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Research Article

Evaluation of the Quality of Transportation Services in Trans Semanggi Suroboyo with the Support of the Gobis Application System

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Abstract: This study aims to evaluate the quality of Trans Semanggi Suroboyo public transportation services with the support of the GoBis application system as a form of digital-based public service innovation in the city of Surabaya. The research method used is qualitative descriptive with the SERVQUAL (tangible, reliability, responsiveness, assurance, empathy) theoretical approach. The data used includes secondary data from the Surabaya Transportation Office, with the number of GoBis users reaching 327,018 people, GoBis balance users 42,833 people, and saving ticket users 2,095 people. The results of the study show that the tangible and reliability dimensions are relatively good, shown through modern fleet conditions and fairly consistent departure schedules. However, in the dimensions of responsiveness, assurance, and empathy, there are still obstacles related to the speed of response of digital systems, transaction security, and limitations of users' digital literacy. The utilization of GoBis' digital transaction feature is still low compared to the total number of application users. This study concludes that the success of Trans Semanggi Suroboyo is highly dependent on the integration between the quality of physical services and the effectiveness of the digital system. It is necessary to strengthen technological infrastructure, improve data security, and digital education for the public so that the quality of smart transportation in the city of Surabaya can run optimally and sustainably according to the principles of smart mobility.

Keywords: Digital Innovation; GoBis Application; Public Transportation; Service Quality; Smart Mobility

1. Introduction

Public transportation is a vital element in supporting the mobility of urban communities and is an important indicator for the quality of life in big cities (Melala, Gemasih, & Zulfa, 2024). The city of Surabaya, as one of the major metropolitans in Indonesia, faces complex mobility challenges due to population growth, density of private vehicles, and the increasing need for efficient and sustainable modes of public transportation (Ramadhan & Setyowati, 2023). To answer these challenges, the Surabaya City Government through the Transportation Agency presents a modern mass transportation system, one of which is Trans Semanggi Suroboyo, as a form of development of the Suroboyo Bus service that has been operating before. The Trans Semanggi Suroboyo service comes with the concept of Bus Rapid Transit (BRT) which is supported by digital technology, one of which is through the GoBis application. This application is expected to be a digital-based public service innovation that is able to improve ease of access, time efficiency, and convenience for public transportation users. GoBis provides real-time information on departure schedules, bus positions, and estimated arrival times, allowing people to plan their trips more effectively. However, although these innovations promise efficiency, the effectiveness of their implementation and the quality of their services need to be comprehensively evaluated to meet public expectations (Fazar & Paselle, 2023).

The quality of public services is the main benchmark for the success of bureaucratic reform and the improvement of the performance of government organizations (Kartika, 2022). The quality of public transportation services can be measured by the extent to which the service is able to meet the needs, satisfaction, and expectations of users. This is in line with the SERVQUAL theory of Parasuraman, Zeithaml, and Berry (1988) which emphasizes

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five main dimensions in service quality assessment: tangible, reliability, responsiveness, assurance, and empathy. These five dimensions can be used as a framework in evaluating the effectiveness of the Trans Semanggi Suroboyo service and its integration with the GoBis application system. Evaluation of transportation programs such as Trans Semanggi Suroboyo is important to assess the success rate of implementation of digital-based transportation policies at the regional level (Sutojo, 2021). Evaluation is needed to find out the extent to which the inputs, processes, outputs, and outcomes of the program have gone according to the objectives. As explained by Dunn (2018), policy evaluation not only focuses on the final results, but also assesses the efficiency, effectiveness, and impact of public policies on society (Kojongian, Tumbuan, & Ogi, 2022).

Digital innovations in transportation services such as GoBis are also in line with the direction of national policies towards Smart Cities and Smart Mobility (Kelvin, Widianingsih, & Buchari, 2022). The Surabaya City Government has long been known as one of the pioneers of smart cities in Indonesia, with various innovations based on information and communication technology (ICT) for public services. In this context, GoBis is not just a transportation application, but part of an urban governance system that seeks to create integration between community mobility, energy efficiency, and carbon emission reduction through increased use of public transportation. However, the application of digital technology in public services often encounters obstacles in terms of user adoption and infrastructure readiness. Public transportation applications are still influenced by trust factors, perceptions of ease of use, and reliability of the system (Fachrizal, Wibawa, Fauzan, & Radliya, 2023). Thus, the evaluation of the use of GoBis in Trans Semanggi Suroboyo services needs to consider technological aspects as well as user perception of the service quality as a whole (Zaini & Soenarto, 2019).

Based on initial observations and several local media reports, problems were still found in the synchronization of inter-bus schedules, passenger accumulation during peak hours, and limited information in the GoBis application. This shows the need to review the effectiveness of the information system of public transportation services in Surabaya. Structured and data-based evaluation can help local governments in making continuous improvement to the services provided (Agusnawati, Nurfadillah, Wiradana, & Muktamar, 2024). The evaluation of the quality of Trans Semanggi Suroboyo services with the support of the GoBis application also has academic and practical relevance. Academically, this research can contribute to the development of digital public service theory in Indonesia, especially in the context of regional application-based transportation integration. Practically, the results of the research are expected to be input for the Surabaya City Transportation Office to improve service quality and the effectiveness of the use of digital applications in the mass transportation system (Novitasari, 2022).

This research is also important to measure the level of user satisfaction and loyalty to Trans Semanggi Suroboyo services. User satisfaction is the main indicator of the success of public services and is the basis for the government to improve transportation policies in the future. By understanding user perceptions, the government can identify which service dimensions need to be strengthened and the extent to which the GoBis application contributes to improving service quality. Based on this description, this study focuses on evaluating the quality of Trans Semanggi Suroboyo transportation services with the support of the GoBis application system. The evaluation was carried out by referring to the SERVQUAL dimension to measure user perception of service quality, as well as assess the role of digital applications in supporting the effectiveness and efficiency of the public transportation system in Surabaya. Through this study, it is hoped that an empirical picture can be obtained regarding the level of service quality, obstacles faced, and policy recommendations that can be used to improve the quality of digital-based public transportation services in the future.

2. Preliminaries or Related Work or Literature Review

Quality of Public Transportation Services

Service quality is a fundamental concept in the study of public administration and service management. According to Parasuraman, Zeithaml, and Berry (1988), service quality is measured through five main dimensions, namely tangible, reliability, responsiveness, assurance, and empathy known as the SERVQUAL model (Haryeni & Yendra, 2020). These dimensions represent users' perceptions of the extent to which public services meet their needs and expectations. In the context of public transportation, the quality of service not only includes comfort and punctuality, but also includes the reliability of the fleet, the friendliness of the officers, and safety during the trip. The tangible dimension includes physical aspects

such as bus conditions, cleanliness, bus stop facilities, and the availability of information facilities for passengers. The reliability dimension is related to the ability of service providers to provide services on schedule and on time, while responsiveness describes the readiness of officers in responding to user needs or complaints. While assurance refers to the user's sense of security and trust in the service system, and empathy reflects the officer's concern for the comfort and individual needs of passengers. The combination of these five dimensions is an important instrument in measuring the effectiveness and efficiency of public transportation services.

The good quality of public transportation contributes significantly to increasing urban mobility and reducing people's dependence on private vehicles (Saputra, Firdiansyah Suryawan, & Enokh Parmenas, 2022). Therefore, improving the quality of public transportation services is a key strategy to achieve the sustainability of the city's transportation system. Evaluation of service quality is necessary to determine the level of user satisfaction and identify aspects of service that need improvement. In this context, the quality of service is not only the result of technical performance, but is also the product of social interaction between users and service providers. A number of previous studies support the importance of service quality in determining the success of public transportation. For example, regarding Trans Jogja, it shows that passenger satisfaction is significantly influenced by the reliability of the schedule and the cleanliness of the fleet. Meanwhile, in the Semarang Bus Rapid Transit (BRT) service, it was found that the dimensions of responsiveness and assurance are the main factors that determine user loyalty (Abdillah & Yudhi, 2020). These results show that service quality has a direct impact on public perception, satisfaction, and interest in using public transportation.

The quality of public transportation services must also consider aspects of intermodal integration and ease of access for users. The success of the Trans Semanggi Suroboyo system is not only determined by the physical facilities or modern fleet, but also by the involvement of users in providing feedback and the ease of accessing service information through digital technology such as the GoBis application. Thus, the quality of public transportation services is a multidimensional construction that involves physical, functional, and emotional factors. Evaluation of the quality of Trans Semanggi Suroboyo services is important to ensure that this public transportation system has run in accordance with the principles of service excellence. In addition, the results of the evaluation can be used to support policies to improve data-based services and public perception. The SERVQUAL approach becomes relevant for assessing the gap between user expectations and experience, while providing measurable and sustainable service improvement recommendations

Public Transportation Application System

Digital transformation has changed the paradigm of public services, including the transportation sector. The application of information technology in the public transportation system is known as the concept of Intelligent Transportation System (ITS), which is the integration of communication technology, sensors, and data analytics to improve efficiency, security, and user comfort (Setiawan, 2017). The use of digital applications such as GoBis is a concrete form of the implementation of ITS at the regional level. The app allows users to access real-time information on bus arrival times, stop locations, and travel routes. According to the Technology Acceptance Model (TAM) theory, the adoption of digital systems by users is greatly influenced by two main factors: perceived usefulness and perceived ease of use (Adekamwa, Mursalim, & Indrayanti, 2024). The benefits felt when the app makes it easier for users to set a travel schedule and reduce waiting time. While ease of use is related to interface design, clarity of information, and system stability. If these two factors are met, the level of user acceptance of digital systems will increase, which ultimately supports the successful implementation of smart mobility.

The application of digital systems in public transportation also creates transparency and accountability in public services. Through digital data, the government can accurately monitor fleet movements, frequency of operations, and passenger volumes. This supports the data-driven decision-making process that is the main feature of modern government. Transportation digitalization contributes to increasing operational efficiency by up to 25% and significantly reducing user complaint rates (Achmad Pradana, Pitaloka, Laduni Rukmana, & Gunawan, 2023). Thus, digital systems not only have an impact on users, but also on the governance of service provider organizations. However, the implementation of digital systems in public transportation also faces various challenges, especially in terms of infrastructure, people's digital literacy, and network reliability. Public transportation users still have difficulty accessing digital applications due to limited signals and devices. In addition,

data security and user privacy are also important issues that must be considered in the implementation of digital services. Therefore, public service providers need to ensure that the digital systems developed have high security standards and are easily accessible to all levels of society.

Digital systems such as GoBis also play a role in increasing connectivity between modes of transportation (integrated mobility). With digital applications, users can find out the schedules and routes of various modes of transportation in an integrated manner, making it easier for them to travel without having to wait for a long time. This concept is known as Mobility as a Service (MaaS), where public and private transportation services are integrated in one digital platform to improve the efficiency of urban mobility (Permatasari, 2020). The implementation of such a system supports the sustainable development goal (SDG 11), which is to create an inclusive and sustainable city through an integrated and environmentally friendly transportation system. Thus, the digital system in public transportation is not only an information tool, but also a strategic instrument in realizing smart and user-oriented transportation governance. The evaluation of the GoBis system in the Trans Semanggi Suroboyo service is important to assess the extent to which the application supports improving service quality, user satisfaction, and operational effectiveness of public services. The results of this evaluation are expected to contribute to the development of transportation digitalization policies in Indonesia, as well as strengthen Surabaya's position as one of the pioneer cities in the implementation of smart mobility at the national level.

3. Method

This study uses a descriptive qualitative approach. This approach was chosen because it aims to understand and describe in depth the quality of Trans Semanggi Suroboyo services with the support of the GoBis application based on the experiences, perceptions, and views of users and organizers. Qualitative research seeks to understand phenomena holistically through the collection of natural and contextual data. In this study, the SERVQUAL theory from Parasuraman, Zeithaml, and Berry (1988) was used as an analysis knife to evaluate the dimensions of service quality which include: tangible (physical evidence), reliability, responsiveness (responsiveness), assurance (guarantee), and empathy (empathy). This research was conducted in the city of Surabaya, focusing on the Trans Semanggi Suroboyo service which operates in several main corridors of the city and uses the GoBis application as a means of supporting travel information. The location was chosen because Surabaya is a city that actively implements the concept of Smart Mobility as part of the Smart City.

The research period was carried out for three months, starting from August to October 2025, which included the initial observation stage, interviews, and data analysis. The focus of the research is directed to evaluate the quality of Trans Semanggi Suroboyo services based on the five dimensions of SERVQUAL, namely: (1) Tangibles: includes the condition of buses, bus stops, cleanliness, and available facilities, (2) Reliability: includes the timeliness of departure, consistency of service, and reliability of information in the GoBis application, (3) Responsiveness: includes the speed and alertness of officers in providing services, (4) Assurance: includes a sense of security, professionalism of officers, and trust in the digital service system, and (5) Empathy: includes the officers' care, friendliness, and attention to user needs. This focus is used to explore how users assess the quality of service and the extent to which GoBis' digital system supports the effectiveness of public transportation in Surabaya. The data collection technique is carried out in three main ways, namely field observation. The researcher conducted direct observation of Trans Semanggi Suroboyo's operational activities, including the condition of the bus stop, fleet, interaction between officers and passengers, as well as the use of the GoBis application by the community, in-depth interviews.

4. Results and Discussion

Quality of Public Transportation Services in the City of Surabaya

The quality of public services in the transportation sector is an important indicator of the success of local governance in providing efficient, safe, and comfortable mobility access for the community. Trans Semanggi Suroboyo as a bus-based mass transportation system managed by the Surabaya City Government is here to answer the community's needs for integrated, environmentally friendly, and digital technology-based transportation services. The results of this study describe the perception of the quality of Trans Semanggi Suroboyo services using the SERVQUAL dimension, which includes: tangible, reliability, responsiveness, assurance, and empathy. The following table 1 shows an overview of the

users of the GoBis application which is part of the Trans Semanggi Suroboyo transportation operational system.

The number of GoBis members has reached 327,018 users. This figure shows the high level of adoption of digital transportation technology in the people of Surabaya. However, only a small percentage of users (around 13%) actively use the GoBis balance feature for payments, and less than 1% take advantage of the savings ticket feature. This data is a reflection that although digital services have developed, the utilization rate is still not optimal and is influenced by the perception of overall service quality.

Tangible Dimension (Physical Evidence)

From the results of observations and interviews, the tangible dimension shows that Trans Semanggi Suroboyo has tried to display representative physical facilities and infrastructure. The red-and-blue bus fleet with the identities "Suroboyo Bus" and "Semanggi" has become a new icon of the city. Amenities on the bus include air conditioning, ergonomic seats, route information screens, and free Wi-Fi access. However, some users complained about the lack of cleanliness at several bus stops as well as limited seating during peak hours. The results of this analysis are in line with the theory of Parasuraman et al. (1988), that the tangible dimension is the first aspect that shapes the initial perception of the public on the quality of service. The existence of modern facilities does improve the image of services, but the sustainability of maintenance and cleanliness is also an indicator of user satisfaction. In this context, even though the physical Trans Semanggi fleet is up to standard, there is a need for regular supervision of the condition of the bus stop, cabin cleanliness, and digital information system at each stop point.

Reliability Dimension

The reliability dimension includes the ability of service providers to provide accurate and reliable services on schedule. Based on the results of field observations, Trans Semanggi has a fairly consistent departure schedule with a time interval of about 10-15 minutes per route. However, at certain hours, especially when it rains or heavy traffic, delays can reach 20–25 minutes. The interviewed user stated that although the fleet is relatively regular, the delay information system is not yet fully accurate on the GoBis application. These findings show that the reliability aspect still needs to be improved through optimizing data integration between application systems and field conditions in real time. The use of the Internet of Things (IoT) and GPS can be used to display more accurate arrival estimates in the GoBis application, thereby increasing public trust in the city's public transportation system. According to Lovelock & Wirtz (2016), public services that have high consistency and accuracy will encourage user loyalty and strengthen public trust in the government.

Responsiveness Dimension

The responsiveness of officers and systems is the key to the successful implementation of community-based services. On Trans Semanggi, the responsiveness of officers is considered good, especially in providing information to passengers in the field. However, on the digital aspect, some users complained about the delay in the response of the GoBis application system, especially in the balance update and payment confirmation features. The time mismatch between transactions and digital ticket validation creates a negative experience for some users. Therefore, it is necessary to improve the efficiency of the back-end system so that data synchronization is faster and more responsive. According to Zeithaml et al. (1996), a good level of responsiveness reflects the commitment of the service provider in giving direct attention to customer needs. In this context, improving digital systems is an important aspect to improve the perception of overall responsiveness.

Assurance Dimension

Safety and comfort assurance is an important indicator in assessing the quality of public transportation. Based on the results of the study, the majority of users feel safe using Trans Semanggi because the driver has been professionally trained, as well as supervision through the CCTV system on the bus. However, some respondents stated that there is still concern about the potential for loss of goods because not all buses have a lost and found box with a clear procedure. In addition, in terms of digital security, some users are still hesitant to use the GoBis balance payment method because they are worried about system errors or lost balances without confirmation. This shows that the assurance dimension needs to be strengthened not only in the physical aspect, but also in the digital security system. The addition of transaction notification and automatic reporting features in the application will strengthen public trust in digital service systems.

Empathy Dimension

The final dimension of SERVQUAL highlights the extent to which service providers understand and pay attention to the needs of their users. Based on the results of the interview, Trans Semanggi officers showed a friendly and communicative attitude, especially in helping the elderly and disabled get on and off the bus. However, attention to new users of the GoBis application is still limited. Many users find it difficult to register or top-up their balances due to the lack of direct guidance in the field. Attention to the specific needs of governments and operators must be paid more attention. The provision of special officers or GoBis customer service at major bus stops can be a solution. According to Grönroos (2007), care and empathy are concrete forms of humanization-based public services, which prioritize not only the system, but also the emotional experience of the user.

Public Transportation Application System in the City of Surabaya

Digital transformation in the public transportation sector is a strategic step to create a smart city. The GoBis application as a digital innovation owned by the Surabaya Transportation Agency acts as a medium for integrating information, transactions, and monitoring the Trans Semanggi system. Based on the data presented earlier, the number of GoBis users reached 327,018 people, but those who use digital financial services such as GoBis balances and savings tickets are still relatively low. To understand the effectiveness of this application system, an analysis of performance and public acceptance was carried out based on the five dimensions of SERVQUAL adapted in the context of digital service quality (Parasuraman, Zeithaml & Malhotra, 2005).

Table 1. Analysis of the Utilization of the GoBis Application System 2025

User Categories	Number (People)	Presentase (%)
Total GoBis Users	327.018	100
GoBis Balance Users	42.833	13,1
Savings Ticket Users	2.095	0,64

Source: Researcher 2025

Tangible Dimensions (Technical and Display Aspects)

In appearance, the GoBis app has a simple and easy-to-understand interface design. The main menu displays bus schedule information, route maps, user balances, and ticketing features. However, based on the results of the user experience test, there were complaints about the loading speed and accuracy of the bus location in real time. This shows that even though the app is already visually appealing, the technical aspects of performance still need to be improved. The tangible dimension can be interpreted as the appearance of the interface and system performance. Good visual quality needs to be balanced with the speed and accuracy of the data. As stated by Parasuraman et al. (2005), user experience is the main door to digital-based service quality perception.

Reliability Dimension

The reliability of the GoBis system is related to network stability, accuracy of information, and accuracy of digital transaction processes. The results of the interviews show that some users have experienced failures in balance top-ups, delays in balance synchronization, or tickets not appearing after payment. While these incidents are not massive, they do have an impact on user trust levels. The Surabaya City Government has collaborated with digital payment service providers to optimize the transaction process. However, it is necessary to increase server capacity and transaction audit mechanisms to increase system reliability. In the context of public services, the reliability of transportation applications is part of the government's commitment to the principles of good governance, especially transparency and accountability.

Responsiveness Dimension Digital system responsiveness

is measured through the speed at which the application responds to user commands as well as the speed of problem resolution by the technical team. Based on the results of the research, users consider that the response to error reports or balance disturbances is still slow. The *help center* feature on the app is not fully active. This causes users to prefer to submit complaints through the official social media of the Transportation Agency. Responsiveness is a form of commitment to excellent service in the context of digital governance. Therefore, the government can develop a chatbot system or automated help center in the GoBis application to improve service efficiency. According to Zeithaml (2002), the speed and openness of response in the digital system are key factors in increasing the satisfaction of public service users.

Dimension Assurance (Application Security and Credibility)

The security of user data is an important concern in digital-based services. Based on the results of observations, the GoBis application has used a basic data encryption system, but there has been no notification of two-factor authentication. The interviewed users expressed their hope that the payment system will be equipped with real-time transaction notifications and a guaranteed balance refund in the event of a system outage. Application security is a form of guarantee from the government to protect citizens' personal data. According to the digital SERVQUAL theory (Parasuraman et al., 2005), assurance reflects the user's confidence in the credibility of the service provider. In this context, the Department of Transportation needs to increase the transparency of privacy policies and provide a clearer cybersecurity reporting mechanism.

Empathy Dimension (Humanist Approach in Digital Systems)

Empathy in the context of digital applications means the extent to which the system understands the needs of users and provides a personalized experience. In the GoBis application, some users feel that the system is still too "technical" and has not adjusted to the elderly group of people who are not familiar with the application. This shows the need for an interactive guide or *video tutorial feature* for new users. The Surabaya City Government can develop a human-centered design approach by paying attention to the diversity of user demographics. According to Grönroos (2007), digital empathy is a form of public service that is oriented towards social welfare, not just technological efficiency.

Based on the two groups of findings above, it can be concluded that the success of Trans Semanggi Suroboyo does not only depend on the physical performance of the fleet, but also on the effectiveness of the digital system that supports its operations. The SERVQUAL dimension shows that tangible and reliability have been quite good, while responsiveness, assurance, and empathy still need to be strengthened, especially in the aspect of service digitalization. In general, the Surabaya City Government has succeeded in creating an innovative public transportation model through the integration of the GoBis system. However, the remaining challenge is to ensure that digital innovation is truly inclusive, adaptive to all levels of society, and supported by a security system and responsive services. Service models such as Trans Semanggi Suroboyo with the support of GoBis can become a prototype of Smart Mobility that realizes the concept of Surabaya Smart City, as long as periodic evaluations, community involvement, and capacity building of digital resources at the government and operator levels continue to be carried out.

5. Conclusion

This study aims to evaluate the quality of Trans Semanggi Suroboyo public transportation services with the support of the GoBis application system as part of digital-based public service innovation in the city of Surabaya. Based on the results of the analysis using the SERVQUAL theory (Parasuraman, Zeithaml, and Berry, 1988), it is possible to see that the implementation of Trans Semanggi services has shown quite good performance from physical and operational aspects, but there are still a number of digital aspects that need strengthening. The findings of this study show that the quality of public transportation services cannot be separated from the effectiveness of the digital system that supports it. From the results of the research, it was obtained that the tangible dimension (physical evidence) has been well realized. This can be seen from the condition of the modern, air-cooled bus fleet, and the existence of a cashless payment system. The presence of the GoBis application also improves the image of the service because it provides easy access to route information, schedules, and digital transaction systems. However, the maintenance of bus stop facilities and fleet cleanliness still requires consistency to comply with excellent public service standards. The reliability dimension shows that the bus departure schedule is relatively stable, even though during peak hours and heavy traffic conditions there are still delays. The reliability of the digital system is also still affected by the limitations of real-time data integration between the GoBis application and field conditions. Therefore, strengthening technology infrastructure is the key so that information and services are more accurate and trusted by users.

In the responsiveness dimension, the results of the study show that there is a gap between the response of field officers that is quite good and the response of the digital system that is still slow. Some users complained about delays in ticket validation and balance top-up processes. This shows that digital services still require increased efficiency and faster handling of user complaints, including the presence of chatbot-based help centers to respond to problems instantly. Meanwhile, in the assurance dimension, users feel quite safe using Trans Semanggi transportation because of CCTV supervision and training for drivers. However,

from the digital side, there are still concerns related to the security of user balances and data. The absence of a two-factor authentication system and real-time transaction notifications are important records that need to be improved so that public trust in digital services increases. The last dimension, empathy (care and attention), shows that in general officers have a friendly and caring attitude towards passengers, especially for vulnerable groups such as the elderly and disabled. However, attention to new users of the GoBis application is still limited. Many people are not familiar with digital technology so they need direct guidance and education. Therefore, a *human-centered service* approach is important so that digital innovation remains inclusive for all.

In addition, from the results of secondary data processing, there were 327,018 GoBis users, with 42,833 GoBis balance users and only 2,095 savings ticket users. This data indicates that the adoption of technology is quite high, but the utilization of digital transaction features is still low. This condition shows that the success of digital transportation innovation does not only depend on the provision of applications, but also on the readiness of the community to accept and utilize the technology. Overall, the results of this study confirm that Trans Semanggi Suroboyo and the GoBis system have made a significant contribution to improving the quality of public transportation in the city of Surabaya. However, the sustainability of this innovation requires support from various parties, both the government, operators, and the community. The government needs to strengthen digital-based service governance through infrastructure capacity, data security, and community digital literacy. Meanwhile, operators must improve system reliability and response to user complaints faster and more professionally. Thus, this study concludes that the quality of Trans Semanggi Suroboyo services with the support of the GoBis application has led to modern, participatory, and adaptive public service standards to technological developments. However, a strengthening strategy is still needed in the aspect of digital service quality in order to be able to realize the concept of Smart Mobility which is an integral part of the vision of Surabaya Smart City. In the future, cross-sector collaboration and periodic evaluation need to be carried out on an ongoing basis so that Surabaya's public transportation becomes a successful model for digital-based public service innovation at the national level.

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