

## ANALYSIS OF SERVICE QUALITY AND CUSTOMER SATISFACTION AMONG MAXIM ONLINE TRANSPORTATION SERVICE USERS IN JABODETABEK USING SERVQUAL DIMENSIONS



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### Abstract

This study aims to analyze the influence of SERVQUAL dimensions and price on customer satisfaction among users of Maxim's online transportation services in the Greater Jakarta area (Jabodetabek). The results indicate that the dimensions of assurance, reliability, and responsiveness have a positive and significant impact on perceived service quality. In contrast, empathy and tangibles do not show significant influence. Additionally, price has a positive and significant effect on customer satisfaction, while overall perceived service quality does not significantly affect satisfaction. These findings suggest that users prioritize reliability, responsiveness, and competitive pricing over physical facilities or personal attention. The implications of this research offer guidance for online transportation companies to focus service improvement strategies on the aspects that most strongly drive customer satisfaction and loyalty.

**Keywords:** Service Quality and Customer Satisfaction, Maxim Users in Jabodetabek, Servqual Dimension

## INTRODUCTION

Daily Life in Jakarta is dominated by traffic congestion and air pollution, and both the government and the private sector are working hard to find solutions. In this context, the popularly known "online motorcycle taxi" (*ojek online*) has emerged as an alternative mode of transportation in the Jakarta Metropolitan Area (JMA) and other major cities in Indonesia. Online motorcycle taxis offer better services compared to existing public transportation and serve as an example of "Mobility-as-a-Service" (MaaS) in Asia. Motorcycle taxi services have existed since the early 1970s. In the 1990s, this mode of transport became more widely adopted in developing countries, including in Southeast Asia, as technological advancements made transportation more efficient (Muir et al., 2023). With technological involvement and progress, the automation of various transport services has now become more efficient, especially in Southeast Asian countries (Muir et al., 2023).

According to Guillen & Ishida (2004), overall customer satisfaction is high for online transportation services, but there are concerns about safety and reliability. On the other hand, Muguro et al. (2022) explored user acceptance of MTHS services in Kenya. The study found that while users were generally satisfied with these services, they were concerned about the safety and reliability of the applications used for online transportation services—highlighting that safety, reliability, and comfort are the most critical factors influencing the adoption of such services.

When assessing the quality of services provided to residents in slum areas along railway tracks, Alam et al. (2019) emphasized the importance of providing access to clean water and a pleasant environment using the SERVQUAL methodology, stressing that tangibles are a critical factor in public transportation. Shiau et al. (2021) evaluated mixed service quality for continued ride-sharing in a cross-cultural perspective. Their research indicated that tangibles play a significant role in determining service quality, with higher levels of tangibility leading to higher service quality. Conversely, a lack of tangibles can result in poor services, which in turn reduces customer satisfaction. Similarly, Risdiyanto et al. (2019) argued that insufficient tangibility in motorcycle taxi services—illustrated by inadequate helmet provision can affect customer satisfaction and service excellence.

Maxim is a Russian-based company providing online transportation services. By 2010, it had branches in 17 cities, and within a year, that number increased to 22. The Maxim app offers a wide range of services including Maxim Bike, Maxim Car, Maxim Delivery, Maxim Food & Shop, Maxim Cleaning, and Maxim Cargo. By providing faster transportation services and more economical prices compared to its competitors, namely Gojek and Grab, Maxim has managed to gain a presence and receive a positive response from the Indonesian public. Maxim's presence in Indonesia as a new competitor in the online transportation industry poses a challenge to Gojek and Grab, which have long dominated the market. However, this also presents an opportunity for Maxim to build a positive corporate image and attract public interest in choosing it as an alternative online transportation provider.

In addition, Maxim Food and Maxim Delivery are ideal solutions for those with busy schedules or engaged in activities that leave them with no time to go out and purchase food, drinks, or even shop. These services allow customers to enjoy the convenience of ordering and having products delivered right to their doorstep. Meanwhile, Maxim Cargo and Maxim

Life cater to users who may be facing challenges in transporting goods or when their vehicles break down.

Customer satisfaction has a significant impact, not only on individual customer experiences but also on overall business growth. When customers are satisfied with the services they receive, they tend to share their positive experiences with others through word-of-mouth recommendations. This can spark interest among potential customers. Therefore, Maxim must pay special attention to service quality as a key factor in achieving customer satisfaction.

For a trip from Senayan Park to Plaza Indonesia, which covers a distance of 5 kilometers, Maxim offers the most economical rates only IDR 12,300 for motorcycle users and IDR 21,600 for car users. While these rates are more affordable compared to competitors such as Gojek, Grab, and Indrive which charge higher rates of IDR 18,000 for motorcycles and IDR 34,000 for cars (Gojek), IDR 17,000 for motorcycles and IDR 30,000 for cars (Grab), and IDR 20,000 for motorcycles and IDR 30,000 for cars (Indrive) Maxim has yet to secure the top position in the competitive online transportation industry.

User feedback on the Maxim app in the Play Store varies. While it enjoys high satisfaction ratings and lower prices than other online motorcycle taxi services, some users have expressed dissatisfaction with Maxim's services. Issues highlighted include fare changes mid-trip and poor service quality. Negative reviews, poor ratings, and customer disappointment can negatively impact drivers on the Maxim platform. Furthermore, some drivers have been reported to increase fares above the rates set by the app, which can leave customers feeling dissatisfied and harm Maxim's image as a transparent and fair service in fare determination. Customers often compare their experience with Maxim to other online transportation services.

## **LITERATURE REVIEW**

### **SERVQUAL**

The SERVQUAL model, developed by Parasuraman et al. in 1985, is one of the main methods for assessing service quality. The model measures the gap between customer expectations and their experiences in receiving services. SERVQUAL identifies five key dimensions: reliability, assurance, tangibles, empathy, and responsiveness.

#### **Price**

According to Suciningrum (2020), price is an important factor for customers before purchasing a product or service. Before making a purchase, customers will compare the price of a product with similar products sold by other vendors.

#### **Customer Satisfaction**

Yilmaz et al. (2021) evaluated the quality of light rail public transportation services in Turkey using the American Customer Satisfaction Index. They found that perceived quality leads to customer satisfaction, which ultimately results in customer loyalty

## **RESEARCH METHOD**

This study presents a conceptual framework as a summary of the research flow in the form of a diagram, outlining the sequence of research processes such as background, problems, analysis methods, results, and discussion, managerial implications, and

recommendations for simplifying issues. The introduction and literature review form a comprehensive narrative foundation for the research topic, focusing on the impact of adoption and use of telemedicine on the intention to purchase health insurance online, supported by theoretical references and journal publications to back data analysis. Data analysis uses Descriptive Analysis and Structural Equation Modeling (SEM) involving several relevant variables and supporting indicators to achieve results aligned with the research objectives.

The research location focuses on residents living in Greater Jakarta (Jabodetabek). It was conducted from November 2024 to February 2025. The approach used is quantitative, with primary data collected through surveys. The data collection technique involves distributing questionnaires via Google Forms. The primary data consists of multiple-choice questions and predictive and exploratory statements (with five answer choices), using an online Likert scale (Sugiyono, 2007).

## RESULTS AND DISCUSSION

### SEM-PLS Analysis

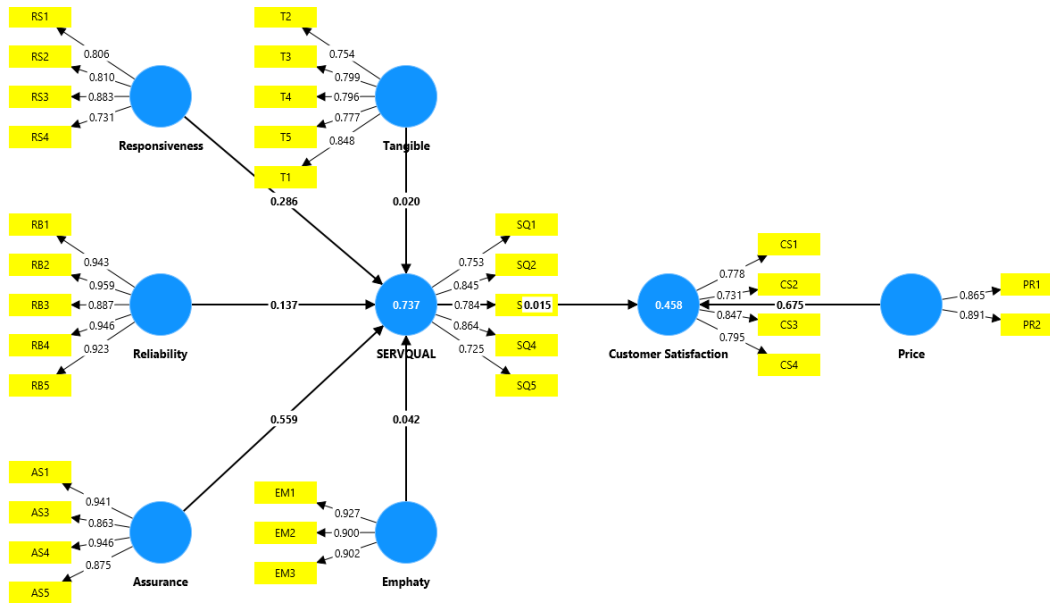
The research model consists of three latent variables, namely the relationship between work motivation, work environment, organizational culture, and employee performance. All of these variables are first-order latent constructs measured by several indicators. Based on the operational definitions, the SEM-PLS model specification to be estimated in this study is as follows:



**Figure 1.**  
**SEM-PLS Model Specifications**  
Source: Processed Data (2024)

### Outer Model Testing

To obtain the results of the outer model test, the PLS model must be estimated using the algorithm technique. Below are the estimation results of the SEM-PLS model after being estimated using the algorithm technique:



**Figure 2.**  
**SEM-PLS Algorithm Model Estimation Results**  
 Source: Processed Data (2024)

**Convergent Validity Test**

Based on the re-estimation results of the SEM model in Figure 2 above, it was found that all remaining variables in the model are valid. The testing can proceed to the AVE test stage. The loading factor and AVE values of the model can be seen more clearly in Table 1 as follows:

**Table 1.**  
**Convergent Validity Test Results**

Variable	Indicator	Loading Factor	Cut Value	AVE	Convergent Validity
Responsiveness	RS1	0.806	0.7	0.655	valid
	RS2	0.810	0.7		valid
	RS3	0.883	0.7		valid
	RS4	0.731	0.7		valid
Reliability	RB1	0.943	0.7	0.868	valid
	RB2	0.959	0.7		valid
	RB3	0.887	0.7		valid
	RB4	0.946	0.7		valid
	RB5	0.923	0.7		valid
Assurance	AS1	0.941	0.7	0.822	valid
	AS2	0.863	0.7		valid
	AS3	0.946	0.7		valid
	AS4	0.875	0.7		valid
Empathy	EM1	0.927	0.7	0.827	valid
	EM2	0.900	0.7		valid
	EM3	0.902	0.7		valid

<b>Tangible</b>	T1	0.754	0.7	0.633	valid
	T2	0.799	0.7		valid
	T3	0.796	0.7		valid
	T4	0.777	0.7		valid
	T5	0.848	0.7		valid
<b>SERVQUAL</b>	SQ1	0.753	0.7	0.634	valid
	SQ2	0.845	0.7		valid
	SQ3	0.784	0.7		valid
	SQ4	0.864	0.7		valid
	SQ5	0.725	0.7		valid
<b>Customer Satisfaction</b>	CS1	0.778	0.7	0.623	valid
	CS2	0.731	0.7		valid
	CS3	0.847	0.7		valid
	CS4	0.795	0.7		valid
<b>Price</b>	PR1	0.865	0.7	0.771	valid
	PR2	0.891	0.7		valid

Source: Processed Data (2024)

### Discriminant Validity

The results of the discriminant validity test are as follows:

**Table 2.**  
**Discriminant Validity Based on Fornell-Larcker Criterion**

	Assurance	Customer Satisfaction	Empathy	Price	Reliability	Responsiveness	SERVQUAL	Tangible
Assurance	0.907							
Customer Satisfaction	0.107	0.789						
Empathy	0.220	-0.088	0.910					
Price	0.068	0.677	-0.007	0.878				
Reliability	0.502	0.050	0.068	0.030	0.932			
Responsiveness	0.579	-0.007	0.151	-0.070	0.372	0.809		
SERVQUAL	0.809	0.063	0.224	0.071	0.532	0.678	0.796	
Tangible	0.356	0.080	0.322	-0.011	0.287	0.555	0.431	0.795

Source: Processed Data (2024)

Based on the discriminant validity results in Table 2, it can be concluded that all constructs meet discriminant validity based on the Fornell-Larcker criterion and cross-loading values.

**Table 3.**  
**Discriminant Validity Based on Cross-Loading Values**

	Assurance	Customer Satisfaction	Empathy	Price	Reability	Responsiveness	SERVQUAL	Tangible
AS1	<b>0.941</b>	0.090	0.094	-0.003	0.428	0.499	0.732	0.314
AS3	<b>0.863</b>	-0.010	0.335	0.093	0.378	0.483	0.696	0.243
AS4	<b>0.946</b>	0.166	0.158	0.115	0.442	0.475	0.684	0.252
AS5	<b>0.875</b>	0.136	0.211	0.047	0.554	0.625	0.806	0.459
CS1	0.125	<b>0.778</b>	-0.020	0.417	0.093	-0.015	0.066	0.152
CS2	0.123	<b>0.731</b>	-0.047	0.497	0.059	-0.017	0.111	0.029

CS3	0.145	<b>0.847</b>	-0.049	0.426	0.106	0.079	0.120	0.111
CS4	-0.006	<b>0.795</b>	-0.127	0.694	-0.050	-0.045	-0.047	0.003
EM1	0.202	-0.080	<b>0.927</b>	-0.004	0.044	0.156	0.215	0.287
EM2	0.180	-0.088	<b>0.900</b>	0.042	0.019	0.175	0.189	0.282
EM3	0.216	-0.073	<b>0.902</b>	-0.052	0.120	0.083	0.205	0.310
PR1	-0.005	0.564	-0.003	<b>0.865</b>	-0.005	-0.020	0.026	-0.049
PR2	0.118	0.622	-0.008	<b>0.891</b>	0.054	-0.098	0.096	0.027
RB1	0.489	0.003	0.099	-0.018	<b>0.943</b>	0.369	0.532	0.341
RB2	0.509	0.082	0.016	0.032	<b>0.959</b>	0.402	0.538	0.303
RB3	0.402	-0.034	0.100	0.041	<b>0.887</b>	0.325	0.476	0.315
RB4	0.445	0.074	0.048	0.041	<b>0.946</b>	0.304	0.461	0.173
RB5	0.486	0.110	0.056	0.050	<b>0.923</b>	0.321	0.463	0.186
RS1	0.485	0.023	0.127	-0.162	0.281	<b>0.806</b>	0.524	0.574
RS2	0.459	0.036	0.152	-0.019	0.243	<b>0.810</b>	0.529	0.509
RS3	0.398	-0.021	0.141	-0.041	0.376	<b>0.883</b>	0.558	0.486
RS4	0.527	-0.057	0.071	-0.009	0.296	<b>0.731</b>	0.574	0.238
SQ1	0.480	0.102	0.156	0.054	0.301	0.559	<b>0.753</b>	0.335
SQ2	0.850	-0.002	0.306	0.053	0.462	0.505	<b>0.845</b>	0.288
SQ3	0.471	0.102	0.131	0.012	0.348	0.590	<b>0.784</b>	0.411
SQ4	0.790	0.008	0.224	0.091	0.540	0.582	<b>0.864</b>	0.359
SQ5	0.518	0.084	0.011	0.065	0.424	0.486	<b>0.725</b>	0.354
T2	0.247	0.037	0.255	0.076	0.218	0.546	0.348	<b>0.754</b>
T3	0.286	0.048	0.204	-0.037	0.249	0.339	0.326	<b>0.799</b>
T4	0.256	0.019	0.379	-0.042	0.141	0.461	0.328	<b>0.796</b>
T5	0.281	0.086	0.090	-0.086	0.197	0.377	0.289	<b>0.777</b>
T1	0.340	0.119	0.322	0.024	0.315	0.467	0.404	<b>0.848</b>

Source: Processed Data (2024)

The results of the discriminant validity test show that all indicators have the highest value in their respective constructs, meeting the criteria for discriminant validity (Henseler et al., 2015).

#### Model Goodness-of-Fit Assessment

The analysis results in Table 3 show that the  $R^2$  for *Customer Satisfaction* is 0.447 (moderate), which means the model has moderately strong predictive power for *Customer Satisfaction*. Furthermore, *SERVQUAL* has an  $R^2$  of 0.723, indicating moderately strong predictive power for *SERVQUAL*. Therefore, in this study, the SEM-PLS model is considered to have moderately strong predictive power for the variables *Customer Satisfaction* and *SERVQUAL*.

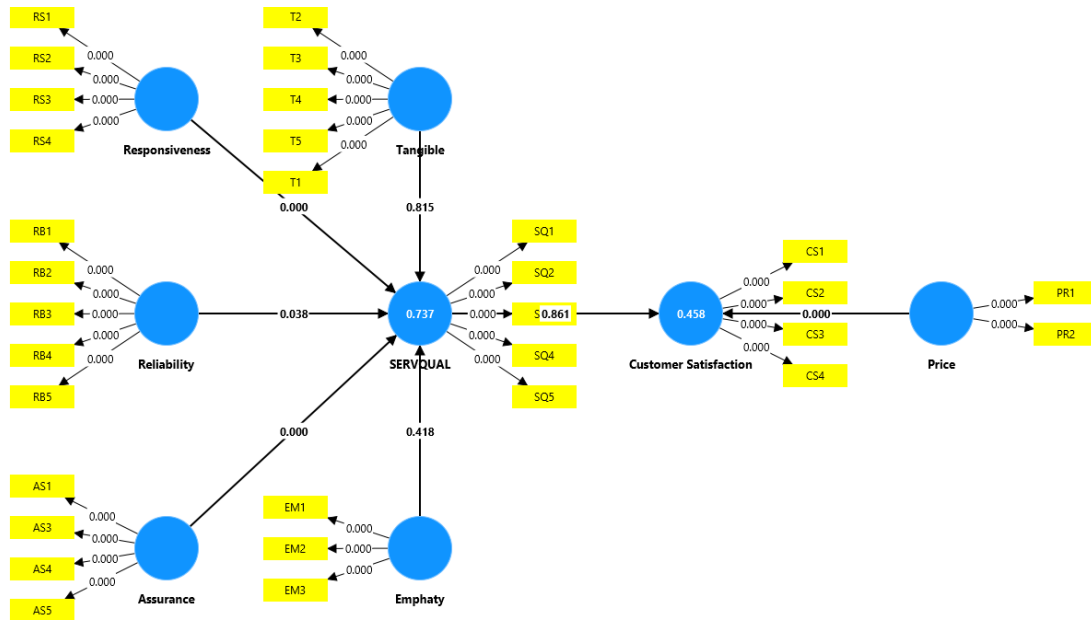
**Table 4.**  
 **$R^2$  Values**

	<b>R-square</b>	<b>R-square adjusted</b>
Customer Satisfaction	0.458	0.447
SERVQUAL	0.737	0.723

Source: Processed Data (2024)

#### Testing Inter-variable Effects

In PLS analysis, once the model is deemed fit, the effects between variables can be tested. These tests include direct effects and indirect effects. The results of the SEM-PLS model estimation using the bootstrapping method are as follows:



**Figure 3.**  
**Bootstrapping Model Estimation Results**  
 Source: Processed Data (2024)

Based on the PLS model estimation results using bootstrapping with 70 samples, the direct and indirect effects between variables are as follows:

**Direct Effects**

If  $p\text{-value} < 0.05$  and  $T\text{-statistic} > 1.96$  ( $t\text{-value}$  two-tailed,  $\alpha = 5\%$ ), it is concluded that the exogenous variable has a significant effect on the endogenous variable, with the effect direction following the sign of the path coefficient. Conversely, if  $p\text{-value} > 0.05$  and  $T\text{-statistic} < 1.96$ , it is concluded that the exogenous variable has no significant effect on the endogenous variable (Hair et al., 2018).

**Table 5.**  
**Direct Effect Test Results**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Assurance -> SERVQUAL	0.559	0.570	0.079	7.037	0.000
Empathy -> SERVQUAL	0.042	0.045	0.052	0.810	0.418
Price -> Customer Satisfaction	0.675	0.678	0.049	13.809	0.000
Reliability-> SERVQUAL	0.137	0.130	0.066	2.080	0.038
Responsiveness -> SERVQUAL	0.286	0.283	0.069	4.124	0.000
SERVQUAL -> Customer Satisfaction	0.015	0.014	0.086	0.175	0.861
Tangible -> SERVQUAL	0.020	0.016	0.087	0.233	0.815

Source: Processed Data (2024)

## Summary of Results:

### 1. Assurance → SERVQUAL

Assurance has a significant positive effect on SERVQUAL, as indicated by sig. = 0.000 < 0.05, T statistic = 7.037 > 1.96, and a positive path coefficient of 0.559. This means that the higher the assurance, the higher the service quality (SERVQUAL), and conversely, the lower the assurance, the lower the service quality.

### 2. Empathy → SERVQUAL

Empathy does not have a significant positive effect on SERVQUAL, as indicated by sig. = 0.418 > 0.05, T statistic = 0.810 < 1.96, and a positive path coefficient of 0.042. This means that the level of empathy has no effect on the level of service quality (SERVQUAL).

### 3. Price → Customer Satisfaction

Price has a significant positive effect on Customer Satisfaction, as indicated by sig. = 0.000 < 0.05, T statistic = 13.809 > 1.96, and a positive path coefficient of 0.675. This means that the higher the price, the higher the customer satisfaction, and conversely, the lower the price, the lower the customer satisfaction.

### 4. Reliability → SERVQUAL

Reliability has a significant positive effect on SERVQUAL, as indicated by sig. = 0.038 < 0.05, T statistic = 2.080 > 1.96, and a positive path coefficient of 0.137. This means that the higher the reliability, the higher the service quality (SERVQUAL), and conversely, the lower the reliability, the lower the service quality.

### 5. Responsiveness → SERVQUAL

Responsiveness has a significant positive effect on SERVQUAL, as indicated by sig. = 0.000 < 0.05, T statistic = 4.124 > 1.96, and a positive path coefficient of 0.286. This means that the higher the responsiveness, the higher the service quality (SERVQUAL), and conversely, the lower the responsiveness, the lower the service quality.

### 6. SERVQUAL → Customer Satisfaction

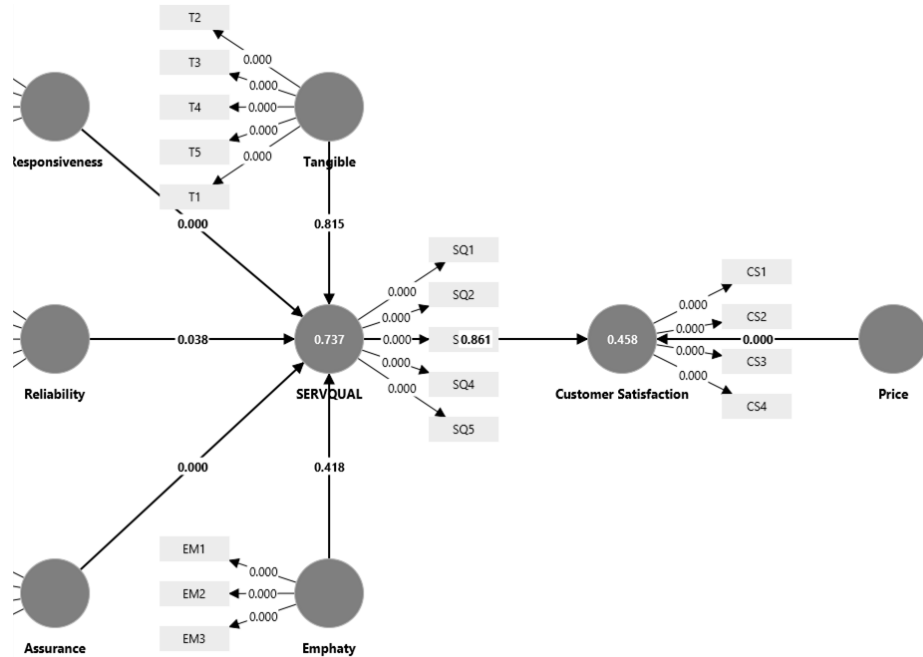
SERVQUAL does not have a significant positive effect on Customer Satisfaction, as indicated by sig. = 0.861 > 0.05, T statistic = 0.175 < 1.96, and a positive path coefficient of 0.015. This means that the level of service quality (SERVQUAL) has no effect on the level of customer satisfaction.

### 7. Tangible → SERVQUAL

Tangible does not have a significant positive effect on SERVQUAL, as indicated by sig. = 0.815 > 0.05, T statistic = 0.233 < 1.96, and a positive path coefficient of 0.020. This means that the level of tangibility has no effect on the level of service quality (SERVQUAL).

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

A higher coefficient of determination indicates a greater proportion of variance in the endogenous variable explained by the exogenous variables. A lower value suggests that other unmeasured factors influence the endogenous variable.



**Figure 4.**  
**Coefficient of Determination**  
 Source: Processed Data (2023)

From Figure 4:

1.  $R^2$  for *SERVQUAL* = 0.737 → 73.7% of *SERVQUAL* variance is explained by responsiveness, reliability, assurance, tangible, and empathy; the remaining 26.3% is influenced by other factors.
2.  $R^2$  for *Customer Satisfaction* = 0.458 → 45.8% of customer satisfaction variance is explained by *SERVQUAL* and price; the remaining 54.2% is influenced by other factors.

**Hypothesis Testing**

Hypothesis testing in this study is based on the SEM-PLS analysis results in Table 6. Below is a summary:

**Table 6.**  
**Summary of Hypothesis Testing Results**

No.	Hypothesis	Path Coefficient	T	Sig.	Conclusion
1	Tangible has a significant effect on <i>SERVQUAL</i>	0.020	0.233	0.815	Rejected
2	Responsiveness has a significant effect on <i>SERVQUAL</i>	0.286	4.124	0.000	Accepted
3	Reliability has a significant effect on <i>SERVQUAL</i>	0.137	2.080	0.038	Accepted
4	Assurance has a significant effect on <i>SERVQUAL</i>	0.559	7.037	0.000	Accepted
5	Empathy has a significant effect on <i>SERVQUAL</i>	0.042	0.810	0.418	Rejected

6	SERVQUAL has a significant effect on Customer Satisfaction	0.015	0.175	0.861	Rejected
7	Price has a significant effect on Customer Satisfaction	0.675	13.809	0.000	Accepted

Source: Processed Data (2023)

**Tangible significantly influences SERVQUAL (H<sub>1</sub>)**

Based on the test results, the tangible dimension does not have a significant effect on the perception of service quality (SERVQUAL). This is indicated by a path coefficient value of 0.020, a *t*-statistic of 0.223 (< 1.96), and a significance value (*p*-value) of 0.815 (> 0.05). Therefore, the hypothesis stating that tangible has a positive and significant effect on SERVQUAL is rejected.

**Responsiveness significantly influences SERVQUAL (H<sub>2</sub>)**

The results show that the responsiveness dimension has a positive and significant effect on the perception of service quality (SERVQUAL). This is evidenced by a path coefficient value of 0.286, a *t*-statistic of 4.124 (> 1.96), and a significance value (*p*-value) of 0.000 (< 0.05). Thus, the hypothesis stating that responsiveness has a positive and significant effect on SERVQUAL is accepted.

**Reliability significantly influences SERVQUAL (H<sub>3</sub>)**

The test results indicate that the reliability dimension has a positive and significant effect on the perception of service quality (SERVQUAL). This is shown by a path coefficient value of 0.137, a *t*-statistic of 2.080 (> 1.96), and a significance value (*p*-value) of 0.038 (< 0.05). Therefore, the hypothesis stating that reliability has a positive and significant effect on SERVQUAL is accepted.

**Assurance significantly influences SERVQUAL (H<sub>4</sub>)**

The test results reveal that the assurance dimension has a positive and significant effect on the perception of service quality (SERVQUAL). This is reflected in a path coefficient value of 0.559, a *t*-statistic of 7.037 (> 1.96), and a significance value (*p*-value) of 0.000 (< 0.05). Therefore, the hypothesis stating that assurance has a positive and significant effect on SERVQUAL is accepted.

**Empathy significantly influences SERVQUAL (H<sub>5</sub>)**

The study results show that the empathy dimension does not have a positive and significant effect on the perception of service quality (SERVQUAL). This is indicated by a very small path coefficient value of 0.042, a *t*-statistic of 0.810 (< 1.96), and a significance value (*p*-value) of 0.418 (> 0.05). Hence, the hypothesis stating that empathy has a positive and significant effect on SERVQUAL is rejected.

**SERVQUAL significantly influences Customer Satisfaction (H<sub>6</sub>)**

The test results indicate that the SERVQUAL construct does not have a positive and significant effect on customer satisfaction. This is shown by a very small path coefficient value of 0.015, a *t*-statistic of 0.175 (< 1.96), and a significance value (*p*-value) of 0.861 (> 0.05). Therefore, the hypothesis stating that SERVQUAL has a positive and significant effect on customer satisfaction is rejected.

**Price significantly influences Customer Satisfaction (H<sub>7</sub>)**

The study results show that the price variable has a positive and significant effect on customer satisfaction. This is evidenced by a path coefficient value of 0.675, a *t*-statistic of 13.809 (> 1.96), and a significance value (*p*-value) of 0.000 (< 0.05). Therefore, the

hypothesis stating that price has a positive and significant effect on customer satisfaction is accepted.

## CONCLUSION

Based on the results of the tests conducted in this study, several important findings were obtained that explain the relationships between the research variables. The *assurance* dimension was found to have a positive and significant effect on perceived service quality (SERVQUAL), indicating that safety, professionalism, and trust provided by drivers are key factors in improving the quality of Maxim's services in the Greater Jakarta (Jabodetabek) area. Conversely, *empathy* had no significant effect on service quality, suggesting that personal attention and friendliness from drivers are not yet a primary focus for online transportation users in highly mobile areas such as Jabodetabek.

The *price* factor had a positive and significant effect on customer satisfaction, indicating that competitive and reasonable pricing is one of the main factors influencing Maxim users' satisfaction. In addition, the *reliability* dimension also showed a positive and significant effect on service quality, confirming that drivers' reliability in picking up and delivering customers on time is an important factor in shaping users' perceptions of service quality. Similarly, the *responsiveness* dimension had a significant effect on service quality, indicating that the speed and accuracy of responses from both drivers and the application are a top priority for online transportation users.

Interestingly, the results showed that overall service quality (SERVQUAL) did not have a significant effect on customer satisfaction. This suggests that although several SERVQUAL dimensions were rated positively, Maxim customer satisfaction is more strongly influenced by other factors, especially competitive pricing and the practicality of the service. Lastly, the *tangible* dimension was found to have no significant effect on service quality, indicating that physical facilities and vehicle attributes are not the primary considerations in assessing online transportation service quality in Jabodetabek.

Overall, these findings provide an understanding that online transportation users of Maxim in Jabodetabek place greater emphasis on reliability, responsiveness, and competitive pricing, rather than other aspects such as physical facilities or personal attention from drivers. This offers valuable insight for online transportation companies to focus on improving the aspects that are truly perceived as significant by users in order to support customer satisfaction and loyalty.

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