variations (co-creation) and service quality (service excellent) against the quality of experience (quality experience) with price (currency) as moderation. The number of respondents in this study was 108 respondents who had used Juragan 99 Trans Bus transportation services in the Bekasi Regency area. This population collection is non-probability sampling and the respondent retrieval technique is purposive sampling. This research was processed using regression techniques, where the processing used SmartPLS 3 software. This research proves 1) The variety of products (co-creation) offered by the Juragan 99 Trans Bus has an effect on the high quality of experience. 2) The quality of service (service excellent) offered by the Juragan 99 Trans Bus influences the high quality of experience (quality experience). 3) Product variations (co-creation) which are moderated by price (currency) influence the high quality of experience. 4) Quality of service (service excellent) which is moderated by price (currency) influences the high quality of experience (quality experience).

Keywords: co-creation, service excellent, quality experience, currency

INTRODUCTION

Transportation can never be separated from one's daily life. For daily activities such as going to school, office,

market or other distant places. Surely someone needs a means of transportation. Transportation is a tool that plays a role in a person's life as well

as the continuity of interpersonal communication in moving goods from one place to another (Fatimah, 2023). Transportation is divided into three namely, land, sea and air transportation. Land transportation is any type of vehicle that uses the highway to transport goods or passengers. In Indonesia, land transportation is more than air and sea transportation (Anastasya, 2023). Land transportation such as buses, private cars and trains. Buses are the third most frequently used means of land transportation (attached) (Naurah, 2022). Buses are one of the most popular transportation during the Covid-19 pandemic. This is because the government has changed travel rules and regulations that remove the obligation to submit Covid-19 test results which are replaced with full dose Covid-19 vaccination results (Adi Wikanto, 2022). Current technological advances are also a reason for people to choose or use public transportation.

The development of technology in public transportation, in Indonesia opens up opportunities for companies to create public transportation services. Public transportation buses come with various brands including Juragan 99 Trans buses, Rosalia buses, and Sinar Jaya buses. Juragan 99 Trans Bus was established in 2018 which was honored by PT. Juragan Sembilan Sembilan Corp and the founder of Juragan 99 Trans bus are one of the influencer couples, namely Gilang Widya Pramana and Shandy Purnamasari (Trans, 2020). The competitor of Juragan 99 Trans bus, Rosalia bus, was present in Indonesia in 1983 by PT. Rosalia Indah Transport and the founders of Rosalia Indah bus, namely Yustinus Soeroso (Om Roso) and

Yustina Rahyuni Soeroso as a married couple (Rozi, 2023). Sinar Jaya Bus was present in 1982 by Mr. Herman Rusly (Alm) and Mr. H. Rasidin Karyana and managed by PT. Sinar Jaya Megah Langgeng (Group, 2020). The quality of experience provided to consumers can affect the level of consumer satisfaction with the products or services provided.

High consumer satisfaction can be an indicator that the experience provided has met consumer expectations and needs. Quality experience as a taste felt by consumers, so it is seen as an attribute brought to the site by visitors. The perceived satisfaction with the content of the service associated with a particular transaction is reflected in the quality of the experience Crompton & Love, 1995 in (Bintarti & Kurniawan, 2017).

The conceptualization of quality experience includes visitors' affective responses to the psychological benefits they want from the visiting experience (Otto & Ritchie, 1996) in (Bintarti & Kurniawan, 2017) Quality experience has four indicators based on (Otto & Ritchie, 1996) in (Bintarti & Kurniawan, 2017) including: 1) hedonistic, 2) mental energy, 3) involvement, and 4) recognition. Customers do not confirm their experience, either positively or negatively based on how they compare to their previous expectations (Kaoet al, 2008) in (Bintarti & Kurniawan, 2017). The results of the study (Bintarti & Ergo, 2017) show that there is a positive influence of experience satisfaction on the intention to visit again (Bintarti & Kurniawan, 2017). Quality experience is important because this quality experience will have an impact on a consumer's return visit (Bintarti &

Kurniawan, 2017).

Product types, innovations, and product variations are closely related in increasing competitive advantage and customer satisfaction. Because innovation can improve the performance of existing products, so that it can make better and different products and attract customers. The Juragan 99 bus company innovates products issued to attract consumers (Zhang et al., 2013) in (Ibrahim & Hidayat, 2022). The company's strength in applying innovation to products consistently is to keep the product in accordance with what is desired and expected. The company's increasing progress is characterized by its progress in implementing product innovation compared to competitors. The Juragan 99 Trans bus has a wide variety of products that consumers can choose from. The Juragan 99 Trans bus has a different variety of products from its competitors, namely Rosalia buses and Sinar Jaya buses. Juragan 99 Trans buses have Business Class, Sleeper Class, Sleeper Top, and First Class. Unlike the Rosalia bus, it has VIP, Executive, Executive Plus, Executive Plus DD, Executive Plus SHD, Super Top DD, Super Top SHD, and First Class DD (Attached). Product variations can also be called co-creation. Co-creation refers to the depth or breadth of product selection available in retail stores (Chang, 2011) in (Mofokeng, 2021). Product variety, product type, and brand are different product factors related to the quality of goods and services provided, which includes a variety of products offered by retail stores and a range of goods or services that can be purchased online (Rudansky-Kloppers,

2014) in (Mofokeng, 2021).

Product variation (co-creation) can be described as something made by a certain company and has a unique design or category. This product variety (co-creation) is what distinguishes products from businesses in the same product category (Groover, 2010) in (Norawati et al., 2021). Product variation (co-creation) is a product mix that contains a collection of all products and goods offered and sold by the seller (P. Kotler & Keller, 2012) in (Norawati et al., 2021). The indicators of product variation (co-creation) (P. Kotler & Keller, 2012) in (Norawati et al., 2021) are 1) size, 2) price, 3) display, and 4) product availability.

Co-creation is a method for developing new products that engage customers in the early phases of ideation, and allows them to modify and personalize products and services that result in better value propositions (P. Kotler, 2017). Product variety (co-creation) is a company's strategy to reduce customer expectations and concerns. Comparing expectations with the performance of service providers is a form of determining whether someone is happy or disappointed. A product is usually identified by a set of attributes that serve as a product identifier (Alshurideh, 2016) in (Norawati et al., 2021). The results of the study conducted (Mofokeng, 2021; Norawati et al., 2021) stated that product variation (co-creation) had a positive and significant effect between product variation (co-creation) and consumer satisfaction, while the results of the study (Diana et al., 2022) stated that product variation (co-creation) had a positive but not significant effect on

consumer satisfaction. The results of the research conducted (Ibrahim & Hidayat, 2022) state that product innovation is not influenced by customer satisfaction.

Maintaining consumers to always be loyal is by providing the best service, where service quality (service excellent) also affects the quality of consumer experience. The Juragan 99 Trans bus provides convenience to its consumers by reaching out to Juragan 99 Trans bus agents. Juragan 99 Trans bus agents are spread across two cities, namely in the city of Malang and the city of Bekasi, where in the city of Malang there are two Juragan 99 Trans bus agents (Trans, 2020). The Juragan 99 Tans bus has a good service quality (service excellent) in meeting the needs of consumers during the trip such as the availability of food or snacks, blankets and pillows, toilets, WiFi, USB Charger Dock, Sound System, Smooking Room, and Coffee Maker Dispenser. Compared to other competitors such as the Rosalia bus, and the Sinar Jaya bus. Rosalia bus and Sinar Jaya bus do not have a Smooking Room and Dispenser Coffee Maker (Attached). Service excellent is a consumer evaluation criterion for the services provided throughout the relevant time period.

The quality of service is determined by the level of criticality of the service dimension. Based on the two definitions of "service excellent" above, it is clear that there are two factors that affect the quality of service (service

excellent): the quality of service (service excellent) that is expected by consumers and the quality of service (service excellent) that is re-evaluated by consumers or the results that are evaluated by consumers (Parasuraman et al., 1988) in (Norawati et al., 2021). The indicators of service quality (Parasuraman et al., 1988) in (Norawati et al., 2021) are 1) reability, 2) responsiveness, 3) tangible, 4) assurance, and 5) emphyaty. Service excellent is the expected level of excellence and control to maintain this level of excellence to meet consumer demand (Tjiptono, 2008) in (Cesariana et al., 2022). Service quality (service excellent) is based on the needs and desires of customers and the willingness of staff to meet these needs in order to uphold customer expectations. In the research (Cesariana et al., 2022; Norawati et al., 2021) it was stated that service quality (service excellent) had a significant positive influence on consumer satisfaction, while the research conducted (Bintarti & Kurniawan, 2017) stated that service quality (service excellent) had no effect on customer satisfaction. The results of the research conducted (Oliveira et al., 2023) state that SG (service assurance) has a positive and indirect impact on consumer satisfaction.

Based on the explanation above, it shows that there is a research gap or research gap as follows:

Table 1 Research Gaps

No.	Findings	Source
1.	Product variation (co-creation) has a positive effect on the quality of experience (quality experience)	(Mofokeng, 2021) The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience. Cogent Business & Management, 8(1). https://doi.org/10.1080/23311975.2021.1968206

		(Norawati et al., 2021) Analysis of Product Variation, Quality of Service and Their Effect on Customer Satisfaction. IJEBD (International Journal of Entrepreneurship and Business Development), 4(6), 954–960. https://doi.org/10.29138/ijebd.v4i6.1554
2.	Product Innovation Negatively Affects Consumer Satisfaction	(Ibrahim & Hidayat, 2022). Application Quality, Product Innovation, And Popularity In Influencing Shopeeconsumer Satisfaction And Repurchase Intentions In Indonesia. Jurnal Mantik, 6(No. 3). https://doi.org/10.35335/mantik.v6i3.300
3.	Service quality (excellent service) has a positive and significant effect on the quality of experience (quality experience):	(Diana et al., 2022). Pengaruh Promosi Online Dan Keragaman Produk Dalam Menentukan Kepuasan Konsumen Pada Healthymask.Idn Dengan Keputusan Pembelian Sebagai Variabel Intervening. Jurnal Mahasiswa Entrepreneurship (Jme), 1(3), 478. https://doi.org/10.36841/jme.v1i3.1981
4.	Service Excellent Has a Positive and Significant Effect on Quality Experience:	(Cesariana et al., 2022). Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk Dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran). Jurnal Manajemen Pendidikan Dan Ilmu Sosial, 3(1), 211–224. https://doi.org/10.38035/jmpis.v3i1.867 (Norawati et al., 2021). Analysis Of Product Variation, Quality Of Service And Their Effect On Customer Satisfaction. Ijebd (International Journal Of Entrepreneurship And Business Development), 4(6), 954–960. https://doi.org/10.29138/ijebd.v4i6.1554
5.	Service guarantees have a positive but indirect effect on customer satisfaction:	(Oliveira et al., 2023). Impacts Of Service Guarantees On Consumers' Perceived Quality And Satisfaction In E-Commerce. International Journal Of Quality & Reliability Management. https://doi.org/10.1108/IJQRM-06-2022-0175
6.	Service quality (excellent service) has a low effect on the quality of experience (Quality Experience) :	(Bintarti, 2019). Nilai Kepuasan Pelanggan: Kesesuaian Harga Dan Kualitas Pelayanan Yang Dirasakan Konsumen. Jurnal Manajemen Kewirausahaan, 16(1), 91. https://doi.org/10.33370/jmk.v16i1.315

The description above shows the existence of research gaps which means that there is an influence and role of other factor variables that have been described previously in (Table 1.1) showing the influence of other variables outside the variables of product

variation (co-creation) and service quality (excellent service) on the quality of experience (quality experience), namely price (currency), service quality, place, promotion, people, physical evidence. Analysis of the collected data shows that Juragan 99 Trans buses can

be found by consumers at special agents of Juragan 99 Trans buses. Juragan 99 Trans Bus promotes through brochures, official websites, social media, one of which is Instagram, and brand ambassadors. Juragan 99 Trans Bus uses public figures such as Raffi Ahmad, Gading Marten, Atta Halilintar, Andre Taulany, Andika Pratama and other public figures to attract consumers' attention. Juragan 99 Trans Bus has physical features such as seats, sleeper seats, seats with footrests, TV screen, smoker room, ARM rest, USB Charger Dock, dispenser coffee maker, Leg Rest, bus cabin, air conditioning and toilet. Juragan 99 Trans bus agents are spread across three cities, namely in Malang, Bekasi, and Denpasar, where in Malang there are two Juragan 99 Trans bus agents. The price (currency) set by the Juragan 99 Trans bus is expensive compared to other buses (Attached). Price is defined as what a person sacrifices or loses to obtain a good or service (Parasuraman et al., 1988) in (Ahmed et al., 2023). Consumers often consider the reasoning behind pricing policies when making judgments about what to buy (Oh, 2000) in (Ahmed et al., 2023). Consumers are confident that the price set is reasonable, they will be more satisfied (Bei & Chiao, 2001) in (Ahmed et al., 2023). Consumers determine the fairness of a price based on the price of competitors (Xia et al., 2004) in (Ahmed et al., 2023). Price in general is an external indicator that customers use to measure its quality, this shows that pricing has historically been proven to influence consumer purchasing decisions in the past (Chua et al., 2015) in (Ahmed et al., 2023).

Price (currency) is a certain

quantity or quantity communicated by one organization to another as the amount that must be paid for one item of merchandise or service. Today, currencies are used in a variety of production costs related to the demand for goods and services. The price aspect (currency) must be well maintained on the cost side (P. Kotler & Armstrong, 2014) in (Othman et al., 2020). The price indicators (currency) (P. Kotler & Armstrong, 2014) in (Othman et al., 2020) are 1) determination of cost levels, 2) pricing techniques, 3) pricing strategies, and 4) approaches and cost relationships in services. Price (currency) is a very sensitive aspect, because price (currency) is the only element that is returned to the company by covering various costs and efforts (Ameur et al., 2015) in (Othman et al., 2020).

Currency is a flexible and dynamic price in response to the utilization of capacity and market demand. Dynamic pricing, companies can maximize revenue by charging different prices to each consumer based on their previous purchases, how far they stay from the store and other characteristics of other consumer profiles (P. T. Kotler & Armstrong, 2017). In the research conducted (Ahmed et al., 2023; Othman et al., 2020), it was stated that price has a significant positive effect on the quality of customer experience. Companies can offer different prices (currencies) depending on the category of service that consumers choose. If consumers feel that the price (currency) offered is unreasonable, this can reduce the consumer experience.

Based on the background described above, it is possible that the price variable acts as a moderation

variable between product variation (co-creation) and service quality (service excellent), so the theme of this study is about "The Effect of Co-Creation and Service Excellent on Quality Experience Moderated by Currency On Juragan 99 Trans Bus Transportation Service".

The research on Juragan 99 Trans Bus Transportation Service provides a fresh perspective on the interrelation between product variation (co-creation), service quality (service excellent), and their impact on the quality of experience, particularly when moderated by pricing (currency). Unlike previous studies that primarily focused on the direct effects of these variables, this study introduces the moderating role of price, exploring how it influences the relationship between product variation, service quality, and consumer experience. This is a significant contribution, as it addresses the often-overlooked impact of dynamic pricing strategies on customer satisfaction and experience quality in the transportation sector. By examining the unique offerings of Juragan 99 Trans, such as their diverse range of bus classes and enhanced on-board amenities, alongside competitive pricing tactics, the study aims to provide a comprehensive understanding of how these factors collectively enhance or detract from the overall consumer experience. This nuanced approach not only fills existing research gaps but also offers practical insights for transportation service providers aiming to balance product innovation, service excellence, and pricing strategies to maximize customer satisfaction and loyalty.

The novelty of this research lies in introducing a new perspective by

examining the moderating role of pricing (currency) on the relationship between product variation (co-creation), service quality (service excellent), and consumer experience. This approach is urgent and timely as it highlights dynamic pricing strategies in enhancing customer satisfaction and experience quality. Unlike previous studies that primarily focused on direct effects, this research explores how various bus classes, unique on-board amenities, and competitive pricing can collectively influence consumer perceptions and loyalty. This study provides valuable insights for transportation service providers aiming to balance innovation, service excellence, and pricing to maximize customer satisfaction in a rapidly evolving market.

RESEARCH METHOD

This research uses quantitative methods, quantitative methods are research that uses statistical methods and is expressed as a number or number that can be calculated systematically (Ghozali, 2021). This is based on the theme to be researched, namely "The Effect of Co-Creation and Excellent Service on Quality Experience with Currency as Moderation (Study on Juragan 99 Trans Bus Transport Passengers in Bekasi Regency)". This study wants to know the effect of co-creation and excellent service carried out by Bus Juragan 99 Trans has a positive and significant impact on the quality experience with currency as moderation.

The population used is all people who have used Juragan 99 Trans bus transportation services, so the nature of the population is non-probability sampling. Population that is non-

probability sampling, the respondent sampling technique is purposive sampling. Purposive sampling technique can be understood as a sampling technique with certain considerations.

RESULT AND DISCUSSION

Characteristics of respondents as an overview of the Juragan 99 Trans Bus

This research was conducted on the Juragan 99 Trans bus transportation service. The data used in this study came

from questionnaires distributed to respondents as consumers who had used Juragan 99 Trans bus transportation services. The questionnaire distributed produces the frequency of respondents' characteristics in the form of age, gender, and occupation data. An overview of each respondent's characteristics can be seen in table 1 as follows.

Table 1 Characteristics of Research Respondents

Characteristic	Category	Frequency	Presented (%)
Age	< 20 Years	14	13
	21 – 25 Years	92	85.2
	26 – 30 Years	1	0.9
	31 – 35 Years	0	0
	36 – 40 Years	0	0
	> 41 Years	1	0.9
	TOTAL	108	100,0
Gender	Man	27	25,0
	Woman	81	75,0
	TOTAL	108	100,0
Status	Marry	4	3.7
	Single	104	96.3
	Widow widower	0	0
	TOTAL	108	100,0
Recent Education	Elementary School	0	0
	Junior High School	1	0.9
	Senior High School	93	86.1
	S1	14	13.0
	S2	0	0
	S3	0	0
	TOTAL	108	100,0
Work	Student	2	1.9
	Student	76	70.4
	Private sector employee	21	19.4
	Civil servants/ASN	0	0
	Teacher/Lecturer	0	0
	Other	9	8.3
	TOTAL	108	100,0
Income	< Rp. 1,000,000	59	54.6
	Rp. 1,000,001 - Rp. 3,000,000	10	9.3
	Rp. 3,000,001 - Rp. 5,000,000	13	12.0
	Rp. 5,000,001 - Rp. 7,000,000	20	18.5

	Rp. 7,000,001 - Rp. 9,000,000	5	4.6
	> Rp. 9,000,001	1	0.9
	TOTAL	108	100,0
Last time using Juragan 99 Trans Bus	< 1 Month	32	29,6
	3 months	25	23,1
	6 months	17	15,7
	> 12 Months	34	31,5
	TOTAL	108	100,0

Source : Primary data, 2023

Based on table 1 above, it can be seen that the majority of passengers who use Juragan 99 Trans bus transportation services range in age from 21 years to 25 years with a percentage of 85.2%. Passengers with an age range of less than 20 years are in second place at 13%. Passengers with an age range of 26 to 30 years as much as 1%, while users with an age range of less than 41 years as much as 1%.

Table 4.1 above also explains that of the 108 respondents, 75% or as many as 81 people were female passengers, while the remaining 25% or as many as 27 people were male passengers. From these data, it can be concluded that the majority of Juragan 99 Trans Bus passengers are women.

Based on the data above, it can be seen that respondents who are not married dominate as passengers of the Juragan 99 Trans Bus as many as 104 respondents or 96.3%, while respondents who are married as many as 4 or 3.7%.

The latest education of the respondents can also be seen in the table above, where 86.1% of the 108 respondents are equivalent high school graduates. 13% are S1 graduates, 0.9% are equivalent junior high school graduates, while graduates of elementary, S2, and S3 programs are 0%.

The data above states that of the 108 respondents 76 people or 70.4% of them are students, in second position 21 people or 19.4% are private employees. Then 9 people or 8.3% answered others, and 2 people or 1.9% were students.

Researchers also stated the income range in this study, where respondents with income < Rp. 1,000,000 dominated with 54.6% of 108 respondents. Respondents with income of Rp. 5,000,001 – Rp. 7,000,000 were in second place at 18.5%. Then Rp. 3,000,001 – Rp. 5,000,000 with 12%, Rp. 1,000,001 – Rp. 3,000,000 with 9.3%, Rp. 7,000,001 – Rp. 9,000,000 with 4.6%, and the last position is respondents with income < Rp. 9,000,000 with 0.9% of 108 respondents.

The respondents obtained in the distribution of this research questionnaire last used the Juragan 99 Trans Bus service varied greatly from > 12 months ago as many as 34 people, < 1 month ago as many as 32 people, 3 months ago as many as 25 people, and 17 other people using the Juragan 99 Trans Bus service 6 months ago.

Validity Test

Convergent Validity (Outer Model)

Convergent validity with outer models with reflective indicators can be judged from the correlation between indicator values and construct values. An individual indicator is considered viable

if it shows a correlation value greater than 0.70, but nevertheless has been adjusted to the stage of scientific development in research, then the loading scale can be accepted valid between 0.50 to 0.60 is still acceptable. The results of (Ghozali, 2016) convergent

validity in the SmartPLS analysis tool can be seen from the outer loading results, the following are presented in table form as follows:

Quality Experience Variable Feasibility Test (Y)

Tabel 2 Outer Loading

Indicator Items	Outer Loading	Information
QE1	0.825	Valid
QE2	0.840	Valid
QE3	0.810	Valid
QE4	0.836	Valid
QE5	0.793	Valid

Source : Primary Data Processing Results, 2023

Based on the results of the data processing process in table 2, it can be translated that:

- a. Quality experience measured by hedonic instruments/indicators (lifestyle) with the statement "Passengers feel comfortable when using Juragan 99 Trans bus transportation services" has a third role in measuring the variable (Y) which is 0.825 which means it is suitable for use.
- b. Quality experience measured by peace of mind instruments/indicators with the statement "Travel experience in accordance with the expectations of Juragan 99 Tans bus passengers" has the first role in measuring the variable (Y) which is 0.840 which means it is feasible to use.
- c. Quality experience measured by instruments/indicators of involvement (involvement) with the statement "I am satisfied with the

Juragan 99 Trans bus service, so I am interested in returning to use Juragan 99 Trans bus transportation services" has the fourth role in measuring the variable (Y) which is 0.810 which means it is suitable for use.

- d. Quality experience measured by introduction instruments/indicators (introduction) with the statement "Bus Juragan 99 Trans can show its superiority to its users" has a second role in measuring the variable (Y) which is 0.836 which means it is feasible to use.
- e. Quality experience measured by introduction instruments/indicators with the statement "Bus Juragan 99 Trans introduces its service products through online/offline media" has a fifth role in measuring variable (Y) which is 0.793 which means it is feasible to use.

Due Diligence of Co-Creation Variables (X1)

Tabel 3 Outer Loading

Indicator Items	Outer Loading	Information
CC1	0.840	Valid
CC2	0.855	Valid

1985 | Quality Experience: Co-Creation and Excellent Service Juragan 99 Trans Bus Land Transportation Services With Currency Moderation

CC3	0.807	Valid
CC4	0.813	Valid
CC5	0.792	Valid

Source : Primary Data Processing Results, 2023

Based on the results of the data processing process in table 3, it can be translated that:

- a. Co-Creation which is measured by the size indicator with the statement "I feel the Juragan 99 Trans bus has comfortable seats" has a second role in measuring the variable (X1), which is 0.840 which means it is suitable for use.
- b. Co-Creation which is measured by a size instrument/indicator with the statement "I feel the Juragan 99 Trans Bus has a comfortable footrest" has the first role in measuring the variable (X1) which is 0.855 which means it is suitable for use.
- c. Co-Creation which is measured by the price instrument / indicator (price) with the statement "Juragan 99 Trans Bus offers prices in

- accordance with the facilities offered" has the fourth role in measuring the variable (X1) which is 0.807 which means it is suitable for use.
- d. Co-Creation as measured by the display instrument/indicator (display) with the statement "Juragan 99 Trans Bus has an attractive interior design" has a third role in measuring variable (X1) which is 0.813 which means it is suitable for use.
- e. Co-Creation which is measured by product availability instruments/indicators with the statement "Juragan 99 Trans Bus has bus fleet availability" has the fifth role in measuring the variable (X1) of 0.792 which is suitable for use.

Service Excellent Variable Feasibility Test (X2)

Tabel 4 Outer Loading

Indicator Items	Outer Loading	Information
SE1	0.825	Valid
SE2	0.840	Valid
SE3	0.791	Valid
SE4	0.836	Valid
SE5	0.898	Valid

Source : Primary Data Processing Results, 2023

Based on the results of the data processing process in table 4, it can be translated that:

- a. Excellent service measured by reliability instruments/indicators with the statement "Bus Juragan 99 Trans consistently provides the best service to passengers" has the fourth role in measuring the variable (X2) which is 0.825 which means it is suitable for use.

- b. Excellent service measured by instruments / indicators of responsiveness (responsiveness) with the statement "Juragan 99 Trans Bus Staff is fast and responsive in handling passenger complaints" has a second role in measuring the variable (X2) which is 0.840 which means it is suitable for use.
- c. Excellent service can be measured by tangible instruments/indicators

- (directly) with the statement "Juragan 99 Trans Bus provides device facilities in the form of WiFi, USB and sound system" has a fifth role in measuring the variable (X2) which is 0.791 which means it is suitable for use.
- d. Excellent service can be measured by an assurance instrument with the statement "Juragan 99 Trans Bus Company provides insurance to the south to passengers" has a third role in measuring the variable (X2) which is 0.836 which means it is feasible to use.

- e. Excellent service can be measured by instruments / emphatic indicators (empathy) with the statement "Juragan 99 Trans Bus always provides information to its passengers, this is a form of communication built with passengers" has the first role in measuring the variable (X2) which is 0.898 which means it is feasible to use.

Due Diligence of Currency Variable (Z)

Table 5 Outer Loading

Indicator Items	Outer Loading	Information
C1	0.737	Valid
C2	0.783	Valid
C3	0.848	Valid
C4	0.832	Valid
C5	0.800	Valid

Based on the results of the data processing process in table 5, it can be translated that:

- a. Currency can be measured by instruments / indicators determination of the level (determination of cost levels) with the statement "Bus Juragan 99 Trans sets affordable prices for all circles of society" has a fifth role in measuring the variable (Z) which is 0.737 which means it is feasible to use.
- b. Currency can be measured by instruments/indicators pricing techniques (pricing techniques) with the statement "The price offered by Bus Juragan 99 Trans is equivalent to its competitors" has a fourth role in measuring varibael (Z) which is 0.783 which means it is feasible to use.
- c. Currency can be measured by instruments/indicators pricing

strategy (pricing strategy) with the statement "Bus Juragan 99 Trans offers prices according to its target marker" has the first role in measuring the variable (Z) which is 0.848 which is feasible to use.

- d. Currency can be measured by instruments/indicators of cost approaches and relationships in services (approaches and relationships in services) with the statement "The price offered affects the quality of service" has a second role in measuring the variable (Z) which is 0.832 which means it is feasible to use.
- e. Currency can be measured by cost approaches and relationships in services (approaches and relationships in services) with the statement "The price offered by Bus Juragan 99 Trans affects the quality of

service" has a third role in measuring the variable (Z) which is 0.800 which means it is feasible to use.

Discriminant Validity (Cross Loading)

Discriminant validity of reflection indicators can be seen through

correlations between constructs or seen from cross loading in the PLS Algorithm. The following are the cross loading results of SmartPLS processing presented in table 6 as follows.

Tabel 6 Cross Loading

Indicator Items	Co-Creation (X ₁)	Currency (Z)	Quality Experience (Y)	Service Excellent (X ₂)
C1	0.541	0.737	0.545	0.607
C2	0.515	0.783	0.531	0.587
C3	0.545	0.848	0.538	0.587
C4	0.652	0.832	0.704	0.637
C5	0.558	0.800	0.609	0.454
CC1	0.840	0.539	0.780	0.780
CC2	0.855	0.495	0.709	0.653
CC3	0.807	0.678	0.696	0.668
CC4	0.813	0.528	0.655	0.622
CC5	0.792	0.674	0.689	0.594
QE1	0.712	0.574	0.825	0.696
QE2	0.725	0.596	0.840	0.686
QE3	0.676	0.642	0.810	0.627
QE4	0.742	0.667	0.836	0.782
QE5	0.676	0.551	0.793	0.596
SE1	0.760	0.624	0.733	0.825
SE2	0.648	0.609	0.729	0.840
SE3	0.634	0.554	0.625	0.791
SE4	0.645	0.588	0.644	0.836
SE5	0.705	0.626	0.730	0.898
SE5	0.705	0.626	0.730	0.898

Source : Primary Data Processing Results, 2023

Based on the results of cross loading, it can be concluded that there is a correlation value of indicators with a construct of more than 0.70 which means that the respective values in each variable of co-creation, currency, quality experience, and excellent service show that the discriminant validity data can be said to be good.

Average Variance Extracted

In addition to looking at the cross loading value, the validity of the discrimination can also be assessed by looking at the average value of the Average Variance Extracted (AVE) each indicator must be more than 0.5 for the model to be viable.

Table 7 Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Co-Creation (X ₁)	0.675
Service Excellent (X ₂)	0.703
Quality Experience (Y)	0.674
Currency (Z)	0.642

Source : Primary Data Processing Results, 2023

Based on table 7, all constructs show AVE values greater than 0.50, with the smallest value of 0.642 for the currency variable (Z) and the largest 0.703 for the Service Excellent variable (X₂). The value already meets the requirements according to the specified minimum AVE limit.

Reliability Test

Table 8 Construct Reliability dan Validity

Variabel	Cronbach's Alpha	rho_A	Composite Reliability
Co-Creation (X ₁)	0.880	0.882	0.912
Service Excellent (X ₂)	0.894	0.897	0.922
Quality Experience (Y)	0.879	0.881	0.912
Currency (Z)	0.860	0.868	0.899

Source : Primary Data Processing Results, 2023

Based on the results of the data processing process listed in table 8, it can be translated that:

1. Co-Creation (X₁) has a second role with a composite reliability value of 0.912. The value is greater than 0.7, so it can be concluded that the variable tested is valid and can continue testing the structural model.
2. Service excellent (X₂) has the first role with a composite reliability value of 0.922. The value is greater than 0.7, so it can be concluded that the variable tested is valid and can continue testing the structural model.
3. Quality experience (Y) has the third role with a composite reliability value of 0.912. The value is greater than 0.7,

In the next measurement test, a reliability test was carried out. Reliability testing is carried out to show the accuracy, consistency, and correctness of the instrument in measuring a construct. If the value is more than 0.7 then the construct is said to be reliable.

4. Currency (Z) has the fourth role with a composite reliability value of 0.899. The value is more than 0.7, so it can be concluded that the variable tested is valid and can continue testing the structural model.

**Data Analysis Test
 Test Evaluation of Inner Model as Relationship and Influence of Research Variables**

Testing of the Structural or inner model can be measured by looking at the R-square value which is a goodness-fit model test can be seen in table 4.9 as follows:

Table 9 Inner Model Evaluation Test

Variable	R Square	R Square Adjusted
Quality Experience (Y)	0,816	0,807

Source : Primary Data Processing Results, 2023

Based on the table above, the model of co-creation, excellent service, and currency for quality experience has an R-Square value of 0.816 which can be translated that the quality experience variable can be influenced by the variables of co-creation, excellent service, and currency by 81.6%.

Hypothesis Test Results

Hypothesis testing is carried out based on the results of internal model

testing (structural model) which includes r-square results, parameter coefficients, and t-statistics. To see if a hypothesis is acceptable or rejected, consider the significant value between the contract, t-statistic, and t-table. The hypothesis test of this study was conducted using SmartPLS 3.0 software. Based on the results of the data processing findings mentioned above, the feasibility of the data can be translated as below:

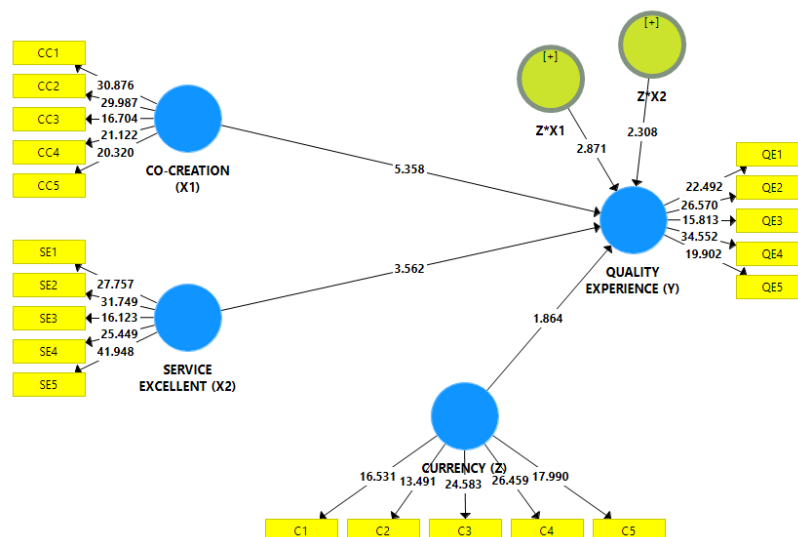


Figure 1 Results of Bootstrapping

Source : Primary Data Processing Results, 2023

Table 10 Path Coefficient Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
(X ₁) -> (Y)	0.494	0.493	0.092	5.238	0.000
(X ₂) -> (Y)	0.335	0.321	0.092	3.652	0.000
(Z) -> (Y)	0.117	0.129	0.066	1.824	0.063
Z*X ₁ -> (Y)	-0.177	-0.180	0.069	2.871	0.004
Z*X ₂ -> (Y)	0,150	0.148	0.071	2.308	0.021

Source : Primary Data Processing Results, 2023

Based on the findings of the data processing above, the feasibility of the data can be translated as follows:

1. The perceived t-statistic value of co-creation on quality experience is 5,238 while the t-table is 0.195 ($5,238 > 0.195$). This suggests that the hypothesis that co-creation will affect the quality experience is acceptable.
2. The perceived t-statistic value of excellent service on quality experience is 3,652 while the t-table is 0.195 ($3,652 > 0.195$). This shows that the hypothesis that excellent service will affect the quality experience is **acceptable**.
3. The perceived t-statistic value of the currency on the quality experience is 1,864 while the t-table is 0.195 ($1,864 > 0.195$). This suggests that the hypothesis that currency will affect the quality of the experience is accepted.
4. The perceived t-statistic value of co-creation on quality experience moderated by currency is 2.871 while t-table is 0.195 ($2.871 > 0.195$). This shows that co-creation of a quality experience moderated by currency is acceptable.
5. The perceived t-statistic value of service quality on quality experience moderated by price (currency) is 2,308 while t-table 0.195 ($2,308 > 0.195$). This shows that the quality of service (excellent service) against the quality of experience (quality experience) moderated by price (currency) is declared **acceptable**.

Discussion of SEM (Regression) Analysis Results

Based on the results of the above research, the results of the data analysis

indicator test can be given in the following discussion:

Discussion of data analysis on the role of co-creation on the Juragan 99 Trans Bus on quality experience

- a. Based on the feasibility test analysis of the data obtained on the co-creation variable (X1) measured through the size instrument/indicator with the statement "I feel that the Juragan 99 Trans Bus has a comfortable footrest" (CC2) which occupies the highest role in influencing the quality experience (Y) variable of 0.855 and the reliability test results on the co-creation variable(X1) has a second role with a composite reliability value of 0.912. The value is greater than 0.7, so it can be concluded that the variable tested is valid and reliable.
- b. The R-Square value of the co-creation variable on quality experience is 0.405. This shows that co-creation has a positive role in the quality experience because the co-creation offered by the Juragan 99 Trans Bus is in accordance with the wishes of passengers.
- c. This test is in accordance with the study of theory in (Kotler & Keller, 2013), stating that product variations (co-creation) are product mixes, which are a collection of all products and goods offered and sold by the seller.
- d. The results of data processing in this study are also in line with previous research conducted by:
 - 1) (Mofokeng, 2021) with an article entitled "The impact of online shopping attributes on customer satisfaction and loyalty: Moderating

effects of e-commerce experience" resulted in the conclusion that: product delivery validity, product variety, perceived safety, and information quality as predictors are significant to experience satisfaction.

- 2) (Norawati et al., 2021) In the article entitled "Analysis Of Product Variation, Quality Of Service And Their Effect On Customer Satisfaction" resulted in the conclusion that: product variations have a positive effect on customer satisfaction.
- e. The results of the hypothesis test showed that the t-statistic value of 5,238 was greater than the t-table of 0.195 so that the first hypothesis stating that co-creation) offered by the Juragan 99 Trans Bus service had an effect on the high quality experience **was accepted**.

Discussion of data analysis on the role of excellent service on the Juragan 99 Trans Bus on the quality of the quality experience

- a. Based on the feasibility test analysis of the data obtained on the excellent service variable (X2) measured by emphatic instruments / indicators (empathy) with the statement "Juragan 99 Trans Bus always provides information to its passengers while traveling, this is a form of communication built with passengers" (SE5) which occupies the highest role in influencing quality experience variables (Y) of 0.898 and the results of reliability tests on the service excellent variable (X2) have the first role with a composite reliability value of 0.922. The value is greater than 0.7, so it can be

concluded that the variable tested is valid and reliable.

- b. The R-Square value of the excellent service variable to quality experience is 0.172. This shows that the role of excellent service on quality experience is because the excellent service offered by Juragan 99 Trans Bus is in accordance with the needs of passenger passengers.
- c. This test is in accordance with theoretical studies in (A Parsu Parasuraman et al., 1988) , stating service quality (service excellent) is a criterion for consumer evaluation of services provided throughout the relevant period of time. Excellent service is determined by the criticality of the service dimension. The definition shows that there are two main factors that affect service excellent: excellent service expected by consumers and service quality (excellent service) reevaluated by consumers or results evaluated by consumers.
- d. The results of data processing in this study are also in line with previous research conducted by:
 - 1) (Norawati et al., 2021) In the article entitled "Analysis Of Product Variation, Quality Of Service And Their Effect On Customer Satisfaction" resulted in the conclusion that: service quality has a positive effect on customer satisfaction.
 - 2) (Cesariana et al., 2022) In an article entitled "Purchasing Decision Model Through Consumer Satisfaction in the Marketplace: Product Quality and Service Quality (Marketing Management Literature Review)"

concluded that: product quality affects consumer satisfaction.

- e. The results of the hypothesis test show that the t-statistic value of 3,652 is greater than the t-table of 0.195, so the second hypothesis stating that the excellent service offered by the Juragan 99 Trans Bus service affects the high quality experience **is accepted.**

Discussion of data analysis on the role of co-creation on the Juragan 99 Trans Bus on quality experience moderated by currency

- a. Based on the feasibility test analysis of the data obtained on the currency variable (Z) measured by the pricing strategy instrument/indicator with the statement "The Juragan 99 Trans Bus offers prices according to its target marker" (C3) which occupies the highest role in influencing the quality experience (Y) variable of 0.848, and the results of reliability tests on the currency variable (Z) has the fourth role with a composite reliability value of 0.899. The value is greater than 0.7, so it can be concluded that the variable tested is valid and reliable.
- b. The R-Square value of the co-creation variable to the quality experience moderated by currency is 0.056. This shows that co-creation moderated by currency has a positive role in quality experience because each fleet and class offered by Juragan 99 Trans Bus has different prices and has its own advantages, so passengers can choose the class or fleet according to their wishes.
- c. This test is in accordance with theoretical studies in stating that price (P. Kotler & Amstrong, 2014)

(currency) is a certain quantity or amount communicated by one organization to another organization as the amount to be paid for one item of merchandise or services. Today, currency is used in various production costs related to the demand for goods and services.

- d. The results of data processing in this study are also in line with previous research conducted by:
1. (Ahmed et al., 2023) In the article "The Intricate Relationships Of Consumers' Loyalty And Their Perceptions Of Service Quality, Price And Satisfaction In Restaurant Service" results in the conclusion that: price has a direct and significant influence on consumer satisfaction.
 2. (Othman et al., 2020) In the article "The Effects On Customer Satisfaction And Customer Loyalty By Integrating Marketing Communication And After Sale Service Into The Traditional Marketing Mix Model Of Umrah Travel Services In Malaysia" results in the conclusion that: price has a significant positive effect on customer satisfaction.
- e. The results of the hypothesis test show that the t-statistic value of 2.871 is greater than the t-table of 0.195, so the third hypothesis states that co-creation moderated by the currency set by Bus Juragan 99 Trans has an effect on the high quality experience **received.**

Discussion of data analysis on the role of excellent service on the Juragan 99 Trans Bus on quality experience moderated by currency

- a. Based on the feasibility test analysis of the data obtained on the currency variable (Z) measured by the pricing

strategy instrument/indicator with the statement "The Juragan 99 Trans Bus offers prices according to its target marker" (C3) which occupies the highest role in influencing the quality experience (Y) variable of 0.848, and the results of reliability tests on the currency variable (Z) has the fourth role with a composite reliability value of 0.899. The value is greater than 0.7, so it can be concluded that the variable tested is valid and reliable.

- b. The R-Square value of the excellent service variable to the quality experience moderated by currency is 0.030. This shows that co-creation moderated by currency has a positive role in quality experience because the price is set in accordance with the facilities and services provided.
- c. This test is in accordance with theoretical studies in stating that price (P. Kotler & Amstrong, 2014) (currency) is a certain quantity or amount communicated by one organization to another organization as the amount to be paid for one item of merchandise or services. Today, currency is used in various production costs related to the demand for goods and services.
- d. The results of data processing in this study are also in line with previous research conducted by:
 - 1) (Ahmed et al., 2023) In the article "The Intricate Relationships Of Consumers' Loyalty And Their Perceptions Of Service Quality, Price And Satisfaction In Restaurant Service" results in the conclusion that: price has a direct and significant influence on consumer satisfaction.

- 2) (Othman et al., 2020) In the article "The Effects On Customer Satisfaction And Customer Loyalty By Integrating Marketing Communication And After Sale Service Into The Traditional Marketing Mix Model Of Umrah Travel Services In Malaysia" results in the conclusion that: price has a significant positive effect on customer satisfaction.

The results of the hypothesis test show that the t-statistic value of 2,308 is greater than the t-table of 0.195, so the hypothesis states that excellent service moderated by the currency set by Bus Juragan 99 Trans has an effect on the high quality experience **received**.

CONCLUSION

Based on the results of data analysis and discussion, the author obtained conclusions that can be drawn from research on the influence of co-creation and excellent service on quality experience moderated by currency (study on Juragan 99 Trans Bus passengers in Bekasi Regency) as follows:

Co-Creation offered by Juragan 99 Trans Bus transportation service can encourage the high level of quality experience, because it provides a variety of classes and attractive fleet availability for service users, as well as providing comfort for its passengers. Juragan 99 Trans Bus also has its own advantages, namely having a wider leg room, smooking room, and coffie maker dispenser.

The excellent service offered by Juragan 99 Trans Bus transportation services can encourage a high level of quality experience, because Juragan 99 Trans Bus prioritizes the safety of

passengers and provides the facilities needed by passengers. In addition, the staff of Juragan 99 Trans Bus is very consistent and competent in their fields so that they are fast in handling complaints experienced by passengers.

The currency set in moderating co-creation by the Juragan 99 Trans Bus transportation service can encourage a high level of quality experience, because with the availability of a fleet or various classes owned by the Juragan 99 Trans Bus and the prices that have been set, it can make it easier for passengers to choose the fleet they will ride, with their respective comfort levels.

The currency set in moderating excellent service by Juragan 99 Trans Bus transportation services can encourage a high level of quality experience, because price and quality basically affect passenger satisfaction so that the price owned by Juragan 99 Trans Bus will be comparable to the quality of service provided to its passengers.

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