The Influence of Servqual and Technology Acceptance Model on Maxim Customer Satisfaction

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ABSTRACT

The increasingly advanced and modern social and cultural development of society has led many people to prefer instant and practical things, such as online transportation. Digital technology has changed people's consumption patterns, including in the transportation industry. This study aims to analyze the influence of SERVQUAL and the Technology Acceptance Model (TAM) on maximizing customer satisfaction. The research employed a quantitative approach, distributing questionnaires to 400 respondents who were Maxim app users. Data analysis was performed using SPSS version 25, including validity and reliability tests, as well as multiple linear regression and path analysis. The results showed that Service Quality, Perceived Usefulness, and Perceived Ease of Use had a significant effect on Customer Satisfaction. Furthermore, Customer Satisfaction also significantly influences the intention to use. Directly, Perceived Usefulness and Service Quality were found to significantly influence Behavior intention to use, while perceived ease of use only significantly influenced behavior intention to use when mediated by customer satisfaction. These findings highlight the significance of service quality, perceived usefulness, and perceived ease of use in fostering customer satisfaction and loyalty among Maxim users.

1. INTRODUCTION

The development of digital technology has brought significant changes to various sectors, including the transportation industry. The presence of app-based online transportation services provides convenience, time efficiency, and flexibility for the public in meeting their daily mobility needs. In Indonesia, online transportation services such as Gojek, Grab, and Maxim are experiencing rapid growth, in line with the increasing penetration of smartphones and the internet. This condition has led to increasingly fierce competition among service providers, requiring companies to rely not only on price but also to pay attention to service quality and user experience, leveraging technology.

Given the increasingly advanced and modern social and cultural development of society, many people prefer things that are instant and practical, such as online transportation. Maxim, as one of the online transportation service providers in Indonesia, has adopted a pricing strategy that is relatively lower than its competitors. With the help of an app, customers can easily place an order through the Maxim app, which can be downloaded from the Google Play Store or Apple App Store. The nearest Maxim driver will immediately contact and pick up the customer, allowing them to save on costs and time. However, this strategy does not fully guarantee user satisfaction and loyalty.

Several previous studies have shown indications of dissatisfaction among Maxim users related to service quality and application performance. Several previous studies have investigated the factors that influence satisfaction and the intention to use online transportation. Tampubolon (2021) emphasizes the importance of service quality as a determinant of customer satisfaction. Research examining user satisfaction to increase loyalty among Maxim online transportation users reveals that the findings and analysis obtained indicate that the factors influencing user satisfaction with online transportation services are ease of access, speed of service, affordable prices, driver friendliness, and vehicle condition (Banggoi et al., 2023). Meanwhile, in testing the Quality of Maxim Mobile Application Services on User Satisfaction Using the Servqual Method, the results of the partial analysis show that the Reliability variable (X1), the Responsiveness variable (X2), Assurances (X3), Empathy (X4), and Tangibles (X5) variables have a positive but insignificant effect on user satisfaction with the Maxim application (Azzahrah & Amelia, 2021). Saskia & Rachbini (2025) found that perceived usefulness has a significant effect on behavior intention to use. Meanwhile, Yamin et al (2022) emphasized that perceived ease of use drives customer satisfaction in the use of online transportation applications. However, most previous studies have focused more on Gojek and Grab services, while studies on Maxim are still very limited. These findings indicate a gap between user expectations and the service performance received.

In service marketing studies, customer satisfaction is viewed as the result of users' evaluation of the quality

of services received compared to their expectations. The SERVQUAL model, developed by Parasuraman et al., (1988). emphasizes that service quality comprises five primary dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions have been empirically proven to influence customer satisfaction across various service sectors. In the context of application-based services, service quality is not only related to direct interactions between service providers and customers but also includes system reliability, clarity of information, and responsiveness of support services.

On the other hand, user acceptance of application technology is explained mainly by the Technology Acceptance Model (TAM) proposed by Davis (1989). TAM states that Perceived Usefulness and Perceived Ease of Use are the main determinants that influence attitudes, satisfaction, and intention to use a technology system. Various studies have demonstrated that perceptions of the benefits and ease of use of applications significantly influence satisfaction and intention to reuse digital services, including online transportation (Venkatesh & Davis, 2000; Yamin et al., 2022).

Recent research developments indicate a growing trend to integrate the concept of service quality (SERVQUAL) with the Technology Acceptance Model (TAM), particularly in the context of digital services and e-services. This integration is based on the view that good service quality can increase the perception of usefulness and ease of use of the system, which in turn has an impact on satisfaction and intention to use. However, most of these integrative studies still focus on the digital banking, e-wallet, and e-commerce sectors. Studies that integrate SERVQUAL and TAM in online transportation services, particularly on the Maxim platform, are still relatively limited and show inconsistent results.

In addition, previous studies generally examine the direct influence of service quality and TAM constructs on satisfaction or intention to use, without thoroughly examining the role of customer satisfaction as a mediating variable. In fact, in the context of application-based services, customer satisfaction plays a strategic role as a link between service experience and repeat usage decisions. Therefore, research is needed to explain this relationship more compre-hensively. Based on this description, this study considers it essential to integrate Service Quality and TAM into a unified conceptual framework, with Customer Satisfaction serving as the mediating variable. This study aims to provide a more compre-hensive understanding of the factors that influence satisfaction and Behavioral Intention to use among Maxim app users, particularly in the city of Serang.

Although research on Service Quality and the Technology Acceptance Model (TAM) has been conducted extensively, most studies still treat the two approaches separately and focus on digital services, such as e-commerce, banking, and e-wallets, with the dominant research objects being large platforms like Gojek and Grab. Research integrating SERVQUAL and TAM in online transportation services, particularly in the Maxim application, remains limited and yields inconsistent results, especially regarding the role of customer satisfaction as a mediating mechanism. Therefore, this study fills this gap by integrating Service Quality as an external factor in TAM and testing the role of Customer Satisfaction as a mediating variable on Behavior Intention to Use among Maxim users.

2. RESEARCH METHODS

This type of research employs a quantitative approach to analyze various factors and assess customer satisfaction with the Maxim app. The data collection technique employed in this study utilizes both primary and secondary data. Primary data is data obtained directly from respondents through an online questionnaire distributed via Google Forms on social media platforms such as WhatsApp and Instagram, to determine how satisfied users are with accessing the Maxim app. Secondary data refers to information obtained from credible sources, such as literature, research journals, articles, and other relevant publications, related to online transportation and technology acceptance models (TAM).

The research population is Maxim app users in the City of Serang. According to a 2024 publication by the Central Statistics Agency (BPS), the population of Serang was 735,000 as of 2024. A sample of 400 respondents was selected using purposive random sampling, with the criteria being active users of the Maxim application at least 3 times in the last month. The sample size in this study was determined using the following Slovin formula.

$$n = \frac{N}{N(d)^2 + 1} \tag{1}$$

$$n = \frac{735000}{735000(0{,}05)^2 + 1}$$

$$n = 399.90 \approx 400$$

The variables and indicators used in the study are based on previous research journals obtained through literature studies, as shown in Table 1. The data analysis technique in this study used descriptive research methods. According to Sugiyono (2013), descriptive analysis is: "Statistics used to analyze data by describing or depicting the collected data as it is, without intending to make conclusions that apply to the general public or generalizations. Data analysis was performed using SPSS 25, including validity and reliability tests, classical assumptions, multiple linear regression, and path analysis.

3. RESULTS AND DISCUSSION
3.1. Respondents

Based on the chosen approach, there are several stages of research in applying quantitative methods, techniques, and tools in accordance with the procedures for conducting surveys and collecting research data. A sample of 400 respondents was selected using purposive random sampling, with the criterion being active users of the Maxim app who had used it at least three times in the last month. The researchers used a questionnaire or survey instrument, distributed it online to all Maxim app users in the city of Serang using the Google Forms feature, and analyzed it statistically using relevant software. The research

Table 1. Research variables

Variable	Dimension	Indicator
Service Quality (X1) Parasuraman et al. (1988)	Tangibles	a. Attractive appearance b. Easy-to-read information c. Physical facilities (fleet/drivers)
	Reliability	a. The application works stably. b. The system works accurately. c. The service is in accordance with the information in the application.
	Responsiveness	a. Complaint response service b. Driver response c. Customer service response
	Assurance	a. Sense of security b. Reliable drivers c. Transparent information on costs and routes
	Empathy	a. Sense of security b. Reliable drivers c. Transparent information on costs and routes
Perceived Usefulness (X2) Davis (1989) and Venkatesh & Davis (2000)	Usefulness	a. Meets transportation needs b. No need to wait long
	Efficiency	a. Saves time b. The ordering process is very efficient and fast
Perceived Ease to Use (X3) Davis (1989) and Venkatesh & Davis (2000)	Convenience	a. Easy to learn application b. Makes it easier to find transportation
	Availability of technical support	a. No difficulties when using the application b. All functions in the application can be used properly
Customer Satisfaction (Y) Tjiptono & Chandra (2019)	Speed of Driver Arrival	a. Short waiting time b. Fast driver search process
	Price	a. The rates charged are quite reasonable. b. The prices are cheaper.
	Driver Manners	a. Provide courteous service b. Attitude and Communication
Behavior Intention to Use (Z) Tjiptono & Chandra (2019)	Transactional Interest	a. Intend to use this service again b. Continue using this application
	Willingness to Recommend	a. Willing to recommend

results were interpreted, concluded, and summarized by answering questions in accordance with the study's limitations.

3.2. Validity Test

To test the validity of a statement instrument, researchers conduct an instrument validity test. Statements that are declared valid are those where the statement items correlate significantly with the total score, indicating that these items are able to provide support in revealing what is to be revealed. To find the results of each item of the Service Quality (X1), Perceived Usefulness (X2), Perceived Ease of Use (X3), Customer Satisfaction (Y), and Behavior Intention to Use (Z) variables of the instrument using the product moment coefficient formula with a 5% error rate and a sample size of 400 respondents, which yielded a table r value of 0.098 (Table 2). An item statement/question is declared valid if the calculated R-value ≥ R-table (two-tailed test with sig. 0.05).

Based on the results in the table above, the table r value is 0.098, which is obtained from a significance level of 5% (0.05) with a two-tailed test. The variables Service Quality (X1), Perceived Usefulness (X2), Perceived Ease of Use (X3), Customer Satisfaction (Y), and Behavioral Intention to Use (Z) were analyzed using

SPSS on a sample of 400 respondents. The results indicate that all statement items have a calculated R-value greater than the R-table. Thus, all statement items in this variable are declared valid.

Table 2. Validity test

Indicator	R-value	R-table	Description
X1.1	0.732	0.098	Valid
X1.2	0.646	0.098	Valid
X1.3	0.693	0.098	Valid
X1.4	0.748	0.098	Valid
X1.5	0.763	0.098	Valid
X1.6	0.678	0.098	Valid
X1.7	0.745	0.098	Valid
X1.8	0.589	0.098	Valid
X1.9	0.748	0.098	Valid
…	…	….	…
…	…	….	…
Y.3	0.652	0.098	Valid
Y.4	0.559	0.098	Valid
Y.5	0.732	0.098	Valid
Y.6	0.779	0.098	Valid
Z.1	0.863	0.098	Valid
Z.2	0.848	0.098	Valid
Z.3	0.878	0.098	Valid

3.3. Reliability Test

The technique used in this reliability test is Cronbach's alpha method. All research variables (X1–Z) have a Cronbach's Alpha value above 0.60 (Table 3). This indicates that all instruments in this study are reliable and can be used for further testing. Thus, the measurement results are trustworthy and consistent.

Table 3. Reliability test

Cronbach's Alpha	Comparator	Decision
X1 = 0.928	Coefficient α = 0.60	Reliable
X2 = 0.771	Coefficient α = 0.60	Reliable
X3 = 0.803	Coefficient α = 0.60	Reliable
Y = 0.815	Coefficient α = 0.60	Reliable
Z = 0.828	Coefficient α = 0.60	Reliable

3.4. Normality Test

The normality test is used to determine whether the data being analyzed has a normal distribution or not. In this study, the Kolmogorov-Smirnov test method was used, with the parameter that if the significance value is greater than 0.05, it is considered normal. The following are the results of the normality test, conducted using the Kolmogorov-Smirnov test with SPSS v25 (Table 4).

Table 4. Normality test results (Kolmogorov-Smirnov test)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.63838055
Most Extreme Differences	Absolute	.086
	Positive	.077
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.000[c]

Based on the results of the One-Sample Kolmogorov-Smirnov test, it was found that the mean residual value was 0.000 with a standard deviation of 1.638. The absolute extreme difference was recorded at 0.086 with a positive value of 0.077 and a negative value of -0.086. The Test Statistic value is 0.086 with an Asymp. Sig. (2-tailed) of 0.000, which is less than 0.05. This indicates that the residuals in the regression model are not normally distributed, as determined by the Kolmogorov-Smirnov test. However, this study also considers the Central Limit Theorem (CLT) theory, given that the sample size used reached 400 respondents. The CLT states that when the sample size is large (generally n > 30), the sample distribution tends to approach a normal distribution even though the original data is not completely normal (Ghozali, 2018). Therefore, even though the Kolmogorov-Smirnov test results indicate non-normality, this condition does not pose a significant obstacle, allowing regression analysis to proceed.

3.5. Multicollinearity Test

Based on the regression coefficient results (Table 5), the results of the analysis of the relationship between the independent variables (X1, X2, X3) and the dependent variable (Y). The multicollinearity test results show that the Tolerance value for each independent variable is above 0.10 and the Variance Inflation Factor (VIF) value is < 10 (X1 = 2.311; X2 = 2.508; X3 = 2.145). This proves that there is no multicollinearity between the independent variables in the regression model. Thus, the regression model used in this study can be considered free from multicollinearity problems. According to Ghozali (2018), a regression model is considered to be free from multicollinearity if the tolerance value is > 0.10 and the VIF is < 10. The results of this study are consistent with this theory, allowing the accurate testing of the relationship between independent variables in the study without any overlapping effects between variables.

Table 5. Multicollinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	SQ	.433	2.311
	PU	.399	2.508
	PE	.466	2.145

3.6. Heteroscedasticity Test

The results of the heteroscedasticity test using the Glejser method, it was found that most variables had a significance value > 0.05 (Table 6). Only the Service Quality (X1) variable showed significance of 0.036 (<0.05), while Perceived Usefulness (X2), Perceived Ease of Use (X3), and Customer Satisfaction (Y) showed significance values above 0.05.

Table 6. Heteroscedasticity test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.501	.499		5.007	.000
	SQ	-.023	.011	-.159	-2.106	.036
	PU	.003	.042	.005	.069	.945
	PE	.001	.038	.003	.039	.969

This indicates that, in general, there are no severe symptoms of heteroscedasticity in the regression model, although there are slight deviations in the Service Quality variable. However, because the deviation is still relatively small, the regression model remains valid for analysis. This is in line with the opinion (Gujarati & Porter, 2013) that mild heteroscedasticity can still be tolerated as long as it does not substantially affect the estimation results.

3.7. Multiple Linear Equation Test Results

This test was conducted using a multiple linear regression model to examine whether the independent variables affected the dependent variable, both simultaneously and partially.

Table 7. Multiple linear equation test model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.261	.723		4.511	.000
	SQ	.129	.016	.343	8.178	.000
	PU	.507	.061	.361	8.252	.000
	PE	.318	.056	.231	5.708	.000

Based on the results in Table 7, we can see that the constant value (value a) is 3.261, X1 (value b) is 0.129, X2 (value b) is 0.507, and X3 (value b) is 0.318. Therefore, we can obtain the following multiple linear regression equation:

$$Y = 3.261 + 0.129X1 + 0.507X2 + 0.318X3 \qquad (2)$$

The constant value of customer satisfaction (Y) is 3.261, indicating that if variables X1, X2, and X3 are equal to zero, the predicted value for Y is also 3.261. The coefficient of X1 is 0.129, meaning that for every 1% increase in the service quality variable (X1), customer satisfaction (Y) increases by 0.129 (12.9%), or conversely, for every 1% decrease in the Service Quality variable (X1), Customer Satisfaction (Y) decreases by 0.129 (12.9%). The coefficient of X2 is 0.507, which means that for every 1% increase in the Perceived Usefulness variable (X2), Customer Satisfaction (Y) increases by 0.507 (50.7%) or vice versa. The coefficient of X3 is 0.318, meaning that for every 1% increase in the Perceived Ease of Use (X3) variable, Customer Satisfaction (Y) increases by 0.318 (31.8%) or vice versa.

Table 8. Coefficient of determination test (R-Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836a	.698	.696	1.645

Based on Table 8, the coefficient of determination (R²) value is 0.698 or 69.8%. This indicates that Service Quality, Perceived Usefulness, and Perceived Ease of Use can explain 69.8% of the variation in Customer Satisfaction, while other variables outside this research model explain the remaining 30.2%. These results show that independent variables have a significant contribution in shaping customer satisfaction. With an R² value close to 70%, this model is considered to have good predictive ability. According to Ghozali (2018), the higher the R² value, the better the ability of the independent variables to explain the dependent variable.

Table 9. Multiple linear equation model 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.132	.518		.255	.799
SQ	.061	.012	.272	5.141	.000
PU	.245	.047	.290	5.270	.000
PE	.060	.041	.072	1.472	.142
KP	.133	.035	.221	3.772	.000

Based on Table 9, we can see that the constant value (value a) is 0.132, and for X1 (value b) is 0.061, X2 (value b) is 0.245, X3 (value b) is 0.060, and Y (value b) is 0.133, so that the multiple linear regression equation can be obtained as follows:

$$Z = 0.132 + 0.061X1 + 0.0245X2 + 0.060X3 + 0.133Y$$

The constant value of Behavior Intention to Use (Z) is 0.132, indicating that if variables X1, X2, X3, and Y are equal to zero, then the predicted value for Z is 0.132. The coefficient of X1 is 0.061, meaning that for

every 1% increase in the service quality variable (X1), the Behavior Intention to Use (Z) increases by 0.061 (6.1%), or conversely, for every 1% decrease in the Service Quality (X1) variable, the Behavior Intention to Use (Z) decreases by 0.061 (6.1%). The coefficient of X2 is 0.245, which means that for every 1% increase in the Perceived Usefulness variable (X2), the Behavior Intention to Use (Z) increases by 0.245 (24.5%) or vice versa. The coefficient of X3 is 0.060, which means that for every 1% increase in the Perceived Ease of Use (X3) variable, the Behavior Intention to Use (Z) increases by 0.060 (6%) or vice versa. The coefficient of Y is 0.133, meaning that for every 1% increase in the Customer Satisfaction (Y) variable, the Behavior Intention to Use (Z) increases by 0.133 (13.3%) or vice versa.

Table 10. Coefficient of determination for model 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769a	.592	.588	1.150

Based on Table 10, the coefficient of determination (R²) value is 0.592 or 59.2%. This means that Service Quality, Perceived Usefulness, Perceived Ease of Use, and Customer Satisfaction can explain 59.2% of the variation in Behavior Intention to Use, while the remaining 40.8% is influenced by other factors not examined in this study. This R² value shows that the combination of independent and mediating variables is quite strong in influencing users' intention to use the Maxim application. However, there are still other external factors, such as promotion, price, and brand image, that can contribute to the intention to use. This aligns with Davis (1989) view in the Technology Acceptance Model (TAM), which posits that perceived usefulness, ease of use, and usage experience are the primary factors, while external factors are also relevant.

3.8. Hypothesis Testing

The testing was conducted using path analysis to assess the pattern of cause-and-effect relationships between variables in a multiple regression model. This method not only tests the direct effect of independent variables on dependent variables, but also assesses the indirect effect that occurs through mediating variables (Table 11).

Hypothesis 1 states that Service Quality (X1) affects Customer Satisfaction (Y)

The test results show a regression coefficient value of t count 8.178 > t table 1.966 with a significance value of 0.129 and 0.000 < 0.05. Thus, the hypothesis is accepted. This proves that the better the quality of Maxim's services, such as driver punctuality, friendliness, safety, and app clarity, the higher the customer satisfaction. This finding aligns with research (Juwaini et al., 2022) that suggests digital service quality has a significant impact on customer satisfaction. Thus, service quality is a crucial factor in creating a positive experience that ultimately fosters customer loyalty.

Hypothesis 2 also states that Perceived Usefulness (X2) affects Customer Satisfaction (Y)

The regression coefficient value is 0.507, and the t-value is 8.252 > t-table 1.966 with a significance of

Table 11. Hypothesis result

Hypothesis	Direct Impact	Indirect Impact	Total
Direct effect of X1 on Z	0.061		0.061
Direct effect of X2 on Z	0.245		0.245
Direct effect of X3 on Z	0.060		0.060
Direct effect of Y on Z	0.133		0.133
Indirect effect of X1 on Z through Y	0.061	0.008	0.069
Indirect effect of X2 on Z through Y	0.245	0.032	0.277
Indirect effect of X3 on Z through Y	0.060	0.008	0.068

0.000 < 0.05, so the hypothesis is accepted. This result is consistent with research (Ningrum & Budiani, 2023), which found a positive correlation between perceived usefulness and customer satisfaction in health applications. Thus, it can be concluded that perceived usefulness is one of the main determinants in shaping customer satisfaction.

Hypothesis 3 states that Perceived Ease of Use (X3) affects Customer Satisfaction (Y)

The regression results show a coefficient value of 0.318 and a t-value of 5.708 > t-table 1.966 with a significance of 0.000 < 0.05, thus the hypothesis is accepted. This aligns with research (Steven et al., 2023), which states that the ease of use of digital services contributes to increased customer satisfaction. Therefore, a simple application design, clear features, and the availability of technical support are crucial in providing a satisfying user experience.

Hypothesis 4 states that Service Quality (X1) affects Behavior Intention to Use (Z)

The analysis results show a regression coefficient of 0.061 and a t-value of 5.141 > t-table 1.966 with a significance of 0.000 < 0.05, so the hypothesis is accepted. This finding shows that service quality not only increases satisfaction but also directly encourages customers' intention to continue using Maxim's services. This is reinforced by research by Li et al. (2024), which states that the quality of online transportation services, particularly in terms of reliability and speed, is a crucial factor in shaping long-term usage intentions.

Hypothesis 5 states that Perceived Usefulness (X2) affects Behavior Intention to Use (Z)

The analysis results show a regression coefficient of 0.245 and a t-value of 5.270 > t-table 1.966 with a significance of 0.000 < 0.05, thus accepting the hypothesis. These results confirm that the benefits perceived by customers, such as cost efficiency, service speed, and the relevance of the application to their daily needs, can increase their intention to continue using the Maxim application. These findings are consistent with the results of a study by Yuliyzar et al. (2021) on logistics information systems, which showed a positive relationship between perceived usefulness and intention to use.

Hypothesis 6 states that Perceived Ease of Use (X3) affects Behavior Intention to Use (Z)

The regression coefficient value is 0.060, and the t-value is 1.472 < t-table 1.966 with a significance of 0.142 > 0.05, so the hypothesis is rejected. This suggests that the ease of use of the Maxim application is not strong enough to encourage intention to use unless it is accompanied by customer satisfaction. This finding supports the TAM model, which states that ease of use often works indirectly, namely through the mediation of user satisfaction or attitude (Ariffin et al., 2021).

Hypothesis 7 states that Customer Satisfaction (Y) affects Behavior Intention to Use (Z)

The regression coefficient value is 0.133, and the t-value is 3.772 > t-table 1.966 with a significance of 0.000 < 0.05, so the hypothesis is accepted. This means that satisfied users tend to have a higher intention to continue using Maxim in the future and are more likely to recommend it to others. These results align with a study (Nelwan et al., 2021) that found customer satisfaction mediates the influence of perceived benefits and ease of use on the intention to reuse digital services. Thus, customer satisfaction is a crucial foundation for building user loyalty.

The indirect effect of Service Quality (X1) through Customer Satisfaction (Y) on Behavior Intention to Use (Z) shows a result of 0.008 from (0.129x0.133), bringing the total effect to 0.069. This means that Service Quality influences the intention to use through Customer Satisfaction. Then, Perceived Usefulness (X2) through Customer Satisfaction (Y) on Behavior Intention to Use (Z) has an indirect effect of 0.032, resulting from (0.507 × 0.133), with a total effect of 0.277. This shows that Perceived Usefulness influences the intention to use through customer satisfaction. Then, Perceived Ease of Use (X3) through Customer Satisfaction (Y) on Behavior Intention to Use (Z) is 0.008, resulting from (0.129 x 0.133) with a total influence of 0.068.

From these results, it can be concluded that Perceived Usefulness (X2) is the most dominant variable in influencing Behavior Intention to Use (Z), both directly and through customer satisfaction. Meanwhile, Service Quality (X1) and Perceived Ease of Use (X3) have a smaller but still significant influence, mediated by customer satisfaction (Y). Thus, Customer Satisfaction is proven to be a mediating variable that strengthens the relationship between independent variables.

Table 12 shows that the study's results on Maxim app users are generally consistent with the findings of studies on Grab and Gojek, two online transportation services. All significant relationships show a similar direction of influence, particularly in the influence of Service Quality and Perceived Usefulness on satisfaction and intention to use. The main difference lies in the explicit confirmation of the role of Customer Satisfaction as a mediating variable, which was tested in this study and provided a more comprehensive

Table 12. Comparison of Maxim's research results with research on Grab and Gojek

Variable Relationships	Research Results on Maxim	Research Findings on Grab & Gojek	Comparison Conclusions
Service Quality → Customer Satisfaction	Positive and significant impact	Positive and significant impact (Pudjarti et al., 2019; Juwaini et al., 2022)	Consistent with previous research
Perceived Usefulness → Customer Satisfaction	Positive and significant impact	Positive and significant impact (Suryani et al., 2021; Yamin et al., 2022)	Cross-platform consistency
Perceived Ease of Use → Customer Satisfaction	Positive and significant impact	Positive and significant impact (Kusumo & Rosyadi, 2023; Aprilia & Adialita, 2024)	Similar relationship patterns
Service Quality → Behavior Intention to Use	Positive and significant impact	Positive and significant impact (Dewi et al., 2024; Purwanti & Adialita, 2024)	Consistent with Grab and Gojek
Perceived Usefulness → Behavior Intention to Use	Positive and significant impact	Positive and significant impact (Tambunan & Edastama 2025)	Faktor dominan lintas platform
Perceived Ease of Use → Behavior Intention to Use	No significant direct effect	Not significant / no direct effect (Ariffin et al., 2021)	Dominant cross-platform factor
Customer Satisfaction → Behavior Intention to Use	Positive and significant impact	Positive and significant impact (Nelwan et al., 2021)	Consistent
Customer Satisfaction as a Mediation Variable	Mediating all key relationships	Generally tested in a limited or non-explicit manner	The contextual contribution of the research

understanding of the mechanism underlying the intention to reuse in the context of Maxim.

4. CONCLUSION

This study aims to analyze the effects of Service Quality, Perceived Usefulness, and Perceived Ease of Use on Customer Satisfaction and their impact on Behavioral Intention to Use among Maxim app users in Serang City. The results show that Service Quality, Perceived Usefulness, and Perceived Ease of Use have a positive and significant effect on Customer Satisfaction. Customer Satisfaction then has a significant effect on the behavioral intention to use. In addition, Service Quality and Perceived Usefulness have a significant direct effect on Behavior Intention to Use, while Perceived Ease of Use has no direct effect and only affects Behavior Intention to Use through Customer Satisfaction as a mediating variable.

This study has limitations, specifically that the research subjects were only Maxim users in Serang City, so the results cannot be generalized broadly. Additionally, the research variables are still limited to Service Quality and the main constructs of the Technology Acceptance Model (TAM), as well as the use of data based on respondent perceptions, which has the potential to introduce subjective bias.

Based on these limitations, further research is recommended to expand the research area and incorporate additional variables, such as price, promotion, brand image, or user trust. Further research could also include moderating variables, such as age, experience, and intensity of use, and use more comprehensive analysis methods to obtain more in-depth results. The use of more complex analysis methods, such as Structural Equation Modeling (SEM),

is also recommended to gain a deeper understanding of the relationship between variables.

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