Millensyah-cek

by Twenty Oktavia Pujiliana

Effect of Service Quality and Ease of Use Perception on Public Satisfaction of GoBis (Golek Bis) Suroboyo Application Users

*Erwing Wahyu Millensyah[1]

Abstrak

Pengaruh Kualitas Pelayanan dan Persepsi Kemudahan Penggunaan terhadap kepuasan masyarakat dalam penggunaan aplikasi GoBis (Golek Bis) di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 400 responden yang merupakan pengguna aktif aplikasi tersebut. Hasil analisis regresi linier berganda menunjukkan bahwa kedua variabel independen memiliki pengaruh yang signifikan terhadap kepuasan pengguna. Namun, persepsi kemudahan penggunaan terbukti memberikan kontribusi yang lebih besar dibandingkan kualitas pelayanan. Penelitian ini mengisi kesenjangan dari studi sebelumnya yang sebagian besar berfokus pada aspek teknis usability dan desain antarmuka aplikasi GoBis, dengan mengkaji secara langsung pengaruh kualitas pelayanan dan persepsi kemudahan penggunaan terhadap kepuasan masyarakat. Temuan penelitian memberikan implikasi praktis bagi Pemerintah Kota Surabaya untuk meningkatkan GoBis melalui perbaikan kemudahan penggunaan, integrasi sistem pembayaran, penyediaan informasi real-time yang akurat, serta layanan yang responsif, sehingga dapat memperkuat kepuasan dan loyalitas masyarakat terhadap layanan transportasi cerdas.

Kata Kunci: Kualitas Pelayanan; Persepsi Kemudahan Penggunaan, Kepuasan Masyarakat, GoBis Suroboyo.

Abstract

Effect of service quality and ease of use perception on public satisfaction with the GoBis (Golek Bis) application in Surabaya. This study employs a quantitative approach by distributing questionnaires to 400 respondents who are active users of the application. The results of multiple linear regression analysis indicate that both independent variables significantly affect user satisfaction. However, ease of use perception shows a stronger impact than service quality. This study addresses the gap in previous research, which has largely focused on technical usability and interface design of the GoBis application, by examining the direct effects of service quality and ease of use perception on public satisfaction. The findings provide practical insights for the Surabaya City Government to enhance GoBis through improved usability, integrated payment systems, accurate real-time information, and responsive services, thereby strengthening public satisfaction and loyalty toward smart transportation services.

Keywords: Service Quality; Ease of Use Perception; Public Satisfaction; GoBis Suroboyo.

INTRODUCTION

The development of information and communication technology in the last two decades has had a significant impact on various sectors of life, including the implementation of public services. Governments, both central and local, are now required to not only provide efficient and transparent public services but also be adaptive to digital advancements. One form of adaptation is by presenting digital application-based service innovations, including in the public transportation sector.

In the era of digitalization and e-government, the transformation of technology-based public services is a must, especially in the transportation sector, which is very close to people's daily lives. The city of Surabaya, as one of the metropolitan cities in Indonesia, has shown its commitment to realizing a smart city through various innovations, one of which is by presenting the GoBis (Golek Bis) application that supports the Suroboyo Bus service. This application allows the public to monitor bus schedules and locations in real-time, as well as provides supporting features such as route information, stops, and a reward system for

collecting plastic bottles as a payment method (Yuliawati & Devi Pramudiana, 2023).

The city of Surabaya is leveraging digital technology to become a smart city, with one notable innovation being the GoBis (Golek Bis) application. This platform provides residents with easy access to real-time information about city buses, including their locations, routes, and schedules. The application's goal is to enhance the efficiency, convenience, and satisfaction of public transportation users. The Surabaya Transportation Agency (DISHUB) has recently expanded the GoBis application to include services beyond the Suroboyo Bus, now integrating the Trans East Java bus routes. This allows users to monitor various corridors, such as the Sidoarjo-Surabaya-Gresik route, making the application a more comprehensive tool for public transit information across the region. (Jawa Pos, 2023).

Figure 1. GoBis Suroboyo Service Poster
Source: Instagram @suroboyobus, 2024

Application updates continue to be carried out. On March 13, 2024, (instagram: @suroboyobus, 2024) GoBis updated the user interface, which is getting fresher, and there is a balance top-up menu using QRIS, where previously there was no balance top-up menu feature using QRIS. This is done by GoBis to continue to exist and meet the needs of an increasingly diverse community, because with this update it is felt that it will be easier for people to use the GoBis application.

However, the success of a public service application does not only depend on the completeness of its technological features but also on the user's perception of the ease of use of the application, as well as the service quality offered as a whole. In this case, understanding public perception is very important so that application development can continue to be adjusted to user needs and expectations.

Research on the influence of service quality and easy of use perception on the satisfaction of public transportation application users is not new. However, the local context and user characteristics in each region can yield different findings. The city of Surabaya, with its distinctive social, economic, and cultural background, provides space to explore how these two main variables contribute to the satisfaction of GoBis application users. In addition, the GoBis application, as part of the smart mobility strategy in Surabaya, needs to be evaluated on an ongoing basis to remain relevant and responsive to the dynamics of community needs.

Based on initial observations, some users of the GoBis application expressed satisfaction with the features provided, such as live bus tracking and complete route information. However, not a few also complained about the incompatibility between real-time data and actual conditions in the field, as well as complaints about the confusing or user-unfriendly appearance of the application interface for certain age groups, such as the elderly. Technical issues such as lagging, errors, or long loading are also important notes that need to be considered in assessing the ease of use perception.

Research from (Pratama et al., 2024) emphasizes that the Suroboyo Bus policy has contributed to reducing traffic congestion by up to 12% on major routes and has increased public interest in using mass transportation. However, its effectiveness remains limited due to issues such as poor modal integration, restricted routes, and inadequate infrastructure for bus stops and lanes. Meanwhile, the research from (Bisma et al., 2021) highlights several technical problems with the GoBis application as a supporting tool for the Suroboyo Bus. Usability evaluations revealed that although the app has been downloaded more than 100,000 times, users still face significant complaints such as difficulties in locating bus stops, delays in real-time

information, and an interface that is not sufficiently user-friendly. Improvements through a design thinking approach have been shown to enhance effectiveness, efficiency, and user satisfaction significantly

Research by (Harun et al., 2022) is in line with initial observations that show that factors such as application usability, ease of use perception, and user experience greatly affect user attitudes towards the GoBis application. One of the main obstacles is the lack of integration of payment systems into applications and the emergence of popups and interface designs that are not friendly to all groups.

This is in line with the Technology Acceptance Model (TAM) theory from (Davis, 1989), which states that ease of use perception and perceived usefulness are the two main factors that determine user acceptance of technology. In the context of GoBis, ease of use is important because people who have difficulty accessing application features tend to be dissatisfied and reluctant to use it sustainably (Ramadhanti & Luqman, 2025).

In addition, the service quality felt by users also affects satisfaction. Quality public services not only include the speed and accuracy of information but also include officer attitude, system responsiveness, data reliability, and physical and digital convenience. (Yuliawati et al., 2023) noted that the GoBis application is generally effective, but additional features are still needed to improve the user experience, such as indicators of the number of passengers on the bus or the integration of digital payment methods directly.

In a similar study conducted by (Maharani & Mandira, 2022), it was found that the perception of comfort and service quality has a significant positive influence on the satisfaction of JMO (Jamsostek Mobile) application users. Although the contexts are different, these findings show a consistent pattern that users' experience of public service applications is greatly influenced by the quality of features and designs presented, as well as how the system responds to their needs.

Not only that, according to (Menteri PANRB, 2017), each public service unit is required to conduct periodic public satisfaction surveys in order to evaluate the service quality and develop improvement policies. This survey is an important instrument to measure the public satisfaction index as an indicator of the effectiveness of public service delivery.

In addition to the technological aspect, the direct service received by transportation users is also in the spotlight. Several complaints related to inconsistent bus departure schedules, lack of comfort facilities, and lack of communication from service officers can also affect the perception of overall service quality. Therefore, it is important to examine how these two aspects—ease of use and quality of service—interact in shaping public satisfaction with app-based public transportation services.

Several studies on public transportation applications, particularly GoBis, highlight that user satisfaction and acceptance are strongly influenced by information quality, ease of use, and the effectiveness of the features offered. Research "Pengaruh Kualitas Informasi Dan Persepsi Kemudahan Penggunaan Terhadap Tingkat Kepuasan Pengguna Aplikasi *Si D'nok* Di Kota Semarang"(Ramadhanti & Luqman, 2025) found that ease of use perception had a greater impact on user satisfaction compared to information quality, contributing 63.8% of the variance in satisfaction. Meanwhile, a study "Efektivitas Pelayanan Suroboyo Bus Melalui Aplikasi Golek Bis (GOBIS) dalam Rangka *E-Government* (Studi Pada UPTD Pengelolaan Transportasi Umum Dinas Perhubungan Surabaya)" (Yuliawati et al., 2023) identified that the app is effective in providing bus departure information based on Gibson's five indicators of effectiveness, although it still requires feature improvements, such as displaying the number of passengers. Furthermore, another study "Analisis Faktor-Faktor Penerimaan Aplikasi Gobis Surabaya Menggunakan Technology Acceptance Model Factors Analysis Of Acceptance Of Gobis Applications Surabaya Using Model Acceptance Technology" (Al Rasyid et al., 2022) employing the Technology Acceptance Model (TAM) demonstrated that application usability, user experience, perceived usefulness, and perceived

ease of use significantly affect users' attitudes, behavioral intentions, and actual usage of the GoBis application. However, some technical limitations remain, such as a separate payment system and delays in delivering real-time bus information.

These findings reinforce the relevance of my research on the influence of ease of use perception and service quality on user satisfaction with the GoBis application. While previous studies emphasized application effectiveness and technology acceptance factors, this study focuses on how two critical variables like ease of use and service quality directly affect user satisfaction levels.

Therefore, this study is important to examine empirically how the ease of use perception and service quality affects the satisfaction of the community using the GoBis application in Surabaya. The results of this study are expected to provide recommendations for improvements to digital-based public transportation services, as well as become evaluation material for the Surabaya City Transportation Office in formulating a more adaptive and participatory service strategy.

Considering the importance of the aspects of ease of use and service quality in influencing user satisfaction, this study will focus on "The Effect of Service Quality and Perception of Ease of Use on Public Satisfaction of GoBis Application Users (Golek Bis) Suroboyo." This research is expected to be able to answer the extent of the contribution of these two variables in increasing user satisfaction and provide a basis for recommendations for the development of digital-based public services in the future.

LITERATURE REVIEW

Service quality is also an important factor that affects the level of public satisfaction with a public service, including application-based transportation services. Service quality (Tjipjono & Chandra, 2017) is the expected level of excellence and control over the level of excellence to meet customer desires. According to Zeithaml, Parassuraman & Berry on (Along, 2020), service quality can be assessed based on five dimensions, which include tangibles, reliability, responsiveness, assurance, and empathy.

GoBis app users not only evaluate the speed or ease of accessing information but also how the app and public transportation services as a whole respond to their needs, provide reassurance, and create a comfortable user experience. For example, does the information available in the app match the reality on the ground? Are the bus attendants friendly? Is the bus arrival time as scheduled? All of these elements also determine user perception of service quality.

On the other hand, the ease of use perception is one of the important constructs in the Technology Acceptance Model (TAM) introduced by (Davis, 1989). Indicators of usage perception according to (Davis, 1989) are easy to learn, controllable, flexible, clear and easy to understand, and easy to use. In the model, ease of use is defined as the extent to which a person believes that using a system will be free of strenuous effort. If users find the GoBis application easy to use and intuitive and do not require complicated efforts to operate it, then they will most likely feel satisfied and willing to use the application continuously. On the other hand, if users feel that the application is confusing, slow, or unresponsive, then the negative perception will decrease satisfaction and even lead to rejection of the use of the technology.

Studies on the effectiveness of public transportation applications highlight the importance of usability, information quality, and service integration. Research by (Mubarroq et al., 2024) emphasized that the utilization of public transportation applications such as GoBis must be viewed within the broader framework of e-government and digital transformation of public services. The study underlined that technology-based applications will only be effective if they are supported by high service quality and public policies that are responsive to community needs.

Furthermore, research by (Pratama et al., 2024) focused on optimizing GoBis features, particularly in relation to bus stop navigation, real-time information integration, and the payment system. Their findings revealed that the lack of integration with other modes of transportation and delays in data updates reduced user satisfaction. Therefore, the study stressed the need for continuous

innovation and stronger service quality to encourage public interest in using mass transportation.

From a technical perspective, (Anggraini et al., 2023) conducted a usability evaluation of GoBis using the heuristic evaluation method. The results showed that although the application had been downloaded more than 100,000 times, users continued to report issues related to interface design, completeness of information, and route search functions. The evaluation identified major problems in areas such as aesthetic design, error prevention, and efficiency of use. Recommendations from the study highlighted the importance of improving the interface, adding a route search feature, and providing passenger count information to enhance user satisfaction.

Collectively, these studies reinforce the argument that service quality and ease of use perception are the key determinants of public satisfaction with the GoBis application. Thus, the present research is highly relevant in providing more comprehensive empirical evidence on how these two factors influence public satisfaction with technology-based public transportation services in Surabaya.

Public satisfaction with public services is one of the main indicators of the success of service programs. Community Satisfaction (Kotler & Keller, 2009) is a person's feeling of happiness or disappointment that arises from comparing the performance of a perceived product or service with his expectations. In the context of application-based services such as GoBis, public satisfaction reflects the extent to which users' expectations and needs are met. This satisfaction can be a benchmark to assess the effectiveness of the services provided by the local government. User satisfaction is also an important factor in creating loyalty and sustainability of app usage. Satisfied users are more likely to continue using the app, provide positive recommendations to others, and support the sustainability of the public service program.
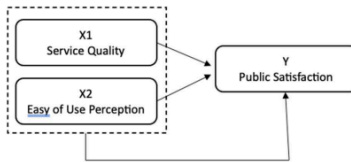

Figure 2. Conceptual Framework
Source: Researcher's elaboration

The research framework of this study examines the influence of Service Quality (X1) and Ease of Use Perception (X2) on Public Satisfaction (Y) among GoBis application users. Service Quality refers to the extent to which the application provides reliable, timely, accurate, and responsive services that meet user expectations, while Ease of Use Perception represents the degree to which users believe that the application is easy to understand and operate without requiring excessive effort. Both factors are expected to have a positive impact on Public Satisfaction, which reflects the evaluative response of users regarding their overall experience in using GoBis as a public transportation service. Specifically, good service quality is predicted to increase satisfaction by ensuring that user needs are met efficiently, while ease of use contributes to satisfaction by providing a seamless and user-friendly interaction with the application. Together, these two independent variables are hypothesized to significantly influence the dependent variable, demonstrating that higher service quality and perceived ease of use lead to greater public satisfaction.

RESEARCH METHOD

Types and Approaches This research uses a quantitative approach with the type of explanatory research. The purpose of this study is to determine the influence of the perception of ease of use and service quality on the satisfaction of the community using the GoBis (Golek Bis) Suroboyo application. The quantitative approach was chosen because it is suitable for testing the relationships between variables through objective and measurable statistical calculations. The research was conducted

in the city of Surabaya as the operational area of the GoBis application, especially for people who have used the application service. The population in this study is all users of the GoBis application in the city of Surabaya who are recorded as having downloaded the application on the Google Play Store, with a total number of more than 100,000 users. To determine the sample size, the Slovin formula was used with the number of samples used being 399 respondents and then rounded to 400 respondents. Sampling was carried out using the purposive sampling technique with the criteria of having used the GoBis application at least once. Primary data were collected through a questionnaire arranged on a scale of 1–5 (strongly disagree to strongly agree), covering three variables: Service Quality (X1) the indicators are (tangibles, reliability, responsiveness, assurance, and empathy) according to Zeithaml, Parassuraman & Berry on (Along, 2020). Ease of Use Perception (X2) the indicators are (easy to learn, controllable, flexible, clear and easy to understand, and easy to use) according to (Davis, 1989). And Public Satisfaction (Y) the indicators are (Requirements, Procedure, Service Time, Cost/Tariff, Service Product Specifications, Implementer Competence, Implementer Behavior, Facilities and Infrastructure, Handling of Complaints, Suggestions, and Feedback (Menteri PANRB, 2017). The questionnaire was distributed online using Google Forms to respondents who met the criteria. The collected data will be analyzed using IBM SPSS Statistics software version 25. The analysis technique used in this study is multiple linear regression.

The validity test for the variables Service Quality (X1), Ease of Use Perception (X2), and Public Satisfaction (Y) showed that the data was valid, as evidenced by the results of t calculated being more than t table (1.966). Furthermore, the reliability test for the variables Service Quality (X1), Ease of Use Perception (X2), and Public Satisfaction (Y) shows that the data is reliable, as evidenced by the results of Cronbach's alpha of more than 0.6.

The normality test was carried out to ensure that the residual was distributed normally, with the result of a significance value of 0.086, which was greater than 0.05, so that the data was declared normal. According to (Ghozali, 2006), there are no symptoms of multicollinearity if the tolerance value is > 0.100 and the VIF value is < 10.00. This result is in accordance with the multicollinearity test, which shows tolerance and VIF values of 1,000 and 1,000, respectively, indicating the absence of multicollinearity between free variables. The heteroskedasticity test yielded significance values of 0.445 for X1 and 0.523 for X2, both greater than 0.05, so that the residual variance was considered homogeneous and the model heteroskedasticity-free. In addition, the autocorrelation test with a Durbin-Watson value of 1.963, which is between du (1,650) and (4–du) (2,350), showed no autocorrelation in the regression model, so the residual is random.

In conducting this research, the researcher adheres to ethical principles by ensuring informed consent and voluntary participation from respondents, maintaining confidentiality and anonymity of personal data, and treating all participants fairly without discrimination. The study upholds academic integrity by avoiding plagiarism and data manipulation, ensures that no harm (physical or psychological) comes to respondents, and limits questions only to those relevant to the research objectives. Furthermore, the findings are intended to contribute positively to academic development, improve the quality of public service in transportation applications, and enhance public satisfaction.

Result and Discusion

The service quality variable (X1), the highest indicator in this variable, is found in the "reliability" dimension, especially in the item "I rarely experience interruptions when using the GoBis application." This indicates that from a technical perspective, the GoBis application is considered stable and rarely experiences errors when operated. This perception is important because the reliability of services is the basic foundation of public satisfaction and trust in digital systems. Meanwhile, the indicator with the lowest value appears in the "Responsiveness" dimension, precisely in the item "Assistance service

or customer service of the GoBis application quickly responds to complaints." A low score on this item indicates that the user feels a delay or lack of effectiveness in handling complaints. This is a serious concern because in the context of public services, the speed of response to problems or complaints is one of the main parameters that affect the quality of public interaction and trust in service providers.

The results of the description from the respondents found that the Ease of Use Perception (X2) indicator that showed the highest value was "Easy to use," especially in the item "Navigation or features in the GoBis application are very intuitive and not confusing." This reflects that the majority of respondents feel that the GoBis application is designed with a simple and easy-to-understand user interface so that it can be used by various groups, including users who are not familiar with digital technology. The ease of navigation makes the user experience more positive and efficient. In contrast, the indicator with the lowest value is in the "Controllable" dimension, especially in the item "I feel I can monitor the bus route." The low score on this indicator indicates that some users still have difficulty monitoring the movement of the bus in real-time, which can be caused by inaccurate tracking features, delays in updating information, or lack of clarity in the route display in the application. This shows that there is room for improvement in the tracking feature and user personal control over the transportation services used.

Community Satisfaction Variable (Y) In this variable, the highest score was obtained in the indicator "Cost/Tariff," with the item "Service fees on the GoBis application according to the benefits I obtained." Respondents felt that the costs incurred were proportional to the quality and convenience that the app offered. Transparency and affordability of tariffs are aspects that are appreciated by the public, especially in essential public services such as transportation. Meanwhile, the lowest indicator was found in "Handling Complaints, Suggestions, and Inputs," especially the item "My complaints and suggestions against GoBis were well received." This low score shows that there is a gap between user expectations in submitting complaints and the realization of follow-up from the management. It also indicates that the complaint system needs to be strengthened with a more responsive, transparent, and well-documented approach.

T test

Linear regression analysis was performed to measure the influence of variables X1 and X2 on Y. In partial tests (t-tests).

Number	t test of Service Quality (X1) on Public Satisfaction (Y)	SPSS's Result
1	Sig.	0.000
2	R Square	0.270
3	t value	12.129

Table 1. t-Test of Quality of Service (X1) on Public Satisfaction (Y)
Source: SPSS 25, 2025

The Service Quality (X1) shows a significance value of 0.000, which means that it partially has a significant effect on Community Satisfaction.

X1's contribution to Service quality is shown by Square's R value of 0.270. This means that about 27% of the variation in public satisfaction can be explained by the factor of service quality of the GoBis application.

Number	t test of Ease of Use Perception (X2) on Public Satisfaction (Y)	SPSS's Result
1	Sig.	0.000
2	R Square	0.362
3	t value	15.013

Table 2 t-Test of Perception of Ease of Use (X2) on Public Satisfaction (Y)
Source: SPSS 25, 2025

Ease of use perception (X2) also showed a significance value of 0.000, so it had a partial significant effect on Community Satisfaction.

The R Square value for X2 reached 0.362, indicating that the Ease of use perception is 36.2% of the variation in public satisfaction can be explained by the factor of Ease of use perception. It has a greater influence than the Service quality.

Test F

Number	F test of Service Quality (X1) and Ease of Use Perception (X2) to Public Satisfaction (Y)	SPSS's Result
1	Sig.	0.000
2	Adjusted R Square	0.641
3	F value	357.287

Table 3. F Test of Service Quality (X1), Ease of Use Perception (X2) on Public Satisfaction (Y)
Source: SPSS 25

The next test was a simultaneous test (F test) to determine the effect of X1 and X2 together on Y. The results showed a significance value of 0.000, less than 0.05, which means that the Service Quality and Ease of Use Perception simultaneously had a significant effect on Public Satisfaction.

The regression model has an adjusted R-squared value of 64.1%, which means that this model is able to explain 64.1% of the variability of GoBis application public satisfaction, while the remaining 35.9% is explained by other variables outside the model, such as price, user experience, social factors, and personal preferences. This shows that both variables are important predictors in shaping user perception and experience of GoBis application services.

The results of the linear regression test showed that the two independent variables had a significant influence simultaneously and partially on public satisfaction. This is proven by the t-test, where the t-value of X1 (12.129) and X2 (15.013) is both far exceeding the t-table of 1.966 (for N = 400, α = 5%, bilateral). The significance value for both variables is also at 0.000, which is < 0.05, confirming that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This means that both the ease of use perception and the quality of service each have a significant effect on public satisfaction.

The simultaneous test (F-test) yielded an F value of 357.278 > F table (3.02), which is also well above the F table. With Adjusted R^2 = 64.1%, this model is able to explain 35.9% of the public satisfaction variable, while the rest is explained by other variables outside the model, such as price, user experience, social factors, and personal preferences.

Interestingly, the regression coefficient for X2 (Ease of Use Perception) is 36.2%, higher than X1 (Service Quality), which is only 27%. This indicates that the ease of use perception is important, people are more sensitive to the aspect of ease of using the GoBis application. This is in line with the findings of (Maulana & Ilman, 2025), who show that in the use of the JMO BPJS Ketenagakerjaan application, the perception of ease of use significantly affects satisfaction (β = 0.482). Even in the context of e-government applications, the perception of a simple user interface, intuitive navigation, and access efficiency are key factors in shaping public loyalty to public service technology.

The results of the multiple linear regression analysis in this study show that service quality and ease of use perception have a positive and significant effect on public satisfaction among GoBis application users. These findings are consistent with previous research that emphasized the importance of service quality and ease of use in driving user satisfaction with public transportation applications. A usability evaluation conducted by (Fauzanah et al., 2020) revealed that the GoBis application still faces several technical issues, such as inaccurate bus arrival information, discrepancies between the displayed and actual bus positions, and map interfaces that require repeated zooming in to locate bus stops. The overall user satisfaction score was only 65.25%, categorized as "OK" to "Good," which highlights the urgent need for continuous improvement. This supports the present study's finding that service quality is a crucial determinant of public satisfaction. Furthermore, research by (Fitriaruli & Suyatno, 2024) demonstrated that interface design (UI/UX) strongly affects user experience with GoBis. Rigid layouts, inappropriate color schemes, and disruptive pop-up notifications were found to significantly reduce satisfaction. However, improvements based on a design thinking approach raised the SUS score into the "acceptable" category, underscoring that perceived ease of use is not limited to navigation simplicity but also involves visual design and interaction comfort. In addition, a comparative study using the User Experience Questionnaire (UEQ) showed that although GoBis was positively perceived by users, the Transjatim application outperformed it across all quality dimensions, including efficiency, dependability, and innovativeness (Oktavia et al., 2024).

This finding is also supported by (Haikal Fadhilah, 2025), who tested the quality of the *SIAP kerja* website using the WebQual 4.0 method. The study concluded that usability contributes the most to public satisfaction compared to the quality of information or service interaction. In the context of GoBis, this underscores the importance of improving technical features, such as loading speed, ease of route finding, and navigation system reliability.

Even though it contributes less than ease of use perception, the service quality still has a significant effect on the satisfaction of GoBis users. Based on the dimensions of SERVQUAL namely tangibles, reliability, responsiveness, assurance, and empathy, this study shows that the community appreciates the speed of response, friendliness of officers, and the clarity of the information provided. In the (Ramadhanti & Luqman, 2025), the quality of information and services has also been proven to increase the satisfaction of digital public service users in Semarang City. Therefore, an approach that focuses solely on technology without paying attention to the service dimension will result in an unequal digital service model.

In this context, the GoBis application can be considered successful in attracting user interest because of the ease of its features, but it is necessary to improve the service quality to maintain the level of community satisfaction in a sustainable manner. The implications of this finding are important for the Surabaya City Government as a digital public service provider. Required: Improved the user interface of the GoBis application to keep it simple, intuitive, and accessible to various age groups. Continuous training for transportation service officers to be able to respond to the needs and complaints of the community quickly and friendly. An integrated digital complaint system, including a chatbot and real-time reporting features to improve the service experience. Improvement of physical facilities such as the cleanliness and comfort of GoBis buses, because this still affects the overall service quality.

This indicates that public transportation users increasingly expect applications that are not only functional but also modern, innovative, and enjoyable to use. Therefore, the results of this study affirm that service quality and ease of use perception are dominant factors in enhancing public satisfaction. Technical improvements, interface design innovation, and the integration of digital public services are key strategies for enabling GoBis to compete effectively with other transportation applications while fostering user loyalty in Surabaya.

CONCLUSION

This study concludes that both Service Quality and Ease of Use Perception significantly influence public Satisfaction among GoBis (Golek Bis) application users in Surabaya. The results of statistical analysis show that while both variables are significant, Ease of Use Perception emerges as the more influential factor, with a higher regression coefficient and contribution to the variation in satisfaction. Users tend to prioritize ease in navigating the application, accessing information, and utilizing features without confusion or technical barriers. Although the service quality such as responsiveness and reliability remains important, it is the simplicity and clarity of the interface that most strongly drive satisfaction levels. Therefore, efforts to improve the GoBis application should prioritize intuitive design, user-friendly features, and system efficiency, while continuously enhancing service responsiveness and user support. Together, these factors shape a sustainable and satisfying user experience in digital public transportation services.

The findings of this study imply that the Surabaya City Government needs to prioritize policies that strengthen both the ease of use of the GoBis application and the quality of its services to improve public satisfaction. Concretely, this means redesigning the application interface to be more user-friendly and providing simple digital guides to help users. In addition, the government should ensure the accuracy of real-time information such as bus schedules, arrival estimates, and passenger numbers, while also maintaining responsive complaint channels and regular system maintenance. To support sustainable innovation,

collaboration with private technology firms and universities is essential, alongside efforts to integrate GoBis with other public transport services and to conduct digital literacy programs for the public. Finally, consistent monitoring and evaluation must be implemented through periodic public satisfaction surveys and data-driven decision-making using analytics from the application. These measures will not only enhance public trust and loyalty toward GoBis but also strengthen Surabaya's position as a smart city that provides reliable, inclusive, and citizen-oriented public transportation services.

REFERENSI

Al Rasyid, H., Pramitasari, P., Vania, E., Nariswari, A. D., & Atha, F. (2022). *ANALISIS FAKTOR-FAKTOR PENERIMAAN APLIKASI GOBIS SURABAYA MENGGUNAKAN TECHNOLOGY ACCEPTANCE MODEL FACTORS ANALYSIS OF ACCEPTANCE OF GOBIS APPLICATIONS SURABAYA USING MODEL ACCEPTANCE TECHNOLOGY*. http://sitasi.upnjatim.ac.id/

Along, A. (2020). Kualitas Layanan Administrasi Akademik di Politeknik Negeri Pontianak. *Jurnal Ilmiah Administrasi Publik (JIAP)*, *6*(1), 94–99.

Anggraini, D., Kamisutara, M., & Muchayan, A. (2023). Perencanaan Aplikasi GOBIS Suroboyo Bus dengan Menggunakan Metode Analisis Heuristic Evalution. *Jurnal Ilmu Komputer Dan Bisnis*, *14*(2a), 135–147. https://doi.org/10.47927/jikb.v14i2a.664

Bisma, R. A., Fanani, L., & Brata, A. H. (2021). Evaluasi dan Perbaikan User Interface Aplikasi Mobile GOBIS Suroboyo Bus berdasarkan Usability Testing menggunakan Metode Design Thinking. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, *5*(10), 4591–4601. http://j-ptiik.ub.ac.id

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, *13*(3), 319. https://doi.org/10.2307/249008

Fauzanah, Y., Rachmadi, A., & Wardani, N. H. (2020). Evaluasi Usability pada Aplikasi Mobile GOBIS Suroboyo Bus dengan Metode Usability Testing. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, *4*(2), 504–508. http://j-ptiik.ub.ac.id

Fitriaruli, H., & Suyatno, D. F. (2024). Analisis Perbaikan User Interface Dan User Experience Pada Aplikasi Gobis (Suroboyo Bus) Menggunakan Metode Design Thinking. *Journal of Emerging Information Systems and Business Intelligence*, *05*(01), 132–143.

Ghozali, Imam. (2006). *Aplikasi analisis multivariate dengan program SPSS*. Badan Penerbit Universitas Diponegoro.

Haikal Fadhilah, M. (2025). *PENGARUH KUALITAS LAYANAN WEBSITE SIAPKERJA TERHADAP KEPUASAN MASYARAKAT KOTA ADMINISTRASI JAKARTA SELATAN DENGAN METODE WEBQUAL 4.0*.

instagram: @suroboyobus. (2024). *Poster Pelayanan New GoBis Suroboyo*. Https://Www.Instagram.Com/p/C4cdFSAvdd_/?Igsh=MW10dGRhNTNldHluMQ==.

Jawa Pos. (2023). *Pantau rute Trans Jatim pakai aplikasi GoBis, Dishub integrasikan layanan transportasi publik*. Https://Www.Jawapos.Com/Surabaya-Raya/012943195/Pantau-Rute-Trans-Jatim-Pakai-Aplikasi-Gobis-Dishub-Integrasikan-Layanan-Transportasi-Publik.

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Erlangga.

Maharani, K. F. D., & Mandira, I. M. C. (2022). Pengaruh Kualitas Pelayanan, Persepsi Kemudahan dan Keamanan Terhadap Kepuasan Peserta Dalam Menggunakan Jamsostek Mobile. *Jurnal Ilmiah Manajemen Kesatuan*, *10*(3), 519–528. https://doi.org/10.37641/jimkes.v10i3.1538

Maulana, S., & Ilman, N. (2025). Pengaruh Persepsi Kemudahan Penggunaan dan Kegunaan Aplikasi JMO (Jamsostek Mobile) BPJS Ketenagakerjaan terhadap Kepuasan Pengguna di Kota Palopo. *Integrative Perspectives of Social and Science Journal (IPSSJ)*, *2*(3), 4915–4927.

Menteri PANRB. (2017). *PERMENPAN NOMOR 14 TAHUN 2017*.

Mubarroq, M. J., Rukmana, S. N., Wilayah, P., & Kota, D. (2024). Analisis Persepsi Masyarakat Terhadap Efektivitas Implementasi Pelayanan Surabaya Bus. *Jurnal Plano Buana*, *5*, 59–74. https://jurnal.unipasby.ac.id/index.php/jurnal_plano_buana/index

Oktavia, A. S., Lestari, R. W., & Nugroho, A. (2024). Analisis Pengalaman Pengguna Aplikasi Transportasi Umum dengan Metode User Experience Questionnaire. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, *6*(1), 76–83. https://doi.org/10.47233/jteksis.v6i1.1094

Ramadhanti, A. M., & Luqman, Y. (2025). PENGARUH KUALITAS INFORMASI DAN PERSEPSI KEMUDAHAN PENGGUNAAN TERHADAP TINGKAT KEPUASAN PENGGUNA APLIKASI SI D'NOK DI KOTA SEMARANG. *Interaksi Online*, *13*(3).

Pratama, R. R. M. M., Indartuti, E., & Rahmadanik, D. (2024). Evaluasi Dampak Kebijakan Transportasi Suroboyo Bus dalam Menanggulangi Kemacetan di Surabaya. *Presidensial: Jurnal Hukum, Administrasi Negara, Dan Kebijakan Publik*, *1*(4), 291–305. https://doi.org/10.62383/presidensial.v1i4.381

Tjipjono, F., & Chandra, G. (2017). *Pemasaran Strategik* (3rd ed.). Penerbit Andi.

Yuliawati, W., Suroso, & Devi Pramudiana, I. (2023). *Efektivitas Pelayanan Suroboyo Bus Melalui Aplikasi Golek Bis (GOBIS) dalam Rangka E-Government (Studi Pada UPTD Pengelolaan Transportasi Umum Dinas Perhubungan Surabaya)* (Vol. 1, Issue 2).

Millensyah-cek

15%
SIMILARITY INDEX

13%
INTERNET SOURCES

8%
PUBLICATIONS

3%
STUDENT PAPERS

MATCH ALL SOURCES (ONLY SELECTED SOURCE PRINTED)

2%

★ digilib.uin-suka.ac.id
Internet Source

Exclude quotes	On	Exclude matches	Off
Exclude bibliography	On		