

CUSTOMER SATISFACTION WITH BUS RAPID TRANSIT (BRT) SERVICES: THE EFFECTS OF PERCEIVED PRICE, TRUST, AND SERVICE QUALITY

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Abstract

The objective of this research is to ascertain how perceived price, trust, and service quality impact customer satisfaction regarding bus rapid transit (BRT) services. Multiple linear regression was utilized to analyze the data, which comprised latent variables. Data collection was carried out through questionnaires possessing verified validity and reliability. One hundred respondents were secured via a convenience sampling approach. Findings demonstrate a simultaneous effect of all independent variables on customer satisfaction. Individually, customer satisfaction is affected by perceived price and trust, whereas service quality exhibits no significant impact.

Keywords: *Perceived price, Trust, Service Quality, Customer Satisfaction*

INTRODUCTION

Jakarta is one of the largest metropolitan cities in Indonesia. As a metropolitan city, it has quite high daily human mobility. To support this mobility, transportation has become a vital necessity that cannot be separated from people's daily lives. High mobility causes the level of transportation use to also increase. This directly contributes to traffic congestion. Responding to this, the local government continues to monitor and find solutions to congestion in Jakarta by making public transportation more accessible, thus encouraging people to use public transportation. Bus Rapid Transit (BRT) is a mode of transportation that is continuously being developed by the Jakarta government to encourage people to use public transportation. The BRT-based system developed by the Jakarta government is the Transjakarta public transportation. Transjakarta is the first and largest Bus Rapid Transit transportation system in Southeast Asia, operating in the DKI Jakarta area and its buffer areas (Bogor, Depok, Tangerang, and Bekasi). Transjakarta is committed to being a sustainable transportation by using the “*Clean, Empowered, and Bestari*” framework, which is environmentally clean, economically empowered, and socially bestari to integrate sustainable aspects in realizing “*Connecting the Life of Jakarta*” as its vision. With this commitment, Transjakarta continues to improve its services to encourage a year-over-year increase in ridership. This can be seen in the comparison of Transjakarta ridership between 2023 and 2024, from January to June, shown in Figure 1.

Analysis of operational data indicates that ridership volume across Transjakarta throughout the initial half of 2024 exhibited a pronounced and steady upward trajectory relative to the corresponding months in 2023. Monthly passenger counts maintained an upward momentum by substantial margins, demonstrating accelerated public transit utilization and expanding reliance on urban bus services over the preceding annual cycle.

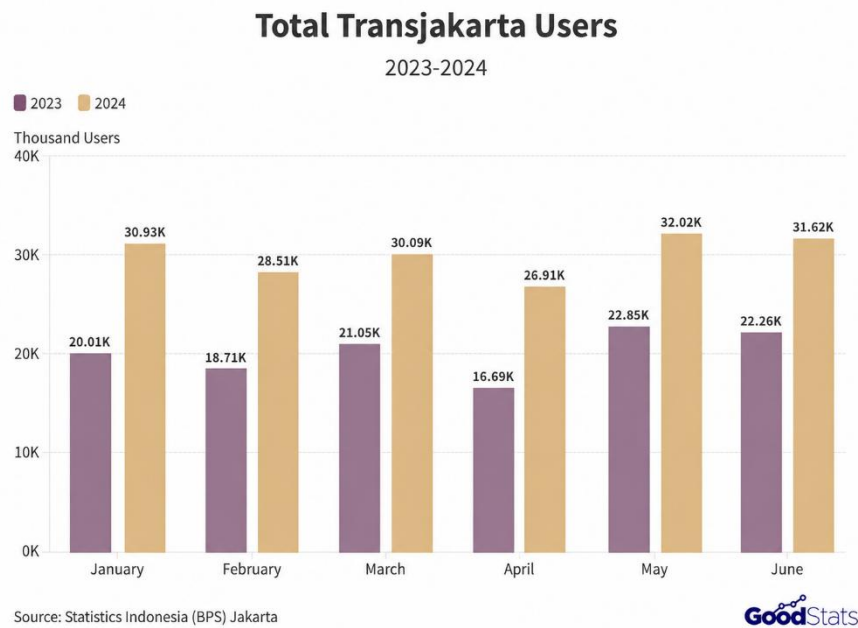


Figure 1. Number of Transjakarta Users
Source: goodstats.id, 2024

Service managers must continually refine operational frameworks and introduce strategic innovations to elevate rider comfort and solidify market standing, given the massive demographic depending on the network. Persistent grievances regarding scheduling delays, cabin congestion, and localized geographical barriers continue to challenge daily operations despite ongoing developmental progress. Consequently, identifying the core drivers of Customer Satisfaction remains indispensable for securing the long-term viability of the transit infrastructure. User contentment represents a critical metric denoting the extent to which consumers evaluate received utilities against their baseline anticipations, as characterized by Fatihudin and Firmansyah (2019).

Consumer evaluations regarding financial expenditures constitute a primary determinant shaping evaluation outcomes. Economic appraisal involves the cognitive mechanisms through which individuals interpret the monetary costs associated with specific utilities, a concept outlined by Tjiptono (2019). Evaluations concerning whether financial obligations align equitably with acquired utility levels determine value perception. Positive evaluations emerge when financial outlays correspond reasonably with operational standards, whereas exorbitant expenses relative to utility diminish overall user evaluation. Consistent with this argument, Tambunan, Purba, and Tambunan (2023) found that Perceived price affects user satisfaction.

Operational excellence operates alongside economic value as a critical catalyst for consumer contentment. Performance standards are evaluated by determining whether operational execution matches anticipated benchmarks, according to Lewis and Booms (1983). Service quality affects customer satisfaction, as indicated by findings from Sibarani and Megawati (2023). International evidence corroborates the salience of service quality in BRT contexts specifically, where Navarrete-Hernandez and Zegras (2023) demonstrated that infrastructure perceptions shape travelers affective well-being, while Sun, Zhang, Zhou, and Wang (2023) cautioned that the relationship between perceived service quality and passenger loyalty may be non-linear rather than straightforwardly positive. Satisfactory standards are achieved when providers

consistently meet or exceed projected performance criteria, validating monetary outlays through gratifying travel encounters.

Reliability and confidence in operational integrity strengthen considerably when fare structures remain reasonable and performance standards stay high. Consumer confidence denotes the underlying belief that expected benefits will secure successful outcomes from an exchange partner, as defined by Barnes (2003). Customer satisfaction is influenced by trust, based on investigations by Sahda, Putri, and Kurniaty (2024). Increased confidence in transit operators flourishes when financial outlays harmonize with experiential quality, instilling assurance that subsequent journeys will yield identical fulfillment.

Evaluating transit experiences remains essential because operational grievances and varying experiential outcomes demonstrate that multiple dimensions govern user evaluations. Academic literature presents conflicting evidence regarding performance impacts within domestic rapid transit sectors. Primasanti, Sulistyadi, and Sebriana (2022) reported that service quality significantly influences passenger satisfaction on BRT Trans Jateng, whereas Herawati and Putri (2025) found no significant effect of service quality on customer satisfaction among TransJakarta users, with price and facilities emerging as stronger predictors instead. This divergence implies that the relative significance of economic value, reliability, and operational standards fluctuates among transit networks, necessitating targeted inquiry within the largest BRT system in Southeast Asia due to its unique demographic profile. This research consequently investigates the influence of Perceived price, Trust, and Service Quality on Customer Satisfaction within Transjakarta services. Specifically, this inquiry aims to ascertain whether these elements exert significant individual and collective effects on customer contentment. Practical insights for management in formulating strategies to elevate passenger experiences and service satisfaction, alongside contributions to the public transportation literature, are anticipated from these outcomes.

LITERATURE REVIEW

Expectancy-Disconfirmation Theory

The theoretical framework established by Oliver (1980) contends that customer contentment stems from a cognitive comparison linking baseline expectations directly to post-utilization performance evaluations. Positive assessment outcomes emerge when service delivery matches or surpasses initial anticipation benchmarks, whereas operational shortcomings trigger unfavorable disconfirmation and subsequent discontent. Within the scope of this investigation, Perceived price, Trust, and Service Quality function as core experiential dimensions that commuters appraise against their anticipated benchmarks for rapid transit operations, where the resulting alignment or divergence ultimately dictates overall Customer Satisfaction

Perceived price

Budiyanto (2021) characterizes perceived price as the consumer evaluation regarding whether a good is costly, inexpensive, or fairly valued. Price information comprehension is processed by buyers and leaves a durable impact, according to Sudaryono (2014). Consequently, perceived price represents buyer evaluations concerning whether monetary expenditures correspond appropriately with obtained value.

Trust

Trust constitutes an expectation maintained by parties whenever verbal declarations, commitments, or written pledges from counterparts materialize, as stated by Priansa (2017). Fulfilling personal requirements within transactional settings constitutes trust, following the explanation of Ilmiyah and Krishernawan (2020). Hence, trust reflects the degree of assurance placed in a counterpart regarding the fulfillment of expectations throughout exchange interactions.

Service Quality

Service quality represents consumer perceptions regarding discrepancies between anticipated outcomes and actual service deliveries, per Ratnasari and Aksa (2016). Tjiptono (2019) describes service quality as an indicator of how effectively service delivery fulfills consumer expectations. Thus, service quality functions as a customer appraisal metric derived from comparisons between desired service standards and actual performance.

Customer satisfaction

Customer satisfaction relates to emotional responses or evaluations linked to consumed commodities or services, as defined by Kasmir (2017). Kotler and Keller (2016) characterize satisfaction as contentment or displeasure resulting from contrasting actual product performance with prior expectations. Therefore, customer satisfaction emerges as an emotional reaction following product consumption, grounded in comparisons between preliminary expectations and practical performance.

Research Model

A conceptual framework diagram is established for this investigation to serve as its theoretical foundation, outlined as Figure 2.

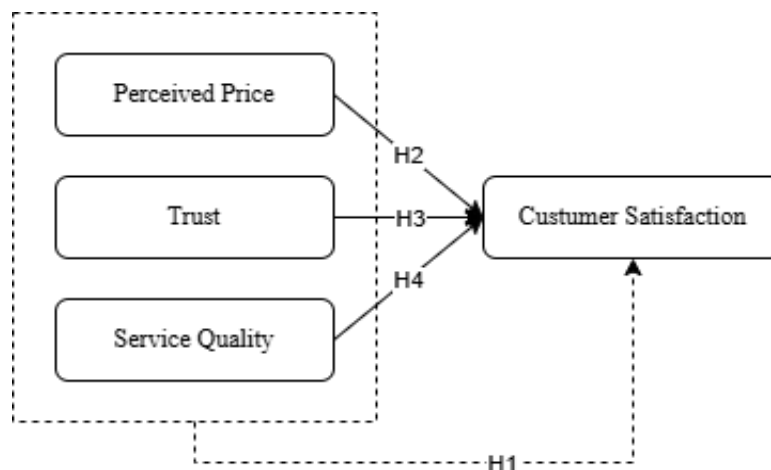


Figure 2. Research Model

Source: Processed data (2025)

Referring to Figure 2, Perceived Price, Trust, and Service Quality operate as independent variables, whereas Customer Satisfaction serves as the dependent variable.

Hypothesis

Theoretical grounding yields tentative solutions to research problems known as hypotheses. Problems are framed declaratively within hypotheses, which undergo validation through supportive evidence or rejection via contradictory facts. The proposed hypotheses consist of:

H₁: Simultaneously, perceived price, trust, and service quality affect Bus Rapid Transit (BRT) customer satisfaction.

H₂: Perceived price affects Bus Rapid Transit (BRT) customer satisfaction.

H₃: Trust affects Bus Rapid Transit (BRT) customer satisfaction.

H₄: Service quality affects Bus Rapid Transit (BRT) customer satisfaction.

RESEARCH METHODS

Subjects and Objects of Research

Sugiyono (2023) defines research subjects as participatory sources providing sample information. Characteristics of subjects are clarified through provided data. Individuals utilizing Bus Rapid Transit (BRT) in Jakarta functioned as study informants. Furthermore, Sugiyono (2023) describes research objects as attributes or traits exhibiting variations designated for scholarly examination and subsequent conclusion drawing. Price, trust, and service quality relative to Bus Rapid Transit (BRT) customer satisfaction comprise the current study's objects.

Data Types and Sources

Quantitative methodologies are applied in this research. Azwar (2018) characterizes quantitative research as analytical procedures prioritizing numerical metrics compiled via measurement protocols and evaluated statistically. Primary data serves as the data source here, defined by Sugiyono (2023) as information gathered firsthand from origin sources by investigators. Questionnaires distributed to Bus Rapid Transit (BRT) users constituted the primary data gathering mechanism.

Population and Sample

The population encompasses the entire aggregate of subjects or objects possessing distinct attributes established by researchers to analyze and derive conclusions, as conceptualized by Sugiyono (2023). Commuters utilizing the rapid transit network constitute an unbounded demographic target for this investigation. Furthermore, subsets designed to mirror broader population traits define the sample size according to Sugiyono (2023). Non-probability convenience sampling governed respondent selection based on immediate accessibility during the survey phase, requiring participants to be at least seventeen years old and have prior experience using the transit system.

Because the exact number of active transit users remains undefined, the baseline sample requirement was computed utilizing the Cochran (1977) formula for unknown population parameters, incorporating a ninety-five percent confidence interval, maximum variability, and a ten percent error margin, which established a baseline threshold of approximately ninety-seven participants. The realized total of one hundred

respondents successfully satisfies this minimum numerical requirement. Information gathering occurred through digital questionnaires distributed via online forms across multiple transit corridors in the capital across a three-week duration, where individuals were engaged directly and invited to participate voluntarily after verifying their age and transit history. Personal demographic attributes such as age brackets and gender identification were excluded from data collection, representing an acknowledged methodological constraint that receives further evaluation subsequently.

Operational Research Variables

Operational definitions offer measurement guidelines for variables. Perceived price, trust, and service quality operate as independent variables (X), whereas customer satisfaction functions as the dependent variable. Table 1 details each variable.

Table 1. Operational Research Variables

No	Variables	Definition	Indicator
1.	Perceived Price	Consumers interpret anticipated price values or commodity attributes during evaluation processes, heavily dictated by consumer behavior (Tjiptono, 2019).	Kotler and Armstrong (2018): 1. Affordability, 2. Prices are in accordance with product quality, 3. Competitive Products, 4. Price Matches Benefits.
2.	Trust	Convictions regarding securing desired outcomes from exchange partners constitute trust (Barnes, 2003).	Kotler and Keller (2016): 1. Benevolence. 2. Ability, 3. Integrity , 4. Willingness to Depend.
3.	Service Quality	Service excellence metrics gauge how effectively delivered provisions satisfy customer expectations (Lewis and Booms, 1983).	Parasuraman, Zeithaml, and Berry (1988): 1. Tangible , 2. Reliability, 3. Responsiveness, 4. Assurance, 5. Empathy.
4	Customer Satisfaction	Indicators measuring consumer delight regarding corporate offerings through expectation versus experienced perception comparisons define customer satisfaction (Fatihudin and Firmansyah, 2019).	Indrasari (2019): 1. Conformity to expectations, 2. Interested in visiting again, 3. Willingness to recommend.

Source: Processed data (2025)

The satisfaction indicators adopted in this study, namely conformity to expectations, interest in revisiting, and willingness to recommend, follow the widely used framework of Indrasari (2019). It is acknowledged that the latter two indicators overlap conceptually with behavioral intention and loyalty constructs found elsewhere in the marketing literature. However, these indicators are retained in accordance with the source's operationalization of satisfaction and remain commonly applied in service satisfaction research within Indonesian contexts.

RESULTS AND DISCUSSION

Descriptive Statistics

Analytical results demonstrate elevated central tendency metrics across all constructs, reflecting predominantly favorable evaluations among surveyed participants regarding the investigated operational dimensions. Service Quality registered the maximum mean value of 4.05 alongside a standard deviation of 0.52, designating performance excellence as the most appreciated attribute. Economic assessment followed closely with a mean of 3.92 and a standard deviation of 0.58, trailed by Customer Satisfaction at a mean of 3.88 with a standard deviation of 0.55, and Trust recording a mean of 3.85 with a standard deviation of 0.61. Collectively, these descriptive parameters confirm that commuters maintained predominantly positive attitudes toward fare structures, operational reliability, service excellence, and overall contentment. Detailed statistical distributions encompassing mean averages and standard deviations for Perceived price, Trust, Service Quality, and Customer Satisfaction appear in Table 2.

Table 2. Descriptive Statistics

Variables	Mean	SD
Perceived Price	3.92	0.58
Trust	3.85	0.61
Service Quality	4.05	0.52
Customer Satisfaction	3.88	0.55

Source: Primary data processed using IBM SPSS Statistics 30.0

The standard deviation values, ranging from 0.52 to 0.61, indicate relatively low variability in respondents' responses. This suggests that the respondents had fairly consistent perceptions across all variables. Service Quality had the lowest standard deviation (0.52), implying the greatest degree of agreement among respondents regarding the quality of service, whereas Trust showed the highest standard deviation (0.61), indicating slightly greater variation in respondents' perceptions. Nevertheless, the relatively small differences in standard deviations demonstrate that the data were reasonably homogeneous, providing a stable basis for further statistical analysis.

Validity Test

Legitimacy and accuracy of a research tool are evaluated through validity. An instrument is deemed valid when it effectively measures the specific attributes it was designed to capture. Prior to launching primary data collection, a preliminary trial involving thirty participants evaluated instrument validity and reliability against the critical correlation coefficient of 0.361 established for twenty-eight degrees of freedom at a five percent significance level. Findings detailed in Table 3 indicate that computed correlation metrics for Perceived price, Trust, Service Quality, and Customer Satisfaction all surpass this baseline hurdle, validating the measurement items for subsequent deployment across the complete sample of one hundred observations.

Reliability Test

Evaluation of internal consistency indicates that all investigated dimensions achieved Cronbach alpha coefficients exceeding the standard acceptance criterion of 0.70. Specifically, Perceived price registered 0.752, Trust attained 0.771, Service Quality achieved the highest score at 0.789, and Customer Satisfaction recorded 0.753.

These statistical outcomes confirm that the deployed survey items exhibit robust internal reliability, verifying their capability to measure the designated constructs dependably, as summarized in Table 4.

Table 3. Validity Test

No	Variables	Statement	Rhitung	Rtable	Information
1	Perceived Price	X1.1	0.643	0.361	Valid
		X1.2	0.539	0.361	Valid
		X1.3	0.602	0.361	Valid
		X1.4	0.590	0.361	Valid
		X1.5	0.552	0.361	Valid
		X1.6	0.582	0.361	Valid
		X1.7	0.777	0.361	Valid
		X1.8	0.550	0.361	Valid
2	Trust	X2.1	0.781	0.361	Valid
		X2.2	0.623	0.361	Valid
		X2.3	0.634	0.361	Valid
		X2.4	0.599	0.361	Valid
		X2.5	0.544	0.361	Valid
		X2.6	0.724	0.361	Valid
		X2.7	0.576	0.361	Valid
		X2.8	0.542	0.361	Valid
3	Service Quality	X3.1	0.528	0.361	Valid
		X3.2	0.522	0.361	Valid
		X3.3	0.569	0.361	Valid
		X3.4	0.666	0.361	Valid
		X3.5	0.553	0.361	Valid
		X3.6	0.674	0.361	Valid
4	Customer Satisfaction	Y.1	0.706	0.361	Valid
		Y.2	0.738	0.361	Valid
		Y.3	0.754	0.361	Valid
		Y.4	0.581	0.361	Valid
		Y.5	0.624	0.361	Valid
		Y.6	0.661	0.361	Valid

Source: Primary data processed using IBM SPSS Statistics 30.0

Table 4. Reliability Test

Variables	Cronbach's Alpha	Reliable Value	Information
Perceived Price	0.752	0.7	Reliable
Trust	0.771	0.7	Reliable
Service Quality	0.789	0.7	Reliable
Customer Satisfaction	0.753	0.7	Reliable

Source: Primary data processed using IBM SPSS Statistics 30.0

The highest Cronbach's Alpha value was obtained by Service Quality (0.789), indicating the strongest internal consistency among the variables, while the lowest value was observed for Perceived Price (0.752). Nevertheless, all values remain above the established reliability criterion of 0.70. Therefore, all measurement instruments can be considered reliable and suitable for further statistical analysis, including hypothesis testing and other inferential analyses.

Classical Assumption Test Results

Evaluation of residual normality confirmed that error terms conformed to a normal distribution, establishing a mandatory prerequisite for valid parametric evaluations. Applying the Kolmogorov-Smirnov test to unstandardized residuals generated a two-tailed asymptotic significance metric of 0.200, exceeding the standard five percent significance benchmark and demonstrating that residual dispersion shows no statistical divergence from normality. Normal probability plots corroborated this outcome through data points aligning tightly along the diagonal reference line, alongside a histogram displaying an approximately symmetric bell curve. Collectively, these diagnostics verify that the framework satisfies distributional requirements for parametric hypothesis testing.

Collinearity diagnostics ensured the absence of excessive linear interdependence among predictor constructs. Tolerance metrics for Perceived price, Trust, and Service Quality registered at 0.419, 0.327, and 0.336 respectively, remaining above the standard minimum benchmark of 0.10, while corresponding variance inflation factors of 2.385, 3.053, and 2.977 stayed well below the critical ceiling of ten. These statistical outputs confirm adequate independence among predictors, thereby precluding multicollinearity concerns. Furthermore, residual scatterplots graphing studentized residuals against standardized predicted values revealed random dispersion above and below zero without systematic funnel shapes, verifying constant variance across observations. Consequently, the framework satisfies homoscedasticity requirements, confirming that classical diagnostic evaluations validate its statistical robustness for subsequent regression procedures.

Multiple Linear Regression Analysis

Multiple linear regression operates as the primary statistical mechanism for quantifying simultaneous effects originating from multiple independent predictors upon a singular dependent outcome. This analytical procedure evaluated how Perceived price, Trust, and Service Quality impact Customer Satisfaction, utilizing unstandardized coefficients detailed in Table 5.

Table 5. Multiple Linear Regression Test Results		
Model	Unstandardized Beta	Standardized Beta
(Constant)	0.985	-
Perceived Price	0.362	0.382
Trust	0.309	0.343
Service Quality	0.037	0.035

Source: Results of processing using IBM SPSS Statistics 30.0

Extracted from Table 5, the unstandardized multiple linear regression formula is formulated as Formula 1.

$$CS = 0.985 + 0.362 PP + 0.309 T + 0.037 SQ \quad (1)$$

An intercept of 0.985 is established, alongside specific coefficients of 0.362 for perceived price, 0.309 for trust, and 0.037 for service quality. Standardized beta coefficients further indicate the relative strength of each predictor: 0.382 for perceived price, 0.343 for trust, and 0.035 for service quality, respectively, suggesting that

perceived price contributes most substantially to the model, followed closely by trust, while service quality's contribution is comparatively negligible.

Partial Significance Test (t-Statistic Test)

Isolating the distinct contribution of each independent construct requires partial significance evaluations via statistical t-tests. Data summarized in Table 6 indicate that Perceived price generated a t-statistic of 5.149 with an associated probability value below 0.001. Because this significance metric falls beneath the standard five percent threshold, Perceived price exerts a statistically significant impact on the dependent outcome. In a similar manner, Trust yielded a t-value of 4.251 alongside a significance level under 0.001, confirming that Trust likewise maintains a significant direct influence on the response variable. Consequently, empirical findings verify that both factors generate statistically meaningful effects when examined independently.

Table 6. T-Test Results (Partial Test)

Model	t	Sig.
(Constant)	.593	.555
Perceived Price	5.149	<.001
Trust	4.251	<.001
Service Quality	.626	.533

Source: Results of processing using IBM SPSS Statistics 30.0

Meanwhile, Service Quality has a t-value of 0.626 with a significance value of 0.533. This value exceeds 0.05, indicating that Service Quality does not have a significant effect on the dependent variable. These results demonstrate that, on an individual basis, service quality is not yet a sufficiently strong factor in explaining changes in the dependent variable. Furthermore, the significance value of the constant (0.555) indicates that the constant in the model is not significant.

Simultaneous Significance Test (F Statistic Test)

Simultaneous testing through the F-test evaluates the collective explanatory power of all independent predictors over the dependent variable. Data summarised in Table 7 yield a calculated F-statistic of 76.692, exceeding the F-table value of 2.70 ($F = 76.692 > 2.70$), thereby confirming that perceived price, trust, and service quality exert a combined statistically significant influence upon customer satisfaction.

Table 7. F Test Results

Model	F	Sig.
Regression	76.692	<.001
Residual		
Total		

Source: Results of processing using IBM SPSS Statistics 30.0

Analysis of the Coefficient of Determination

To gauge the capacity of the model in elucidating fluctuations within the dependent variable, the coefficient of determination analysis is applied.

Table 8. Results of the Coefficient of Determination Test

Model	Adjusted R Square
	.696

Source: Results of processing using IBM SPSS Statistics 30.0

Analytical outputs detailed in Table 8 demonstrate an adjusted coefficient of determination of 0.696, establishing that Perceived price, Trust, and Service Quality collectively account for approximately 69.6 percent of the variance observed in Customer Satisfaction, with the remaining 30.4 percent governed by external variables. Owing to the cross-sectional architecture of this inquiry, this metric reflects sample explanatory capacity rather than definitive causal directionality.

The Influence of Perceived Price on Customer Satisfaction

Empirical evaluations demonstrate that Perceived price exerts a favorable and statistically significant impact on transit user contentment, substantiated by a computed t-statistic of 5.149 that surpasses the critical tabular threshold of 1.984, thereby confirming the primary hypothesis while rejecting the null hypothesis. Comprehensive hypothesis assessments indicate that commuters hold constructive evaluations regarding rapid transit fare structures, measured through affordability, financial consistency relative to operational excellence, market competitiveness, and utility alignment. While this statistical association confirms that pricing perceptions correlate with user contentment, cross-sectional constraints preclude causal inferences. These empirical insights corroborate preceding conclusions documented by Sembiring, Sinaga, and Panjaitan (2023), reaffirming the partial influence of economic appraisals on consumer satisfaction within public mobility systems.

The Effect of Trust on Customer Satisfaction

Similarly, a positive and significant influence on Bus Rapid Transit (BRT) customer satisfaction is demonstrated by trust, highlighted by a t-count of 4.251 surpassing the 1.984 t-table benchmark, leading to the acceptance of H_2 and rejection of H_0 . Trust levels regarding Bus Rapid Transit (BRT) are rated favorably overall, gauged via sincerity, capability, integrity, and dependency willingness. Customer satisfaction is thus significantly associated with trust, consistent with conclusions drawn by Sahda, Putri, and Kurniaty (2024) regarding partial effects on satisfaction, though the cross-sectional nature of the data precludes causal inference.

The Influence of Service Quality on Customer Satisfaction

Conversely, service quality exerts no partial effect on Bus Rapid Transit (BRT) customer satisfaction, given that the computed t-count of 0.626 falls below the t-table value of 1.984, resulting in the rejection of H_3 and acceptance of H_0 . Seprianti and Malik (2023) reported identical outcomes regarding the lack of a partial effect. This nonsignificant result should not, by itself, be interpreted as evidence that Bus Rapid Transit (BRT) service quality is already satisfactory or that users prioritize other factors. As shown in Table 2, service quality in fact received the highest mean rating among the four constructs, which appears to support the impression that service quality is already perceived favorably; however, this alone does not explain its nonsignificant regression coefficient. A more likely explanation lies in shared variance among the predictors, as discussed above: service quality's higher VIF value (Table 6) and its stronger

correlation with trust than with the other predictors (Table 7) suggest that once trust is accounted for in the model, much of service quality's unique contribution to customer satisfaction is likely absorbed by trust, rather than being genuinely absent.

The Influence of Perceived price, Trust and Service Quality on Customer Satisfaction

Simultaneous evaluation confirms that Perceived price, Trust, and Service Quality associate collectively with rapid transit user contentment, substantiated by an F-statistic of 76.692 that surpasses the critical tabular criterion of 2.70, thereby validating the overarching research hypothesis while dismissing the null hypothesis. Determination analysis yields an adjusted coefficient of determination of 0.696, demonstrating that these three constructs jointly account for 69.6 percent of the variance identified in Customer Satisfaction within the sample, leaving the remaining portion governed by uncaptured external factors.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Synthesizing empirical evaluations regarding the interrelationships linking Perceived price, Trust, Service Quality, and rapid transit Customer Satisfaction yields several definitive inferences. Perceived price, Trust, and Service Quality collectively exert a substantial simultaneous impact upon transit user contentment. Furthermore, Perceived price drives a favorable and significant direct influence on customer satisfaction, and Trust similarly generates a positive and statistically meaningful effect on consumer contentment. Conversely, Service Quality fails to manifest a significant individual effect upon customer satisfaction within this operational framework.

Recommendations and Future Research

A limitation of this study is that demographic characteristics of respondents were not recorded during data collection, which precludes an assessment of sample representativeness across gender, age, or usage-frequency subgroups. Future research is encouraged to collect and report such demographic data to allow for subgroup analysis and stronger generalizability of findings. Several suggestions stem from these outcomes. Priority should be given by Bus Rapid Transit (BRT) administration to perceived price and management of trust due to their proven impact on customer contentment. Management must maintain fair pricing relative to benefits while reinforcing passenger trust via reliable and transparent operations. Despite lacking a direct individual effect, ongoing enhancements to service standards remain crucial for meeting expectations. Future investigators can utilize this research as a foundation to expand explorations into public transportation satisfaction. Subsequent projects might integrate alternative dimensions like brand image, facilities, perceived ease of use, security, accessibility, or perceived value, alongside distinct transit systems or demographic segments. Future research is also encouraged to operationalize customer satisfaction using indicators more conceptually distinct from behavioral intention and loyalty, such as overall service contentment or emotional fulfillment, to minimize construct overlap with related outcome variables.

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