

The Effect of Customer Reviews and Service Quality on User Satisfaction of The Maxim Application in Palembang City

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Abstract

Technological advances have transformed human life in the digital economy. The emergence of online transportation services has been able to satisfy people's transportation needs, one of which is the Maxim app. Customer reviews are users' responses to their experiences with a service. Service quality is the effort to meet customers' needs and desires in accordance with their expectations. User satisfaction is the feeling of satisfaction or disappointment that arises when the performance of a product is compared to expectations. The object of this study is Maxim app users. This study uses a quantitative descriptive approach with accidental sampling to 272 respondents with an error level of 10% or 0.1. The data used is primary data obtained through Google Forms from Maxim app users in Palembang through validity and reliability tests, classical assumption tests, and hypothesis testing. The results of the study indicate that customer reviews and service quality partially contribute 24.7% and 30.8%, respectively, to user satisfaction. Meanwhile, the simultaneous results show that the coefficient of determination (R^2) is 55.6%, and the remaining 44.4% of user satisfaction can be explained by the variables of customer reviews and service quality. Thus, both partially and simultaneously, customer reviews and service quality significantly influence user satisfaction in the Maxim application in Palembang. Therefore, the hypothesis is accepted as it has been proven to be true. There is a positive influence between customer reviews and service quality, which further enhances user satisfaction.

Keywords

Customers Review, Service Quality, User Satisfaction

Introduction

This development has driven progress in various sectors, including the increasingly competitive service industry. Rapid advances in information technology have changed people's lives in various fields, and this is one of the economic and technological advances that is driving the economy towards a digital economy. Online transportation services have emerged as a solution that can provide satisfaction to the public in meeting their transportation needs. The public can utilize these services in a practical manner at economical costs, with assurances of safety and comfort.

One of the service providers offering reliable and comfortable land transportation options widely used by residents of Palembang is Maxim. Maxim is an online transportation service originating from Russia, which has also opened new branches in Ukraine, Kazakhstan, and other countries. The Maxim transportation service platform, which is based on an app, provides booking services that allow users to easily book trips with a relatively simple and fast booking process.

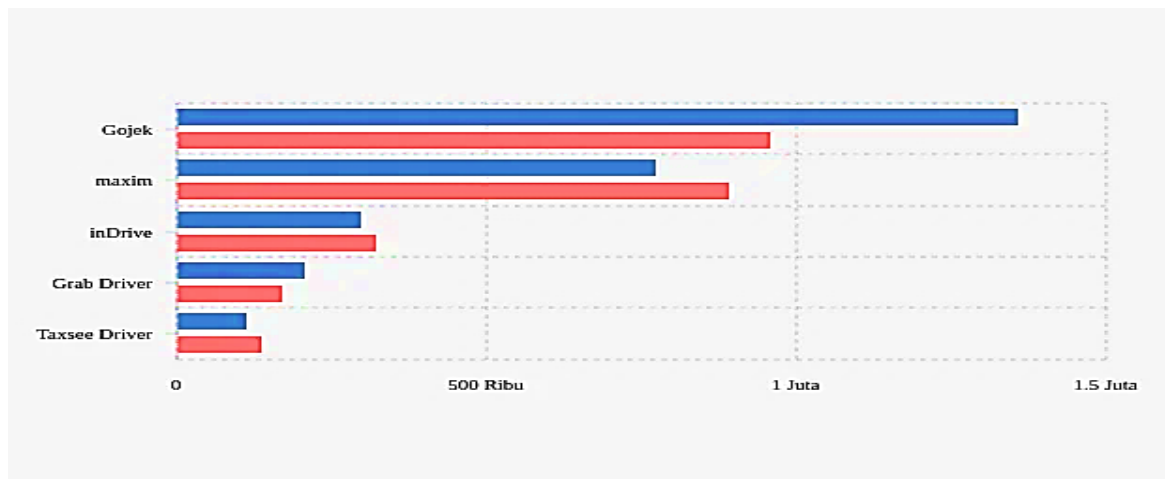


Figure 1. Online motorcycle taxi users in Indonesia Year 2023

The data shows that Gojek dominates the market with the highest performance among other online motorcycle taxi apps, with nearly 1.5 million active users, as reflected in the blue bar in the graph. The red bar, which is almost parallel to the blue bar, indicates that Gojek users have a high level of satisfaction, which is likely influenced by consistent service quality and positive reviews from users. This reflects Gojek's commitment to providing quality service, which has enabled it to maintain its position as the market leader in the online motorcycle taxi industry in Indonesia.

In second place is Maxim, which, despite performing slightly lower than Gojek, still shows significant performance. Maxim's graph shows blue and red bars that are shorter than Gojek's, but the difference in length between the two is quite small, indicating that Maxim has made consistent efforts to provide quality services. These efforts appear to be a key factor in maintaining Maxim's position in a competitive market. In contrast, inDriver ranks lower than Gojek and Maxim, with shorter blue and red bars. This reflects inDriver's less than optimal performance, with a need to improve positive reviews and service quality in order to compete with other apps in attracting customer satisfaction.

Customer reviews are an important factor in shaping consumer perceptions of a product or service. According to Ningsih (2019), "Online customer reviews are a form of word-of-mouth communication in online sales, where potential buyers obtain information about products from consumers who have benefited from them." These reviews include personal experiences, advantages, disadvantages, and the level of satisfaction or dissatisfaction felt by users. Service

quality, which covers various aspects ranging from the ability to provide services that are in accordance with promises or customer needs, also plays an important role in customer satisfaction. Anggoman (2020) states that service quality must be able to meet customer needs in order to create an optimal experience.

User satisfaction is a feeling or evaluation that arises after users or customers experience or use a product or service, resulting from a comparison between their expectations and the reality they receive. If the experience received meets or exceeds expectations, users will feel satisfied and are likely to make repeat purchases or transactions. Naruliza & Purwaningsih (2017) argue that customer satisfaction is created when the response received is positive, causing consumers to feel satisfied and potentially make repeat transactions. Conversely, dissatisfaction arises when consumers are disappointed with the service received, which can then lead to negative perceptions of the product or service. With this background, this study aims to further examine the influence of service quality and customer reviews on the satisfaction and loyalty of online motorcycle taxi application users in Indonesia, specifically Gojek, Maxim, and inDriver, each of which has a different position in the market.

Methods

This research method aims to examine the factors that influence the satisfaction and loyalty of users of the Maxim app in Palembang. The object of this study is Maxim app users in Palembang. This study uses a quantitative descriptive approach, which aims to describe or analyze existing phenomena based on numerical data that is collected and analyzed statistically.

The sampling technique used in this study is non-probability sampling, with the accidental sampling method. According to Sugiyono (2020), "Accidental sampling is a random sampling approach, where researchers select samples from individuals they happen to meet and consider suitable and relevant as sources of research data." The population in this study is all Maxim app users in Palembang.

Given the unlimited population and with an error rate set at 10%, the number of samples taken in this study was 272 respondents, based on calculations using the Isaac and Michael formula. These samples were selected considering that they were representative enough to reflect the characteristics of Maxim app users in the city of Palembang.

The data used in this study were primary data, obtained through the distribution of online questionnaires. The questionnaire used in this study was designed using a Likert scale to measure respondents' perceptions, attitudes, and satisfaction with the Maxim app. The data collection process was carried out by sending an online survey link containing statements in a questionnaire created using Google Form (<https://forms.gle/KNGLcqqQSMBgjqG9>).

After the data was collected, it was analyzed using SPSS version 26 to test the validity and reliability of the instruments, perform classical assumption tests, and test the hypotheses proposed in this study. Validity and reliability tests were conducted to ensure that the instruments used could measure accurately and consistently. Additionally, classical assumption tests were performed to ensure that the data met the basic assumptions required for regression analysis. The results of these statistical tests are expected to provide a clear understanding of the influence of service quality and customer reviews on user satisfaction and loyalty toward the Maxim app in Palembang.

Results and Discussion

Result

The characteristics of the respondents

In this study, the characteristics of the respondents showed significant variations related to gender. There were 108 respondents (40%) who were male, and 164 respondents (60%) who were female. Based on this data, it can be concluded that the majority of respondents, namely 60%, were female. In addition, the age distribution of respondents was also diverse. A total of 36 respondents (13%) were under 20 years old, 200 respondents (74%) were in the 20-40 age range, and 36 respondents (13%) were over 40 years old. Thus, it can be concluded that most respondents, namely 74%, are in the 20-40 age group, which is the productive and dominant age group in using the Maxim application.

Regarding the frequency of using the Maxim application, the results show that 0 respondents (0%) use the Maxim application between 1-2 times, while 21 respondents (8%) use this application between 2-3 times. The majority of respondents, namely 251 respondents (92%), reported using the Maxim app more than 4 times. From this, it can be concluded that most respondents, 92%, are active users of the Maxim app who frequently use it for transportation or other services.

The validity and reability of instuments

Dalam penelitian ini, uji validitas dan reliabilitas dilakukan untuk memastikan bahwa instrumen yang digunakan dapat mengukur variabel yang dimaksud secara akurat dan konsisten. Berdasarkan hasil uji validitas, variabel Ulasan Pelanggan (X1), Kualitas Pelayanan (X2), dan Kepuasan Pengguna (Y) dinyatakan valid karena setiap nilai r hitung lebih besar daripada r tabel, yang menunjukkan bahwa seluruh item pernyataan dalam kuesioner dapat digunakan untuk pengujian lebih lanjut.

Selain itu, uji reliabilitas dilakukan untuk mengukur konsistensi internal dari instrumen penelitian. Hasil uji reliabilitas menunjukkan bahwa nilai Cronbach's Alpha untuk variabel Ulasan Pelanggan (X1) adalah 0,800, untuk Kualitas Pelayanan (X2) adalah 0,753, dan untuk Kepuasan Pengguna (Y) adalah 0,709. Karena semua nilai Cronbach's Alpha lebih besar dari 0,6, maka dapat disimpulkan bahwa item pernyataan untuk ketiga variabel ini dapat dianggap **reliabel**. Artinya, instrumen yang digunakan dalam penelitian ini memiliki tingkat konsistensi yang baik dan dapat diandalkan untuk mengukur variabel-variabel yang diteliti.

Multiple Liniear Regression

Table 1. Results of The Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.093	1.118		4.557	.000
	Ulasan_Pelanggan	.264	.057	.279	4.632	.000
	Kualitas_Pelayanan	.328	.038	.516	8.586	.000

a. Dependent Variable: Kepuasan_Pengguna

Sumber: Pengolahan data Primer, 2025

From the regression results table, the coefficient for variable X1 (Customer Reviews) is 0.264 and variable X2 (Service Quality) is 0.328, with a constant of 5.093. Based on these results, the regression equation obtained is as follows:

$$Y = 5,093 + 0,264 X_1 + 0,328 X_2 + e$$

A more detailed explanation of the regression results is as follows:

- a) Constant coefficient (5.093): The constant coefficient shows the value of user satisfaction (Y) when the two independent variables, namely customer reviews (X1) and service quality (X2), are zero. In other words, if there are no customer reviews and no service quality provided, then user satisfaction remains at a value of 5.093. This reflects the baseline condition or the level of user satisfaction that would be achieved without the influence of either of these variables.
- b) Variable X1 (Customer Reviews): The regression coefficient for customer reviews (X1) is 0.264, indicating that, assuming all other independent variables remain constant, every one-unit increase in customer reviews will cause user satisfaction to increase by 0.264. In percentage terms, this is equivalent to a 26.4% increase in user satisfaction. In other words, the positive regression coefficient value for the customer review variable indicates that the more customer reviews received, the higher the user satisfaction. More positive reviews have a significant influence on user satisfaction.
- c) Variable X2 (Service Quality): The regression coefficient for service quality (X2) is 0.328, indicating that, with other independent variables remaining constant, every one-unit increase in service quality will cause user satisfaction to increase by 0.328. In this case, the percentage increase in user satisfaction is 32.8%. This indicates that the positive regression coefficient value for service quality shows that an increase in service quality will have a positive impact on user satisfaction. This means that the better the service quality provided, the greater the level of satisfaction felt by users.
- d) Overall, the regression results indicate that both customer reviews and service quality contribute positively to user satisfaction, with service quality having a slightly greater impact than customer reviews. This confirms the importance of both factors in improving the level of user satisfaction with the services provided.

Determination Test

Table 2. Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.746 ^a	.556	.553	1.910	2.047

a. Predictors: (Constant), Kualitas_Pelayanan, Ulasan_Pelanggan

b. Dependent Variable: Kepuasan_Pengguna

Sumber: Pengolahan data Primer, 2025

Based on the table provided, the coefficient of determination (R^2) obtained is 0.556. The R^2 value of 0.556 indicates that approximately 55.6% of the dependent variable, namely consumer

loyalty, can be explained by the independent variables, namely pricing strategy and promotion. This means that pricing strategy and promotion have a significant contribution in influencing consumer loyalty on the platform studied.

However, the R^2 value not reaching 100% indicates that there are still 44.4% of other factors that influence consumer loyalty that are not explained by the variables of pricing strategy and promotion. Other factors that may influence consumer loyalty include social factors, personal factors, family factors, psychological factors, and cultural factors. These factors can play an important role in shaping consumer behavior, although they are not explained in this study. Therefore, further research could consider other factors that may influence consumer loyalty to provide a more comprehensive understanding.

Discussion

The problem addressed in this study is "How Customer Reviews and Service Quality Affect User Satisfaction," which means that user satisfaction is influenced by two main factors, namely customer reviews and service quality. Based on the analysis conducted, it is known that customer reviews and service quality have a significant effect on user satisfaction with the Maxim app in Palembang. The regression results show that the coefficient for customer reviews (X_1) is 0.264, which means that if customer reviews increase, assuming that other independent variables remain constant, user satisfaction will increase by 0.264 or 26.4%. In other words, this positive regression coefficient indicates that the more positive customer reviews there are, the higher the level of user satisfaction.

Additionally, the regression results also show that for service quality (X_2), the regression coefficient is 0.328. This means that if service quality improves, assuming all other independent variables remain constant, user satisfaction will increase by 0.328 or 32.8%. This also indicates that better service quality significantly contributes to increased user satisfaction.

In this study, variable X_1 is customer reviews, X_2 is service quality, and Y is user satisfaction. Customer reviews refer to stories or experiences shared by users about services or products, which can be in the form of narratives, images, or short videos. These reviews are very helpful for potential users in making decisions. Customer review indicators are divided into three categories: awareness, comparison, and influence. Good reviews can reinforce positive perceptions and make users feel satisfied because their experiences are in line with the expectations formed from the reviews.

Service quality is an effort to meet customer needs and desires and provide services that meet their expectations. Indicators of service quality include five main elements: reliability, responsiveness, assurance, empathy, and tangibles. Maxim app users are satisfied because the services provided meet their expectations, including complete facilities, fast service, and the app's ability to understand user needs.

User satisfaction refers to the feelings that arise after users compare their experiences with their expectations of a product or service. User satisfaction indicators are divided into three categories: expectation fulfillment, willingness to return, and willingness to recommend. Customer reviews shape users' initial expectations of a service, while service quality determines whether those expectations are met.

If the user experience meets or even exceeds their expectations, they will feel satisfied. Based on the results of the multiple linear regression test, the regression equation obtained is $Y = 5.093 + 0.264 X_1 + 0.328 X_2 + e$, which shows that the satisfaction of Maxim app users is 5.093 units without the factors of customer reviews and service quality.

This indicates that even without the influence of customer reviews and service quality, user satisfaction remains at that value. However, the regression coefficient values obtained (0.264 for X1 and 0.328 for X2) indicate that each unit increase in customer reviews and service quality will increase user satisfaction by 26.4% and 32.8%, respectively.

The coefficient of determination (R^2) of 0.556 indicates that 55.6% of the variation in user satisfaction can be explained by customer reviews and service quality, while the remaining 44.4% is influenced by other factors not explained in this study, such as social, personal, family, psychological, and cultural factors. In conclusion, customer reviews and service quality have a significant influence on user satisfaction with the Maxim app in Palembang. This influence is reflected in the alignment between user expectations and the service performance received, increased interest in using the app again, and high willingness to recommend the Maxim app to others, such as family, friends, and colleagues. Therefore, customer reviews and service quality play a crucial role in enhancing user satisfaction, although they are still influenced by other factors that need to be considered in further research.

Conclusion

The results of this study indicate that 55.6% of user satisfaction can be explained by the variables of customer reviews and service quality. Meanwhile, the remaining 44.4% is influenced by other factors not discussed in this study, such as social, personal, family, psychological, and cultural factors. Based on partial calculations, more detailed results were obtained as follows: first, 26.4% of user satisfaction can be explained by the customer review variable, which shows that customer reviews have a positive influence on the level of user satisfaction. Second, 32.8% of user satisfaction can be explained by the service quality variable, which means that service quality also contributes significantly to user satisfaction.

From these results, it can be concluded that:

1. Customer reviews have a positive and significant effect on user satisfaction with the Maxim application in Palembang.
2. Service quality has a positive and significant effect on user satisfaction with the Maxim application in Palembang.
3. Customer reviews and service quality have a partial and simultaneous effect on user satisfaction with the Maxim application in Palembang.

In conclusion, both variables play an important role in enhancing user satisfaction and have a significant impact on their experience when using the Maxim app.

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