

Approach Among Gen Z and Millennials in Jakarta

ABSTRACT

This research explores the service quality of MRT Jakarta that can affect people on their satisfaction and lead people on reusing the MRT Jakarta focusly in the Gen Z and Millennial groups, by spotlighting several aspects as follows safety, reliability, affordability, security, and accessibility within the framework of Expectancy-Disconfirmation Theory (EDT). Based on a qualitative explorative questionnaire, the research results show that the overall level of satisfaction is classified as high, which is mainly triggered by confirmation of expectations compared to positive disconfirmation. Safety consistently meets or exceeds expectations, while accessibility plays a role as the main source of negative disconfirmation due to system limitations, such as limited network coverage and connectivity at the beginning and end of the trip. Although the level of satisfaction is similar, Gen Z and Millennials show differences in their evaluative logic; Gen Z places more emphasis on situational travel experiences, while Millennials take a more pragmatic and thorough perspective on the urban transportation system. In addition, this study emphasizes that satisfaction with the quality of service alone does not automatically translate into the intention to reuse, and therefore, intervention at the system level becomes crucial to maintain the long-term use of public transportation.

Keywords: MRT Jakarta, service quality, customer satisfaction, expectancy–disconfirmation theory, gen z and millennials