The Influence Of Service Quality, Trust And Customer Satisfaction On Maxim's Customer Loyalty In Medan City

Harada Rahmi [1], Kartini Harahap[2]
[1,2] Faculty Administrative Science Business, Faculty of Social and Political Sciences, University of North Sumatra

ARTICLEINFO	ABSTRACT
Keywords: Maxim, Consumer Loyalty, Consumer Satisfaction	This study aims to determine the effect of service quality, trust and customer satisfaction on consumer loyalty maxim in the city of Medan. The influence of service quality, trust and customer satisfaction will be analyzed partially and simultaneously on Maxim customer loyalty in Medan City. The research method used is associative research with a quantitative approach. The population in this study were Maxim consumers in Medan City, with a sample of 100 respondents. The sampling technique uses non-probability sampling with a purposive sampling technique. Primary data was obtained from questionnaires which were distributed via google form, while secondary data was obtained through library data. Methods of data analysis using instrument test, classical assumption test, multiple linear regression analysis and hypothesis testing. The results of the research conducted show that the variables of service quality (X1), trust (X2) and customer satisfaction (X3) have a positive and significant effect on customer loyalty. However, the variables of service quality, trust and customer satisfaction have a simultaneous effect on consumer loyalty (Y). The coefficient of determination test shows that there is a close relationship between service quality, customer trust and satisfaction on consumer loyalty with an R value of 83.6%. Through the value of the Adjusted R square it is known that the variables of service quality, trust and customer satisfaction contribute 69% to the consumer loyalty variable while the remaining 31% is influenced by other variables not discussed in this study.
E-mail: haradahmi@gmail.com	

INTRODUCTION

Changes in the habits of people who prefer to use online transportation services have given rise to competition, with the emergence of various transportation problems, there are more and more businesses in the transportation services sector, both large-scale businesses such as taxis, buses and others. Competition between companies in the era of globalization is getting sharper, so that human resources (HR) are required to continuously be able to develop themselves proactively. Competition is getting tougher and growing customer expectations are pushing companies to focus more on efforts to retain existing customers.
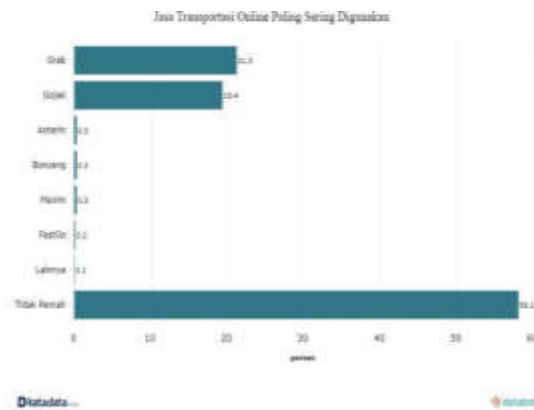
Figure 1 Number of Most Frequently Used Online Transportation Services

Based on Figure 1. it can be explained about the complexity of Maxim's online transportation competition in 2020 of 0.1% - 0.3%. Meanwhile, Grab and Gojek are the online transportation application services most frequently used by the public. APJII survey through questionnaires and interviews 7,000 samples, there are 21.3% of respondents who explained that they often use the Grab application for commuting. Meanwhile, 19.4% of respondents explained using the Gojek application when traveling. Meanwhile, 58.1% of respondents explained that they had never used online transportation application services, therefore the number of transportation services that had sprung up resulted in stronger competition faced by online motorcycle taxi drivers, this made consumers more selective. Anticipating this situation, online motorcycle taxi companies, especially Maxim, must be able to create maximum customer loyalty.

Figure 2 Number of Maxim users in Indonesia
Source: taximaxim.com (2020)

Figure 2 shows the popularity of maxim in Indonesia, which has increased from 2018 to 2020. Maxim has offered a free balance at the start of using maxim and set half the price of the prices of other competitors. at the end of 2018 the number of maxim downloads reached 10,000 consumers, but at the beginning of 2020 it experienced a drastic increase reaching 600,000 consumers. Maxim has successfully opened 47 branches throughout Indonesia with millions of users and hundreds of thousands of driver partners. Maxim is already operating in Jakarta, Jayapura, Surabaya, Bandar Lampung, Banda Aceh, Bandung, Batam, Bengkulu, Palembang, Pekanbaru, Balikpapan, Banjarmasin, Medan, Manado, Jambi, Makasar, Denpasar, Padang and others.

The increase in the use of Maxim's online transportation services has increased in the city of Medan. This can be seen in the even 1 year event that Maxim has been operating in Medan City on Saturday, November 20, 2021 which was carried out by Maxim's driver at the Deka field. Head of the Maxim Medan branch office Muhammad Farizi said "Maxim's online motorcycle taxi service in Medan is pocket-friendly so it can help customers during the Covid-19 pandemic, (Waspada.id, 2021).

Consumer loyalty is very important for companies because loyal consumers will provide many benefits for the company. If the company can grow loyalty, loyal customers will automatically provide advantages and goodness for the company's products. When consumers are satisfied with the service they get during the transaction process and are also satisfied with the goods or services they get, it is very likely that they will come back and make other purchases and will also recommend this company to their friends and family and its products. Consumer loyalty is very influential on the life of the company so that it remains competitive in the market and can benefit from consumers by way of consumers promoting it to friends to use the Maxim application. because consumers already have experience using good Maxim online transportation services.

LITERATURE REVIEW

Service Quality

Service quality is a flexible thing that can be changed, changes can be made for the better by conducting surveys and asking consumers directly so that consumers can provide input and suggestions. Service quality is also divided into two, namely good service quality and poor service quality (Dr. Meithiana Indrasari, 2019: 61). The level of service quality cannot be assessed based on the company's view but can be assessed based on the views and assessments of consumers. In order to formulate strategies and service programs. According to Lupoyadi (Atmaja, 2018: 11) There are several dimensions or attributes that need attention in service quality, namely:

1. Direct evidence (tangible) is the ability of a company to show its existence to external parties, the appearance and capabilities of the company's physical facilities and infrastructure and the condition of the surrounding environment are clear evidence of the services provided by service providers following physical facilities (buildings, warehouses, etc.) equipment and tools that can be used (technology) for the appearance of its employees.
2. Reliability is the company's ability to provide services according to what the company promises accurately and reliably. The company's performance must be in accordance with what consumers want, such as timeliness, the same service without discriminating between consumers, and with appropriate consumer expectations from the company.
3. Responsiveness is an ability to help and provide fast and precise service to customers, by conveying clear information. Letting consumers wait without any clear reason causes a negative perception of service quality.
4. Guarantee (*assurance*) isknowledge, politeness, and the ability of company employees to foster consumer trust in the company.
5. Empathy is giving sincere and individual or personal attention given to consumers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge about consumers, understand the specific needs of consumers, and have a comfortable operating time for consumers.

Trust

Trust is the most important aspect if consumers feel comfortable then consumers will continue to use it. According to Boonlertvanich (2018:280). Trust has been defined as a customer's belief that a service provider will meet his needs and not take unforeseen actions that result in negative results. Trust consists of perceived credibility and benevolence as two levels: the customer trusts a particular service representative and the customer first time institution. According to Fian & Yuniati (2016: 5), it has three components of trust, namely:

1. Perceived integrity (Integrity), is the consumer's perception that the company follows acceptable principles such as keeping promises, behaving ethically and being honest. The integrity of the company depends on the consistency of the company in the past. Credible communication or communication is not credible a company in other groups, and whether the company's actions are in accordance with the company's promises or words.
2. Perception of goodness (Benevolence), is based on the amount of trust in partnerships that

have goals and motivations that become advantages for other organizations when new conditions arise, namely conditions where commitment is not formed.

3. Perceived competence (Competence), is the ability to solve problems faced by consumers and fulfill all their needs. Capability refers to the skills and characteristics that enable a group to have dominant influence.

Consumer satisfaction

Consumer satisfaction is an assessment of feelings of pleasure or displeasure with the product or service used from the results of comparisons with other companies whether it is in line with expectations or not. According to Kotler (Handoko, 2017) Consumer satisfaction is a person's feeling of happiness or disappointment that starts from a consideration between his impression of the ability or results of a product with his expectations. According to Suwarsito & Aliya (2020: 30) to determine the level of consumer satisfaction, there are three indicators that can be used as a reference, namely:

1. Product/service quality, namely the feeling in which consumers feel satisfied if the service or product is received with quality.
2. Emotional, namely feelings of pride or confidence that by using a particular product or service brand.
3. Price, namely where a relatively cheap price will lead to consumer satisfaction.

Consumer loyalty

Consumer loyalty is the relationship between consumers and companies. Consumer loyalty is included in behavior (customer retention) where consumers will repurchase a particular product. According to Kotler and Keller (2016: 138) consumer loyalty is a mandatory obligation held in subscribing or buying a product or service for consumers, even though the influence of competitors has carried out marketing management that can cause changes in consumer behavior. According to Fatihudin & Firmansyah (2019: 211) consumer loyalty can be measured through the variables that influence consumer loyalty, namely:

a. Recurring service use, namely how often consumers use a service. Can be calculated in units of time.
b. Use of other services in one company, namely how often consumers use a similar service from another company.
c. Recommending a service to others, that is, consumers have recommended services that have been used, and how many colleagues or friends have been recommended.

METHOD

This study uses an associative research methodology with a quantitative approach. This study will explain the relationship of influencing and being influenced by the variables to be studied.

This research was conducted in the city of Medan, North Sumatra. The time for this research to be carried out is from May to August 2022. The object of this research is the people of the city of Medan.

As stated by Sugiono (2019: 126), population is a group of things or people who have a certain number and characteristics determined by researchers to be examined and conclusions can be drawn from them. The population in this study are consumers who have used Maxim's online transportation services, using Maxim's online transportation services at least 2 times.

According to Sugiyono (2019: 127) states that the sample is part of the number and characteristics of the population and is believed to represent the entire population. The sampling method used in this study is non-probability sampling, this is a sampling technique that does not provide equal opportunities for each item or member of the population selected as a sample. Sampling in this study used the Purposive Sampling method, which is a sampling technique based on certain criteria.

RESULTS AND DISCUSSION

Instrument Test

1. Validity test

Table 1 Service Quality Validity Test (X1)

No	Statement	r_{hitung}	$r_{tgulungbel}$	Information
1	X1.1	0.508		Valid
2	X1.2	0.753		Valid
3	X1.3	0.647		Valid
4	X1.4	0.683		Valid
5	X1.5	0.660	0.196	Valid
6	X1.6	0.675		Valid
7	X1.7	0.585		Valid
8	X1.8	0.705		Valid
9	X1.9	0.721		Valid
10	X1.10	0.740		Valid

Table 2 Trust validity test (X2)

No	Statement	r_{hitung}	$r_{tgulungbel}$	Information
1	X2.1	0.547		Valid
2	X2.2	0.599		Valid
3	X2.3	0.549	0.196	Valid
4	X2.4	0.666		Valid
5	X2.5	0.658		Valid
6	X2.6	0.666		Valid

Table 3 Test the Validity of Consumer Satisfaction (X3)

No	Statement	r_{hitung}	$r_{tgulungbel}$	Information
1	X3.1	0.648		Valid
2	X3.2	0.732		Valid
3	X3.3	0.686	0.196	Valid
4	X3.4	0.689		Valid
5	X3.5	0.679		Valid
6	X36	0.699		Valid

Table 4 Test the Validity of Consumer Loyalty (Y)

No	Statement	r_{hitung}	$r_{tgulungbel}$	Information
1	X4.1	0.657		Valid
2	X4.2	0.729		Valid
3	X4.3	0.594	0.196	Valid
4	X4.4	0.710		Valid
5	X4.5	0.712		Valid
6	X4.6	0.674		Valid

In the validity test it can be seen that all statements on the variables of service quality, trust and customer satisfaction on consumer loyalty have an rcount value greater than the rtable value, namely 0.196. Based on this, it can be concluded that the variable is declared valid and is worthy of being used as a research variable measurement.

2. Reliability Test

Table 5 Service Quality Variable Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.862	10

Table 6 Trust Variable Reliability Test (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.673	6

Table 7 Consumer Satisfaction Variable Reliability Test (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.779	6

Table 8 Consumer Loyalty Variable Reliability Test (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.767	6

In the reliability test it was shown that all instruments were declared reliable because they had a Cronbach's alpha value greater than 0.60. and worthy of being used as a variable in the measurement of this study.

2. Classical Assumption Test
Normality test

Based on the results of data processing in table, it can be seen that the asymp sig value in the Kolmogorov – Smirnov test is 0.630. This value fulfills the conditions for declaring data normality, namely the asymp value. Sig must be greater than 0.05 so that it can be concluded that the data used is normally distributed.
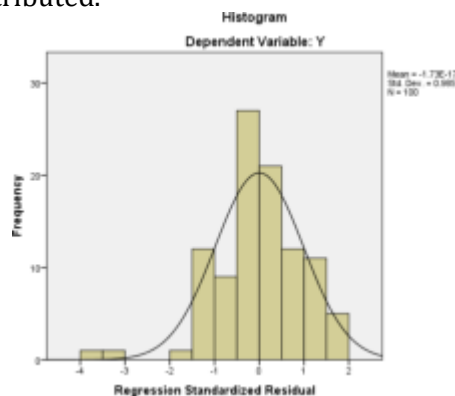

Figure 1 Normality Test Histogram

The histogram graph is shaped like a bell and has a balanced slope, so it can be said that the data is normally distributed.
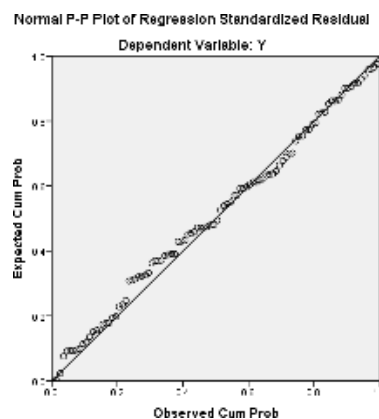

Figure 2 P-Plot Graph

The Influence Of Service Quality, Trust And Customer Satisfaction .....(Harada Rahmi, et.al)

In the P-Plot graph the dots spread around the diagonal line and follow the pattern of the diagonal line, and are symmetrical and not deviated, indicating that the data is normally distributed.

Multicollinearity Test

Table 10 Multicollinearity Test Results

		Collinearity Statistics	
	Model	tolerance	VIF
1	(Constant)		
	Quality Service	.379	2,642
	Trust	.345	2,897
	Consumer Satisfaction	.455	2,197

Coefficientsa

a. Dependent Variable: Consumer Loyalty

The tolerance value for the Service Quality variable is 0.379 which means greater than > 0.10 and the VIF value is 2.642 which means less than < 10.00. The trust variable with a tolerance value of 0.345 which means greater than > 0.10 and a VIF value of 2,897 which means less than < 10.00. The Consumer Satisfaction variable with a tolerance value of 0.455 which means greater than > 0.10 and a VIF value of 2.197 which which means less than < 10.00. From these results it can be concluded that there are no multicollinearity symptoms and the regression model is said to be feasible and can be used for the regression equation.

Table 11 Multiple Linear Regression Analysis

Coefficients

Model	Unstandardized Coefficients		Standard dized Coeffici ents	t	si g.
	B	std. Error	Betas		
(Constant)	1.767	1.613		1.095	.276
Service Qualityan	.180	056	.293	3.218	.002
believeyes	.271	.106	.244	2.561	.012
1 Consumer Satisfaction	.374	079	.393	4.736	.000

a.Dependent Variable: Consumer Loyalty

The tolerance value for the Service Quality variable is 0.379 which means greater than > 0.10 and the VIF value is 2.642 which means less than < 10.00. The trust variable with a tolerance value of 0.345 which means greater than > 0.10 and a VIF value of 2,897 which means less than < 10.00. The Consumer Satisfaction variable with a tolerance value of 0.455 which means greater than > 0.10 and a VIF value of 2.197 which means less than < 10.00. From these results it can be concluded that there are no multicollinearity symptoms and the regression model is said to be feasible and can be used for the regression equation.

Based on the results of the regression test above, the multiple linear regression analysis model used in this study can be formulated as:

Y = 1.767 + 0.180X1+ 0.271X2+ 0.374X3

Based on the results of the multiple linear regression test obtained in table 11, the multiple linear regression equations attached above can be explained as follows:

1. The constant coefficient is 1.767 meaning that if the Independent variables, namely Service Quality (X1), Trust (X2) and Consumer Satisfaction (X3) are 0 (zero), then the value of Service Quality (Y) is 1.767.

2. The regression coefficient for the Service Quality variable (X1) is 0.180, which means that for every increase in the X1 variable by one unit, the Consumer Loyalty variable increased by 0.180. The value of the Service Quality variable (X1) to the Consumer Loyalty variable (Y) is positive, meaning that the higher the value of the X1 variable, the higher the value of the Y variable.

3. The regression coefficient for the Trust variable (X2) is 0.271, which means that for every increase in the variable (X2) for one unit, the Consumer Loyalty variable (Y) has increased by 0.271. The value of the variable (X2) on variable Y is positive, meaning that the higher the value of the variable (X2), the higher the value of the variable Y.

4. The regression coefficient for the Consumer Satisfaction variable (X3) is 0.374, which means that every increase in the variable (X3) for one unit, the Consumer Loyalty variable (Y) increased by 0.374. The value of variable (X3) on variable Y is positive, meaning that the higher the value of variable X3, the higher the value of variable Y.

Hypothesis Test
1. Partial Test (T-Test)

Based on the results of the t test it can be concluded that:

a. The results of testing the Statistical Software program for the variable service quality (X1) on consumer loyalty (Y) obtained a t-value of 3.218, which means that it is greater than the t-table value of 1.984 (3.218 > 1.984) with a significance value less than 0.05 (0.002 <0.05) and a positive regression coefficient of 0.180. This shows that the service quality variable (X1) has a significant effect on consumer loyalty (Y).

b. Based on the test results using the Statistical Software program for the trust variable (X2) on consumer loyalty (Y) a t count value of 2.561 is obtained, which means that it is greater than the t table value of 1.984 (2.561 > 1.984) with a significance value smaller than 0, 05 (0.012 <0.05) and a positive regression coefficient of 0.271. This shows that the trust variable (X2) has a significant effect on consumer loyalty (Y).

c. Based on the test results using the Statistical Software program for the consumer satisfaction variable (X3) on consumer loyalty (Y), a t-count value of 4.736 is obtained, which means that it is greater than the t-table value of 1.984 (4.736 > 1.984) with a significance value that is less than 0 .05 (0.000 < 0.05) and coefficients positive regression value of 0.374. This shows that the consumer satisfaction variable (X3) has a significant effect on consumer loyalty (Y).

Test the coefficient of determination

Based on the results of data processing it can be seen that the R value is equal to 0.836, where the value of the coefficient shows the relationship between the variables of service quality, trust and customer satisfaction on consumer loyalty which is quite close because the closer the R value is to one, the better the model is used. The Adjusted R Square value or the coefficient of determination value above shows that the variables of service quality, trust and customer satisfaction can explain the consumer loyalty variable of 69.0% while the remaining 31.0% is influenced by factors outside this research model.

Discussion

1. The Effect of Service Quality on Consumer Loyalty

The development of the era that continues to occur in the midst of the current situation, makes the majority of people choose to use something that is simple and easy to use so that it doesn't require a lot of time or effort to use it, including in technological systems. One's view of whether the technology system can facilitate one's affairs is one of the factors that triggers a person's desire to use the technology.

2. The Effect of Trust on Consumer Loyalty

Based on the data that has been obtained through several previous tests, it can be seen that all statements contained in the independent variables, namely service quality (X1), trust (X2) and customer satisfaction (X3) as well as in the dependent variable, namely Consumer Loyalty (Y) are valid and reliable so that it can be used in this study. According to (Gunawan, 2013) trust is a form of attitude from consumers who have used services or products with feelings of liking and persist to use these products or services.

3. The Effect of Consumer Satisfaction on Consumer Loyalty

Based on the data that has been obtained through some previous tests it can be seen that all statements contained in the independent variables namely service quality (X1), trust (X2) and customer satisfaction (X3) as well as in the variable dependent, namely Consumer Loyalty (Y) is valid and reliable so that it can be used in this study. According to Dr. Rosnaini Daga SE,.MM (2017:78) consumer satisfaction is the consumer's response to the company's performance in serving consumers and consumers will compare with other competitors according to the expectations that consumers want. What if the expectations that consumers want are more than consumer expectations, consumers will feel happy, and vice versa if consumers are not satisfied or not in accordance with consumer expectations.

4 The Effect of Service Quality, Trust and Consumer Satisfaction on Consumer Loyalty

Based on the results of the elaboration of the research above, we can see that service quality (X1) has a significant effect on the consumer loyalty variable (Y), trust (X2) has a significant effect on the consumer loyalty variable (Y) and customer satisfaction (X3) has a significant effect on consumer loyalty variable (Y).

The results of the simultaneous test (F test) and the coefficient of determination test (R2) show that the variables of service quality (X1), trust (X2) and customer satisfaction (X3) jointly affect consumer loyalty (Y). The results of the simultaneous test (F test) based on the results of the f test show that the independent variables namely service quality (X1), trust (X2) and customer satisfaction (X3) simultaneously influence (together) the dependent variable, namely customer loyalty (Y) Maxim in Medan City.

CONCLUSION

The Variable of Service Quality has a positive and significant effect on Maxim's Consumer Loyalty in Medan City. This is evidenced by the partial test (t test) which can be seen from the tcount value which is greater than the ttable value. Based on this, it can be concluded that the hypothesis Ha1 is accepted and H01 is rejected.

The trust variable has a positive and significant effect on consumer loyalty Maxim in Medan City. This is evidenced by the partial test (t test) which can be seen from the tcount value which is greater than the ttable value. Based on this, it can be concluded that the hypothesis Ha2 is accepted and H02 is rejected.

The Consumer Satisfaction variable has a positive and significant effect on Maxim's Consumer Loyalty in Medan City. This is evidenced by the partial test (t test) which can be seen from the tcount value which is greater than the ttable value. Based on this, it can be concluded that the hypothesis Ha3 is accepted and H03 is rejected.

The independent variables namely Service Quality, Trust and Consumer Satisfaction simultaneously influence the dependent variable, namely Consumer Loyalty (Y) Maxim in Medan City. This is evidenced by simultaneous testing (f test) it can be seen that the Fcount value is greater than the Ftable value. Based on this, it can be concluded that the hypothesis Ha4 is accepted and H04 is rejected.

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