

The Influence of Service Quality, Trust and Satisfaction on Customer Loyalty in the Maxim Application

Dewi Indriani Jusuf^A

Abstract

Customer loyalty is an essential requirement for firms to guarantee the longevity of their business, as it represents the ultimate accomplishment for business professionals. Acquiring a base of devoted clients can provide the firm with valuable prospects for expanding its marketing network and ensuring the company's continued existence. The objective of this study is to examine the impact of service quality, trust, and satisfaction on customer loyalty within the Maxim application. This study employs a quantitative research approach, specifically utilizing an associative technique and doing descriptive statistical computations with the aid of SPSS version 26.0 software. The sample approach is a purposive sampling technique, specifically targeting users who have utilized the Maxim application between June 2023 and July 2023. The total number of respondents amounts to 97. The findings of this study indicate a substantial impact of Service Quality on Loyalty. Trust does not have a substantial impact on loyalty however Satisfaction does have a large impact on Loyalty. Therefore, it may be inferred that Service Quality and Satisfaction have a significant impact on Loyalty. The simultaneous impact of Service Quality, Trust, and Satisfaction on Loyalty is substantial. The extent of this influence is 56.4%.

Keywords: *Service Quality, Trust, Satisfaction, Customer Loyalty, Maxim.*

INTRODUCTION

The rapid advancement of communication and information technologies in the current era is felt by everyone. Essentially, technology is a means of providing numerous commodities and services that humans require immediately and conveniently (Anggriana et al., 2017). The existence of common technology such as cellphones, vehicles, motorcycles, computers, cameras, and so on attempts to facilitate a variety of human activities. Technology is rapidly developing and progressing as time passes (Tanady & Fuad, 2020). The spread of information gets faster and easier at any time and place. Apart from hardware, technology also includes software, which is commonly referred to as software (Aynie et al., 2021). numerous applications utilized in numerous parts of life are real-world examples of this technology. In addition, technical advancements have an impact on learning methods, business methods, agricultural methods, home management, and so on.

^AInternational Women University, Indonesia, Email: dewijusuf@iwu.ac.id

The advancement of technology and information stimulates the business sector in all industries, particularly the service sector, to continue to adapt to technology (Thaha, 2020). Companies are currently employing this technology in order to compete and obtain numerous benefits. Aside from the positive benefits, technical advancements can also be used negatively by profit-seeking organizations (Widajanti, 2008). As a result, organizations in the service sector must continue to innovate in order to stay relevant to their competition. This also motivates businesses to compete in terms of quality and originality by developing cutting-edge features that aid in human activities (Nasution, 2014). The service sector is now inextricably linked to technology, allowing services and orders to be completed remotely, at any time and from any location. Service providers now simply need to provide applications that users can download using Android or iOS-based smartphone devices (Ria, 2018).

The user's text is empty. Transportation services are a prominent illustration of how technology is applied in the service sector. Presently, the availability of internet transportation services has expanded to include anyone who possess a smartphone (Aninditha et al, 2016). Through the utilization of an online transportation service application and access to the internet, anyone can conveniently request transportation services directly. Prior to advancements in information and communication technologies, individuals were required to physically visit motorbike taxi or taxi stands in order to get transportation services (Fahrurrozi & Ali, 2020). Transportation is a method employed by humans to enable diverse daily tasks. Specifically, land transportation is the primary subject of interest due to its widespread utilization as the predominant mode of transportation. Transportation plays a crucial role in facilitating human activities throughout different generations, offering convenience, swiftness, and security in movement (Ashoer et al., 2020). Given the ongoing expansion of the population, there is a growing imperative to address the demand for transportation.

Maxim, a technological company from Russia, is now creating one of the online service applications in Indonesia. Maxim commenced their operations in Indonesia in 2018. Prior to its entry into the Indonesian market, Maxim had established its presence in 455 cities across 13 countries since 2014 (Astuti et al, 2021). This application provides transportation services, encompassing public transit options with a diverse range of vehicles, including both four-wheeled and two-wheeled vehicles. Maxim was established by a cohort of skilled engineers hailing from Kurgan, proficient in manufacturing technology and computer manufacturing processes. The company's objective is to advance in tandem with its driver partners (Tsalisa et al, 2022). The Maxim application is accessible through the Android, iOS, and BlackBerry operating systems. The predominant customer base of Maxim service comprises of technologically adept individuals, including students, entrepreneurs, and highly mobile employees. Despite being a relatively

new player in the internet transportation industry, Maxim has gained significant popular approval (Tambunan et al., 2021).

Maxim offers a range of services, including Maxim Taxi and Maxim Car, which give transportation options for people seeking a comfortable journey shielded from harsh weather conditions such as intense sunlight, rain, or inclement weather (Mawahib & Hariyanto, 2023). Maxim Bike targets individuals seeking expedient transportation with minimal time constraints. In addition, Maxim provides services such as Maxim Marketplace and Maxim Delivery to cater to clients who have limited time and are unable to personally shop for or purchase food and beverages externally (Hendrawan, 2021). Maxim Cargo and Maxim Life services are available to aid consumers in the transportation of goods and in emergency scenarios, such as vehicle breakdowns. Maxim offers a range of service choices to cater to different consumer needs with precision (Salpitri et al, 2023).

The advancement of online service application technology can be influenced by various aspects, one of which is service quality. The notion of service quality has emerged as a prominent determinant of performance for both profit and non-profit enterprises (Setyawan & Fatoni, 2020). If customers see the service they receive as being of high quality and meeting their expectations, they will experience satisfaction, confidence, and a strong commitment to become loyal customers. Satisfied customers who have trust and commitment towards goods/services are more likely to have a desire to repurchase and exhibit higher frequency of purchases. Additionally, they tend to display greater loyalty towards these goods/services. Ultimately, a durable relationship is established between customers and producers (Majid et al., 2021).

Providing high-quality service If the Maxim program proves to be effective, individuals will have confidence in utilizing it. Customer trust is an emotional response that influences commercial transactions. The extent to which the anticipated benefits of a product or service are met, along with the degree of alignment between expectations and actual outcomes, determines this (Lutfiani & Musfiroh, 2022). When a client's perceived level of service exceeds their expectations and they continue to use the product or service, it can be inferred that the consumer has developed trust (Sari et al., 2018). If clients perceive that the service they receive meets their expectations, they might be considered satisfied. Conversely, if the level of service they receive falls below the anticipated standard, the customer will lose faith in the provider and experience disappointment (Sukmawati & Massie, 2015).

By instilling confidence in Maxim application users, it is anticipated that customers would experience a high level of satisfaction. Satisfaction is the emotional response that arises when an individual evaluates and contrasts a particular product or service with others, resulting in either pleasure or disappointment (Hermawan, 2015). Consequently, customers will select a product or service based on their perception of its quality, nevertheless, it is highly probable that

consumers will experience either satisfaction or dissatisfaction with their purchase. Consumers will engage in recurrent purchases, unless they experience dissatisfaction with the product or service acquired. Typically, consumers will either return the product or service or lodge a complaint with the company entity responsible for selling it (Hajliana, 2020).

Consumer satisfaction often leads to consumer loyalty. Consumer loyalty refers to the steadfastness of a consumer in repeatedly purchasing a specific product or service from a firm in the future (Wijayanto & Iriani, 2013). Developing customer loyalty is a crucial focus for marketers and business professionals. Customer retention is crucial for business success as clients are valuable assets that significantly impact the longevity and prosperity of a firm. Customer loyalty serves as a valuable tool for enhancing corporate value and has the ability to entice new customers (Selong, 2013).

With the above background, researchers want to know how service quality, trust and satisfaction influence loyalty among Maxim application users. The reason the author wants to know is whether Maxim application users feel loyal to the service, security and satisfaction experienced while using the Maxim application. Based on this background description, the author is interested in conducting research with the title "The Influence of Service Quality, Trust and Satisfaction on Customer Loyalty in the Maxim Application".

LITERATURE REVIEW

Service Quality

Service quality refers to the subjective evaluation by the public of whether a product or service is of high or low quality (Kotler & Armstrong, 2005). Tjiptono (2012) defines service quality as the endeavor to fulfill consumer requirements and aspirations, while also prioritizing the precision and comfort of products or services in order to align with consumer expectations. Zeithaml & Parasuraman (2004) define service quality as the assessment of client views on the service they have received at a specific moment. Services must exhibit a clear understanding of consumer requirements and wishes, as services or products that are directly utilized by consumers will be evaluated afterwards to determine if they match consumer expectations. According to this explanation, service quality can be defined as the extent to which the services offered by a corporation align with the preferences and expectations of consumers.

In order to thrive in the business world, it is imperative to possess a competitive edge when confronted with commercial rivalry. Service quality plays a crucial role in attaining excellence by consistently implementing suitable measures to enhance both service and product quality. This, in turn, has the potential to impact customer satisfaction and foster customer loyalty (Putera & Wahyono, 2018). Companies that excel in customer service have a significant advantage in retaining client loyalty and ensuring repeat visits. The reason for this is that

service quality is a crucial factor that can prompt clients to exhibit positive behavior.

Customer Trust

The sustainability of a firm is significantly impacted by the level of customer trust. Should a company's product lose its credibility, it would have significant challenges in reestablishing its presence in the market (Ishak & Luthfi, 2011). Nevertheless, if the product garners consumer trust, it will have the capacity to thrive and endure in the market. Consumer trust is essential for establishing and sustaining strong relationships between a company and its customers. When consumers have faith in a product or company, it enables the organization to cultivate and maintain positive customer relationships. Consumer trust, as defined by Kotler and Armstrong (2010), refers to a company's inclination to rely on its business partners. The extent of trust between individuals and organizations is contingent upon various interpersonal and interorganizational elements, including the perceived proficiency, integrity, honesty, and compassion of the corporation.

Trust, as defined by Fida et al. (2020), is the evaluation of an individual's connection with others participating in certain transactions, based on predetermined expectations within a given context. The establishment of trust between two parties fosters interactive behavior, ultimately enhancing the relationship. Tandiono et al. (2020) define trust as the degree of vulnerability one is willing to accept in a relationship in order to achieve specific outcomes. Trust in online shopping refers to the ability to safeguard consumer data confidentiality, prevent financial fraud, ensure secure online financial transactions, fulfill obligations as a service provider, demonstrate expertise in e-commerce, and maintain a positive reputation.

Customer Satisfaction

Consumer satisfaction or discontent, as described by Tse and Wilton (1988), is a consumer's reaction to the assessment of the perceived difference between their initial expectations prior to purchase and the actual performance of the product as experienced after using it. Meanwhile, as stated by Kotler & Keller (2009), satisfaction refers to an individual's emotional state of either pleasure or disappointment that emerges from comparing the actual performance or outcomes of a product with their anticipated performance or outcomes. Put simply, an individual experiences satisfaction when the outcomes achieved are able to satisfy their expectations, but dissatisfaction arises when the outcomes fail to fulfill their expectations. Contented consumers also have a tendency to offer favorable recommendations for items or services to others.

Oliver (2006) defines satisfaction as the extent to which a desire is fulfilled after making a transaction. Satisfaction is the assessment of a retailer's ability to fulfill or surpass consumer expectations. As per Levy et al (2011), contentment refers to a customer's general attitude

towards a service provider or their emotional response to the gap between their expectations and the actual fulfillment of various objectives, goals, and ambitions.

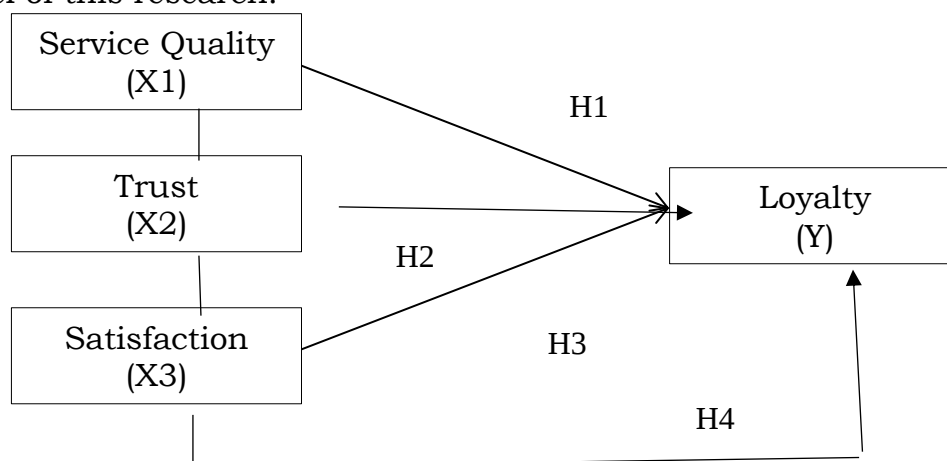
Consumer Loyalty

Tjiptono (2012) defines consumer loyalty as a state in which consumers possess a favorable attitude towards a product or producer (service or product provider) and consistently engage in recurrent purchases. Griffin (2005) defines loyalty as the consistent and deliberate purchasing behavior exhibited by a certain decision-making entity over a period of time. Basu Dharmmesta (1999) asserts that loyalty may be examined through both attitudinal and behavioral approaches. The attitudinal method focuses on psychological commitment, while the behavioral approach examines loyalty through real purchasing behavior.

Consumer loyalty is a result of customers exhibiting repeat purchases based on their evaluation of all the experiences they have had while utilizing a product or service from a certain source. Implementing loyalty tactics has been empirically demonstrated to enhance customer retention rates and concurrently decrease marketing expenses for companies (Hasfar et al., 2020). Loyalty is a state in which consumers engage in repeated purchases as a result of their decision-making process. Griffin in Khairawati (2020) outlines four key features of loyalty: consistent recurring purchases, exclusive patronage, positive word-of-mouth promotion, and resistance to competition influence.

Conceptual Framework

Below is an illustration of the flow of the framework or research model of this research:



The hypotheses that will be tested in this research are as follows:

- H1: There is a direct influence of service quality on loyalty
- H2: There is a direct influence of trust on loyalty
- H3: There is a direct influence of satisfaction on loyalty

H4: There is a direct influence of service quality, trust, satisfaction together on Loyalty.

METHOD

This research employs a quantitative technique. Quantitative methods, as defined by Sugiyono (2011), are research methods rooted in the philosophy of positivism. They are employed to study specific populations or samples, involving the collection of data through research instruments and subsequent quantitative or statistical analysis. The ultimate objective is to describe a pre-established hypothesis. The population within a given area. This study employs the Maxim application in Indonesia. To account for the uncertainty in the population size, the research will utilize the Margin of Error formula to estimate the appropriate sample size. This calculation results in a sample size of 97 respondents. Data collection is facilitated through the distribution of questionnaires to respondents, specifically the users of the Maxim application online. Google Form is utilized to allow respondents to efficiently and expeditiously complete the questions. The questionnaire was assessed utilizing a Likert scale, which is a standardized tool employed to gauge the attitudes and views of individuals or groups on social issues. Subsequently, the data will be subjected to analysis employing the conventional assumption test, assessing the viability of the regression model, and conducting hypothesis testing utilizing the SPSS version 26.0 software tool.

RESULTS AND DISCUSSION

Validity test

A validation test will be carried out on each statement item of the research instrument in order to determine whether or not each research instrument statement is valid. During testing, the product moment formula is calculated with the assistance of the SPSS version 26.0 software.

Table 1 Validity Test results

Variable	Question	R Count	R Table	Information
Service Quality	SQ1	0.482	0.199	Valid
	SQ2	0.713	0.199	Valid
	SQ3	0.529	0.199	Valid
	SQ4	0.540	0.199	Valid
	SQ5	0.602	0.199	Valid
	SQ6	0.717	0.199	Valid
	SQ7	0.418	0.199	Valid
Trust	T1	0.578	0.199	Valid
	T2	0.677	0.199	Valid
	T3	0.468	0.199	Valid
Satisfaction	S1	0.569	0.199	Valid
	S2	0.599	0.199	Valid
	S3	0.681	0.199	Valid
	S4	0.355	0.199	Valid

	S5	0.572	0.199	Valid
Loyalty	ES1	0.704	0.199	Valid
	ES2	0.752	0.199	Valid
	ES3	0.432	0.199	Valid

The analysis of the data indicates that the variables Service Quality, Trust, Satisfaction, and Loyalty are valid based on the measured results. This occurs because the computed value (r_{count}) surpasses the critical value (0.199). Therefore, it can be guaranteed that the measuring tools employed to quantify these variables have generated consistent and dependable data for subsequent analysis. The robustness of this data enables researchers to make more robust and precise inferences about the correlation between service quality, trust, customer satisfaction, and consumer loyalty within the scope of this study.

Reliability Test

The data was correlated with the help of the SPSS version 26.0 program.

Table 2 Reliability Test Results

Variable	R count	R table	information
Service Quality (X1)	0.755	0.6	Realible
Trust (X2)	0.784	0.6	Realible
Satisfaction (X3)	0.760	0.6	Realible
Loyalty (Y)	0.804	0.6	Realible

Table 2 displays Cronbach's alpha values for all variables, which are all over 0.6. This suggests that all of these variables can be deemed reliable or dependable. Within this particular framework, the instruments employed to quantify these factors will yield reliable and valid data when assessing the identical entity. A construct or variable is considered credible if its Cronbach's alpha coefficient is more than 0.6, as stated by Ghazali (2016). Therefore, the dependability of the variables in this study guarantees that the instruments employed have undergone testing and can be trusted to gather precise and consistent data pertaining to service quality, trust, customer pleasure, and consumer loyalty. This ensures researchers to conduct credible analyses and get more robust conclusions from the research findings.

Multiple Regression Analysis

The following are the calculation results using SPSS 26.

Table 3. Results of multiple linear regression analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	- 0.358	1.271		- 0.281	0.777
Service Quality	0.122	0.060	0.211	2.002	0.047
Trust	0.103	0.129	0.084	0.804	0.422
Satisfaction	0.380	0.073	0.528	5.155	0.000

Based on table 3, The results of the data processing above show that there is a multiple linear regression equation as follows: $Y = -0.358 + 0.123 X_1 + 0.103 X_2 + 0.380 X_3 + e$. The constant value for the variable Loyalty (Y), -0.358, suggests that it remains constant or fixed, unaffected by changes in the variables Service Quality (X1), Trust (X2), and Satisfaction (X3). Essentially, this implies that when the variables Service Quality (X1), Trust (X2), and Satisfaction (X3) are all at zero, the Loyalty value in the Maxim application is -0.358, assuming no other variables change.

The regression coefficient value for the Service Quality (X1) variable, 0.123, indicates a positive impact of Service Quality (X1) on Loyalty (Y). An increase of one unit in the Service Quality variable (X1) while holding other independent variables constant results in an increase of 0.123 in the Loyalty variable (Y). Therefore, it can be interpreted that higher levels of Service Quality lead to a greater increase in Loyalty.

The regression coefficient value for the Trust variable (X2), 0.103, indicates a positive impact of Trust (X2) on Loyalty (Y). If the Trust variable (X2) increases by one unit while other independent variables remain constant, the Loyalty variable (Y) will increase by 0.103. This suggests that higher levels of Trust (X2) correspond to higher levels of Loyalty.

The regression coefficient value for the Satisfaction variable (X3), 0.380, demonstrates a positive effect of Satisfaction (X3) on Loyalty (Y). A one-unit increase in the Satisfaction variable (X3) while other independent variables remain constant leads to a 0.380 increase in the Loyalty variable (Y). This implies that higher levels of Satisfaction (X3) are associated with higher levels of Loyalty.

Coefficient of Determination

The data processing using SPSS version 26.0 software yielded the following results on the impact of (X1), (X2), and (X3) on (Y):

Table 4 Results of Determination Coefficient Analysis

Model	R	R Square	Adjusted R Square
1	0.760 ^a	0.578	0.564

Based on table 4, it shows that the coefficient of determination (Adj. R²) is 0.564. This explains that the influence of Service Quality (X₁), Trust (X₂) and Satisfaction (X₃) together on Loyalty (Y) is 56.4%, while the remaining 43.6% is explained by the influence of other factors. outside this research.

Hypothesis test

1. Partial Test (t Test)

The following are the results of the t statistical test, which can be seen in the table below:

Table 5 Partial Test Results**Coefficients ^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	- 0.358	1.271		- 0.281	0.777
Service Quality	0.122	0.060	0.211	2.002	0.047
Trust	0.103	0.129	0.084	0.804	0.422
Satisfaction	0.380	0.073	0.528	5.155	0.000

The Service Quality variable has a P-Value of 0.047, which is below the significance value (sig) of 0.05. In statistical testing, when the probability value (P-Value) is less than 0.05, this indicates that the Service Quality variable has a significant effect on the Loyalty variable. In other words, service quality has a significant impact on the level of consumer loyalty of Maxim application users. This means that improving service quality can be expected to contribute positively to the level of consumer loyalty.

The Trust variable, on the other hand, has a P-Value of 0.422, which exceeds the significance value of 0.05. In this context, when the P-Value is greater than 0.05, this indicates that the Trust variable does not have a significant influence on the Loyalty variable. In other words, trust does not significantly influence the level of consumer loyalty of Maxim application users in this research.

Meanwhile, the Satisfaction variable has a P-Value of 0.000, which is also below the significance value of 0.05. This indicates that the Satisfaction variable has a significant influence on the Loyalty variable. In other words, the level of consumer satisfaction (Satisfaction) has a significant impact on their level of loyalty. This research shows that increasing customer satisfaction can be expected to increase the level of customer loyalty of Maxim application users.

2. Simultaneous Test (f Test)

If the p-value > α (0.05), then H_0 is accepted, which means there is no influence between the independent variable and the dependent variable simultaneously. The following are the results of the F statistical test, which can be seen in the table below:

Table 6 Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.447	3	50.148	42.579	0.000 ^b
	Residual	109.531	93	1.177		
	Total	259.978	96			

Based on table 5 above, it shows that the independent variable has a P-Value of 0.000. Thus, in accordance with the provisions in the test, if the probability value is <0.05 then it can be concluded that the variables Service Quality, Trust and Satisfaction together (simultaneously) influence the Loyalty of Maxim application users.

CONCLUSION

Based on the aforementioned research findings, the following conclusions can be drawn: 1) The level of service quality has a substantial impact on customer loyalty. This demonstrates that the devotion of Maxim application users is substantial enough to warrant consideration of the quality of service offered by Maxim. 2) Trust has an insignificant impact on Loyalty. This demonstrates that user trust does not necessarily imply loyalty towards Maxim. 2) Satisfaction strongly influences Loyalty. This demonstrates that the contentment of Maxim application users directly impacts their allegiance to Maxim. Loyalty is influenced by the simultaneous presence of Service Quality, Trust, and Satisfaction. This demonstrates that the loyalty of Maxim application users is strongly influenced by the quality of service, trustworthiness, and satisfaction experienced when using Maxim.

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