

The Influence of Security, Facilities, and Service Quality on Passengers' Decision to Reuse AKDP Bus Services on The Solo-Purwodadi Route (A Survey on PO RELA Users)

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ABSTRACT

Land transportation plays a vital role in connecting regions in Indonesia. As public mobility increases in the era of globalization, the demand for safe, comfortable, and high-quality transportation also rises. The intercity bus (AKDP) is a common travel option due to its affordability and accessibility. On the Solo-Purwodadi route, PO Rejeki Lancar (RELA) is the sole bus operator, making it the only available choice for passengers. Despite this monopoly, preliminary observations revealed issues such as inadequate safety standards, aging bus conditions, uncomfortable seating, poor service from crew members, and inconsistent departure schedules. These concerns may affect passengers' willingness to reuse the service.

This study aims to examine the influence of safety, facilities, and service quality on passengers' decisions to reuse PO RELA's AKDP services. A quantitative approach was used, collecting data through questionnaires distributed to 105 respondents who had used the service. The data were analyzed using validity and reliability tests, multiple linear regression analysis, t-tests, and F-tests.

The results indicate that safety, facilities, and service quality all have significant effects, both partially and simultaneously, on reuse decisions. Among the three factors, service quality has the most dominant influence. These findings suggest that improving service quality, supported by reliable safety standards and adequate facilities, is essential to enhance passenger satisfaction and encourage repeat usage.

KEYWORDS: facilities; po rela; reuse decision; safety; service quality

INTRODUCTION

Land transportation holds a pivotal role in supporting connectivity between regions across Indonesia. With increasing urbanization and mobility demands, the need for public transportation that is safe, reliable, and accessible continues to grow. Among the available options, Intercity Buses within the Province (AKDP) serve as a practical and economical solution, especially for the middle- and lower-income groups, offering flexible travel between urban and rural areas.

The Solo-Purwodadi route in Central Java is one of the busiest AKDP corridors, currently operated exclusively by PO Rejeki Lancar (RELA). This monopoly makes PO RELA the sole transportation option for people along this route. However, being the only service provider does not necessarily translate to high service standards. Preliminary findings and user feedback indicate issues such as poor safety protocols, aging vehicles, limited amenities, unpunctual departures, and unprofessional behavior by crew members. These concerns highlight potential dissatisfaction among passengers and may affect their intention to continue using the service.

Previous research on public transportation has mostly focused on service quality and passenger preferences in competitive market settings. Although some studies have addressed factors influencing user satisfaction, there is a scarcity of research that examines the combined influence of safety, facilities, and service quality in a monopolistic AKDP environment like Solo–Purwodadi. This identifies a research gap that needs to be addressed.

This study aims to analyze how safety, onboard facilities, and service quality affect passengers' intention to reuse PO RELA's AKDP services. The research adopts a quantitative method by distributing surveys to users and analyzing the data using multiple linear regression to assess the relationship among the studied variables.

METHODOLOGY

This study adopted a quantitative descriptive research design with a survey approach to explain the influence of several marketing variables—security, facilities, and service quality—on the decision to reuse intercity bus services. The research was conducted on the AKDP bus route Solo–Purwodadi, operated by PO. RELA, between November 2024 and May 2025. The survey method allowed the researcher to gather measurable data from respondents regarding their perceptions and experiences.

Research Design

The research applied a **quantitative survey design**, aiming to systematically describe the relationship between independent variables (security, facilities, and service quality) and the dependent variable (decision to reuse the service). This design was chosen to produce objective data that can be statistically analyzed to test hypotheses and explain user behavior toward bus services.

Population and sample used

The target population in this study consisted of all individuals who had used PO. RELA's AKDP bus services. Due to the large population size, the study employed a purposive sampling technique, selecting 105 respondents who met the criteria of having prior experience using the bus service. This method ensures that the sample is relevant and reflective of the population characteristics required for this research.

Data Collection Techniques

Data were gathered using three primary techniques: observation, document analysis, and online questionnaires distributed via Google Forms. These instruments helped the researcher collect factual, behavioral, and perceptual data from users. The questionnaire consisted of items designed to assess satisfaction levels and perceptions regarding the bus service's security, facilities, and service quality.

Tools or Instruments Used.

The main instrument in this study was a structured questionnaire using a Likert scale to measure the degree of respondent agreement on various service aspects. The scale ranged from "strongly disagree" to "strongly agree," allowing for nuanced responses. The questionnaire was developed to ensure clarity and reliability in capturing user attitudes relevant to the study objectives.

Data Analysis Methods.

The collected data were analyzed using descriptive and inferential statistics with the help of SPSS software. The analysis included tests of validity, reliability, normality, and classical assumptions, followed by multiple linear regression analysis to determine the relationship and influence of the independent variables on the decision to reuse the service. These methods were chosen to draw accurate and objective conclusions in line with the research questions.

RESULTS AND DISCUSSION

A. Respondent Characteristic

Table 1. Distribution of Characteristics of Respondents (n=105)

Profile	Catagory	Frequency (f)	Percentage (%)
Gender	Male	29	72,4%
	Female	76	27,6%
Age	15-20 years	8	7,6%
	21-30 years	92	87,6%
	31-40 years	2	1,9%
	40-50 years	3	2,9%
Last Education	Elementary School	-	-
	Junior High School	2	1,9%
	Senior High School	73	69,5%
	Diploma	4	3,8%
	Bachelor's Degree	26	34,8%
Service Usage	1-2 times	72	68,6%
Experience	3-5 times	26	24,8%
	>5 times	7	6,7%

Source: Primary Data (2025)

Based on the demographic data, the majority of respondents were female, accounting for 72.4%, while male respondents made up 27.6%. This indicates that female consumers are more dominant in utilizing the services of PO. RELA intercity buses.

In terms of age, most respondents (87.6%) were between 21–30 years old, suggesting that the primary users of PO. RELA services are young adults, possibly students or early-career professionals. Only a small percentage of respondents were under 20 or over 30 years old. Regarding educational background, the largest proportion of respondents had graduated from senior high school (69.5%), followed by those with a bachelor's degree (24.8%). This suggests that the majority of customers have at least a high school level of education, indicating a relatively educated customer base.

As for the frequency of using the service, most respondents (68.6%) had used the service 1–2 times, followed by 24.8% who had used it 3–5 times. Only a small group (6.7%) had used the service more than 5 times, which may indicate that while many have tried the service, long-term loyalty or frequent usage is relatively low. In conclusion, the typical user of PO. RELA intercity bus services is a young, educated female who has used the service occasionally rather than regularly.

B. Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

Coefficients ^a					
Unstandardized Coefficients			Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.317	.904		3.670	.000
X1	.127	.041	.186	3.108	.002
X2	.306	.043	.469	7.164	.000
X3	.335	.051	.388	6.557	.000

a. Dependent Variable: Y

Source: Primary Data (2025)

Multiple linear regression analysis was conducted to test the hypotheses regarding the influence of the independent variables—Security (X1), Facilities (X2), and Service Quality (X3)—on the dependent variable, Reuse Decision (Y). The results of the analysis yielded the following regression equation:

$$Y = 3.317 + 0.127X_1 + 0.306X_2 + 0.335X_3 + e$$

Based on the regression output table:

1. The constant value is 3.317. This means that if all independent variables (X_1 , X_2 , and X_3) are held at zero, the predicted value of the reuse decision (Y) is 3.317.
2. The coefficient for Security (X_1) is +0.127 with a significance value of 0.002 ($p < 0.05$), indicating a positive and statistically significant effect. This implies that an increase in perceived security leads to an increase in the reuse decision.
3. The coefficient for Facilities (X_2) is +0.306 with a significance value of 0.000 ($p < 0.05$), also showing a positive and statistically significant effect. This suggests that improvements in facilities contribute to a higher likelihood of customers reusing the service.
4. The coefficient for Service Quality (X_3) is +0.335 with a significance value of 0.000 ($p < 0.05$), indicating a positive and statistically significant effect as well. This result demonstrates that higher perceived service quality positively influences the customer's decision to use the service again.

In conclusion, all three independent variables—Security, Facilities, and Service Quality—have a positive and significant impact on the Reuse Decision. Among them, Service Quality (X_3) has the strongest influence, followed by Facilities (X_2), and then Security (X_1).

C. Hypothesis Testing Result

Table 3. Hypothesis Testing Result

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.317	.904		.000
	X1	.127	.041	.186	.002
	X2	.306	.043	.469	.000
	X3	.335	.051	.388	.000

a. Dependent Variable: Y

Source: Primary Data (2025)

Research Hypotheses Conclusion:

1. Based on the t-test results for the variable Security (X_1) on Reuse Decision (Y), the t-value obtained was 3.108, which is greater than the t-table value of 1.983, with a significance value of 0.002 (< 0.05). Therefore, it can be concluded that Security (X_1) has a positive and significant influence on the Reuse Decision (Y).
2. Based on the t-test results for the variable Facilities (X_2) on Reuse Decision (Y), the t-value obtained was 7.164, which is greater than the t-table value of 1.983, with a significance value of 0.000 (< 0.05). Thus, it can be concluded that Facilities (X_2) has a positive and significant influence on the Reuse Decision (Y).
3. Based on the t-test results for the variable Service Quality (X_3) on Reuse Decision (Y), the t-value obtained was 6.557, which is greater than the t-table value of 1.983, with a significance value of 0.000 (< 0.05). Hence, it can be concluded that Service Quality (X_3) has a positive and significant influence on the Reuse Decision (Y).

D. Simultaneous Test (F-Test)

The simultaneous test is used to determine whether all independent variables jointly influence the dependent variable. The independent variables are considered to have a significant simultaneous effect if the F-calculated value is greater than the F-table value, and the significance level is less than 0.05.

Table 5. Simultaneous Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	573.443	3	191.148	102.253	.000 ^b
	Residual	188.805	101	1.869		
	Total	762.248	104			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Primary Data (2025)

Based on the test results, the calculated F value (102.253) is greater than the F table value (2.69), with a significance level of 0.000b (< 0.05). Therefore, it can be concluded that the independent variables—Security (X1), Facilities (X2), and Service Quality (X3)—have a simultaneous and significant effect on the dependent variable, namely Reuse Decision (Y).

E. Coefficient of Determination (R^2)

The analysis of Adjusted R Square, or the coefficient of determination, is used to determine the extent to which the independent variables explain the variation of the dependent variable in the study.

Table 6. Coefficient of Determination Test

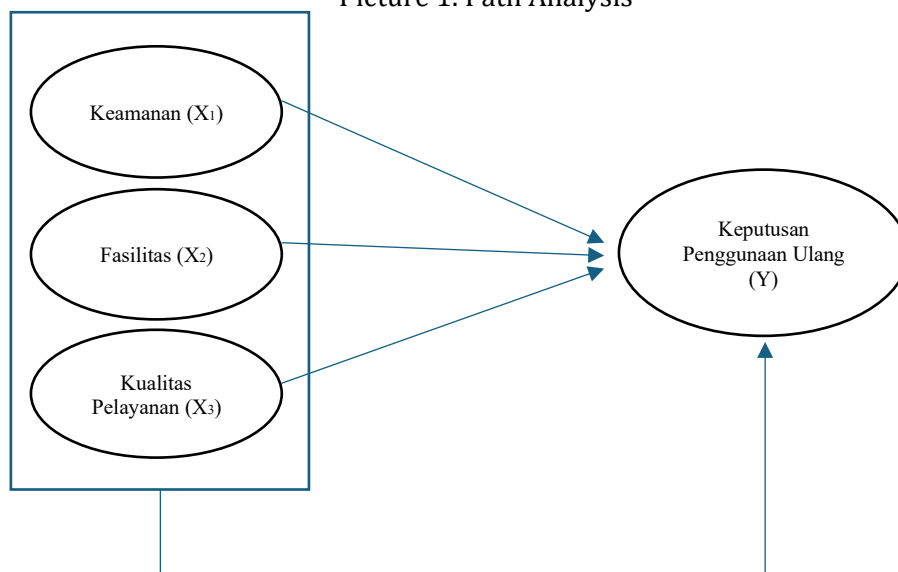
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 ^a	.752	.745	1.367
a. Predictors: (Constant), X3, X1, X2				

Source: Primary Data (2025)

The table above shows that the Adjusted R Square value in the regression model is 0.745, or 74.5%. This indicates that 74.5% of the variance in the Reuse Decision variable (Y) can be explained by the independent variables: Security (X1), Facilities (X2), and Service Quality (X3). The remaining 25.5% is explained by other variables not included in this study.

F. Path Analysis

Picture 1. Path Analysis



- **H1:** Security has a significant influence on the reuse decision of RELA Bus services on the Solo–Purwodadi route.
- **H2:** Facilities have a significant influence on the reuse decision of RELA Bus services on the Solo–Purwodadi route.
- **H3:** Service quality has a significant influence on the reuse decision of RELA Bus services on the Solo–Purwodadi route.
- **H4:** Security, facilities, and service quality simultaneously have a significant influence on the reuse decision of RELA Bus services on the Solo–Purwodadi route.

CONCLUSION

This study examined the influence of Security, Facilities, and Service Quality on the decision to reuse the RELA Bus service on the Solo–Purwodadi route. The results demonstrate that each of these factors has a significant and positive impact, both individually and collectively, on customer reuse decisions. These findings align with the research objectives, confirming that improvements in security, infrastructure, and service delivery play a critical role in encouraging continued customer loyalty.

Practically, the results highlight the need for transportation service providers, especially bus operators, to prioritize customer safety, enhance facility conditions, and deliver consistent, high-quality service. Theoretically, this study contributes to the existing body of knowledge by reinforcing the relevance of service-related variables in influencing consumer behavior in public transportation.

For future research, it is recommended to explore additional factors such as pricing, travel comfort, or environmental awareness, which may also influence the reuse intention of public transportation users. Broadening the sample beyond a single route or operator could also enhance the generalizability of the findings. Overall, this research offers valuable insights for both practitioners and academics, reinforcing the strategic importance of quality service elements in shaping sustainable consumer choices.

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