IJAMESC, Vol. 4 No. 3, June 2026
DOI: https://doi.org/10.61990/ijamesc.v4i3.781 e-ISSN 2986-8645

THE EFFECT OF PRICE, PROMOTION AND QUALITY OF MAXIM APPLICATION SERVICES ON CUSTOMER SATISFACTION IN MEDAN CITY

Reja Filif Andrian[1], Ratna Oktavia Situmorang[2], Tri Putri Enjelina Grasela Sinabang[3], Holfian Daulat Tambun Saribu[4]*, Rintan Saragih[5]
[1,2,3]Universitas Prima Indonesia, Indonesia
[4]PUI Digital Business and Smes (DBS), Universitas Prima Indonesia
[5]Universitas Methodist Indonesia
*Corresponding Author:
holfiandaulattambunsaribu@unprimdn.ac.id

Abstract
This study examines the effect of price, promotion, and service quality on customer satisfaction with the Maxim application in Medan City. The rapid growth of online transportation services has encouraged service providers to strengthen marketing strategies that can improve customer satisfaction and maintain competitiveness. This research used a quantitative approach with an explanatory research design. Primary data were collected through questionnaires distributed to 100 active Maxim users in Medan City. The data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results show that price has a positive and significant effect on customer satisfaction, with a significance value of 0.008. Promotion also has a positive and significant effect, with a significance value of 0.000, and becomes the most dominant variable in influencing customer satisfaction. However, service quality does not have a significant partial effect, with a significance value of 0.857. Simultaneously, price, promotion, and service quality have a significant effect on customer satisfaction, as indicated by an F-value of 41.960 and a significance value of 0.000. The Adjusted R Square value of 0.554 indicates that the three variables explain 55.4% of the variation in customer satisfaction. These findings suggest that Maxim should maintain competitive pricing, strengthen promotional strategies, and improve service consistency to build sustainable customer satisfaction.

Keywords: Price, Promotion, Service Quality, Customer Satisfaction, Maxim Application.

1. Introduction

The development of digital technology has reshaped consumer behavior in accessing service-based products, including transportation services. wider internet access has encouraged people to choose services that are fast, practical, and easily available through digital applications (Sagar, 2024). In Indonesia, internet users reached 221,563,479 people in 2024, with a penetration rate of 79.5%. this figure indicates that public activities are increasingly connected to the digital ecosystem (Armariena et al., 2025). such conditions have strengthened the position of application-based services as an essential part of urban life, particularly in supporting daily mobility needs.

IJAMESC, Vol. 4 No. 3, June 2026
DOI: https://doi.org/10.61990/ijamesc.v4i3.781 e-ISSN 2986-8645

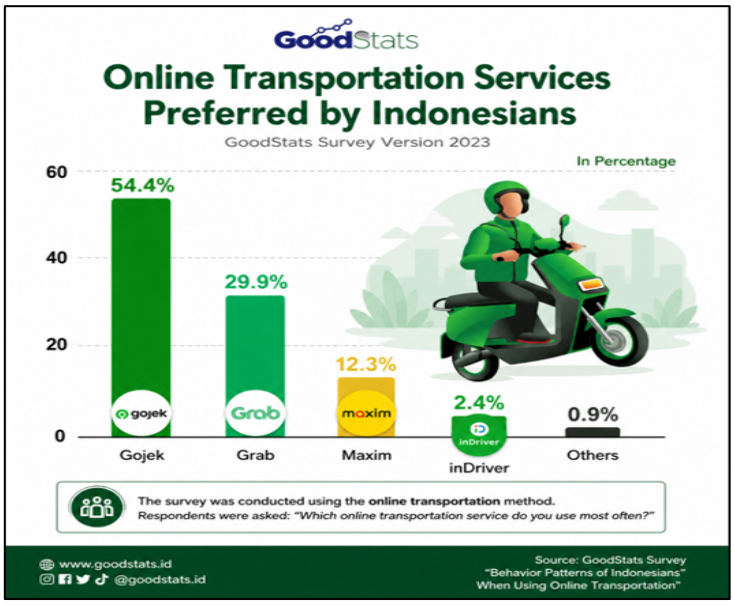

Figure 1. Online Transportation Services Preferred by Indonesians

The figure shows the preferred online transportation services among Indonesian users based on the GoodStats 2023 survey. Gojek ranks first with 54.4%, followed by Grab at 29.9%. Maxim occupies the third position with 12.3%, while in Driver accounts for 2.4% and other services represent only 0.9% (Goodstats.id, 2024). These data indicate that although Maxim is not the leading platform, it still holds a notable position in Indonesia's online transportation market.

One of the rapidly growing digital services is online transportation (Liu, 2022). Online transportation enables users to book trips, determine pick-up points, estimate fares, and select services according to their needs (Hutabarat & Prabawani, 2020). In this service industry, customer satisfaction plays an important role in determining whether users continue to use a particular platform. Customers do not only consider ease of access, but also evaluate price, promotion, and the quality of service received during the use of the application.

Maxim is one of the online transportation applications used by people in Medan City. Its presence provides an alternative for customers in choosing application-based transportation services amid competition with similar platforms. However, in the digital service industry, an increase in users does not always indicate that customers are fully satisfied. Customer satisfaction is still determined by actual service experiences, including fare suitability, promotional attractiveness, service speed, location accuracy, and driver behavior(Monteiro et al., 2024).

Based on the preliminary phenomenon identified in the study, Maxim users in Medan City still face several issues related to customer experience, such as inaccurate location points in the application, order cancellations by drivers, and promotional activities that are perceived as not yet optimal in attracting users. These problems indicate that customer satisfaction with the Maxim application needs to be examined more deeply through service marketing factors, particularly price, promotion, and service quality. The undergraduate thesis used as the basis for this article employed a quantitative approach involving 100 active Maxim users in Medan City as respondents.

Price is one of the key factors because online transportation customers tend to compare fares across platforms before deciding which service to use(Sugiarta et al., 2024). A price that is considered affordable, beneficial, and competitive can create a positive perception

of the service(Prasetya et al., 2023). In online transportation services, price is not merely understood as the cost of a trip, but also as the value sacrificed by customers to obtain convenience, punctuality, and ease of access.

Promotion also plays a strategic role in increasing customer satisfaction (Patel & Chauhan, 2024). Promotional programs such as discounts, vouchers, cashback, and service information may encourage customers to try, reuse, and develop a positive perception of the application (Samekto & Kuncoro, 2024). In digital services, promotion functions not only as a sales tool but also as a form of marketing communication that strengthens the relationship between the company and its customers. This is particularly important because digital consumers tend to respond positively to incentives that provide direct benefits.

Service quality is another important element in creating customer satisfaction. In online transportation, service quality is related to application reliability, ease of use, location accuracy, response speed, travel safety, and driver attitude (Cobanoglu, 2021). When the service received meets or exceeds customer expectations, satisfaction tends to increase(Tessema et al., 2024). Conversely, technical problems, delays, unilateral cancellations, or poor service may reduce customer satisfaction, even when the offered price and promotion are considered attractive.

Previous studies (Khan et al., 2023)(Syaipudin & Awwalin, 2022) have examined customer satisfaction in online transportation services; however, further investigation is still needed, particularly in the context of Maxim users in Medan City. Several studies have focused more on service quality or general usage decisions, while studies that integrate price, promotion, and service quality as service marketing factors affecting Maxim customer satisfaction remain limited. This study is important because it provides empirical understanding of which factors play the most significant role in shaping customer satisfaction in local online transportation services.

This study examines the effect of price, promotion, and service quality on customer satisfaction with the Maxim application in Medan City. It also identifies the most dominant variable in improving customer satisfaction, so that the findings may provide practical input for online transportation service providers in designing more effective service marketing strategies. Theoretically, this study is grounded in service marketing and consumer behavior concepts. In service marketing, customer satisfaction is formed through a comparison between customer expectations and the perceived performance of the service received. Price, promotion, and service quality are elements of marketing strategy that can influence customers' perceptions of service value(Basu et al., 2024). The better the perceived value received by customers, the greater the likelihood that they will feel satisfied and continue using the service.

The novelty of this study lies in its examination of the relationship between price, promotion, service quality, and customer satisfaction in the specific context of Maxim users in Medan City. Unlike studies that discuss online transportation services in general, this study focuses on Maxim as a specific research object and analyzes service marketing factors that are closely related to local customer experiences. The findings are expected to contribute to the development of digital service marketing literature and provide practical considerations for online transportation companies in improving customer satisfaction.

2. Theoretical Background

2.1 Service Marketing Theory

This study is grounded in service marketing theory, which explains that services have distinct characteristics compared to tangible products. services are intangible, produced and consumed simultaneously, and highly dependent on customer experience (Yeo et al., 2024) . In the context of online transportation services, customers do not only evaluate the final outcome of arriving at their destination, but also the entire service process, including the ease of using the application, price suitability, promotional attractiveness, accuracy of pick-up points, and driver behavior. According to (Kotler & Keller, 2016), service marketing emphasizes the importance of creating customer value through a combination of pricing strategy, marketing communication, and service quality. In application-based services such as maxim, marketing strategy is not only implemented through promotional activities, but also through the company's ability to offer competitive fares and services that meet user expectations. therefore, service marketing theory provides a relevant foundation for understanding how price, promotion, and service quality may shape customer satisfaction (Gilbert, 2015).

2.2 Customer Satisfaction Theory

Customer satisfaction refers to an evaluative response that emerges after customers compare their initial expectations with the actual service experience they receive (Rangkuti, 2024). When the perceived service meets or exceeds expectations, customers tend to feel satisfied. conversely, when the service received falls below expectations, dissatisfaction may occur. in this study, customer satisfaction is understood as the customers' perceived response after using the maxim application, particularly in relation to price, promotion, and service quality(Theodora & Felicia, 2020). Research (Ngelyaratan & Soediantono, 2022) explains that customer satisfaction can be measured through expectation conformity, intention to reuse, and willingness to recommend the service to others. in online transportation services, customer satisfaction becomes a crucial factor because users have various alternative platforms to choose from. therefore, companies need to ensure that customer experiences in using the application create a positive impression and encourage repeated use.

2.3 Price and Customer Satisfaction

Price is one of the key factors influencing customer satisfaction, particularly in online transportation services where customers are highly sensitive to fare comparisons across platforms (Ardiansyah & Sarwoko, 2020). customers tend to evaluate whether the price they pay is proportional to the benefits they receive. when the price is perceived as affordable, consistent with service quality, and competitive compared to other applications, customers are more likely to develop a positive perception of the service (Amelia & Fathoni, 2021). In this study, price is measured through several indicators, namely price affordability, price suitability with service quality, price competitiveness, and price suitability with perceived benefits. these indicators show that price is not merely understood as the monetary cost of a trip, but also as the value received by customers. based on the undergraduate thesis used as the basis for this article, price is one of the independent variables examined in relation to customer satisfaction among maxim users in Medan city (Boimau, 2021).

2.4 Promotion And Customer Satisfaction

Promotion is a form of marketing communication aimed at providing information, attracting customer attention, and encouraging the use of a product or service (Safira et al., 2019). in digital services, promotion may take the form of discounts, vouchers, cashback, social media advertisements, application notifications, and other offers that provide direct benefits to customers. attractive promotions can increase customer satisfaction because customers perceive that they receive additional value from the service used (John & Villiers, 2024). In online transportation applications, customers often compare promotional offers across platforms before deciding which service to choose. the more relevant and appealing the promotion is, the greater the possibility that customers will feel satisfied and be encouraged to reuse the service. thus, promotion plays a strategic role in shaping positive customer perceptions toward the maxim application.

2.5 Service Quality and Customer Satisfaction

Service quality refers to customers' assessment of the extent to which the service received meets their expectations (Tatikonda et al., 2024). In online transportation services, service quality is not only related to the interaction between customers and drivers, but also includes application performance, location accuracy, response speed, travel safety, comfort, and system reliability. (Kotler & Keller, 2016) state that service quality can be viewed through service performance, reliability, service conformity, timeliness, and customer support. in the context of maxim, service quality is important because customer experience is strongly influenced by the accuracy of the application system and the behavior of drivers. however, service quality may not always become the dominant factor when customers prioritize price and promotion in choosing online transportation services.

2.6 Online Transportation Service Marketing Strategy

Online transportation service marketing strategy refers to the company's efforts to manage marketing elements in order to create customer satisfaction (Setyarini & Wisnu Panggah Setiyono, 2023). In maxim services, this strategy can be observed through the combination of competitive pricing, attractive promotions, and service quality that meets customer needs. these three aspects are interrelated because customers evaluate online transportation services as a whole, rather than based on a single factor (Li et al., 2023). in the competitive online transportation market, customers have the freedom to switch from one application to another. therefore, companies need to understand which factors most strongly influence customer satisfaction so that their marketing strategies can be more effectively targeted. when the price is perceived as appropriate, promotions are considered attractive, and service quality is acceptable, customers are more likely to feel satisfied and continue using the application(Shamim, 2022).

2.7 Hypothesis Development

Based on the theoretical background and previous studies, the hypotheses of this study are formulated as follows:

H1: Price has a positive and significant effect on customer satisfaction with the Maxim application in Medan City.

H2: Promotion has a positive and significant effect on customer satisfaction with the Maxim application in Medan City.

H3: Service quality has a positive and significant effect on customer satisfaction with the Maxim application in Medan City.

H4: Price, promotion, and service quality simultaneously have a positive and significant effect on customer satisfaction with the Maxim application in Medan City.

3 Methods

3.1 Research Design

This study employs a quantitative approach with an explanatory research design, as it seeks to explain the influence of price, promotion, and service quality on customer satisfaction with the Maxim application in Medan City (Sugiyono, 2017). A quantitative approach is considered appropriate because the data are numerical and analyzed through statistical procedures to objectively examine the relationships among variables. The explanatory research design enables the examination of causal relationships between independent variables (price, promotion, and service quality) and the dependent variable (customer satisfaction), allowing for hypothesis testing and generalization of findings. The research framework is developed based on marketing theory and previous literature on customer satisfaction, price perception, promotion effectiveness, and service quality in the online transportation industry.

3.2 Population and Sample

3.2.1 Population

The population of this study consists of all Maxim application users in Medan City. Maxim is an online transportation service that has gained significant popularity in Medan due to its competitive pricing and widespread availability. The population includes individuals who have used the Maxim application at least once and have experienced the services provided by the platform. Medan City was chosen as the research location because it represents one of the largest markets for online transportation services in Indonesia, with a diverse user base and intense competition among service providers, making it an ideal context for examining factors influencing customer satisfaction.

3.2.2 Sample

Since the exact population size is unknown, the sample size was determined using the Lemeshow formula (Niam et al., 2024). Based on the calculation, the minimum sample size was 96.04 respondents, which was then rounded to 100 respondents. The Lemeshow formula is appropriate for situations where the population size is unknown or infinite, providing a statistically acceptable sample size for hypothesis testing. The sampling technique used in this study was accidental sampling, in which respondents were selected based on their availability and suitability as Maxim users who could be reached by the researchers. This non-probability sampling technique was chosen due to practical considerations, including time constraints, accessibility, and the need to reach respondents who actively use the Maxim application in Medan City. The use of accidental sampling enables the collection of data from a diverse range of Maxim users, although it may limit the generalizability of findings.

3.3 Data Collection Techniques

The data used in this study consist of primary and secondary data. Primary data were collected through questionnaires distributed to 100 Maxim users in Medan City. The questionnaire was designed to capture respondents' perceptions regarding price, promotion, service quality, and customer satisfaction. The research instrument was developed using a five-point Likert scale, ranging from strongly disagree (1) to strongly

agree (5) (Saebani, 2018). The Likert scale allows respondents to express their level of agreement with statements reflecting their experiences and perceptions of the Maxim application. The questionnaire was distributed through various channels, including direct distribution, online platforms, and social media, to reach a wide range of respondents across different demographic groups. Secondary data were obtained from relevant literature, including academic journals, books, and previous research on customer satisfaction and online transportation services.

3.4 Operational Definitions of Research Variables

3.4.1 Dependent Variable

Customer Satisfaction (Y): Customer satisfaction is defined as the overall evaluation of customers regarding their experience with the Maxim application, reflecting the extent to which the service meets or exceeds their expectations. Customer satisfaction is measured through three indicators: expectation conformity (the extent to which the service meets customer expectations), intention to reuse (the willingness to use the Maxim application again in the future), and willingness to recommend the service to others (the likelihood of recommending Maxim to friends, family, or colleagues). These indicators capture both cognitive and affective dimensions of satisfaction and are measured using a five-point Likert scale.

3.4.2 Independent Variables

Price (X_1): Price is defined as the amount of money customers must pay to use the Maxim application service, reflecting the monetary value exchanged for the transportation service provided. Price is measured through four indicators: price affordability (the extent to which customers perceive the price as affordable), price suitability with service quality (the perceived fairness of price relative to service quality), price competitiveness (the comparison of Maxim's pricing with competitors), and price suitability with perceived benefits (the perceived value received relative to the price paid). These indicators capture the multidimensional nature of price perception and are measured using a five-point Likert scale.

Promotion (X_2): Promotion is defined as the marketing communication activities undertaken by Maxim to inform, persuade, and remind customers about the services offered. Promotion is measured through three indicators: content marketing (the quality and relevance of promotional content), the clarity of information delivered (the extent to which promotional messages are clear and understandable), and content distribution through social media (the effectiveness of promotional content dissemination through social media platforms). These indicators capture both the content and delivery aspects of promotional activities and are measured using a five-point Likert scale.

Service Quality (X_3): Service quality is defined as the overall assessment of the service excellence provided by Maxim, encompassing various dimensions of service delivery. Service quality is measured through five indicators: service performance (the overall execution of service delivery), reliability (the ability to deliver services consistently and accurately), service conformity (the extent to which services meet established standards), timeliness (the punctuality of service delivery), and service support (the quality of customer assistance and problem resolution). These indicators are based on established service quality frameworks and are measured using a five-point Likert scale.

3.4.3 Summary of Operational Variables

Table 1. Operational Definition and Measurement of Variables

Variable	Type	Definition	Indicators	Scale	Source
Customer Satisfaction (Y)	Dependent	Overall evaluation of customers regarding their experience with the Maxim application	Expectation conformity, intention to reuse, willingness to recommend	Likert 1–5	Adapted from validated scales
Price (X_1)	Independent	Amount of money customers must pay to use the Maxim application service	Price affordability, price suitability with service quality, price competitiveness, price suitability with perceived benefits	Likert 1–5	Adapted from validated scales
Promotion (X_2)	Independent	Marketing communication activities to inform, persuade, and remind customers	Content marketing, clarity of information, content distribution through social media	Likert 1–5	Adapted from validated scales
Service Quality (X_3)	Independent	Overall assessment of service excellence provided by Maxim	Service performance, reliability, service conformity, timeliness, service support	Likert 1–5	Adapted from validated scales

Source: Developed for this research (2026)

3.5 Data Analysis Techniques

Data analysis in this study was conducted in several stages. The first stage involved validity testing to ensure that each questionnaire item was capable of measuring the intended variable (Morgan et al., 2024). Validity testing was conducted using correlation analysis between each item score and the total score, with items considered valid if the correlation coefficient was significant at the 0.05 level. The second stage involved reliability testing to assess the consistency of the research instrument. Reliability was measured using Cronbach's Alpha coefficient, with values above 0.70 indicating acceptable internal consistency.

After the instrument was declared valid and reliable, the analysis proceeded with classical assumption tests, including normality, multicollinearity, and heteroscedasticity

tests. The normality test was conducted using the Kolmogorov-Smirnov test to examine whether the residuals were normally distributed, with a non-significant p-value (> 0.05) indicating normal distribution. The multicollinearity test was conducted using the Variance Inflation Factor (VIF), where values less than 10 (VIF < 10) indicate the absence of significant multicollinearity among independent variables. The heteroscedasticity test was conducted using the Glejser test, where a non-significant p-value (> 0.05) indicates the absence of heteroscedasticity. These tests were conducted to ensure that the regression model met the required statistical assumptions for reliable hypothesis testing.

Furthermore, the data were analyzed using multiple linear regression to examine the effect of price, promotion, and service quality on customer satisfaction. Multiple linear regression is appropriate for this study as it allows for the simultaneous examination of the influence of multiple independent variables on a single dependent variable. The regression model used in this study is formulated as follows:

$$Y = \alpha + b1X1 + b2X2 + b3X3 +$$

Where:

Y = Customer satisfaction
α = Constant
X_1 = Price
X_2 = Promotion
X_3 = Service quality
b_1, b_2, b_3 = Regression coefficients
e = Error term

Hypothesis testing was conducted using the t-test, F-test, and coefficient of determination. The t-test was used to examine the partial effect of each independent variable on customer satisfaction, with a significance level of 5% (p < 0.05) indicating a significant effect. The F-test was used to examine the simultaneous effect of price, promotion, and service quality on customer satisfaction, with a significance level of 5% (p < 0.05) indicating that the independent variables collectively influence customer satisfaction. Meanwhile, the coefficient of determination (R^2) was used to assess the ability of the independent variables to explain variations in customer satisfaction. The adjusted R^2 is reported to account for the number of independent variables in the model, providing a more conservative estimate of explanatory power.

4 Results and Discussion

4.1 Descriptive Statistics

Table 2. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Price	100	9	40	33.12	5.133
Promotion	100	20	40	33.45	3.988
Service Quality	100	22	40	33.16	3.695
Customer Satisfaction	100	6	30	26.08	3.501

Source: Processed data, 2026

The descriptive statistics show that promotion has the highest mean value, reaching 33.45. This indicates that respondents gave relatively positive assessments of the promotional activities carried out by the Maxim application. The price variable has a mean value of 33.12, while service quality records a mean value of 33.16. Meanwhile, customer satisfaction has a mean value of 26.08. Overall, these results indicate that respondents' perceptions of price, promotion, service quality, and customer satisfaction

are relatively high. This study involved 100 active Maxim users in Medan City as respondents.

4.2 Classical Assumption Tests

4.2.1 Normality Test

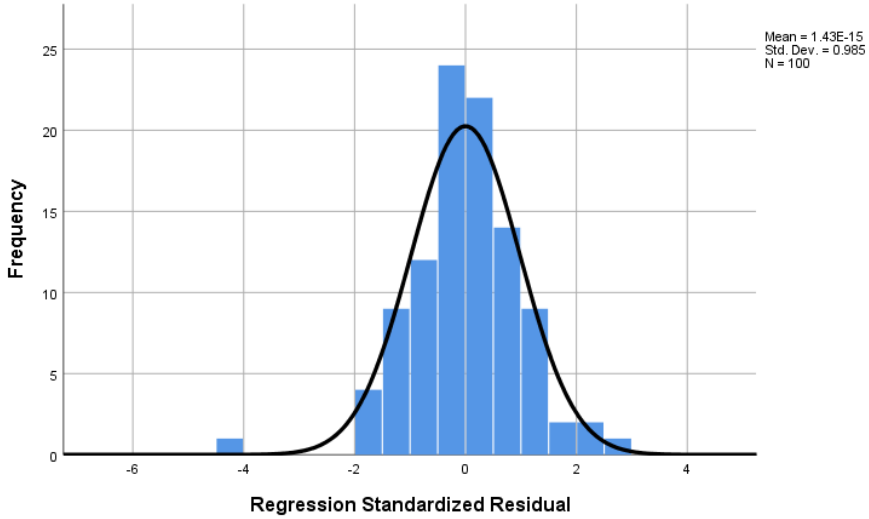

Figure 2. Histogram Graph

The normality test results indicate that the residual data are normally distributed. This can be seen from the histogram graph, which forms a bell-shaped pattern and does not skew extremely to the left or right. In addition, the normal probability plot shows that the data points are distributed around the diagonal line and follow its direction. The One-Sample Kolmogorov-Smirnov test also shows a significance value of 0.200, which is greater than 0.05. Therefore, the regression model in this study satisfies the normality assumption.

4.2.2 Multicollinearity Test

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	0.572	1.748
Promotion	0.761	1.313
Service Quality	0.519	1.925

Source: Processed data, 2026

The multicollinearity test results show that all independent variables have tolerance values greater than 0.10 and VIF values below 10. The price variable has a tolerance value of 0.572 and a VIF value of 1.748. The promotion variable has a tolerance value of 0.761 and a VIF value of 1.313. Meanwhile, service quality has a tolerance value of 0.519 and a VIF value of 1.925. Based on these results, it can be concluded that there is no multicollinearity problem in the regression model.

4.2.3 Heteroscedasticity Test

The heteroscedasticity test using the scatterplot shows that the residual points are randomly distributed above and below zero on the Y-axis and do not form a specific pattern. This distribution pattern indicates that the regression model does not experience heteroscedasticity. Thus, the regression model satisfies the homoscedasticity assumption and is appropriate for further testing.

4.2.4 Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Results

Variable	B Coefficient	Std. Error	Beta	t-Statistic	Sig.	Result
Constant	2.029	2.390	-	0.849	0.398	-
Price	0.165	0.061	0.242	2.732	0.008	Significant
Promotion	0.539	0.068	0.615	7.989	0.000	Significant
Service Quality	0.016	0.088	0.017	0.181	0.857	Not Significant

Source: Processed data, 2026

Based on the results of the multiple linear regression analysis, the regression equation is formulated as follows:

$$Customer\ Satisfaction = 2.029 + 0.165\ Price + 0.539\ Promotion + 0.016\ Service\ Quality + e$$

The equation shows that price, promotion, and service quality have positive regression coefficients toward customer satisfaction. The price coefficient of 0.165 indicates that every increase in customers' perception of price will increase customer satisfaction by 0.165 units, assuming that other variables remain constant. The promotion coefficient of 0.539 indicates that an increase in promotion will increase customer satisfaction by 0.539 units. Meanwhile, the service quality coefficient of 0.016 indicates a very small effect on customer satisfaction.

The partial test results show that price has a positive and significant effect on customer satisfaction, with a t-value of 2.732 and a significance value of 0.008. This means that the better customers' perception of Maxim's pricing, the higher their level of satisfaction. Promotion also has a positive and significant effect on customer satisfaction, with a t-value of 7.989 and a significance value of 0.000. This finding indicates that promotion is the most dominant factor influencing customer satisfaction with the Maxim application in Medan City. Unlike the two previous variables, service quality does not have a significant effect on customer satisfaction. This is indicated by a t-value of 0.181 and a significance value of 0.857, which is greater than 0.05. Therefore, service quality has not been proven to directly increase customer satisfaction in this study. This result suggests that Maxim customers in Medan City are more sensitive to price and promotion than to service quality.

4.2.5 Coefficient of Determination

Table 4. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.753	0.567	0.554	2.338

Source: Processed data, 2026

The coefficient of determination shows an Adjusted R Square value of 0.554. This value indicates that price, promotion, and service quality are able to explain 55.4% of the variation in customer satisfaction. Meanwhile, the remaining 44.6% is explained by other variables not examined in this study, such as trust, ease of application use, brand image, safety, user experience, or competitor-related factors.

4.2.6 Simultaneous Test

Table 5. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	688.381	3	229.460	41.960	0.000
Residual	524.979	96	5.469	-	-
Total	1213.360	99	-	-	-

Source: Processed data, 2026

The F-test results show an F-value of 41.960 with a significance value of 0.000. Since the significance value is lower than 0.05, it can be concluded that price, promotion, and service quality simultaneously have a significant effect on customer satisfaction with the Maxim application in Medan City. Therefore, the research model is appropriate for explaining customer satisfaction based on these three independent variables.

4.2.7 Summary of Hypothesis Testing Results

Table 6. Summary of Hypothesis Testing Results

Hypothesis	Hypothesis Statement	Result
H1	Price has a positive and significant effect on customer satisfaction	Accepted
H2	Promotion has a positive and significant effect on customer satisfaction	Accepted
H3	Service quality has a positive and significant effect on customer satisfaction	Rejected
H4	Price, promotion, and service quality simultaneously have a significant effect on customer satisfaction	Accepted

Source: Processed data, 2026

Overall, the findings indicate that customer satisfaction with the Maxim application in Medan City is more strongly influenced by promotion and price. Promotion is the most dominant variable, as shown by the highest beta coefficient of 0.615. Price also plays a significant role in improving customer satisfaction, although its effect is smaller than that of promotion. Meanwhile, service quality does not have a significant partial effect, but remains part of the model that simultaneously influences customer satisfaction.

4.3 Discussion

4.3.1 The Effect of Price on Customer Satisfaction

The regression results indicate that price has a positive and significant effect on customer satisfaction with the Maxim application in Medan City. This is shown by a regression coefficient of 0.165, a t-statistic value of 2.732, and a significance value of 0.008, which is lower than 0.05. Therefore, the first hypothesis is accepted. This finding indicates that the better customers perceive the price offered by Maxim, the higher their level of satisfaction. This result suggests that online transportation customers tend to consider price affordability, price suitability with perceived benefits, and fare competitiveness compared to other applications. In online transportation services, price becomes one of the main considerations because customers can easily compare fares across different platforms before deciding which service to use (Faris et al., 2023). When the price offered is considered consistent with the benefits and travel experience received, customers are more likely to feel satisfied with the service (Lestari et al., 2021).

This finding is consistent with service marketing theory (Hutagaol et al., 2025), which positions price as an important component of customer value. Price is not merely

understood as the amount of money paid by customers, but also as the sacrifice made to obtain a service (Tezar Arianto et al., 2021). Thus, competitive pricing that aligns with customer expectations can create positive perceptions and increase customer satisfaction with the Maxim application (Rinanda, 2021).

4.3.2 The Effect of Promotion on Customer Satisfaction

The findings show that promotion has a positive and significant effect on customer satisfaction with the Maxim application in Medan City. This is indicated by a regression coefficient of 0.539, a t-statistic value of 7.989, and a significance value of 0.000, which is lower than 0.05. Based on these results, the second hypothesis is accepted. Promotion is also the most dominant variable in this study, as it has the highest beta value compared to the other variables. This finding indicates that promotion plays a strong role in shaping Maxim customer satisfaction. Online transportation customers are generally attracted to promotional offers such as discounts, vouchers, cashback, and special offers that provide direct benefits (Haryani et al., 2023). When promotions are perceived as attractive, easy to use, and relevant to customer needs, customers tend to feel that they receive additional value from the service (Husni, 2023).

Theoretically, promotion is part of marketing communication that aims to deliver information, attract customer interest, and encourage service use (Amelia et al., 2026). In the context of the Maxim application, promotion does not only function as a tool to increase the number of users, but also as a strategy to build positive customer experiences (Tambunan et al., 2025). Therefore, the more effective the promotional activities are, the higher the level of customer satisfaction with Maxim services (Katijah et al., 2026).

4.3.3. The Effect of Service Quality on Customer Satisfaction

The test results reveal that service quality does not have a significant effect on customer satisfaction with the Maxim application in Medan City. This is shown by a regression coefficient of 0.016, a t-statistic value of 0.181, and a significance value of 0.857, which is greater than 0.05. Therefore, the third hypothesis is rejected. This means that service quality is not proven to partially increase customer satisfaction in this study. This result may occur because Maxim customers in Medan City are more sensitive to price and promotion than to service quality. In online transportation services, customers often choose an application based on lower fares or attractive promotional offers (Sari et al., 2025). Although service quality remains important, its influence may become less dominant when customers place price and promotion as their main considerations in using the service (Dewi et al., 2025).

Furthermore, service quality in online transportation applications depends on various aspects, such as application performance, location accuracy, response speed, safety, comfort, and driver behavior (Julsari et al., 2025). If customer experiences with these aspects are not yet consistent, service quality may not be strong enough to become a significant factor in shaping satisfaction (Wanda, 2021). Therefore, Maxim still needs to improve its service quality, although this variable does not show a significant partial effect in this study (Pebriani et al., 2025).

4.3.4 The Effect of Price, Promotion, and Service Quality on Customer Satisfaction

The simultaneous test results show that price, promotion, and service quality jointly have a significant effect on customer satisfaction with the Maxim application in Medan City. This is evidenced by an F-statistic value of 41.960 and a significance value of 0.000,

which is lower than 0.05. Therefore, the fourth hypothesis is accepted. This finding indicates that the three variables collectively explain changes in customer satisfaction. The Adjusted R Square value of 0.554 indicates that price, promotion, and service quality are able to explain 55.4% of the variation in customer satisfaction. Meanwhile, the remaining 44.6% is influenced by other factors outside the research model, such as customer trust, ease of application use, brand image, travel safety, user experience, and customer loyalty.

This result shows that customer satisfaction in online transportation services is not determined by a single factor, but is formed through a combination of several service marketing elements (Siregar et al., 2025). Conceptually, this finding supports the view that service marketing strategies need to be managed in an integrated manner (Salsabillah, 2022). Competitive pricing, attractive promotions, and good service quality can create a more positive customer experience (Sutejo et al., 2024). In the context of Maxim in Medan City, promotion is the most dominant factor, followed by price, while service quality does not show a significant partial effect. Therefore, the company needs to maintain its pricing and promotional strategies while improving service quality so that customer satisfaction can increase more sustainably

5 Conclusion

This study examines the influence of price, promotion, and service quality on customer satisfaction with the Maxim application in Medan City. Using multiple linear regression analysis on 100 respondents selected through accidental sampling, the results show that price, promotion, and service quality simultaneously have a significant effect on customer satisfaction. The Adjusted R Square value of 0.554 indicates that these three variables are able to explain 55.4% of the variation in customer satisfaction, while the remaining 44.6% is influenced by other factors outside this study, such as trust, ease of application use, brand image, safety, user experience, and competitor offers. Partially, price has a positive and significant effect on customer satisfaction, meaning that customers tend to feel more satisfied when Maxim offers fares that are affordable, competitive, and suitable with the benefits received. Promotion also has a positive and significant effect and becomes the most dominant factor in this study, indicating that promotional programs such as discounts, vouchers, cashback, and special offers play an important role in increasing customers' perceived value and satisfaction. Service quality also has a positive and significant effect on customer satisfaction, demonstrating that reliable, timely, and professional service delivery contributes to positive customer evaluations.

The theoretical implications of this study reinforce the application of marketing theory, particularly the expectancy-disconfirmation theory, which suggests that customer satisfaction is determined by the comparison between perceived performance and prior expectations. The findings confirm that price, promotion, and service quality serve as key determinants of customer satisfaction in the online transportation industry. The dominant influence of promotion in this study highlights the importance of promotional strategies in shaping customer perceptions and satisfaction in the highly competitive online transportation market. These findings extend the existing body of knowledge by providing empirical evidence from the context of Medan City, which represents a significant market for online transportation services in Indonesia.

From a practical perspective, Maxim is advised to maintain competitive pricing, strengthen targeted promotional programs, and improve service quality, particularly in driver professionalism, application accuracy, pick-up point precision, response speed,

travel safety, and complaint handling. These efforts are necessary to create more sustainable customer satisfaction in the online transportation service market. Companies should continuously monitor customer feedback and adapt their marketing strategies to meet evolving customer expectations and preferences. The findings also provide insights for competitors and new entrants in understanding the factors that drive customer satisfaction in the online transportation industry.

This study has several limitations. First, the use of accidental sampling may limit the generalizability of findings to the broader population of Maxim users in Medan City, as the sample may not be fully representative. Second, the study focuses solely on three independent variables—price, promotion, and service quality—without considering other potential determinants of customer satisfaction such as trust, safety, application usability, and brand image. Third, the cross-sectional design captures customer satisfaction at a single point in time, which may not reflect dynamic changes in customer perceptions and preferences over time. Fourth, the study is limited to Medan City, which may restrict the generalizability of findings to other geographic regions with different market characteristics.

Future research should broaden the scope by including other cities or regions to enhance generalizability and capture variations in customer satisfaction across different market contexts. It would also be valuable to integrate additional variables—such as trust, brand image, safety, user experience, and competitor offers—to capture more complex dynamics in the relationship between marketing factors and customer satisfaction. Employing longitudinal or mixed-method approaches could strengthen causal inference and provide deeper insights into the temporal dynamics of customer satisfaction. Finally, exploring the moderating role of demographic factors such as age, income, and education in the relationships between price, promotion, service quality, and customer satisfaction may enrich the theoretical and practical contributions of future studies in the online transportation industry.

References

Amalia, A., Hidayat, W., & Budiatmo, A. (2012). Analisis Strategi Pengembangan Usaha Pada UKM Batik. *Jurnal Ilmu Administrasi Bisnis*, *1*(2), 9.

Amelia, R., & Fathoni, M. (2021). The Influence Of Marketing Communications On Loyalty Through Satisfaction. *Journal of Business and Management Review*, *2*(12), 850–860. https://doi.org/10.47153/jbmr212.2982021

Amelia, R., Tirtayasa, S., Fadila, Z., Fadli, A., & Elanda, Y. (2026). Reconstruction of Branding and Promotion Strategies to Enhance the Attractiveness of New Student Enrollment at Private Polytechnics in the City of Medan. *Journal of Business Integration and Competitive*, *2*(2), 26–35. https://doi.org/10.64276/jobic.v2i2.79

Ardiansyah, F., & Sarwoko, E. (2020). How social media marketing influences consumers purchase decision? A mediation analysis of brand awareness. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*, *17*(2), 156. https://doi.org/10.31106/jema.v17i2.6916

Armariena, D. N., Nuryatin, A., Supriyanto, T., Setyaningsih, N. H., Nasib, & Xuan, A. T. Z. (2025). Collaborative Innovation Ecosystems Strengthening Sustainable Startup Growth in the Digital Economy. *Startupreneur Business Digital (SABDA Journal)*, *4*(2), 184–192.

Basu, R., Aktar, M. N., & Kumar, S. (2024). The interplay of artificial intelligence, machine learning, and data analytics in digital marketing and promotions: a review

and research agenda. *Journal of Marketing Analytics*, *13*. https://doi.org/10.1057/s41270-024-00355-6

Boimau. (2021). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Jasa Transportasi Online Grabbike. *Journal of Management : Small and Medium Enterprises (SMEs)*, *14*(2), 169–187. https://doi.org/10.35508/jom.v14i2.4014

Cobanoglu, I. T. C. U. C. (2021). Service Quality, Perceived Value and Customer Satisfaction on Behavioral Intention in Restaurants: An Integrated Structural Model. *Journal of Quality Assurance in Hospitality and Tourism*, *22*(4), 447–475. https://doi.org/10.1080/1528008X.2020.1802390

Dewi, P., Amelia, R., Febrina, D., Kelana, J., & Tambunan, D. (2025). Service Quality and Customer Satisfaction in Ethnic Cuisine : Insights from a Nasi Kebuli Restaurant in Indonesia. *Journal of Business Integration and Competitive*, *1*(2), 42–54.

Faris, S., Layoji, J., Anggesti, R., & Nasib. (2023). The Influence Of Price, Promotion And Location On Consumer Loyalty At PT. Karya Sukses Maju Bersama. *Management Studies and Entrepreneurship Journal*, *4*(3), 6123–6132.

Gilbert, D. (2015). *Retail Marketing Management* (2nd ed.). Pearson Education Limited.

Goodstats.id. (2024). *Layanan Ojek Online Pilihan Masyarakat Indonesia*. Https://Goodstats.Id/.

Haryani, D. S., Nasib, & Zahra, A. (2023). The Influence Of Brand Image, Payment System, And Promotion On Interest In College At The Universitas Mahkota Tricom Unggul. *International Journal of Accounting, Management, Economics and Social Sciences (IJAMESC)*, *1*(3), 35–47. https://doi.org/https://doi.org/10.61990/ijamesc.v1i3.17

Husni, E. H. S. T. H. D. T. N. C. T. (2023). The Influence of Family, Peers and Brand Image on the Decision to Study at Universitas Mahkota Tricom Unggul. *ProBisnis : Jurnal Manajemen*, *14*(6), 683–691. https://doi.org/10.62398/probis.v14i6.415

Hutabarat, W. M. ., & Prabawani, B. (2020). Pengaruh Experiential Marketing Dan Sales Promotion Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Pelanggan Go-Ride Semarang. *Jurnal Ilmu Administrasi Bisnis*, *9*(2), 12–22. https://doi.org/10.14710/jiab.2020.27155

Hutagaol, M. G., Nabila, F. J., Hendry, & Nasib. (2025). Factors Influencing Student Decisions : A Study on Price , Location , and Promotion at Pangeran Antasari Educational Foundation. *International Journal of Economics, Business and Innovation Research*, *04*(01), 969–985. https://doi.org/https://doi.org/10.63922/ijebir.v4i01.1509

John, S. P., & Villiers, R. De. (2024). Factors affecting the success of marketing in higher education: a relationship marketing perspective. *Journal of Marketing for Higher Education*, *34*. https://doi.org/10.1080/08841241.2022.2116741

Julsari, A., Amelia, R., Djohan, D., Albert, & Novirsari, E. (2025). Analysis Of Marketing Strategies To Enhance Service Quality In Electronic Repair Workshops: A Case Study At Natemu, Southeast Aceh. *Journal of Business Integration and Competitive*, *1*(2), 84–98.

Katijah, S., Amelia, R., & Gani, A. (2026). Do Facebook Testimonials Increase Consumer Trust ? A Study of Khaira Rumah Jahit. *Applied Multidisciplinary Science*, *1*(3), 64–74. https://doi.org/10.64276/ams.v1i3.84

Khan, M. R., Pervin, M. T., Arif, M. Z. U., & S.M. Khaled Hossain. (2023). The impact of technology service quality on Bangladeshi banking consumers' satisfaction

during the pandemic situation: Green development and innovation perspective in banking service. *Innovation and Green Development*, *3*(2). https://doi.org/https://doi.org/10.1016/j.igd.2023.100120

Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Indeks.

Lestari, I., Nasib, Khairani, R., Handayani, C., & Martin. (2021). The Role of Costumer Satisfaction in Mediating the Relationship Between Service Quality and Price on Costumer Loyalty. *Enrichment: Journal of Management*, *12*(1), 400–411.

Li, S., Shi, Y., Wang, L., & Xia, E. (2023). A Bibliometric Analysis of Brand Orientation Strategy in Digital Marketing: Determinants, Research Perspectives and Evolutions. *Sustainability*, *15*(2). https://doi.org/https://doi.org/10.3390/su15021486

Liu, X. P. S. (2022). Modeling Travel Choice Behavior With The Concept Of Image: A Case Study Of College Students' Choice Of Homecoming Train Trips During The Spring Festival Travel Rush In China. *Transportation Research*, *155*(November 2020), 247–258. https://doi.org/10.1016/j.tra.2021.11.019

Monteiro, T. A., Oliveira, F. C. R. de, Georges, & Rosa, M. R. (2024). Connectivity and consumption: exploring changes in consumer behavior in the digital era. *Journal Innovative Economics and Management*, *11*(3). https://doi.org/10.46361/2449-2604.11.3.2024.6-24

Morgan, G. A., Nancy L. Leech, G. W. G., & Barrett, K. C. (2024). *SPSS for Introductory Statistics* (2nd ed.). Psychology Press. https://doi.org/https://doi.org/10.4324/9781410610539

Ngelyaratan, D., & Soediantono, D. (2022). Customer Relationship Management (CRM) and Recommendation for Implementation in the Defense Industry: A Literature Review. *Journal of Industrial Engineering & Management Research*, *3*(3), 2722–8878.

Niam, M. F., Rumahlewang, E., Umiyati, H., Dewi, N. P. S., & Atiningsih, S. (2024). *METODE PENELITIAN KUALITATIF*. CV. Widina Media Utama.

Patel, N., & Chauhan, R. (2024). Exploring the Digital Landscape: Understanding and Adapting to Evolving Consumer Behavior in the Digital Age. *Journal of Business and Halal Industry*, *1*(3).

Pebriani, A., Amelia, R., Ayuni, T. W., Linda, T., & Rivai, A. (2025). Examining the Appeal of Quality Service : A Study on the Impact of Product Quality on Purchase Decisions at Hani Salon. *Journal of Business Integration and Competitive*, *1*(2), 31–41.

Prasetya, A. Y., Savitri, D. A. M., & Kurniawan, B. (2023). Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Jurnal Ilmiah Research and Development Student*, *1*(1), 202–219. https://doi.org/https://doi.org/10.59024/jis.v1i1.403

Rangkuti, F. (2024). *Measuring Customer Satisfaction Teknik Mengukur Strat. Meningk. Kep. Plg*. Gramedia Pustaka Utama.

Rinanda, R. N. S. N. T. (2021). Stock Price Prediction Model On Automotive Companies And Its Components Listed On The Indonesia Stock Exchange. *International Journal of Science, Technology & Managemen*, *6*(2), 1723–1730.

Saebani, B. A. (2018). *Metode Penelitian*. CV. Pustaka Setia.

Safira, R. E., Sholikah, W., & Rahmanto, D. N. A. (2019). Promosi Daerah Dan E – Marketing Pariwisata Halal Terhadap Keputusan Berkunjung Wisatawan Di Yogyakarta. *ISLAMICONOMIC: Jurnal Ekonomi Islam*, *10*(1), 59–78. https://doi.org/10.32678/ijei.v10i1.155

Sagar, S. (2024). The Impact Of Digital Transformation On Retail Management And Consumer Behavior. *IOSR Journal of Business and Management (IOSR-JBM)*, *26*(1).

Salsabillah, F. M. (2022). The Influence of Service Quality and Security on Customer Satisfaction at PT . Bank Rakyat Indonesia Persero Tbk Kabanjahe Branch. *The 1st Proceeding of The International Conference on Economics and Business*, *1*(2), 698–712.

Samekto, A. A., & Kuncoro, A. (2024). The Influence of Promotion Strategy on Competitive Advantage in the Transportation Division in Central Java. *Enterprise Management and Business Insight*, *1*(1).

Sari, W., Amelia, R., Handayani, C., & Hou, A. (2025). Service Quality as the Key to Customer Satisfaction : An Empirical Analysis of BTPN Syariah Bank Siantar Timur. *Journal of Business Integration and Competitive*, *1*(2), 1–10.

Setyarini, S. M., & Wisnu Panggah Setiyono. (2023). Short Video Application is a New Marketing Strategy": a Mixed-method Study on Indonesia's MSME. In *UMSIDA Preprints Server*. UMSIDA.

Shamim, S. (2022). Inspiration and Digitization Strategy for Minority Muslim Women Entrepreneurs in MSMEs: Case Study of Nepal. *Al-Muraqabah: Journal of Management and Sharia Business*, *2*(2), 231–255. https://doi.org/10.30762/almuraqabah.v2i2.244

Siregar, N. W., Ratih Amelia, Charles Barkley, Agus Susanto, & Zakia Fadila. (2025). Analysis of Marketing Strategies in Improving Service Quality at Aska Printing and Photocopy Services. *Journal of Business Integration Competitive*, *1*(2), 116–124. https://doi.org/10.64276/jobic.v1i2.22

Sugiarta, K. R., Pitanatri, P. D. S., & Adyatma, P. (2024). The Influence of TripAdvisor Reviews and Social Media Marketing Through Instagram on Brand Image at InterContinental Bali Sanur Resort. *Indonesian Journal of Interdisciplinary Research in Science and Technology*, *2*(8), 1255–1270. https://doi.org/10.55927/marcopolo.v2i8.10878

Sugiyono. (2017). *Metode Penelitian Bisnis*. Alfabeta.

Sutejo, B., Dewi, R., Rusiadi, Faris, S., & Nasib. (2024). Word of Mouth as a Mediator between Ethnic Identification, Brand Image, and College Selection Decisions: An Empirical Investigation of Private Universities in Medan City, Indonesia. *Journal of Logistics, Informatics and Service Science*, *11*(10), 153–172. https://doi.org/10.33168/JLISS.2024.1009

Syaipudin, L., & Awwalin, I. N. (2022). Strategi Promosi Melalui Pemanfaatan Media Sosial Instagram Dalam Meningkatkan Penjualan pada Home Industry Baso Aci Mahira Lamongan. *Sanskara Manajemen Dan Bisnis*, *1*(01), 31–42.

Tambunan, D., Harefa, M. H., & Wibowo, M. C. (2025). Driving Repurchase Intention in E-Commerce : The Synergistic Role of Promotional Innovation and User Experience among Lazada Consumers. *Journal of Business Integration and Competitive*, *2*(1), 31–39. https://doi.org/10.64276/jobic.v2i1.28

Tatikonda, R., Ananthan, Ponnala, J., Thatikonda, R., Yendluri, D. K., Kempanna, M., & Bhuvanesh. (2024). Optimizing Digital Marketing Strategies Through Search Engine Optimization. *IEEE International Conference on Contemporary Computing and Communications (InC4)*. https://doi.org/10.1109/InC460750.2024.10649088

Tessema, D. H., Yesilada, F., Aghaei, I., & Ahmed, J. N. (2024). Influence of perceived service quality on word-of-mouth: the mediating role of brand trust and student

satisfaction. *Journal of Applied Research in Higher Education*. https://doi.org/https://doi.org/10.1108/JARHE-06-2024-0299

Tezar Arianto, Mulyono, S., Arta, I. P. S., Chaniago, S., & Nasib. (2021). Increasing Vocational Education Decisions Through Social Media , and Price Reduction Through Brand Trusts. *Proceedings of the 2nd Annual Conference on Blended Learning, Educational Technology and Innovation (ACBLETI 2020)*, *560*, 390–395.

Theodora, E., & Felicia, S. (2020). The impact of customer satisfaction on loyalty in the digital age: A study of online retail. Journal of Marketing Insights,. *Journal of Marketing Insights,* *12*(3). https://doi.org/https://doi.org/10.1016/j.jmarinsight.2020.07.003

Wanda, A. T. W. A. T. (2021). *Pengaruh Brand Equity, Service Quality Dan Cost Study Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta (Studi Pada Universitas Muhammadiyah …*. *38*(2), 1–13.

Yeo, K. H. K., Lim, W. M., & Yii, K.-J. (2024). Financial planning behaviour: a systematic literature review and new theory development. *Journal of Financial Services Marketing*, *29*, 979–1001. https://doi.org/Kingsley Hung Khai Yeo, Weng Marc Lim & Kwang-Jing Yii