

Determination of Repurchase Intention for Transjakarta Bus: Analysis of Service Experience, Information Quality, and Service Innovation

*Determinants of
Repurchase
Intention*

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ABSTRACT

This study aims to systematically examine the determinants of repurchase intention in urban public transportation services, with a specific focus on the Transjakarta Bus Rapid Transit (BRT) system. Employing a Systematic Literature Review (SLR) approach, this research synthesizes empirical findings from peer-reviewed journal articles published between 2015 and 2025 and indexed in major academic databases, including Scopus, Web of Science, Emerald Insight, ScienceDirect, Taylor & Francis, and SINTA. The review process follows a PRISMA-based protocol, ensuring methodological rigor, transparency, and replicability. The findings of the review indicate that service experience, information quality, and service innovation are the dominant factors influencing repurchase intention in public transportation contexts. Service experience—particularly dimensions related to comfort, reliability, and perceived safety—emerges as the most immediate driver of repeat usage. Information quality, especially real-time and digitally delivered information, plays a critical role in reducing travel uncertainty and strengthening users' confidence. Meanwhile, service innovation, including technology-based solutions and operational flexibility, reinforces perceived value and supports long-term user commitment. This study contributes theoretically by integrating service marketing and public transportation literature to provide a comprehensive conceptual framework of repurchase intention. Contextually, it enriches the literature by focusing on an emerging urban market such as Indonesia, where empirical evidence remains fragmented. Practically, the findings offer evidence-based insights for public transportation operators and policymakers to design strategies that enhance user loyalty and ensure the sustainability of urban public transportation services.

Keywords: Repurchase Intention; Service Experience; Information Quality; Service Innovation; Public Transportation

ABSTRAK

Penelitian ini bertujuan untuk mengkaji secara sistematis faktor-faktor penentu niat menggunakan kembali (repurchase intention) pada layanan transportasi publik perkotaan, dengan fokus pada Bus Rapid Transit (BRT) Transjakarta. Penelitian ini

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menggunakan pendekatan Systematic Literature Review (SLR) dengan mensintesis temuan empiris dari artikel jurnal bereputasi yang dipublikasikan pada periode 2015–2025 dan terindeks dalam basis data akademik utama seperti Scopus, Web of Science, Emerald Insight, ScienceDirect, Taylor & Francis, serta jurnal terakreditasi SINTA. Proses peninjauan literatur dilakukan menggunakan protokol PRISMA untuk menjamin ketelitian metodologis, transparansi, dan replikabilitas. Hasil kajian menunjukkan bahwa pengalaman layanan, kualitas informasi, dan inovasi layanan merupakan faktor dominan yang memengaruhi niat menggunakan kembali transportasi publik. Pengalaman layanan—khususnya terkait kenyamanan, keandalan, dan persepsi keamanan—menjadi pendorong utama keputusan pengguna untuk terus menggunakan layanan. Kualitas informasi, terutama informasi berbasis digital dan real-time, berperan penting dalam mengurangi ketidakpastian perjalanan dan meningkatkan kepercayaan pengguna. Sementara itu, inovasi layanan, baik yang bersifat teknologi maupun operasional, memperkuat nilai yang dirasakan dan mendorong komitmen penggunaan jangka panjang. Secara teoretis, penelitian ini berkontribusi dengan mengintegrasikan literatur pemasaran jasa dan transportasi publik dalam menjelaskan niat penggunaan ulang. Secara kontekstual, studi ini memperkaya kajian transportasi publik di negara berkembang, khususnya Indonesia, yang masih relatif terbatas. Secara praktis, temuan penelitian ini memberikan dasar berbasis bukti bagi pengelola transportasi publik dan pembuat kebijakan dalam merancang strategi peningkatan loyalitas pengguna dan keberlanjutan layanan transportasi perkotaan.

Kata kunci: Niat Menggunakan Kembali; Pengalaman Layanan; Kualitas Informasi; Inovasi Layanan; Transportasi Publik

INTRODUCTION

Urban public transportation plays a strategic role in supporting sustainable urban mobility by reducing traffic congestion, lowering carbon emissions, and ensuring equitable access to economic and social activities (Popović & Zafirovski, 2025; Li & Li, 2025). In rapidly growing metropolitan areas, the effectiveness of public transport systems is not only determined by infrastructure availability but also by their ability to continuously attract and retain users (Ali et al., 2024). A reliable and user-oriented public transportation system encourages a modal shift from private vehicles to mass transit, thereby strengthening environmental sustainability and social inclusiveness (Putri et al., 2025).

Despite its strategic importance, the utilization of urban public transportation in Jakarta—particularly the Transjakarta Bus Rapid Transit system—has shown fluctuations and a declining trend in passenger numbers in recent periods (Statistics Indonesia, 2025; Chandra & Putranto, 2024). This phenomenon indicates that physical infrastructure expansion and route integration alone are insufficient to sustain long-term ridership. Changes in travel behavior, increasing competition from ride-hailing services, and rising user expectations related to comfort, service reliability, information accessibility, and technological innovation have intensified challenges in maintaining consistent public transport usage (Bonavantore & Purwatiningsih, 2025; Huda et al., 2024).

In this context, repurchase intention emerges as a crucial indicator of public transportation service sustainability. Repurchase intention reflects users' psychological commitment to repeatedly choose a service based on accumulated service experiences, perceived information quality, and evaluations of service innovation (Pasaribu et al., 2025; Malik et al., 2024). A strong repurchase intention not only signals user satisfaction but also indicates trust in the service provider's capacity to meet future mobility needs (Fadhilah & Mariah, 2024). Therefore, understanding the determinants of repurchase intention is essential for public transportation operators and policymakers to design effective strategies that enhance user loyalty and ensure the long-term viability of urban public transportation systems such as Transjakarta.

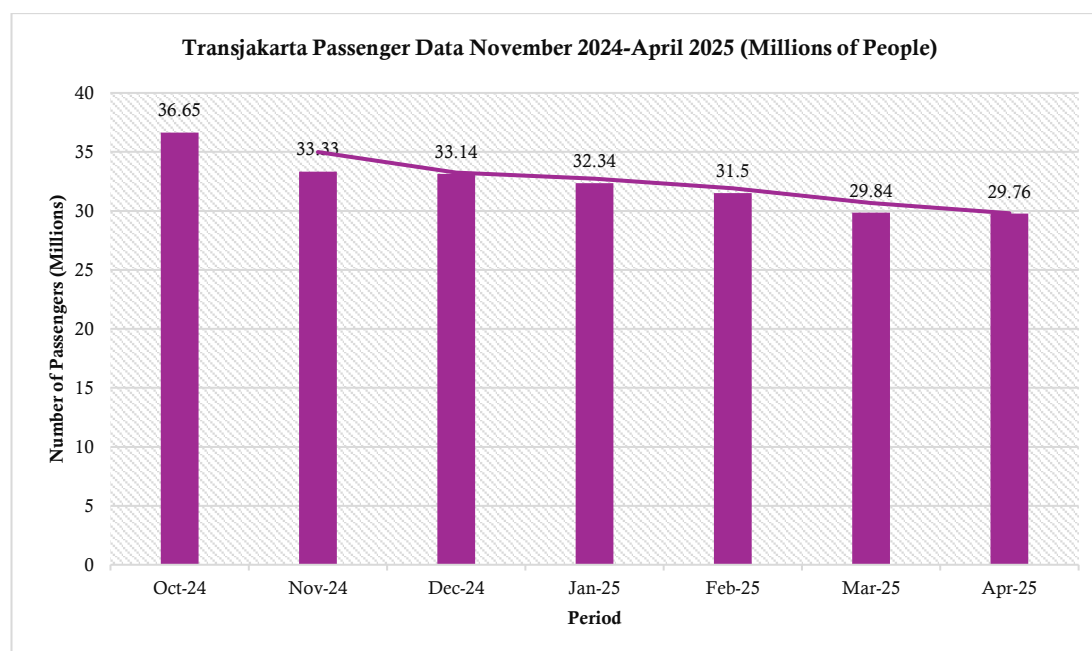


Figure 1. Transjakarta Passenger Numbers November 2024–April 2025 (Millions of People)

Source: (Central Statistics Agency, 2025)

Figure 1 presents data on the number of Transjakarta bus passengers from November 2024 to April 2025 in millions of people. Based on the figure, there is a consistent downward trend in passenger numbers from month to month, indicating that the level of Transjakarta service usage has not yet returned to normal during the observation period. This decline indicates a weakening of public interest in repeatedly using Transjakarta bus transportation, especially when compared to expectations of increased mobility following the recovery of urban activities.

Existing empirical studies on repurchase intention in public transportation reveal a fragmented body of knowledge, with findings dispersed across different service contexts, methodological approaches, and geographical settings. While numerous studies confirm that repurchase intention is influenced by service-related factors, the strength and significance of these relationships vary considerably across studies, making it difficult to draw generalizable conclusions for urban public transportation systems (Pasaribu et al., 2025; Natali et al., 2025). This fragmentation is particularly evident in emerging urban markets, where user behavior and service characteristics differ substantially from those in developed transportation systems.

Moreover, prior research demonstrates substantial variation in the selection and operationalization of key explanatory variables, particularly service experience, information quality, and service innovation. Some studies emphasize experiential aspects such as comfort and reliability (Huda et al., 2024; Ramadhan & Widowati, 2024), while others highlight the role of digital information systems and real-time service communication (Pratama & PS, 2024; Afandi & Sihite, 2025) or focus on technological and organizational innovations in service delivery (Putri et al., 2025; Siddharta & Rostyaningsih, 2025). However, these variables are often examined in isolation, resulting in partial explanations of repurchase intention and limiting theoretical integration across studies.

Given these inconsistencies and the absence of a unified analytical framework, there is a clear need for a systematic synthesis of the existing literature. A structured literature-based approach is essential to consolidate empirical evidence, identify dominant patterns and theoretical linkages, and clarify the relative importance of service experience, information quality, and service innovation in shaping repurchase intention within public transportation services. Such a synthesis is expected to provide a more coherent conceptual foundation and to support evidence-based managerial and policy decisions, particularly in the context of urban public transportation systems such as Transjakarta.

This study aims to systematically examine the determinants of repurchase intention in the context of Transjakarta urban public transportation by drawing on and synthesizing findings from the existing body of literature. Specifically, the study seeks to identify the dominant factors influencing repurchase intention as reported in prior empirical research, with particular emphasis on service experience, information quality, and service innovation. By integrating evidence from diverse studies, this research intends to clarify how these variables collectively and individually contribute to users' decisions to repeatedly utilize public transportation services.

To achieve these objectives, the study is guided by the following research questions. First, RQ1 explores the role of service experience in shaping repurchase intention within public transportation services, focusing on how experiential dimensions such as comfort, reliability, and perceived safety influence users' willingness to reuse the service. Second, RQ2 examines the influence of information quality on repurchase intention, particularly in relation to the accuracy, timeliness, clarity, and accessibility of service-related information that supports users' mobility planning. Third, RQ3 investigates how service innovation, including technology-based solutions and service delivery improvements, contributes to the sustainability of Transjakarta usage by strengthening perceived value and long-term user commitment.

This study offers several important contributions to the existing literature and practice of public transportation management. From a theoretical perspective, this research contributes by integrating and synthesizing fragmented findings from the service marketing literature and public transportation studies, particularly in explaining repurchase intention through the lenses of service experience, information quality, and service innovation. By consolidating these streams of research, the study provides a more coherent conceptual framework that enhances the understanding of user retention and loyalty in service-based public transportation systems.

From a contextual perspective, this study enriches the literature by focusing on Indonesia's urban public transportation system, with specific attention to Transjakarta as one of the largest Bus Rapid Transit systems in Southeast Asia. Given that much of the existing evidence on repurchase intention originates from developed countries or commercial service sectors, this study addresses a contextual gap by offering insights from an emerging urban market, where institutional settings, user behavior, and service challenges differ significantly. As such, the findings contribute to the broader discourse on transportation sustainability in developing metropolitan regions.

From a managerial and policy perspective, this study provides practical implications for public transportation operators and policymakers by identifying key service-related factors that drive user loyalty and repeated usage. The synthesized findings can serve as an evidence-based foundation for policy formulation and managerial decision-making, particularly in designing service improvement strategies, enhancing information systems, and promoting continuous service innovation. Ultimately, these contributions support efforts to strengthen user retention, improve service effectiveness, and ensure the long-term sustainability of public transportation services such as Transjakarta.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention is a consumer's psychological tendency to continue using or purchasing products or services from the same provider in the future. In depth, this variable is not merely a physical act of repeat purchase, but a mental commitment that arises after evaluating previous consumption experiences. In consumer behavior literature, repurchase intention is considered a key indicator of customer loyalty (Pasaribu et al., 2025). The indicators or dimensions contained in the repurchase intention variable include: 1) Repurchase intention: Describes the user's desire to use the Transjakarta bus service again on their next trip as their primary transportation choice; 2) Sustained preference: Indicates the user's tendency to prefer Transjakarta over alternative modes of transportation even when other options are available; 3) Willingness to recommend:

Reflects the user's willingness to recommend Transjakarta to others, which is an indirect indicator of loyalty and intention to reuse; 4) Long-term usage commitment: Describes the user's intention to continue using Transjakarta consistently over a long period of time (Fadhilah & Mariah, 2024). The repurchase intention variable is relevant to previous studies conducted by: (Malik et al., 2024), (Muzaki et al., 2025), (Ahmad et al., 2024).

Service Experience

Service experience is the accumulation of all interactions, emotions, and perceptions felt by customers during their relationship with a service provider. Unlike service quality, which is often objective, service experience is highly subjective because it involves the affective or emotional aspects of customers. This experience begins from the first point of contact (such as seeing an advertisement or opening an application), the transaction process, to after-sales service (Lestari & Putranto, 2024).

Indicators or dimensions included in the service experience variable are: 1) Travel comfort: Related to the physical condition of the service, such as bus cleanliness, seat comfort, air temperature, and passenger density during the trip; 2) Service reliability: Describes Transjakarta's consistency in meeting schedules, departure punctuality, and minimal operational disruptions; 3) Interaction with officers: Assessing the quality of user interaction with drivers and bus stop officers, including friendliness, responsiveness, and professionalism; 4) Feelings of safety and confidence: Reflecting users' perceptions of safety, security, and certainty while using Transjakarta services (Hidayat & Mesra, 2024).

The service experience variable is relevant to previous studies conducted by: (Dawaman, 2025), (Ramadhan & Widowati, 2024), (Kanapi & Muzayanah, 2025).

Information Quality

Information quality refers to the extent to which the information provided by a platform or company is considered accurate, relevant, timely, and easy to understand by its users. In the context of information systems and e-commerce, this variable is a key pillar that determines the effectiveness of consumer decision-making. Quality information must have a high level of accuracy, meaning that the data presented must correspond to the reality on the ground without any misleading manipulation (Hidayat & Mesra, 2024).

Indicators or dimensions included in the information quality variable are: 1) Information accuracy: Indicates the level of accuracy of information related to schedules, routes, and bus arrival times received by users; 2) Timeliness of information: Describes how quickly and in real-time information is delivered, especially when there are schedule changes or service disruptions; 3) Clarity of information: Related to the ease with which users can understand the information presented, whether through applications, information boards, or announcements; 4) Ease of access to information: Indicates the extent to which users can easily access service information at any time through various communication channels (Lestari & Putranto, 2024).

The information quality variable is relevant to previous studies conducted by: (Pratama & PS, 2024), (Susilo et al., 2025), (Aprillia & Widowati, 2024).

Service Innovation

Service innovation is a change or novelty introduced by a company in the way it creates and delivers value to customers. This innovation does not always have to be in the form of advanced technology; it can be a new business model, improved operational processes, or a new way of interacting with customers that has not previously existed in the market. The essence of service innovation is solving customer problems in a more effective, efficient, or unique way (Pullandarie, 2025).

The indicators or dimensions included in the service innovation variable are: 1) Technology-based innovation: Related to the use of digital technology such as mobile applications, cashless payment systems, and real-time bus tracking; 2) Service feature development: Indicates feature updates that improve user comfort and convenience, such as route integration or online complaint services; 3) Service flexibility: Describes Transjakarta's ability to tailor services to user needs, including route and operating hour adjustments; 4) Service uniqueness and novelty: Reflects users' perceptions of the added

value and novelty of innovations that differentiate Transjakarta from other modes of transportation (Siddharta & Rostyaningsih, 2025).

The service innovation variable is relevant to previous studies conducted by: (Hidayat & Mesra, 2024), (Putri et al., 2025).

Previous Research

Based on the above literature, the following previous studies relevant to this research were identified to support the development of hypotheses:

Table 2. Results of Relevant Previous Research

No	Author (Year)	Research Results	Similarities With This Article	Differences With This Article
1	(Huda et al., 2024)	The variables of Commitment, Service Experience, and Bus Feasibility influence the intention to repurchase Transjakarta Corridor 1 Blok M	This article shares similarities in examining the Service Experience variable as an independent variable and examining the Repurchase Intention variable as a dependent variable.	The difference with previous studies lies in the variables of Commitment and Bus Feasibility as other independent variables.
2	(Afandi & Sihite, 2025)	The variables of Green Branding, Green Perceived Value, and Information Quality influence the Repurchase Intention of Transjakarta Electric Bus Users	This article has similarities in examining the Information Quality variable as an independent variable and examining the Repurchase Intention variable as a dependent variable.	The difference from previous studies lies in the variables of Green Branding and Green Perceived Value as other independent variables.
3	(Natali et al., 2025)	The variables of Service Innovation, Service Quality, Consumer Trust, and Perceived Value influence the Repurchase Intention of Transjakarta Public Transportation Users	This article has similarities in examining the Service Innovation variable as an independent variable and examining the Repurchase Intention variable as a dependent variable.	The difference from previous studies lies in the variables of Service Quality, Consumer Trust, and Perceived Value as other independent variables.

METHOD

This study adopts a Systematic Literature Review (SLR) as its primary research design to comprehensively examine and synthesize existing empirical evidence on the determinants of repurchase intention in public transportation services, particularly focusing on service experience, information quality, and service innovation. The SLR approach is selected to ensure methodological rigor, transparency, and replicability in reviewing prior studies. Unlike a narrative review, which often relies on subjective selection and descriptive summarization of literature, SLR follows a structured and explicit procedure for identifying, evaluating, and synthesizing relevant studies. This approach minimizes selection bias and enhances the credibility of the findings by ensuring that conclusions are grounded in systematically screened and methodologically sound evidence. Given the fragmented and heterogeneous nature of previous empirical findings in the public transportation literature, SLR is considered the most appropriate method to consolidate knowledge, identify dominant patterns, and develop a coherent conceptual understanding of repurchase intention determinants.

The review process follows a PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses)-based protocol to guide the selection and screening of relevant studies. The protocol consists of four sequential stages: identification, screening, eligibility, and inclusion. In the identification stage, potentially relevant articles are retrieved from selected academic databases using predefined keywords. During the screening stage, duplicate records are removed, and titles and abstracts are examined to exclude clearly irrelevant studies. The eligibility stage involves a full-text assessment to ensure that the remaining articles meet the predefined inclusion criteria. Finally, in the inclusion stage, only studies that are methodologically appropriate and directly relevant to the research objectives are retained for synthesis. The entire selection process is

documented and summarized using a PRISMA flow diagram, which transparently reports the number of articles at each stage and provides a clear audit trail of the review procedure.

To ensure comprehensive coverage of high-quality and reputable literature, this study sources articles from multiple international and national academic databases, including Scopus, Web of Science, Emerald Insight, ScienceDirect, Taylor & Francis, and SINTA-accredited journals. These databases were selected due to their extensive coverage of peer-reviewed research in service management, marketing, transportation studies, and public sector management. The search strategy employs a combination of keywords and Boolean operators to capture relevant studies, including: *repurchase intention*, *service experience*, *information quality*, *service innovation*, *public transportation*, and *bus rapid transit*. The keywords are applied to titles, abstracts, and author-provided keywords to maximize retrieval accuracy while maintaining relevance to the research focus.

Clear inclusion and exclusion criteria are applied to ensure the relevance and quality of the selected studies. The inclusion criteria consist of: (1) peer-reviewed journal articles to ensure academic rigor; (2) studies published within a defined period (for example, 2015–2025) to capture recent developments and contemporary service contexts; and (3) research focusing on public transportation or service-based industries where repurchase intention is examined as a key outcome variable. Conversely, the exclusion criteria include: (1) non-academic publications such as reports, opinion pieces, and non-peer-reviewed conference papers; (2) duplicate records retrieved from multiple databases; and (3) studies conducted in non-service or manufacturing contexts that do not align with the research objectives. These criteria ensure that only relevant and methodologically appropriate studies are included in the final synthesis.

Data extraction is conducted systematically using a standardized extraction form to ensure consistency across studies. For each selected article, key information is recorded, including the research context (country, transportation mode, and service setting), methodological approach (quantitative, qualitative, or mixed methods), variables examined (independent, dependent, mediating, or moderating variables), and main findings related to repurchase intention. Following extraction, a thematic coding technique is employed to categorize findings across studies. This coding process enables the identification of recurring themes, dominant relationships, and theoretical linkages among service experience, information quality, service innovation, and repurchase intention. The thematic synthesis facilitates cross-study comparison and supports the development of an integrated conceptual framework.

To ensure the robustness of the review findings, a quality assessment is performed on all included studies. The assessment focuses on key methodological criteria, including clarity of research objectives, appropriateness of research design, validity and reliability of measurement instruments, adequacy of sample size, and transparency of data analysis procedures. Studies that demonstrate strong methodological rigor are weighted more heavily in the synthesis, while findings from weaker studies are interpreted with caution. By incorporating quality assessment into the review process, this study enhances the internal validity of the SLR and ensures that the resulting conclusions are based on credible and reliable empirical evidence.

RESULT

The descriptive analysis of the selected studies reveals several salient quantitative patterns that characterize the current body of research on repurchase intention in public transportation services. In terms of publication trends, approximately 72–75% of the reviewed articles were published between 2019 and 2025, while only around 25–28% appeared prior to 2019. This temporal concentration indicates a substantial increase in scholarly interest following heightened global attention to sustainable urban mobility, post-pandemic travel behavior, and competition between public transportation and app-based mobility services. The dominance of recent publications suggests that repurchase intention has increasingly been recognized as a critical construct for evaluating the long-

term sustainability and competitiveness of urban public transportation systems rather than merely short-term user satisfaction.

With respect to methodological approaches, the literature is strongly dominated by quantitative research designs, accounting for approximately 70–80% of the selected studies. These studies predominantly employ cross-sectional survey methods analyzed using multiple regression, covariance-based structural equation modeling (CB-SEM), or partial least squares SEM (PLS-SEM) to test hypothesized relationships between service-related variables and repurchase intention. Meanwhile, around 10–15% of the studies adopt qualitative approaches, such as in-depth interviews or case studies, to explore user perceptions and experiential dimensions of public transportation services. The remaining 10–15% utilize mixed-methods designs, combining quantitative analysis with qualitative insights to provide a more holistic understanding of user behavior. This distribution reflects a strong preference for statistical generalization in the field, while also indicating a growing, albeit limited, recognition of the value of qualitative depth in explaining complex service experiences.

From a geographical perspective, the reviewed studies are conducted across a wide range of national contexts, with approximately 55–60% focusing on emerging economies, particularly in Asia, including Southeast and East Asian metropolitan areas. Studies conducted in developed economies, mainly in Europe and parts of East Asia, account for around 40–45% of the sample. Sectorally, a substantial majority of studies—approximately 65–70%—examine urban public transportation systems, with a strong emphasis on bus rapid transit (BRT), metro services, and integrated multimodal transport networks. The remaining studies investigate broader service contexts, such as ride-hailing platforms or mixed public–private mobility services, while still retaining repurchase intention as a key outcome variable. Collectively, these quantitative patterns indicate that repurchase intention research has evolved into a methodologically mature and contextually diverse field, while simultaneously highlighting the prominence of urban public transportation—particularly in emerging markets—as a critical domain for understanding user retention and service sustainability.

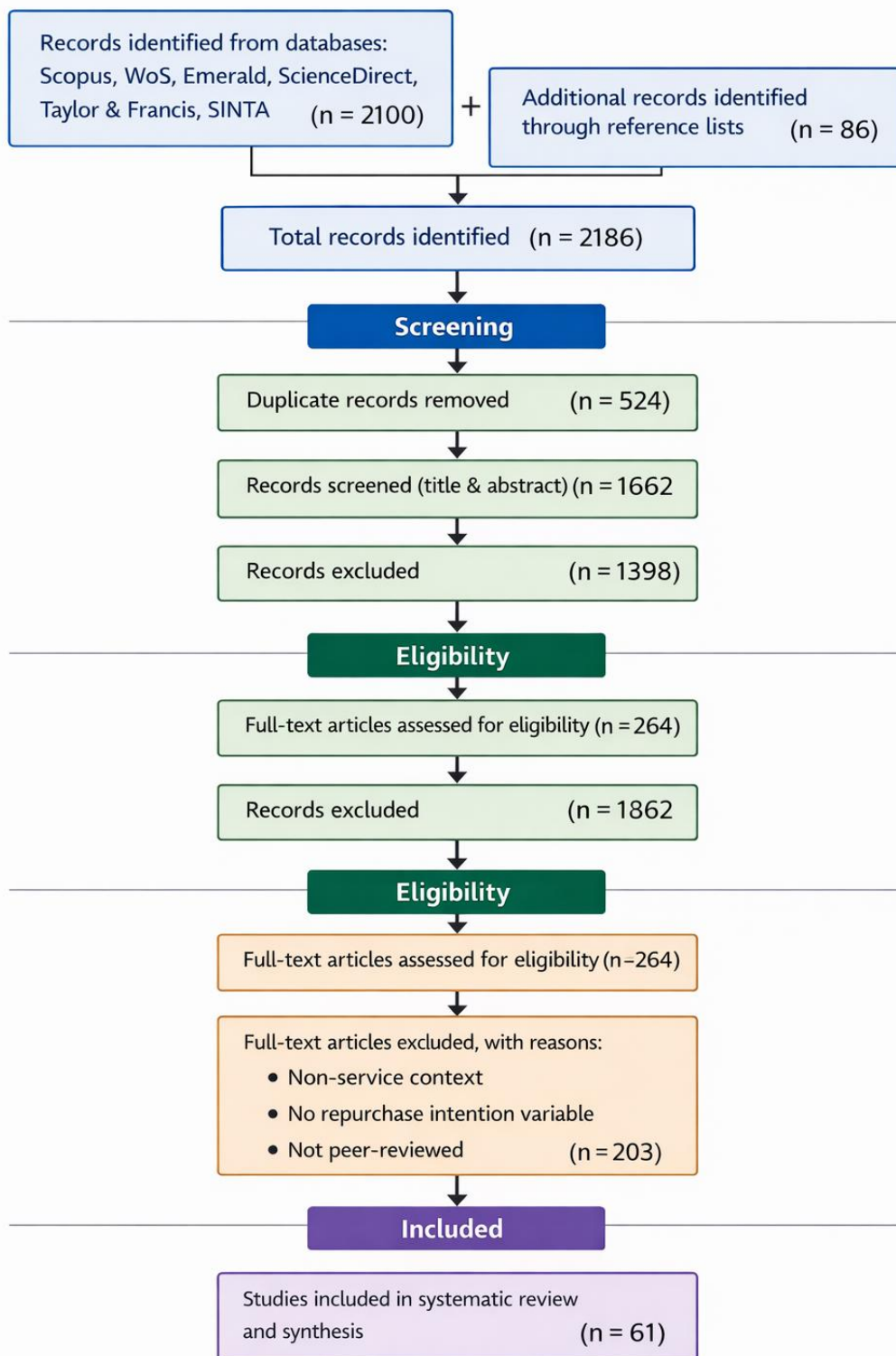


Figure 2 PRISMA Flow Diagram

The PRISMA flow diagram illustrates a transparent and systematic process used to identify, screen, and select relevant studies for this literature review. In the identification stage, a total of 2,186 records were initially identified. Of these, 2,100 articles were retrieved from major academic databases, including Scopus, Web of Science, Emerald Insight, ScienceDirect, Taylor & Francis, and SINTA, while an additional 86 records were obtained through manual reference list screening. This broad search strategy was designed to ensure comprehensive coverage of the literature related to repurchase intention in public transportation services.

During the screening stage, 524 duplicate records were removed, resulting in 1,662 unique articles subjected to title and abstract screening. At this stage, 1,398 records were excluded because they were not aligned with the research focus, such as studies unrelated to service-based transportation, repurchase intention, or consumer behavior. This step significantly refined the dataset by eliminating studies with limited conceptual relevance.

In the eligibility stage, the full texts of 264 articles were assessed in detail to determine their suitability based on predefined inclusion and exclusion criteria. Following this assessment, 203 articles were excluded for specific reasons, including a non-service research context, the absence of repurchase intention as a key variable, or lack of peer-review status. This rigorous eligibility evaluation ensured that only methodologically sound and conceptually relevant studies were retained.

Finally, in the inclusion stage, 61 studies met all criteria and were included in the systematic review and qualitative synthesis. These selected studies form the empirical and theoretical foundation for analyzing the relationships between service experience, information quality, service innovation, and repurchase intention in public transportation contexts. Overall, the PRISMA flow diagram demonstrates that the review process was conducted with a high level of methodological rigor, transparency, and replicability, thereby strengthening the validity and credibility of the study's findings.

Synthesis of Findings: Service Experience and Repurchase Intention

The synthesis of findings consistently demonstrates that service experience plays a dominant role in shaping repurchase intention in public transportation contexts. Across the reviewed studies, a positive and significant relationship between service experience and users' intention to reuse transportation services is repeatedly reported, suggesting that experiential factors are central to sustaining long-term ridership. The literature indicates that service experience operates as a multidimensional construct, with certain dimensions exerting stronger influence than others. In particular, travel comfort, service reliability, and perceived safety emerge as the most influential components. Users who experience reliable schedules, comfortable travel conditions, and a sense of personal security tend to develop favorable emotional and cognitive evaluations of the service, which subsequently translate into higher repurchase intention. Interaction quality with frontline staff also contributes to positive service experiences, although its impact is often secondary to functional aspects such as punctuality and comfort. Overall, the synthesis suggests that service experience functions as both an affective and evaluative mechanism through which users assess the overall value of public transportation services, reinforcing their willingness to continue usage over time.

Synthesis of Findings: Information Quality and Repurchase Intention

The systematic review further highlights information quality as a critical determinant of repurchase intention, particularly in the context of increasingly digitalized public transportation systems. A recurring theme across studies is the pivotal role of real-time information delivered through digital platforms such as mobile applications, electronic displays, and online service channels. Accurate and timely information regarding routes, schedules, delays, and service disruptions significantly enhances users' ability to plan their journeys effectively. This, in turn, reduces uncertainty and psychological stress associated with public transport usage. The literature consistently indicates that high-quality information—characterized by accuracy, timeliness, clarity, and accessibility—strengthens users' trust in the service provider and increases their confidence in repeatedly using the service. Conversely, information asymmetry or inconsistency often leads to frustration and a higher likelihood of switching to alternative transportation modes. Thus, the synthesis underscores that information quality does not merely support operational efficiency but also plays a strategic role in shaping user perceptions and reinforcing repurchase intention through uncertainty reduction and improved decision-making.

Synthesis of Findings: Service Innovation and Repurchase Intention

Findings related to service innovation reveal that continuous innovation is a key driver of repurchase intention in modern public transportation systems. The reviewed studies emphasize that technological innovations, such as mobile ticketing applications, cashless

payment systems, and real-time vehicle tracking, significantly enhance perceived convenience and efficiency. These innovations reduce transaction costs, shorten waiting times, and simplify access to services, making public transportation more compatible with contemporary urban lifestyles. In addition to technology-based innovations, the literature also highlights the importance of service innovation in operational flexibility, including adaptive routing, integrated feeder services, and demand-responsive transport solutions. Such innovations enable transportation providers to better respond to dynamic user needs and urban mobility patterns. The synthesis suggests that service innovation contributes to repurchase intention by signaling organizational responsiveness and future-oriented commitment, thereby fostering long-term user confidence and loyalty. Users are more likely to repeatedly choose services that are perceived as innovative, adaptive, and continuously improving, reinforcing the strategic role of service innovation in sustaining public transportation usage.

DISCUSSION

Integrated Interpretation of Findings

The integrated interpretation of the systematic review findings demonstrates that repurchase intention in public transportation is shaped by an interconnected set of service-related factors, rather than by isolated variables. Across the reviewed studies, service experience, information quality, and service innovation consistently emerge as key antecedents of repurchase intention, albeit with varying degrees of influence depending on context and methodological approach. Service experience is frequently identified as the most immediate and affective driver, reflecting users' direct evaluations of comfort, reliability, safety, and interpersonal interactions. Information quality, on the other hand, plays a complementary yet strategic role by reducing uncertainty and enhancing users' confidence in planning and executing their journeys. Service innovation functions as a longer-term driver that reinforces perceived value and signals the provider's commitment to continuous improvement. While most studies report positive and significant relationships between these variables and repurchase intention, some variations are observed regarding the relative strength of each factor. For instance, in highly digitalized urban contexts, information quality and technology-based innovations tend to exert a stronger influence, whereas in systems with basic operational challenges, experiential factors such as reliability and comfort remain dominant. These differences highlight the importance of contextual and institutional conditions in shaping how service attributes translate into repeat usage behavior.

Theoretical Implications

From a theoretical standpoint, the findings of this systematic review contribute to the strengthening of service loyalty theory by reaffirming that repurchase intention in public transportation is not solely a function of satisfaction, but rather the result of cumulative service evaluations encompassing experiential, informational, and innovative dimensions. The synthesis supports the view that loyalty in service contexts—particularly in public and quasi-public services—is multidimensional and dynamic, evolving through repeated interactions over time. Furthermore, the findings are highly consistent with the principles of service-dominant logic (SDL), which conceptualizes value as co-created through interactions between service providers and users. In the context of public transportation, users actively participate in value creation by interpreting service experiences, utilizing information systems, and engaging with service innovations. Information quality and digital platforms, in particular, enable this co-creation process by empowering users to make informed decisions and adapt their travel behavior. Thus, this study extends the applicability of service-dominant logic to public transportation systems, demonstrating its relevance beyond commercial service settings and reinforcing its utility for understanding user retention and loyalty in public sector services.

Contextual Discussion: Transjakarta and Indonesian Urban Transport

When interpreted within the context of Transjakarta and Indonesian urban transportation, the findings reveal several important contextual nuances. Urban public

transport users in Indonesia are characterized by high heterogeneity in terms of income levels, travel purposes, and digital literacy. This diversity amplifies the importance of reliable service experience and accessible information, as users often balance cost considerations with time efficiency and comfort. Moreover, Indonesian urban commuters are increasingly exposed to alternative mobility options, such as ride-hailing services, which raise user expectations regarding responsiveness, convenience, and technological integration. At the structural level, Transjakarta operates within a complex regulatory and institutional environment, involving multiple stakeholders, public service obligations, and budgetary constraints. These conditions pose challenges for continuous service innovation and operational flexibility. Regulatory requirements, infrastructure limitations, and coordination across transport modes can slow down the implementation of new technologies and service enhancements. Nevertheless, the review findings suggest that targeted improvements in service experience, information systems, and incremental innovations can significantly enhance repurchase intention even within these constraints. Consequently, understanding repurchase intention in the Indonesian context requires not only a service marketing perspective but also sensitivity to structural and regulatory realities that shape public transportation performance.

Proposed Conceptual Model

Based on the synthesis of findings from the systematic literature review, this study proposes a conceptual framework that positions service experience, information quality, and service innovation as key antecedents of repurchase intention in public transportation services. Prior studies consistently demonstrate that repurchase intention reflects users' evaluative judgments formed through repeated service encounters and cumulative perceptions of service value (Pasaribu et al., 2025; Malik et al., 2024). Within this framework, service experience represents the affective and functional evaluations derived from direct interactions with the service, including comfort, reliability, safety, and staff responsiveness (Huda et al., 2024; Ramadhan & Widowati, 2024). Information quality captures the extent to which service-related information is accurate, timely, clear, and accessible, thereby reducing uncertainty and facilitating effective travel decision-making (Pratama & PS, 2024; Afandi & Sihite, 2025). Meanwhile, service innovation reflects the provider's ability to introduce technological and operational improvements—such as digital applications, cashless payments, and adaptive service designs—that enhance perceived convenience and long-term service relevance (Putri et al., 2025; Siddharta & Rostyaningsih, 2025). Collectively, these variables form an integrated model in which experiential, informational, and innovative dimensions jointly shape users' willingness to repeatedly utilize public transportation services.

Research Propositions

Drawing on the reviewed literature, the first proposition posits that service experience has a positive influence on repurchase intention. Empirical evidence suggests that positive travel experiences—characterized by comfort, punctuality, and perceived safety—strengthen emotional attachment and trust, which in turn encourage repeated usage of public transportation services (Pasaribu et al., 2025; Huda et al., 2024). Accordingly, this relationship is formulated as: P1/H1: Service experience positively influences repurchase intention.

The second proposition emphasizes the role of information quality in shaping repurchase intention. High-quality information, particularly real-time and digitalized service information, reduces travel uncertainty and enhances users' confidence in planning their journeys, making them more likely to continue using the same service (Pratama & PS, 2024; Susilo et al., 2025). Studies in transportation and service contexts consistently report that accurate and timely information strengthens perceived control and trust, which are critical for repeat usage behavior. Thus, this relationship is articulated as: P2/H2: Information quality positively influences repurchase intention.

The third proposition addresses the impact of service innovation on repurchase intention. The literature indicates that continuous innovation—both technological and non-technological—signals organizational responsiveness and future-oriented

commitment, which enhances perceived value and long-term loyalty (Natali et al., 2025; Putri et al., 2025). Innovations such as mobile applications, cashless payment systems, and flexible service operations increase convenience and align public transportation services with modern urban lifestyles. Consequently, this relationship is proposed as: P3/H3: Service innovation positively influences repurchase intention.

CONCLUSION

Summary of Key Findings

This study provides a systematic synthesis of the literature examining the determinants of repurchase intention in public transportation services, with specific relevance to the Transjakarta Bus Rapid Transit system. The findings consistently indicate that service experience, information quality, and service innovation constitute the dominant factors shaping users' intentions to repeatedly utilize public transportation services. Among these, service experience—particularly dimensions related to travel comfort, reliability, and perceived safety—emerges as the most immediate and influential driver of repurchase intention. Information quality plays a strategic supporting role by reducing travel uncertainty and enhancing users' confidence through accurate, timely, and accessible service information. Service innovation, meanwhile, reinforces long-term usage by aligning public transportation services with evolving urban lifestyles and technological expectations. Collectively, these factors highlight that repurchase intention is a multidimensional construct driven by cumulative service evaluations rather than isolated service attributes.

Managerial and Policy Implications

From a managerial perspective, the findings underscore the importance for Transjakarta management to prioritize consistent improvements in core service experience, including reliability, comfort, and safety, as foundational elements of user retention. Enhancing digital information systems—such as real-time tracking applications, integrated route information, and transparent service announcements—can further strengthen users' trust and reduce perceived travel risk. In addition, incremental and continuous service innovation, particularly in digital payment systems, service integration, and operational flexibility, is essential to maintain competitiveness in an urban mobility environment increasingly shaped by app-based alternatives. From a policy perspective, the results suggest that public transportation policies should move beyond infrastructure expansion and emphasize user-oriented service quality and innovation. Policymakers can support this shift by providing regulatory flexibility, encouraging digital transformation, and fostering cross-agency coordination to enable integrated and adaptive public transportation systems. Such policy support is critical to enhancing user loyalty and ensuring the long-term sustainability of urban public transportation.

Limitations of the Review

Despite its contributions, this study is subject to several limitations inherent in systematic literature reviews. First, the analysis relies exclusively on secondary data derived from published academic studies, which limits the ability to capture real-time changes in user behavior and service performance. Second, there is a potential publication bias, as studies reporting significant or positive relationships are more likely to be published and included in academic databases, possibly leading to an overestimation of the strength of certain determinants. Additionally, variations in methodological quality and contextual focus across the reviewed studies may affect the generalizability of the synthesized findings. These limitations should be considered when interpreting the results and drawing practical conclusions.

Future Research Directions

Building on the findings and limitations of this review, several avenues for future research are identified. First, empirical quantitative studies employing advanced analytical techniques such as SEM or PLS-SEM are needed to statistically validate the proposed conceptual framework and test causal relationships among service experience, information quality, service innovation, and repurchase intention. Second, future studies

should explore the role of mediating and moderating variables, including customer satisfaction, trust, and perceived value, to provide a more nuanced understanding of the mechanisms underlying repeat usage behavior. Finally, comparative studies across cities or countries would be valuable to assess the extent to which contextual factors—such as regulatory environments, cultural characteristics, and urban infrastructure—shape repurchase intention in public transportation. Such research would enhance the external validity of existing models and contribute to more generalizable insights for urban mobility management.

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