

***The Influence of Brand Image, Service Quality, and Customer Experience of Customer Satisfaction On Online Transportation Maxim***

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***Abstract***

*This research is a quantitative study that aims to knowing, analyzing, and proving the effect of brand image, service quality and customer experience on customer satisfaction. The population in this study are customers of online transportation Maxim who are domiciled in the DKI Jakarta area. This study used 100 respondent using a non-probability sampling method with a purposive sampling technique. The data collection technique uses a questionnaire via Google Forms. Hypothesis testing in this study used partial least squares method with the help of the SmartPLS 4. The results of the test obtained (1) there is a significant effect of brand image on customer satisfaction, (2) there is a significant effect of service quality on customer satisfaction (3) there is no significant effect of customer experience on customer satisfaction.*

***Keywords : brand image, service quality, customer experience and customer satisfaction.***

# **Pengaruh Citra Merek, Kualitas Layanan dan *Customer Experience* Terhadap Kepuasan Pelanggan Ojek *Online* Maxim**

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## **Abstrak**

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh citra merek, kualitas layanan dan *customer experience* terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah pelanggan transportasi *online* Maxim yang berdomisili di wilayah DKI Jakarta. Penelitian ini menggunakan 100 responden dengan menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner melalui *google forms*. Pengujian hipotesis dalam penelitian ini menggunakan metode *partial least squares* dengan bantuan aplikasi SmartPLS 4. Hasil pengujian diperoleh (1) terdapat pengaruh signifikan citra merek terhadap kepuasan pelanggan, (2) terdapat pengaruh signifikan kualitas pelayanan terhadap kepuasan pelanggan (3) tidak terdapat pengaruh signifikan pengalaman konsumen terhadap kepuasan pelanggan.

**Kata Kunci :** citra merek, kualitas layanan, *customer experience* dan kepuasan pelanggan