Analysis of MAXIM Application Service Quality on User Satisfaction using the E-Service Quality Method

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Abstract — **Service quality is the comprehensive support provided by system developers to users to ensure safety, comfort, empathy and responsiveness in meeting user expectations. There are still complaints about the Maxim application in the Google Playstore review from January 16 to February 12, 2024, inaccurate pick-up or destination, inconsistent prices, slow service response so that users have difficulty getting solutions to problems. Supported by the INDEF (Institute for Development of Economics and Finance) survey on DataIndonesia.id that the popularity of Maxim's services is lower than Gojek and Grab. Thus, it is essential to employ the E-Servqual approach to perform research to determine whether the services have satisfied users. Because its dimensions are pertinent and completely satisfy the requirements of assessing the quality of electronic services, E-Service Quality is the most thorough and integrative online service quality model. Efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and interaction are the seven factors used, while user satisfaction is the dependent variable. This kind of study collects data using nonprobability sampling approaches in conjunction with quantitative methods. wherein demographic components are chosen according to specific standards that are pertinent to the study's goals. Considering the findings of the analysis, the 7 proposed hypotheses consisted of 3 accepted hypotheses and 4 rejected hypotheses because the significance value < alpha (α = 0.05) and 4 hypotheses rejected because the significance value > alpha (α = 0.05. Overall, the quality of Maxim's service towards user satisfaction is not good in terms of the variables of efficiency, system availability, responsiveness, and contact. It is hoped that there will be improvements in the Maxim application such as application usage, application functions on the displayed page, application response, and contact services for communication.**

Keywords— Online Transportation, Service Quality, User Satisfaction, E-Service Quality.

I. INTRODUCTION

The increasing development of technology and information systems must be balanced with service quality to determine user desires and needs. This allows business people or companies to provide more enjoyable facilities to users, thereby increasing satisfaction with the products or services provided [1]. The service business in the era of technological progress is growing very rapidly, one of the service businesses that is currently *booming is the online* transportation services business. This *online* transportation service business is a collaboration of traditional transportation services with modern technology, resulting in *online transportation services*. Many *online transportation services* such as Gojek, Grab, Indriver and Maxim have expanded to Yogyakarta. One of them in Yogyakarta is Maxim. Maxim, as a newcomer to the *online transportation business world*, has competitors that already operate in Yogyakarta, such as Grab and Gojek. Maxim sets prices that are more affordable than its competitors' prices so that people are interested in the emergence of the Maxim application [2].

Apart from cheap prices, the Maxim application also provides a booking service so that users can order transportation at the desired time easily and very practically [3]. The development of the Maxim application initially provided taxi services to its customers. Then, it expanded by adding other services such as Maxim *Bike, Food, Delivery, Life, Car, Cargo,* and services [4]. However, Maxim has disadvantages, namely that there are problems related to inaccurate pick-up locations or destinations, inconsistent prices, slow service response so that users face difficulties in getting solutions to problems, as is the result of several user reviews on *Google Playstore* [5]. Apart from that, according to survey results from *the Institute for Development of Economics and Finance* (INDEF) on DataIndonesia.id involving 2,310 respondents, it was found that 82.6% of respondents chose to use Gojek services, 57.3% used Grab, 19.6% % chose Maxim, and only 4.9% used InDrive [6]. So, it can be concluded that the popularity of Maxim's services is much lower compared to Gojek and Grab. Consumers will decide to choose one of the available options according to their preferences [5]. Considering the tight competition in the online transportation services market today, it is very important to carry out comprehensive measurements regarding service quality.

Several methods that are generally used to analyze service quality include the *Web Quality*, *Servqual*, and *E-Servqual methods*. The *Web Quality* method measures the quality of services, especially websites, based on user perceptions [7]. The weakness of the *Web Quality method* is that it only focuses on website services and requires other methods for other application services [8]. *The Service Quality* method is also used to measure service quality, but the services provided are more general and unlimited. The *E-Servqual* method is a new version developed from *Service Quality* so that

it has more specific advantages for analyzing services provided through electronic information systems, both websites and applications [9].

E-service quality, as described by Parasuraman et al. [10], is a tool used to gauge how satisfied customers are with services that involve buying or receiving goods or services. Efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and interaction are the E-Servqual dimensions that are employed. In order to improve the Maxim application service using the E-Service Quality approach, this study intends to conduct an analysis to ascertain service quality with reference to user pleasure.

II. RESEARCH METHODS

A. Research Design

The research design is a planning that used to obtain the data needed for testing, including the steps taken to collect data and the actions implemented as shown in figure 1. To initiate the research, a series of research phases must be adhered to; this sequence delineates the steps undertaken to ensure the research proceeds effectively [11].
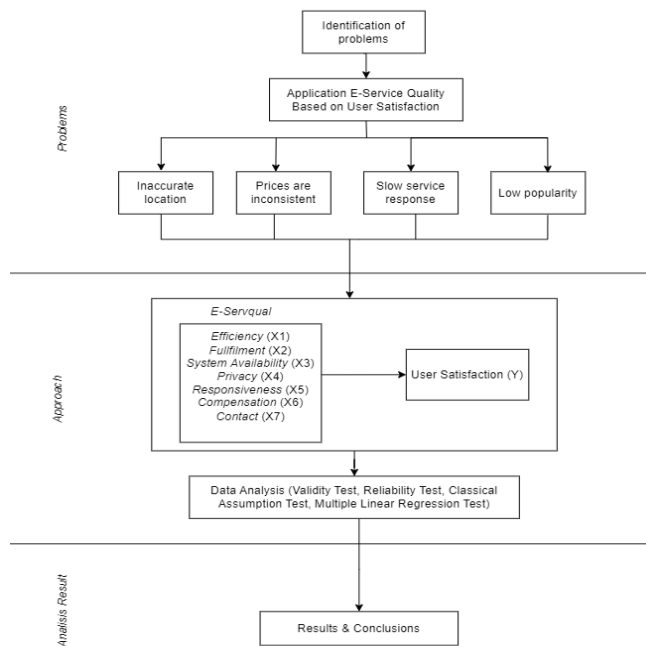

Fig. 1. Research Design

To find pertinent research issues, a literature review is the initial step in the research process. In order to comprehend the issue to be investigated from data and sources of issues pertaining to the quality of the Maxim application service on user happiness, the second stage involves problem identification and formulation. Identifying the research goals that can address the problem formulation is the third step. Creating a questionnaire in line with the research indicators is the fourth step..

The next stage, testing will be carried out on the questionnaire to determine validity and reliability. If it is valid and reliable, questionnaires will be distributed according to the sample. However, if you cannot change the question item. After the questionnaire testing stage, the data is valid and reliable, questionnaires are distributed to obtain data that will be processed using SPSS 29 software. After processing and testing the data, results and discussions can be concluded. At this stage, the researcher concludes and summarizes all the research results so that they can be used as input for further research

B. Research Model and Hypothesis

The procedures taken by the research to gather data and conduct analysis of the data are the method that will be employed. Since the purpose of this study is to evaluate the hypothesis, a quantitative research method will be employed. Multiple regression analysis is used to analyze data from research instruments [12]. To assess the hypotheses developed, this study makes use of models and assumptions from the E-Service Quality approach, which are depicted in Figure 2 [12].
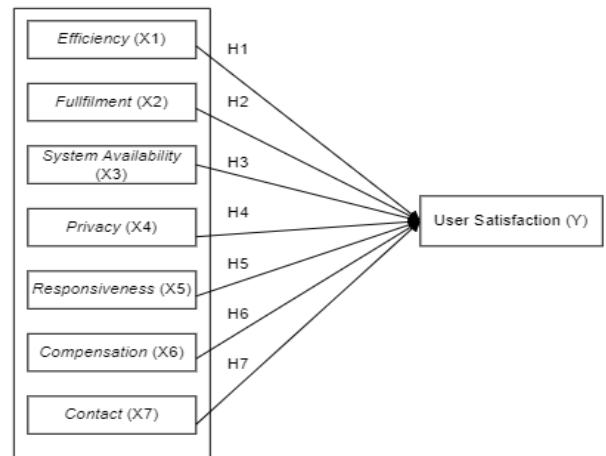

Fig. 2 Research Model and Hypothesis [10]

Hypothesis:

- H1: User satisfaction (Y) is greatly impacted by the efficiency variable (X1).
- H2: Customer satisfaction (Y) is greatly impacted by the fulfillment variable (X2).
- H3: User satisfaction (Y) is greatly impacted by the system availability variable (X3).
- H4: User satisfaction (Y) is strongly impacted by the privacy variable (X4).
- H5: The responsiveness variable (X5) significantly affects user satisfaction (Y).
- H6: The compensation variable (X6) significantly affects user satisfaction (Y).
- H7: The contact variable (X7) significantly affects user satisfaction (Y).

C. Operational Definition of Variables and Research Instruments

Based on the operational definition of the variable, a total of 24 questions will be included. The list of questions can be seen in table 1:

Variable	Operational Definition	Code	Instrument
Efficiency	Efficiency is the success of a person or organization in an effort measured by the number of resources used to achieve the results of the activities carried out [10].	EFI1 EFI2 EFI3	I find the application easy to access quickly [13]. The application can be run on IOS and Android [13]. I find the application easy to use [13].
Fulfillment	Fulfillment is the ability to meet customer needs in a timely and accurate manner, ensuring that transactions are carried out smoothly and without obstacles [10].	FUL1 FUL2 FUL3	Transactions on the application are smooth and without obstacles [14]. The map display on the application is accurate [41]. The application is consistent and honest with the offers given [14].
System Availability	System Availability is something that functions as it should. The pages displayed are appropriate, do not crash or freeze when used [10].	SYS1 SYS2 SYS3	The application is always available for access [14]. The application page is smooth when accessed [14]. The application page does not freeze after ordering a service [14].
Privacy	Privacy is to ensure security and protect user information. Shopping behavior Personal information and credit card data or payment methods used will be guaranteed security and will not be shared with other parties [10].	PRI1 PRI2 PRI3	The application protects user data information [14]. The application can be trusted by users [14]. The application protects information about user activities and transactions [10].
Responsiveness	Responsiveness is the ability to respond quickly and get help when there is a problem or question. Providing assistance to users who face obstacles or problems when using the service by explaining the steps or processes that must be taken [10].	RES1 RES2 RES3	The application responds quickly to user requests, such as ordering services or sending messages [42]. The application adjusts user requests precisely and accurately [13]. The application helps users when transactions fail [10].
Compensation	Compensation includes refunds, shipping costs, and product handling. Users are given compensation or a refund if something undesirable happens with certain conditions such as problems caused [10].	COM1 COM2 COM3	In the event of an issue, the application is prepared to offer reimbursement [10].When the price fluctuates, the program is prepared to compensate [10].Any issues that users encounter are the application's fault [10].
Contact	Contact is the user has the option to communicate online with service staff (not with artificial intelligence). Providing a telephone number or other contact such as an official email or social media that can be contacted by the user is also recommended [10].	CON1 CON2 CON3	The application provides contactable contacts to make it easier for users [13]. The application has services available online [10]. The application provides communication services with drivers [13].
User Satisfaction	The reaction and comments users provide after utilizing an information system are known as user satisfaction. Subjective indicators of how much users enjoy the program are user attitudes about information systems [14].	KEP1 KEP2 KEP3	I am satisfied with the service provided by the application [13]. I am happy with the application service that meets expectations [13]. My decision to choose the application as an online transportation service is a wise choice [13].

D. Data Collection Method

The method for collecting sample data in this research is quantitative. Sample data collection was carried out in July 2024. This research was conducted on Maxim application service users in Yogyakarta. The population of this research is Maxim application service users. The technique for collecting respondent data is by questionnaire. A questionnaire is a data collection method by presenting various questions related to research issues [15]. The questionnaire in this research is intended for Maxim application users in Yogyakarta. To make it easier to distribute questionnaires to users by using tools in the form of *Google forms* which are distributed via social media.

1) Population

The term "population" refers to the entire item or research subject, which may include live things, objects, symptoms, test results, or events used as a source of information for observation or study [16]. Users who have used Yogyakarta's Maxim application service make up the population studied in this study. The computation indicated that 120 respondents were used.

Users who had utilized the Maxim application service in Yogyakarta and were at least 17 years old met the study's sample requirements. The age of 17 is considered an adult and legally mature, according to Wahyuni and Putri (2021), who cited Law Number 22 of 2009 Article 8 Paragraph 2: "At the age of 17, people already have a self-identity because at

that aged people are considered to be responsible for themselves" [17]. Due to a lack of resources, the study was conducted in Yogyakarta without specific regional features in order to save money and time.

2) Sample

Purposive sampling combined with non-probability sampling is the strategy used to get sample data. Users who are at least 17 years old and have used the Maxim application service in Yogyakarta meet the sample criteria for this study. This study's sample size was established by drawing on a prior study by JF Hair et al. (2014), which concluded that a sample size of 100 or more was adequate, with a minimum of five and a maximum of ten times the number of indicators [18]. The minimum number of respondents required for this study is 120, which is determined by multiplying 24 by 5.

E. Data analysis technique

Questionnaires with a Likert scale rating of 1–5, with Strongly Disagree (1), Don't agree (2), Simply Agree (3), Agree (4), and Strongly agree (5), were used to collect data for this quantitative study. Google forms were used as a tool to help users with the questionnaire distribution process. To prevent biased responses when processing the data, a Likert scale with a rating of 1–5 is employed, in line with the positive research instrument. The Statistical Package for the Social Sciences (SPSS) 29 program was then used to perform statistical analysis.

III. RESULTS AND DISCUSSION

After the questionnaire distribution process, a total of 120 respondents were found who had responded to the questionnaire and it was declared valid. This analysis includes a statistical description of the data obtained, namely validity and reliability tests for research instruments, tests namely the classical assumption test, multiple linear regression, t test, f test, and coefficient of determination test. The results of the analysis of the data that have been collected will be explained in detail as follows:

A. Validity test

To determine the validity of a questionnaire, compare the 24 question items in Table 3 to the validity test. The Pearson Product Moment Correlation technique is used to conduct the validity test at a 95% significance level ($\alpha = 0.05$). The value of $rtabel$ is 0.361 if there are 30 responders (n).

TABLE I. VALIDITY TEST RESULTS

No	Question Items	*Pearson Correlation* Value	Information
1	EFI1	0.794	Valid
2	EFI2	0.679	Valid
3	EFI3	0.848	Valid
4	FUL1	0.833	Valid
5	FUL2	0.832	Valid
6	FUL3	0.820	Valid
7	SYS1	0.883	Valid
8	SYS2	0.904	Valid

No	Question Items	*Pearson Correlation* Value	Information
9	SYS3	0.908	Valid
10	PRI1	0.914	Valid
11	PRI2	0.937	Valid
12	PRI3	0.873	Valid
13	RES1	0.864	Valid
14	RES2	0.900	Valid
15	RES3	0.783	Valid
16	COM1	0.863	Valid
17	COM2	0.922	Valid
18	COM3	0.845	Valid
19	CON1	0.786	Valid
20	CON2	0.881	Valid
21	CON3	0.636	Valid
22	KEP1	0.769	Valid
23	KEP2	0.859	Valid
24	KEP3	0.850	Valid

If $rhitung > rtabel$, then the instrument or question item is significantly associated to the total score with a significant value <0.05, according to the standards used for validity testing. Table 3 leads to the conclusion that every question item is legitimate.

F. Reliability Test

Reliability testing in this research refers to the *Cronbach's alpha value*. Cronbach Alpha is one of the methods used in research to evaluate sources of variation in test instruments [16]. The questionnaire instrument is declared reliable if it has a Cronbach alpha value above 0.60 and if it is below 0.60 then it is not reliable. The results of the reliability test calculations can be seen as table 4:

TABLE II. RELIABILITY TEST RESULTS

No	Variable	*Cronbach's Alpha* value	Information
1	*Efficiency* (X1)	0.664	Reliable
2	*Fulfillment* (X2)	0.765	Reliable
3	*System Availability* (X3)	0.877	Reliable
4	*Privacy* (X4)	0.886	Reliable
5	*Responsiveness* (X5)	0.805	Reliable
6	*Compensation* (X6)	0.849	Reliable
7	*Contact* (X7)	0.657	Reliable
8	User Satisfaction (Y)	0.762	Reliable

Based on table 4, it can be concluded that each variable has a high level of reliability. This can be proven by the total value of Cronbach's Alpha on 8 variables is more than 0.06.

G. Classic assumption test

A multiple regression test is conducted in conjunction with a method that must be performed in order to verify the classical assumption. Therefore, normality, heteroscedasticity, multicollinearity, and autocorrelation are the traditional assumptions that need to be fulfilled for main data types that undergo multiple linear regression. To ascertain whether or not the distribution of population data is normal, the normality test

is utilized. In a multivariate linear regression model, the multicollinearity test establishes whether or not the independent variables have a high correlation with one another. The purpose of the heteroscedasticity test is to determine whether the residuals of one observation differ in variance from those of another in the regression model. The autocorrelation test is a statistical technique used to determine whether there is a correlation between the variables themselves in a prediction model and their changes over time [15].

1. Normality test

Normality testing is done using the P-Plot graph. The results of the normality test using the P-Plot graph can be seen in Figure 3:
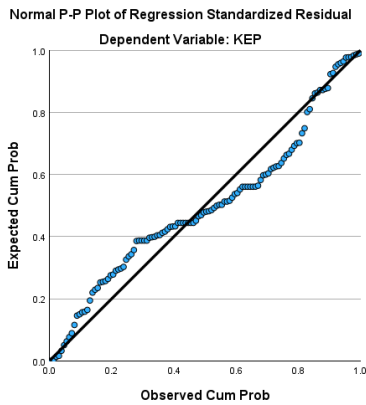

Fig. 3. Normality Test Results

From this graph, the points are spread around the line and follow the direction of the diagonal line. So, the data is normally distributed and the regression model meets the prerequisites for classical assumptions.

2. Multicollinearity Test

By examining the tolerance and VIF tables, the table in this study is said to have multicollinearity. Table 5 displays the multicollinearity test findings.

TABLE III. MULTICOLLINEARITY TEST RESULTS

Model		Tolerance	VIF
1	(Constant)		
	EFI	,177	5,643
	FUL	,223	4,485
	SYS	,209	4,787
	PRI	,258	3,872
	RES	,247	4,042
	COM	,315	3,172
	CON	,231	4,334

The VIF value for each variable below 10 suggests that there is no evidence of significant multicollinearity between the independent variables, according to the tolerance value and VIF value given in table 4.8. Furthermore, if each variable's tolerance value is greater than 0.1, it means that there is no evidence of multicollinearity and that each independent variable can account for variation in the regression model. According to the criteria (VIF <10 and tolerance > 0.1), the data satisfies the requirements of the classical assumption test and the tolerance and VIF values show that there is no multicollinearity, as determined by the results of the prior multicollinearity test.

3. Heteroscedasticity Test

This study uses a scatterplot to test for heteroscedasticity. Plotting the ZPRED value (predictive value) versus SRESID (residual value) provides evidence of heteroscedasticity. When there are no signs of heteroscedasticity, the model is considered good. The scatterplot used in this study's heteroscedasticity test is shown in figure 4 of the graph.
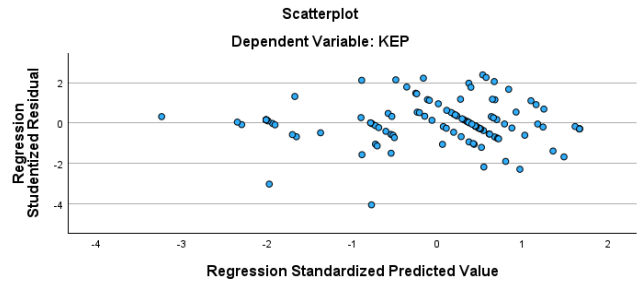

Fig. 4. Heteroscedasticity Test Results

In the scatterplot above there are no dots that form a certain regular pattern and the dots in *the scatterplot* above are spread randomly above or below the number 0 on the y-axis. This means showing that heteroscedasticity does not occur and meets the prerequisites for classical assumptions.

4. Autocorrelation Test

The Durbin-Watson test is used primarily to identify first-order autocorrelation. This procedure requires the presence of an intercept (constant) in the regression model and the absence of variability between the independent variables. The Durbin Watson value in the *Summary model* is 2.169. Since the value showing 2.169 is between -2 and +2, it means that there is no autocorrelation and meets the prerequisites for classical assumptions.

H. Multiple Linear Regression Test

The purpose of multiple linear regression is to examine how one dependent variable (satisfaction) is impacted by two or more independent variables (Efficiency, Fulfillment, System Availability, Privacy, Responsiveness, Compensation, and Contact). Every predictor is assumed to have a relationship in this model. Typically, a formula is used to express this relationship [16]. The models used in this study are represented by equation 1:

$$Y = -0,503 + 0,133X1 + 0,290X2 + 0,097X3 \quad (1)$$
$$+ 0,194X4 + 0,101X5$$
$$+ 0,196X6 + 0,043X7$$

Information:

Y   : dependent variable (user satisfaction)
A   : constant
b   : coefficient of determination
X   : independent variables (*efficiency, fulfillment, system availability, privacy, responsiveness, compensation, contact*)

TABLE IV.   MULTIPLE LINEAR REGRESSION TEST RESULTS

		B
1	(Constant)	-.503
	EFI	.133
	FUL	,290
	SYS	,097
	PRI	,194
	RES	.101
	COM	,196
	CON	,043

Information:
1. Constant value = -0.503, a negative constant value indicates that if the variable values X1, X2, X3,
2. The beta coefficient value for *the efficiency variable* is 0.133, which means if *efficiency* increases, then user satisfaction will increase amounting to 0.133 assuming the independent variable has a fixed value.
3. The beta coefficient value for the *fulfillment variable* is 0.290, which means if *fulfillment* increases, user satisfaction will increase amounting to 0.290 assuming the independent variable has a fixed value.
4. The beta coefficient value for *the system availability variable* is 0.097, which means if *system availability* increases, then user satisfaction will increase of 0.097 assuming the independent variable has a fixed value.
5. The beta coefficient value for the *privacy variable* is 0.194, which means if *privacy* increases, then user satisfaction will increase amounting to 0.194 assuming the independent variable has a fixed value.
6. The beta coefficient value for the *responsiveness variable* is 0.101, which means if *responsiveness* increases, then user satisfaction will increase equal to 0.101 assuming the independent variable has a fixed value.
7. The beta coefficient value for *the compensation variable* is 0.196, which means if *compensation* increases, then user satisfaction will increase amounting to 0.196 assuming the independent variable has a fixed value.
8. The beta coefficient value for the *contact variable* is 0.043, which means if *contact* increases, then user satisfaction will increase amounting to 0.043 assuming the independent variable has a fixed value.

I. T test

To demonstrate how much each independent variable contributes to the explanation of fluctuations in the independent variable, the T test is used. The estimated t value > t table or the significancy value < 0.05 can be used to establish whether a link exists between variables [19]. Table 8 presents the hypothesis outcomes based on the T test.

TABLE V.   T-TEST RESULTS

	Model	Sig.
1	(Constant)	,296
	EFI	.108
	FUL	<.001
	SYS	,230
	PRI	,008
	RES	,190
	COM	,003
	CON	,564

The analysis's findings can be interpreted as follows since, according to the t-test results, the independent variable significantly influences the dependent variable (user satisfaction):

H1: User satisfaction (Y) with the Maxim application is not significantly impacted by efficiency (X1). Efficiency (X1) yields a substantial value of $0.108 > 0.05$, as the table illustrates. Consequently, the study's initial hypothesis was disproved.

H2: User satisfaction (Y) with the Maxim application is significantly impacted by fulfillment (X2). The table shows that a significant value of $0.001 < 0.05$ is produced by fulfillment (X2). As a result, the research's first hypothesis is accepted.

H3: User satisfaction (Y) with the Maxim application is not significantly impacted by system availability (X3). System availability (X3) yields a significant value of $0.230 > 0.05$, as can be observed from the table. Consequently, the study's initial hypothesis was disproved.

H4: User happiness (Y) with the Maxim application is significantly impacted by privacy (X4). Privacy (X4) yields a significant value of $0.008 < 0.05$, as can be seen from the table. As a result, the research's first hypothesis is accepted.

H5: User satisfaction (Y) with the Maxim application is not significantly impacted by responsiveness (X5). Since responsiveness (X5) yields a significant value of $0.190 > 0.05$, this is evident from the table. Consequently, the study's initial hypothesis was disproved.

H6: User satisfaction (Y) with the Maxim application is not significantly impacted by compensation (X6). Compensation (X6) yields a significant value of $0.003 < 0.05$, as can be observed from the table. As a result, the research's first hypothesis is accepted.

H7: The Maxim application's user happiness (Y) is not significantly impacted by interaction (X7). Contact (X7) yields a significant value of $0.564 > 0.05$, as can be seen from the table. Consequently, the study's initial hypothesis was disproved.

J. F test

The F test can be performed by comparison and seeks to ascertain the combined impact of all independent factors in a study on the dependent variable. The independent variable in this study can be considered significant if the significance level is less than 5% (0.05) [16]. Table 9 below displays the

findings of the F test used in this study::

TABLE VI.   F-TEST RESULTS

	Model	Sig.
1	Regression	<.001 b
	Residual	

Efficiency (X1), Fulfillment (X2), System Availability (X3), Privacy (X4), Responsiveness (X5), Compensation (X6), and Contact (X7) all significantly affect customer happiness (Y), according to the output results above, which had a significance value of 0.001 < 0.05. The obtained significance value, 0.001, is significantly less than α = 0.05. This demonstrates that there is enough statistical support to conclude that the independent variables significantly affect customer satisfaction.

K. Coefficient of Determination

One helpful tool for assessing the degree and significance of the independent variable's influence on the dependent variable is the coefficient of determination [19]. Table 10 provides further explanation details:

TABLE VII.   Results of Determination Coefficient

Model	Adjusted R Square
1	,838

Adjusted R square ranges between 0 and 1. According to the SPSS calculation results in the above table, the adjusted R square value is 0.838, or 83.8%, which indicates that all independent variables have an 83.8% influence on the dependent variable, user satisfaction, with other variables outside the study accounting for the remaining 16.2%..

IV. CONCLUSION

Three of the seven theories that were put out were accepted, while the other four were rejected. User satisfaction is not significantly improved by efficiency, system availability, response, or contact. User satisfaction is significantly improved by fulfillment, privacy, and recompense. In terms of user satisfaction, Maxim's service quality is often subpar. From the research results, there are 3 variables (fulfillment, *privacy, compensation)* that require improvement in the Maxim application service because these variables influence the quality of the Maxim application service on user satisfaction. Apart from that, there are variable aspects *of fulfillment, privacy, compensation* It is hoped that there will be improvements to the Maxim application in application functions such as maps, data security and user transactions, as well as compensation for problems. From the aspect of efficiency, system availability, responsiveness, and contact variables, it is expected that there will be improvements in the Maxim application such as application usage, application functions on the displayed page, application response, and contact services for communication. For further researchers, it is expected to use a larger sample so that the research results can be more accurate. Further research is expected to apply other methods to measure the quality of Maxim application services towards user satisfaction

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