THE INFLUENCE OF SERVICE QUALITY, PRICE, AND PERCEIVED EASE OF USE ON CUSTOMER SATISFACTION OF MAXIM ONLINE TRANSPORTATION USERS

By **Fauzi Bagas Saputra**

Abstract

Maxim has become a popular online transportation in Indonesia. The industry provides effectiveness and efficiency through easily accessible services. In addressing societal challenges to meet the needs and mobility of the people, an online transportations service that aligns with user expectations is necessary. This research aims to identify, analyse, and prove the partial influence of service quality, price, and perceived ease of use on customer satisfaction among Maxim's online transportation users. The research sample consists of 100 respondents who are Maxim's online transportation users residing in East Jakarta. This is a quantitative research using primary data. The sample collection techniques uses a non-probability sampling, specifically purposive sampling method. The data used are collected through google forms, and data analysis involves both descriptive and inferential analyses. The data analysis is carried out using the SmartPLS 4.0 software. The results indicate that (1) service quality significantly influences customer satisfaction of 0.462, (2) price significantly influences customer satisfaction of 0.264, and (3) perceived ease of use significantly influences customer satisfaction of 0.246. The R-Square values obtained for service quality, price, and perceived ease of use variables contribute 67.9% to customer satisfaction, while the remaining 32.1% is influenced by other variables not included in this research.

Keywords: Service Quality, Price, Perceived Ease of Use, Customer Satisfaction, Maxim.

PENGARUH *SERVICE QUALITY*, *PRICE*, DAN *PERCEIVED EASE OF USE* TERHADAP *CUSTOMER SATISFACTION* PENGGUNA TRANSPORTASI *ONLINE* MAXIM

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Abstrak

Maxim telah menjadi transportasi *online* yang populer di Indonesia. Industri ini memberikan keefektifan dan keefisienan melalui layanannya yang dapat diakses dengan mudah. Dalam mengatasi permasalahan masyarakat untuk memenuhi kebutuhan dan mobilitas, maka diperlukan transportasi *online* yang sesuai dengan harapan pengguna. Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan apakah terdapat pengaruh *service quality, price*, dan *perceived ease of use* terhadap *customer satisfaction* pengguna transportasi *online* Maxim secara parsial. Sampel penelitian ini adalah pengguna transportasi *online* Maxim berdomisili di Jakarta Timur sebanyak 100 responden. Penelitian ini merupakan penelitian secara kuantitatif dengan menggunakan data primer. Teknik pengumpulan sampel dengan metode *non probability sampling* yaitu metode *purposive sampling*. Pengumpulan data menggunakan *google form* dan teknik analisis data menggunakan analisis deskriptif dan inferensial. Pengolahan data dilakukan dengan alat uji *software* SmartPLS 4.0 dan dihasilkan bahwa (1) *service quality* berpengaruh signifikan terhadap *customer satisfaction* sebesar 0,462, (2) *price* berpengaruh signifikan terhadap *customer satisfaction* sebesar 0,264, dan (3) *perceived ease of use* berpengaruh signifikan terhadap *customer satisfaction* sebesar 0,246. Adapun nilai *R-Square* yang diperoleh pada variabel *service quality, price,* dan *perceived ease of use* memberikan kontribusi terhadap *customer satisfaction* sebesar 67,9% dan sisanya sebesar 32,1% dipengaruhi oleh variabel lain yang tidak diikutsertakan pada penelitian ini.

Kata Kunci: *Kualitas Pelayanan, Harga, Persepsi Kemudahan Penggunaan, Kepuasan Pelanggan*, Maxim.