

CURRENCY MODERATES QUALITY EXPERIENCE INFLUENCED BY CO-CREATION AND EXCELLENT SERVICE AT SINAR JAYA BUS TRANSPORTATION SERVICES



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Abstract

Transportation is a major need in the community's economy. The role of transportation has a very positive impact on regional economic development as a whole, especially in relations between organizations. Realizing the importance of transportation, several parties have decided to open transportation service companies that aim to help the community and make transportation a business sector. The quality of customer experience has become an important concept in consumer behavior research. The conceptualization of experience quality includes visitors' affective responses to the psychological benefits they want from their visiting experience. This growth is influenced by several 7p factors, namely promotion, physical, place, people, and price. This research shows the influence or role of other variables outside of product variation and service quality on the quality of experience, namely price. This research aims to test and explain whether Co-Creation and Excellent Service offered by Sinar Jaya bus transportation services have an effect on Quality Experience with Currency as Moderation. The sampling method in this research used Non-Probability Sampling which is purposive sampling, resulting in the acquisition of data from 103 respondents who had used the Sinar Jaya Bus Transportation Service and then a feasibility test was carried out using the help of the SmartPLS 3.2.9 Program through a validity test, discriminant validity test, and reliability test. The results of data feasibility testing obtained convergence validity, discriminant validity, and reliability values > 0.7 so that this research could be declared valid.

Keywords: Product Variety, Service Quality, Price, Experience Quality

INTRODUCTION

Transportation is a major need in the community's economy. The role of transportation has a very positive impact on regional economic development as a whole, especially in relations between organizations. Realizing the importance of transportation, several parties have decided to open transportation service companies that aim to help the community and make transportation a business sector (Faiza et al., 2022). The need for transportation facilities continues to increase along with economic growth in a region. Diverse transportation makes people more careful and discerning in using transportation according to their needs. Bus land transportation is one of the most popular forms of transportation for many people because it has a wider range, accurate travel time, and affordable ticket prices (Komayaroh et al., 2022). During the COVID-19 pandemic, bus transportation also became one of the transportation options chosen by the public because the government removed the mandatory requirement for carrying out an antigen test. Apart from that, buses are the main choice of transportation for long-distance travel. As many as 38.9 percent of the total 12,836,783 people prefer to use buses as a means of transportation for going home, followed by cars with a percentage of 26.2 percent, motorbikes at 12.9 percent, trains with 10.7 percent, and airplanes with 9.7 percent. This data shows that bus transportation services have promising business prospects, especially with the growth in the opening of various toll roads connecting distant regions (Hambali, 2019) in (Sentosa, 2022).

Public transportation comes with various brands including Sinar Jaya Bus which was founded by PT. Sinar Jaya Megah Langgeng, Juragan 99 Bus, Rosalia Bus, Primajasa Bus, Indorent Bus, Agramas Bus. Sinar Jaya first appeared in Indonesia in 1982 (Group, 2020). This was followed by other transportation such as the Rosalia Bus, which was founded in 1983 by PT. Rosalia Indah Transportation (Wikipedia.id), Primajasa Bus was established in 1991 and was founded by PT. Primajasa Perdanaraya (Primajasa.info). Agramas Bus was established in 2003 and was founded by PT. Anugerah Mas (Agramasgroup, 2020), Juragan 99 Bus was founded in 2018 by PT. Gilang Sembilan Sembilan (Kompas, 2023), Indorent Bus was established in 2021 and was founded by PT. Wahana Indo Trada Mobilindo (Kompas, 2022). Currently Sinar Jaya Group is one of the largest transportation companies in Indonesia in the inter-city bus, inter-provincial transportation service category. As time

goes by, Sinar Jaya continues to develop to meet the increasingly diverse needs of the community from AKAP Buses, AKDP Buses, Tourist Buses, Employee Shuttle Buses, and City Buses(Sinarjayagroup, 2020).

Quality experience customers are personally experienced events, events, or situations that arise in response to certain stimuli (for example through various marketing strategies before and after sales) (Schmitt, 1999) in (Marlien, 2022). Current developments in transportation make it easier for people to carry out daily activities. Sinar Jaya Bus provides comfortable, safe, and affordable transportation in its class segment so that customers have their own satisfaction with the transportation services they use. The quality of customer experience has become an important concept in consumer behavior research. The Quality Experience conceptualization includes visitors' affective responses to the psychological benefits they desire from the visiting experience (Otto and Ritchie, 1996) in (Bintarti et al, 2017). According to him, Quality Experience consists of 4 indicators, namely: hedonic, peace of mind, involvement, and recognition. Meanwhile, Crompton and Love (1995) define Quality Experience as "not only the attributes provided by suppliers but also the attributes brought to the site by visitors". The results of this research are supported by (Otrowski et al, 1993) in (Bintarti et al, 2017) that "positive experiences over time (followed by several good experiences) will produce a positive image". Image is generated from all experiences consumed by visitors, and quality represents all these consumption experiences (Muqarrabin et al., 2022).

Co-creation is a product that refers to goods and services provided by an organization, the concept of co-creation refers to customers and companies interacting and sharing ideas to create products or services that are more in line with customer needs and desires. Sinar Jaya Bus provides bus classes starting from business air conditioning, executive, double-decker, and suite class, of course, there are differences in ticket prices for each class. The increasing diversity of products makes it easier for consumers to choose products according to their needs. Product diversity is a set (diversity) of product lines and elements offered by a particular seller to buyers. According to (Simamora, 2008:441) in (Meli Fita Diana et al, 2022). Co-creation is a collection of all products and goods offered by certain sales to consumers. The product mix or product variations of a company can be classified according

to width, length, depth, and consistency (Kotler & Keller, 2013) in (Suarni Norawati et al, 2021). According to Kotler & Keller (2013), indicators of Co-creation are Size, Price, Appearance, and product availability. Sinar Jaya tries to reach all classes who want to travel long distances between cities and provinces. Co-creation is an attraction for consumers, especially because it can provide more varied choices. More varied choices for consumers can encourage consumer satisfaction (Botti & Iyengar 2006). (Meilaty Finthariasis et al, 2020), The results of this research Co-creation have a positive and significant influence on consumer satisfaction (Kotler & Keller, 2013) in (Suarni Norawati et al, 2022). Different from the research carried out (Meli Fita Diana et al, 2022) that product variations have a positive but not significant effect.

Excellent service is an activity or benefit that can be provided by one party to another party that is not realized and does not influence the selection of something. Service Excellent emphasizes a commitment to providing consistently excellent service to customers. This involves various aspects, including service quality, staff attitude, speed of response, and problem resolution. Sinar Jaya Bus provides comfortable services for its passengers. The seats are soft with adequate leg room and equipped with well-functioning AC to ensure the temperature in the bus remains comfortable during the journey. Apart from that, Sinar Jaya Bus pays special attention to the facilities provided on the bus. For example, the presence of free WiFi allows passengers to stay connected to the internet during the trip, Sinar Jaya Bus also always maintains good cleanliness of its fleet. Buses are cleaned regularly before and after each trip. This includes cleaning seats, floors, toilets, and other areas on the bus. In providing the best service to passengers, Sinar Jaya Bus always ensures that passenger safety is its main priority and prioritizes punctuality in its operations. Its buses depart and arrive according to a predetermined schedule provide responsive customer service and are ready to help passengers with questions or problems. that may arise during travel. Excellent Service helps create positive relationships between Sinar Jaya Bus and its customers.

Bus transportation services experienced an increase in ticket sales following a comparison of bus ticket currency and its competitors. Sinar Jaya Bus has the lowest ticket price (Currency) compared to its competitors such as Rosalia Indah Bus and Juragan 99 Bus, because Sinar Jaya Bus provides bus classes from upper (Sleeper Class) to lower class

(Business Economy 2-3) but with relatively cheap fares. Currency is the total value that will be provided to customers to gain benefits from owning or using a product or service. According to Kotler (2016) in (Fadhila et al, 2022). Price can be considered an attribute that must be sacrificed to obtain a certain type of product or service (Kushwaha et al., 2015) in (Souar et al., 2015; Muhtarom et al., 2022). Currency is the value included in various production costs related to demand for services/products. There are 4 Price (Currency) indicators, consisting of determining cost levels, pricing techniques, pricing strategies, and approaches and cost relationships in services (Kotler et al., 2014) in (Othman et al, 2021). Price is the amount of money or value exchanged by consumers to gain benefits from owning or being charged for a product or service (Kotler and Keller, 2018) in (Pribanus Wantara et al, 2019). The results of this research show that Currency has a positive influence on Experience Quality because it can increase sales levels by paying attention to consumers' positive perceptions of price. (Othman et al, 2021).

Prices for transportation services such as Sinar Jaya Bus, Rosalia, Juragan 99 Bus, Primajasa Bus, Indorent Bus, and Agramas Bus vary according to the class chosen by consumers. This growth is influenced by several 7p factors, namely promotion, physical, place, people, and price. Analysis of the collected data shows that Sinar Jaya Bus places various advertisements that can attract consumers. Promotions are carried out by Sinar Jaya buses through brochures, official websites, banners, and social media such as Instagram. Sinar Jaya buses have a good physical appearance and the best quality, such as having chairs, chairs with footrests, LED TVs, bus cabins, and air conditioning, and the lights are equipped with LEDs, both main lights, turn signals, and fog lights.

Sinar Jaya buses can be found at Sinar Jaya Bus agents and Sinar Jaya Bus depots. The price of transportation services such as the Sinar Jaya bus is almost close to the price of the more affordable Rosalia bus. Currency is usually formed through negotiations between sellers and buyers after a price agreement is reached. The company offers different prices depending on the service category selected by the customer. If customers consider the price offered to be unreasonable, it can reduce the customer experience. Prices can raise assumptions about the quality of the product or service provided. According to Kotler (2016) in (Fadhila et al, 2022).

RESEARCH METHOD

This scientific work examines the Sinar Jaya Bus public transportation service managed by PT. Sinar Jaya Group and is one of the choices of public transportation services in Indonesia. The prices set by the Sinar Jaya bus company correspond to the class of service according to the desired facilities, and the high level of purchase of Sinar Jaya bus tickets is reflected in satisfactory sales figures. This incident is an interesting phenomenon to investigate based on comparative data on marketing aspects of various bus transportation services in Indonesia. Research will focus on product innovation, including the creation of different types of classes, differences in the quality of services offered, and price variations. This study aims to objectively measure the impact of this phenomenon, with a focus on passengers who buy Sinar Jaya Bus tickets, as the object of research carried out in 2024. This research method uses quantitative methods. Quantitative research can be understood as research that produces discoveries carried out using statistical calculations (Ghozali, 2021). This is based on the theme to be researched, namely "Currency Moderates Quality Experience Which is Influenced by Co-Creation and Excellent Service on Sinar Jaya Bus Transportation Services" (Study of Users of Sinar Jaya Bus Transportation Services). This research wants to find out whether Currency moderates Co-Creation and Excellent Service can have a positive and significant effect on Quality Experience.

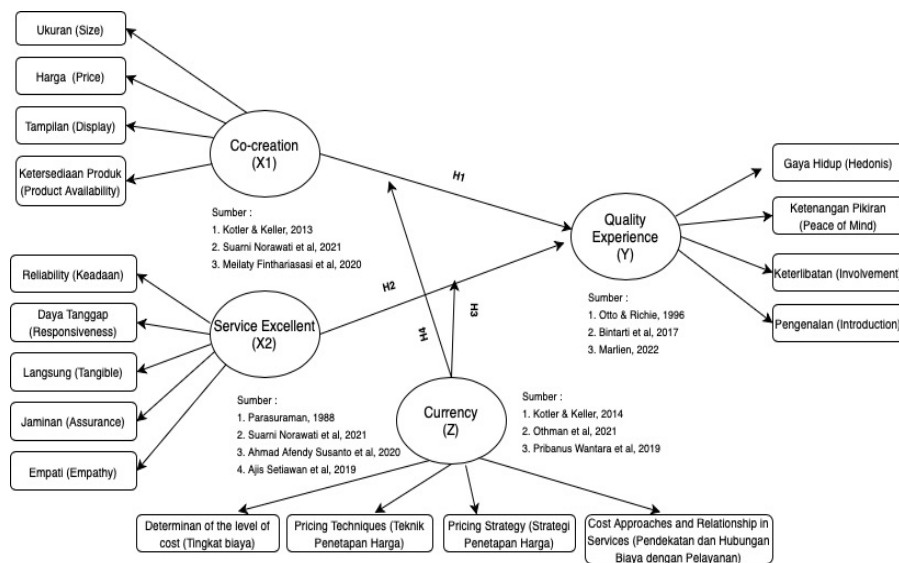


Figure 1.
Research Design

RESULTS AND DISCUSSION

Respondent Characteristics

This research was conducted on the Sinar Jaya Bus transportation service. The data used in this research came from a questionnaire distributed to respondents as Sinar Jaya bus passengers. The questionnaire distributed produced the frequency of respondents' characteristics in the form of data on age, gender, and occupation. An overview of each characteristic can be seen in Table 1 as follows:

Table 1.
Characteristics of Research Respondents

Characteristics	Category	Frequency	Percentage (%)
Age	< 20 Years	14	13.6
	21 - 25 Years	81	78.6
	26 - 30 Years	2	1.9
	31 - 35 Years	3	2.9
	36 - 40 Years	0	0.0
	> 41 Years	3	2.9
	Total	103	100.0
Gender	Man	38	36.9
	Woman	65	63.1
	Total	103	100.0
Status	Marry	8	7.8
	Single	95	92.2
	Widow Widower	0	0.0
	Total	103	100.0
Last Education	Elementary/MI	0	0.0
	SMP/MTS	0	0.0
	SMA/SMK/MA/MAK	87	84.5
	S1	16	15.5
	S2	0	0.0

	S3	0	0.0
	Total	103	100.0
Work	Student	2	1.9
	Student	71	68.9
	Private Sector Employee	21	20.4
	Civil Servants/ASN	0	0.0
	Teacher/Lecturer	1	1.0
	Another:	8	7.8
	Total	103	100.0
Income	< Rp. 1,000,000	58	56.3
	Rp. 1,000,001 – Rp. 3,000,000	17	16.5
	Rp. 3,000,001 - Rp. 5,000,000	17	16.5
	Rp. 5,000,001 – Rp. 7,000,000	8	7.8
	Rp. 7,000,001 – Rp. 9,000,000	1	1.0
	> Rp. 9,000,001	2	1.9
	TOTAL	103	100.0
Last Time Using the Sinar Jaya bus	< 1 Month	19	18.4
	3 months	23	22.3
	6 months	27	26.2
	> 12 Months	34	33.0
	TOTAL	103	100.0

Source: Primary Data Processed 2023

Validity Test

a. Convergent Validity (Outer Loading)

Convergent validity and the outer model with relative indicators can be assessed from the correlation between the indicator values and the construct values. An individual indicator is considered valid if it shows a correlation value greater than 0.70, however, it has been

adjusted to the stage of scientific development in the research, so the loading scale is acceptable (Ghozali, 2021).

b. Reliability Test

The second test carried out was a reliability test. Reliability testing is carried out to test the accuracy, consistency, and suitability of the instrument for measuring a construct (Ghozali, 2021). testing process using SmartPLS software, because this software can be used to measure the reliability of a construct in two ways, namely using Cronbach's alpha and composite reliability. Using Cronbach's alpha to test a construct gives a lower value (under estimate), so it is recommended to use more than composite reliability.

Table 2.
Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability
Co-creation (X1)	0.887	0.890	0.917
Excellent Service (X2)	0.908	0.910	0.931
Quality Experience (Y)	0.886	0.887	0.917
Currency (Z)	0.904	0.907	0.929

Source: Primary Data Processing Results, 2023

Based on the results of the data processing shown in Table 2, it can be translated as:

1. The value of the quality experience variable (Y) has a fourth role with a Composite Reliability value of 0.886. This value is greater than 0.7, so it can be concluded that the variables tested are valid and can continue testing the structural model.
2. The value of the product variation (co-creation) variable (X1) has a third role with a Composite Reliability value of 0.887. This value is greater than 0.7, so it can be concluded that the variables tested are valid and can continue testing the structural model.
3. The variable value of service quality (X2) has the first role with the Composite Reliability value, namely 0.908. This value is greater than 0.7, so it can be concluded that the variables tested are valid and can continue testing the structural model.

- The value of the price (currency) variable (Z) has a second role with the Composite Reliability value, namely 0.904. This value is greater than 0.7, so it can be concluded that the variables tested are valid and can continue testing the structural model.

Hypothesis Testing

Hypothesis testing in management is carried out based on the results of internal model testing (structural model), which includes R-square values, parameter coefficients, and t-statistical values. To see whether a hypothesis can be accepted or rejected, pay attention to the significant value between the t-statistic construct and the t-table. Hypothesis testing in this research was carried out using SmartPLS (Partial Least Square) 3.0 software. Based on the results of the data processing findings above, the suitability of the data can be tested as follows:

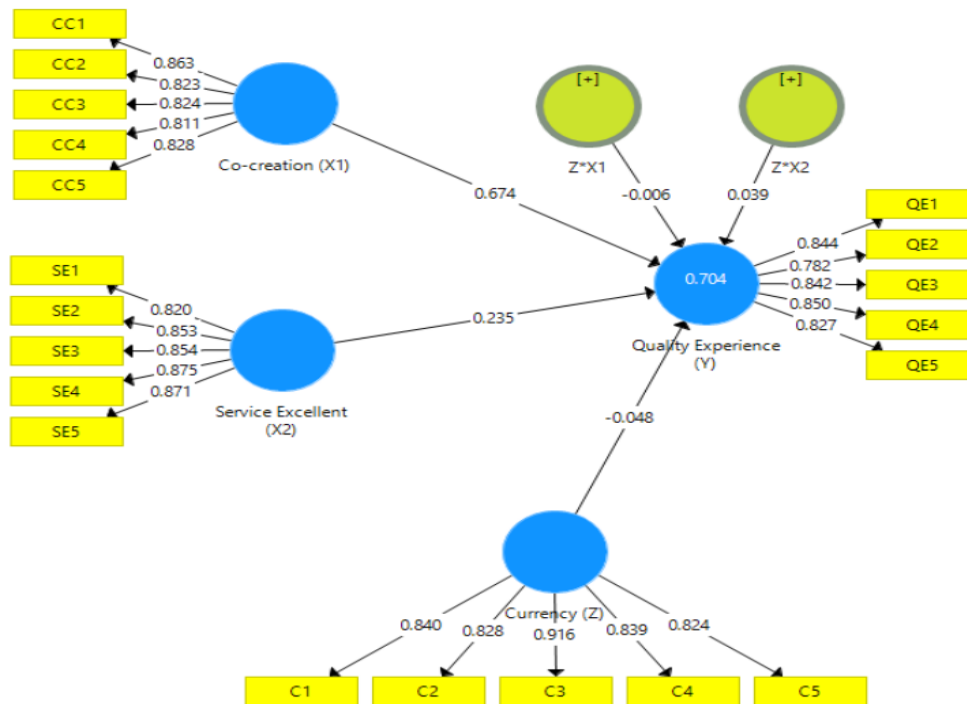


Figure 2.

Results From Bootstrapping

Source: Primary Data Processing Results, 2023

Table 3.
Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Co-creation (X1) -> Quality Experience (Y)	0.674	0.661	0.117	5,764	0,000
Excellent Service (X2) -> Quality Experience (Y)	0.435	0.447	0.223	2,911	0.047
Currency (Z) -> Quality Experience (Y)	0.248	0.237	0.196	4,495	0.021
Z*X1 -> Quality Experience (Y)	0.206	0.130	0.226	2,248	0.042
Z*X2 -> Quality Experience (Y)	0.139	0.207	0.234	2,291	0.034

Source: Primary Data Processing Results, 2023

Based on the results of the data processing findings above, the data feasibility test can be translated as follows:

1. The first hypothesis obtains a t-statistic value for co-creation on quality experience, which is equal to 5.674 while the t-table is 1.983 ($5.674 > 1.983$), and the P-value is $0.000 < 0.05$. This shows that the hypothesis which states that co-creation has a positive effect on quality experience, is accepted.
2. The second hypothesis obtains a t-statistic value of excellent service on quality experience, namely 2.911 while the t-table is 1.983 ($2.911 > 1.983$), and the P-value is $0.047 < 0.05$. This shows that the hypothesis says service has an excellent positive effect on quality experience, declared acceptable.
3. The third hypothesis obtains a t-statistic value for currency on quality experience, namely 4.495 while the t-table is 1.983 ($4.495 > 1.983$), and the P-value is $0.021 < 0.05$. This shows that the hypothesis which says currency has a positive effect on quality experience, is declared accepted.

4. The fourth hypothesis obtains a t-statistic value for currency in moderating co-creation on quality experience, namely 2.248 while the t-table is 1.983 ($2.248 > 1.983$), and the P-value is $0.042 < 0.05$. This shows that the hypothesis which states that currency moderates co-creation has a positive effect on quality experience, is declared accepted.
5. The fifth hypothesis obtains a currency t-statistic value in moderating service excellent on quality experience, namely 2.291 while the t-table is 1.983 ($2.291 > 1.983$), and the P-value is $0.034 < 0.05$. This shows that the hypothesis which states that currency moderates service excellence has a positive effect on quality experience, is declared accepted.

Discussion

Based on the results of the research above, the following discussion analysis can be provided:

1. Discussion Data analysis of the role of co-creation offered by Sinar Jaya Bus transportation services on quality experience.
 - a. The results of the validity test on the Co-Creation variable are measured by the instrument/indicator size with the statement "I feel that the Sinar Jaya Bus has comfortable seats" (CC1) which occupies the first highest role in influencing the Quality Experience variable at 0.863, and the test results Reliability in Co-Creation has a second role with a Composite Reliability value of 0.917. This value is greater than 0.7, so it can be concluded that the variables tested are valid and reliable.
 - b. The Path Coefficient value obtained is 0.674, the t-statistic value is 5.764 which is greater than the t-table 1.983 ($5.764 > 1.983$), and the P-value is less than 0.05, namely $0.000 < 0.05$, meaning that the value obtained shows that the role of Co-Creation by the Sinar Jaya Bus transportation service has a significant positive role in the high level of Quality Experience, this is because the variety of products offered can meet the desires and needs of passengers, therefore the first hypothesis is declared accepted.
 - c. This test is in accordance with theoretical studies in (Kotler & Keller, 2013) which states that product variation is defined as a product mix, also called product selection, which is a collection of all products and goods offered and sold by a particular seller.

- d. The results of this research are in line with research by (Suarni Norawati et al., 2021) in the article "Analysis of Product Variation, Quality of Service and Their Effect on Customer Satisfaction" results in the conclusion that: product variation variables influence customer satisfaction.
 - e. The results of this research are in line with research by (Meilaty Finthariasis et al, 2020) in the article "The Influence of Product Quality, Display Layout, and Product Variation on Consumer Satisfaction" results in the conclusion that: product variety has a positive effect on consumer satisfaction.
2. Discussion Data analysis on the role of excellent service offered by Sinar Jaya Bus transportation services on quality experience.
- a. The results of the validity test on the Service Excellent variable are measured by assurance (guarantee) instruments/indicators with the statement "The Sinar Jaya Bus Company provides safety insurance to its passengers" (SE4) which occupies the first highest role in influencing the Quality Experience variable at 0.875. and the reliability test results on the Service Excellent variable have a second role with a Composite Reliability value of 0.931. This value is greater than 0.7, so it can be concluded that the variables tested are valid and reliable.
 - b. The Path Coefficient value obtained is 0.435, the t-statistic value is 2.911 which is greater than the t-table 1.983 ($2.911 > 1.983$), and the P-value is less than 0.05, namely $0.047 < 0.05$, meaning that the value obtained is shows that the role of Excellent Service by the Sinar Jaya Bus transportation service has a significant positive role in the high level of Quality Experience, this is because the Sinar Jaya Bus service is fast and responsive in handling passenger complaints so that it can meet passenger expectations, therefore the second hypothesis is declared accepted.
 - c. This test is in accordance with theoretical studies in (Parasuraman, 1988) which state that measuring service quality means evaluating the performance of a service with a predetermined set of standards. Based on the definition of service quality (service excellent) above, it can be seen that the main factor that influences service quality is the service that can be received or felt by consumers.

- d. The results of this research are in line with research by (Ajis Setiawan et al, 2019) in the article "The Influence of Service Quality on Consumer Satisfaction" produces the conclusion that: The results of partial reliability testing have a positive and significant effect on consumer satisfaction. This shows that the better the quality of service in terms of responsiveness, the higher the level of consumer satisfaction. The results of testing responsiveness reliability, assurance, tangible, empathy, reliability simultaneously have a positive and significant effect on consumer satisfaction.
3. Discussion: Data analysis on the role of currency in moderating co-creation by Sinar Jaya Bus transportation services on quality experience.
 - a. The results of the validity test on the Currency variable are measured by the strategic pricing instrument/indicator (Pricing Strategy) with the statement "Sinar Jaya Bus offers prices according to its target market" (C3) which occupies the first highest role in influencing the Quality Experience variable at 0.916. and the reliability test results on the Currency variable have a third role with a Composite Reliability value of 0.917. This value is greater than 0.7, so it can be concluded that the variables tested are valid and reliable.
 - b. The Path Coefficient value obtained is 0.206, the t-statistic value is 2.248, which is greater than the t-table 1.983 ($2.248 > 1.983$), and the P-value is less than 0.05, namely $0.042 < 0.05$, meaning that the value obtained shows that the role of Co-Creation offered by Sinar Jaya Bus transportation services with moderated Currency has a positive role on Quality Experience because the prices set by Sinar Jaya Bus have been adjusted to the variety of products available so that passengers feel satisfied and have a good experience, therefore the third hypothesis is declared accepted.
 - c. This test is in accordance with internal theoretical studies (Kotler et al., 2014). Currency is an amount or consideration determined by one party to another party in exchange for one unit of goods or services. Sometimes, value is included in various production costs related to the demand for services/products.
 - d. These results are in line with research by (Othman et al., 2021b) in the article "The effects on customer satisfaction and customer loyalty by integrating marketing communication and after sale service into the traditional marketing mix model of

- Umrah travel services in Malaysia" results in the conclusion that: price has a positive effect on consumer satisfaction.
- e. These results are in line with research by (Pribanus Wantara et al, 2019) in the article "The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik" results in the conclusion that: price affects customer loyalty.
4. Discussion: Data analysis on the role of currency in moderating excellent service by Sinar Jaya Bus transportation services on quality experience.
- a. The results of the validity test on the Currency variable are measured by the strategic pricing instrument/indicator (Pricing Strategy) with the statement "Sinar Jaya Bus offers prices according to its target market" (C3) which occupies the first highest role in influencing the Quality Experience variable at 0.916. and the reliability test results on the Currency variable have a third role with a Composite Reliability value of 0.917. This value is greater than 0.7, so it can be concluded that the variables tested are valid and reliable.
 - b. The Path Coefficient value obtained is 0.139, the t-statistic value is 2.291, which is greater than the t-table 1.983 ($2.291 > 1.983$), and the P-value is less than 0.05, namely $0.034 < 0.05$, meaning that the value obtained shows that the role of Excellent Service offered by Sinar Jaya Bus transportation services with Currency moderation has a positive role on Quality Experience because Sinar Jaya buses offer varied prices according to the class of service that passengers want so that passengers feel satisfied and have a good experience, therefore the fourth hypothesis is declared accepted.
 - c. This test is in accordance with internal theoretical studies (Kotler, 2016). Price is the total value that will be provided to customers to obtain benefits from owning or using a product or service.
 - d. These results are in line with research by (Othman et al., 2021b) in the article "The effects on customer satisfaction and customer loyalty by integrating marketing communication and after sale service into the traditional marketing mix model of Umrah travel services in Malaysia" results in the conclusion that: price has a positive effect on consumer satisfaction.

CONCLUSION

Based on the results of data analysis and discussion, the author obtained conclusions that can be drawn from research regarding currency moderating co-creation and excellent service on quality experience (study of Sinar Jaya Bus transportation services in Bekasi district) as follows:

1. The co-creation offered by the Sinar Jaya Bus transportation service can encourage the level of quality experience. This means that the co-creation offered by the Sinar Jaya Bus can fulfill the desires and needs of passengers.
2. The excellent service provided by the Sinar Jaya Bus transportation service can encourage the level of quality experience, this is stated by the Sinar Jaya Bus service quick and responsive in handling passenger complaints so that it can meet passenger expectations.
3. The currency set to moderate co-creation by the Sinar Jaya Bus transportation service can encourage the level of quality experience provided, this means that the prices set by Sinar Jaya Bus have been adjusted to the variety of products available so that passengers feel satisfied and have a good experience.
4. The currency set to moderate service excellence by the Sinar Jaya Bus transportation service can encourage the level of quality experience provided, this is stated by Sinar Jaya Bus offers varied prices according to the class of service its passengers want, so that passengers feel satisfied and have a good experience.

Based on the conclusions of research results regarding currency moderating co-creation and service excellence on quality experience (study of Sinar Jaya Bus transportation services in Bekasi district), researchers put forward several suggestions for improving quality experience as follows:

1. The co-creation offered by Sinar Jaya Bus transportation services can increase the level of quality experience, so it is recommended that manufacturers persist in expanding their product variations by offering buses with different facilities or various service classes. Thus, companies can reach wider market segments and increase customer satisfaction by providing more diverse choices.

2. The excellent service provided by Sinar Jaya Bus transportation services can increase the level of quality experience, so it is recommended that manufacturers continue to increase employee training in terms of customer service. Steps such as training in communication skills, empathy, and complaint handling can help improve the overall quality of service.
3. The currency set to moderate co-creation by the Sinar Jaya Bus transportation service can encourage the level of quality experience, so it is recommended for producers to maintain price provisions for each service and class of service according to consumer needs to increase overall customer satisfaction.
4. The currency set to moderate excellent service by Sinar Jaya Bus transportation services can encourage the level of quality experience, so it is recommended for producers to continue to monitor and evaluate their services periodically. By conducting regular customer satisfaction surveys, listening to feedback, and responding to changing market needs, companies can ensure that they remain relevant and maintain their competitive advantage in the market.

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