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Analysis of Customer Satisfaction of Mayasari Bakti Buses in Jabodetabek

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Abstract: This research aims to analyze the influence of public relations as variable X1, service quality as variable X2, and customer satisfaction as variable Y on consumers of Mayasari Bakti bus in Jabodetabek. This is quantitative research using probability sampling, specifically purposive sampling. Determination of margin of error using the Slovin formula with a margin of error of 10% and 100 respondents. Data was analyzed using SPSS. The margin of error was determined using the Slovin formula with a 10% error rate and 100 respondents. Data were analyzed using SPSS. The research found that the influence of Public Relations on customer satisfaction of Mayasari Bakti transportation services is 0.811, indicating that variable X1 influences customer satisfaction with Mayasari Bakti Bus services. Service Quality as variable X2 yields a value of 0.886, and the Information Needs variable yields a value of 0.879. It can be concluded that both variables X1 and X2 influence variable Y.

Keyword: Public Relations, Service Quality, Customer Satisfaction, Mayasari Bakti, Jabodetabek

INTRODUCTION

The existence of public services in large cities is currently crucial because the number of vehicles and people has grown much faster than the available road capacity. Several studies on public transportation, including those conducted by Sutandi (2015) and Tom Tom (2024), indicate that traffic congestion and the need for a better environment are requirements for sustainable cities and also for human life (Sutandi, 2015).

Communication is a necessity for humans throughout their lives, both with their peers and with organizations or communities. This shows that humans develop as a result of social integration within a group or civilization. According to Muhammad (2005), the importance of communication for humans cannot be denied, nor can its value for organizations. An

organization can function smoothly and successfully if the organizational communication process runs well. On the other hand, a lack of communication will lead to conflicts among organizational members, thereby disrupting processes within the organization. Brent D. Ruben (in Muhammad 2005) states that communication is a process through which individuals in their relationships, within groups, within organizations, and within society create, send, and use information to coordinate their environment with others. Schein (in Muhammad: 2005) states that an organization is a rational coordination of the activities of a number of people to achieve common goals through the division of labor and functions through a hierarchy of authority and responsibility. In addition, Schein also states that organizations have certain characteristics, namely structure, goals, interrelationships, and dependence on human communication to coordinate activities within the organization.

Public Relations is an important aspect in every organization. The role of public relations is not only to build the image of an organization or business to appear strong, good, and healthy, but also to help create conditions that enable the company to have a good, healthy, and strong work environment and high social relations. Human Resource Performance. Public Relations evolves dynamically and is indeed essential to the existence of an organization. For example, in the social sphere, Public Relations is needed to communicate all the interests of an institution to its target audience. The communication objectives in Public Relations work fall into two main categories: internal communication (among personnel or institutional members) and external communication (with the public). External communication is crucial for institutions in shaping the company's image among the public, which involves providing accurate and reasonable information about the institution's role in societal life.

Currently, marketing communication has become a necessity for businesses to design all the products they will produce. The current changes are closely tied to the evolution of marketing communication. According to the AMA (The American Marketing Association), whose members consist of a large number of marketing professionals in the United States and Canada, marketing is defined as: "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy both individuals and organizational objectives."

Service quality can be determined by comparing consumers' perceptions of the actual services they receive or obtain with the services they actually expect or desire in terms of a company's service attributes. PT. Mayasari Bakti, as one of the bus transportation service providers in the Jabodetabek area, plays a strategic role in providing safe, comfortable, and affordable transportation access. However, in recent years, PT. Mayasari Bakti has faced various challenges, including competition with other modes of transportation and high customer expectations regarding service quality. Service quality is crucial in the service industry, particularly in industries that require a high level of excellence through service quality improvement. Quality must begin with customer needs and end with customer perceptions. This means that a good quality image is not seen from the perspective of the service provider, but based on customer perception. Yamit (in Ardi et al., 2016: 96) states that businesses not only aim to meet customer needs but also strive for continuous improvement of products and services to enhance customer satisfaction across all product and service lines. Tjiptono (2016: 59) argues that service quality is the level of excellence expected and the control over that level of excellence to achieve it.

According to Kotler and Keller (2009:138), satisfaction is a feeling of pleasure or disappointment that arises when comparing the perceived performance of a product (or result) with one's expectations or hopes. The satisfaction obtained by consumers can encourage them to make repeat purchases (Peter & Olson, 2002). According to Fornell (in Hendarsono and

Sugiharto 2013), satisfied consumers will make repeat visits in the future and will also tell others about the products or services they have experienced.

Mayasari Bakti Bus as a service company, currently needs to implement various strategies to increase the number of service users and become the choice of the community in carrying out their daily activities. To achieve this, Mayasari Bakti Bus needs to improve its public relations functions and service quality so that public transportation users can be retained and increased over time. According to Wijaya (in Setianto et al., 2020: 233), customer satisfaction can be achieved by providing good service quality, and service companies must focus on customer satisfaction. PT Mayasari Bakti (abbreviated as MYS) is one of the service companies operating in the transportation sector and is active in the Jabodetabek region (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Based on data from BPS (National Statistics Agency), the number of Mayasari Bakti bus users in Jabodetabek has experienced a not-so-significant increase. In 2019, the number of Mayasari Bakti bus passengers increased to 279 people compared to 258 people in 2018. Furthermore, the research will analyze the role of public relations and service quality on customer satisfaction at PT Mayasari Bakti as a public transportation service provider.

Marketing communication can be described as an activity carried out by one or more individuals with the aim of informing, persuading, and presenting a product to potential customers, either directly or indirectly, or through the media, so that they are willing to buy the marketed product. According to Morissan (2010:7), marketing communication activities include:

- 1) Advertising;
- 2) Direct Marketing;
- 3) Sales Promotion;
- 4) Personal Selling;
- 5) Public Relations

Public relations is a management function that builds and maintains good and beneficial relationships between an organization and the public that influence the success or failure of the organization. Public relations is defined as “a management function involving a planned and sustained effort by every organization to achieve mutual understanding, support, and sympathy from the public through evaluating public opinion about the organization in order to achieve productive and efficient cooperation” (Wilcox, Cameron, and Reber, 2015).

This definition of public relations positions it as a management function, meaning that management throughout the organization must place public relations as an integral part of the organization. This definition also identifies the establishment and maintenance of mutually beneficial relationships between the organization and the public as the moral and ethical basis of the public relations profession. At the same time, this definition sets forth criteria for determining what public relations is.

According to Cutlip and Center in Effendy (2009:116), public relations is defined as a management function that assesses public attitudes, identifies the policies and practices of individuals or organizations in the public interest, and plans and implements programs to gain understanding, acceptance, support, and favorable evaluation from the public.

Effendy (2009:36) states that the functions of public relations include:

- 1) Supporting management activities in achieving organizational goals.
- 2) Creating two-way communication by disseminating information from the company to the public and channeling public opinion to the company.
- 3) Serving the public and providing advice to organizational leaders for the public interest.
- 4) Fostering harmonious relationships between the organization and the public, both internal and external.

The quality of public services provided by all agencies must, of course, take into account the satisfaction of service recipients (Tjiptono & Diana, 2003:11). Dwiyanto (2006:144) states that public service quality is the ability of public service organizations to provide services that satisfy service users, both through technical and administrative services.

According to Arianto (2018:83), service quality can be defined as activities that focus on fulfilling needs and requirements, as well as on timeliness in meeting customer expectations. Service quality applies to all types of services provided by a company when clients are at the company. As a social media user, a person can freely edit, add, or modify text, videos, graphics, and other content. Social media can display various activities through videos and images. Not only that, social media can also connect people with new friends, both in nearby environments and distant environments such as overseas. Meanwhile, according to Hardiansyah (2011:40), public service quality is a dynamic condition related to service products, people, processes, and the environment, where the assessment of quality is determined at the time of public service delivery.

The feeling of satisfaction or disappointment that arises after comparing the performance (results) of a product against its expected performance (or results). Meanwhile, Richard Oliver's definition of customer satisfaction (in Barnes, 2003: 64) is: Satisfaction is the customer's response to the fulfillment of their needs. This means an assessment of the uniqueness of a product or service, or the product/service itself, providing a level of comfort related to the fulfillment of a need, including the fulfillment of needs below expectations or the fulfillment of needs exceeding customer expectations (Kotler, 2014:150). Customer satisfaction is the result of a comparison made by customers between the level of perceived benefits and the benefits expected by customers.

Transportation is the movement of people and goods from one place to another using motorized vehicles or human and animal labor. The movement of goods and people occurs because of unmet needs in our current location. The process of fulfilling these needs results in interaction between activity systems and network systems, producing the movement of people and goods in the form of vehicle movement. This process is often referred to as the macro transportation system (Warpani, 2002). According to Morlok (1995), transportation means moving or carrying something from one place to another. Transportation can also be defined as the effort to move or transport something from one location to another using specific tools.

From the perspective of modes of transportation commonly used as public transportation, there are various types, including public transportation regulations:

- 1) Vans and Conventional Buses
Vans and conventional buses are public transportation vehicles that operate without dedicated lanes, but have their own routes and can reach more specific and smaller routes, so that the origin-destination coverage area is larger but more specific and can reach smaller areas.
- 2) Bus Rapid Transit (BRT)
Bus Rapid Transit (BRT) is a bus that has an exclusive/separate lane system from other vehicles or transportation on the road surface.
- 3) Light Rapid Transit (LRT)
Light Rapid Transit (LRT) is a form of public transportation that uses light rail vehicles operated on dedicated electric tracks and runs on a single track for each mode.
- 4) Tram
A tram can be defined as a type of light rail transit (LRT) that is smaller in size than an LRT. According to data from Infootomotif (2022), a tram is a train powered by electricity or a small locomotive that is typically used for urban passenger transport. Trams are still in operation in European cities, while in Indonesia, trams were

discontinued in Jakarta in 1962 and have not been used in Surabaya since the 1970s (Kompas.com, 2022). Meanwhile, in European cities, trams are still used as public transportation to this day.

5) Underground Metro

The Underground Metro is a railway system specifically operated underground, commonly referred to as the subway. In Indonesia, the Underground Metro is known as the Integrated Mass Rapid Transit (MRT). Construction of this transportation system began in 2013. The first MRT Jakarta line began operations on March 24, 2019, making it the first underground railway service to operate in Indonesia (Wikipedia, 2025).

6) Elevated Rail Transit

Elevated Rail Transit is a train with a special system, which operates on an aerial structure. This train runs on a special track above the ground, usually located in a specific area. Elevated Rail Transit can be found at Soekarno Hatta Airport, connecting between gates.

7) Suburban Rail

Suburban Rail is a mode of transportation that runs on dedicated tracks separate from other vehicles and operates on the road surface. Typically, Suburban Rail is operated for urban and suburban origin-destination trips, resulting in relatively longer and farther trips.

Most bus companies (PO) started out as sole proprietorships or family businesses. Many of them have gone out of business or been acquired by other companies. PO Mayasari Bakti has carved out a long history in the world of land transportation in Indonesia. This bus company was founded by the late H. Engkud Mahpud in 1964. At the beginning of its establishment, Mayasari Bakti served the Cililitan – Tanjung Priok route.

In 1970, PO Mayasari Bakti experienced rapid growth with the acquisition of a new fleet. This was made possible with the help of a bus procurement loan from the Governor of DKI Jakarta, Ali Sadikin. At that time, the DKI Jakarta provincial government was actively developing public transportation facilities. In 1982, several city bus operators were forced to merge into one entity known as the Jakarta Passenger Transport Company (PPD). One of the private operators that managed to survive was PO Mayasari Bakti, which even continued to grow into a large corporate group. The main company of the business founded by H. Engkud Mahpud is now named PT. Mayasari Bakti Utama. Some of the companies under its umbrella include PT Mayasari Bhakti (city buses), PT Primajasa Perdanaraya Utama (intercity buses, taxis, tourism, employee transportation), PT Mayasari Utama (bodywork), PT Maya Perdana Abadi (tire retreading), and PT Maya Perkasa Abadi (freight forwarding).

Uses and Gratification Theory was first introduced in the 1940s when experts began studying why people choose to consume various forms of media. Over the next few decades, research on uses and gratification focused primarily on the gratification sought by media users. Then, in the 1970s, researchers shifted their attention to the outcomes of media use and the social and psychological needs that media fulfill. Today, this theory is often associated with the work of Jay Blumler and Elihu Katz (1974). As media technology continues to evolve, research on Uses and Gratification Theory has become more important than ever for understanding the motivations behind people's media choices and the satisfaction they derive from them.

The core of Uses and Gratification Theory is that audiences basically use mass media based on certain motives (Schramm and Porter in Kriyantono 2006:207). The media is considered to strive to fulfill the motives of the audience. If these motives are fulfilled, then the needs of the audience are also fulfilled. The audience is considered to know their needs and to be aware of and responsible for choosing media that can fulfill their needs. The audience is seen as an active participant in the communication process. However, the level of

activity of each individual is not the same. Media usage is driven by needs and goals determined by the audience themselves (Littlejohn 2005:286). Katz, Blumler, and Gurevitch state that there are five basic assumptions of Uses and Gratification Theory, namely:

- 1) The audience is active and their use of media is goal-oriented.
- 2) The audience members take the initiative in connecting their needs with specific media choices.
- 3) Media compete with other sources to satisfy needs.
- 4) People have sufficient self-awareness of their media use, interests, and motives to provide researchers with an accurate picture of its usefulness.
- 5) Assessments of media content can only be made by the audience.

METHOD

The type of research is quantitative, which is research characterized by the use of numerical data for analysis (Samatan, 2017). The research framework is positivistic, which is a framework that views everything or phenomena as something that can be measured positively or precisely so that it can be quantified (Sundaro, 2022). The population in this research is the customers of Bus Mayasari Bakti Jabodetabek (Jakarta Bogor Depok Tangerang Bekasi), an intercity bus fleet that has been serving the Jabodetabek community since 1964 (Okezone Otomotif, 2023). The sample type is non-probability sampling, using purposive sampling. The use of this type of sample determination has several requirements, including [1] Active bus transport users; [2] Users of Mayasari Bakti bus services; [3] Customers who have been using Trans Jakarta and Mayasari Bakti bus services for more than one year. The sample size was determined using the Slovin formula, assuming the number of Mayasari Bakti customers is known, the margin of error is set at 10%, and the sample size is 100 respondents.

Definition of Operational Variables

According to Samatan (2017), research variables are attributes, characteristics, or values of people, objects, or activities that have certain variations determined by researchers to be studied and then conclusions are drawn.

Operational Variable Concepts

There are two variables in this research, namely Public Relations (Kotler and Armstrong, 2008) as Variable X1; with indicators: [1] News coverage; [2] Unique corporate identity; [3] Community service activities. Variable X2 is Service Quality (X2), using Hardiansyah's (2011) opinion, with indicators: [1] Physical evidence (tangible); [2] Reliability; [3] Responsiveness. Meanwhile, Customer Satisfaction serves as variable Y, using Indrasari's (2019) opinion, with indicators: [1] Expectation fulfillment; [2] Interest in revisiting; [3] Willingness to recommend.

RESULT AND DISCUSSION

Based on the results of research conducted by distributing questionnaires to 100 respondents, using the Uses and Gratification Theory, the core of this theory states that the general public uses mass media for exclusive motives. If these motives are fulfilled, then the needs of the audience will also be fulfilled, so that ultimately the media will be considered as media that can effectively meet the needs of the audience.

The researchers reanalyzed each statement from variables (X1), (X2), and (Y). In variable (X1), namely public relations, the highest frequency was found in the Community Service dimension with a presentation of 57% in the statement "I feel that Mayasari Bakti provides good service to the community." For variable (X2), which is service quality, the highest frequency was found in the Assurance dimension, with a presentation of 54% on the statement "I feel comfortable when using Mayasari Bakti Bus services." For the variable (Y),

which is customer satisfaction, the highest frequency result was found in the dimension of Intention to Ride Again, with a presentation of 55% on the statement “I intend to use Mayasari Bakti Bus services again in the future”.

The validity test results for each statement distributed to 100 respondents were declared valid because the calculated r value was greater than the table r value. The table r value was determined using the formula $df = n - 2$, namely $df = 30 - 2 = 28$ respondents at a significance level of 5%, resulting in a table r value of 0.361. The reliability test results for variables X_1 and X_2 were deemed reliable, with calculated alpha coefficients > 0.60 and Cronbach's alpha values of 0.811 and 0.886, respectively, making the data suitable for further measurement. Meanwhile, the reliability test for variable Y was found to be highly reliable, with a calculated alpha coefficient > 0.80 and a Cronbach's alpha of 0.879, so the data was used as the next measurement instrument.

Based on classical assumption testing, the normality test results can be considered normal if the significance value or probability value is > 0.05 . In this research, the normality test was conducted using Kolmogorov Smirnov with a result of $0.128 > 0.05$, so it can be said that this research is normally distributed. Meanwhile, in the heteroscedasticity test using the Glejser test, the sig. value of the Public Relations variable (X_1) was $0.300 > 0.05$ and the sig. value of the Service Quality variable (X_2) was $0.971 > 0.05$, so it can be stated that there is no heteroscedasticity. For the multicollinearity test, the tolerance and VIF values indicate that the regression results in this research show a tolerance value of $0.511 > 0.10$ and a VIF value of $1.957 < 10.00$, meaning that there is no multicollinearity in the data.

Based on the results of multiple linear regression analysis, it can be concluded that the regression coefficient value of the public relations variable (X_1) on the customer satisfaction variable (Y) is positive at 0.326, and the regression coefficient value of the service quality variable (X_2) on the customer satisfaction variable (Y) is positive at 0.254. This means that if the public relations variable (X_1) and the service quality variable (X_2) increase, then the customer satisfaction variable (Y) will also increase. In other words, the better the service quality (X_2) provided by Bus Mayasari Bakti, the higher the level of customer satisfaction (Y).

Based on the results of the coefficient of determination test, it can be concluded that the results of the coefficient of determination test of X_1 on Y produced an r value of 0.794. This means that the relationship between public relations and customer satisfaction is 0.794 (79.4%). Therefore, it can be stated that the relationship is very strong. The results of the coefficient of determination test for X_2 on Y produced an r value of 0.823. This means that the relationship between service quality and customer satisfaction is 0.823 (82.3%). Therefore, it can be stated that the relationship is very strong. Meanwhile, the results of the coefficient of determination of X_1 and X_2 on Y produced an r value of 0.878. This means that the relationship between public relations and service quality on customer satisfaction is 0.878 (87.8%). Therefore, it can be stated that the relationship is very strong.

The result of the first hypothesis test H_{a1} is that there is an influence of Bus Mayasari Bakti's public relations on customer satisfaction in the JABODETABEK area. According to Kotler (2008), there are three indicators in public relations, namely: [1] News, which contains positive information about companies; [2] Community service activities; and [3] Unique corporate identity.

Thus, it can be concluded that H_{o1} is rejected and H_{a1} is accepted. This is proven by the T-test results with a Sig. value of $0.002 < 0.05$ and a calculated t -value (3.152) $>$ table t -value (1.984). Therefore, the public relations variable partially influences customer satisfaction.

The second hypothesis test assumes that H_{a2} indicates an influence of the quality of public transportation services provided by Bus Mayasari Bakti on customer satisfaction in the

Jabodetabek area. According to Hardiyansyah (2011), service quality must have the following characteristics: [1] Tangible evidence, [2] Reliability, [3] Responsiveness, [3] Assurance, [4] Empathy. The T-test results show that the Sig. value is $0.000 < 0.05$ and the calculated t-value (3.152) > the table t-value (1.984). Therefore, the service quality variable partially influences customer satisfaction.

The third hypothesis test with the assumption Ha3 is that there is an influence of public relations and the quality of Mayasari Bakti public transportation services on customer satisfaction in the Greater Jakarta area. It is concluded that Ho3 is rejected and Ha3 is accepted. This is evidenced by the results of the F-test, with the calculated F value (40.718) > the table F value (3.09) and the Sig. value $0.000 < 0.05$. Thus, public relations (Variable X1) and service quality (Variable X2) simultaneously influence the customer satisfaction (Variable Y).

Analysis Based on Uses and Gratifications Theory

The Uses and Gratification Theory is the main framework for understanding how public transportation customers in the Jabodetabek area actively choose and use Mayasari Bakti Transportation to meet their daily needs for activities. The Public Relations variable (X1), which includes indicators such as: News, containing positive information about the company; Community service activities; and the company's unique identity, is closely related to this theoretical perspective. According to the Uses and Gratification Theory, customers use Public Relations information to meet their needs for relevant information about the transportation services they use. For example, customers may want to know whether the transportation service is reliable and punctual, indicating that the relationship between customers and the Public Relations of Mayasari Bakti public transportation buses encourages them to use these services.

The Service Quality Variable (X2) with indicators of physical evidence (tangible), reliability, responsiveness, assurance, and empathy plays a significant role in determining Customer Satisfaction in accordance with the Uses and Gratification theory. Within the framework of the Uses and Gratification theory, customers actively choose to use a particular transportation service because they believe it can meet their needs, such as the need for safe and comfortable travel. Good service quality plays a role in increasing customer satisfaction, which ultimately strengthens their reasons for continuing to use the service in the future.

The Customer Satisfaction Variable (Y), which consists of: [1] expectation fulfillment; [2] willingness to use again, and [3] willingness to recommend, is an implementation of the gratification obtained by customers. From the perspective of Uses and Gratifications Theory, public transportation can be considered as a means used by customers to fulfill their mobility satisfaction. This satisfaction may include cost efficiency, comfort, or faster travel times. If Mayasari Bakti's services can effectively meet customer satisfaction, customers will feel satisfied and are likely to continue using the same transportation services.

CONCLUSION

Based on the overall discussion conducted by the researchers, the following conclusions were drawn:

1. Public relations activities by Mayasari Bakti public bus transportation have a positive influence on customer satisfaction in Jabodetabek. This variable has three indicators: News, which contains positive information about the company; community service activities; and the company's unique identity, all of which collectively have a positive impact on customer satisfaction.
2. Service quality also plays a significant role in determining customer satisfaction. Factors such as punctuality, comfort, cleanliness, and customer service quality have

positive impacts on customer satisfaction levels. This research indicates that customer satisfaction increases if Mayasari Bakti Bus can maintain and improve their service quality standards.

3. The Public Relations and Service Quality variables together play an important role in jointly enhancing customer satisfaction. This research indicates that the integration of effective public relations efforts and high service quality standards can enhance overall customer satisfaction. These two factors complement each other and need to be optimized to achieve the best results.

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