Exploring User Technology Acceptance of the GOBIS (Golek Bis) Suroboyo Application Using the UTAUT Model

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Abstract

Digital transformation is driving drastic changes in the transportation sector by enabling the development of effective services through the implementation of e-government. However, the adoption of app-based public services still faces challenges related to user interest and digital trust at the local level. This study was conducted to identify the factors that influence users' adoption of e-government service apps, with a focus on GOBIS (Golek Bis) Suroboyo. This study employed a quantitative approach by surveying 154 respondents who live or work in Surabaya, East Java, Indonesia. The collected data were analyzed using Variance-Based Structural Equation Modeling (VB-SEM) and the GSCA Pro software. The results indicate that performance expectancy has a significant positive influence on attitude, and that attitude, in turn, has a significant positive influence on behavioral intention to use. On the other hand, social influence was found to have no effect on attitude, followed by trust in the internet and trust in the government, neither of which had a significant effect on behavioral intention to use. In its application, this study enriches the literature on the development of the Unified Theory of Acceptance and Use of Technology (UTAUT), where this model was intentionally modified by adding trust variables (in the internet and the government) in the context of smart public transportation. Since this study focuses specifically on GOBIS (Golek Bis) Suroboyo, the findings will provide guidance and recommendations to the Surabaya City Transportation Department as a benchmark for future service optimization plans by improving the app's functionality, thereby maximizing user satisfaction. Future research could compare the results of this study with those of studies examining other e-government applications in a broader context.

***Keywords**: UTAUT, GOBIS (Golek Bis) Suroboyo, Performance Expectancy, Attitude, Behavioral Intention, E-Government.*

Introduction

The rapid development of information technology has driven major transformations across all sectors of life, underscoring that technology today is an integral part of people's daily lives down to the smallest detail (Jonathan & Rusu, 2018). The foundation of this change lies in communication technology, which enables more efficient data exchange, such as interacting without the constraints of distance and time. The utilization of this technology has initiated the development of smart apps, digital platforms that offer numerous features for interaction, learning,

and adaptation for their users to the point where their prevalence is increasingly supplanting conventional applications.

The widespread use of smart apps is driven by public expectations for fast, convenient services that also offer individual benefits, such as saving users significant time and effort (Unal et al., 2017). By successfully meeting these needs, smart apps have become the primary communication medium for users and an essential tool supporting daily activities (Wang et al., 2024). The ease of accessing numerous smart apps today plays a major role in our daily efficiency, while also driving the growth of the digital economy. Regardless of the circumstances, the public sector must continuously keep pace with the times to ensure the digital economy remains in optimal condition, thereby fostering continuous renewal and innovation in public services (Wong et al., 2006).

In Indonesia, digitalization is being realized through the concept of smart cities, which maximizes various forms of information technology to manage cities optimally. One of the steps taken by the Surabaya City Government to achieve this is the launch of the GOBIS (Golek Bis) Suroboyo app, a digital public transportation service app focused on bus transportation. This app falls under the category of smart mobility, which has completely transformed how the public interacts with and uses the city bus services provided by the government. Within a single app, users have direct access to four bus routes operating in the Surabaya area, supported by key features ranging from integrated maps to quick payment options. The four bus services accessible through this app are Suroboyo Bus, which serves three routes in the Surabaya area; Wirawiri, which offers eleven route options for travel within the Surabaya area; TemanBus, with two routes operating in Surabaya; and TransJatim, which provides service to seven cities in East Java with five route options. To be more specific, Appendix A describes examples of the features available in the GOBIS (Golek Bis) Suroboyo application. Although the Surabaya City Government has implemented digital-based services in the local transportation sector, public acceptance of this new system remains a challenge that needs to be studied more deeply to ensure operational success.

An in-depth analysis is necessary because the number of Suroboyo Bus passengers has fluctuated significantly since the digital service app was launched in April 2018. The surge in passenger numbers in 2019, which was followed by the COVID-19 pandemic, highlights issues regarding the effectiveness of the app's features as well as the public's low trust in the government's digital systems, which quickly became the main obstacle in this case (Ratnawati et al., 2024). To the best of our knowledge, by the end of 2018, the total number of passengers was 513,142, which surged dramatically to 1,123,177 passengers a year later. A year later, there was a 26.71% decline due to the impact of COVID-19, but in 2021–2022, the number continued to rise from 926,971 passengers to 1,611,415 passengers per year, setting a new record of 176,459 passengers in December 2022. This surge

continued through the end of 2023, with total passengers reaching 1,729,758 (Ratnawati et al., 2024; Warastuti, 2021; Yuliawati et al., 2023). Unstable passenger numbers indicate that the availability of technology alone cannot guarantee the success of mass adoption. In fact, information technology is now indeed a crucial part of people's lives, but its successful adoption depends heavily on users' perceptions of the system's functionality and accessibility, especially if the app is relatively new (Jonathan & Rusu, 2018). Individuals who are highly aware of future consequences tend to be better prepared to adopt systems that support their long-term well-being (Shehu & Molishti, 2022; Rapo & Demaj, 2024).

However, until now, research focusing on the implementation of e-government, specifically the GOBIS (Golek Bis) Suroboyo system has been conducted, the UTAUT model used by previous researchers was only able to explain a small portion of the public's intention toward this application, namely 35% of the variance in behavioral intention (Warastuti, 2021). This low figure indicates that there are still gaps between the methodology and the reality on the ground, meaning that many crucial factors regarding what actually drives public sentiment remain unaccounted for. Al-Kautsar Maktub et al., (2025)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government suggest adding trust as a variable, because in the context of today's technology, users consider not only how easy an application is to use in their daily activities, but also the security and reliability of the system itself.

This study aims to address the shortcomings of previous research by identifying the strongest predictors underlying Surabaya residents' decisions to use GOBIS (Golek Bis) Suroboyo, by incorporating trust in the internet and trust in the government as external variables into the UTAUT framework, which has been modified to suit field requirements. This approach is relevant given the public's high concerns regarding data privacy and the reliability of government systems. Ultimately, the findings from this study are expected not only to serve as a resource for research on e-government in Indonesia but also to provide a foundation for enhancing the functionality and operational strategies of digital public service applications for the Surabaya City Transportation Department.

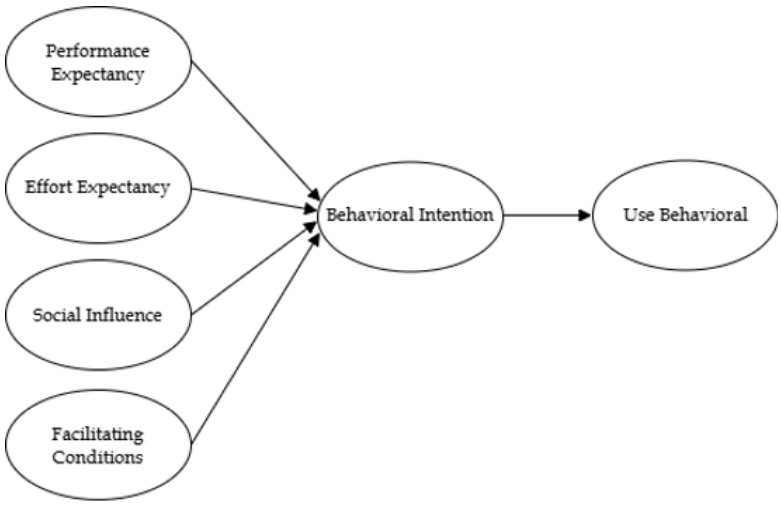
In an academic context, this study supports students' competencies in the fields of management information systems and excellent service by presenting real-world cases related to information management analysis and the implementation of excellent service strategies in digital systems. Thus, this study serves as a bridge between theory and the reality of public service implementation in the digital age to ensure that the technologies developed by the government can meet the needs and expectations of the public, particularly in the Surabaya.

Literature Review and hypotheses

E-government and Smart Mobility

E-government represents the adoption of digital tools aimed at simplifying access to information and modernizing service delivery mechanisms for the general public (Galván, 2019). The integration of this technology is not merely about digitizing documents, but also about fostering citizen engagement in decision-making processes, which in turn enhances bureaucratic accountability and efficiency. For developing countries like Indonesia, e-government holds great potential to overcome the hurdles of traditional bureaucracy (Malodia et al., 2021). At the local level, Surabaya has implemented this through GOBIS Suroboyo, a smart mobility platform that provides real-time information on schedules, routes, and the location of the bus fleet (Ramadhana & Fanida, 2020). Smart mobility itself is a key pillar of the Smart City concept, focusing on efficient, sustainable, and digitally integrated transportation.

FIGURE 1. UTAUT model (Venkatesh et al., 2003)



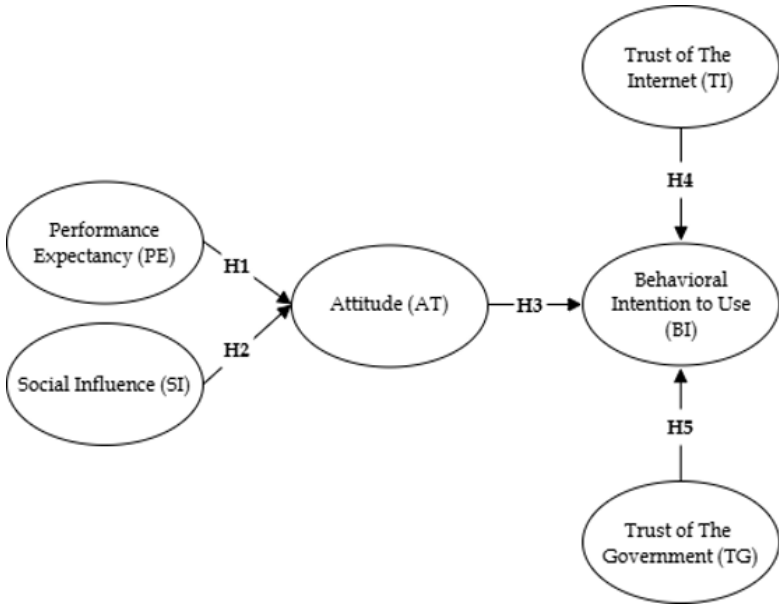
Source: Venkatesh et al., (2003).

Unified Theory of Acceptance and Use of Technology (UTAUT)

The UTAUT model developed by Venkatesh et al., (2003) is a synthesis of eight leading technology acceptance models. UTAUT has been shown to explain up to 70% of the variance in the behavioral intention to use technology (Misra et

al., 2023). The core constructs of UTAUT include performance expectancy (the extent to which the system helps complete tasks), effort expectancy (level of ease), social influence (influence of others), and facilitating conditions (infrastructure support). In the context of public transportation, UTAUT provides a robust framework for identifying whether an application is viewed as a beneficial solution or, conversely, as a technical barrier. This study modifies the model by including the attitude variable as a mediator and adding the trust construct to align with the e-government context in Indonesia.

FIGURE 2. Proposed research model



Source: A modification of the theoretical model by Al-Kautsar Maktub et al., (2025)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government

Performance Expectancy (PE)

Performance Expectancy is defined as the degree to which an individual believes that using the app is worthwhile if it makes life easier (Venkatesh et al., 2003). In the context of GOBIS, performance expectations reflect the belief that this app can reduce the time required to find the nearest bus stop, provide route transparency, and make it easy to obtain bus information based on the user's destination. How users assess the benefits they receive from using the app will influence their decision to continue using and relying on it in the future (Candra et al., 2024).

If Surabaya residents feel that the routes offered truly help them reach their destinations, then their performance expectations will be met, which will directly encourage a positive attitude toward the app.

Social influence

Social influence refers to the extent to which people view others' opinions as assurance that a recommended system is safe and trustworthy, thereby influencing their intentions (Hakeem & Sulphey, 2024). In academic theory, social influence is actually a modern adaptation of the subjective norm as found in theories such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), which essentially involves social pressure or support (Yang et al., 2023). This social influence continues to have a significant impact regardless of gender, age, or experience, as users tend to be more influenced by narratives from people they know than manuals instruction (Molina-Maturano et al., 2021). In a socially hierarchical environment like the city of Surabaya, recommendations from trusted individuals or those in higher positions carry significant weight in persuading the public to accept new government initiatives.

Attitude and Behavioral Intention to Use

Attitude is defined as an individual's tendency to provide an evaluative response, whether positive or negative, toward an object (Alkhowaiter, 2022). In the modified UTAUT model, attitude acts as a catalyst linking cognitive perceptions (such as perceived utility) with behavioral intentions. Jum'a et al., (2024) emphasize that attitude encompasses cognitive, emotional, and conative elements. If users feel they like the idea of using GOBIS because it is considered sensible, their intention to continue using the app in the future will increase significantly.

Trust in the Internet and Trust in the Government

The integration of the trust variable into the UTAUT framework in this study is not merely to add an element to the theory, but rather a step toward addressing the fundamental need to analyze user behavior in the public digital ecosystem (Al-Kautsar Maktub et al., 2025)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government. Trust is the willingness to take risks based on the expectation that others will act in our best interests (Mayer, 1995). Trust in the Internet relates to perceptions of digital infrastructure security, data privacy, and network reliability. On the other hand, Trust in the Government reflects citizens' confidence in the government's

capabilities, integrity, and good intentions as a service provider. Adoption of the GOBIS application depends heavily on the stability of network infrastructure in the city of Surabaya and confidence in the government's credibility as a service provider (Liu et al., 2024). Although the standard UTAUT model emphasizes the aspects of utility and ease of use, the variables within it are insufficient to explain psychological barriers in the realm of personal data security. Moreover, this application collects personal information and requires an internet connection that could at any time threaten the intention to use it if the risks involved are not grounded in strong trust (AbdulKareem & Oladimeji, 2024). When Surabaya residents believe that the government can be trusted to manage data and provide a good system, resistance to the technology can be minimized, even if there are technical complexities in using the application (Mirkovski et al., 2024).

Research hypotheses

The Relationship Between Performance Expectancy (PE) and Attitude (AT)

The first hypothesis in this study is formulated on the basis that performance expectancy plays a role as an antecedent in the formation of positive user attitudes. Users first conduct a functional assessment to determine whether the system is acceptable before providing feedback. Citing the argument by Upadhyay et al., (2022), a process is required to recognize the technical benefits of the application, which then leads to an emotional response because the application successfully achieves personal goals. When people realize that GOBIS features can indeed simplify daily life, they will view this application as a solution to urban mobility issues. GOBIS (Golek Bis) Suroboyo must consistently meet performance expectations to foster a deep perception of the significant benefits of using the application, as users will not develop interest or loyalty toward technology that fails functionally (Wiafe et al., 2020)there is inadequate empirical research on technology acceptance in the maritime industry especially in developing countries. Literature on how behavior and attitude influence technology acceptance is non-existent. This study therefore aims to augment existing literature on technology acceptance in developing countries with particular emphasis on the maritime industry. Design/methodology/approach: The study extended the unified theory of acceptance and use of technology (UTAUT.

H1: Performance Expectancy has a significant positive effect on Attitude.

The Relationship Between Social Influence (SI) and Attitude (AT)

The second hypothesis states that social influence is a process of emotional validation that influences decision-making regarding the adoption of new technologies. As social beings, people use the opinions of others as their first filter of information when considering something. External perceptions can become personal beliefs, not merely as advice, but as reliable facts that underpin the formation of a positive attitude (Abdalla, 2025). Social influence also has a significant impact through its role in shaping social norms, for example, when someone is seen as keeping up with trends by adopting new services in line with technological advancements. This validation encourages individuals to explore and embrace new technologies (Alkhowaiter, 2022). Thus, the greater the social support users perceive, the stronger the positive attitudes they will exhibit toward the GOBIS (Golek Bis) Suroboyo app.

H2: Social influence has a significant positive effect on attitude.

The Relationship Between Attitude (AT) and Behavioral Intention (BI)

The third hypothesis posits that attitude is the primary predictor of behavioral intention to use the app. A positive attitude toward GOBIS Suroboyo is not only related to proficiency in using it but also includes the belief that using this app is the right decision. When users believe that GOBIS's features align with their needs, a strong sense of liking emerges, fostering a consistent attitude toward continuing to use the app (Razi-ur-Rahim et al., 2024). More specifically, Hamid & Anwar (2019) argue that attitude can be likened to a filter that determines whether a person will continue to use a product or not. Attitude is a factor that ensures continued use, and it can be either positive or negative, depending on the user's experience.

H3: Attitude has a significant positive effect on Behavioral Intention to Use.

The Relationship Between Trust in the Internet (TI) and Behavioral Intention (BI)

The fourth hypothesis in this study posits that public trust in internet security has a positive effect on their intention to continue using the app. The digital world is vulnerable to real threats ranging from data breaches to hacking, the impact of which affects an individual's trust. If internet infrastructure is perceived as capable of protecting users, a sense of security will arise when accessing applications, which in turn fosters a desire to use the system (Bin-Nashwan, 2022). The assurance of internet security fosters users' curiosity to further explore the features offered and

increases their willingness to rely on the GOBIS application for daily activities (Al Halbusi et al., 2024). Therefore, assurances of internet security are considered a direct driver of behavioral intention.

H4: Trust in the Internet has a significant positive effect on Behavioral Intention to Use.

The relationship between Trust in the Government (TG) and Behavioral Intention (BI)

The fifth hypothesis states that trust in the government has a positive effect on behavioral intention. Sebagai aplikasi yang resmi dijalankan oleh Dinas Perhubungan Kota Surabaya, citra dan kredibilitas insitusi melekat pada segala bentuk layanan yang dinaungi. The public will be willing to accept new changes if they are confident that service providers are capable and can take full responsibility for any future risks, including ensuring the highest level of service delivery no matter what happens (Mensah et al., 2020). Trust of government provides a basis for the belief that this application was developed in the best interests of citizens, not merely as a formality (Wa & Zhang, 2023). Thus, a high level of trust in the government will correlate directly with high public interest in utilizing e-government services.

H5: Trust in the Government has a significant positive effect on Behavioral Intention to Use.

Research methods

Data collection and analysis

This study employs a quantitative approach with an explanatory research design to elucidate the causal relationships among variables. The study is conducted in the city of Surabaya, with the research subjects being users of the GOBIS (Golek Bis) Suroboyo app. The study population is open-ended but refers to the number of app downloads on the Google Play Store, which exceeds 500,000 users. The sampling technique used purposive sampling to ensure that respondents were active users who understood the app's features. The final sample size analyzed consisted of 154 respondents, which, according to Roscoe's (1975) guidelines, is sufficient for multivariate research, range 30–500 (Sekaran & Bougie, 2016). Primary data was collected via Google Forms distributed both online and offline at strategic locations such as bus stops and terminals in Surabaya during the period from July to December 2025.

Analysis methods

Data analysis techniques using Variance-Based Structural Equation Modeling (VB-SEM) with GSCA Pro software. This method was chosen for its ability to handle complex models with relatively small samples without strict assumptions of data normality (Henseler et al., 2015)such as partial least squares, the Fornell-Larcker criterion and the examination of cross-loadings are the dominant approaches for evaluating discriminant validity. By means of a simulation study, we show that these approaches do not reliably detect the lack of discriminant validity in common research situations. We therefore propose an alternative approach, based on the multitrait-multimethod matrix, to assess discriminant validity: the heterotrait-monotrait ratio of correlations. We demonstrate its superior performance by means of a Monte Carlo simulation study, in which we compare the new approach to the Fornell-Larcker criterion and the assessment of (partial. GSCA Pro allows for the simultaneous assessment of the measurement model (outer model) and the structural model (inner model). A model is considered to have a good fit if it meets the criteria of GFI > 0.90 and SRMR < 0.08. Hypothesis significance was tested using path coefficients and 95% confidence intervals.

Research instruments

The research instrument consists of a questionnaire with 24 items adapted from Al-Kautsar Maktub et al., (2025)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government and Venkatesh et al., (2003). The questionnaire items were measured using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree". After collection, the data were coded, cleaned, and analyzed. A total of sixteen items were used to measure the UTAUT variable, consisting of four constructs (performance expectancy, social influence, attitude, and behavioral intention to use), adopted from Al-Kautsar Maktub et al., (2025)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government. For the individual variables, which consist of two constructs, trust in the internet and trust in the government, eight items were used, referencing the studies by Al-Kautsar Maktub et al., (2025), Kurfalı et al., (2017), Verkijika & De Wet (2018)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government. This questionnaire has undergone preliminary testing to ensure that the measurement tool is truly reliable and robust, with a Cronbach's Alpha

value of 0.938. This score is considered high, above the standard threshold, confirming that all items are robust and valid for use in research.

Result

Respondent demographics

TABLE 1. Respondents' Demographic Summary

Variable	Item	n	Percentage
Gender	Male Female	32 122	20,8% 79,2%
Age	0-17 years old 18-24 years old 25-34 years old 35-44 years old	13 89 27 24	8,4% 57,8% 17,5% 15,6%
Occupation	Students College Students Employees Others	15 82 50 7	9,7% 53,2% 32,5% 4,5%
Education	High School/Vocational School D3/D4 Bachelor Master	88 24 32 10	57,1% 15,6% 20,8% 6,5%

Source: Data processed by the researcher, 2026

According to the table by Krejcie et al., (1996), the recommended sample size for this study was 384 respondents, however, data collection in the field encountered some difficulties, resulting in a final sample of 154 respondents or 40.1% of the initial target. These 154 respondents are highly valid and suitable for analysis based on the principles of multivariate statistics, with the primary reference being Roscoe's (1975) guidelines on sample size, which outline Rules of Thumb. The rules of thumb state that an appropriate sample size in most studies ranges from 30 to 500 respondents, with the additional requirement that the sample size must be at least ten times the total number of variables (Sekaran & Bougie, 2016). Since this study has six variables, multiplying this by ten yields 60 respondents. The number 154 falls within the specified range and is therefore safe and appropriate for analysis.

The results of the primary data collected during the study are presented in Table 1. Respondents' Demographic Summary, which shows that women accounted for the majority of respondents at 79.2%, compared to men at only 20.8%. This indicates that the GOBIS app tends to be used primarily by women who rely on transportation services to support their daily activities. It can also be

seen that the age group most active in using this app consists of respondents aged 18–24, accounting for 57.8%, indicating that digital service apps are indeed very popular among Gen Z, who have a lifestyle centered on convenience and speed, aligning with the services offered by GOBIS. This is directly proportional to the respondents' occupational profiles, where students dominate at 53.2%, forming the largest user base, which clearly demonstrates that this app is heavily relied upon by the working-age population.

Measurements models

TABLE 2. Construct Quality Measures

Construct	PVE	Alpha	Rho
PE	0.561	0.738	0.836
SI	0.691	0.849	0.899
TI	0.667	0.833	0.889
TG	0.827	0.93	0.95
AT	0.673	0.837	0.892
BI	0.671	0.835	0.891

Source: Data processed by the researcher, 2026

TABLE 3. Component Validity Assessment

Fornell-Lacker criterion values						
	PE	SI	AT	BI	TI	TG
PE	0.749					
SI	0.552	0.831				
AT	0.519	0.398	0.817			
BI	0.49	0.369	0.622	0.909		
TI	0.526	0.467	0.348	0.339	0.821	
TG	0.45	0.481	0.384	0.347	0.587	0.819
HTMT						
PE ↔ SI			0.712			
PE ↔ AT			0.657			
PE ↔ BI			0.586			
PE ↔ TI			0.67			
PE ↔ TG			0.572			
SI ↔ AT			0.475			
SI ↔ BI			0.425			
SI ↔ TI			0.564			

SI ↔ TG	0.573
AT ↔ BI	0.704
AT ↔ TI	0.412
AT ↔ TG	0.459
BI ↔ TI	0.384
BI ↔ TG	0.392
TI ↔ TG	0.697

Source: Data processed by the researcher, 2026

The evaluation of the measurement model revealed strong convergent validity. A summary of the test results is presented in Table 2. In the Construct Quality Measures, it is clear that the PVE values for all constructs range from 0.683 to 0.894. The highest value was found in the Trust in the Government variable at 0.827 (82%), followed by Social Influence at 0.691 (69%), Attitude at 0.673 (67%), Behavioral Intention at 0.671 (67%), and finally Performance Expectancy with a value of 0.561 (56%). These figures represent the extent to which each construct explains the variance of the existing indicators, meaning all indicators in this study successfully represent the measured variables. Furthermore, the questionnaire used in this study is highly reliable because each construct has Cronbach's Alpha and Rho values exceeding 0.70, which is considered good. This implies that the research questionnaire has no measurement error, and if the study were repeated using the same questionnaire, the results would remain unchanged. Discriminant validity was also assessed using the Fornell-Larcker and HTMT criteria to confirm the distinctiveness of the variables and minimize the likelihood of respondent confusion regarding the questionnaire. If we examine Table 3. Component Validity Assessment, all HTMT values do not exceed the minimum threshold of 0.90, thereby validating that no variables are too similar, let alone interchangeable.

Structural model and hypothesis testing

TABLE 4. Structural Model Fit Measures and R Square

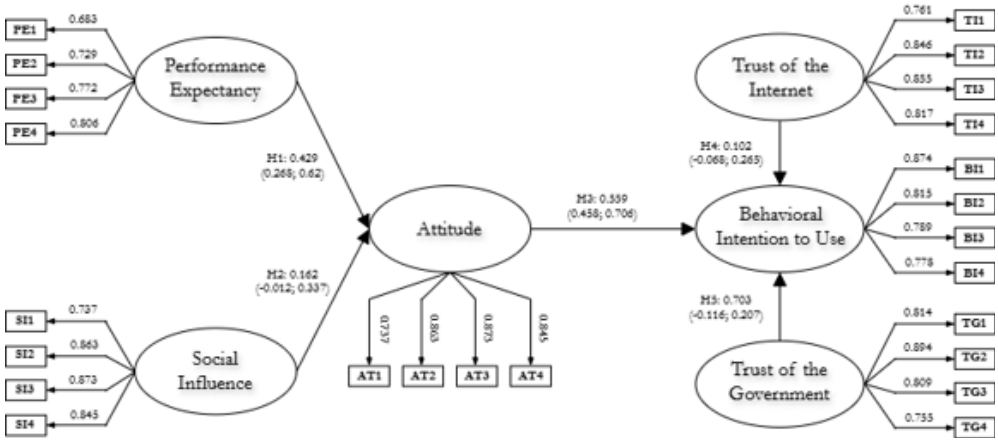
Structural Model Fit Measures					
FIT	AFIT	FITs	FITm	GFI	SRMR
0.569	0.562	0.116	0.682	0.965	0.076
R squared values of components in structural model					
PE	SI	TI	TG	AT	BI
-	-	-	-	0.287	0.407

Source: Data processed by the researcher, 2026

Implicitly, the structural model fit was assessed to determine how accurately the theoretical framework of this study reflects the reality in the field. Based on the data presented in Table 4, the structural model of this research is considered to fit well, as indicated by the GFI and SRMR values of 0.965 and 0.076, respectively. A higher GFI value indicates that the research theoretical framework fits the original field data very well, and a lower SRMR value suggests that the error rate of the research model is considered acceptable.

This was followed by an assessment of the model's predictive power using the R-squared test. In the same table, the Attitude variable yielded an R-squared value of 0.287, indicating that the exogenous variables in this model account for only 28.7% of users' attitudes toward using GOBIS Suroboyo. Meanwhile, the Behavioral Intention variable has a value of 0.407, meaning that 40.7% of users' intentions to use the GOBIS Suroboyo app are successfully explained in depth by this model.

FIGURE 3. Path Coefficient



Source: Data processed by the researcher, 2026

TABLE 5. Path Coefficients and Hypothesis Testing

Relationship	Coefficients	95% CI	Results
PE > AT	0.429	[0.268; 0.62]	Significant
SI > AT	0.162	[-0.012; 0.337]	Insignificant
AT > BI	0.559	[0.458; 0.706]	Significant
TI > BI	0.102	[-0.068; 0.265]	Insignificant
TG > BI	0.073	[-0.116; 0.207]	Insignificant

Source: Data processed by the researcher, 2026

Discussion

This study found that performance expectations directly influence users' attitudes toward using GOBIS Suroboyo by fostering a sense of satisfaction and the perception of the app's significant benefits. This is evidenced by a coefficient value of 0.429, meaning that every increase in perceived benefits will drastically boost users' positive attitudes. Given that the respondent profile is dominated by students and employees, their focus is on how much time they can save and how easy the features are to use. As shown in Figure 3. Path Coefficients, the PE indicators reveal that PE4 and PE3 received the highest perception scores, at 0.806 and 0.772, respectively. These scores reflect users' perception of the GOBIS (Golek Bis) Suroboyo app's performance and reinforce the view that this application is seen as a tool offering a relative advantage in simplifying daily life for the public compared to conventional methods. The high values of these two indicators can explain users' perspective on GOBIS Suroboyo, which is not merely seen as an ordinary digital app, but as a solution to navigating Surabaya's traffic-congested roads.

The results of Hypothesis 2 turned out to be far off the mark when it was found that the social influence variable did not affect users' decisions to adopt a positive attitude, as evidenced by its coefficient value of only 0.162, which falls into the very weak category. Unlike social media apps, GOBIS Suroboyo falls under the category of public service apps. Users consider using the app based on an urgent need to help them get around, not merely as a platform for self-promotion or to follow the latest trends. The people of Surabaya demonstrate a high level of digital autonomy, where they evaluate technology based on personal experience rather than following others' recommendations.

Attitude plays a dominant role in the decision to use the app, as evidenced by the highest coefficient value shown in Table 5: Path Coefficients and Hypothesis Testing. A coefficient value of 0.559 is considered high and directly confirms that the decision to continue using this app is a wise and enjoyable choice, underpinning satisfaction with the app's functionality and fostering digital loyalty. Meanwhile, in Figure 3, the AT3 and AT2 indicators had the highest values, indicating that the attitudes of GOBIS (Golek Bis) Suroboyo users are most strongly influenced by the affective dimension, specifically, a personal sense of liking as well as a deep cognitive evaluation of the appropriateness or wisdom of choosing this service.

The most surprising finding in this study is the fact that Trust in the Internet and Trust in the Government play no role in encouraging users to continue using GOBIS Suroboyo. These two variables have coefficient values of only 0.102 and 0.073, respectively values close to zero that are considered to have no effect. This result can be linked to the concept of digital habituation studied among urban residents, suggesting that users may overlook privacy risks and government

credibility in favor of the convenience of daily life (Liu et al., 2024). As long as GOBIS Suroboyo helps users achieve their goals, they will continue to use it in the future regardless of the circumstances, whether political sentiment or privacy risks. This distinguishes GOBIS Suroboyo from participatory e-government applications like JAKI in Jakarta, as studied by Al-Kautsar Maktub et al., (2025) there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government. GOBIS (Golek Bis) Suroboyo is a one-way service (information-based), so the risk of loss due to distrust in the government is minimal for users.

Implications

Theoretical Implications

This study offers a new perspective on the modified UTAUT theory, particularly in the field of digital public services in Indonesia. Users of the GOBIS Suroboyo app will exhibit positive attitudes as long as the app is beneficial to their lives. Users also do not consider validation from others to influence their decision to try new technology; as long as they feel it suits them and benefits them, they will disregard trends and recommendations. Simply put, this study challenges the assumption that all variables in the UTAUT model are universally applicable; in fact, users prioritize the app's utility over their trust in the internet and the government.

Managerial Implications

From a managerial perspective, the Surabaya City Transportation Agency needs to focus more on even the smallest improvements to the GOBIS Suroboyo app, such as providing descriptions and user guides for the app's features, as well as enhancing the user interface to foster a positive user experience. The recommended form of promotion is advertising that highlights the positive impacts users will experience when using GOBIS Suroboyo for mobility in Surabaya and its surrounding areas. Since factors such as benefits and utility dominate the formation of attitudes, the government needs to regularly verify that bus location data on the integrated map and bus availability on routes desired by users are accurately conveyed.

Sustainability and Future Research

GOBIS Surabaya must be able to adapt its services to meet the needs of the Surabaya community so that users continue to feel they can use the app on an

ongoing basis. The Surabaya city government needs to consider utilizing AI to predict traffic congestion, which frequently occurs during peak hours in Surabaya, in line with the smart city development concept. Future research should consider collecting a broader range of data and involving more respondents, taking into account other external factors such as bus conditions and the comfort of bus stops, since these directly impact the overall passenger experience.

Conclusion

This study successfully demonstrated that adoption of the GOBIS Suroboyo app is largely determined by its functional value and users' emotional perceptions. Performance expectancy was found to foster positive attitudes among the people of Surabaya; they are willing to adopt the app because they feel that GOBIS Suroboyo genuinely aids their daily commutes and is useful in their daily activities. This positive attitude motivates users to form the intention to use GOBIS Suroboyo on an ongoing basis. However, it was subsequently found that social influence, trust in the internet, and trust in the government play no role whatsoever in attitudes and intentions to use the app as a tool for daily activities. This means that the people of Surabaya prefer to evaluate new technology based on their own personal experiences, completely independent of current trends. This aligns with why trust-related variables do not influence users' intent to utilize GOBIS Suroboyo: as long as the app is useful, easily accessible, and equipped with advanced systems, users do not care about data privacy or who operates it. Because if an individual feels assisted, it means that everything else does not hinder their intent to use it.

Declaration of Generative AI and AI-Assisted Technologies

During the preparation of this work, the authors used Gemini AI in order refine sentence syntax of the manuscript. After using this service, the authors reviewed and edited the content as needed and takes full responsibility for the final content of publication.

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Appendices

Appendix A: GOBIS (Golek Bis) Suroboyo

Features	Main functions
Suroboyo Bus & Wirawiri	Offers real-time and accurate tracking of bus locations, bus routes, and arrival schedules, operating exclusively within the city of Surabaya. This feature employs a bus identification scheme based on unique codes corresponding to the bus type and route served.
Trans Jatim	Offers real-time information regarding bus locations, bus routes, and arrival schedules across the widest operational area, covering five cities in East Java.
Peta Integrasi	An integrated visual map displaying all transportation routes, bus codes, and the locations of bus stops along the route.
Top Up	Facilitates in-app balance top-ups for efficient cashless payment transactions.
Pos Botol	Provides information on plastic bottle exchange points for environmental programs.
Gunakan Tiket	A dedicated service for users to activate and use their digital tickets for specific routes.
FAQ	A section designed to answer common user queries regarding GOBIS services and operations.

Appendix B: Research Instruments

Code	Measurement items	References
PE1	I would finish my various activities faster when using GOBIS (Golek Bis) Suroboyo	Al-Kautsar Maktub et al., (2025), Venkatesh et al., (2003)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government
PE2	I find GOBIS (Golek Bis) Suroboyo would be useful in daily life	
PE3	I feel life would be easier using GOBIS (Golek Bis) Suroboyo	
PE4	My productivity would increase by using GOBIS (Golek Bis) Suroboyo	

SI1	People who are important to me think I should use GOBIS (Golek Bis) Suroboyo	Al-Kautsar Maktub et al., (2025), Venkatesh et al., (2003)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government
SI2	People whose opinions I value would prefer me to use GOBIS (Golek Bis) Suroboyo	
SI3	People who are in my social circle think that I should use GOBIS (Golek Bis) Suroboyo	
SI4	I use GOBIS (Golek Bis) Suroboyo IS because other people are using it	
AT1	I think using GOBIS (Golek Bis) Suroboyo would be a good idea	Al-Kautsar Maktub et al., (2025), Venkatesh et al., (2003)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government
AT2	I feel using GOBIS (Golek Bis) Suroboyo OBIS would be a wise idea	
AT3	I like the idea of using GOBIS (Golek Bis) Suroboyo	
AT4	I think using GOBIS (Golek Bis) Suroboyo would be fun	
BI1	I intend to use GOBIS (Golek Bis) Suroboyo in the future	Al-Kautsar Maktub et al., (2025), Venkatesh et al., (2003)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government
BI2	I predict that I would use GOBIS (Golek Bis) Suroboyo in the future	
BI3	I will use GOBIS (Golek Bis) Suroboyo at least once a week	
BI4	I will recommend GOBIS (Golek Bis) Suroboyo to my friends or family	
TI1	I feel comfortable using the internet to access GOBIS (Golek Bis) Suroboyo because it offers sufficient protection	Al-Kautsar Maktub et al., (2025)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government
TI2	I feel confident that legal structures and technology adequately protect me on the internet	
TI3	In general, the internet is now a robust and safe environment to exchange data using GOBIS (Golek Bis) Suroboyo	
TI4	I trust internet security and protection protocols, which increases my willingness to use GOBIS (Golek Bis) Suroboyo	
TG1	I can trust the commitment of the government in exchanging data online	Al-Kautsar Maktub et al., (2025)there are obstacles for certain community members to use e-government in Indonesia. This study is aimed to analyze the factors that influence users to adopt electronic government (e-government
TG2	I believe that the government always pays attention to my best interests	
TG3	I trust the government	
TG4	I trust the government's ability to provide effective and secure electronic services	