

Price Perception and Service Quality as Predictors of Customer Satisfaction: Evidence from Maxim Users in Indonesia

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ABSTRACT

This research seeks to examine the influence of price perception and service quality on consumer satisfaction within app-based transportation services. Applying a quantitative associative approach, data were collected through questionnaires from 100 Maxim users in Mataram City during 2025. Price perception was measured through affordability, fairness, and competitiveness, while service quality was assessed through reliability, responsiveness, assurance, empathy, and tangibles. Multiple regression analysis was employed to test the research hypotheses. The findings reveal that both price perception and service quality significantly and positively affect customer satisfaction. These results imply that maintaining competitive pricing alongside consistent service quality is crucial for strengthening customer satisfaction and sustaining competitive advantage in the online transportation industry.

INTRODUCTION

The digital era has profoundly transformed multiple aspects of human life, with Information and Communication Technology (ICT) serving as the foundation of these changes (Leiva, 2025). The widespread use of smartphones, computers, and internet-based platforms has created systems that are more efficient and accessible, reshaping how societies communicate, work, and conduct transactions (Sun, 2021). Among the industries most influenced by these advancements, the transportation sector stands out, particularly with the rise of online ride-hailing services (commonly referred to as ojek online in Indonesia). These platforms, such as Gojek, Grab, Maxim, and InDriver, have altered daily mobility patterns by offering efficient, flexible, and user-friendly transportation and delivery services (Wijayanti, 2023).

The fast-paced expansion of the online app-based transportation services industry plays a crucial role in strengthening Indonesia's digital economic landscape. According to the e-Conomy SEA 2024 Report, the transaction value of the sector reached USD 9 billion (approximately Rp 141.9 trillion) in 2024, marking a 13% increase from the previous year (Ahmad, 2024). This expansion is driven by rising consumer demand, an increasing number of service providers, and competitive pricing strategies. Market dynamics reflect intense competition, where Gojek and Grab dominate, while Maxim and InDriver position themselves as price challengers.

Table 1. Market Share of Online Ride-Hailing Services in Indonesia

Service Provider	Market Share
Gojek	54.4%
Grab	29.9%
Maxim	12.3%
InDriver	2.4%
Others	0.9%

Source: GoodStats (Aditiya, 2023)

The data illustrates how Gojek retains the largest share of the Indonesian market, followed by Grab. However, Maxim, despite being a late entrant (2018), has quickly gained attention due to its competitive pricing strategy, positioning itself as a strong contender in a highly concentrated market. Interestingly, app download statistics reveal a shift: while Gojek downloads have gradually declined, Maxim shows consistent growth.

Table 2. Most Downloaded Online Ride-Hailing Apps in Indoensia (2021-2023)

Application	2021	2022	2023
Gojek	1,412	1,358	957
Maxim	456	773	892
InDrive	246	297	321
Grab	201	207	170
Taxsee Driver	67	113	135

Source: Dataindonesia.id (Rizaty, 2024)

In addition, customer satisfaction ratings further complicate market positioning. Despite its smaller user base, Maxim achieves a higher rating (4.9) compared to Gojek (4.7) and Grab (4.8), suggesting a strong alignment between pricing perception, service quality, and customer expectations.

Table 3. Costumer Satisfaction Ratings of Online Ride-Hailing Apps in Indonesia

Application	May 2025	
	Downloads	Total Rating
Gojek	100M+	4.7
Grab	100M+	4.8
Maxim	50M+	4.9
InDriver	50M+	4.8

Source: Playstore.com

The phenomenological reasoning for this study rests on the growing consumer reliance on online ride-hailing platforms for urban mobility, where competition is no longer solely determined by market size but by customer perception of price fairness and service quality. Price perception shapes whether consumers feel they receive value for money, while quality of service delivery reflects dimensions such as reliability, responsiveness, assurance, empathy, and tangibility aspects (Basuki et al., 2024).

However, most existing studies on online ride-hailing services in Indonesia have predominantly focused on established players such as Gojek and Grab, leaving limited scholarly attention toward newer entrants like Maxim. While previous research has examined price perception and service quality in relation to customer satisfaction, there is still insufficient exploration of how these factors operate in the context of latecomer platforms with smaller market shares but higher satisfaction ratings. This creates a research gap in understanding whether emerging competitors like Maxim can redefine consumer loyalty and challenge incumbent dominance.

This study contributes to knowledge enrichment in three ways. First, it captures a niche sample by focusing on Maxim—a late entrant with a smaller market base but unexpectedly high customer satisfaction scores. Second, it advances theory enrichment by empirically testing how price perception and service quality, traditionally studied in larger platforms like Gojek and Grab,

manifest differently in emerging competitors. Third, it provides novel insights by highlighting that high service ratings do not always correspond with dominant market share, revealing new dynamics in consumer loyalty and competition strategies.

In short, this paper seeks to examine how price perception and service quality affect customer satisfaction in the context of Maxim as an emerging player in Indonesia's online digital ride service sector. The results are expected not only to deepen academic understanding of user behaviour within online-based transportation services but also to offer strategic implications for industry practitioners navigating competitive markets.

THEORETICAL REVIEW

Customer Satisfaction

Customer satisfaction is broadly recognised and acknowledged as an essential critical factor for business sustainability, as it reflects the degree to which offerings fulfill or exceed customer expectations (Meithiana, 2019). The Expectancy Disconfirmation Theory (EDT) introduced by (Oliver, 1980) provides the dominant conceptual model to explain this phenomenon, positing that satisfaction arises when customers evaluate their pre-consumption anticipated outcomes against the real service experience, resulting in either positive or negative disconfirmation. Positive disconfirmation occurs when performance matches or surpasses expectations, leading to satisfaction, whereas negative perceived discrepancy between expectations and outcomes reflects unmet expectations and dissatisfaction (Kotler & Keller, 2016; Tjiptono & Diana, 2019). Numerous studies emphasize that satisfaction is shaped by multiple determinants, including product quality (Othman et al., 2022), service quality – particularly responsiveness and reliability in digital services (Hilmawan & Yusnanto, 2023) – emotional attachment to brands (Girsang & Faadhil, 2025), fair and competitive pricing (Basuki et al., 2024), and efficiency in time and cost (Hardjayanti et al., 2025). Furthermore, satisfaction manifests through three main indicators: fulfillment of expectations, customer loyalty, and willingness to recommend (Jayadi et al., 2023; Putri et al.; Sukrayasa, 2022; Tjiptono, 2014). Collectively, this body of theory and evidence underscores that customer satisfaction functions not merely as a reflection of transactional outcomes but also as a catalyst for sustained customer loyalty, competitive advantage, and the spread of favourable recommendations in both traditional and digital service contexts.

Price Perception

Price perception is a pivotal element determinant within consumer behavior, as it reflects consumers' evaluation of the fairness, affordability, and appropriateness of prices relative to the benefits received. Perception itself is defined as a complex psychological cognitive process by which individuals perceive, structure, and make sense of stimuli into meaningful representations that ultimately influence preferences and actions (Schiffman et al., 2013). In marketing, price is understood as the monetary value paid by consumers to achieve possession or utility of a product or service (Kotler & Armstrong, 2017). Price perception goes beyond nominal value, encompassing consumers' beliefs

regarding whether a price is fair, particularly when compared to competing products or services (Hasmalawati et al., 2024). Equity Theory suggests that satisfaction occurs when consumers perceive that the benefits gained are proportional to the sacrifices made, while Perceived Value Theory emphasizes that the greater the perceived benefits relative to the costs paid, the higher the level of satisfaction and loyalty formed (Tasya & Marsasi, 2023; Yan, 2019). Empirical studies further confirm that price perception significantly shapes both customer satisfaction and indirectly shapes loyalty (Basuki et al., 2024; Darojah et al., 2022; Herdioko & Wijanarko, 2021). According to (Tjiptono, 2014), indicators of price perception include price affordability, price-quality congruence, price-benefit congruence, and price competitiveness, all of which have been found to significantly affect satisfaction (Dewi, 2022; Julius et al., 2023). Thus, price perception holds a crucial function not only in driving satisfaction but equally in sustaining customer loyalty, making it essential for companies such as Maxim to evaluate their pricing strategies to ensure that competitive prices are consistently perceived as fair, reasonable, and aligned with service quality and benefits.

Service Quality

Service quality is a fundamental construct in marketing management, particularly for service-based companies where competitive advantage depends on the overall customer experience. It is described as the extent to which delivered services meet or exceed customer expectations (Jamaludin et al., 2020; Kotler & Armstrong, 2017) and is broadly acknowledged as a key determinant of satisfaction and loyalty (Agustine, 2024; Gunawan & Arifin, 2024). The SERVQUAL model formulated by Parasuraman et al., (1988) provides the most established framework, assessing service quality measured across five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles, by comparing customer expectations with actual perceptions. Empirical evidence across industries consistently supports this framework, showing that higher service quality enhances customer satisfaction in contexts such as airlines, wedding organizers, and online transportation services (Basuki et al., 2024; Dewi, 2022; Rizkiana et al., 2023). Tjiptono (2022) further emphasizes these dimensions as practical indicators of service quality, highlighting their significant impact on satisfaction across diverse settings (Noorhidayah et al., 2019; Purwatiningsih et al., 2021; Rahayu et al., 2021). Overall, service quality functions serving as a critical determinant of satisfaction and long-term loyalty, positioning it as a strategic for companies aiming at sustainable competitiveness in the service industry.

The Influence of Price Perception on Customer Satisfaction

Price perception plays an important role in shaping customer satisfaction, as it reflects how consumers interpret price information and evaluate whether the benefits received are proportional to the costs incurred (Tjiptono, 2014). Customers are generally satisfied when the price is perceived as fair, affordable, and aligned with the value obtained, while excessively high prices discourage

purchases and overly low prices may raise doubts about quality. Empirical studies reinforce this view: Igustiani B. et al. (2023) found that price perception has a significant positive effect on customer satisfaction among Gojek users in Jambi; Evanda et al. (2023) reported that fair and affordable pricing enhances customer satisfaction with Maxim's online transportation services; and Ramadhanti & Sulistiono (2022) confirmed that Gojek's pricing, when perceived as proportional to benefits, increases customer satisfaction in Bogor. These findings collectively suggest that price perception significantly influences customer satisfaction.

H1: Price perception has a positive and significant effect on customer satisfaction with Maxim online transportation services in Mataram City.

The Influence of Service Quality on Customer Satisfaction

Service quality plays a critical role in shaping customer satisfaction, as it reflects how effectively a company meets customer expectations through reliability, responsiveness, assurance, empathy, and tangible aspects of service delivery (Tjiptono, 2014). When customers experience consistent, professional, and responsive services, they tend to form positive perceptions that directly enhance satisfaction, which in turn fosters loyalty, repurchase intention, and positive word-of-mouth. Empirical studies consistently support this relationship: Igustiani B. et al. (2023) found that service quality significantly influences satisfaction among Go-Jek users in Jambi, particularly through reliability, responsiveness, and professionalism; Ramadhanti & Sulistiono (2022) demonstrated that timeliness, responsiveness to complaints, and professional conduct significantly enhance satisfaction and loyalty among Gojek users in Bogor; while Anisa et al. (2021) reported that punctuality, efficiency, professionalism, and comfort positively affect satisfaction among millennial Go-Jek users in Salatiga. These findings collectively reinforce that service quality has a strong and positive influence on customer satisfaction in online transportation services. Hence, this study proposes the following hypothesis:

H2: Service quality has a positive and significant effect on customer satisfaction in Maxim's online transportation services in Mataram City.

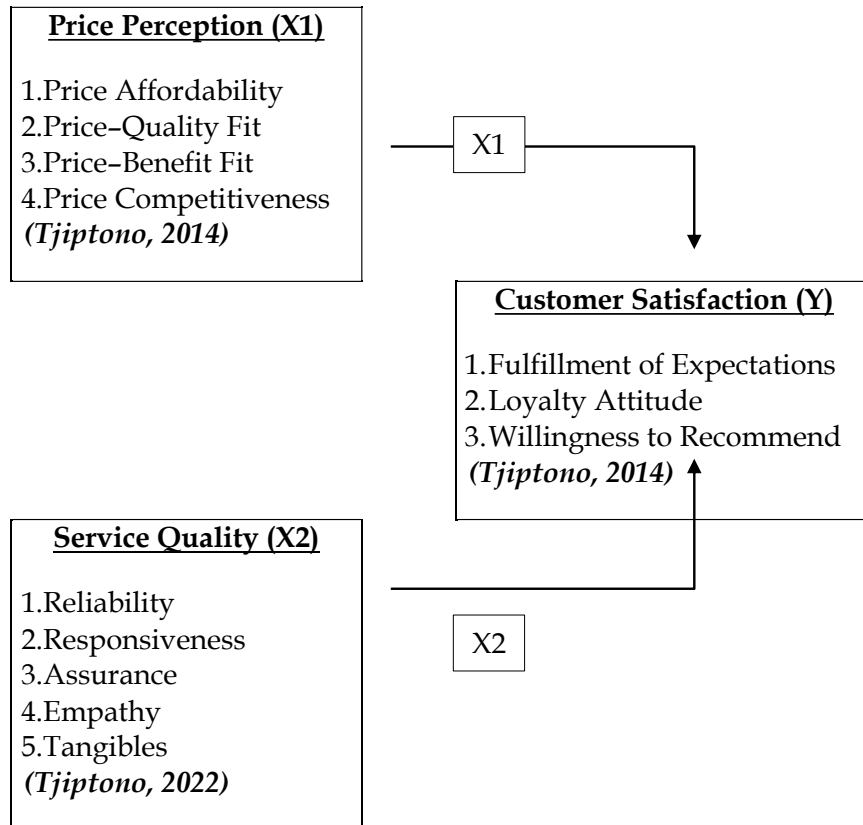


Figure 1. Conceptual Framework

METHODOLOGY

This study employed an associative quantitative research design to examine the relationship between price perception, service quality, and customer satisfaction with Maxim's online transportation services in Mataram City. The research was conducted in May 2025, targeting customers who had used Maxim services at least three times in the past five months. The population comprised all Maxim users in Mataram, while the sample consisted of 100 respondents selected through purposive sampling, with criteria including being over 18 years old, residing in Mataram, and having prior experience with Maxim. Data were collected using a structured questionnaire distributed online via Google Forms, employing a Likert scale (1-5) to measure responses. Primary data were obtained directly from respondents, while secondary data were gathered from books, journals, and official company sources. The data were analyzed using multiple linear regression with SPSS to test the effect of independent variables on customer satisfaction.

RESULTS

Normality Test

The normality test was conducted to determine whether the residuals in the regression model are normally distributed. This study employed the Kolmogorov-Smirnov (K-S) test, a commonly used method for assessing the distribution of residuals. According to the decision rule, if the significance value

(Asymp. Sig.) is greater than 0.05, the residuals can be considered normally distributed. Conversely, if the significance value is less than 0.05, the residuals deviate from normality.

Table 4. Results of Normality Test (Kolmogorov-Smirnov)

Test	Statistic	Significance (Asymp. Sig. 2-tailed)
Kolmogorov-Smirnov	0.082	0.095

Source: Primary Data Processed, 2025

Table 4. presents the results of the Kolmogorov-Smirnov test. The test statistic obtained was 0.082 with an Asymp. Sig. (2-tailed) value of 0.095. Since the significance level exceeds the 0.05 threshold, the null hypothesis of normal distribution cannot be rejected. This indicates that the residuals are normally distributed, thereby fulfilling one of the fundamental assumptions for multiple linear regression analysis. Instead of merely confirming normality, this result also implies that the subsequent hypothesis tests (t-test and F-test) can be interpreted with greater confidence, as violations of normality would have weakened the robustness of regression estimates.

Multicollinierity Test

The multicollinearity test was conducted to examine whether strong correlations exist among the independent variables in the regression model, as this condition can inflate the standard errors of coefficients and reduce the reliability of statistical estimates. The test employed the Tolerance and Variance Inflation Factor (VIF) indicators, where values of Tolerance greater than 0.10 and VIF less than 10 indicate the absence of multicollinearity.

Table 5. Results of Multicollinierity Test

Independent Variable	Tolerance	VIF
Price Perception	0.425	2.352
Service Quality	0.425	2.352

Source: Primary Data Processed, 2025

Table 5. presents the results of the multicollinearity test. Both independent variables – Price Perception (X1) and Service Quality (X2) – have tolerance values of 0.425, which exceed the 0.10 threshold, and VIF values of 2.352, which are well below the cutoff point of 10.

These results confirm that the regression model is free from multicollinearity, meaning that both independent variables provide valid and reliable contributions to the analysis without redundancy caused by excessive correlation. This finding strengthens the analytical precision of the model, since multicollinearity could have led to misleading interpretations of how Price Perception and Service Quality individually affect Customer Satisfaction.

Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether there are unequal variances of the residuals across observations in the regression model. This study applied the Glejser test, which regresses the absolute residual values on the independent variables. If the significance values are greater than 0.05, it can be concluded that the regression model does not suffer from heteroscedasticity; otherwise, if the significance values are less than 0.05, heteroscedasticity is present.

Table 6. Results of Heteroscedasticity Test (Glesjer Method)

Independent Variable	Coeffienct (B)	Std. Error	t-value	Sig.
Price Perception	-0.022	0.041	-0.535	0.594
Service Quality	-0.030	0.026	-1.130	0.261

Source: Primary Data Processed, 2025

Table 6. summarizes the results of the Glejser test. For the independent variable Price Perception (X1), the significance value is 0.594, and for Service Quality (X2), the significance value is 0.261. Both values exceed the 0.05 threshold, indicating that neither independent variable causes heteroscedasticity in the regression model.

Based on these findings, the regression model is free from heteroscedasticity problems, confirming that the variance of residuals is consistent across observations. This result strengthens the validity of the regression assumptions and supports the reliability of subsequent hypothesis testing. Beyond fulfilling the classical assumption, the absence of heteroscedasticity also suggests that the model’s predictive accuracy is not distorted by unequal error variance, which is particularly important in consumer behaviour studies where variability in responses is common.

Multiple Linear Regression Analysis

The multiple linear regression analysis was conducted to examine the relationship between the independent variables—Price Perception (X1) and Service Quality (X2)—and the dependent variable, Customer Satisfaction (Y). This statistical technique allows for the assessment of how each independent variable influences the dependent variable while controlling for the other.

Table 7. presents the regression output, including unstandardized coefficients, standardized coefficients (Beta), t-values, and significance levels. The regression equation derived from the analysis is:

$$Y = 7.008 + 0.326X_1 + 0.187X_2 + e$$

Table 7. Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t-value	Sig.
Constant	7.008	1.575	-	4.451	0.000
Price Perception	0.326	0.067	0.473	4.894	0.000
Service Quality	0.187	0.050	0.362	3.749	0.000

Source: Primary Data Processed, 2025

The results indicate several key findings. First, the constant value of 7.008 suggests that when both Price Perception (X1) and Service Quality (X2) are held at zero, the baseline score for Customer Satisfaction (Y) is 7.008. Second, the regression coefficient for Price Perception (0.326) demonstrates that a one-unit increase in Price Perception leads to an increase of 0.326 in Customer Satisfaction, assuming other variables remain constant. Third, the regression coefficient for Service Quality (0.187) indicates that a one-unit increase in Service Quality results in a 0.187 increase in Customer Satisfaction under the same assumption.

While these coefficients show positive contributions, their relative magnitude suggests that Price Perception exerts a stronger influence than Service Quality, highlighting the centrality of economic value in consumer satisfaction within Maxim’s user base.

T-Test

The t-test was applied to evaluate the partial effect of each independent variable—Price Perception (X1) and Service Quality (X2)—on Customer Satisfaction (Y). With a sample size of 100 and two predictors, the degrees of freedom (df = 97) produced a t-table value of 1.984 at the 5% significance level. The decision rule states that if the calculated t-value is greater than 1.984 and the significance level is below 0.05, the variable has a significant effect.

Table 8. Results of T-Test

Variable	B	Std. Error	Beta	t-value	Sig.
Price Perception	0.326	0.067	0.473	4.894	0.000
Service Quality	0.187	0.050	0.362	3.749	0.000

Source: Primary Data Processed, 2025

The findings show that both Price Perception (t = 4.894, p < 0.05) and Service Quality (t = 3.749, p < 0.05) significantly and positively influence Customer Satisfaction. Hence, the proposed hypotheses are supported.

Overall, both independent variables exert a positive and statistically significant influence on Customer Satisfaction. These findings highlight the critical role of pricing perceptions and service quality in shaping customer experiences and satisfaction levels. This means that strategies focusing solely on

one factor, such as service quality, may not be as effective as a balanced approach that considers both affordability and performance consistency.

Coefficient of Determination (R²) Test

The coefficient of determination (R²) test was conducted to measure the extent to which the independent variables—Price Perception (X1) and Service Quality (X2)—are able to explain the variance in the dependent variable, Customer Satisfaction (Y). A higher R² value, approaching 1, indicates that the regression model has a stronger explanatory power.

Table 9. Results of Coefficient of Determination (R² Test)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.784	0.615	0.607	1.422

Source: Primary Data Processed, 2025

Table 4.9 summarizes the results of the R² test. The model obtained an R-value of 0.784, indicating a strong correlation between the independent and dependent variables. The R² value is 0.615, or 61.5%, while the Adjusted R² is 0.607.

These findings suggest that Price Perception and Service Quality jointly explain 61.5% of the variance in Customer Satisfaction, while the remaining 38.5% is influenced by other factors not included in the model. This demonstrates that the regression model has a relatively strong explanatory capability, though external variables also contribute to customer satisfaction outcomes. The unexplained 38.5% variance signals the presence of other influential factors, such as brand reputation, technological features, or promotional strategies, which should be examined in future research for a more holistic understanding.

DISCUSSION

The findings of this study reveal that price perception plays a critical role in shaping customer satisfaction within the context of online transportation services. Customers tend to evaluate service providers not only based on the nominal value of the price but also on how the price aligns with their perceived benefits and fairness. When customers believe that the pricing is competitive and provides greater economic value compared to other alternatives, their satisfaction level increases. This supports the notion that price is often viewed as a signal of value in service industries, where affordability and fairness strengthen the customer's trust in the brand (Kotler & Keller, 2016). In the case of Maxim, its positioning as an affordable service provider appears to resonate with consumer preferences in Mataram, where economic considerations are a strong driver of choice in transportation. However, the results also indicate that while affordability is valued, customers still expect the service quality to remain consistent with their

perceptions of fairness, underscoring the importance of balancing cost efficiency with reliable performance.

In addition to price, service quality emerged as another essential determinant of customer satisfaction. Customers emphasized that reliability and responsiveness are key aspects that enhance their experience when using Maxim's services. This aligns with the SERVQUAL model by Parasuraman et al. (1988), which highlights dimensions such as reliability, assurance, and empathy as fundamental to customer satisfaction in service industries. While customers generally perceived Maxim's service as dependable, certain aspects such as the condition of vehicles raised concerns for some users. This implies that, despite offering affordable prices, service providers must not overlook tangible elements of quality, such as vehicle maintenance and safety standards, as these directly impact customer trust and loyalty. In the competitive online transportation industry, sustaining high service quality alongside price competitiveness becomes vital to achieving long-term customer retention and differentiation from other providers such as Gojek and Grab.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that both price perception and service quality have a significant influence on customer satisfaction in the context of Maxim's online transportation services in Mataram. Customers are strongly attracted to Maxim due to its competitive pricing strategy, which provides economic value compared to competitors, while indicators such as affordability and fairness further reinforce satisfaction. At the same time, service quality, particularly reliability, responsiveness, and assurance, plays a vital role in enhancing customer experiences. Nevertheless, physical evidence, such as the condition of vehicles, remains a concern and requires more attention from the company. These findings confirm that maintaining a balance between affordable pricing and consistent service quality is essential in creating sustainable customer satisfaction and strengthening competitiveness in the online transportation market.

In terms of practical implementation, Maxim should continue its competitive pricing strategy while ensuring that customers do not perceive lower prices as a reflection of poor service quality. Strengthening service quality based on the SERVQUAL dimensions, particularly by enforcing stricter vehicle eligibility requirements, is necessary to address customer concerns and improve physical evidence of service. For customers, making more informed choices by considering both price and service quality can enhance their overall satisfaction, while providing feedback helps improve services continuously. From a regulatory perspective, government oversight is crucial in ensuring fair pricing, quality standards, and consumer protection, while also encouraging healthy competition among providers. Through these combined efforts, the research highlights how pricing strategies and service quality improvements can be effectively implemented to foster long-term customer satisfaction and loyalty in the online transportation industry.

FURTHER STUDY

This research, while conducted under scientific procedures, is subject to several limitations that should be acknowledged. The scope was limited to Maxim users in Mataram, with a large proportion of respondents being students, which restricts the generalizability of the findings to wider populations. The study also focused solely on price perception and service quality, leaving out other potential factors such as brand image, promotion, trust, or ease of use that may also shape customer satisfaction. Additionally, the exclusive reliance on questionnaires introduces possible biases related to subjectivity and respondents' interpretation of items. Future studies are therefore encouraged to expand the geographical scope and balance respondent categories beyond students, integrate additional variables for a more comprehensive model, and adopt mixed methods such as interviews or focus group discussions to complement surveys. These improvements would provide deeper insights into the determinants of customer satisfaction and strengthen the robustness of future findings.

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