The Influence of Price Perception and Service Quality on Customer Satisfaction of Maxim Application

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Abstract— This study aims to analyze the influence of price perception and service quality on Customer satisfaction with the Maxim online transportation application in Depok City. With the rapid growth of online transportation in the Jabodetabek area, particularly in Depok, Maxim has become one of the preferred service providers due to its competitive pricing and numerous promotions. Based on previous research, factors such as service quality, price, and employee service have been shown to positively affect customer satisfaction. In the increasingly competitive online transportation industry, Customer satisfaction is a crucial factor for success. This study focuses on Maxim Customers in Depok, who are identified by their yellow helmets and jackets. According to data from the Central Bureau of Statistics of Depok City in 2020, the city has a population of over 2 million, but there is still limited research on Customer perceptions of Maxim's services in this area. This research uses a quantitative method with a purposive sampling approach, targeting male and female respondents aged 17 to 30 who have used Maxim's services at least three times, with a sample of 100 respondents, and using the SmartPLS version 4 program. The results indicate that price perception has a positive and significant effect on Customer satisfaction, with a P-value of 0.001 < 0.05 and a path coefficient of 0.324 or 32.4%. Additionally, service quality is also proven to significantly influence Customer satisfaction, with a P-value of 0.000 < 0.05 and a path coefficient of 0.590 or 59%. These findings indicate that both variables—price perception and service quality—play important roles in determining the satisfaction level of Maxim Customers in Depok City. Therefore, online transportation companies are expected to continuously improve service quality and maintain competitive pricing to ensure customer satisfaction amid fierce competition.

I. INTRODUCTION

The development of communication and transportation in today's life is advancing very rapidly, especially in terms of ease of access when people carry out daily activities using transportation. With innovations in transportation services, these daily activities rely heavily on an integrated transportation and communication system. Transportation service entrepreneurs strive to attract customers by improving service quality, developing easier and more practical features, providing comfortable fleets, prioritizing punctuality, and other factors (Robin et al., 2023).

The growth of online transportation has progressed very rapidly, particularly in the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas, where a high level of mobility is utilized by the community, making it a primary necessity. There are three online transportation providers with the highest usage rates in Jabodetabek, including Gojek, Grab, and Maxim (Mutia, 2022). This study focuses on Maxim Customers in Depok City. Maxim is an online transportation service recognizable by its yellow-themed gear, including helmets and jackets. Maxim is an online transportation service originating from Russia, which began operating in 2003. In 2014, Maxim started opening branches in various countries, and in 2018, the company launched its branches in Indonesia.

At the end of 2018, the Maxim application continued to experience growth, and by the end of 2019, it saw a significant increase, reaching 500,000 users. In one year, the application's user growth surged by a factor of 31, with an average monthly growth rate of 160% (Maxim, 2020).

Maxim is favored by many consumers due to its low prices and numerous promotions(Prasetya & Wijaksana, 2021). A crucial factor in a business's success in facing competitive challenges is Customer satisfaction. Previous research has indicated that service quality and price have a positive impact on customer satisfaction (Tsalisa et al., 2022). Customers will feel highly satisfied when there is a positive influence from product quality, service, emotional connection, and price (Meithiana Indrasari, 2019). Customer satisfaction can be influenced by factors such as price, product, location, promotions, employee service, facilities, and atmosphere (Priansa, 2017). Furthermore, the key factor influencing the success of online transportation companies is the correct and appropriate application of service quality, as it can create customer satisfaction(Saputra & Yulistianis, 2019).

There are several reviews from Maxim Customers on the App Store and Play Store, ranging from one-star to five-star ratings. Customers who gave a five-star rating indicate satisfaction with the services provided by Maxim, such as the ease of use and affordable prices. However, there are also Customers who gave a one-star rating, reflecting dissatisfaction with the service, including complaints about pricing, as the the app price differs from the price quoted by the driver. Customers also complained about drivers' poor attitudes, lack of courtesy, and difficulty in accurately matching the navigation with the pickup point, leading to Customer discomfort. To address these issues and increase Customer satisfaction, attention should be focused on price and service quality. If these issues are not promptly resolved, it could lead to a significant decline in Customer satisfaction with Maxim, potentially causing Customers to switch to other online transportation services. In this context, the author intends to conduct research on Maxim Customers in Depok City. According to the Depok City Central Statistics Agency website in 2020, the population is 2,056,335 people across 13 sub-districts, and no research or discussion on this topic has yet been conducted in Depok City. Therefore, the author wishes to conduct this study titled "The Influence of Price Perception and Service Quality on Customer Satisfaction of the Maxim App."

The formulation of the problem that contains several main problems is, first "How big is the influence of price perception", the second "How big is the influence of service quality on Customer satisfaction of the maxim application". From this formulation of the problem, it can be concluded for the reference of the research objectives, the first is to determine the influence of the price perception on Customer satisfaction of the maxim application in the city of Depok. The second is to determine the influence of service quality on Customer satisfaction of the maxim application in the city of Depok. In this study there are two exogenous variables and endogenous variables, exogenous variables consist of price perception (x1) and service quality (x2), and endogenous variables are Customer satisfaction (y). (Sugiyono, 2017) assumes that "A hypothesis is a temporary answer to the research problems formulations, with the formulation stated in the form of a question."

Therefore, the hypothesis derived from these variables are as follows: Indirect Effects: Price Perception does not have a direct effect on Customer satisfaction of the Maxim application in Depok City. Direct Effects: Price Perception has a direct effect on Customer satisfaction of the Maxim application in Depok City, Indirect Effects: Service quality does not have a direct effect on Customer satisfaction of the Maxim application in Depok City. Direct Effects: Service quality has a direct effect on Customer satisfaction of the Maxim application in Depok City.

Here is the translated summary with the additional statement about prior research references;(Fathin et al., 2022) conducted a study on the influence of price perception, sales promotion, and brand image on customer satisfaction to enhance customer loyalty, using a case study of Telkomsel SIM card users in the Greater Jakarta area. This quantitative and associative research found that price perception, sales promotion, and brand image all positively affect customer satisfaction, which in turn positively influences customer loyalty. The researchers also referred to several prior studies aligned with the identified variables, using them as references to further examine these findings. Nopalia and Dina Dalilah (2022) analyzed the service satisfaction of the Maxim application among students in the Faculty of Science and Technology at Universitas PGRI Silampari. Using a quantitative descriptive method and the Servqual approach, the study found that all service quality variables significantly impact customer satisfaction. Most respondents provided "Strongly Agree" and "Agree" responses on the questionnaire, indicating that Maxim's service is considered satisfactory by its users. In their research, they also utilized findings from previous studies supporting the influence of service quality on customer satisfaction as references to strengthen the analysis. (Delima & Trianita, 2018) examined the influence of consumer trust and service quality on the loyalty of Maxim users in Padang City. This study used a quantitative and descriptive approach, finding that both consumer trust and service quality positively impact customer loyalty among Maxim users in the city. The researchers also considered prior studies on consumer loyalty and trust as theoretical foundations for analyzing these variables. (Fransiska & Bernarto, 2021) investigated the effect of service quality on customer satisfaction and usage continuity among health application users. This research indicated that service quality positively influences customer satisfaction and the continued use of the application. Furthermore, customer satisfaction also positively affects usage continuity. The researchers referred to several previous studies that also demonstrate the relationship between service quality, satisfaction, and loyalty as references to review their findings. Nabila Iwan Sahara and Fajar Adi Prakoso (2020) explored the impact of product quality and price on consumer purchasing decisions on Lazada. This quantitative and associative study revealed that both product quality and price have a positive and significant impact on consumers' purchasing decisions on the e-commerce platform Lazada. To reinforce these findings, the researchers referenced several prior studies that

support the influence of product quality and price on purchasing decisions as relevant sources. (Anisaputri et al., 2023) conducted a study titled *"The Influence of Service Quality and Price Perception on Repeat Purchase Intention at XYZ Pharmacy."* Using a four-point Likert scale, their research found that service quality and price perception have a combined positive influence of 71.2% on consumer repeat purchase intention at XYZ Pharmacy. This study aligns with prior research that emphasizes the importance of service quality and pricing perception in influencing consumer behavior, which serves as a significant reference in this study's analysis. Tsalisa, Ridha Ashka, Sudharto P. Hadi, and Dinalestari Purbawati (2022) studied customer satisfaction with Maxim's online transportation service in Semarang, where limited public transit makes online motorcycle taxis a popular choice. Maxim, which entered Indonesia in 2018, has grown significantly due to its lower prices compared to competitors. Using explanatory research with purposive sampling, the study gathered data from 100 respondents via Google Forms and analyzed it with regression analysis in SPSS. Results showed that both service quality and price positively and significantly impact customer satisfaction, with both factors jointly contributing to higher satisfaction among Maxim users in Semarang.

II. LITERATURE REVIEW

Assumptions in scientific studies on consumer behavior examine how individuals and groups choose a product or service and the experiences that fulfill their needs (Meithiana Indrasari, 2019). Consumer actions can be categorized into emotional acceptance and all factors that can serve as the basis for consumer behavior. When consumers receive products or services that meet their expectations, they feel satisfied.

Consumers consider several factors when choosing a product or service they wish to use. Overall, consumers have opinions about what they should purchase, which may arise from the fact that they value quality over price or weigh price without considering quality(Meithiana Indrasari, 2019).

A. Customer Satisfaction

Customer satisfaction is a perspective that examines the comparison between expectations and the reality of the performance delivered by a product or service (Meithiana Indrasari, 2019). Customer satisfaction reflects the perception of a product or service's ability compared to what is expected(Tonce & Rangga, 2022). The conclusion drawn from these expert opinions is that customer satisfaction can be defined as the result of comparing the benefits or performance of a product or service with customer expectations. In this context, the quality of the product and the service introduced by the company play a key role in creating customer satisfaction. According to(Tjiptono, 2014), there are three measurements of customer satisfaction: meeting expectations, loyalty attitude, and willingness to recommend. Factors that can influence customer satisfaction include various elements,

as explained by(Zusrony, 2021). First, service quality plays a crucial role, as customers tend to be pleased when they receive good service or service that meets their expectations. Second, product quality significantly impacts satisfaction, as high-quality products enhance the customer experience. Price is also an influential factor; customers are attracted to products that offer high quality at an affordable price. Additionally, situational factors— how customers perceive the surrounding conditions—can affect their satisfaction levels. Finally, personal factors, or the unique characteristics of each customer, including their individual needs, also play a part in shaping overall satisfaction.

B. Price Perception

Perception is the process of sorting, managing, and interpreting stimuli into representations with logical definitions (Sihombing et al., 2019). Price is the monetary amount spent to acquire a product or service, exchanged by customers for significant value to obtain benefits from a product or service(Meithiana Indrasari, 2019). Price perception is the consumer's assessment and emotional response regarding whether the price offered by the seller is acceptable(Tjiptono, 2014). The conclusion from the definitions provided by the experts above is that price perception is the customer's viewpoint and interpretation of the price of a product or service, encompassing their understanding and assessment of the value provided by that price. Kotler and Keller (2009) state that the indicators of price include affordability, alignment of price with the quality of the product or service, price competitiveness, and alignment of price with benefits.

C. Services Quality

Service quality is an important factor for service providers to compete in an increasingly competitive market. Service quality reflects the extent to which the services provided meet customer expectations (Sulistiyowati, 2018). If the services received match or exceed expectations, the quality is considered satisfactory; if not, the quality is deemed inadequate(Tjiptono, 2014). The conclusion from various opinions states that good service quality enhances customer satisfaction and strengthens the relationship between customers and service providers.(Tjiptono, 2014) identifies five indicators of service quality: reliability, responsiveness, assurance, empathy, and physical evidence.

D. Conceptual Description

The research framework below describes the influence of two exogenous variables and endogenous variables, namely price perception and services quality on customer satisfaction. The description of the framework used is in Figure 1.
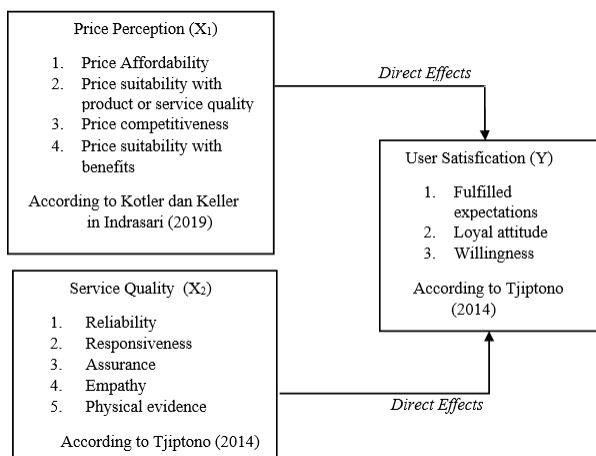
Figure 1. Conceptual Description

Based on figure 1, In this study, the exogenous or causal variables that potentially influence other variables are Price Perception (X1) and Service Quality (X2), in line with the concept that exogenous variables, symbolized by the letter X, can have a direct impact on endogenous variables (Hardani et al., 2020). The endogenous variable, which is the dependent variable affected by the exogenous variables, is User Satisfaction (Y), the primary focus of this research. This Y variable reflects the direct influence of Price Perception and Service Quality as factors expected to either increase or decrease the level of user satisfaction.

III. METHODS

In Depok City, the population reached 2,056,335 across 11 districts (Pusdiklat, 2022). The target population in this study includes men and women aged 17 to 30 residing in Depok City who have used Maxim online transportation services at least three times. The reason for selecting the 17 to 30 age range is because this age group is in a productive phase, and most Depok City residents use online transportation to support their mobility. Based on the criteria established in this research, it is known that the chosen population has an indeterminate or infinite population size. This study employs a quantitative research method aimed at collecting data to meet specific research objectives (Sugiyono, 2020). Survey research is conducted, which involves using questionnaires as the primary data collection method and sampling from a population(Sinambela & Sinambela, 2021). The sample for this study is drawn using a purposive sampling method, in which the sample is determined by specific considerations (Sugiyono, 2017). To determine the sample size from this population, the Lemeshow Technique is applied using the following formula:

$$n = \frac{Z^2.P.(1-P)}{d^2}$$

(1)

Information (1):
n: number of samples
z: z score at 95% confidence = 1.96
n: maximum estimate
d: Error rate (10% or 0.1)

So, the minimum sample size obtained is 96, and rounded up to 100 people or respondents. The data collection technique for this study includes primary data, namely Google Form and secondary data from literature, both books, articles and journals related to this study. The technique used to analyze this study is the Structural Equation Modeling method combined with Partial Least Square analysis. SEM is a multivariate statistical mode then combined with regression analysis (correlation) and factor analysis. There are two measurements in this analysis, namely the outer model and the inner model. In the outer model there are three test tests, namely the convergent validity test, discriminant validity, and reliability test. Convergent Validity can be seen from the outer loading value of each indicator.

The outer loading value parameter that has become the rule of thumb for an indicator is > 0.7. There is another way by comparing the square root of the average variance extracted (AVE) value for each construct value along with the correlation value between constructs in the value model. The recommended AVE value is > 0.5 (Ghozali, 2021). Discriminant validity tests all measuring items of each variable whether the correlation value is higher than other variables. The criteria for the correlation value of a variable measurer is > 0.7 (Ghozali, 2021). Reliability testing is carried out as a means to prove the accuracy, consistency and precision of the instrument in measuring the construct. The rule of thumb used in composite reliability is 0.7 for confirmatory research (Ghozali 2021). In the inner model there are three measurements, namely R-square, Q-square, and Bootstraping. R-square is used to measure how much influence the exogenous latent variable has on the endogenous latent variable. Q-square can describe the synthesis derived from cross validation and fitting functions using predictions from observed variables and construct parameter estimates. Q2 value > 0 interprets that the model has good predictive relevance and vice versa (Ghozali 2021). Bootstrapping (Hypothesis Testing) is used to conclude the acceptance of previously designed hypotheses by reviewing significance values to determine the relationship between variables. If the tstatistic value ≥ ttable or Pvalue ≤ significance level (α), then the independent variable has a significant effect on the dependent variable (Hair Jr et al., 2016). This procedure utilizes the entire original sample for resampling with the significance value used (two-tailed) t-value = 1.65 (significant level 10%); 1.96 (5% significance level) and 2.58 (1% significance level) and the p value is considered significant if the value is ≤ 0. Based on the decision, if the probability value of Sig ≤ 0.1 means significant, then the hypothesis that has been set will be accepted, but if the probability value of Sig ≥ 0.1 means not significant, then the hypothesis that has been formulated is rejected.

IV. RESULTS AND DISCUSSION

In completing this research, the author utilized two methods of data collection, namely questionnaires and literature studies. The purpose of using questionnaires is to obtain primary data in the form of respondents' responses

to questions related to the variables being studied. Meanwhile, the literature study method is used to obtain secondary data with sources from books, previous journals and reliable information from internet sources.

A. Respondent Criteria

The results show that out of 100 (one hundred) respondents, 66 people (63%) are dominated by the 22–26-year age range, 32 people (35%) are in the 17-21 year age range, and 2 people (2%) are in the 27-30 year age range. Respondents in Tapos sub-district are 13 people (13%). Cimanggis, Pancoran Mas and Sukmajaya are 12 people (12%) in each sub-district. Beji, Cilodong and Cipayung are 8 people (8%) in each sub-district. Sawangan is 9 people (9%), 7 people (7%) are from Bojongsari, 6 (6%) are from Limo, 5 (5%) are from Cinere.

B. Convergent Validity Test Results

Convergent validity is defined as a relationship between each indicator and the construct variable. The Rule of Thumb as a means of assessing convergent validity is that the loading factor value must be greater than 0.70. The results of the correlation between the indicators and their constructs can be observed in table 1.

Table 1. *Cross Loading*

	X1	X2	Y
X1.1	0.790	0.621	0.577
X1.10	0.752	0.691	0.662
X1.11	0.724	0.627	0.591
X1.12	0.740	0.677	0.651
X1.2	0.830	0.589	0.626
X1.3	0.836	0.619	0.631
X1.5	0.775	0.693	0.592
X1.6	0.734	0.657	0.629
X1.7	0.798	0.662	0.674
X1.8	0.772	0.623	0.628
X1.9	0.814	0.675	0.708
X2.1	0.780	0.767	0.730
X2.10	0.592	0.735	0.636
X2.11	0.581	0.741	0.611
X2.12	0.602	0.703	0.595
X2.13	0.652	0.799	0.664
X2.14	0.667	0.781	0.653
X2.15	0.673	0.823	0.728
X2.2	0.693	0.801	0.610
X2.3	0.537	0.764	0.594
X2.4	0.605	0.711	0.571
X2.5	0.612	0.733	0.690
X2.6	0.593	0.707	0.527
X2.7	0.649	0.728	0.687
X2.8	0.566	0.781	0.655
X2.9	0.592	0.726	0.710
Y.1	0.624	0.691	0.814
Y.2	0.687	0.736	0.758
Y.3	0.748	0.735	0.759
Y.4	0.592	0.611	0.780
Y.5	0.650	0.695	0.833
Y.6	0.582	0.638	0.813
Y.7	0.655	0.676	0.834
Y.8	0.582	0.628	0.737
Y.9	0.692	0.728	0.840

Based on table 1, the value of each variable is greater than 0.7, which means that the block has indicators that are considered good and better when comparing the values of the variables with other indicators.

C. Reliability Test Results

The result for the reliability test show in Table 2.

Table 2. Cronbach's Alpha and Composite Reliability Values

Variable	Cronbach's alpha	Composite Reliability	information
Price Perception (X1)	0.935	0.944	*Reliabel*
Services Quality (X2)	0.946	0.952	*Reliabel*
Customer Satisfaction (Y)	0.928	0.940	*Reliabel*

The results from data processing presented in Table 2 show that the Cronbach's alpha and composite reliability values have met the value requirements of > 0.7 for confirmatory research.

D. Inner Model Analysis Results R- Square

The result for R-Square Testing is shown in Table 3.

Table 3. R-Square Testing

Variable	R-Square
Customer Satisfaction (Y)	0.772

The data attached in table 3 proves that the R-Square value for the Customer satisfaction variable (Y1) is influenced by 77% by the price perception variable (X1) and service quality (X2).

E. Inner Model Analysis Result F-Square

The result for F-Square Testing is shown in Table 4.

Table 4. Effect Size Test Results (F2)

Variable	F-Square	Information
Price Perception (X1) -> Customer Satisfaction (Y)	0.141	*Weak*
Service Quality (X2) -> Customer Satisfaction (Y)	0.466	*Strong*

Through the data presented in table 4, it is shown that the f2 test on the two paths, one of which has a weak influence, namely price perception (X1) on Customer satisfaction (Y) and a strong influence, namely service quality (X2) on Customer satisfaction (Y).

F. Hypothesis Testing (Bootstrapping)

Bootstrapping is intended as a process that shows the influence of each exogenous variable (X) on the endogenous variable (Y). This test uses analysis with the bootstrap resampling method through the SmartPLS 4 program. The focus of the test is to find the t count, p values and path coefficients from the bootstrap resampling results. Here will be attached the value of the research variable path coefficient and the results of the hypothesis test in Table 5.

Table 5. Results of Research Variable Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price Perception (X1) -> Customer Satisfaction (Y)	0.324	0.321	0.099	3.259	0.001
Services Quality (X2) -> Customer Satisfaction (Y)	0.590	0.596	0.094	6.287	0.000

Hypothesis decision-making criteria:
Confidence level (α) = 5% = 0.05. The t-table value for (α) = 5% is 1.96.
The criteria for hypothesis acceptance are as follows, with t count > t table:
1. The hypothesis is accepted if the significance of t count < 0.05
2. The hypothesis is rejected if the significance of t table > 0.05

Table 6. Result of Hypothesis test

Hypothesis	t count	T table	Sig. T count	α = 5%	information
Hypothesis 1: Price Perception (X1) -> Customer Satisfaction (Y)	3.259	>1.96	0.001	0.05	*Accepted*
Hypothesis 2: Services Quality (X2) -> Customer Satisfaction(Y)	6.287	>1.96	0.000	<0.05	*Accepted*

Through the details based on table 6, the hypothesis test analysis obtained the detailed analysis results as follows:

Direct effect of price perception variable on Customer satisfaction A positive and significant influence was found on the price perception variable (X1) with the Customer satisfaction variable (Y) of the Maxim application in Depok City, because it has a t-count value> t-table = 3.259> 1.96 and a significance of 0.001 <0.05. This means that the relationship between price perception and Customer satisfaction has a significant influence, so the hypothesis is accepted.

Direct effect of service quality variable on Customer satisfaction There is a positive and significant influence between the service quality variable (X2) on the Customer satisfaction variable (Y) of the Maxim application in Depok City, because it has a t-count value> t-table = 6.287> 1.96 and a significance of 0.000 <0.05. In the sense that service quality and Customer satisfaction contain a relationship with a significant influence, therefore the hypothesis is accepted.

In the reference table 6, it shows that there is an influence of price perception on Customer satisfaction that can be accepted, with the value of the t statistic result for the price perception variable on Customer satisfaction of 3.259 which is greater than the value of the t table. It is also proven that the P values obtained in this relationship are 0.001 <0.05, which means that price perception has a positive and significant influence on Customer satisfaction of the maxim application in the city of Depok. The path coefficient value of the price perception variable is 0.324, which means that there is a positive influence of 32.4% on Customer satisfaction. Furthermore, still referring to table 8, it also shows that the influence of service quality on Customer satisfaction can be accepted, with the result of the t statistic for the price perception variable on Customer satisfaction of 6.287, which is greater than the t table value. It is also proven that the P values obtained in this relationship are 0.000 <0.05. meaning that service quality has a significant influence on Customer satisfaction of the maxim application. Then the path coefficient value of the service quality variable is 0.590, which means that there is a positive influence of 59% on the satisfaction of Maxim application Customers in the city of Depok.

V. CONCLUSION

The price perception has a positive effect on customer satisfaction with the Maxim application, as most respondents are satisfied with the balance between the quality of services and the price offered by maxim. A good price perception is key to increasing customer satisfaction, a fair price aligned with the quality of services provided enhances consumer satisfaction. Services quality also positively affects customer satisfaction with the Maxim application, as good service quality encourages greater customer satisfaction and loyalty. High services quality, including secure personal data an privacy protection, significantly impact building customer trust and satisfaction. By continuously improving service quality, the maxim application will likely achieve higher customer

satisfaction, ultimately leading to increased loyalty in using its services. Maxim is advised to optimize its pricing strategy by implementing dynamic fares and offering discounts for new users to boost initial loyalty. Improving user experience can be achieved through training drivers in cleanliness, professionalism, and punctuality, as well as providing responsive 24/7 customer service. Additionally, enhancing data security with encryption and added features like an emergency button will strengthen user trust. Marketing campaigns that educate users on the balance of price and quality can reinforce positive perceptions, while loyalty programs and partnerships with local businesses, such as restaurants or shopping centers, can increase retention and expand reach. Users are also encouraged to actively provide constructive feedback to help Maxim continuously improve its service quality. Future researchers are recommended to explore other factors that influence customer satisfaction. Through these suggestions, Maxim has the potential to enhance service quality and strengthen user loyalty.

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