

## THE INFLUENCE OF SERVICE QUALITY, CUSTOMER TRUST, AND WORD OF MOUTH ON TRANS BANYUMAS USER DECISIONS

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### ABSTRACT

**Introduction:** Public transportation plays a vital role in supporting people's mobility, particularly amid growing competition from technology-based services. Trans Banyumas is here to provide modern, comfortable, and affordable public transportation. However, there are still obstacles related to the perception of service quality, trust level, and the effectiveness of word-of-mouth that can affect user decisions. This study will examine how the influence of service quality, customer trust, and word-of-mouth communication affects people's decisions about using Trans Banyumas.

**Methods:** This research uses a quantitative, associative approach. The sample size was 159 respondents, selected using purposive sampling criteria, including those who had used Trans Banyumas in the last three months. Data were collected through live and online questionnaires and then analyzed using multiple linear regression in SPSS version 27.

**Results:** The analysis findings indicate that service quality, customer trust, and word of mouth have a positive and significant impact on user decisions. The conclusion of these findings confirms that consistently improving service quality, strengthening trust, and optimizing user recommendations are effective strategies to encourage decisions to use Trans Banyumas.

## INTRODUCTION

The development of public transportation in Indonesia has advanced rapidly in line with population growth and urbanization, resulting in a growing need for efficient, affordable, and sustainable mobility services to support urban communities' activities. (Jamal et al., 2024). As part of the government's efforts to achieve this, Buy The Service (BTS), through the Ministry of Transportation of the Republic of Indonesia, aims to provide integrated, inclusive, and environmentally friendly public transportation services. (Elfarizza et al., 2023). One implementation of this is Trans Banyumas, a digital system-based bus service that began operating in Purwokerto in 2021. This service is expected to be able to become an efficient mobility solution while encouraging people to switch from private vehicles to public transportation (Salsabih & Sari, 2024).

However, in its development, Trans Banyumas faces various challenges in attracting public interest in using public transportation. Competition with online transportation services, limited facilities, and suboptimal departure times affect people's decisions when choosing transportation modes. Based on the findings of Fatmaningsih & Ramadhan (2023) Some users still consider that the comfort and reliability aspects of Trans Banyumas operations have not fully met expectations. This condition aligns with the view. Jamal et al., (2024) Confirm that the quality of service, punctuality, and perception of reliability are essential elements that determine a person's decision to use public transportation. Therefore, consistently improving the quality of service is necessary so that public transportation, such as Trans Banyumas, can become the leading choice for the community in meeting daily mobility needs.

Additionally, the public tends to compare the practicality of Trans Banyumas services with online transportation, which offers ease of booking and flexibility in departure times. This is in line with the findings of Salsabih & Sari (2024), which shows that the low fleet frequency, inconsistent departure schedules, and limited access to bus stops also affect the public's perception of Trans Banyumas' service quality. On the other hand, funding limitations and public perception that is not entirely positive about the quality of service are also challenges in attracting user interest. (Fatmaningsih & Ramadhan, 2023). This condition confirms that the community's decision to use Trans Banyumas does not depend solely on service availability but is also influenced by various factors shaping user perception and experience. According to Kotler & Keller (2016) The decision to use a service is a complex process that includes the stages of awareness of needs, information search, alternative evaluation, decision-making, and post-use assessment. Thus, both external and internal factors influence consumers' decision-making. In the context of Trans Banyumas, the three main concerns are service quality, customer trust, and Word of Mouth (WOM), which together can influence people's decisions about using the service.

Service quality is a crucial component that significantly influences consumer decision-making. Kotler & Armstrong (2018) Explain that service quality is measured based on the level of a service's ability to meet or exceed consumer expectations. If the service received performs comparably to or better than expected, it is considered high quality. Several previous studies support this, including. (Kirom & Handayati, 2022; Stuart, 2020; Naharuddin et al., 2023; and Pratiwi et al., 2025), which proves a positive and significant relationship between service quality and purchase and user decisions. Good service quality not only improves decision-making but also fosters trust, as consumers feel their needs are being met and their risks reduced. Therefore, improving the quality of Trans Banyumas services through regular surveys, evaluations, and continuous improvement is crucial for strengthening customer trust and encouraging them to use the service. However, not all studies show consistent results. Research (Azizi et al., 2024; Aisy & Zakariya, 2024; and Cynthia et al., 2022) Found that the quality of service had no significant effect on the user's decision. The differences in results highlight inconsistencies in findings across studies, making it essential to conduct further research to clarify the influence of service quality on service users' decisions, particularly in the context of public transportation, such as Trans Banyumas.

In addition to service quality, trust is also a fundamental factor in determining the decision to use public transportation. Naharuddin et al. (2023) emphasize that trust develops in conjunction with consumers' understanding of the quality of services and the benefits offered. Meanwhile, Mowen and Minor (in Nabilah & Nurtantiono, 2021) State that trust encompasses the reputation, image, and positive experiences that shape consumer confidence. Previous research (Kirom & Handayati, 2022; Stuart, 2020; Aziz et al., 2025; and Siregar & Sari, 2024) also demonstrates that the relationship between trust and consumer decisions is positive and significant. However, not all studies show the same results. Studies by Gusdaputra et al. (2023), Sartika (2021), Mukuan et al. (2023), and Nagayo et al. (2022). In fact, they found that trust does not significantly influence user decisions. The discrepancy in these results indicates differences in findings regarding the role of trust in decisions to use public transportation. Despite the differences in research results, trust remains important because it forms the basis of the long-term relationship between service providers and users. According to Kotler & Keller (2016), trust is formed through the consistency of the service provider in fulfilling promises and providing value in accordance with customer expectations, thereby creating loyalty and strengthening long-term relationships. In the context of public transportation, trust becomes a crucial element, as users depend on system reliability, travel safety, and the responsibility of those operating the system. When people are confident that the service is stable and transparent, they will feel safe and motivated to continue using and

recommending the service. Therefore, research in the context of Trans Banyumas is crucial for providing a broader understanding.

The next factor is word-of-mouth communication, also known as Word Of Mouth (WOM), which is one of the ways consumers promote products by conveying their experiences, both positive and negative. Satisfied customers tend to share their experiences with the people around them. Thus influencing their decision in choosing a service. Kotler & Keller (2016) confirm that WOM has a significant impact, even equal to the effectiveness of conventional advertising. Some studies that support this include (Nabilah & Nurtantiono, 2021; Purnawan & Suarmanayasa, 2021; Farkhani et al., 2025; and Agustina, 2019), which proves that WOM has a positive and significant influence on consumer decisions in different types of services. Thus, WOM can be utilized as a natural promotional strategy for Trans Banyumas to increase its popularity while strengthening public trust through recommendations from close acquaintances. Nevertheless, some studies show a positive influence of Word of mouth on the user's decision. Some studies produce different findings. (Himawati & Firdaus, 2021; Kurniawati et al., 2022), stating that Word of mouth does not have a significant influence on the user's decision.

The difference in the study's results suggests that a gap still exists, warranting further investigation. This research is a development of previous research by Kirom & Handayati (2022) and the research conducted by Fakhrudin et al., (2021) by adding Word Of Mouth (WOM) as a new element suspected of influencing service users' decisions. Word Of Mouth is considered more relevant than other promotions because public transportation services, such as Trans Banyumas, are not oriented towards commercial profit and have limited capacity for paid promotions. WOM acts as a natural form of promotion that develops through the direct user experience. Additionally, the object of this research serves as a key differentiator from previous studies. Researchers in this study focused on Trans Banyumas users in the Banyumas Regency, testing three main variables: service quality (X1), customer trust (X2), and WOM (X3), without discussing other factors that affect user decisions.

Thus, the purpose of this study is to analyze the influence of service quality, customer trust, and *word of mouth* on individuals' decisions to use Trans Banyumas services. This study is expected to enrich the literature in the field of service marketing, particularly in the public transportation sector, and provide practical insights for Trans Banyumas managers on improving service quality, building public trust, and optimizing promotions based on user recommendations.

## LITERATURE REVIEW

### S-R (*Stimulus-Response*) Theory

Stimulus-Response (S-R) theory is a fundamental concept in behavioral psychology that posits that human behavior is shaped by external stimuli, which elicit responses in a linear, predictable manner. According to Wetson (1913), in Su & Teo, 2025) This theory differs from cognitive models that emphasize internal mental processes, as S-R highlights the direct cause-and-effect relationship between stimuli and responses. Thus, behavior can be studied objectively through the observation of the interaction between external stimuli and the reactions they elicit in the individual.

In the context of this study, the S-R theory is used to describe how service quality and Word of Mouth (WOM) act as external stimuli received by Trans Banyumas users. These stimuli evoke psychological processes, including perceptions, judgments, and experiences, which then form trust as an internal response to the stimulus received. Furthermore, the trust formed can encourage individuals to make decisions to use the service, thereby acting as a behavioral response. Thus, the S-R theory is relevant in this study because it explains the flow of the relationship between external stimuli, psychological response processes, and real actions in making decisions to use Trans Banyumas services.

### Quality of Service

Service quality is a reflection of an organization's ability to provide services that can meet and even exceed customer expectations. The quality of service is measured through the compatibility between customer expectations and the real experience they gain during the service process. (Indrasari, 2019). According to Tjiptono (2022, in Pratiwi et al., 2025) Service quality is an action taken by individuals or organizations to understand and meet the specific

needs and expectations of customers. The quality of service reflects the extent to which the services provided meet consumer expectations. Meanwhile, Kotler & Armstrong (2018) Explain that the quality of service describes the company's ability to provide superior, fast, and reliable services compared to competitors. Good service quality not only increases customers' positive perception of the company but can also influence purchasing decisions or service users, as customers tend to choose service providers who provide the best experience.

### **Customer Trust**

The long-term relationship between a company and a customer relies heavily on the existence of trust as the primary foundation. According to Peter & Olson (2017, in Pratiwi et al., 2025)Customer trust is the result of emotional confidence and positive experiences with a product or service that fosters a sense of security for consumers when making decisions. Trust reflects the consumer's belief that a company will deliver a product or service as promised and reliably. Next, Kotler & Armstrong (2018) State that companies must prioritize ethical behavior and transparency to foster consistent trust and confidence. The trust built will create customer loyalty and encourage them to become brand advocates, thus providing sustainable benefits for the company. In line with this, Kotler & Keller (2021, in Aziz et al., 2025) explain that trust is built through a good reputation, consistency of service, and a satisfactory customer experience. When customers have high trust in the brand, the perception of risk decreases, and the tendency to make a purchase or use the brand's products increases.

### **Word Of Mouth**

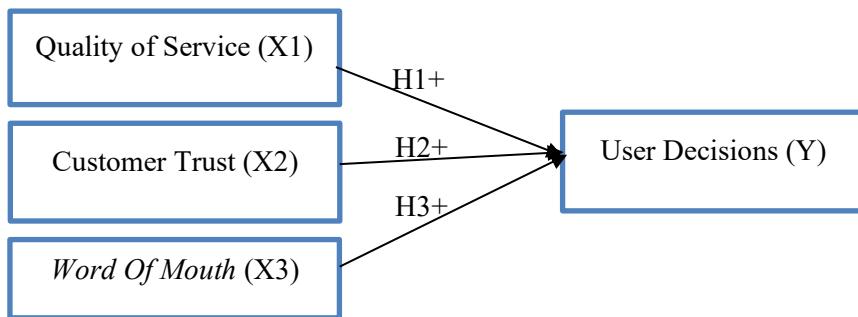
WOM (word-of-mouth communication) is a type of informal marketing communication that comes from direct observation of customers using a product or service. Kotler & Amstrong (2018) States that WOM arises when customers share stories or provide recommendations to others about the quality of products or services, so that they can influence the decision of potential users. Furthermore, in the view of Kotler & Keller (2016), WOM is a part of a means of promotion in marketing that is highly influential, both directly and through digital media. This communication encompasses the exchange of information between individuals, with most interactions occurring offline through face-to-face encounters or phone conversations. In contrast, others take place online through social media and digital platforms.

### **User Decisions**

A user's decision is a series of individual processes and actions undertaken to meet their needs and desires. Schiffman & Kanuk (2008, in Indrasari, 2019) State that the purchase or user decision refers to the stage of determining the choice of the various options available. Thus, decision-making only occurs when consumers have choices that can be considered. On the other hand, if the user has no other choice and must make a specific purchase or take a particular action, then this situation cannot be categorized as a decision. According to Setiawan (2013, in Aziz et al., 2025) A consumer's or user's purchasing decision reflects how consumers evaluate alternative information to choose the product or service that best suits their needs. Factors such as service quality, customer trust, and Word Of Mouth play an essential role in shaping consumer perceptions and beliefs before a decision is made.

In this study, it is estimated that the improvement in service quality will be directly proportional to the increase in customer opportunities to feel satisfied, encouraging the public to choose Trans Banyumas services. Customer trust is expected to directly influence user decisions, as confidence in the reliability and consistency of services fosters a sense of security in choosing a service. Meanwhile, Word Of Mouth is also suspected to have a direct influence, because positive experiences and recommendations from other users can influence a person's decision to use Trans Banyumas' services. Thus, this research framework not only explains the direction of the relationship between variables but also serves as the basis for formulating hypotheses that will be tested in this study.

Figure 1. Framework of Thinking &amp; Hypothesis



#### Hypothesis Explanation:

H1: Service quality has a positive and significant effect on Trans Banyumas users' decisions.

H2: Customer trust has a positive and significant impact on the decision-making of Trans Banyumas users.

H3: *Word Of Mouth* has a positive and significant impact on Trans Banyumas users' decisions.

#### RESEARCH METHODS

This study employs a quantitative method with an associative approach, chosen to investigate the relationship between independent and dependent variables. The research was carried out in the Banyumas Regency area. In this study, a purposive sampling technique was employed, with the criteria being Trans Banyumas users who had used the service within the last three months. To obtain a representative sample total, this study uses calculations with a formula from Hair. Refers to Hair et al. (2010). When the population size is not known for sure, the required sample size can be calculated based on the number of indicators applied. The determination of the number of samples is carried out by multiplying the 19 statements in this study by 5 to 10; therefore, the minimum sample requirement is calculated as follows:

$$\text{Minimum sample} = 19 \times 5 = 95 \text{ Respondents}$$

$$\text{Maximum sample} = 19 \times 10 = 190 \text{ Respondents}$$

The sample in this study comprises partly users of Trans Banyumas services; the total sample, obtained through hair calculation, ranges from 95 to 190 respondents. The data used in this study are in the form of primary data, which is information collected directly by researchers from the field. Data was collected using a research instrument in the form of a questionnaire, which was then shared with Trans Banyumas users both online through Google Form and face-to-face with respondents. This research employs two groups of variables: independent variables and dependent variables. Independent variables in this study include service quality, customer trust, and word of mouth. Meanwhile, the dependent variable, or the primary focus of the research, is an aspect of the decision of Trans Banyumas service users.

Based on the results of theoretical studies and previous research, the indicators for each variable are described as follows. Service quality indicator (X1) refers to Kotler & Keller (2016), covering five main dimensions, namely: (1) Reliability, (2). Responsiveness (Quick to Respond), (3). Assurance, (4). Empathy (Empathy), and (5). Tangible (Physical Evidence). The customer confidence indicator (X2) was taken from Riyanto and Suryianto. (in Rustanto & Octavia, 2024), which includes: (1) Reputation, (2). Security, (3). System reliability, and (4). Responsibility. Next, the indicator Word of mouth, referring to Sernovitz (2012 in Nabilah & Nurtantiono, 2021), consists of: (1) The party who conveys the information (Talkers), (2). Topics of conversation (Topics), (3). Means of delivery (tools), (4). Audience engagement (participation), and (5). Activity Monitoring (Tracking). The service user's decision is based on opinion. Kotler & Keller (2016), including: (1) Problem Recognition (Introduction of Needs), (2). Information Search, (3). Evaluation Of Alternatives (Alternative Evaluation), (4). Purchase Decision (Purchase Decision), (5).

Post-purchase Behavior (Post-Purchase Behavior). For measurement, this study employs the Likert scale, a commonly used measurement scale in quantitative research to assess an individual's attitude, perception, or opinion towards an object or statement. Data analysis is conducted through a multiple linear regression analysis approach, utilizing software support from the Statistical Package for the Social Sciences (SPSS version 27), which simplifies the process of statistical calculation and the interpretation of results. The regression Equation model used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

#### Information:

Y	User decision.
$\alpha$	Constant.
$\beta_1, \beta_2, \beta_3$	The regression coefficient of each independent variable.
X <sub>1</sub>	Quality of service.
X <sub>2</sub>	Customer trust.
X <sub>3</sub>	<i>Word of mouth</i>
e	Error term

## RESULT AND ANALYSIS

### Respondent Description

Respondents in this study comprised 159 individuals who had used Trans Banyumas services, with 137 respondents (86.2%) being female and 22 respondents (13.8%) being male. The majority of respondents were from Generation Z (aged 18-25 years), comprising 30.2% of the total, and most of them were students (54.7%). These findings indicate that women utilize Trans Banyumas services more frequently, primarily due to considerations of comfort and safety, which are perceived as better aligning with user needs. Meanwhile, the dominance of Generation Z and students/students shows that the young age group is the leading segment of users, which is related to the need for regular trips to school and college. More details on the demographic characteristics of respondents can be seen in the following table.

Table 1 Respondent Characteristics

Characteristic	Category	Sum	Percentage (%)
Gender	Woman	137	86,2
	Man	22	13,8
TOTAL		159	100 %
Age	<17 Years	47	29,6
	18-25 Years	48	30,2
	26-35 Years	39	24,5
	36-50 Years	12	7,5
	>50 Years	13	8,2
TOTAL		159	100 %
Work	Students/ Students	87	54,7
	Private Employees	33	20,8
	Self employed	5	3,1
	Housewives	13	8,2
	Teacher/ Lecturer	12	7,5

PNS	4	2,5
Merchant	5	3,2
<b>TOTAL</b>	<b>159</b>	<b>100%</b>

Source: Data Processed By Researchers, 2025

### Test Data Instruments

The validity of the instrument was tested through *the Pearson product-moment correlation technique*. According to Sugiono (2013), an item is considered worthy when it exhibits a strong correlation with the total score, indicating that the indicator can effectively describe the construct in question. The validity test was assessed based on two approaches: comparing the value (r) of the calculation with the value (r) in the table, and evaluating the significance value (sig.). If the value of r is calculated  $> r$  of the table, or the value of sig.  $< 0,05$  with a positive correlation, then the item is considered valid. Conversely, an item is declared invalid if the calculated r-value is less than the table's r-value or the significance level exceeds 0.05.

The reliability test was conducted using Cronbach's alpha method. According to Sugiyono, (2013) Reliability refers to an instrument's ability to produce consistent measurements when used repeatedly. The basis for determining reliability in this study is that if the result of the Cronbach's Alpha calculation is greater than 0.60, it means that the questionnaire is declared consistent. On the other hand, when Cronbach's Alpha value is less than 0.60, the questionnaire fails to meet the reliability criteria for measuring the research construct.

Table 2: Validity Test & Reliability Test

Variable	Indicators	Validity Test		Reliability Test (Cronbach's Alpha)
		r Count	Sig.	
Quality of Service (X1)	<i>Reliability</i>	0,619	0,000	0,856
	<i>Responsiveness</i>	0,657	0,000	
	<i>Insurance (Guarantee)</i>	0,696	0,000	
	<i>Empathy</i>	0,711	0,000	
	<i>Tangibles (Physical Evidence)</i>	0,629	0,000	
Kotler & Keller (2016)				
Customer Trust (X2)	Reputation	0,728	0,000	0,843
	Security	0,692	0,000	
	System reliability	0,702	0,000	
	Responsibility.	0,771	0,000	
	Riyanto and Suryianto (in Rustanto & Octavia, 2024)			
Word Of Mouth (X3).	<i>Talkers</i>	0,603	0,000	0,852
	<i>Topics</i>	0,678	0,000	
	<i>Tools</i>	0,623	0,000	

	<i>Talking part (Participation)</i>	0,676	0,000	
	<i>Tracking</i>	0,619	0,000	
	Sernovitz (2012, in Nabilah & Nurtantiono, 2021)			
User Decision (Y).	<i>Problem Recognition</i>	0,614	0,000	
	<i>Information search</i>	0,659	0,000	
	<i>Evaluation Of Alternatives</i>	0,570	0,000	
	<i>Purchase Decision</i>	0,738	0,000	0,870
	<i>Post-purchase Behavior</i>	0,735	0,000	
	Kotler & Keller (2016).			

Source: Statistical Package Social Science (SPSS Version 27), 2025

The results of the instrument accuracy assessment are obtained through calculations. Pearson Product-Moment Correlation indicates that all statement items obtained a significance level of less than 0.05, which suggests that all questionnaire items are declared correct. Then, the consistency test of the instrument, as indicated by Cronbach's Alpha, yields a value between 0.843 and 0.870, which is higher than the minimum limit of 0.60. This value indicates that the research instrument exhibits a high degree of internal consistency. Thus, according to Sugiyono's opinion, the measuring tool in this study proved to be feasible, allowing it to be used in the subsequent analysis process.

### Classical Assumption Test

#### Normality Test

The standard distribution analysis aims to evaluate the conformity of the residual distribution pattern, assuming the normal distribution in the regression model. According to Sugiono (2013), this test can be performed using the Kolmogorov-Smirnov or Shapiro-Wilk method, as well as graphical analysis, such as bar charts (histograms) and standard P-P plots. In this study, the normality of the data was tested using the Kolmogorov-Smirnov method. The decision-making criteria are based on significance values (*Asymp.sig.*), where values above 0.05 indicate data normality, while values less than 0.05 indicate abnormal data.

Table 3 Normality Test

	Unstandardized Residual	
N	155	
Asymp. Sig. (2-tailed) <sup>c</sup>	,058	

Source: Statistical Package Social Science (SPSS Version 27), 2025

The number of research data in the early stages was 159. However, after the normality test was carried out, four data points were identified as causing an abnormal residual distribution, so these data were excluded from the analysis. Thus, the number of data used becomes 155. The results of the normality analysis, using the Kolmogorov-Smirnov method, yielded a significance value of 0.058, which is higher than the critical limit of 0.05. Therefore, the research data, which includes aspects of service quality, customer trust, and word-of-mouth communication, on Trans Banyumas users' decisions are declared to be normally distributed, and the data are suitable for use.

#### Multicollinearity Test

Multicollinearity analysis aims to identify the possibility of a high correlation between independent variables. Sugiono (2013) explained that this test can be carried out by paying attention to the level of tolerance and VIF (Variance Inflation Factor) as a basic reference when making decisions, namely, if the tolerance value is greater than 0.10. A VIF of less than 10 indicates the absence of multicollinearity. In the condition of Tolerance  $< 0.10$  and VIF  $> 10$ , it is stated that symptoms of multicollinearity occur.

Table 4 Multicollinearity Test

Type		Coefficient		Collinearity Statistics	
		Tolerance		VIF	
1	Quality of Service (X1)		,427		2,340
	Customer Trust (X2)		,460		2,172
	Word of mouth(X3)		,534		1,871

Source: Statistical Package Social Science (SPSS Version 27), 2025

The results of the multicollinearity test showed that all independent variables, namely service quality (X1), customer trust (X2), and word of mouth (X3), had a tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value below 10. Thus, the findings of this study suggest that there are no multicollinearity constraints, and the model can be used to analyze the influence of free variables on Trans Banyumas user decisions.

#### Heteroscedasticity test

Heteroscedasticity was tested to check the consistency of residual variance between observations. A good governance model is free from residual variance inequality. According to Sugiono (2013), the analysis can be carried out using the Glejser test or scatterplot analysis. If the significance value is above 0.05, this indicates that the model is declared free of heteroscedasticity.

Table 5: Heteroscedasticity test

Type		Coefficient	Sig.
1	(Constant)		,173
	Quality of Service (X1)		,905
	Customer Trust (X2)		,238
	Word Of Mouth (X3)		,185
a. Dependent Variable: User Decision (Y)			

Source: Statistical Package Social Science (SPSS Version 27), 2025

As shown in the table of heteroscedasticity test results, the significance value of the three independent variables is greater than 0.05, indicating that the model is considered to be free from heteroscedasticity. Conform to the opinion. Sugiyono (2013). This condition indicates that the regression model can be used because there is no difference in variance in residuals.

#### Multiple Linear Regression Test

Linear regression tests are used to analyze the relationship between a single dependent variable and one or more independent variables. According to Sugiono (2013), the multiple linear regression model is appropriate for use when a research study has more than one independent variable to assess its influence on a single dependent variable. This study applied the multiple linear regression method because the tested model involved three independent variables, namely service quality (X1), customer trust (X2), and WOM (X3), to user decisions.

Table 5 Multiple Linear Regression Test

Type	Coefficient			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	,882	,322		2,738	,007
Quality of Service (X1)	,232	,104	,210	2,230	,027
Customer Trust (X2)	,296	,098	,275	3,034	,003
Word of mouth (X3)	,267	,086	,263	3,124	,002

a. Dependent Variable: User Decision (Y)

Source: Statistical Package Social Science (SPSS Version 27), 2025

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e.$$

$$Y = 0.882 + 0.232X_1 + 0.296X_2 + 0.267X_3.$$

Based on the regression model obtained, it can be seen that service quality, customer trust, and WOM contribute positively to user decisions. These results indicate that the better the quality of service, the greater the customer trust, and the stronger the *word of mouth*, the more people's decisions to use Trans Banyumas services will also increase. Of the three variables, the regression coefficient for customer trust (0.296) has the most significant value compared to service quality (0.232) and word of mouth (0.267), indicating that customer trust plays the most dominant role in determining the decisions of Trans Banyumas users.

#### Coefficient of Determination (R<sup>2</sup>)

The ability level of independent variables to explain dependent variables is measured through the determination coefficient (*R*<sup>2</sup>). According to Sugiono (2013), the determination value can be used as a measure of how well the regression model is used, because it shows the percentage of variation of the bound variable representing the part that is influenced by the independent variable being studied if the coefficient of determination (*R*<sup>2</sup>) is in the range between 0 and 1. If the value of *R*<sup>2</sup> is closer to 1, the greater the contribution of the free variable to the bound variable.

Table 6 Coefficient of Determination Test (R<sup>2</sup>)

Type	Model Summary <sup>b</sup>				
	R	R Square	Adjusted R	Std. Error of the Estimate	Durbin-Watson
			Square		
1	,655a	,429	,418	,406	2,141

a. Predictors: (Constant), Service Quality (X1), Customer Trust (X2), *Word of mouth* (X3).

b. Dependent Variable: User Decision (Y)

Source: Statistical Package Social Science (SPSS Version 27), 2025

The results of the determination coefficient test yielded a value of *R*<sup>2</sup>, indicating a figure of 0.418, which corresponds to 41.8%. These findings suggest that the variables of service quality, customer trust, and word of mouth collectively explain 41.8% of the variation in the decision variable for Trans Banyumas users. In comparison, other variables outside the scope of this study influence 58.2%.

#### Simultaneous Test (F Test)

The F-test is used to determine whether independent variables collectively have a significant effect on the dependent variable in a regression model. (Ghozali, 2021).

Table 6 Test F

ANOVA						
Type		Sum of Squares	Df	Mean Square	f	Sig
1	Regression	18,716	3	6,239	37,882	<.001b
	Residual	24,867	151	,165		
	Total	43,583	154			

a. Dependent Variable: User Decision (Y)

b. Predictors: (Constant), Service Quality (X1), Customer Trust (X2), *Word of mouth* (X3).

Source: Statistical Package Social Science (SPSS Version 27), 2025

The results of the simultaneous test (F test) showed that the results of the F calculation reached 37,882 with a significance level of < 0.001, < 0.05. This indicates that the applied regression model is a good fit.

## CONCLUSION

### The Influence of Service Quality on User Decisions

The results of the partial test indicate that the quality of service has a positive and significant impact on the decision-making of Trans Banyumas users. This finding suggests that the higher the quality of the service provided, the greater the likelihood that people will choose to use Trans Banyumas. From a theoretical perspective, *Stimulus-Response* (S-R), service quality plays a role as a stimulus received by users. This stimulus then affects the user's psychological process and generates a response in the form of a decision to use Trans Banyumas' services. This is in line with the view of Watson (1913) in Su & Teo (2025), which states that a person's behavior can be predicted through the stimuli they receive. Thus, the improvement of service quality, as reflected in the comfort, responsiveness, reliability, and attitude of the officers, serves as a stimulus that encourages users to choose Trans Banyumas services. The findings of this study are also in line with the results of the study. (Kirom & Handayati, 2022; Stuart, 2020; Pratiwi et al., 2025; and Naharuddin et al., 2023) This shows that service quality is a crucial factor in determining consumer decisions. So that efforts to improve the quality of Trans Banyumas services, through continuous improvement in these aspects, will further strengthen the community's decision to use this public transportation service.

### The Influence of Customer Trust on User Decisions

Partial tests prove that the level of customer trust has a positive and significant influence on Trans Banyumas users' decisions. These findings indicate that the greater the public's trust in the security, reputation, and consistency of the service, the greater their chances of choosing Trans Banyumas' services. In theory, *Stimulus-Response* (S-R) trust can be understood as a psychological response arising from stimuli in the form of service experiences, information transparency, and a favorable company reputation. The trust that is formed has the potential to influence consumer decisions when choosing to use it. This aligns with Watson's (1913) opinion, as cited in Su & Teo (2025), that behavior can be explained through a cause-and-effect relationship between the stimuli received and the reactions exhibited by the individual. Therefore, the more substantial the stimulus that builds trust, the greater the likelihood that the community will respond in the form of a decision to use Trans Banyumas. These results are consistent with research. (Kirom & Handayati, 2022; Stuart, 2020; Aziz et al., 2025; and Siregar & Sari, 2024), which shows that customer trust has a significant influence on influencing user decisions. Therefore, maintaining a reputation, improving the safety and reliability of the system, and demonstrating operational responsibility are essential steps for Trans Banyumas to strengthen public confidence in using public transportation.

### **The Influence Of Word Of Mouth On User Decisions**

The results of the partial test also show that Word of mouth has a positive and significant effect on the decision of Trans Banyumas users. These findings confirm that the more recommendations and positive stories from others, the greater the tendency of people to choose Trans Banyumas as a means of transportation. By using the theory of Stimulus-Response (S-R) as a foundation, Word of mouth can be seen as a social stimulus received by potential users through experiences, recommendations, or testimonials from others. This stimulus then triggers a response in the form of a decision to trust and use Trans Banyumas' services. As affirmed by Watson (1913) in Su & Teo (2025), behavior can be understood as a result of stimuli provided by the environment and responses that arise from individuals. This indicates that the stronger the stimulus in the form of positive communication from previous users, the greater the chance of a reaction in the form of a decision to use Trans Banyumas' services. The results of this study are also consistent with the findings of (Nabilah & Nurtantiono, 2021; Purnawan & Suarmanayasa, 2021; Farkhani et al., 2025; and Agustina, 2019), which all prove that the role of WOM is significant in determining user decisions. Therefore, maintaining service quality and strengthening customer trust not only has a direct impact on usage decisions but also creates a social stimulus in the form of positive word-of-mouth (WOM) communication, which expands its influence on other potential users.

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