The Influence of E-Service Quality and Customer Satisfaction on The Trust of Maxim Online Transportation Users

Fikri Zaidan El Hafizh, Hesti Sabrina, Wan Suryani

Abstract

Service quality and customer satisfaction continue to be prioritized and are very important factors for e-commerce success. Maxim is an online transportation service for people that makes activities such as pick-up and drop-off, delivering goods or ordering food easier. However, there are still many complaints felt by Maxim application users, which has an impact on user trust. Therefore, this research aims to find out how much influence E-Service Quality and Customer Satisfaction have on the Trust of Maxim Online Transportation Users (Case Study of Students of the Management Study Program, University of North Sumatra). The research method used in this research is associative with a quantitative approach. The data collection technique in this research was carried out by distributing questionnaires to 84 respondents. The data analysis technique uses multiple linear regression analysis. The research results show that (1) E-Service Quality has a positive and significant effect on User Trust (2) Customer Satisfaction has a positive and significant effect on User Trust (3) E-Service Quality and Customer Satisfaction simultaneously have a positive and significant effect on User Trust.

Keywords: E-Service Quality, Customer Satisfaction, User Trust

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Introduction

Technological advances in the modern era have made human activities easier. Apart from that, various professions have emerged that are delivered through digital technology. One of the professions that has developed recently is application-based services. The development of the times which is getting more rapid day by day, makes people more creative and innovative in creating new businesses, especially businesses that provide services through mobile applications that can be used with the help of the internet, one of which is online motorcycle taxis. Every transportation user can now open a special application on their cellphone to be able to connect to online transportation. Online transportation is considered more effective, because users do not have to waste time and energy looking for public transportation and waiting. With online transportation, it makes it easier for people to reach the places they need to go (Maisaroh, 2018).

Based on the results of the survey "Behavior Patterns of Indonesian People When Using Online Transportation 2023" from GoodStats which involved 400 respondents from all over Indonesia, it was stated that the main reasons why Indonesians choose online transportation compared to other transportation are very easy and simple to use, quickly getting to their destination, price of service which is affordable, and provides a sense of security and comfort when traveling.

Service quality is a condition related to products, services, processes, people, and meeting or exceeding expectations. Good or bad service quality depends on the ability of the service provider or company to consistently meet customer expectations (Iskandar & Nasution, 2019). So providing good quality service also motivates customers to build strong ties with the company/seller. If the relationship that exists lasts for a long period of time, it will become an alternative for the company to find out what its customers' hopes and needs are. In this way, the company can move forward to be better in the future, because the company will maximize all things that will support customers' feelings of happiness and satisfaction and minimize or even eliminate customers' feelings of disappointment (Daulay & Ikram, 2019). According to Zeithaml & Bitner (2018), "Customer satisfaction is an assessment of the characteristics or features of a product or service, the product itself which provides a level of customer satisfaction related to meeting needs. There are five factors that must be considered in determining customer satisfaction, namely product quality, price, service quality, emotional factors, and costs."

User satisfaction is proportional to their confidence in the information system's ability to meet their information needs. One indicator of the success of system development is user satisfaction (Widiastuti & Dharmadiaksa, 2017). The success of an information system describes a multidimensional situation that involves user satisfaction and user participation in its development. Therefore, companies need to strive to increase customer satisfaction in order to increase user trust. By increasing customer satisfaction, companies can build user trust and achieve various benefits for the company. Priansa (2017) consumer trust is a hope in the form of words, promises and statements in oral or written form from an individual or other group that is held by the consumer or group when it can be realized.

One of the online transportation services that already exists in various big cities in Indonesia is Maxim, which is an online transportation company from Russia. On the website (https://taxiMaxim.ru/id-id/about) it is said that Maxim started as a taxi service in the city of Chardinsk in the Russian Ural Mountains. Maxim was founded in 2003 and in 2014 started expanding its business outside the Russian Federation by opening new branches in Ukraine, Kazakhstan, Georgia, Bulgaria, Tajikistan, Belarus, Azerbaijan to Italy and Indonesia. in 2018 Maxim opened a branch in Indonesia. Maxim already operates in Jakarta, Jayapura, Surabaya, Bandar Lampung, Banda Aceh, Bandung, Batam, Bengkulu, Palembang, Pekanbaru, Balikpapan, Banjarmasin, Medan, Manado, Jambi, Makasar, Denpasar, Padang and most recently opened in Bogor, Depok, Tangerang and Bekasi.

The Influence of E-Service Quality and Customer Satisfaction

Since its inception in 2018, Maxim has established itself as a ride hailing transportation company with economical rates. Maxim offers more affordable prices than its competitors. For example, the cost of traveling by motorbike starts from IDR 8,000, by car from IDR 11,000. Service costs can be known immediately after the route is listed and do not depend on traffic conditions, nor do they change at the end of the trip. Thanks to this, passengers can easily plan their expenses. Customers can make several direct orders at once to travel in large groups, create complex routes consisting of several addresses, call a vehicle, either now or in advance. There is still one more function of opportunity to share travel paths. Users can send travel links based on existing routes if they want to let others know their current location. In the preferences section there is an opportunity to inform the driver of the amount of money that may later require change.

Based on this background, the author is interested in conducting research entitled "The Influence of E-Service Quality and Customer Satisfaction on the Trust of Maxim Online Transportation Users."

Literature Review and Hypotheses Development
E-Sevice Quality
According to Puriwat & Tripopsakul (2017) E-Service Quality is a theory that originates from service quality or the quality of services that run with the help of an internet network connection. Service quality is the main strength in supporting the desires of a business and becomes an advantage in competition. The indicators of E-Service Quality according to Suryani (2013), namely:
1) Website Design
2) Reliability
3) Responsiveness
4) Trust
5) Personalization

Customer Satisfaction
According to Bahrudin and Zuhro (2016), satisfaction is an evaluation of the surprise inherent in a product acquisition and/or consumption experience. Consumer satisfaction is an important concept in marketing concepts and consumer research. It is a general opinion that if consumers are satisfied with a product or brand, they tend to continue to buy and use it and tell others about their pleasant experiences with that product. The Customer Satisfaction indicators according to Priansa (2017), namely:
1) Hope (Expectations)
2) Performance (Performance)
3) Comparison (Comparison)
4) Experience
5) Confirmation and Disconfirmation

User Trust
According to Firmansyah (2018) consumer trust is consumer knowledge about an object, its attributes and benefits, where trust together with attitudes and behavior are related to product attributes. The indicators of User Trust according to Maharani (2010), namely:
1) Reliability
2) Honesty
3) Concern
4) Credibility

Conceptual Framework

The conceptual framework according to Sugiyono (2016) is a theoretically connected relationship between research variables, namely between the independent variable and the dependent variable that is observed or measured by the research conducted. The research conceptual framework is the relationship between a concept and the concept of the problem being studied. This framework is obtained theoretically. The theoretical basis includes knowledge (theory, concepts, legal basis and argumentation). Findings from existing research really help researchers in creating a conceptual framework. Frame Provides conceptual guidance to researchers in formulating research problems. In the E-Service research, Quality and Customer Satisfaction are the independent variables (X) and Customer Trust is the influencing variable (Y). Therefore, the conceptual framework can be described as follows.
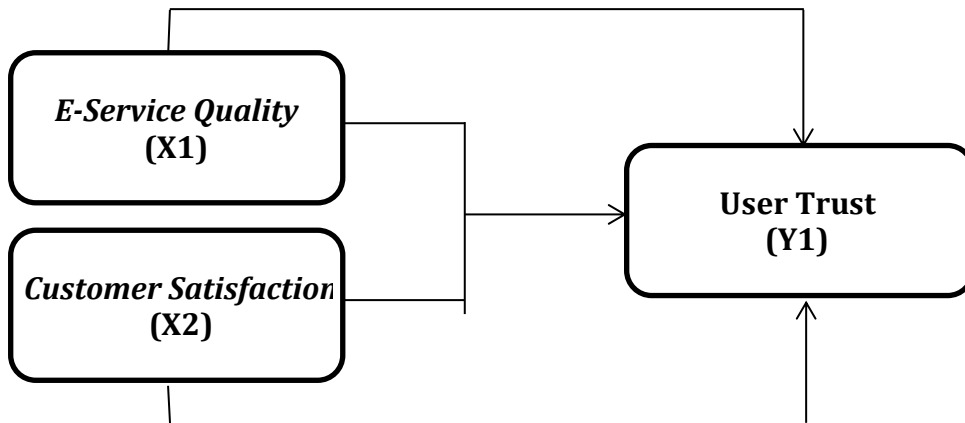
Tabel 1. Conceptual framework drawing

Research Hypothesis

H1: E-service quality has a positive and significant influence on user trust

H2: Customer satisfaction has a positive and significant influence on user trust.

H3: E-service quality and customer satisfaction have a positive and significant effect on user trust.

Research Methods

Types of Research

This type of research is included in the type of quantitative approach. Quantitative/ associative research is research that aims to identify the relationship between two or more variables where the data obtained is in the form of numbers and analyzed according to the statistical methods used. With this research, a theory can be formed that can play a role in explaining, predicting and controlling indications (Sujarweni, 2016).

Research Place

The place of this research was carried out at the University of North Sumatra, which is located on Jalan Dr. T. Mansur No. 9, Padang Bulan, Kec. Medan Baru, Medan City, North Sumatra 20222.

Population

According to (Sugiyono 2016) Population is a generalization domain consisting of objects/subjects with certain characteristics which are formalized by observers to be studied and from there drawn conclusions. The research population is a group of research objects, which can be humans, animals, plants, air, conditions, values, events, life behavior, etc., in which case these objects can be a source of research information. In this research, the population used for

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Maxim customers was students from the Faculty of Economics and Business, USU Stambuk Management Study Program 2020-2021, totaling 518 consumers. Which is located on Jalan Dr. T. Mansur No. 9, Padang Bulan, Kec. Medan Baru, Medan City, North Sumatra 20222 using the Slovin technique with a tolerance value of 10%.

Sample

According to Sugiyono (2016), the sample is a component of all the characteristics of the population. The Non-Probability Sampling technique with the Purposive Sampling method was used to ensure the sample, namely the process of selecting respondents as samples according to the characteristics determined by the researcher. According to Sugiyono (2016), Non Probability Sampling is a sampling technique that does not give equal opportunities to each unit or member of the population to be appointed as a sample. The designation of the number of samples used in this research was determined using the Slovin formula. Based on the results of the Slovin formula research, it is known that the number of samples to be studied was 84 respondents.

Data Collection Technique

Data collection techniques in this research are observation, documentation, questionnaires, and Likert scale.

Validity Test

According to Alfifto (2024), the validity test shows the extent to which a measuring instrument is able to measure what it wants to measure. A questionnaire can be said to have validity if the questions asked by the researcher are able to reveal answers to the research problem formulation. A questionnaire can be said to have high validity if it provides precise and accurate measurement results in accordance with the initial research objectives. If the results of the questionnaire produce irrelevant, then the questionnaire has low validity.

Tabel 2. Validity Test Table

Variable	Questions Items	r table	r count	Conclusion
E-Service Quality (XI)	S1	0,361	0,495	Valid
	S2	0,361	0,448	Valid
	S3	0,361	0,517	Valid
	S4	0,361	0,634	Valid
	S5	0,361	0,644	Valid
	S6	0,361	0,563	Valid
	S7	0,361	0,524	Valid
	S8	0,361	0,471	Valid
	S9	0,361	0,570	Valid
	S10	0,361	0,504	Valid
Customer Satisfaction (X2)	S1	0,361	0,493	Valid
	S2	0,361	0,624	Valid
	S3	0,361	0,578	Valid
	S4	0,361	0,516	Valid
	S5	0,361	0,455	Valid
	S6	0,361	0,619	Valid
	S7	0,361	0,500	Valid

Variable	Questions Items	r table	r count	Conclusion
	S8	0,361	0,576	Valid
	S9	0,361	0,659	Valid
	S10	0,361	0,545	Valid
User Trust (Y)	S1	0,361	0,596	Valid
	S2	0,361	0,707	Valid
	S3	0,361	0,596	Valid
	S4	0,361	0,539	Valid
	S5	0,361	0,507	Valid
	S6	0,361	0,652	Valid
	S7	0,361	0,515	Valid
	S8	0,361	0,536	Valid

Based on the table above, it can be concluded that each statement item in the E-Service Quality, Customer Satisfaction and User Trust variables is said to be valid.

Reliability Test

Reliability is a tool to test the consistency of respondents' answers to questions in the questionnaire. A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time. A construct or variable can be said to be reliable if it provides a Cronbach Alpha (α) value > 0.60, so it is declared reliable or valid. On the other hand, if it gives a Cronbach Alpha (α) value <0.60, it is declared unreliable or invalid.

Tabel 3. Reliability Test Table

No	Variable	Cronbach's Alpha	Reliabele Standard	Criteria
1.	*E-Service Quality*	0,709	0,60	Reliabel
2.	*Customer Satisfaction*	0,739	0,60	Reliabel
3.	User Trust	0,704	0,60	Reliabel

Based on the reliability test table above, it shows that the E-Service Quality variable (X1) gets a Cronbach's Alpha value of 0.709 so it is said to be reliable, the Customer Satisfaction variable (X2) gets a Cronbach's Alpha value of 0.739 so it is said to be reliable, the User Trust variable (Y) gets a Cronbach's value Alpha is 0.704>0.60 so it is said to be reliable.

Results

Normality Test

The data normality test aims to test whether the sample used has a normal distribution or not. The test results can be observed in the following image:

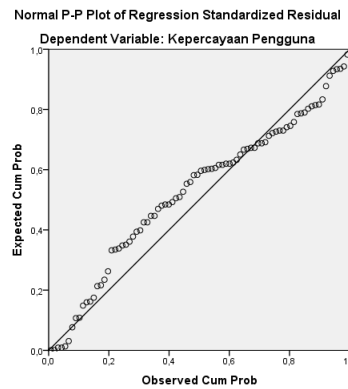**The Influence of E-Service Quality and Customer Satisfaction**

Figure 1. Image Normality Test

Based on the image above, it can be seen that the plotting data (dots) follow a diagonal line, so it can be concluded that the data is normally distributed.

Kolmogorov-Smirnov Normality Test Table

Tabel 4. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		84
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	3,97898997
Most Extreme Differences	Absolute	,128
	Positive	,086
	Negative	-,128
Kolmogorov-Smirnov Z		1,171
Asymp. Sig. (2-tailed)		,129

a. Test distribution is Normal.
b. Calculated from data.

Based on the table above, the Sig value is 0.129>0.05, so it can be interpreted that the data is normally distributed.

Heteroscedasticity Test
The heteroscedasticity test aims to test whether a group has the same variance among group members. The test results can be observed in the following table:
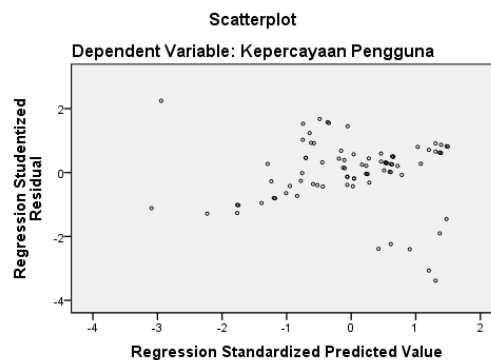

Figure 2. Heteroscedasticity Test Image

Based on the image above, it is clear that there are no signs of heteroscedasticity because there is no special pattern visible and the points are spread above and below zero on the Y axis.

Multicollinearity Test

The multicollinearity test aims to evaluate whether there is a correlation between the independent variables in the regression model. This test checks the Variance Inflation Factor (VIF) value and tolerance value. If the tolerance value is > 0.1 or the VIF value is < 10, it means that multicollinearity does not occur. The test results can be observed in the following table:

Tabel 5. Multicollinearity Test Table

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16,124	3,345		4,821	,000		
	E-Service Quality	,178	,088	,231	2,015	,047	,734	1,362
	Customer Satisfaction	,218	,083	,301	2,625	,010	,734	1,362

a. Dependent Variable: User Trust

Based on the above, the VIF e-service quality (X1) value is 1.362 and customer satisfaction (X2) is 1.362. This shows that both VIF values are less than 10. Meanwhile, the tolerance value for e-service quality (X1) is 0.734 and customer satisfaction (X2) is 0.734. The second tolerance value is greater than 0.1, it can be concluded that multicollinearity does not occur.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a method for determining the value of the influence of two or more independent variables on one dependent variable. More specifically, to test the influence of e-service quality (X1) customer satisfaction (X2) on user trust (Y). The test results can be observed in the following table:

Tabel 6. Multiple Linear Regression Test Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,124	3,345		4,821	,000
	E-Service Quality	,178	,088	,231	2,015	,047
	Customer Satisfaction	,218	,083	,301	2,625	,010

a. Dependent Variable: User Trust

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Based on the table above, the regression equation formed is as follows:
Y= 16.124 + 0.178 X1 + 0.218 X2
From the regression equation above it can be seen that:
1. The E-Service Quality variable (X1) has a positive and significant effect on User Trust (Y). This can be seen from the significant value (0.047) < 0.05. This means that if the E-Service Quality variable is increased by one unit, the User Trust variable will increase by 0.178.
2. The Customer Satisfaction variable (X2) has a positive and significant effect on User Trust (Y). This can be seen from the significant value (0.010) <0.05. This means that if the Customer Satisfaction variable is increased by one unit, the User Trust variable will increase by 0.218.

Simultaneous Test (F Test)

The F test is carried out with the aim of seeing the influence of the independent variable on the dependent variable simultaneously (simultaneously). If the probability level is less than 0.05, then all independent variables together can be said to influence the dependent variable. The test results can be observed in the following table:

Tabel 7. Simultaneous Test Table (F Test)

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	362,581	2	181,290	11,175	,000ᵇ
	Residual	1314,086	81	16,223		
	Total	1676,667	83			

a. Dependent Variable: User Trust
b. Predictors: (Constant), Customer Satisfaction, E-Service Quality

Based on the table above showing the results of the F test, the fcount value is 11.175 > from the ftable 2.766 and the Sig value is 0.000 <0.05, so it can be concluded that the two independent variables e-service quality (X1) and customer satisfaction (X2) simultaneously have a positive effect. and is significant for user trust (Y), then H3 is accepted.

Persial Test (t Test)

The t-test was carried out to determine the influence of the independent variable partially on the dependent variable. The t-test can be seen in the table

Tabel 8. Partial Test Table (t Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,124	3,345		4,821	,000
	E-Service Quality	,178	,088	,231	2,015	,047
	Customer Satisfaction	,218	,083	,301	2,625	,010

a. Dependent Variable: User Trust

Based on the table above, it shows the results of the t test and it can be concluded that the results of the research hypothesis are as follows:

H1: E-service quality (X1) has no significant effect on user confidence (Y) in using the Maxim application.

This can be seen based on the table above showing that e-service quality (X1) produces a significant value of 0.047 < 0.05, so it can be concluded that e-service quality (X1) has a positive and significant effect on user confidence (Y) in using the application Maxim.

H2: Customer satisfaction (X2) has a positive and significant effect on user confidence (Y) in using the Maxim application.

This can be seen based on the table above showing that customer satisfaction (X2) produces a significant value of 0.010 < 0.05, so it can be concluded that customer satisfaction (X2) has a positive and significant effect on user confidence (Y) in using the Maxim application.

Coefficient of Determination R2

The coefficient of determination (R2) basically measures the extent to which the model can explain variations in the dependent variable (Ghozali, 2009). The coefficient of determination value is between zero and one. A small (R2) value means capacity. The test results can be observed in the following table:

Tabel 9. R2 Coefficient of Determination Test Table

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,465[a]	,216	,197	4,028

a. Predictors: (Constant), Customer Satisfaction, E-Service Quality
b. Dependent Variable: User Trust

Based on the table above, it shows that the Adjusted R Square is 0.197 = 19.7%, meaning that the variables e-service quality (X1) and customer satisfaction (X2) influence user trust (Y) by 19.7% while the remaining 80.3% is influenced by other variables not examined in this study.

Conclusion

Based on the test results that have been carried out from research entitled The Effect of E-Service Quality and Customer Satisfaction on User Trust in Maxim Online Transportation (Case Study of FEB Students of the Management Study Program, University of North Sumatra) the following conclusions were obtained:

1. E-Service Quality (X1) has a positive and significant influence on User Trust (Y) in Maxim Online Transportation (Case Study of FEB Management Study Program Students, University of North Sumatra).
2. Customer Satisfaction (X2) has a positive and significant influence on User Trust (Y) in Maxim Online Transportation (Case Study of FEB Students at the Management Study Program, University of North Sumatra).
3. E-Service Quality (X1) and Customer Satisfaction (X2) together have a positive and significant influence on User Trust (Y) in Maxim Online Transportation (Case Study of FEB Students at the Management Study Program, University of North Sumatra).

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