

Service Quality, Experience, and Satisfaction on Repurchase Intention at Rosalia Indah Bus Probolinggo

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ABSTRACT

The public transportation industry faces tight competition, requiring companies to understand what makes passengers return. This study aims to analyze the effect of service quality and customer experience on repurchase intention, using service user satisfaction as a mediating variable at the Probolinggo branch of a long-distance bus company. We applied a quantitative approach with an associative method to answer our research questions. We gathered primary data by distributing printed questionnaires to passengers who recently used the bus service. We selected the respondents using a purposive sampling technique based on their recent travel history. We analyzed the respondent data using a structural equation modeling tool. Our analysis shows that providing good service quality and creating a pleasant customer experience positively and significantly increase passenger satisfaction. We also find that excellent service and positive experiences directly encourage passengers to buy tickets again. Service user satisfaction proves to have a positive and direct impact on the final repurchase intention. This satisfaction successfully mediates the relationship between both service quality and customer experience toward the intention to return. We conclude that maintaining reliable bus facilities and comfortable travel experiences are highly effective strategies to satisfy passengers and secure future ticket purchases.

Keywords: Service Quality, Customer Experience, User Satisfaction, Repurchase Intention, Public Transportation

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1. INTRODUCTION

Land transportation, especially intercity buses, plays a massive role in supporting community mobility for social, economic, and tourism activities. This rapid development pushes the public demand to choose travel options that provide safety, comfort, and high efficiency. Based on recent statistical data, the number of bus passengers continues to show a positive upward trend over the last few years. People actively consider competitive prices, physical comfort, time efficiency, and travel safety as their main reasons for picking public transportation over private vehicles.

We observe this phenomenon directly at PT Rosalia Indah Transport in Probolinggo, a company that provides long-distance travel services with premium facilities. They equip their buses with air conditioning, WiFi connections, reclining seats, clean toilets, televisions, and complimentary meals to ensure the passengers enjoy their trip. The company heavily relies on friendly staff and complete amenities to create a memorable journey for everyone on board. We need to understand



how these daily operational efforts actually shape the passengers' feelings and eventually drive them to buy tickets from this specific branch again.

Literature Review and Previous Research. Repurchase Intention represents a specific consumer behavior where a person shows a strong desire to buy or use the same service again in the future (Kasandi & Fadilah, 2025). We measure this dependent variable by looking at the transactional intention, referential intention, preferential intention, exploratory intention, and the specific desire to make this bus the main choice for future trips (Hidayah & Anjarwati, 2018; Prabawa et al., 2023). Previous research strongly confirms that building this repeat buying habit is the ultimate target for any transportation business to secure their daily revenue and ensure long-term market survival.

Service User Satisfaction acts as an emotional measurement of a person's feeling of pleasure or disappointment after comparing the actual service they received with their initial expectations before the trip (Indrasari, 2019). We evaluate this feeling through several practical indicators, such as the passengers' satisfaction with the bus features, their satisfaction regarding their purchase decision, their overall travel experience, and the perceived value they get after paying the ticket price (Prabawa et al., 2023). Previous studies clearly show that when passengers feel highly satisfied with their trip, they naturally develop a strong desire to return and use the same transportation service again (Faizah et al., 2023; Irwanto & Subroto, 2022).

Service Quality is a direct measurement of how well the delivered service level successfully matches the actual expectations and basic needs of the service users (Nuraeni, 2021). We assess this operational variable by observing the direct physical evidence, the reliability of the bus schedule, the responsiveness of the crew, the assurance of safety, and the personal attention given to the passengers. Researchers found that delivering excellent service quality positively and directly encourages passengers to buy tickets again (Gumilang, 2024; Kamal et al., 2022; Priambada et al., 2024), even though some other studies argue that this variable does not automatically guarantee a repeat purchase without other supporting factors (Suwandini et al., 2023; Widanti et al., 2022).

Customer Experience forms a subjective perception in the minds of the service users based on their entire interaction with the brand, starting from the pre-purchase stage all the way to the post-purchase evaluation (Tunjungsari et al., 2025). We measure this interaction using practical indicators, which include a pleasant travel experience, the ease of the transaction process, and how the service engages the passengers' senses, feelings, thoughts, actions, and social relations (Prabawa et al., 2023). Previous findings indicate that creating a joyful and seamless interaction significantly pushes the consumers to return (Cahyani et al., 2019; Putri & Sarudin, 2023; Wahyuni et al., 2023), but other academic evidence suggests that a good experience alone is not always enough to significantly influence their final repurchase decisions directly (Kartika & Prasetyo, 2022; Sholikhah & Pujiyanto, 2024).

Gap Analysis and Novelty Statement. We identify a clear research gap in the existing academic literature regarding the direct impacts of physical service and emotional experience on consumer loyalty. Some academic sources confidently prove that Service Quality and Customer Experience instantly drive Repurchase Intention, while other researchers found no significant direct impact between these variables. This ongoing inconsistency strongly suggests that providing a comfortable bus and a smooth booking process might not work independently to make someone buy a ticket again. We suspect there is an important psychological layer, specifically the emotional fulfillment of the passenger, that bridges the gap between receiving a good service and actually deciding to return.

We offer a fresh novelty in our study by introducing Service User Satisfaction as a specific mediating variable to solve this academic inconsistency within the intercity bus transportation



sector. While most previous studies usually test these variables in modern retail or digital e-commerce settings, we specifically apply this framework to the real-world operational environment of PT Rosalia Indah Transport in Probolinggo. Previous research proves that satisfaction can successfully mediate the relationship between service quality and repurchase intention (Andari & Mathori, 2023; Irmawati et al., 2021; Salsabila, 2025), as well as between customer experience and repurchase intention (Sauw & Mointi, 2023). By combining all these variables into a single comprehensive model for a local transportation branch, we provide highly practical and new insights tailored for the public mobility industry.

Research Objectives. The main objective of our study is to analyze the factors that influence the passengers' loyalty at PT Rosalia Indah Transport Probolinggo. First, we aim to determine the direct effect of Service Quality and Customer Experience on Service User Satisfaction. Second, we want to measure how Service Quality and Customer Experience directly influence the final Repurchase Intention of the passengers. Third, we seek to understand the direct impact of Service User Satisfaction on Repurchase Intention. Finally, we want to prove whether Service User Satisfaction can successfully mediate the effect of Service Quality and Customer Experience on Repurchase Intention.

Hypothesis. Based on our logical review of the academic literature and the real conditions in the field, we propose five main hypotheses to guide our data analysis. We suspect that Service Quality and Customer Experience give a positive and significant effect on Service User Satisfaction. We also hypothesize that Service Quality and Customer Experience significantly influence the passengers' Repurchase Intention. We strongly believe that Service User Satisfaction directly and significantly impacts Repurchase Intention. For our mediation path, we hypothesize that Service User Satisfaction successfully mediates the effect of Service Quality on Repurchase Intention. Lastly, we hypothesize that Service User Satisfaction also mediates the relationship between Customer Experience and Repurchase Intention at PT Rosalia Indah Transport Probolinggo.

2. METHOD

We designed this study using a quantitative research method with an associative approach because we want to measure and explain the exact cause-and-effect relationships between our specific variables using numerical data (Dhany et al., 2025; Hudzafidah, Rahmansyah, et al., 2023; Rahmansyah, Dhany, et al., 2024; Rahmansyah & Dhany, 2023). Our main goal is to test how Service Quality and Customer Experience directly and indirectly affect the passengers' Repurchase Intention, with Service User Satisfaction acting as the mediating variable. We conducted this field research at the Probolinggo branch of PT Rosalia Indah Transport. For our population, we targeted all the service users who actively travel using this specific intercity bus. Since the total number of passengers changes every day and the exact population is completely unknown, we had to set specific boundaries to get the most accurate answers. We applied a non-probability sampling method, specifically using a purposive sampling technique, to intentionally select our respondents based on certain conditions. We set a strict criterion where the respondents must have used the Rosalia Indah bus service at least once within the last six months prior to our data collection period in January 2026. By applying this rule, we successfully gathered a total sample of exactly 102 respondents who recently bought tickets and experienced the trip themselves. We believe this specific sample size is solid enough to represent the real conditions of the local market and provide stable results for our evaluation. To gather the necessary information from these 102 passengers, we collected the primary data directly in the field. Our main data collection tool was a structured questionnaire, which we distributed to the service users (Elmas et al., 2026). We also conducted brief direct interviews with some of the passengers to hear their honest personal opinions regarding



their travel experience, the bus facilities, and their overall satisfaction. To support this primary data, we also gathered secondary data through documentation techniques by reviewing relevant company records. After we successfully collected all the completed questionnaires, we moved on to the data processing phase. We analyzed the numerical data using the SmartPLS 3.0 software program. This software helped us test the measurement model to ensure our questionnaire was valid and reliable, and then evaluate the structural model. Finally, we used the program to run the hypothesis testing, which allowed us to clearly calculate the direct impacts and the exact mediating role of Service User Satisfaction on the final Repurchase Intention (Dhany & Rahmansyah, 2022; Hudzafidah, Dhany, et al., 2023; Rahmansyah, Hudzafidah, et al., 2024).

3. RESULTS AND DISCUSSION

RESULTS

Table 1. Convergent Validity Test Results Per Item

Variable	Item	r Count	r Table 5%	Status
Service Quality (X1)	X1.1.1	0.848	0.1946	Valid
	X1.1.2	0.776	0.1946	Valid
	X1.2.1	0.795	0.1946	Valid
	X1.2.2	0.789	0.1946	Valid
	X1.3.1	0.819	0.1946	Valid
	X1.3.2	0.622	0.1946	Valid
	X1.4.1	0.635	0.1946	Valid
	X1.4.2	0.801	0.1946	Valid
	X1.5.1	0.779	0.1946	Valid
Customer Experience (X2)	X1.5.2	0.813	0.1946	Valid
	X2.1.1	0.686	0.1946	Valid
	X2.1.2	0.575	0.1946	Valid
	X2.2.1	0.832	0.1946	Valid
	X2.2.2	0.827	0.1946	Valid
	X2.3.1	0.676	0.1946	Valid
	X2.3.2	0.801	0.1946	Valid
	X2.4.1	0.559	0.1946	Valid
	X2.4.2	0.750	0.1946	Valid
Service User Satisfaction (Y1)	Y1.1.1	0.689	0.1946	Valid
	Y1.1.2	0.790	0.1946	Valid
	Y1.2.1	0.635	0.1946	Valid
	Y1.2.2	0.764	0.1946	Valid
	Y1.3.1	0.765	0.1946	Valid
	Y1.3.2	0.634	0.1946	Valid
	Y1.4.1	0.781	0.1946	Valid
	Y1.4.2	0.678	0.1946	Valid
Repurchase Intention (Y2)	Y2.1.1	0.853	0.1946	Valid
	Y2.1.2	0.911	0.1946	Valid
	Y2.2.1	0.795	0.1946	Valid
	Y2.2.2	0.899	0.1946	Valid
	Y2.3.1	0.636	0.1946	Valid
	Y2.3.2	0.852	0.1946	Valid
	Y2.4.1	0.727	0.1946	Valid
	Y2.4.2	0.669	0.1946	Valid

Table 1 presents the convergent validity test results for each item in our research instrument. We compared the calculated r-value of every single item against the standard r-table value of 0.1946, which is based on our 102 respondents with a 5% significance level. Our data clearly shows that all statements measuring Service Quality, Customer Experience, Service User Satisfaction, and Repurchase Intention score well above the 0.1946 threshold. Because all items successfully



meet this standard requirement, we confirm that our questionnaire is fully valid and accurate for data collection.

Table 2. Convergent Validity Test Results Per Indicator

Variable	Indicator	Loading Factor	Standard	Status
Service Quality (X1)	X1.1	0.855	> 0.7	Valid
	X1.2	0.841	> 0.7	Valid
	X1.3	0.781	> 0.7	Valid
	X1.4	0.744	> 0.7	Valid
	X1.5	0.773	> 0.7	Valid
Customer Experience (X2)	X2.1	0.854	> 0.7	Valid
	X2.2	0.744	> 0.7	Valid
	X2.3	0.727	> 0.7	Valid
	X2.4	0.716	> 0.7	Valid
Service User Satisfaction (Y1)	Y1.1	0.801	> 0.7	Valid
	Y1.2	0.784	> 0.7	Valid
	Y1.3	0.780	> 0.7	Valid
	Y1.4	0.708	> 0.7	Valid
Repurchase Intention (Y2)	Y2.1	0.895	> 0.7	Valid
	Y2.2	0.876	> 0.7	Valid
	Y2.3	0.843	> 0.7	Valid
	Y2.4	0.785	> 0.7	Valid

Table 2 displays the convergent validity test results based on the loading factor of each indicator. In this specific test, an indicator is considered valid if its loading factor is higher than the standard minimum of 0.7. Our analysis reveals that all indicators for Service Quality, Customer Experience, Service User Satisfaction, and Repurchase Intention produce loading factors strictly above 0.7. This result proves that every indicator perfectly represents its respective variable and safely fulfills the convergent validity requirements for our model.

Table 3. Average Variance Extracted (AVE) Results

No	Variable	AVE	Status
1	Service Quality (X1)	0.640	Valid
2	Customer Experience (X2)	0.581	Valid
3	Service User Satisfaction (Y1)	0.591	Valid
4	Repurchase Intention (Y2)	0.724	Valid

Table 3 shows the Average Variance Extracted (AVE) results for all the variables used in this study. The standard statistical requirement dictates that a variable must have an AVE value greater than 0.5 to be considered valid. We find that Service Quality scores 0.640, Customer Experience scores 0.581, Service User Satisfaction scores 0.591, and Repurchase Intention scores 0.724. Since all these numbers are clearly higher than 0.5, we conclude that all variables meet the required validity standards.

Table 4. Discriminant Validity Test Results

Indicator	(X1)	(X2)	(Y1)	(Y2)
X1.1	0.855			
X1.2	0.841			
X1.3	0.781			
X1.4	0.744			
X1.5	0.773			
X2.1		0.854		
X2.2		0.744		
X2.3		0.727		



Indicator	(X1)	(X2)	(Y1)	(Y2)
X2.4		0.716		
Y1.1			0.801	
Y1.2			0.784	
Y1.3			0.780	
Y1.4			0.708	
Y2.1				0.895
Y2.2				0.876
Y2.3				0.843
Y2.4				0.785

Table 4 provides the discriminant validity test results using the cross-loading method. We use this test to ensure that an indicator measures its own construct better than it measures any other construct in the model. The data indicates that every indicator has a cross-loading value greater than 0.7 on its respective variable, and this specific value is always higher than its loading on the other variables. This confirms that each construct is distinct and our model successfully meets all discriminant validity criteria.

Table 5. Reliability Test Results

No	Variable	Composite Reliability	Cronbach's Alpha	Status
1	Service Quality (X1)	0.859	0.898	Reliable
2	Customer Experience (X2)	0.761	0.846	Reliable
3	Service User Satisfaction (Y1)	0.770	0.852	Reliable
4	Repurchase Intention (Y2)	0.872	0.913	Reliable

Table 5 details the reliability test results, which we use to measure the consistency of our research instrument. We evaluate this using two main parameters: Composite Reliability and Cronbach's Alpha, both of which must score above the minimum standard of 0.7. Our findings show that Service Quality, Customer Experience, Service User Satisfaction, and Repurchase Intention all record Composite Reliability and Cronbach's Alpha scores well above the 0.7 mark. Because all variables easily pass this threshold, we safely state that our research instrument is highly reliable.

Table 6. Data Distribution (Normality Test)

Indicator	Kurtosis	Skewness	Status
X1.1	1.087	-1.232	Normal
X1.2	1.586	-0.983	Normal
X1.3	1.243	-0.761	Normal
X1.4	0.664	-0.855	Normal
X1.5	0.077	-0.942	Normal
X2.1	0.568	0.100	Normal
X2.2	-0.695	-0.401	Normal
X2.3	-0.615	-0.596	Normal
X2.4	0.249	-0.488	Normal
Y1.1	0.396	-0.617	Normal
Y1.2	-0.425	-0.946	Normal
Y1.3	-0.538	-0.188	Normal
Y1.4	1.800	-1.241	Normal
Y2.1	1.080	-1.497	Normal
Y2.2	1.327	-1.676	Normal
Y2.3	0.216	-1.530	Normal
Y2.4	1.675	-1.100	Normal



Table 6 summarizes the data distribution to check the normality of our research data. We assess this by looking at the kurtosis and skewness values, which must fall within the acceptable range of ± 2 . Our statistical output reveals that the kurtosis and skewness values for all indicators of Service Quality, Customer Experience, Service User Satisfaction, and Repurchase Intention are strictly between -2 and +2. This confirms that all of our data is normally distributed and perfectly meets the normality assumption required for structural equation modeling.

Table 7. R-square Values

Variable	R-square
Repurchase Intention (Y2)	0.515
Service User Satisfaction (Y1)	0.312

Table 7 presents the R-square values to explain how much the independent variables affect our dependent variables. We observe that Repurchase Intention has an R-square value of 0.515, which means that Service Quality, Customer Experience, and Service User Satisfaction can explain 51.5% of the changes in Repurchase Intention, placing it in the moderate category. Meanwhile, Service User Satisfaction records an R-square of 0.312, indicating that Service Quality and Customer Experience explain 31.2% of its variance, which falls into the weak category.

Table 8. F-square Values

Variable Relationship	F-square
Service Quality (X1) $\rightarrow$ Service User Satisfaction (Y1)	0.097
Customer Experience (X2) $\rightarrow$ Service User Satisfaction (Y1)	0.288
Service Quality (X1) $\rightarrow$ Repurchase Intention (Y2)	0.129
Customer Experience (X2) $\rightarrow$ Repurchase Intention (Y2)	0.293
Service User Satisfaction (Y1) $\rightarrow$ Repurchase Intention (Y2)	0.090

Table 8 displays the F-square values to measure the specific effect size of each path in our model. We find that the effect of Service Quality on Service User Satisfaction is small (0.097), while the effect of Customer Experience on Service User Satisfaction is moderate (0.288). Furthermore, the direct effect of Service Quality on Repurchase Intention is small (0.129), the effect of Customer Experience on Repurchase Intention is moderate (0.293), and the effect of Service User Satisfaction on Repurchase Intention is small (0.090).

Table 9. Q-square Values

Variable	Q-square
Repurchase Intention (Y2)	0.457
Service User Satisfaction (Y1)	0.282

Table 9 provides the Q-square test results to evaluate the predictive relevance of our structural model. A model is considered to have a good predictive ability if the Q-square value is greater than zero. Our analysis shows that Repurchase Intention records a Q-square value of 0.457, and Service User Satisfaction scores 0.282. Since both of these values are clearly positive and well above zero, we confirm that our research model has a strong predictive relevance and is highly suitable for testing our hypotheses.

Table 10. Direct Effect Hypothesis Test Results (Bootstrapping Output)

Hypothesis Path	Original Sample (O)	Standard Deviation	T-Statistics	P-Values
(X1) $\rightarrow$ (Y1)	0.262	0.092	2.852	0.005
(X2) $\rightarrow$ (Y1)	0.452	0.069	6.518	0.000
(X1) $\rightarrow$ (Y2)	0.265	0.082	3.228	0.001
(X2) $\rightarrow$ (Y2)	0.432	0.068	6.370	0.000
(Y1) $\rightarrow$ (Y2)	0.251	0.084	2.975	0.003



Table 10 summarizes the direct effect hypothesis test results using the bootstrapping method. Our data proves that Service Quality and Customer Experience have positive and significant direct effects on Service User Satisfaction, showing t-statistics of 2.852 and 6.518 (both > 1.96) with p-values of 0.005 and 0.000 (both < 0.05). Service Quality and Customer Experience also give positive and significant direct effects on Repurchase Intention, with t-statistics of 3.228 and 6.370 and p-values perfectly below 0.05. Finally, Service User Satisfaction directly and significantly affects Repurchase Intention with a t-statistic of 2.975 and a p-value of 0.003. We fully accept all the direct effect hypotheses in this study.

Table 11. Indirect Effect Hypothesis Test Results (Bootstrapping Output)

Hypothesis Path	Original Sample (O)	Standard Deviation	T-Statistics	P-Values
(X1) → (Y1) → (Y2)	0.066	0.033	1.993	0.047
(X2) → (Y1) → (Y2)	0.114	0.042	2.697	0.007

Table 11 details the indirect effect hypothesis test results to evaluate the mediating role of Service User Satisfaction. We find that Service Quality significantly affects Repurchase Intention through the mediation of Service User Satisfaction, recording a t-statistic of 1.993 (which is higher than 1.96) and a p-value of 0.047 (which is lower than 0.05). Similarly, Customer Experience significantly influences Repurchase Intention through the same mediating variable, showing a t-statistic of 2.697 and a p-value of 0.007. Because both statistical requirements are fully met, we completely accept the two mediation hypotheses proposed in our model.

DISCUSSION

There is a significant effect of Service Quality and Customer Experience on Service User Satisfaction at PT Rosalia Indah Transport Probolinggo Branch. Our statistical testing proves that Service Quality and Customer Experience simultaneously provide a positive and significant impact on Service User Satisfaction. We can explain this finding through a simple economic perspective regarding how consumers evaluate their spending. When a passenger buys a ticket for an intercity bus, they are not just paying for a simple ride from one city to another. They are paying a premium price for a specific set of physical promises. The company provides a clean cabin, cold air conditioning, soft reclining seats, and functional toilets inside the bus. In the real world, long-distance travel is physically exhausting. When the passengers step onto the bus and find that all these physical facilities work perfectly and the bus departs right on schedule, they feel that their money is well spent. This physical evidence directly answers their basic needs and travel expectations. We find that fulfilling these physical promises is the first and most critical step in making the passengers feel valued and truly satisfied with their purchase decision.

Beyond the physical facilities, the overall Customer Experience plays an equally massive role in shaping how the users feel about the trip. Customer Experience covers the entire journey, starting from how easy it is to book a ticket at the Probolinggo agency to how the staff treats them during the ride. We observe that when the ticketing staff is helpful and the bus crew serves the meals politely, it creates a very positive emotional response. A long journey can cause a lot of stress, but a calm, entertaining, and friendly atmosphere inside the bus quickly reduces that tension. The passengers enjoy the entertainment provided and feel secure throughout the trip. When this smooth and pleasant experience combines with excellent physical facilities, the passengers reach the highest level of emotional satisfaction. They feel that the company genuinely cares about their comfort, not just their money. This combination of physical quality and positive emotional interaction perfectly answers the real needs of the local travelers, resulting in a very high satisfaction rate.

There is a significant effect of Service Quality and Customer Experience on Repurchase Intention at PT Rosalia Indah Transport Probolinggo Branch. Our results indicate



that Service Quality and Customer Experience directly and significantly influence the Repurchase Intention of the passengers. From a practical business view, providing consistent Service Quality is the most effective way to build a habit of repeat buying. When a passenger knows that a specific bus company always provides a clean seat, a safe driver, and a punctual arrival time, they will automatically choose that same bus for their next trip. They do not want to waste their time searching for new alternatives or risk their comfort with an unknown competitor. By maintaining a high standard of physical service, the company successfully lowers the passenger's decision-making burden for future travels. When people feel safe and comfortable, they lock in their preference. This daily field reality is strongly supported by previous research by Gumilang (2024) and Kamal et al. (2022), who confirmed that reliable and excellent service features serve as the primary trigger that pushes consumers to confidently buy the product or service again.

In addition to the physical service, the emotional Customer Experience directly drives the passengers' intention to return. We see that modern travelers highly value a hassle-free process. If a passenger experiences a very smooth booking process, enjoys a relaxing atmosphere during the trip, and receives warm treatment from the crew, they will form a strong positive memory. This positive memory acts as an internal marketing tool in their mind. The next time they plan a trip, they will immediately recall how easy and pleasant it was to travel with this specific branch. A great experience also encourages them to talk about it with their family and friends, which strengthens their own commitment to the brand. This finding aligns perfectly with the studies conducted by Priambada et al. (2024) and Putri & Sarudin (2023), which stated that providing a joyful and engaging interaction creates a strong emotional bond, making the service users highly eager to repurchase the tickets and ignore cheaper alternative transports.

There is a significant effect of Service User Satisfaction on Repurchase Intention at PT Rosalia Indah Transport Probolinggo Branch. Our data processing shows that Service User Satisfaction has a positive and significant effect on Repurchase Intention. To understand this logically, we must look at how consumers handle their personal finances and expectations. Satisfaction happens when the actual service perfectly matches or exceeds what the passenger expected before buying the ticket. When passengers feel that the comfort and safety they received are completely worth the price they paid, they experience a strong sense of validation. They feel smart and secure about their transaction. This emotional security is a very powerful economic driver. A satisfied passenger will naturally want to recreate that positive feeling for their future trips. They will stop looking at other bus companies because they already found a reliable option that respects their money and time. This field observation is firmly in line with the research by Faizah et al. (2023), which found that a high level of consumer satisfaction directly translates into a solid commitment to execute a repeat purchase without hesitation.

We also observe that Service User Satisfaction acts as a strong shield against aggressive market competition. In the intercity transportation industry, many new competitors often offer cheaper tickets to steal customers. We find that satisfied passengers at the Probolinggo branch are not easily tempted by these lower prices. They already know that choosing a cheaper, unproven bus might ruin their trip and cause unnecessary stress. The feeling of being satisfied creates a sense of loyalty and trust that money cannot easily break. The passengers prefer to stick with a sure thing rather than taking a gamble on their comfort. This specific consumer behavior supports the findings of Destiya & Marlani (2025), who stated that achieving customer satisfaction is the ultimate guarantee for maintaining long-term loyalty and securing future repurchase intentions. We conclude that making the passenger completely happy is the most rational business strategy to ensure they keep buying tickets month after month.

There is a significant effect of Service Quality on Repurchase Intention mediated by Service User Satisfaction at PT Rosalia Indah Transport Probolinggo Branch. Our analysis proves that Service User Satisfaction successfully mediates the relationship between Service Quality and Repurchase Intention. We can explain this mediation process through a simple chain



of human reactions. When the bus company provides excellent Service Quality, such as working air conditioners, clean blankets, and highly responsive crew members, these physical facilities do not magically force the passenger to buy another ticket right away. Instead, these high-quality features first create a strong feeling of comfort, safety, and pleasure inside the passenger's mind. This positive emotional state is what we call Service User Satisfaction. The passenger evaluates the physical service and decides that they are happy with it. If the company provides luxurious seats but the passenger feels the trip was too slow or unsafe, satisfaction will not occur, and the repurchase intention will die. The physical service must successfully generate that internal feeling of satisfaction first before it can influence any future buying decisions.

Once this feeling of satisfaction is fully established, it acts as the primary bridge that carries the passenger toward the final Repurchase Intention. The physical qualities of the bus become a fond memory that the passenger associates with feeling good and respected. When they need to travel again, they do not just remember the physical seat; they remember how satisfied they felt sitting in it. This internal emotional validation is the actual trigger that makes them open their wallet to buy another ticket from the same branch. Our finding here perfectly supports the previous research conducted by Andari & Mathori (2023), which confirmed that Service Quality cannot stand alone in building customer loyalty. It must pass through the psychological filter of Service User Satisfaction to successfully generate a strong Repurchase Intention. We conclude that investing in good buses is only effective if those buses actually succeed in making the passengers feel happy and fully satisfied.

There is a significant effect of Customer Experience on Repurchase Intention mediated by Service User Satisfaction at PT Rosalia Indah Transport Probolinggo Branch.

Our statistical results indicate that Service User Satisfaction significantly mediates the effect of Customer Experience on Repurchase Intention. To understand this logic, we must view the entire travel process as a continuous journey of emotions. Customer Experience involves every single interaction the passenger has with the company, from the moment they ask for ticket prices on their phone, wait at the Probolinggo agency, until they finally step off the bus at their destination. A seamless booking process, a friendly greeting from the driver, and a peaceful rest during the night trip all combine to create a great experience. A good experience only matters if it successfully fulfills the passenger's personal travel goals, thereby creating Service User Satisfaction. The passenger must internally process all those good interactions and conclude that the trip was completely worth their time and energy. The experience must successfully trigger that deep feeling of contentment before it can change their future buying habits.

After the passenger acknowledges this deep satisfaction, this positive emotional state becomes the main driver for their Repurchase Intention. The memory of a smooth and enjoyable journey makes them highly confident to choose the same transport service again. They know exactly what kind of pleasant experience awaits them, which completely removes any anxiety about future travels. The satisfaction they felt acts as an emotional anchor that firmly ties their future transportation choices to this specific company. This practical field reality aligns with the study by Destiya & Marliani (2025), which proved that a positive Customer Experience must successfully translate into Service User Satisfaction in order to effectively stimulate a repeat purchase. We find that creating a memorable journey is highly crucial, but the ultimate goal of that journey must always be to secure the passenger's complete satisfaction, as that is the true key to guaranteeing their return.

4. CONCLUSION

We conclude that Service Quality and Customer Experience have a positive and significant effect on Service User Satisfaction at PT Rosalia Indah Transport Probolinggo Branch. Our results show that Service Quality and Customer Experience also have a positive and significant effect on



Repurchase Intention. We find that Service User Satisfaction has a positive and significant effect on Repurchase Intention. Our analysis proves that Service User Satisfaction significantly mediates the effect of Service Quality on Repurchase Intention. Our data confirms that Service User Satisfaction significantly mediates the effect of Customer Experience on Repurchase Intention. For future research, we suggest expanding the research object and adding other variables such as trust and perceived value to get a more comprehensive understanding of the factors influencing repurchase intention.

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