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**DETERMINANTS OF REPURCHASE INTENTION BASED ON EXPERIENCE,  
TRUST, AND CUSTOMER SATISFACTION IN ORDERING RIDE-HAILING  
SERVICES ON THE GOJEK APPLICATION (A STUDY ON STUDENTS AT UPN  
“VETERAN” EAST JAVA)**

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**Abstract**

This study aims to analyze the influence of Customer Experience, Trust, and Customer Satisfaction on Repurchase Intention in ordering GoRide services on the Gojek application, focusing on students of UPN “Veteran” East Java. The method used in this study is quantitative with a multiple linear regression approach. Data were collected through questionnaires distributed to 100 respondents with a purposive sampling technique. The results showed that Customer Experience had a positive and significant effect on Repurchase Intention. However, Trust and Customer Satisfaction did not have a significant effect partially on Repurchase Intention. However, simultaneously, the three variables had a significant effect on customers' decisions to use GoRide services again.

**Keywords:** Customer Experience, Trust, Customer Satisfaction, Repurchase Intention, GoRide, Gojek

## INTRODUCTION

Technological developments have become an integral part of people's lives. Their presence has also had a significant impact on advances in science, technology, and information in human life, from traditional to modern and post-modern. Essentially, technological developments are intended to simplify and assist humans in carrying out their daily activities. According to the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 is estimated to reach 221,563,479 out of a total population of 278,696,200 in 2023. A survey released by APJII in 2024 showed that Indonesia's internet penetration rate reached 79.5%. Compared to the previous period, there was an increase of 1.4%.

The development of digital technology has brought about significant changes in the transportation industry, including the use of online transportation services such as GoRide from Gojek. Students, as a digital generation, have a high level of mobility, making online transportation services their primary choice. Online motorcycle taxi services, such as GoRide from Gojek, have become a favorite choice for many people, especially students. The main factors that make students choose this service for their daily activities are ease of access and time efficiency. Because besides being affordable, using online transportation services can also solve various public concerns regarding public transportation services. Furthermore, the presence of online transportation or online motorcycle taxis provides convenience and comfort for its users.

However, with increasing competition among online transportation service providers, it is crucial for companies to understand the factors that influence customers' decisions to reuse their services. The main factors examined in this study are Customer Experience, Trust, and Customer Satisfaction. In the case of GoRide, high levels of satisfaction among students will encourage them to use the service repeatedly. This is a primary goal for any service provider, as satisfied customers will not only return to the service but also tend to recommend it to others. This helps GoRide expand its market reach naturally. Furthermore, high customer satisfaction also reduces the likelihood of customers switching to competitors, which is a significant challenge in a competitive industry.

This study focuses on students at UPN "Veteran" East Java, which is one of the universities with a student population that continues to increase every year. Active students at UPN "Veteran" East Java are spread across various study programs, especially when dominated by students. Most students come from areas around East Java, but many also come from outside the city and even outside the province, so the need for fast, efficient, and affordable transportation is very crucial. The purpose of this study is to analyze the influence of customer experience, trust, and customer satisfaction on repurchase intention among UPN "Veteran" East Java students.

## REVIEW OF LITERATURE

### Marketing Concept

Based on Kotler's findings, (Hajar et al., 2022) Marketing is a social process that enables individuals or groups to fulfill their needs and wants by producing, promoting, and exchanging valuable products and services with others. As a crucial aspect of the business

world, marketing plays a crucial role for companies in the production and distribution of products and services to meet consumer needs and demands.

### **Digital Marketing**

Digital marketing is a strategic promotional/marketing approach adapted to a digital-based system to reach target audiences more effectively. This process utilizes various adjustments and occurs rapidly. Digital marketing has evolved since communication tools and the internet were introduced to the wider public and has grown rapidly. According to WSI,(Rauf et al., 2021)Digital marketing is an innovative method that utilizes databases to reach consumers, thus saving costs and being timely.

### **Customer Experience**

According to Schmitt in(Ayu et al. 2023) *Customer Experience*(customer experience) is an experience formed as a reaction to certain stimuli through advertising strategies implemented, both before and during the purchasing process. Customer Experience is defined as a collection of all interactions between customers and companies that always occur in a customer journey. Specifically, Customer Experience refers to the results of the interaction between consumers and a product. In the process of purchasing goods or services, this interaction includes various aspects, both rational, which involves logical consideration of the product or service, and emotional, which reflects the customer's feelings or attitudes towards the product.

### **Trust**

Trust is a good impression that customers feel about an object, uniqueness or benefits of a product or service received (Maulida et al., 2024). Trust or confidence can refer to positive confidence based on an evaluation that has been carried out to avoid uncertainty. Pasaribu & Salim (2022)Once trust has been established, it will facilitate customer satisfaction and, in turn, influence repeat purchase intentions. Trust can also help buyers overcome perceived risk and provide hope for the transaction.

### **Customer Satisfaction**

Customer Satisfaction is a key factor in achieving a company's goals, namely building customer loyalty by providing trustworthy products or services. This satisfaction is influenced by customer experience, which reflects their memories of the products or services they have used (Kasinem, 2020). Customer satisfaction is a negative or positive feeling that arises from the difference between consumer expectations and the performance of a product or service compared to those expectations. Customer satisfaction is also a key element in determining a company's long-term success in an increasingly competitive market, both now and in the future.

### **Repurchase Intention**

Repurchase Intention is a customer's tendency to repeat a transaction for a product or service they have previously used, even if it involves a certain cost. The tendency to repeat a purchase arises as a result of previous experience in using a particular product/service.(Ardian et al., 2021)Repurchase intention is a key factor that companies need to consider as a determinant of the success of a product or service they introduce. A product's ability to retain customers is just as important as its success in attracting new ones.

## RESEARCH METHOD

This study employed a quantitative method with a multiple linear regression approach. The population comprised active students of UPN "Veteran" East Java who had used GoRide services at least twice. The sampling technique used was purposive sampling, with a sample size of 100 respondents. Data collection was conducted through an online questionnaire. The data were analyzed using validity and reliability tests, classical assumptions, multiple linear regression, and hypothesis testing.

## RESULTS AND DISCUSSION

### Validity Test

Validity testing in this study was conducted to assess the extent to which the research instrument was able to accurately measure the variables studied. The test used the Pearson Product-Moment method by comparing the correlation coefficient of each statement item to the total score of the variable. The validity of a statement is determined based on the correlation coefficient value, which must exceed the table  $r$  (0.195) and the significance value (Sig. 2-tailed), which must be less than 0.05 for the statement to be accepted as valid.

**Table 1. Validity Test Results**

Variable	Statement	R Count	Sig (2-tailed)	r tabel	Information
Customer Experience (X1)	X1.1	0,572	0	0,195	Valid
	X1.2	0,677	0	0,195	Valid
	X1.3	0,663	0	0,195	Valid
	X1.4	0,737	0	0,195	Valid
	X1.5	0,664	0	0,195	Valid
	X1.6	0,702	0	0,195	Valid
	X1.7	0,708	0	0,195	Valid
	X1.8	0,658	0	0,195	Valid
Trust (X2)	X2.1	0,678	0	0,195	Valid
	X2.2	0,657	0	0,195	Valid
	X2.3	0,600	0	0,195	Valid
Customer Satisfaction (X3)	X3.1	0,648	0	0,195	Valid
	X3.2	0,571	0	0,195	Valid
	X3.3	0,701	0	0,195	Valid
	X3.4	0,677	0	0,195	Valid
Repurchase Intention (Y)	Y1	0,617	0	0,195	Valid
	Y2	0,717	0	0,195	Valid
	Y3	0,623	0	0,195	Valid
	Y4	0,645	0	0,195	Valid

Source: SPSS Data Processed by Researchers (2025)

Based on the table displayed, the validity test shows that all statement items in the variables Customer Experience(X1), Trust(X2), Customer Satisfaction(X3), and Repurchase Intention(Y) have a correlation coefficient higher than the  $r$  table and a significance value of 0. Thus, all statements in the questionnaire are considered valid and can be applied in this study.

### Reliability Test

The reliability of an instrument is tested to determine the questionnaire's stability in providing consistent results when used for repeated measurements. Cronbach's Alpha is used as a method to test the level of reliability. The test results are shown in the following table:

**Table 2. Reliability Test Results**

No	Variable	Items	Cronbach's Alpha	Conclusion
1	Customer Experience (X1)	8	0.862	Reliabel
2	Trust (X2)	3	0.752	Reliabel
3	Customer Satisfaction (X3)	4	0.742	Reliabel
4	Repurchase Intention (Y)	4	0.810	Reliabel

Source: SPSS Data Processed by Researchers (2025)

Based on the table above, all variables contained in this study produced a Cronbach's Alpha coefficient higher than 0.6, so it can be concluded that all questionnaire instruments used were reliable for this study.

**Classical Assumption Test**

**Normality Test**

**Table 3. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		0,0000000
	Std. Deviation		1,09962394
Most Extreme Differences	Absolute		0,082
	Positive		0,058
	Negative		-0,082
Test Statistic			0,082
Asymp. Sig. (2-tailed) <sup>c</sup>			0,090
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.		0,090
	99% Confidence Interval	Lower Bound	0,082
		Upper Bound	0,097
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.			

Source: SPSS Data Processed by Researchers (2025)

The normality test results table above shows that the Asymp. Sig. (2-tailed) value is 0.090, which is greater than 0.05. Thus, H<sub>0</sub> is accepted, meaning that the conclusions drawn from the residual data in this study conform to the characteristics of a normal distribution. Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test, the residuals in the regression model are normally distributed. This indicates that the regression model used in this study is valid and can be analyzed further.

**Multicollinearity Test**

**Table 4. Multicollinearity Test Results**

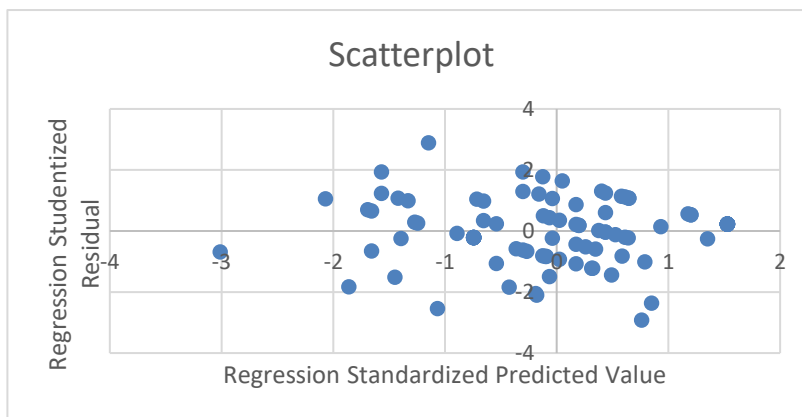
Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	3,066	1,614		1,899	0,061		
	Customer Experience	0,257	0,073	0,449	3,512	0,001	0,337	2,964
	Trust	0,129	0,163	0,086	0,790	0,431	0,464	2,156
	Customer Satisfaction	0,218	0,120	0,209	1,818	0,072	0,418	2,395

a. Dependent Variable: Repurchase Intention

Source: SPSS Data Processed by Researchers (2025)

Based on the coefficient table displayed, the results of the multicollinearity test show that the Variance Inflation Factor (VIF) values for each independent variable are as follows: Customer Experience has a VIF value of 2.964, Trust has a VIF value of 2.156, and Customer Satisfaction has a VIF value of 2.395. Because all VIF values are below the tolerance limit (<10), it was found that the regression model did not show any problems with multicollinearity. This indicates that there is no too strong relationship between the independent variables, so the regression model remains valid for further study.

**Heteroscedasticity Test**



Source: SPSS Data Processed by Researchers (2025)

Visualization of the heteroscedasticity test results using the scatterplot method indicates that the distribution of data points occurs randomly and is proportionally distributed in the areas above and below the Y axis at coordinate 0. This distribution does not form a specific configuration such as narrowing or widening, which reflects the condition of the residual variance being maintained constant. Based on these observations, it can be said that the regression model does not experience heteroscedasticity problems, so that the homoscedasticity assumption is met and the validity of the model is tested for implementation in a more comprehensive analysis process.

**Autocorrelation Test**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.687 <sup>a</sup>	0,471	0,455	1,57096	2,222

a. Predictors: (Constant), Customer Satisfaction, Trust, Customer Experience  
 b. Dependent Variable: Repurchase Intention

Source: SPSS Data Processed by Researchers (2025)

In the Model Summary table, the Durbin-Watson (DW) value = 2.222. In determining the presence of autocorrelation, the Durbin-Watson (DW) value is compared with the lower limit (dL) and upper limit (dU) obtained from the Durbin-Watson table based on the number of samples (n) and the number of independent variables (k). The decision-making criteria in the Durbin-Watson test are as follows: if  $DW < dL$  or  $DW > (4 - dU)$ , then there is autocorrelation in the regression model. If  $dL < DW < dU$  or  $(4 - dU) < DW < (4 - dL) \rightarrow$  there is no definite conclusion. If  $dU < DW < (4 - dU) \rightarrow$  there is no autocorrelation. Because the DW value is 2.222, then to determine the presence or absence of autocorrelation, a comparison of this value needs to be done with the dL and dU values in the Durbin-Watson table. If DW is in the range of dU to (4 - dU), then from this finding, based on the test results, the regression model does not experience autocorrelation problems, which validates its suitability for subsequent analysis.

**Multiple Linear Regression Analysis**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.066	1.614		1.899	.061
	Customer Experience	.257	.073	.449	3.512	<.001
	Trust	.129	.163	.086	.790	.431
	Customer Satisfaction	.218	.120	.209	1.818	.072

a. Dependent Variable: Repurchase Intention

Source: SPSS Data Processed by Researchers (2025)

Based on the results of the table above, the multiple linear regression equation obtained is as follows:

$$Y = 3.066 + 0.257X_1 + 0.129X_2 + 0.218X_3 + e$$

The description of the multiple linear regression equation above is as follows:

1. The constant of 3.066 indicates that if the variables Customer Experience( $X_1$ ), Trust( $X_2$ ), and Customer Satisfaction( $X_3$ ) remain constant or have a value of zero, then the value of Repurchase Intention( $Y$ ) is 3.066.
2. The regression coefficient of  $X_1$  of 0.257 indicates that every one unit increase in Customer Experience ( $X_1$ ) will increase Repurchase Intention by 0.257 units, the independent variable does not change.
3. The regression coefficient of  $X_2$  of 0.129 indicates that if Trust( $X_2$ ) increases by one unit, then Repurchase Intention will increase by 0.129 units, assuming that other independent variables do not change.
4. The regression coefficient of  $X_3$  of 0.218 indicates that a one unit increase in Customer Satisfaction ( $X_3$ ) will increase Repurchase Intention by 0.218 units, assuming that other independent variables do not change.
5. The variable  $e$  represents the standard error factor which is not explained in the research design discussed.

**Hypothesis Testing**  
**F Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211,270	3	70,423	28,536	.000 <sup>b</sup>
	Residual	236,920	96	2,468		
	Total	448,190	99			

a. Dependent Variable: Repurchase Intention  
 b. Predictors: (Constant), Customer Satisfaction, Trust, Customer Experience

Source: SPSS Data Processed by Researchers (2025)

Based on the results of the simultaneous test (F) calculation in the table above, Fcount = 28.536 and Ftable = 2.70 (with nk-1 = 100-3-1 = 96, at a significance level of 5%). Because Fcount > Ftable (28.536 > 2.70) and the significance value of 0.000 < 0.05, then H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. It can be concluded that Customer Experience (X<sub>1</sub>), Trust (X<sub>2</sub>), and Customer Satisfaction (X<sub>3</sub>) simultaneously have a significant influence on Repurchase Intention (Y).

**T-Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,066	1,614		1,899	0,061
	Customer Experience	0,257	0,073	0,449	3,512	0,001
	Trust	0,129	0,163	0,086	0,790	0,431
	Customer Satisfaction	0,218	0,120	0,209	1,818	0,072

a. Dependent Variable: Repurchase Intention

Source: SPSS Data Processed by Researchers (2025)

From the data calculations, the following results were obtained:

- a. Customer Experience (X<sub>1</sub>) has a significant influence on Repurchase Intention(Y). Because H<sub>0</sub> is rejected and H<sub>2</sub> is accepted at a significance level of 5%.
- b. Trust (X<sub>2</sub>) does not have a significant influence on Repurchase Intention (Y). Because H<sub>0</sub> is accepted and H<sub>3</sub> is rejected at the 5% significance level.
- c. Customer Satisfaction (X<sub>3</sub>) does not have a significant influence on Repurchase Intention(Y). Because H<sub>0</sub> is accepted and H<sub>4</sub> is rejected at a significance level of 5%.

**Discussion**

**Simultaneous Influence of Customer Experience, Trust, and Customer Satisfaction on Repurchase Intention (F Test)**

The analysis of the F-test results conducted in this study produced an F-count value of 28.536, which was identified as higher than the F-table value of 2.70 at a significance level of 5%. This finding indicates that the variables Customer Experience(X<sub>1</sub>), Trust(X<sub>2</sub>), and Customer Satisfaction(X<sub>3</sub>) collectively have a significant influence on Repurchase Intention(Y) in the context of using GoRide services on the Gojek application among academic students of UPN "Veteran" East Java.[Type equation here.](#)

**The Influence of Customer Experience on Repurchase Intention of GoRide Service Orders on the Gojek Application among UPN "Veteran" East Java Students**

The results of the t-test analysis show that the Customer Experience variable has a t-count value of 3.512, while the t-table value is 1.985. Thus, because the t-count is greater than the t-table ( $3.512 > 1.985$ ) and the significance value is 0.001 which is smaller than the significance limit of 0.05, the alternative hypothesis ( $H_2$ ) is accepted. These results indicate that the Customer Experience variable has a positive and significant effect on Repurchase Intention. [Type equation here.](#)

### **The Influence of Trust on Repurchase Intention of Ordering GoRide Services on the Gojek Application among Students of UPN “Veteran” East Java.**

The results of the t-test analysis show that the Trust variable has a t-count value of 0.790, which is smaller than the t-table of 1.985. Not only that, the significance value of 0.431 also far exceeds the significance threshold of 0.05. Thus, based on the results of this analysis, it can be concluded that Trust does not have a significant influence on Repurchase Intention in the context of using GoRide services. [Type equation here.](#)

## **CONCLUSION**

This study concludes that customer experience plays a dominant role in shaping repurchase intention for GoRide services among students at UPN "Veteran" East Java. Meanwhile, Trust and Customer Satisfaction do not have a significant effect partially, but they do when tested simultaneously with Customer Experience. These results can serve as a basis for Gojek to improve its services to maintain customer loyalty.

### **Suggestion**

Gojek is advised to continue enhancing the user experience by improving app features, increasing travel convenience, and offering relevant promotions to boost customer satisfaction and trust. Future studies can expand this research by adding other variables, such as price and brand loyalty, to gain a more comprehensive understanding of the factors influencing repurchase intention in online transportation services.

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