

# The Influence of Price Perceptions, Promotions and Service Quality on Customer Satisfaction with Maxim Online Motorcycle Taxi Services in Depok City

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## ABSTRACT

One practical and efficient alternative is an online motorbike taxi, which can take you to your workplace or the commuter line train station faster than other public transportation. The era of using the internet to build online motorbike taxi ordering applications has changed local motorbike taxis to internet-based ones via smartphone applications. The online motorcycle taxis that dominate in this city are Gojek and Grab; apart from that, Maxim offers cheaper rates than the others. This research aims to determine the influence of price perceptions, promotions, and service quality on customer satisfaction with Maxim's online motorcycle taxi service in Depok City. This research uses a quantitative descriptive method by distributing questionnaires via Google Forms. Meanwhile, the collection methods used are observation, questionnaires, documentation, and literature. In this research, the population is all online motorcycle taxi customers in Depok City who have used the Maxim application. In the research using a sample of 120 respondents. In analyzing the research data, SPSS 25 was used to calculate the results of the Multiple Linear Regression variable test, t-test, F test, and determination analysis. The results of this research show that, based on the t-test, price perception has a positive and insignificant effect on customer satisfaction, and based on the t-test, promotion and service quality have a positive and significant effect on customer satisfaction. Based on the results of the F Test, perceptions of price, promotion and service quality together significantly affect customer satisfaction with the Maxim online motorcycle taxi service in Depok City. Based on the results of multiple regression analysis, the influence of price perceptions, promotions and service quality on customer satisfaction is only 78.5%. In comparison, the remaining 21.5% is influenced by other variables not examined in this research.

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## 1. INTRODUCTION

Urbanization has occurred in various countries in the world, including Indonesia. This occurs because of differences in economic growth or inequality in development facilities, especially between rural and urban areas, poverty, lack of facilities in rural areas, low living standards and limited employment opportunities, as well as pull factors, which include adequate and standard city facilities high life. As

a result, urban areas have become attractive magnets for urbanites looking for work. The metropolitan area of Jakarta and its surroundings, or Jabodetabek, has become a magnet for regional residents who want to try their luck to get a better economy.

One of the consequences of urbanization is population density and congestion in various areas of the capital city and satellite cities as buffers, such as Bekasi City, Depok City, Tangerang City and Bogor, where many workers and employees use private vehicle transportation to get to their work locations. Even though the government has tried to improve public transportation to overcome this congestion, for example, by increasing the number of busway routes, KRL, Jak Lingko and so on, traffic jams still occur.

Depok City is one of the satellite cities that serve as a buffer for the capital city of Jakarta, where the population is around 2 million people, most of whom work in Jakarta. One effective transportation alternative is an online motorbike taxi, which can take you to your workplace or the commuter line train station faster than other public transportation. Cheap compared to other online motorcycle taxi platforms. Motorbike taxis as a form of daily transportation should be considered nowadays. With the emergence of online motorcycle taxi services offered online, the industry has entered a new phase. The era of utilizing the internet to build online motorbike taxi ordering applications has changed local-based motorbike taxis to internet-based ones via smartphone applications. The online motorcycle taxis that dominate in this city are Gojek and Grab; apart from that, Maxim offers cheaper rates than the others.

Maxim is an application-based company that originates from Russia and has been operating in Indonesia under the legal permit of PT. Prima Indonesia Technology has been around since July 2018. Currently, 16 cities in Indonesia: Jakarta, Banda Aceh, Banjarmasin, Jambi Pekanbaru Bengkulu, Denpasar Solo, Pontianak, Samarinda, Singkawang, Surakarta, Yogyakarta, Bandar, Lampung Padang, and Palembang. Currently, public transport consumers can choose the practical option of using motorbike taxis, where they can choose one of various options based on their needs and preferences. The application-based transportation company Maxim must build its brand, trusted service quality, price perception and continuous promotions to achieve client satisfaction. Based on the number of Maxim application downloads recorded on PlayStore, there are currently 10 million users.

Perception is how a person explains stimuli into meaningful visuals (Schiffman & Kanuk, 2007). Perception is the process by which we select, organize and translate input information to create a new picture of the world. Perception is a sensation of experience or the cause of a situation in the past (Sopiah, 2013). Many people measure the quality of goods and services through the prices producers offer consumers. In other words, the Price is the value of an item determined by the seller. The consumer's assessment of the goods and services they receive is different; many factors influence it. Consumers' perceptions of a price can influence their decision to buy a product. Therefore, every company should perceive their products and services well.

Kotler and Armstrong (2014) state that Price is the amount demanded for a product or service. More broadly, it can be said that Price is the sum of all the values consumers provide to obtain benefits from owning or using a product or service. Price is the main factor that influences consumers to buy. Price is crucial in determining a company's market share and profit level. According to Limakrisna & Purba (2022), Price is the amount the seller offers to receive the goods purchased. Meanwhile, according to Sedjati (2018), price is the exchange of goods or services in the form of currency. Price perception is the customer's ability to understand and interpret price information fully (Peter et al., 1999). Campbell Cockril and Goode (2010) stated that price perception is a psychological factor from various aspects and an essential influence on consumer reactions to prices. That is why price perception is the reason someone decides to buy.

According to Lee and Lawson Body (2011), price perception is a consumer's assessment and associated emotional form regarding whether the Price offered by the seller and the Price compared with other parties is reasonably acceptable or justifiable. Therefore, the first thing that interests or attracts consumers is how much value consumers spend to get the product offered. According to Kotler (2016), there are three indicators in price perception, namely as follows: (a). Affordability; (b). Cheaper prices than competitors; (c). Price matches with product quality. These price perception indicators can be explained as follows. Price affordability determines prices carried

out by producers/sellers by consumers or consumers' purchasing power. Products offered by companies that suit consumers' purchasing abilities will attract consumers' interest in buying the product because the product has a price that suits their desires. Lower prices than competitors are an aspect of pricing carried out by producers/sellers to consumers by providing prices that are cheaper than prices given by competitors to attract consumers' buying interest. Matching price to product quality is an aspect of price determination carried out by producers/sellers based on the product quality consumers can obtain. Good quality at an appropriate price will undoubtedly attract consumers.

According to Kotler and Keller (2019), options are a core ingredient in marketing campaigns, consisting of short-term incentive tools designed to stimulate faster or more significant purchases of specific products or services by consumers or trade. Kotler and Armstrong (2013), "promotion means activities that communicate the merits of the product and persuade target customers to buy it", meaning that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product. According to Hermawan (2012), "Promotion is "one of the priority components of marketing activities which informs consumers that the company is launching a new product that tempts consumers to carry out purchasing activities". This research is an ethical promotional activity that uses human resources and promotional materials (brochures, samples, presentations, websites, etc).

According to Lupiyoadi (2018), sales promotions are all activities intended to increase the flow of goods and services from producers to final sales. Based on the definition of promotion above, promotion is a type of communication that provides explanations and information about products to convince consumers to make purchasing decisions. Promotion involves informing, persuading and reminding consumers to respond to the products or services offered. The desired response can take many forms, from awareness of the product or service's existence to actual purchase.

Quality is one of the keys for service provider companies to survive in competition in the service sector and achieve consumer satisfaction. Quality is paramount and deserves to be improved continuously and with continuous innovation. A quality product must be able to meet the expectations and desires of each consumer. To understand and know the expectations and desires of consumers, the service provider can measure them through the quality attributes carried by each product, both in the form of goods and products in the form of services.

Kotler & Keller (2016) explain that quality is the goodness aspect of a good or service to fulfil the customer's desires or expectations. According to Erni's research (2014), service quality refers to all forms of activities carried out by companies to meet consumer expectations. In this case, service can be interpreted as a service delivered in the form of convenience, speed, ability and friendliness shown by the service owner through attitudes and characteristics in providing services to consumers. According to Usmara (2000), service quality is an attitude from comparing consumer service quality expectations with the company's perceived performance. Another opinion regarding service quality is that, according to Tjiptono (2015), service quality is the fulfilment of customer needs and desires and the accuracy of delivery to match customer expectations. Thus, two main factors influence service quality: expected and perceived service (Cho & Sagynov, 2015). According to Kotler and Armstrong (2014), "Service quality is the totality of the features and characteristics of a product or service that support its ability to satisfy needs directly or indirectly." Tjiptono (2012) stated that "Service quality can be interpreted as an effort to fulfil the needs and desires of consumers as well as the provision of delivery in keeping with consumer expectations."

One of the factors that determines the level of success and quality of a company, according to Sviokla, is the company's ability to provide service to customers. There are two explanations regarding service by Lovelock and Wright (2016) First, service is an action or performance offered by one party to another party. Although the process is linked to a physical product, its performance is essentially intangible and usually does not result in ownership of the factors of production. Second, service is an economic activity that creates and benefits customers at a particular time and place, resulting in realizing the desired company within or on behalf of the service recipient.

According to Pasuraman et al (2002) revealed that there are 22 determining factors of service quality, summarized into five dominant factors, known as SERVQUAL: tangibles, reliability, responsiveness, assurance, and empathy. Where these five factors can be explained as follows:

1. Reliability is the ability to provide promised services reliably and accurately, as well as the ability to be trusted. In a broad sense, reliability means a company delivers on its error-free supply, problem-solving and pricing promises.
2. Responsiveness is the ability to help customers provide services quickly. This dimension emphasizes attention and accuracy when dealing with customer requests, statements and complaints. There is clarity that is wise, detailed and direct to address the performance mechanism procedures that apply in the organization so that the form of service receives a good response.
3. Assurance namely the ability of employees to inspire confidence and trust. This dimension is critical in services that require a relatively high level of trust.
4. Empathy, namely personal care and attention to customers. Empathy in service is more attention that must be given seriously, being sympathetic to customer needs.
5. Tangibles: This dimension is in the form of physical appearance. This dimension describes the physical form and services that consumers will receive.

According to Kotler and Armstrong (2014), "Customer satisfaction is an experience based on the experience of assessments made by customers regarding the extent to which their expectations for products and services can be realized." This assessment is based on evaluating customer perceptions related to the purchasing experience or value that facilitates the achievement of customer goals. Customer satisfaction is a customer's feeling that what he wants is fulfilled, whether in goods or services (Oliver, 2014)

There are four indicators of customer satisfaction, according to Irawan (2003), namely: excellent service quality, emotional factors, relatively low prices and ease of obtaining a service, which prevents customers from wasting time. Maxim is one of Indonesia's largest online-based application companies, providing various consumer services ranging from motorcycle taxi services to goods delivery services and online services at varying prices. So, consumers' needs to meet their shopping needs vary significantly according to their needs. In this regard, several factors influence consumers' purchasing decisions.

## 2. RESEARCH METHOD

The research method is a scientific method carried out to obtain data with a specific purpose and use, characterized by being systematic, rational and empirical. The approach used in this research is an associative relationship approach, which aims to determine the influence of price perceptions, promotions and service quality on customer satisfaction with the Maxim online motorcycle taxi service in Depok City. Meanwhile, the collection methods are observation, questionnaires, documentation and literature. Maxim online motorcycle taxi customers in Depok City were used as the object of this research.

Population is the total number of individuals or groups you want to study in the research area [23]. In this research, the population is all online motorcycle taxi customers in Depok City who have used the Maxim application. The sample used the formula (Hair et al., 2010) for the number of indicators ( $24 \times 5 = 120$ ) in the research using a sample of 120 respondents. The sampling technique used was probability sampling, the criteria being that each customer respondent had used the Maxim application. The data collection technique is distributing questionnaires using a Likert scale measuring instrument. Analysis methods include F-test, T-test, multiple linear regression analysis, and hypothesis testing.

### 3. RESULTS AND DISCUSSIONS

The analysis was carried out with the help of the SPSS Statistics 26 for Windows program.

**Table 1. Regression Results**  
Coefficients

Model		Unstandardized Coefficients	
		B	Std. Error
1	Constanta	33,678	5,023
	Price Perception_ X1	,775	,120
	Promotion_ X2	,569	,131
	Service Quality_ X3	,325	,144

a. Dependent Variable, Customer Satisfaction (Y)

Table 1 above shows that the regression coefficient for variable X1 is 0.775, meaning that if the other independent variables have a fixed value and The regression coefficient for the variable X2 is 0.569, which can be interpreted as if the other independent variables have a fixed value and Meanwhile, the regression coefficient for variable X3 is 0.325, meaning that other independent variables have fixed values and X3 increases by 1%, then Y increases by 0.325 and it can be concluded that there is a positive relationship between service quality and customer satisfaction with the Maxim online motorcycle taxi service in Depok City.

**Table 2. t test results**

Model		T	Sig
1	Constant	6,685	,000
	Price Perception_ X1	3,165	,008
	Promotion_ X2	3,147	,005
	Service Quality_ X3	1,975	,215

a. Dependent Variable, Customer Satisfaction (Y)

Based on the table above, it can be seen that the calculated t value for variable X1 (Price Perception) is 3.165 > t table 1.675, meaning that price perception has a partial and significant positive effect on customer satisfaction. The calculated t value for the Promotion variable (X2) is 3.147 > from the t table 1.675, meaning that promotion has a partial and significant positive effect on customer satisfaction. It can be concluded that H0 is rejected and H2 is accepted. The calculated t value for the Service Quality variable (X3) is 1.975 < 1.675. This means that the service quality variable has a partial but insignificant positive effect on the customer satisfaction variable.

**Table 3. F test**  
ANOVA

Model		Sum of Squares	Df	Mean of Squares	F	Sig
1	Regression	111,295	5	22,259	3,457	,027
	Residual	767,970	115	6,678		
	Total	112,062	120			

Based on the table above, it is known that the F count is 3.457 > F table value 2.51, and the significance value is 0.027 < 0.05, and it can be interpreted that H0 is rejected. It can be concluded that Price Perception (X1), Promotion (X2), and Service Quality (X3) simultaneously have a positive

and significant effect on customer satisfaction with the Maxim online motorcycle taxi service in Depok City.

The coefficient of determination test is used to determine the ability of the independent variable to explain variations in the dependent variable. The results of the coefficient of determination test can be seen in table 4.

**Table 4. Coefficient of Determination Test Results**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.367a	.785	.97	2,671

Based on table 4, it is known that the R square (R<sup>2</sup>) value is 0.785 which can be used to find out how much influence the variables X1, Maxim online motorcycle taxi in Depok City by calculating the coefficient of determination (KD) using the following formula:

$$D = R^2 \times 100\%$$

$$D = 0.785 \times 100\%$$

$$D = 78.5\%$$

Based on the results of these calculations, it can be concluded that the combined influence of organizational culture, motivation and job satisfaction on customer satisfaction for the Maxim online motorcycle taxi service in Depok City is 78.5%, while the remaining 21.5% is influenced by other factors.

#### 4. CONCLUSION

From the results of research on the influence of price perception, promotion and service quality on customer satisfaction with Maxim online motorcycle taxi services in Depok City, it can be concluded that. The perception of price, promotion and service quality implemented by Maxim in Depok City positively affects customer satisfaction. This can be proven from the results of calculating correlation and regression coefficients. In conclusion, there is a significant correlation between the influence of price perceptions, promotions and service quality on customer satisfaction with the Maxim online motorcycle taxi service in Depok City. Based on the Summary table of the coefficient of determination test, it can be seen that the R square value is 0.785 or 78.5%, meaning that customer satisfaction is influenced by the perception of price, promotion and service quality, 78.5% of which is the remaining 21.5% influenced by other factors not included in this research, including driver discipline, ease of application, range and others.

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