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Quality of service of "Electric Suroboyo Bus" as an urban public transportation system in Surabaya

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ABSTRACT

The global environmental crisis has prompted various sectors, including the government, to support sustainability efforts. In response, the Surabaya City Government introduced the "Electric Suroboyo Bus" as an environmentally friendly and customer-oriented public transportation innovation. This initiative, managed by the Surabaya City Transportation Agency and operated by PT Yutaka, aims to provide a safe, comfortable alternative to private vehicles while promoting the shift to electric-based public transit in line with the SDGs 7 goal of pollution reduction. This study employed a qualitative descriptive approach to evaluate the service quality of the Electric Suroboyo Bus across five dimensions: responsiveness, reliability, assurance, empathy, and tangibles. Data were collected through purposive sampling involving key stakeholders, including the Transportation Agency, PT Yutaka, and Surveyor Indonesia, using interviews, observations, and documentation at relevant sites. The results indicate that the Electric Suroboyo Bus demonstrates strong service performance in responsiveness, reliability, assurance, and empathy. However, certain tangible elements, particularly infrastructure such as bus stop facilities and the use of digital applications, require further development. Enhancing collaboration among managing parties is crucial to optimize the use of digital platforms and improve overall service quality, ensuring greater public adoption and contributing more effectively to sustainable urban mobility.

***Keywords**:*
electric suroboyo bus; quality; public service

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INTRODUCTION

In this modern era, the world faces various challenges related to environmental sustainability, economic aspects, and social issues due to rapid population growth and urbanization that have a significant impact on transportation systems in major cities,

including Indonesia, causing congestion, air pollution, and greenhouse gas emissions that have a negative impact on public health and the environment (Jing et al., 2022). Mitigating environmentally friendly public transportation in cities is essential to improve quality of life and is expected to reduce congestion, noise, and pollution that impact the psychological health of road users (Miranti & Arif, 2022). This expectation aligns with Presidential Regulation No. 79 of 2023, which aims to promote e-mobility by reducing congestion and transitioning from fossil fuels to less polluting energy sources. One of them is by urbanizing conventional bus public transportation modes into environmentally friendly electric bus transportation.

According to Anastasya & Putri (2024), the implementation of SDGs 7 through electric bus transportation services has proven to be efficient and environmentally friendly but requires cooperation between the government and the industrial sector for optimization. This innovation can reduce noise and pollution, and improve the quality of user experience. This effort is in line with Presidential Regulation No. 59/2017 regarding development based on the principles of togetherness, fair efficiency, sustainability, environmental awareness, independence, and maintaining a balance between progress and national economic unity. Based on Law Number 22 of 2009 concerning road traffic and transportation, the launch of battery-electric public transport vehicles, such as the Electric Suroboyo Bus, implemented in the city of Surabaya, is a government step to improve the quality of public transportation services through the Buy The Service (BTS) system. This innovation aims to reduce air and noise pollution in Surabaya, in line with Presidential Regulation No. 79 of 2023.

One of the agencies that is a regulator in realizing the electric Suroboyo Bus service as a quality electric-based public transportation is the Surabaya City Transportation Agency. The Surabaya City Transportation Agency acts as a regulator to form a Regional Technical Implementation Unit for Public Transportation Management that manages all types of public transportation in Surabaya including the electric Suroboyo Bus. In addition, the Surabaya City Transportation Agency also cooperates with PT Yutaka as the operational electric bus fleet and Surveyor Indonesia as the operational supervisor of the electric Suroboyo Bus. Operational standards in the service of electric Suroboyo Bus from the Regulation of the Ministry of Transportation of the Republic of Indonesia Number 27 of 2015 pertains to minimum service criteria for road-based mass transportation.

Service quality is a top priority in the public transportation service sector to attract customers and increase loyalty amidst increasing competition for transportation services (Nabil & Dwiridotjahjono, 2024). In the field of public services, achieving quality is also a top priority when providing service to the community. According to Arif (2019), public service is a tangible manifestation of government policy that goes hand in hand with the main goal, namely to achieve public welfare. According to Nabil & Dwiridotjahjono (2024), in maintaining quality in providing services to the public, five elements must be met, namely, providing services that have reliability, responsiveness, assurance, empathy, and tangibles.

Electric Bus Suroboyo operating in 2024, still has as many as 12 operational fleet units and 1 fleet unit for reserves with a capacity of 31 passengers per fleet unit operating every day, serving 45 bus stops along the R4 route starting from Purabaya Terminal - Airlangga University Campus C with an initial departure duration of each unit of 15-20 minutes. If there are only 12 units operating with a capacity of 31 passengers every 15 minutes, then an average of only 4 units operate in 1 hour with 120 passengers carried.

The advantages of the electric Suroboyo Bus in terms of public service administration can be summarized by several aspects First, the electric bus supports the environment and sustainability by reducing air and noise pollution and utilizing renewable energy. Second, although the initial investment cost is higher, the operating cost is lower in the long run.

Thirdly, regarding service quality and comfort, electric buses provide reduced vibration and noise levels, along with modern amenities like digital information systems, USB charging ports, automatic doors, and Wi-Fi connectivity. The implementation of electric buses demonstrates the city government's dedication to environmental sustainability and innovation, which could enhance the public's perception and overall satisfaction.

In efforts to provide electric bus services as a quality public transportation innovation, Florence (2018) said that the existence of innovations in the field of services such as transportation with the Surabaya Intelligent Transport System (SITS) system is able to improve the quality of service to the community in reducing congestion. Similarly, Anastasya & Putri (2024) show that, even if proper government-electric bus industry sector cooperation is required to maximize its implementation, the execution of SDGs 7 by starting electric bus transportation services as public transportation has shown to be more efficient and more environmentally friendly.

Based on the findings and related phenomena, there are problems that challenge service quality, namely the first problem, the limited number of Electric Suroboyo Bus fleet units. Second, the bus stops are less comfortable and there are still long headways, so that residents ask to add electric bus fleet units and routes that are more widespread in Surabaya. Third, the position tracker for the Electric Bus Suroboyo has problems that users cannot precisely utilize to locate the actual bus, hence compromising the quality of service.

This research primarily examines the service quality framework established by Kurniati et al. (2020) there are five dimensions, including dimensions of responsiveness, reliability, assurance, attention, and physical evidence. This study aims to analyze the service quality of the Electric Suroboyo Bus as a means of urban public transportation in Surabaya City. This research is expected to contribute to the Surabaya City Transportation Agency in improving the quality of environmentally friendly public transportation services, as well as being a reference for further research in the same field to improve public welfare.

METHOD

The type of research used in this research is descriptive research with a qualitative approach. The focus of the research uses the theory of service quality dimensions according to Kurniati et al. (2020) there are five dimensions including the dimensions of responsiveness, reliability, assurance, empathy, and tangible using Purposive Sampling technique because they want to get in-depth information from participants who have direct experience with the phenomenon under study. The criteria for selecting participants are those who have used electric buses almost every day as accommodation to work or lecture locations. Data collection techniques were carried out through observation in December 2024, interviews with Surabaya City Transportation Agency transportation staff, the head operator of PT Yutaka, helper and bus drivers as well as electric Suroboyo Bus users, and documentation of electric bus usage data from the author.

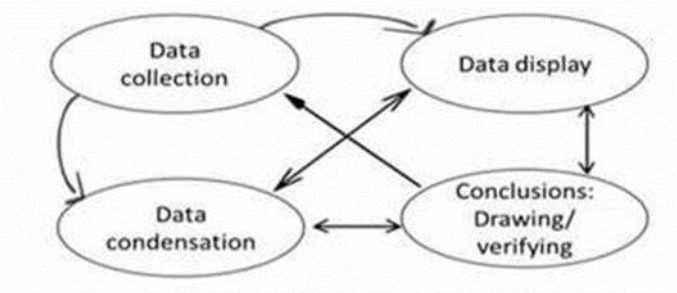

Figure 1. Data model analysis, Miles Huberman and Saldana

The data analysis technique uses a data analysis model developed by Miles and Huberman and Saldana in analyzing qualitative data with stages, namely data collection in the form of text, images, audio, or other forms of data originating from various sources. Condensation data is researchers compile and classify study findings based on specific research requirements. Display data presents study findings through written text, narratives, or tables. Ultimately, the conclusion involves verification with the Surabaya City Transportation Agency and the community, followed by the researchers' interpretation of the results derived from surveys, interviews, and documentation to assess the degree to which electric buses fulfill the specified objectives, including user satisfaction (Fiantika et al., 2022). This research aims to deliver comprehensive insights into the efficacy and quality of Electric Suroboyo Bus services, while also facilitating the formulation of improved public transportation policy in Surabaya.

RESULT AND DISCUSSION

Based on the research results and findings in the field obtained by researchers through the research methods of observation, interviews, and documentation in the research on the Quality of Electric Suroboyo Bus Service as an Urban Transport Public Transportation in Surabaya, the researcher will describe the descriptive data analysis regarding the Quality of Electric Suroboyo Bus Service on Route R4A Purabaya Terminal - UNAIR Campus C and Route R4B UNAIR Campus C - Purabaya Terminal. This is in line with Presidential Regulation No. 55 of 2019 concerning the Acceleration of the Battery-Based Electric Motor Vehicle Program which targets an increase in electric vehicles in public transportation. According to Kurniati et al. (2020) there are five indicators that measure service quality which include: Responsiveness, Reliability, Assurance, Empathy, Tangible. The following is the explanation:

Responsiveness

Responsiveness is the willingness or desire of employees to help provide the services needed by consumers (Yunior, 2019). In the context of Electric Suroboyo Bus public transportation services in Surabaya City, the responsiveness dimension includes several aspects, such as providing information, responding to complaints, carrying out tasks on time, and providing services without delay that have been implemented properly and reflect adequate service quality.

Effective information delivery in the quality of public transportation services is one of the important aspects in creating a positive experience for passengers. According to Marliano (2024) the delivery of clear and easy-to-understand information is very important to increase public interest in using public transportation. In line with this, the results state that the Surabaya City Transportation Agency has implemented various strategies to convey information, including the use of Suroboyo Bus Instagram social media, conducting direct socialization to the public, as well as the delivery of information by officers and monitor boards inside the electric Suroboyo Bus to convey information to the public regarding the introduction of the electric bus fleet, routes, payment systems, and facilities available in the electric Suroboyo Bus. This shows that service providers are trying to reach passengers in a more modern and accessible way. Most respondents stated that the delivery of information by officers was quite good, both directly and through social media. However, 4 out of 15 respondents (26.7%) mentioned that the information on the bus monitor screen is displayed too quickly and is not easy to read. Meanwhile, 3 respondents (20%) complained about the delay in updating information on the Dishub Instagram account. However, 12 out of 15 respondents (80%) stated that officers actively provide additional information verbally, which is very helpful in the process of getting on and off the bus.

The aspect of response to complaints is defined as a process that involves empathy, speed, and fairness in solving problems (Taliupan, 2022). The results showed that the Surabaya City Transportation Agency has a good system for handling complaints through the call center and Instagram social media management. Although there is time needed to follow up on complaints that require field checks within 1x24 hours, the quick response to simple questions and complaints shows that the service provider is committed to improving passenger satisfaction. A total of 13 out of 15 respondents (86.7%) claimed to have submitted questions or complaints, either directly to the officer or through the Instagram page. Of these, 10 respondents (66.7%) stated that the response to their complaint was quick at less than 24 hours, while the rest mentioned a delay in response of up to one working day depending on the complaint reported. This shows that although the grievance handling system is relatively effective, there is still room for improvement in terms of speed and consistency.

Figure 2. R4 route addition study

Positive feedback from the enthusiastic public regarding the use of the electric Suroboyo Bus supports the researcher's findings. Users of the electric Suroboyo bus stated that it is comfortable and not noisy, so there is a lot of input from the community to add electric bus routes or fleets. In response to this input, the Surabaya City Transportation Agency as of April 1, 2025 conducted an assessment of the addition of the route from Purabaya Terminal - Unair C to Purabaya Terminal – Campus Unair C University - ITS. Thus, this indicator can also be said to be quality, as it shows a real effort to listen and respond to passenger needs.

Timeliness is defined as the certainty of time in service completion which is one of the principles in good public service (Marelda, 2020). Timeliness in the implementation of tasks by electric bus officers is very important for operational efficiency and building passenger confidence. The results showed that Electric Suroboyo Bus officers were present on time before operational hours began, namely before 5am, which reflected discipline and professionalism as evidenced by 13 respondents (86.7%) seeing officers present on time at the terminal. This not only improves service efficiency, but also provides a sense of security and comfort for passengers. Therefore, this indicator can also be considered quality as it shows that the service provider is able to meet the set time standards.

Speed in delivering services without delays contributes directly to passenger satisfaction and comfort. Based on the results of interviews with regulators and operators, it shows that officers on the bus have been trained to be ready and responsive to passenger needs. A total of 12 out of 15 respondents (80%) stated that service personnel provide assistance in a quick and responsive manner, both in handling special requests such as

assisting elderly passengers, pregnant women, or people with disabilities, as well as in providing information on routes. Passengers also expressed positive experiences with the staff's responsiveness, indicating high service quality in this aspect. This great reaction helps passengers to have a better experience and improves the image of public transit. Responsiveness is considered as one of the important dimensions of public service quality, which has a direct impact on public satisfaction (Ramadani et al., 2020).

Overall, the results show that the dimension of responsiveness in Electric Suroboyo Bus public transportation services in Surabaya City has been well implemented. Effective information delivery, quick response to complaints, timely task execution, and service delivery without delay all contribute to adequate service quality. This high responsiveness tends to correlate with convenience and perceived reliability, which strengthens users' desire to return to use the service in the future although there is still room for improvement in terms of delivering more consistent information so as to create a positive experience in using public transportation.

Reliability

According to **Arif (2019)** reliability is the capacity to provide accurate and reliable services characterized by a sympathetic attitude and high accuracy in interacting with passengers. In the context of the Electric Suroboyo Bus, reliability includes three aspects: the accuracy of officers when serving passengers, having clear service standards, and the ability of officers and equipment in the service process.

In research (Widianti, 2019), the accuracy and precision of officers have a significant influence on the quality of public services provided to the community. The results showed that Ms. Nurul as Staff of UPTD Public Transportation Management of Surabaya City Transportation Agency and Mr. Jajak as Branch Manager of PT Yutaka as the operator of the electric Suroboyo Bus and Kak Suvi as a helper confirmed the accuracy in terms of maintenance of electric buses carried out every day, precisely at night after operating and the fleet battery charging procedure is also applied according to standards. In line with this, 14 respondents (93.3%) stated that the officers were thorough in providing information and maintaining seating rules.

According to Lukman et al. (2021), public service standards serve as benchmarks for service delivery and criteria for evaluating service quality. Clear and structured service standards are essential to ensure consistency in service quality. Based on the research results, the Surabaya City Transportation Agency sets Standard Operating Procedures (SOP) and Minimum Service Standards (SPM) for operators so that Suroboyo Bus electric officers can provide services to the public according to SOP and SPM such as wearing uniforms according to the specified day, driving a max. of 40-50 km/h, and not being allowed to eat and drink while driving the fleet. Additionally, sanctions are imposed on bus operators if their fleet operations do not comply with the SOP. Therefore, the indicator of having clear service standards can be said to be quality because 12 respondents (80%) know that officers follow standard operating procedures.

The ability of officers to master their duties and functions and the effectiveness of equipment such as the Gobis application used greatly affect the smoothness and quality of service. The results showed that 13 out of 15 respondents (86.7%) were satisfied with the performance of the officers because they had mastered their respective main tasks and functions such as helping to provide route information and payment systems to passengers, helping to direct seats according to passenger needs. However, 9 out of 15 respondents (60%) said the GoBis application, which has the ability to track the whereabouts of the fleet and can also be a payment system or ticket purchase, has not been said to be effective because

there are still frequent errors where the existence of buses on road maps does not match the presence of buses in the field.

Reliability is a dimension that strengthens a sense of security and certainty, which in public services is crucial for building long-term trust and user loyalty. However, weaknesses in the reliability of the GoBis application lead to negative perceptions that must be corrected so as not to disrupt the overall aspects of the service.

Assurance

According to Fitrianti & Arif (2023) assurance is a form of knowing the sense of security and trust and certainty expected from the community towards these employees in serving. In the context of Electric Suroboyo Bus, the guarantee dimension includes several aspects such as assurance of timeliness, cost certainty, and service legality.

According to Law Number 25 of 2009 concerning Public Services, timeliness is one of the principles in the delivery of public services. Luffi (2018) states that timeliness is the ability of service providers to deliver or complete services on time in accordance with established standards. Based on the results of the research submitted by Mr. Jajak as the electric Suroboyo Bus operator regarding the guarantee of timeliness, the bus scheduling time-table has been carried out neatly and consistently and is evidenced by 10 out of 15 passenger respondents on the bus (66.7%) stating that the schedule is quite consistent. Although there were 5 respondents (33.3%) said there were delays during peak hours and also conveyed through the Suroboyo Bus Instagram comments column regarding delays, especially during peak hours such as in the morning from 06.00 WIB - 08.00 WIB and in the afternoon at 16.00 WIB - 18.00 WIB. This is due to situational conditions such as traffic jams during peak hours that cannot be avoided, for example on certain routes such as Jalan Raya Jemursari, Bratang Terminal, Nginden and Taman Flora.

Clear and transparent cost assurance is important to give passengers a sense of security in planning their expenditure. All 15 respondents (100%) knew the fare and felt it was affordable. Cost certainty has been well conveyed through social media and also officers on duty on the bus where the tariff or fee in the operation of the eletric Suroboyo Bus for students/students is charged a tariff of Rp 2,500, general Rp 5,000, and the elderly, veterans, disabilities and children under 5 years old are free of charge. This shows that the cost certainty indicator in the guarantee dimension can be said to be quality, because it provides the clarity and transparency needed to build passenger trust in service providers. Fare affordability is also an important indicator in assessing cost certainty in public transportation.

The aspect of service legality assurance is an important aspect that ensures that service providers operate in accordance with applicable rules and regulations. The Surabaya City Transportation Agency, with the approval of the Ministry of Transportation, provides SOPs and SPMs to the Suroboyo Bus electric crew. The Surabaya City Transportation Agency oversees the performance of electric Suroboyo Bus operators and crews through a real-time system on the bus in the form of CCTV and coordination with Surveyor Indonesia as a supervisor. This is also supported by 13 out of 15 respondents (86.7%) feeling that the service is legal and safe.

Overall, the results show that the guarantee dimension includes aspects of timeliness, cost certainty, and legality of services in the service quality of Electric Suroboyo Bus has been implemented well. This assurance creates predictability in the service, which is the basis for users to plan for long-term use, as well as encouraging the transition from private vehicles to public transportation. While there are some challenges, such as delays during peak hours, the efforts made to ensure compliance with SOPs and SPMs as well as transparency in costs,

demonstrate the commitment of the service provider to provide a safe and professional experience for passengers.

Empathy

Attention as a form of empathy that is sincere and individual or personal given to customers by trying to understand consumer desires Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Makassar Jeans House Kota Palu (Alfajar et al., 2021). In the context of Electric Suroboyo Bus, this dimension includes prioritizing the interests of passengers, friendly and polite attitude of officers, service without discrimination, and evaluation of each customer.

Prioritizing passengers' needs and rights is one of the important aspects in creating a safe and comfortable environment. In Suryobuwono et al. (2021) prioritizing passenger needs involves educating the general public to respect the rights of priority passengers, such as giving seats to those in need. The results of research and interviews with Ms. Sekar and Ms. Nurul from the Surabaya City Transportation Agency shows that the Surabaya City Transportation Agency as a regulator is working with PT Yutaka to provide special facilities for passengers with disabilities and women, such as foldable seats for wheelchairs and pink front seats for pregnant women, women, and the elderly. This demonstrates the service provider's commitment to creating a safe and comfortable atmosphere for all passengers. In addition, Suroboyo Bus electric officers or crew pay attention to passengers such as directing the route, reminding when to stop at the passenger's destination stop. This is evidenced by 14 out of 15 respondents (93.3%) stating that there is special attention to the elderly, women, and disabilities. Thus, the priority aspect of passengers in the dimension of attention can be said to be quality, because passengers are satisfied with the attention given by the officers.

A polite and friendly attitude from officers is very important in creating positive interactions between officers and passengers. Based on passenger assessments, all respondents (100%) assessed that the officers were friendly and polite, such as greeting passengers who wanted to board the electric Suroboyo Bus and saying thank you when passengers wanted to get off and help to convey passenger destination route information. This shows that the indicator of serving politely and friendly in the dimension of attention can be said to be quality, because officers show high empathy for passengers.

The evaluation process for each customer includes receiving input and suggestions from passengers. The interview results show that 11 respondents (73.3%) felt that their input was responded to. Kak Diah and Kak Waqi are examples of passengers who gave positive feedback on the importance of additional seats and assistance for elderly passengers, as well as improvements to the bus tracker application. This feedback shows that the service provider strives to improve service quality based on passenger feedback. Thus, the aspect of evaluating each customer in the attention dimension can be said to be of high quality, due to the enthusiasm of the public to provide constructive suggestions and criticisms.

Overall, this dimension contributes directly to passengers' psychological comfort and differentiates mechanical and human-oriented services. This kind of attention also forms a positive emotional bond with the service, which can encourage users to become voluntary advocates (positive word of mouth) for environmentally friendly public transportation.

Tangible

In the context of Electric Suroboyo Bus, this dimension includes aspects of officer appearance, officer discipline, facility comfort, and use of assistive devices. Physical evidence is the ability of officers to show their existence to passengers, regarding the aesthetics and

functionality of the physical premises, infrastructure, and environment around the environment (Arif, 2019).

The physical appearance of officers can influence public perception of the quality of services provided (Sondakh et al., 2023). The appearance of neat and standardized officers is very important in creating a positive impression in the eyes of passengers. The results showed that the appearance of the officers was neat and used uniforms according to operational standards. The results of interviews with Ms. Nurul and Mr. Jajak show that there are uniform requirements that must be obeyed by officers, which not only serves for security but also to build passenger trust. All 15 respondents (100%) rated the officers' uniform and appearance as neat. Examples of passengers such as Mr. Arjun and Mr. Arya, gave positive feedback regarding the officers' neat and professional appearance. This shows that the officer appearance indicator in the physical ability dimension can be said to be of high quality, because good appearance contributes to passenger trust and comfort.

Discipline is a condition or attitude that exists in all members of an organization who submit to and obey the rules of the organization (Bahri, 2016). The discipline of officers in carrying out their duties, including in terms of bus departures, payment methods and seating arrangements, is an important aspect in assessing service quality. The interview results show that 13 respondents (86.7%) stated that officers are disciplined in enforcing rules, such as ensuring passengers are seated in accordance with applicable regulations. Passengers, such as Kak Diah and Kak Nadia, recognized the officers' discipline in carrying out their duties. The disciplinary aspect of electric Suroboyo Bus officers can also be said to be quality because based on the results of the study, it shows that officers direct passengers if they do not sit according to the passenger seats that have been provided and officers show commitment to providing services in accordance with standards.

The comfort of the facilities, both interior and exterior, is also an important element in the physical capability dimension. The interview results show that 12 respondents (80%) are satisfied with the interior comfort (air conditioning, seat belts, cleanliness) and have met passenger expectations. However, the remaining 3 respondents (20%) suggested improvements to the paint and cleanliness such as putting footrests in the door area so that when it rains, it is not muddy. While the convenience of the facilities can be said to be of high quality, this feedback shows that there is still room for improvement to optimize the passenger experience.

The use of auxiliary tools, such as the Gobis app and bus stop facilities, plays an important role in improving service efficiency. The interview results show that although the Gobis app is designed to assist passengers in tracking buses and making payments, 10 respondents (66.7%) experienced problems in using the GoBis app, such as GPS mismatches between the presence of the fleet in the app and the facts on the ground. In addition, 12 respondents (80%) suggested improvements to bus stop facilities to provide seats and umbrellas on the roof to protect them from rain and heat while waiting for the fleet to arrive. This shows that the indicator of the use of assistive devices in the physical ability dimension cannot be said to be of high quality, because there are still many complaints from users that need to be addressed.

Overall, the results show that the physical capability dimension of the Electric Suroboyo Bus service has been well implemented in several aspects, such as the appearance and discipline of the staff, and the comfort of the facilities. Although, there are still challenges in the use of assistive devices, particularly the Gobis application and bus stop facilities that need to be improved to enhance passengers' positive experience. Therefore, improvements in tangible aspects can directly strengthen the impression of professionalism and comfort, which are key factors in the continued use of the service.

The findings of this study indicate that service quality dimensions such as Responsiveness, Reliability, Empathy, Assurance, and Tangible have a major contribution to the satisfaction and positive perceptions of Electric Suroboyo Bus (ESB) users. These findings are in line with a study by Wibowo et al. (2018) that evaluated Transjakarta's information system showing that the quality of information services, both through websites and applications, influences users' perceptions and satisfaction with public transportation services. However, compared to this study, Electric Suroboyo Bus still has limitations in the aspects of bus stop infrastructure, application interoperability, and service route sustainability. This gap highlights the need for cross-sector support to ensure that service quality is not only technically high, but also systemically comprehensive.

Research Limitations and Implications

This study has limitations that need to be recognized. First, this research was only conducted in Surabaya, so the results may not be generalizable to other cities. Second, this study only focused on electric Suroboyo Bus users in Surabaya, so the results may not be generalizable to other public transport users. Third, this study only analyzed the service quality of electric Suroboyo Bus from the users' perspective, without considering the bus operator's perspective.

This study indicates that the quality of service of the electric Suroboyo Bus needs to be improved in several aspects, such as improving bus stop facilities and the Gobis application. The results of this study can be used as a reference for the Surabaya City Transportation Agency to develop strategies to improve the service quality of electric Suroboyo Bus, as well as a reference for further research on public transport service quality in Indonesia.

CONCLUSION

Based on the findings and discussion that has been presented concerning the quality of electric Suroboyo Bus services as urban transport public transportation in Surabaya, the following conclusions are obtained first, in the Responsiveness dimension, the Surabaya City Transportation Agency has implemented various strategies to convey information to passengers, including the use of social media and direct socialization. The majority of passengers assessed that electric bus officers were responsive, quick to respond, and swift in helping during the operation of electric buses. However, there are still complaints regarding the speed of information updates on Instagram social media accounts and digital monitors inside the electric bus fleet. While a responsive complaint handling system demonstrates a commitment to improving user satisfaction. Officers arrive on time and provide services without delay, which contributes to operational efficiency and passenger confidence. Surabaya City Government and electric Suroboyo Bus managers need to improve the acceleration and clarity of digital information and strengthen the presence of manual information (verbal signage or physical instructions) at bus stops.

Second, in the Reliability dimension, officers are considered capable of carrying out their duties according to procedures, but the GoBis application system is often inaccurate in showing the location of the bus. The officers' thoroughness in serving, both in fleet maintenance and small details such as seating arrangements, resulted in positive feedback from passengers. Overall, Electric Suroboyo Bus has succeeded in providing reliable service but there are challenges related to equipment effectiveness and improvements need to be made such as strengthening the reliability of the IT system (GoBis) and technical training of officers to be able to overcome system problems directly.

Third, on the Assurance dimension, clear and affordable fares provide a sense of security and trust to users, while the existence of SOPs, SPM, and training for officers

demonstrates a commitment to operating according to regulations. The use of in-vehicle CCTV also adds to the sense of security for passengers. While there are occasional complaints regarding delays, overall bus scheduling is done neatly, and passengers are satisfied with the timeliness of the service. Overall, this dimension of assurance contributes positively to the passenger experience but needs continuous improvement regarding the evaluation of routes and travel times during peak hours as well as improving intermodal coordination to maintain schedule accuracy.

Fourth, in the Attention dimension, attention is the main strength in the service quality of Electric Suroboyo Bus which shows that service providers have succeeded in implementing aspects of attention well, prioritizing passengers, officers are polite and friendly, and responding well to the evaluation process and collecting feedback from passengers also shows efforts to improve service quality. Overall, these dimensions of attention are of high quality, and need to be maintained through regular training, including soft skills and inclusive service training in order to increase user satisfaction and create a better experience for all passengers.

Fifth, in the tangible dimension, the service quality of Electric Suroboyo Bus shows that the physical appearance of neat and standardized officers and the interior of the electric bus fleet are considered very good, but bus stop facilities and the GoBis application are considered inadequate. On-board facilities, such as comfortable seats and functioning air-conditioning, meet passengers' expectations, although there are suggestions for improved cleanliness when it rains so that it is not muddy. However, there are still complaints regarding the use of the Gobis app and facilities at bus stops, indicating the need for improvement in this aspect. Overall, while Electric Suroboyo Bus shows good quality in some aspects of the tangible dimension, there is still room for structural improvements to the bus stops (roof, benches, lighting, information boards), and refinement of GoBis app features for convenience and accessibility for all.

The central government is expected to integrate local service systems such as electric Suroboyo Bus into national schemes such as BTS or an integrated national transportation platform, as mandated by the 2020-2024 National Medium-Term Development Plan and Presidential Regulation No. 55/2019. For future research, it is recommended to use a mixed methods approach with a larger number of respondents so that the results can be generalized more broadly.

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