

The Effects of Customer Experience, Price, and Promotion on Consumer Satisfaction with Maxim Online Transportation Services in Mataram City

Suryadi¹, L. Jatmiko Jati², Arwin Yafi Rahmatullah³, Ika Yuliana⁴, Putri Amalia Wardi⁵

^{1,2,3,4,5}Universitas Bumigora

203010010@universitasbumigora.ac.id

Jatmiko@universitasbumigora.ac.id

arwin.yafi@universitasbumigora.ac.id

ika_yuliana@universitasbumigora.ac.id

putri.amalia@universitasbumigora.ac.id

Published: September, 2026

ABSTRACT

The study purpose was to examine the effect of customer experience, price, and promotion on consumer satisfaction with Maxim online transportation services in Mataram City. The study was motivated by the importance of consumer satisfaction in the increasingly competitive online transportation service industry, particularly in relation to consumers' experiences, perceived prices, and promotional activities offered by service providers.

Materials and methods. This study employed a quantitative approach using a purposive sampling technique. The respondents consisted of 97 Maxim consumers in Mataram City who had used Maxim services at least twice during the previous six months, were at least 17 years old, and were willing to complete the questionnaire. Primary data were collected through a questionnaire using a five-point Likert scale and analyzed using IBM SPSS. The data analysis included validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial significance testing (t-test), simultaneous significance testing (F-test), and the coefficient of determination.

Results. The findings indicate that customer experience has a positive and significant effect on consumer satisfaction, with a regression coefficient of 0.166, t-value of 3.291, and significance value of 0.001. Price also has a positive and significant effect on consumer satisfaction, with a significance value of 0.002. Promotion has a positive and significant effect, with a t-value of 2.463 and significance value of 0.016. Simultaneously, customer experience, price, and promotion significantly affect consumer satisfaction, as indicated by an F-value of 30.678 and significance value below 0.001. The coefficient of determination (R^2) of 0.497 indicates that 49.7% of the variation in consumer satisfaction is explained by the three independent variables.

Conclusions. Customer experience, price, and promotion individually and simultaneously contribute significantly to consumer satisfaction with Maxim online transportation services in Mataram City. These findings emphasize the importance of maintaining positive consumer experiences, offering appropriate prices, and implementing effective promotional strategies to strengthen consumer satisfaction.

Keywords: Customer Experience, Price, Promotion, Consumer Satisfaction, Online Transportation

© The Author(s). 2021 Open Access This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons licence, and indicate if changes were made. The images or other third party material in this article are included in the article's Creative Commons licence, unless indicated otherwise in a credit line to the material. To view a copy of this licence, visit <http://creativecommons.org/licenses/by/4.0>

INTRODUCTION

The development of digital technology has significantly transformed the transportation service industry. The emergence of online transportation services provides consumers with alternative mobility solutions that are considered practical, accessible, and flexible. Consumers can order transportation services through digital applications without having to visit a conventional transportation station or wait for transportation directly on the road. This development has consequently increased competition among online transportation service providers. In such a competitive environment, companies need to pay greater attention to consumer satisfaction because satisfaction reflects consumers' evaluation of the services they receive and can influence their willingness to continue using a particular service.

Consumer satisfaction is particularly important in the online transportation industry because consumers directly evaluate the service process, from ordering through the application to the completion of the trip. Consumers may consider the convenience of using the application, interaction with drivers, service performance, fare suitability, and promotional benefits when evaluating their experience. Therefore, maintaining consumer satisfaction requires online transportation providers to understand the factors that shape consumers' perceptions and evaluations of the services provided.

Maxim is one of the online transportation service providers operating in Indonesia, including Mataram City. The presence of Maxim provides consumers in Mataram with an alternative transportation service while simultaneously creating competition with other online transportation providers. In this situation, Maxim needs to maintain consumer satisfaction by providing services that are able to meet consumer expectations. Consumer evaluations may be influenced by the overall experience obtained when using the service, the price paid for the service, and the promotional benefits offered by the company. Accordingly, customer experience, price, and promotion are relevant factors to examine in relation to consumer satisfaction.

Customer experience describes the overall responses and perceptions formed by consumers through their interactions with a company and its services. In online transportation, customer experience can be reflected in the ease of ordering through the application, convenience during the ordering process, driver interaction, service responsiveness, safety, comfort, and the overall experience obtained during service delivery. A positive experience can create favorable perceptions because consumers feel that the service is able to fulfill their needs and expectations. Therefore, an increasingly positive customer experience is expected to contribute to higher consumer satisfaction.

The importance of customer experience is supported by previous research. Nae et al. (2025) found that customer experience has a positive and significant effect on customer satisfaction. This finding indicates that consumers who receive positive experiences from a service tend to demonstrate higher satisfaction. However, different results were reported by Rohmatin (2021), who found that customer experience did not have a significant effect on customer satisfaction. The difference between these findings indicates that the relationship between customer experience and satisfaction is not necessarily consistent across different research contexts. This inconsistency provides an empirical basis for further investigation, particularly among users of online transportation services.

Price is another factor that may influence consumer satisfaction. Price represents the amount of money that consumers must sacrifice to obtain a service and is closely related to their perception of the value received. In online transportation, consumers generally evaluate whether the fare charged is appropriate in relation to the distance traveled, convenience, service received, and benefits obtained. A price perceived as affordable, reasonable, and proportional to the service received can create a favorable perception of value and subsequently increase consumer satisfaction. Conversely, a price considered inappropriate compared with the benefits obtained may reduce satisfaction.

Previous studies have also produced inconsistent findings regarding the relationship between price and consumer satisfaction. Tsalisa et al. (2022) found that price significantly affects customer satisfaction in Maxim services. This finding suggests that consumers' perceptions of the suitability and affordability of prices are important in determining their satisfaction. In contrast, Ananda et al. (2023) found that price did not have a significant effect on customer satisfaction. The differences between these findings demonstrate that the role of price in determining satisfaction may depend on the characteristics of consumers, service context, and perceptions of the value obtained.

Promotion is also an important factor in online transportation services. Promotion functions to provide information, persuade consumers, and communicate the benefits offered by a company. In the context of Maxim, promotional activities may include discounts, vouchers, cashback, and promotional codes. Such programs can provide additional economic benefits to consumers and increase the perceived value of the service. When promotional offers are considered attractive, easy to access, and consistent with the information communicated, consumers may perceive that they receive greater benefits from using the service, which can contribute to satisfaction.

The initial phenomenon identified in this study indicates that promotional benefits offered by Maxim are not necessarily received equally by all consumers. Some users reported that discount vouchers were only applicable at certain times, had relatively short validity periods, or were available

only to particular users. In addition, some consumers reported that they rarely received information about the latest promotions offered by Maxim. This condition suggests that the effectiveness of promotional programs may depend not only on the existence of promotional offers but also on their accessibility, timing, and clarity of information.

Previous research concerning promotion has also demonstrated inconsistent results. Anggraini et al. (2024) found that promotion has a positive effect on customer satisfaction. This finding indicates that promotional programs that provide tangible benefits can improve consumers' evaluation of a service. However, Mardjani et al. (2023), in their research on online transportation involving Gojek and Maxim in Manado, found that promotion did not have a significant effect on customer satisfaction in the long term. These contradictory findings suggest that the influence of promotion on satisfaction remains an empirical issue that requires further examination.

To provide a clearer overview of the differences in previous findings, the relevant studies are presented in Table 1.

Table 1. Previous Studies Related to Consumer Satisfaction

<i>No.</i>	<i>Author (Year)</i>	<i>Independent Variable</i>	<i>Dependent Variable</i>	<i>Research Object</i>	<i>Main Findings</i>
1	Nae et al. (2025)	Customer Experience	Customer Satisfaction	Service consumers	Customer experience has a positive and significant effect on customer satisfaction.
2	Rohmatin (2021)	Customer Experience	Customer Satisfaction	Service consumers	Customer experience does not have a significant effect on customer satisfaction.
3	Tsalisa et al. (2022)	Price	Customer Satisfaction	Maxim consumers	Price has a significant effect on customer satisfaction.
4	Ananda et al. (2023)	Price	Customer Satisfaction	Service consumers	Price does not have a significant effect on customer satisfaction.
5	Anggraini et al. (2024)	Promotion	Customer Satisfaction	Service consumers	Promotion has a positive effect on customer satisfaction.

Source: Previous studies cited in the researcher's thesis.

Table 1 demonstrates that previous studies have not produced consistent conclusions regarding the factors influencing consumer satisfaction. In relation to customer experience, Nae et al. (2025) found a positive and significant effect, whereas Rohmatin (2021) reported no significant effect. A similar inconsistency appears in the relationship between price and customer satisfaction. Tsalisa et al. (2022) found that price significantly affects customer satisfaction among Maxim consumers, while Ananda et al. (2023) found the opposite result. Furthermore, studies concerning promotion also show different findings. Anggraini et al. (2024) found a positive effect of promotion on customer satisfaction, whereas Mardjani et al. (2023) found that promotion did not have a significant effect in the long term.

The inconsistencies identified in previous studies constitute an empirical research gap that provides a basis for conducting further research. Although customer experience, price, and promotion

have been examined in previous studies, their effects on consumer satisfaction remain inconsistent. Furthermore, differences in research objects and service environments may result in different consumer evaluations. The present study therefore focuses specifically on Maxim consumers in Mataram City to provide additional empirical evidence regarding the relationship between customer experience, price, promotion, and consumer satisfaction.

The research gap is also strengthened by the observed promotional conditions among Maxim consumers in Mataram City. The fact that promotional offers may have limited validity, restricted accessibility, and uneven dissemination of information indicates that consumers may experience different levels of promotional benefit. Such conditions are relevant because consumers' satisfaction is not determined solely by the availability of a service but also by how consumers perceive the benefits and value they receive during the service process.

Based on the theoretical considerations, observed phenomena, and inconsistencies in previous research, this study aims to analyze the effect of customer experience, price, and promotion on consumer satisfaction with Maxim online transportation services in Mataram City. Specifically, this study examines whether customer experience, price, and promotion individually have a positive and significant effect on consumer satisfaction and whether the three variables simultaneously have a significant effect on consumer satisfaction. The findings are expected to contribute additional empirical evidence to the literature on consumer satisfaction in online transportation services and provide practical considerations for Maxim in improving customer experience, maintaining appropriate pricing, and developing more effective promotional strategies.

METHOD

This research uses a quantitative approach. The type of research used in this study is causal research, which aims to examine the cause-and-effect relationship between the independent variables and the dependent variable. Data were obtained through a survey by distributing questionnaires to respondents who met the predetermined criteria. Causal research is conducted to determine the relationship and influence between independent variables and dependent variables (Sugiyono, 2018).

The population in this study consisted of consumers who had used Maxim online transportation services in Mataram City. The exact size of the population was unknown. Therefore, the sample size was determined using the Lemeshow formula with a 95% confidence level, a proportion of 0.5, and a margin of error of 10%. Based on the calculation, the minimum sample size was 96.04 respondents, which was rounded to 97 respondents.

The sampling technique used in this study was non-probability sampling with a purposive sampling approach. Purposive sampling is a sampling technique based on specific criteria determined by the researcher. The criteria for respondents in this study were: (1) respondents had used Maxim online transportation services in Mataram City; (2) respondents had used Maxim services at least twice within the previous six months; (3) respondents were at least 17 years old; and (4) respondents were willing to complete the questionnaire. Based on these criteria, 97 respondents were obtained as the research sample.

Data were collected using a questionnaire distributed through Google Forms. The questionnaire consisted of statements related to customer experience, price, promotion, and consumer satisfaction. Each statement was measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. In addition to primary data obtained from respondents, this study also used a literature study to obtain supporting information relevant to the research variables.

The data analysis was conducted using IBM SPSS. The analysis consisted of instrument testing through validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial hypothesis testing using the t-test, simultaneous hypothesis testing using the F-test, and coefficient of determination analysis (R^2). Multiple linear regression was used to determine the direction and magnitude of the influence of customer experience, price, and promotion on consumer satisfaction. The t-test was used to examine the partial effect of each independent variable on consumer satisfaction, while the F-test was used to determine whether customer experience, price, and promotion simultaneously affected consumer satisfaction. The coefficient of determination was

used to determine the proportion of variation in consumer satisfaction that could be explained by the independent variables in the model.

FINDING AND DISCUSSION

Descriptive Analysis

Descriptive analysis was conducted to provide an overview of respondents' perceptions of the variables examined in this study, namely customer experience, price, promotion, and consumer satisfaction. The assessment was based on the mean score of each variable using a five-point Likert scale.

Table 1. Descriptive Statistics of Research Variables

<i>Variable</i>	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Category</i>
<i>Customer Experience</i>	97	24.00	48.00	3.70	5.97	<i>Satisfied</i>
<i>Price</i>	97	16.00	40.00	3.60	5.38	<i>Affordable</i>
<i>Promotion</i>	97	14.00	40.00	3.55	5.74	<i>Satisfied</i>
<i>Consumer Satisfaction</i>	97	8.00	20.00	3.75	3.15	<i>Satisfied</i>

Source: SPSS Output, 2026 (processed by the researcher).

Table 1 shows that all research variables received relatively positive assessments from respondents. Customer experience obtained a mean score of 3.70 and was categorized as satisfied. This indicates that, in general, consumers considered their experience when using Maxim services to be satisfactory. Price obtained a mean score of 3.60 and was categorized as affordable, indicating that respondents generally perceived Maxim's fares as reasonably affordable. Promotion obtained a mean score of 3.55 and was categorized as satisfied, while consumer satisfaction obtained the highest mean score of 3.75 and was also categorized as satisfied. These results indicate that respondents generally had positive perceptions of the service, although several specific indicators still received neutral assessments.

Instrument Validity Testing

Validity testing was conducted to determine whether each questionnaire item was able to measure the intended research construct. The validity test used the Pearson Product Moment correlation. With 97 respondents, the degrees of freedom were 95, resulting in an r-table value of 0.200 at a 5% significance level. An item was considered valid when the calculated r-value was greater than the r-table value and the significance value was below 0.05.

Table 2. Validity Test of Research Instruments

<i>Variable</i>	<i>Number of Items</i>	<i>r-count Range</i>	<i>r-table</i>	<i>Decision</i>
<i>Customer Experience (X1)</i>	10	0.514–0.679	0.200	<i>Valid</i>
<i>Price (X2)</i>	8	0.503–0.756	0.200	<i>Valid</i>
<i>Promotion (X3)</i>	8	0.552–0.774	0.200	<i>Valid</i>
<i>Consumer Satisfaction (Y)</i>	4	0.657–0.845	0.200	<i>Valid</i>

Source: SPSS Output, 2026 (processed by the researcher).

Based on Table 2, all questionnaire items for the four research variables were declared valid. Customer experience had calculated r-values ranging from 0.514 to 0.679, price ranged from 0.503 to 0.756, promotion ranged from 0.552 to 0.774, and consumer satisfaction ranged from 0.657 to 0.845. All values exceeded the r-table value of 0.200, with significance values below 0.001. Therefore, all questionnaire items were considered capable of measuring their respective constructs and were suitable for further analysis.

Reliability Testing

Reliability testing was performed to determine the internal consistency of the questionnaire instruments. The reliability test used Cronbach's Alpha. A research instrument is considered reliable when the Cronbach's Alpha value exceeds 0.70.

Table 3. Reliability Test

<i>Variable</i>	<i>Number of Items</i>	<i>Cronbach's Alpha</i>	<i>Standard</i>	<i>Decision</i>
<i>Customer Experience (X1)</i>	10	0.795	0.70	Reliable
<i>Price (X2)</i>	8	0.807	0.70	Reliable
<i>Promotion (X3)</i>	8	0.836	0.70	Reliable
<i>Consumer Satisfaction (Y)</i>	4	0.776	0.70	Reliable

Source: SPSS Output, 2026 (processed by the researcher).

Table 3 indicates that all research variables have Cronbach's Alpha values greater than 0.70. Customer experience obtained a value of 0.795, price 0.807, promotion 0.836, and consumer satisfaction 0.776. Therefore, all instruments used in this study were declared reliable. The results indicate that the questionnaire items demonstrated adequate internal consistency and could be used for subsequent statistical analysis.

Classical Assumption Testing

Normality Test

The normality test was conducted to determine whether the regression residuals were normally distributed. The Kolmogorov-Smirnov test was used as a statistical test of normality.

Table 4. One-Sample Kolmogorov-Smirnov Test

<i>Statistic</i>	<i>Value</i>
N	97
<i>Test Statistic</i>	0.088
<i>Asymp. Sig. (2-tailed)</i>	0.064

Source: SPSS Output, 2026 (processed by the researcher).

The results show a Kolmogorov-Smirnov significance value of 0.064, which is greater than 0.05. Therefore, the residuals can be considered normally distributed. This indicates that the normality assumption required for multiple linear regression was satisfied.

Multicollinearity Test

The multicollinearity test was conducted to determine whether there was a high correlation among the independent variables. A regression model is considered free from multicollinearity when the tolerance value is greater than 0.10 and the VIF value is below 10.

Table 5. Multicollinearity Test

<i>Variable</i>	<i>Tolerance</i>	<i>VIF</i>	<i>Decision</i>
<i>Customer Experience (X1)</i>	0.592	1.691	No multicollinearity
<i>Price (X2)</i>	0.559	1.790	No multicollinearity
<i>Promotion (X3)</i>	0.705	1.418	No multicollinearity

Source: SPSS Output, 2026 (processed by the researcher).

Table 5 shows that all tolerance values are above 0.10 and all VIF values are below 10. Customer experience has a tolerance value of 0.592 and VIF of 1.691, price has a tolerance value of 0.559 and VIF of 1.790, while promotion has a tolerance value of 0.705 and VIF of 1.418. Thus, there is no indication of multicollinearity among the independent variables. The three variables can therefore be analyzed simultaneously in the regression model.

Heteroscedasticity Test

The heteroscedasticity test was conducted using a scatterplot of the predicted values and standardized residuals. The results showed that the residual points were randomly distributed above and below the zero axis and did not form a particular pattern. Therefore, the regression model did not indicate heteroscedasticity and was suitable for further analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the direction and magnitude of the effect of customer experience, price, and promotion on consumer satisfaction.

Table 6. Multiple Linear Regression Results

<i>Variable</i>	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
<i>Constant</i>	<i>0.173</i>	<i>1.584</i>	–	<i>0.109</i>	<i>0.913</i>
<i>Customer Experience (X1)</i>	<i>0.166</i>	<i>0.050</i>	<i>0.315</i>	<i>3.291</i>	<i>0.001</i>
<i>Price (X2)</i>	<i>0.184</i>	<i>0.058</i>	<i>0.314</i>	<i>3.195</i>	<i>0.002</i>
<i>Promotion (X3)</i>	<i>0.119</i>	<i>0.048</i>	<i>0.216</i>	<i>2.463</i>	<i>0.016</i>

Source: SPSS Output, 2026 (processed by the researcher).

Based on Table 6, the multiple linear regression equation can be formulated as follows:

$$Y = 0.173 + 0.166X_1 + 0.184X_2 + 0.119X_3$$

The equation indicates that the constant value is 0.173. The coefficient of customer experience is 0.166, meaning that a one-unit increase in customer experience, assuming price and promotion remain constant, is associated with a 0.166-unit increase in consumer satisfaction. The price coefficient of 0.184 indicates that a one-unit increase in the perception of price is associated with a 0.184-unit increase in consumer satisfaction, assuming the other variables remain constant. Meanwhile, the promotion coefficient of 0.119 indicates that a one-unit increase in the perception of promotion is associated with a 0.119-unit increase in consumer satisfaction.

The standardized Beta coefficients further indicate that customer experience has the largest relative influence, with a Beta value of 0.315, followed closely by price at 0.314 and promotion at 0.216. Therefore, customer experience can be considered the most dominant independent variable in explaining consumer satisfaction in this study.

Hypothesis Testing

Partial Test (t-Test)

The partial t-test was conducted to determine the effect of each independent variable on consumer satisfaction. With 97 respondents and three independent variables, the degrees of freedom were 93. At a 5% significance level using a two-tailed test, the t-table value was 1.986. A hypothesis was accepted when the calculated t-value was greater than the t-table value and the significance value was below 0.05.

Table 7. Partial Hypothesis Testing

<i>Hypothesis</i>	<i>Relationship</i>	<i>t-value</i>	<i>Sig.</i>	<i>Decision</i>
<i>H1</i>	<i>Customer Experience → Consumer Satisfaction</i>	<i>3.291</i>	<i>0.001</i>	<i>Accepted</i>
<i>H2</i>	<i>Price → Consumer Satisfaction</i>	<i>3.195</i>	<i>0.002</i>	<i>Accepted</i>
<i>H3</i>	<i>Promotion → Consumer Satisfaction</i>	<i>2.463</i>	<i>0.016</i>	<i>Accepted</i>

Source: SPSS Output, 2026 (processed by the researcher).

Effect of Customer Experience on Consumer Satisfaction

The results show that customer experience has a positive and significant effect on consumer satisfaction. This is indicated by a regression coefficient of 0.166, a t-value of 3.291, and a significance value of 0.001. Since the t-value is greater than the t-table value of 1.986 and the significance value is below 0.05, H1 is accepted.

The finding indicates that improvements in consumers' experiences when using Maxim services tend to increase their satisfaction. Customer experience in online transportation includes the

ease of using the application, the condition and comfort of the vehicle, interaction with drivers, responsiveness, accuracy of pick-up locations, and the overall experience during service delivery.

The descriptive results support this finding. Customer experience obtained an overall mean of 3.70, categorized as satisfied. Several indicators received particularly high assessments, including the statement that Maxim provides an experience consistent with consumers' expectations, which obtained a mean of 4.28, followed by vehicle cleanliness and comfort at 4.27 and driver responsiveness at 4.21. However, some aspects, such as driver attitudes and pick-up accuracy, received neutral assessments.

The significant positive relationship means that consumer satisfaction is not determined solely by the completion of transportation needs but also by how consumers experience the entire service process. When the application is convenient, drivers respond quickly, vehicles are comfortable, and the service corresponds to expectations, consumers are more likely to evaluate Maxim positively.

This finding is consistent with previous research cited in the study, particularly research by Nae et al. (2025), which found that customer experience has a positive and significant effect on customer satisfaction. Thus, the present study provides additional empirical support for the argument that a positive customer experience is an important determinant of satisfaction in service businesses.

From a managerial perspective, Maxim should prioritize improvements in the aspects of customer experience that still receive relatively lower evaluations. These include improving driver responsiveness, ensuring more accurate pick-up locations, maintaining vehicle cleanliness and comfort, and strengthening driver-customer interactions. Such improvements can help transform satisfactory experiences into stronger and more consistent consumer satisfaction.

Effect of Price on Consumer Satisfaction

The results demonstrate that price has a positive and significant effect on consumer satisfaction. The regression coefficient is 0.184, with a t-value of 3.195 and a significance value of 0.002. Since the t-value exceeds 1.986 and the significance value is below 0.05, H2 is accepted.

This result indicates that the more favorable consumers perceive Maxim's prices, the higher their satisfaction tends to be. Price in online transportation is not merely the nominal amount paid but also reflects consumers' evaluation of affordability, fairness, competitiveness, and the suitability of the fare to the benefits received.

The findings are also supported by the descriptive results, in which price obtained a mean score of 3.60 and was categorized as affordable. The validity analysis confirms that all eight price indicators adequately measure the construct, with calculated r-values ranging from 0.503 to 0.756.

The positive effect of price suggests that consumers evaluate whether the fare paid is proportional to the service received. When consumers consider the fare affordable, competitive with other online transportation providers, and appropriate to the quality and benefits obtained, they are more likely to experience satisfaction.

The finding is consistent with previous studies cited in the thesis, including Tsalisa et al. (2022), Thengio et al. (2021), Diamontina et al. (2023), and Mansur et al. (2024), which demonstrate the importance of price perceptions in shaping consumer satisfaction. The result is also particularly relevant to Maxim because price is one of the factors commonly considered by consumers when choosing online transportation services.

The managerial implication is that Maxim should maintain competitive and affordable fares while ensuring transparency regarding fare changes and additional charges. Consumers should be able to understand the amount they need to pay before confirming a trip. Maintaining a balance between affordable pricing and adequate service quality can strengthen consumers' perception of value and ultimately improve satisfaction.

Effect of Promotion on Consumer Satisfaction

The results indicate that promotion has a positive and significant effect on consumer satisfaction. Promotion has a regression coefficient of 0.119, a t-value of 2.463, and a significance value of 0.016. Since the significance value is below 0.05, H3 is accepted. The positive coefficient indicates that better consumer perceptions of Maxim's promotional programs are associated with higher consumer satisfaction. Promotion can provide economic value through discounts, vouchers,

cashback, and promotional codes, thereby reducing consumers' perceived cost or increasing the benefits obtained from the service.

The descriptive results show that promotion obtained a mean score of 3.55 and was categorized as satisfied. However, several promotional indicators still received relatively lower evaluations, particularly concerning the clarity of information through social media, the frequency of promotional offers, and the receipt of information about new promotions. These findings are important because promotional effectiveness does not depend solely on the size of the discount offered. Consumers must also be able to find, understand, and use the promotion. If a voucher is available only at certain times, has a short validity period, or is restricted to certain users, its perceived usefulness may be reduced.

The finding is consistent with previous research by Sehangunaunget al. (2023) and Ramadhan and Solihin (2024), which indicates that promotion can positively influence consumer satisfaction when it provides tangible benefits and is relevant to consumer needs. Nevertheless, the standardized Beta value of 0.216 shows that promotion has a relatively lower influence than customer experience (0.315) and price (0.314). Therefore, although promotion significantly contributes to consumer satisfaction, improving the core service experience and maintaining favorable price perceptions should remain important priorities.

Maxim should improve the distribution and clarity of promotional information through its application and social media channels. Promotional terms and conditions should be communicated clearly, while the timing, frequency, and accessibility of promotions should be adjusted to consumer needs. More consistent promotional communication may increase the perceived value of the service and strengthen consumer satisfaction.

Simultaneous Test (F-Test)

The simultaneous F-test was conducted to determine whether customer experience, price, and promotion jointly influence consumer satisfaction.

Table 8. Simultaneous Hypothesis Testing

<i>Model</i>	<i>F-value</i>	<i>Sig.</i>	<i>Decision</i>
<i>Customer Experience, Price, and Promotion → Consumer Satisfaction</i>	<i>30.678</i>	<i><0.001</i>	<i>Accepted</i>

Source: SPSS Output, 2026 (processed by the researcher).

The results show an F-value of 30.678 with a significance value of less than 0.001. Because the significance value is below 0.05 and the calculated F-value is greater than the F-table value of 2.703, the fourth hypothesis is accepted. Thus, customer experience, price, and promotion simultaneously have a positive and significant effect on consumer satisfaction with Maxim online transportation services in Mataram City.

The simultaneous finding demonstrates that consumer satisfaction is formed through the combination of several factors rather than through a single determinant. Customer experience represents the experiential aspect of the service, price represents the perceived economic value, while promotion provides additional benefits and information to consumers. When these three dimensions are managed together, their combined contribution can strengthen consumers' overall evaluation of Maxim services.

This result is also consistent with previous research cited in the thesis, particularly studies showing that several marketing and service factors jointly influence consumer satisfaction. Therefore, Maxim should not rely exclusively on promotional strategies or low fares but should integrate competitive pricing, effective promotional communication, and a consistently positive service experience.

Coefficient of Determination

The coefficient of determination was used to determine the proportion of variation in consumer satisfaction that can be explained by customer experience, price, and promotion.

Table 9. Coefficient of Determination

<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
0.705	0.497	0.481	2.27419

Source: SPSS Output, 2026 (processed by the researcher).

Table 9 shows an *R* value of 0.705, indicating a relatively strong positive relationship between customer experience, price, promotion, and consumer satisfaction. The *R Square* value of 0.497 indicates that customer experience, price, and promotion jointly explain 49.7% of the variation in consumer satisfaction. The remaining 50.3% is explained by other factors outside the research model. The Adjusted *R Square* value of 0.481 indicates that after adjustment for the number of independent variables and sample size, the explanatory capacity of the model is 48.1%.

The *R Square* result indicates that the three variables have an important role in explaining consumer satisfaction, although they do not represent all factors that influence satisfaction. Other factors outside the model may include technical service quality, safety, trust, payment convenience, driver availability, brand image, and situational factors. Therefore, further research may consider additional variables to obtain a more comprehensive explanation of consumer satisfaction.

Overall Discussion

Overall, the findings demonstrate that customer experience, price, and promotion each have a positive and significant effect on consumer satisfaction and that the three variables simultaneously contribute significantly to satisfaction with Maxim online transportation services in Mataram City. Among the three independent variables, customer experience has the strongest relative influence, as indicated by its standardized Beta coefficient of 0.315, followed by price at 0.314 and promotion at 0.216.

These findings suggest that Maxim's efforts to improve consumer satisfaction should be conducted through an integrated strategy. Improving the service experience should become a primary priority because consumers directly evaluate the service process and interaction with drivers. At the same time, maintaining affordable and transparent fares is important because consumers evaluate whether the cost paid is proportional to the benefits received. Promotional programs should complement these efforts by providing relevant economic benefits supported by clear, accessible, and timely information.

The coefficient of determination further demonstrates that these three factors explain 49.7% of the variation in consumer satisfaction. This finding confirms that customer experience, price, and promotion are important explanatory variables, while also indicating the existence of other factors that deserve investigation in future studies. Thus, the empirical findings provide evidence that consumer satisfaction among Maxim users in Mataram City is shaped by the interaction of experiential, economic, and promotional considerations. The results also contribute to resolving the inconsistencies found in previous research by demonstrating that, within the context of Maxim online transportation services in Mataram City, customer experience, price, and promotion all exert positive and significant effects on consumer satisfaction.

Discussion

The Effect of Customer Experience on Consumer Satisfaction

The results of this study indicate that customer experience has a positive and significant effect on consumer satisfaction with Maxim online transportation services in Mataram City. This finding is demonstrated by a regression coefficient of 0.166, a *t*-value of 3.291, and a significance value of 0.001. The positive regression coefficient indicates that an improvement in customer experience is followed by an increase in consumer satisfaction. Therefore, the first hypothesis stating that customer experience has a positive and significant effect on consumer satisfaction is accepted.

Customer experience represents the overall experience consumers obtain during their interaction with a service provider. In the context of Maxim, this experience begins when consumers use the application to order transportation, determine the pick-up location, communicate with the driver, receive the service, and complete their journey. A positive experience can emerge when the

application is easy to use, the driver responds appropriately, the vehicle is comfortable, and the service is delivered according to consumer expectations.

The results of the descriptive analysis support this finding, as customer experience obtained a mean score of 3.70 and was categorized as satisfied. Several aspects of the customer experience received relatively high evaluations, particularly the conformity of the experience with consumer expectations, vehicle cleanliness and comfort, and driver responsiveness. Nevertheless, some consumers still experienced problems related to driver responsiveness, pick-up location accuracy, and vehicle comfort. These conditions indicate that although the overall customer experience was satisfactory, there are still service aspects that need improvement.

The significant effect of customer experience suggests that consumers evaluate Maxim not merely based on whether transportation needs are fulfilled, but also based on the quality of their interaction throughout the service process. When consumers experience convenience, responsiveness, comfort, and service that corresponds to their expectations, they are more likely to feel satisfied. Conversely, delays in driver arrival, difficulties in communication, inaccurate pick-up points, or uncomfortable vehicles may reduce the positive value of the overall experience.

This finding is consistent with previous research by Nae et al. (2025), which found that customer experience has a positive and significant effect on customer satisfaction. The result reinforces the view that experience is an important component in forming consumer evaluations of service providers. However, the finding also provides additional empirical evidence in the specific context of Maxim consumers in Mataram City, particularly because previous research has produced inconsistent results regarding the influence of customer experience.

Therefore, Maxim needs to maintain and improve the elements that shape the consumer experience. Improvements can be directed toward driver responsiveness, accuracy of pick-up locations, vehicle cleanliness and comfort, and the quality of communication between drivers and consumers. Consistent improvement in these aspects can strengthen consumers' positive perceptions and subsequently increase their satisfaction.

The Effect of Price on Consumer Satisfaction

The results demonstrate that price has a positive and significant effect on consumer satisfaction. Price obtained a regression coefficient of 0.184, a t-value of 3.195, and a significance value of 0.002. Because the significance value is below 0.05, the second hypothesis stating that price has a positive and significant effect on consumer satisfaction is accepted. The finding indicates that consumers' perceptions of price play an important role in determining their satisfaction with Maxim services. Price is not only associated with the amount of money paid but also with the perceived suitability between the fare, service quality, benefits obtained, and consumers' financial sacrifice. Consumers are more likely to be satisfied when they perceive the fare as affordable, fair, competitive, and appropriate to the service received.

The descriptive results show that the price variable obtained a mean score of 3.60 and was categorized as affordable. This indicates that, in general, respondents had a favorable perception of Maxim's pricing. The research findings also indicate that consumers consider Maxim's fares relatively affordable compared with other online transportation services. However, some respondents reported that fares could increase at certain times when demand rises and that some additional charges were not always fully understood. These findings demonstrate that price perceptions are closely related to perceived value. Even when the basic fare is considered affordable, unexpected changes or insufficiently clear information about additional charges may influence consumers' evaluations. Therefore, affordability needs to be accompanied by transparency and consistency so that consumers perceive a reasonable relationship between the amount paid and the benefits received.

The finding is consistent with previous research by Tsalisa et al. (2022), Thengio et al. (2021), Diamantina et al. (2023), and Mansur et al. (2024), which found that price influences customer satisfaction in online transportation services. These studies support the argument that consumers' perceptions of price fairness, affordability, and suitability to service benefits contribute to satisfaction. The managerial implication of this finding is that Maxim needs to maintain competitive fares while ensuring transparency regarding pricing. Information concerning fare changes, additional costs, and the conditions that may affect the final price should be presented clearly to consumers. By maintaining

affordable and transparent pricing while providing adequate service quality, Maxim can strengthen consumers' perceived value and increase satisfaction.

The Effect of Promotion on Consumer Satisfaction

The results indicate that promotion has a positive and significant effect on consumer satisfaction. Promotion has a regression coefficient of 0.119, a t-value of 2.463, and a significance value of 0.016. Since the significance value is below 0.05, the third hypothesis stating that promotion has a positive and significant effect on consumer satisfaction is accepted.

Promotion provides consumers with additional economic and informational value. In online transportation, promotional activities can take the form of discounts, vouchers, cashback, promotional codes, and other special offers. Such programs can reduce the cost perceived by consumers or provide additional benefits from the same service. As a result, consumers may perceive that they obtain greater value from the service, which can contribute to higher satisfaction.

The descriptive analysis shows that promotion obtained a mean score of 3.55 and was categorized as satisfied. However, the research also identified several promotional issues. Some respondents indicated that promotional information was not always easily obtained, promotional offers were not always available, and some vouchers were restricted by time or user eligibility. These conditions demonstrate that the effectiveness of promotion depends not only on the existence of promotional programs but also on their accessibility and clarity.

The positive and significant effect found in this study indicates that consumers respond positively when promotional programs provide benefits that are relevant to their needs. However, the standardized Beta coefficient of promotion was 0.216, lower than customer experience at 0.315 and price at 0.314. This indicates that promotion contributes significantly to satisfaction but has a relatively smaller influence than customer experience and price. This finding is consistent with research by Sehangunaung et al. (2023) and Ramadhan and Solihin (2024), which found that promotion can positively influence customer satisfaction. Promotional programs can strengthen satisfaction when consumers perceive them as providing meaningful additional value.

The finding also implies that Maxim should improve the effectiveness of its promotional communication. Promotional information should be distributed consistently through the application and relevant communication channels, while the requirements and validity periods of vouchers should be communicated clearly. Promotional programs should also be designed based on consumer needs so that the benefits can be accessed more easily. Such improvements can increase the perceived value of promotions and strengthen consumer satisfaction.

The Effect of Customer Experience, Price, and Promotion on Consumer Satisfaction Simultaneously

The results of the simultaneous test indicate that customer experience, price, and promotion jointly have a positive and significant effect on consumer satisfaction. The F-value of 30.678 with a significance value below 0.001 indicates that the regression model is statistically significant. Therefore, the hypothesis stating that customer experience, price, and promotion simultaneously affect consumer satisfaction is accepted.

The simultaneous finding demonstrates that consumer satisfaction with Maxim services is formed through several interconnected considerations. Customer experience reflects the experiential value obtained during service delivery, price reflects the economic value perceived by consumers, while promotion provides additional benefits and communicates value to consumers. These three factors therefore represent different but complementary dimensions of the consumer's evaluation of the service.

A positive customer experience may be insufficient when consumers perceive the fare as unreasonable. Similarly, an affordable price may not result in high satisfaction if consumers experience poor service. Promotional benefits may also have limited effects when consumers cannot access or understand them. Consequently, Maxim needs to manage these three factors simultaneously rather than focusing exclusively on one marketing or service aspect.

The finding is particularly relevant to the competitive environment of online transportation services in Mataram City. Consumers have alternatives when selecting transportation providers, meaning that service providers must provide a combination of good experiences, competitive prices,

and relevant promotional benefits. The simultaneous significance of the three variables confirms that consumer satisfaction is better understood as the result of several consumer evaluations rather than a single factor.

Contribution of the Research

The coefficient of determination shows an R Square value of 0.497. This means that customer experience, price, and promotion jointly explain 49.7% of the variation in consumer satisfaction, while the remaining 50.3% is explained by other factors outside the model.

This finding provides an important contribution to the study of consumer satisfaction in online transportation services. It demonstrates that customer experience, price, and promotion are significant factors in explaining consumer satisfaction among Maxim users in Mataram City. At the same time, the remaining 50.3% indicates that consumer satisfaction is multidimensional and may also be influenced by other factors that were not included in this study.

From a theoretical perspective, the findings strengthen the argument that consumer satisfaction is influenced by consumers' evaluation of the experience, value, and benefits obtained from a service. From a practical perspective, the results suggest that Maxim should adopt an integrated approach involving service experience improvement, appropriate and transparent pricing, and more accessible promotional programs.

Overall, the findings confirm that customer experience, price, and promotion are important determinants of consumer satisfaction with Maxim online transportation services in Mataram City. Customer experience has the strongest relative influence among the three variables, followed by price and promotion. Therefore, improving the quality of the consumer experience should be accompanied by maintaining competitive prices and strengthening promotional strategies to achieve higher and more sustainable consumer satisfaction.

CONCLUSIONS

Based on the results of the research and discussion, it can be concluded that customer experience, price, and promotion are important factors in determining consumer satisfaction with Maxim online transportation services in Mataram City. First, customer experience has a positive and significant effect on consumer satisfaction. This finding indicates that the better the experience consumers obtain during the use of Maxim services, including the convenience of ordering, driver responsiveness, vehicle comfort, and conformity of service with expectations, the higher the level of consumer satisfaction. Therefore, improving the quality and consistency of customer experience is an important aspect for Maxim in maintaining consumer satisfaction.

Second, price has a positive and significant effect on consumer satisfaction. This result indicates that consumers who perceive Maxim's fares as affordable, fair, competitive, and appropriate to the benefits and quality of service tend to have higher satisfaction. Thus, maintaining competitive and transparent pricing is important to strengthen consumers' perceived value of Maxim services.

Third, promotion has a positive and significant effect on consumer satisfaction. This finding shows that promotional programs such as discounts, vouchers, cashback, and promotional codes can provide additional value to consumers and increase their satisfaction. However, the effectiveness of promotional programs needs to be supported by clear information, adequate accessibility, and promotional periods that are relevant to consumer needs.

Fourth, customer experience, price, and promotion simultaneously have a positive and significant effect on consumer satisfaction. The coefficient of determination of 0.497 indicates that the three independent variables jointly explain 49.7% of the variation in consumer satisfaction, while the remaining 50.3% is explained by other factors outside the research model. This finding confirms that consumer satisfaction with Maxim services is influenced by a combination of experiential, economic, and promotional considerations.

Overall, the findings indicate that improving consumer satisfaction cannot rely on a single strategy. Maxim needs to implement an integrated approach by improving the quality of customer experience, maintaining affordable and transparent prices, and developing promotional programs that are informative, accessible, and relevant to consumers. In addition, the remaining proportion of consumer satisfaction explained by factors outside this model provides an opportunity for future

researchers to examine other variables that may contribute to consumer satisfaction in online transportation services.

REFERENCES

- Ainassyifa, F. A. (2023). Pengaruh kualitas layanan, perceived value, dan kepercayaan terhadap kepuasan pelanggan pada layanan jasa pengiriman. *Jurnal*, 1(6), 99–115.
- Akbar, R., Sukmawati, U. S., & Katsirin, K. (2023). Analisis data penelitian kuantitatif (pengujian hipotesis asosiatif korelasi). *Jurnal Pelita Nusantara*, 1(3). <https://doi.org/10.59996/jurnalpelitanusantara.v1i3.350>
- Amalia, D., Ghanistyana, L. P., Vallens, S. N., Nisa, S. H., & Saputra, F. R. (2025). Pengaruh customer experience terhadap loyalitas pengguna Gojek di era digital. *JlIP: Jurnal Ilmiah Ilmu Pendidikan*, 8(6), 6206–6215. <https://doi.org/10.54371/jlup.v8i6.8112>
- Anggraini, N., Kurniawan, D., Wedhasmara, A., Oktadini, N. R., & Eka, P. (2024). Analisis faktor kepuasan pengguna pada aplikasi transportasi online: Pengukuran dengan metode EUCS dan UTAUT (studi kasus aplikasi mobile Maxim). *Jurnal Teknologi Informasi dan Sistem*, 7(1), 19–29. <https://doi.org/10.32493/jtsi.v7i1.36292>
- Arini, Y. T., Kusuma, K. A., & Hariasih, M. (2025). Pelanggan pada Indomaret Fresh Raya Jati. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 9(1), 1160–1180.
- Boni Hutasoit, J., Sibarani, R. M. Y., Tarigan, K. E., & others. (2025). Analisis kepuasan pelanggan terhadap pelayanan driver online: Tinjauan literatur dan temuan terkini. *Jurnal*, 3(3).
- Diamontina, A., Susanto, & Yuliana. (2023). Pengaruh harga terhadap kepuasan pelanggan jasa transportasi online. *Journal of Trends Economics and Accounting Research*, 4(2), 469–475. <https://doi.org/10.47065/jtear.v4i2.1029>
- Effiyaldi, Suratno, E., Kadar, M., Gunardi, & Naibaho, R. (2022). Penerapan uji multikolinieritas dalam penelitian manajemen sumber daya manusia. *Jurnal Ilmiah Manajemen dan Kewirausahaan*, 1, 94–102.
- Fahmi, S. (2023). Pengaruh nilai, manfaat, dan kepuasan konsumen terhadap niat untuk beralih. *Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 6, 544–558.
- Faizi, N., Febrilia, I., & Rahmi. (2022). Analisis pengaruh customer experience dan e-service quality terhadap customer satisfaction pada pengguna transportasi online di Jakarta. *Jurnal Bisnis, Manajemen, dan Keuangan*, 3, 2003–2005.
- Jumawar, E., Nurmartian, E., & Buana, S. (2021). Pengaruh customer experience dan customer value terhadap customer loyalty IndiHome pada pelanggan IndiHome Area Gegerkalong. *Journal Competency of Business*, 5(2), 102–111.
- Laia, E. (2023). Pengaruh harga terhadap volume penjualan di UD. Chandra Amandraya. *Jurnal Ilmiah Mahasiswa Nias Selatan*, 6(2).
- Lestari, P., Muhajirin, M., & Ismunandar, I. (2024). Pengaruh harga dan diskon terhadap keputusan pembelian konsumen pada Bolly Dept Store Sila Bolo. *Jurnal Riset Manajemen*, 2(3).
- Mansur, A. T., Murtini, M., Wahyu, D., & Ranto, P. (2024). Pengaruh word of mouth dan harga terhadap kepuasan konsumen pada aplikasi Maxim. 2, 58–69.
- Marbun, S. I. K., & Saputra, A. (2022). Pengaruh kualitas pelayanan, kualitas produk dan promosi terhadap kepuasan pelanggan Maxim di Kota Batam. *Jurnal*, 5*(1), 1–10.
- Mardjani, B. D., Lapijan, S. L. H. V. J., & Mangantar, M. (2023). Pengaruh harga, promosi dan kualitas layanan terhadap kepuasan konsumen pada transportasi online (studi kasus Gojek dan Maxim di Kota Manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 11(1), 942–952. <https://doi.org/10.35794/emba.v11i1.46658>
- Nae, Y. D., Paut, O. R., Luanlaka, L. G. M., Paga, A., & Tau, P. (2025). Pengaruh customer experience terhadap kepuasan pelanggan di Jastip Icha Ende. *Journal of Innovative and Creativity*, 5(2), 2795–2803.
- Pandiangan, D. F., & Albina, M. (2025). Model dan tahapan penelitian kuantitatif: Pendekatan teoretis dan praktis dalam kajian pendidikan. *Jurnal Pendidikan Islam*, 724–730.

- Ramadhan, A., & Solihin, D. (2024). Pengaruh promosi dan kualitas pelayanan terhadap kepuasan pelanggan pada PT. Sumber Alfaria Trijaya Tbk. *Jurnal Ekonomi, Manajemen dan Bisnis*, 1(1), 19–26.
- Rohmatin, A. L. (2021). *Pengaruh customer experience terhadap kepuasan pelanggan* [Skripsi, Institut Agama Islam Negeri Ponorogo].
- Sahda, F. T., Putri, A. R., & Kurniaty, D. (2023). Harga, kualitas layanan, dan kepercayaan pada transportasi online Maxim terhadap kepuasan pelanggan. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(2), 2491–2507. <https://doi.org/10.47467/alkharaj.v6i2.5343>
- Schiebler, T., Lee, N., & Brodbeck, F. C. (2025). Expectancy-disconfirmation and consumer satisfaction: A meta-analysis. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/S11747-024-01078-X>
- Sehangunaung, G. A., Mandey, S. L., & Roring, F. (2023). Analisis pengaruh harga, promosi, dan kualitas pelayanan terhadap kepuasan konsumen pengguna aplikasi Lazada di Kota Manado. *Jurnal Ekonomi dan Bisnis*, 11(3), 1–11.
- Shabri, A. (2023). Pengaruh product usability dan cashback promotion terhadap loyalitas pengguna “OVO” melalui kepuasan. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 2(2), 376–386.
- Subadar, A. A. (2023). Pengaruh brand awareness dan customer experience terhadap customer loyalty melalui repurchase intention: Studi kasus pengguna platform e-commerce Shopee di Kota Pasuruan. *Jurnal Ekonomi dan Bisnis*, 1–15.
- Sudirman, Hasanah, T., Wardhana, A., & Farah, I. (2023). *Metodologi penelitian*.
- Suriani, N., & Jailani, M. S. (2023). Konsep populasi dan sampling serta pemilihan partisipan ditinjau. *Jurnal Pendidikan Islam*, 1, 24–36.
- Thengio, J., Lie, F., Salim, V., & Krisna, F. (2021). Pengaruh promosi, harga dan kualitas produk terhadap keputusan pembelian pada PT Expravet Nasuba. *Jurnal Sosial dan Ekonomi*, 2(2), 110–116.
- Tsalisa, R. A., Hadi, S. P., & Purbawati, D. (2022). Kepuasan pelanggan pengguna jasa transportasi online. *Jurnal Ilmu Administrasi Bisnis*, 11(4), 822–829.
- Utami, Y., Rasmanna, P. M., & Khairunnisa. (2023). Uji validitas dan uji reliabilitas instrument penilaian kinerja dosen. *Jurnal Sains dan Teknologi*, 4(2), 21–24.
- Yulihapsari, I. U., Indrawan, R., Simarmata, J., & Zainal, M. (2025). The role of e-service quality and price perception: Key to increasing loyalty through consumer satisfaction. *Jurnal Akuntansi, Keuangan, dan Manajemen*, 6(2), 543–554.