

ANALYSIS OF THE QUALITY OF SUROBOYO BUS PERFORMANCE ON PUBLIC TRANSPORTATION SERVICE USERS

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Abstract

This article discusses the performance of Suroboyo bus services. Suroboyo is a transportation based on Bus Rapid Transit. This public transportation is a transportation that has been issued by the Surabaya City Government for almost 6 years with various routes in the middle of the city, the formation of the Surabaya Bus is to reduce congestion and make it easier for Surabaya residents to access transportation. Therefore, the study was conducted to determine customer assessment of the quality of Suroboyo Bus service. In this study, independent variables use the SERVQUAL (Service Quality) method which has five important dimensions, namely (1) Tangible, (2) Reliability, (3) Empathy, (4) Assurance, and (5) Responsiveness. This research uses a qualitative method with secondary data sources in the form of statistics, reports, articles, documents and related sources. This research collected data through two stages, namely observation and documentation. Based on the results of the research, the service performance provided has not met the expectations of customers/passengers. However, customers feel that the service provided is quite satisfactory. In addition, there are several facilities that must be prioritized for improvement, namely improving passenger facilities at bus stops, such as providing comfortable seats, adequate lighting and so on, as well as the responsiveness of officers to improve the level of customer satisfaction and service quality

Keywords: Satisfaction; Passengers; Service; Suroboyo Bus.

INTRODUCTION

In facing the era of sustainable development in Indonesia, the government is expected to be able to create an advanced, fair, prosperous and independent society. This is in accordance with one of the goals of the Indonesian state listed in the 1945 Constitution, which is to advance public welfare. In realizing these goals, the government implements development programs in all fields, both economic, socio-political and cultural. This includes the development of transportation services, which is aimed at improving transportation, service quality, and management so that transportation services that transport passengers can be relied upon by the community.

Realizing the importance of public transportation capital, the government must be able to meet the demands of the community. The government must provide a type of public transportation that is safe, comfortable, fast, precise, orderly and affordable. According to the Law of the Republic of Indonesia No. 22 of 2009 concerning Road Traffic and Transportation, it is held with the aim of realizing safe, safe, orderly, smooth, and integrated traffic and road transportation services with other modes of transportation to encourage the national economy, advance public welfare, strengthen the unity and unity of the nation, and be able to uphold the dignity of the nation. People in Indonesia use public transportation services as well to avoid congestion.

Traffic congestion is one of the serious problems faced in many major cities in Indonesia. The rapid growth of motor vehicles, especially in urban areas, is not proportional to the available road capacity, leading to congestion and a decrease in traffic speeds. Congestion is exacerbated by high urbanization and population migration to large cities in search of job opportunities, which has an impact on increasing the need for mobility and adequate transportation infrastructure. In addition, the high habit of using private vehicles, the lack of public transportation integration, and the limitation of alternative routes are also the main causes of congestion. This condition not only hinders time efficiency, but also negatively impacts the environment through increased exhaust emissions, as well as causing economic losses due to lost productivity. Therefore, there is a need for a comprehensive

strategy to overcome congestion in Indonesia through the development of efficient public transportation, infrastructure improvements, and stricter traffic regulations.

According to Winaryo (2019), the growth in the number of private vehicles reached 7.03% per year and has caused various problems in the transportation sector. The increase in the number of vehicles that are out of balance with the capacity of the road has caused congestion on most roads in Surabaya. In addition to congestion, the increase in air pollution and the number of accidents are urgent problems that must be addressed immediately by the government so that they do not drag on and cause new issues in the future. Public transportation is expected to be one of the effective solutions to overcome this problem, considering the importance of public transportation in supporting the high mobility of the people of Surabaya. However, public transportation facilities in Surabaya are still inadequate to be the main alternative. Problems such as lack of fleet, suboptimal infrastructure, and the need to improve facilities, infrastructure, regulations, and operations, still require attention in various sectors.

On April 7, 2018, the Surabaya City Government launched a new public transportation called "Suroboyo Bus" which was inaugurated by Tri Rismaharini as the Mayor of Surabaya who was in office at that time. Suroboyo Bus is a Fast Mass Transportation (AMC) integrated with public transportation in the city that uses the concept of trunks (large-capacity transport buses). Suroboyo Bus transportation is also a type of land transportation that uses large vehicles with four or more wheels designed to transport large numbers of passengers. Suroboyo Bus is usually used for short-distance trips or within the city. Suroboyo Bus is a popular form of public transportation in Surabaya because it can transport many passengers at a relatively affordable cost. Suroboyo Bus has a length of 12 meters and a width of 2.4 meters. This initiative is expected to attract public interest in returning to using public transportation and help reduce congestion on the road.

Suroboyo Bus operates every day from 06.00 to 22.00 WIB, with a total of 20 fleets serving two main routes, namely the north-south route and the east-west route. The north-south route includes travel from Rajawali Bus Stop to Purabaya Terminal, while the east-west route serves trips from Unesa Lidah Bus Stop to ITS Bus Stop. Each bus can accommodate up to 67 passengers. Payment for this service uses plastic waste, where passengers hand over the collected plastic waste to the officer in lieu of the ticket fee. Suroboyo Bus is managed by the Surabaya City Government and departs on a fixed schedule, namely at 06.00, 08.30, 11.00, 13.30, 16.00, 18.30, and 21.00. Various facilities are provided for passenger comfort, such as seats with different colors, low deck bus design for easy access, CCTV, sensors on the door, emergency anticipation system, and online applications to facilitate information and access services. The routes owned by Suroboyo Bus are easy to reach, namely the north-south route (Rajawali stop - Purabaya Terminal) and the west-east route (Unesa Lidah stop - ITS stop). Suroboyo Bus also provides additional routes that include Oso Wilangun Terminal, Jalan Margomulyo, Raya Tandes, Satelit Indah, Jalan Raya Satelit, Jalan Raya Darmo, Jalan Mayjen Jonosewojo, to Bukit Darmo Blvd. For fares, passengers only need to pay with plastic bottles: 10 small plastic bottles, 5 medium sizes, or 3 large sizes. This policy aims to encourage the use of public transportation while reducing plastic waste in Surabaya. This study aims to analyze the characteristics and level of satisfaction of Suroboyo Bus users who pay with plastic bottles. In addition to paying using plastic bottles, Suroboyo Bus also provides online payments, namely Qris at a cost of 5000/org. Suroboyo Bus is also ready to serve the elderly who cannot pay in both ways, usually Suroboyo Bus employees will help pay through cash which will then be paid using Suroboyo Bus employees' mobile phones.

In addition to making it easier for passengers to save costs, Suroboyo Bus transportation also aims to overcome congestion in the city of Surabaya, because in reality the problems that exist in big cities in Indonesia include population density and uneven distribution. So that public transportation is indeed one of the right solutions to minimize excessive congestion in cities, including Surabaya. With

the existence of Suroboyo Bus, people in Surabaya are helped in terms of mobility that provides the best solution in traveling within the city. In addition, with the influence of technological advancements, the demand for public transportation capital for public mobility is also higher. People in Surabaya demand public transportation that is able to provide security, comfort, safety, affordability, equality and order.

Despite being one of the breakthroughs in environmentally friendly and affordable public transportation in the city of Surabaya, Suroboyo Bus is currently not fully integrated with other feeder services. This results in limited accessibility and flexibility for people who want to use this public transport as part of their daily commute. Due to this lack of integration, passengers are often faced with situations where they have to look for additional transportation alternatives, such as online motorcycle taxis or other feeder public transportation, to continue their journey to their final destination. This condition not only adds additional costs for passengers but also reduces the expected efficiency of an integrated public transportation system. The lack of integration can also be a barrier for people who want to switch from private vehicles to public transportation, given the inconvenience and longer travel times when having to change modes. Optimizing the feeder system and integrating more comprehensive routes with other modes of transportation in Surabaya can be an important solution to improve the comfort, efficiency, and affordability of Suroboyo Bus services in the long term.

There are also approaches or theories in terms of Service Quality or Performance, namely: (1) Servqual Theory. Servqual is a model introduced by Parasuraman, Zeithaml, and Berry in measuring service quality through five main dimensions, namely: tangible tangibles, reliability, responsiveness, assurance, and empathy. This theory examines the difference between customer expectations and their perception of the service received (Parasuraman, 1985); (2) Color Theory. This theory was introduced by Noriaki Kano in 1984. Kano's theory divides service attributes into three categories: basic needs, performance needs, and excitement needs. This model helps companies understand the factors that can improve customer satisfaction; (3) Grönroos Service Quality Theory. Grönroos (1984) divides the quality of service into two aspects: technical quality (the results received by the customer) and functional quality (the way in which the service is provided). According to Grönroos (1984) that technical quality and functional quality are important in shaping the perception of quality by customers; (4) Total Quality Management (TQM) theory. Total Quality Management (TQM) is a theory that emphasizes quality improvement throughout the organization by involving all members of the organization to achieve customer satisfaction (Evans & Lindsay, 2011). TQM focuses on continuous improvement and meets high quality standards in the service process.

METHOD

Types and Approaches of Research

The type of research is the method used by the author to collect data. In this study, the method used is qualitative research. Qualitative research involves data collection, where the researcher conducts direct observations according to conditions in the field. In contrast to quantitative research, this research starts from existing data, uses existing theories as an explanatory tool and ends with the development of a theory Data analysis is inductive and the results obtained focus on the meaning of a generalization (Sugiyono, 2017).

Research Focus

In this case, the researcher refers to the Theory of Service Quality. According to SERVQUAL (1985) which consists of the following five elements: Tangible: Facilities and services of Suroboyo Bus officers in providing comfort for passengers. Reliability: Officers provide services according to their abilities to passengers. Empathy: A comfortable atmosphere is created thanks to the friendly attitude of the officers. Assurance: There are no complaints from passengers while using Suroboyo Bus. Responsiveness: The speed of service is considered satisfactory by passengers.

Data Sources

The data source used in this study is secondary data. Secondary Data is information or data that has been collected and processed by other people or institutions before and is not directly generated by researchers or data users. This data can be statistics, reports, articles, documents, and other sources that are publicly available or accessible to researchers. Secondary data is often used in research to complement, compare, or support findings from primary data obtained directly through surveys, interviews, or observations.

Data Collection

Techniques The research methodology used in this study is a qualitative descriptive method. This study aims to describe in detail how the performance of the services provided by Suroboyo Bus to the community. This method allows for an in-depth understanding of Suroboyo Bus' performance.

Data collection is carried out through two stages, namely: Observation: Direct observation in the field is carried out to observe the performance of Suroboyo Bus towards the community or passengers. Documentation: Collect documentation such as proof of existing transactions. This method is very useful to support the creation of a Suroboyo Bus community satisfaction measurement application.

Data Analysis Technique

The method used by the author for this study is the SERVQUAL Method.

RESULT

Analysis of the Quality of Suroboyo Transportation Services Bus services provided by the government must be able to meet the needs of the community. Good service quality is measured through the level of community satisfaction, namely the extent to which they are satisfied with the programs that have been implemented by the government. By applying the theory of satisfaction, we can assess the quality of services in the field. As well as the Suroboyo Bus which is one of the public transportation innovations implemented in the city of Surabaya to increase the mobility of its citizens. As a modern transportation system, Suroboyo Bus not only focuses on the departure and arrival aspects but also on the quality of service provided to users. Until now, Suroboyo Bus is still the choice of the public in using public transportation services and this cannot be separated from various efforts to improve the quality of its services. The customer guidelines in assessing the quality of services in Quality Theory. The services by Tjiptono and Chandra for this study include five indicators, namely:

Tangible

Tangibles refer to the importance of adequate facilities and employees who provide services according to standards. From a tangible point of view, the community is satisfied with the facilities provided by the government. The Transportation Department has designed the Suroboyo Bus program as well as possible, including conducting feasibility tests before launch to ensure that this program is feasible. The facilities offered have met the needs of the community, such as avoiding crowds in public transportation, the presence of air conditioning or air conditioning, televisions, comfortable seats, special seats for the elderly and disabled, handle grips or handrails and engine noise that is not noisy, all of which are important to maintain passenger comfort. This is in line with research conducted by Wahyuni (2017) which states that in order to provide quality public services, changes and improvements are needed that lead to community satisfaction. The importance of facilities and infrastructure or supporting facilities is one of the key factors in realizing comfortable and satisfactory services for the community when using public services.

Reliability

Reliability shows that the officers selected are not arbitrary, but those who have been trained and have the ability in their fields to provide services to the community. This is measured through indicators of the officer's ability to handle problems, such as when passengers run out of

quotas, officers voluntarily provide hotspots without being asked. In addition, the appearance of the officers is very neat and they serve payments quickly without making people who are queuing long waits. The officer also memorizes who the passengers are who have not paid, so that nothing is missed that can cause jealousy among other passengers. They have applied the 5S principle (Smile, Greeting, Greeting, Politeness, and Courtesy) in providing services that make passengers feel satisfied. According to Wahyuni (2017) in providing services, it is important to balance the quality of service with the speed of the officers. This is so that they can work more dexterously and diligently. In addition, officers are also required to implement high-quality service standards.

Emphaty

Emphaty from the results of the study, it can be concluded that the community is satisfied because there are no perceived differences between race, ethnicity, age group, and gender. The officers serve the community wholeheartedly and follow the public service standards that have been set. In line with research by Wahyuni (2017), it is important for officers to show concern in paying attention to the needs of people who use public services. As a service provider, the government must be ready to help people who need help. The concern of officers in providing support is very important, because this contributes to the creation of better service quality. With a thoughtful approach, officers not only meet needs, but also build positive relationships with the community.

Assurance

Assurances in this study can be concluded that the Suroboyo Bus service and management ensure punctuality, cost and safety by implementing a timer system in the bus that is directly connected to the application, thereby avoiding delays between feeders and applications. In terms of fees, barcodes are used for scanning, so officers will not make illegal levies and payments are made non-cash. To ensure safety, the agency installed CCTV inside the Suroboyo Bus to prevent unwanted incidents from occurring. In line with research by Wahyuni (2017) stated that this guarantee makes people feel comfortable during the service, providing a sense of security while in the service area.

Responsiveness

Responsiveness can be concluded that the officers have met the needs of the community well. The quick response and skills possessed by the officers were able to build public trust to use Suroboyo Bus public transportation. Communication between passengers and officers is also well established, so that the public is satisfied with the presence of Suroboyo Bus. In line with previous research by Wahyuni (2017) stated that responsiveness is very important for employees, considering that people have various different abilities and abilities in responding to services. Therefore, officers are expected to be more active in answering questions and understanding the needs of the community.

The Influence of Suroboyo Bus on Society and the Environment

The Society

Suroboyo Bus is a public transportation service that can be an alternative for the community to reduce congestion in Surabaya. In addition, Suroboyo Bus has received national and international appreciation for innovations that can change people's habits and lifestyles. Based on the data obtained by our group, it can be seen that the responsiveness of the community to the influence of Surabaya buses is predominantly male and while most of the responsive people of Surabaya are less than 20 years old to more than 50 years old. With this data, we can conclude that most of the people's responses to Surabaya buses are predominantly satisfactory.

because the Surabaya City government has guaranteed the safety of passengers who board Surabaya public transportation buses in addition to ensuring the safety of The Surabaya City government also serves the quality of comfort and certainty of Surabaya bus departure schedules, thus making the responsive community more dominant in satisfactory. In addition, the existence of this Surabaya bus can increase awareness of public transportation so that it can encourage behavior changes towards the use of more environmentally friendly transportation, besides that Surabaya buses also provide cheaper transportation alternatives compared to private vehicles, especially student passengers.

the Environment

Suroboyo Bus is one of the efforts of the Surabaya City Government to support environmental programs. People can exchange plastic bottles to get points that can be used as a means of payment for Suroboyo Bus. Suroboyo Bus, a public transportation in Surabaya, has a positive influence on the environment because it can reduce the generation of plastic waste and support environmentally friendly efforts such as:

- a. Reducing the generation of plastic waste
Payment for the unique Suroboyo Bus service by using plastic bottles as a means of transaction has become one of the innovations that has attracted the attention of the public, where users can not only enjoy a comfortable and efficient public transportation trip, but also contribute to efforts to reduce plastic waste in the city of Surabaya by exchanging a number of used bottles of bottled water as a form of payment, So that this concept not only functions as an innovative tariff system, but also as an educational effort for the public about the importance of recycling and environmental responsibility.
- b. Reducing Air Pollution
Suroboyo Bus, has now made significant strides in efforts to support environmental sustainability by shifting part of its fleet from the use of fuel oil (BBM) towards the use of electrical energy, which not only aims to reduce greenhouse gas emissions and air pollution in this dense city, but also to set a positive example in the implementation of environmentally friendly vehicles, so that it is expected to increase public awareness of the importance of the transition to renewable energy and encourage more users to switch to cleaner and more efficient modes of transportation.

DISCUSSION

Kano theory can be applied in a research entitled "Analysis of the Quality of Suroboyo Bus Performance Towards Public Transportation Service Users" to understand and categorize various service attributes that affect user satisfaction. This theory divides service attributes into five categories: basic attributes, performance attributes, excitement attributes, unexpected attributes, and irrelevant attributes. In the context of Suroboyo Bus, basic attributes include things expected by users, such as bus cleanliness, safety, and punctuality. While these attributes do not directly increase satisfaction, failure to meet these attributes can lead to significant dissatisfaction.

Meanwhile, performance attributes include aspects related to how well the service is delivered, such as seating comfort and driver service. An increase in these attributes can proportionately increase user satisfaction. Excitement attributes, such as innovations in payment systems using plastic bottles and information technology features to track buses in real-time, can provide a positive experience that exceeds user expectations. By understanding these categories, the research can evaluate how various aspects of Suroboyo Bus services impact users' perception of the quality of services provided. Through the Kano theory approach, the analysis conducted in this study can provide deeper insights into what factors need to be improved and prioritized to improve user satisfaction. This research can help the management of Suroboyo Bus to focus on improving attributes that not only meet basic expectations,

but also explore the possibility of creating excitement and loyalty among users through service innovation. Thus, the application of Kano theory in this study not only provides a clear structure for analyzing the quality of service, but also helps in formulating a more effective development strategy for Suroboyo Bus.

Some factors need to be improved and become a priority for improvement over other factors. Therefore, a corrective analysis will be carried out to identify factors that require more attention. This aims to improve the performance of Suroboyo Bus, so that passengers can feel more comfortable when using this mode of public transportation in the future. Here are the factors that need to be improved:

a. Accessibility to Suroboyo Bus

Passenger Stops still faces difficulties in finding public transportation to reach the bus stop. Passengers who use private vehicles also have difficulty parking their vehicles due to the lack of park and ride facilities or parking spaces with connections to public transportation around the bus stop. To overcome this problem, improvements will be made by providing a park and ride around the bus stop. In addition, feeder transportation will be provided that reaches residential areas so that passengers will no longer have difficulty finding vehicles to the bus stop. This feeder transportation can be in the form of public transportation, wira-wiri or also motorcycles. The minimum waiting time is expected to be 5-10 minutes, while the maximum waiting time is 10-20 minutes.

b. Travel Time

The improvement made to reduce the travel time of Suroboyo Bus is to create a special route or line. However, in this study, the route has not been planned. One of the causes of the long travel time is the absence of special lines or routes. Currently, Suroboyo Bus uses the same route as private vehicles, so road conditions are difficult to predict. The current travel time is 3 hours 20 minutes.

c. Headway

The improvement made to reduce the time between one fleet and the next fleet is to increase the number of Suroboyo Bus fleets. Currently, the number of fleets operating on weekdays is 6, while on weekends the number of fleets operating is 5.

d. Desain Halte

Suroboyo Bus passengers are mostly dissatisfied with the current condition of the bus stop. Passengers expect a bus stop or shelter equipped with a roof, seats, and information boards regarding the schedule and route of Suroboyo Bus. According to the Director General of Transportation, bus stop standards must include information for passengers about bus schedules and locations, bus stop identity in the form of names, signage indicating the place as a bus stop, route information boards, lighting, seats, and roof. For the improvement of the bus stop design, planning will be carried out which includes the provision of seats and roofs. With a roof and seats, passengers will feel more comfortable while waiting for the Suroboyo Bus, especially to avoid the heat. The location of this shelter will be based on the number of passengers boarding and disembarking.

CONCLUSION

The conclusion is drawn through the perspective of Kano Theory, which explains that customer satisfaction can be influenced by a variety of different service quality factors. Based on research, Suroboyo Bus shows the ability to meet the basic needs of users, which corresponds to the basic attribute category or "must-be" in the Kano model. This includes punctuality, safety, and comfort in travel. Users generally expect services that meet these minimum standards; Dissatisfaction will arise if the service is unable to meet those expectations.

In addition, Suroboyo Bus also offers features that are in the category of performance attributes or "one-dimensional" such as ease of access, payment system using plastic bottles and fleet

cleanliness. Good performance in these aspects contributes directly to user satisfaction, where the better the performance, the higher the satisfaction. This shows that attention to detail in day-to-day operations is essential to maintain and improve the user experience. The elements that Suroboyo Bus has are included in the category of encouraging attributes or "delighters" that are not expected by users but can provide extraordinary satisfaction if any, such as innovations in payment systems that support recycling and environmentally friendly policies. The existence of these aspects can increase the positive image of Suroboyo Bus in the eyes of the public, encouraging more users to choose public transportation over private vehicles.

However, although Suroboyo Bus has shown good performance, there are some areas that need to be improved to ensure that all the attributes in the Kano model can be optimized. Managers need to pay attention to user feedback regarding facilities at bus stops, clearer information about routes and schedules, and training for drivers and staff to provide better service. By focusing on all the attributes identified in Kano's theory, Suroboyo Bus can improve the overall quality of its services, meet and even exceed user expectations, and drive user loyalty in the long run. Overall, the analysis using Kano Theory shows that Suroboyo Bus has a strong potential to not only meet the basic needs of users, but also provide added value that can increase user satisfaction and loyalty. By continuing to innovate and improve various aspects of services, Suroboyo Bus can further contribute to creating an efficient, environmentally friendly, and high-quality public transportation system, thereby supporting the goal of sustainable and comfortable city development for all Surabaya people.

DEVELOPMENT RECOMMENDATIONS

In an effort to improve the quality of Suroboyo Bus' performance to users of public transportation services, several development recommendations can be implemented. First, it is important to improve passenger facilities at Suroboyo Bus stops, such as providing comfortable seats, adequate lighting, and clear and informative information boards. This will create convenience and make it easier for passengers to access information related to bus routes and schedules. In addition, Suroboyo Bus drivers and staff need to receive continuous training to improve skills in customer service and handling emergency situations, so that user satisfaction can be well maintained. Furthermore, optimizing the frequency of departures and the punctuality of buses is very crucial. By increasing the frequency of trips, passenger waiting time can be minimized, so that users feel more benefited from the services provided. The implementation of an easier and more efficient payment system is also needed, such as the use of mobile applications or smart cards, to streamline the transaction process and reduce queues at bus stops. Additionally, utilizing information technology to provide better services, such as real-time bus tracking apps and accurate route information, can help users better plan their trips. Socialization campaigns that arouse public awareness about the benefits of using public transportation are also very important. Education about the procedures for using the Suroboyo Bus service correctly can increase public interest in switching to public transportation. Establishing an effective feedback channel to listen to users' opinions and suggestions is also an important step in improving the quality of services. Finally, building partnerships with the private sector and local governments will help in supporting the development of transportation infrastructure and increasing the promotion of Suroboyo Bus among the community. By implementing these recommendations, it is hoped that the quality of Suroboyo Bus services can improve and provide a positive experience for public transportation users in Surabaya.

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