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The Impact Of Electronic Service Quality, Trust, And Customer Satisfaction On Repurchase Intention (A Case Study of the Maxim Application)

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Abstract

The digital transformation in the transportation sector has led to a wave of service innovations, including the growing adoption of ride-hailing applications such as Maxim. This study explores how the quality of e-services influences customer trust and their intention to reuse the application, with a particular focus on the mediating role of user satisfaction. Using a quantitative approach and structural modeling techniques, the study engaged respondents with firsthand experience using the Maxim app to assess their perceptions of digital service dimensions such as reliability, responsiveness, and ease of use. The findings reveal that perceived service quality plays a vital role in shaping user satisfaction, which in turn fosters greater trust and loyalty toward the platform. Although service quality alone does not directly lead to increased trust, user satisfaction emerges as a critical bridge that drives repurchase intention. These insights underscore the importance of user experience strategies centered on satisfaction to enhance customer retention in digital service platforms. This research offers strategic implications for digital service providers aiming to develop technology-driven solutions that are not only efficient but also capable of fostering long-term customer relationships.

Keywords: E-Service Quality, Customer Satisfaction, e-Trust, User Loyalty, Online Ride-Hailing Applications

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INTRODUCTION

The rapid development of digital technologies has transformed service delivery mechanisms across industries, including transportation. The rise of ride-hailing applications such as Gojek, Grab, inDrive, and Maxim exemplifies this evolution, reshaping consumer expectations and behaviors. In Indonesia, where internet penetration reached 79.5% in 2024, over 220 million citizens are active users, reinforcing the need for digital solutions in daily mobility..

In this context, Wall's, a long-established dominant brand, faces new challenges. Despite extensive advertising on social media, consumer loyalty towards Wall's has declined, as evidenced by a decreasing Top Brand Index (TBI) over the past three years and waning digital search trends. In other words, promotion intensity does not necessarily guarantee success in building consumer engagement.

Among the contenders, Maxim an international ride-hailing service from Russia—entered the Indonesian market in 2018 with a competitive pricing strategy. Despite its lower fares, the application faces challenges in user retention and service reliability. User reviews highlight issues ranging from system errors and delays to discrepancies in fare calculations, which affect trust and satisfaction levels. Hence, understanding how electronic service quality influences customer satisfaction and trust becomes essential for encouraging continued usage.

This study investigates the role of e-service quality and e-trust as antecedents of repurchase intention, emphasizing the mediating effect of customer satisfaction. By focusing on the Maxim app, this research contributes to the growing literature on digital service quality and customer retention in emerging markets.

Objectives

This research aims to:

1. Analyze the effect of electronic service quality on customer satisfaction.
2. Examine the effect of electronic service quality on repurchase intention.
3. Assess the effect of e-trust on customer satisfaction.
4. Investigate the effect of e-trust on repurchase intention.
5. Explore the role of customer satisfaction in mediating the relationship between e-service quality, e-trust, and repurchase intention.

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LITERATURE REVIEW

E-Service Quality

Defined by Parasuraman et al. (2005), e-service quality includes reliability, responsiveness, and ease of use. In ride-hailing, factors such as driver availability, accurate pricing, and error-free apps directly shape perceptions of service quality.

E-Trust

According to Gefen and Straub (2004), e-trust involves users' belief in the service provider's competence and honesty. For Maxim, trust becomes critical in managing fare accuracy, real-time GPS tracking, and complaint resolution.

E-Satisfaction

Oliver (2010) emphasizes satisfaction as the psychological outcome when expectations are met. In online transport services, user satisfaction depends on both functional experiences (e.g., app usability) and emotional assurance (e.g., safety, courtesy).

Repurchase Intention

Repurchase intention reflects the likelihood of a customer returning to use a service. According to Rita et al. (2019), satisfaction and trust strongly influence repeated use in digital services.

resulting in 300 valid responses. Data collection was conducted via online questionnaires using a 5-point Likert scale.The structural equation modeling (SEM) approach using LISREL 8.80 was utilized for hypothesis testing. Variables included:

- e-Service Quality (ESQ)
- e-Trust (ET)
- Customer Satisfaction (CS)
- Repurchase Intention (RI)

The conceptual model in this study integrates service quality, customer satisfaction, trust, and repurchase intention into a unified framework to examine how these variables interact in shaping satisfaction and repurchase intentions within the context of the Maxim online transportation industry.

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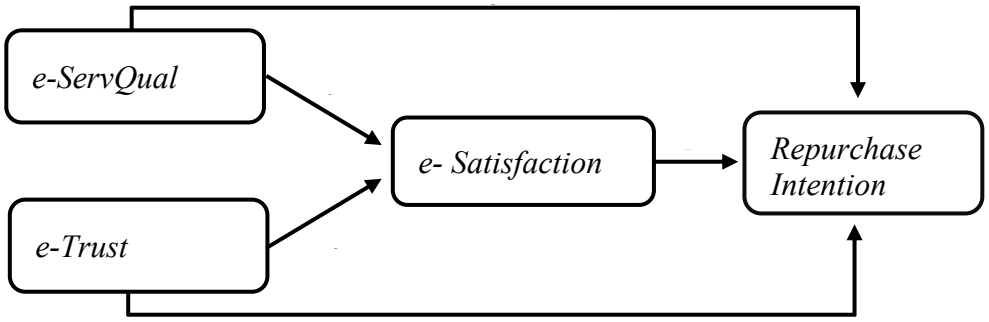


Figure 1. Conceptual Framework of the Study

RESEARCH METHODOLOGY

This study employed a quantitative research design using a causal explanatory approach. Data were collected through an online questionnaire distributed to Maxim users who had made at least one transaction using the application. The sampling method was purposive sampling, with a total of 206 valid responses.

Measurement items were adapted from previous literature and assessed using a 5-point Likert scale. Structural Equation Modeling (SEM) with LISREL 8.80 was used to analyze the relationships among variables.

RESULTS

Descriptive statistics showed a diverse sample of respondents in terms of gender, age, occupation, and region. Measurement model analysis confirmed good reliability and validity (AVE > 0.5, CR > 0.7). The structural model yielded the following results:

Table 1. Construct Validity and Reliability Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
ESQ	0,527	0,935	0.59
ES	0,730	0,875	0.58
ET	0,764	0,863	0.61

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Variable	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
RI	0,742	0,814	0.59

Source: Primary data, processed in Mei 2025

- E-Service Quality significantly affects E-Satisfaction ($p < 0.05$).
- E-Service Quality does not directly affect E-Trust ($p > 0.05$).
- E-Satisfaction significantly influences E-Trust and Repurchase Intention.
- E-Trust significantly affects E-Satisfaction and Repurchase Intention.
- E-Satisfaction plays a full mediating role between E-Service Quality and Repurchase Intention.

R^2 for Repurchase Intention was 0.59, indicating that 59% of the variance is explained by the model.

The goodness-of-fit test aims to evaluate the extent to which the proposed model aligns with the collected data. This process provides insight into how well the model represents the empirical data obtained in the study, thereby offering an understanding of the degree of compatibility between the theoretical model and the empirical reality revealed through analysis (Hair et al., 2019).

Table 2. Goodness Of Fit

INDEX	GOODNESS OF	CRITERIA	INFORMA
R	0,014	≤ 0,05	*Good*
RMS	0,0019	≤ 0,08	*Good*
A	16189,93	≈ 2070,00	*Good*
N	0,98	≥ 0,90	*Good*
N	1,00	≥ 0,90	*Good*
P	0,87	≤ 0,90	*Good*
C	1,00	≥ 0,90	*Good*
I	1,00	≥ 0,90	*Good*
R	0,98	≥ 0,90	*Good*
G	0,93	≥ 0,90	*Good*
A	0,92	≥ 0,90	*Good*

Source: Primary data, processed in Mei 2025

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Table 3. ***Direct Effect Hypothesis***

Hypothesis	*Path*	*Coeficients*	*T-Table*	*T-Value*	*Results*
H1	E-Service Quality ⇒ E-Satisfaction	0,40	1,96	7,25	Supported
H2	E-Service Quality ⇒ Repurchase Intention	0,21	1,96	3,26	Supported
H3	E-Trust ⇒ E-Satisfaction	0,21	1,96	3,26	Supported
H4	E-Trust ⇒ Repurchase Intention	0,20	1,96	2,35	Supported
H5	E-Satisfaction ⇒ Repurchase	0,57	1,96	5,19	Supported

Source: Primary data, processed in Mei 2025

Based on Table 3, it can be concluded that all proposed hypotheses are supported by the data, as indicated by t-values for each hypothesis exceeding the critical t-table value of 1.96.

The results of the R-Square and Q-Square calculations in this study are presented in Table 4 as follows:

Variable	R^2
E-Satisfaction	0
Repurchase Intention	0

Table 4. ***Coefficient of Determination*** **(R^2)**

Source: Primary data, processed in Mei 2025

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The final model can also be visualized in a path diagram illustrating the direction and magnitude of the relationships among the latent variables.

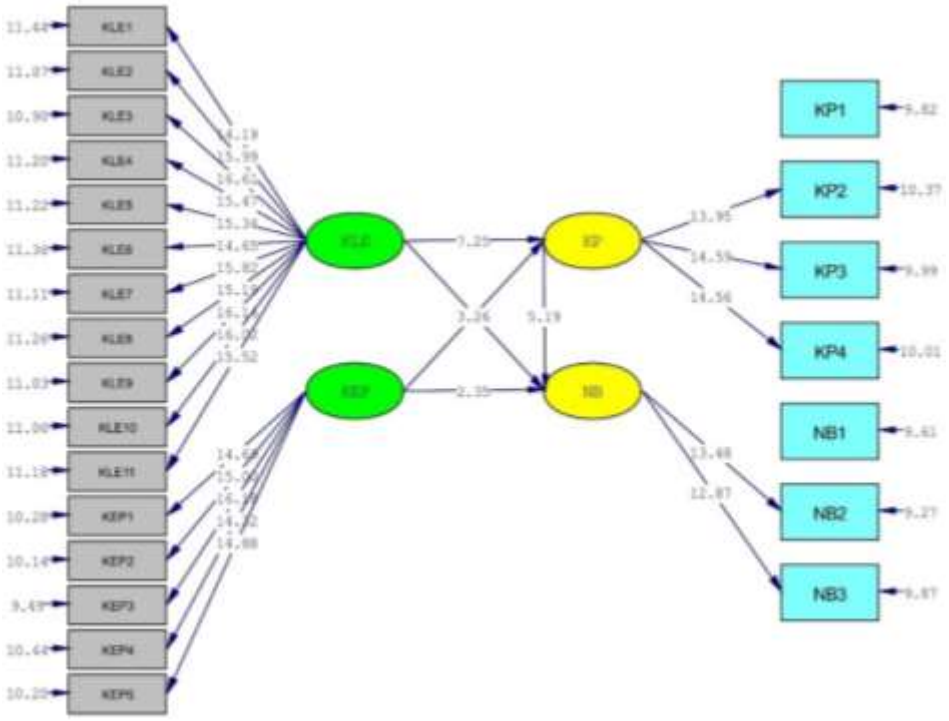


Figure 2. Bootstrapping Model or Path Diagram from LISREL
Source: Primary data, processed in Mei 2025

DISCUSSION

The results confirm that electronic service quality is a critical determinant of customer satisfaction. However, its impact on trust is only significant through satisfaction, highlighting the role of emotional and experiential value in building long-term relationships. The findings are consistent with previous research (Miao et al., 2021; Wiatna & Sanaji, 2022), emphasizing the importance of user-centered design, reliability, and transparency in building e-trust and loyalty.

For Maxim, focusing on user experience elements—such as real-time accuracy, user-friendly interfaces, and transparent pricing—can enhance trust and encourage repeat usage. Trust, although abstract, is influenced by the platform's performance consistency and responsiveness to complaints.

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CONCLUSION

This study concludes that electronic service quality, trust, and customer satisfaction significantly influence repurchase intention among Maxim application users. The findings demonstrate that trust plays a crucial mediating role between service quality and repurchase intention, while customer satisfaction further strengthens this relationship.

The results also indicate that improving the perceived quality of electronic services leads to higher levels of trust and satisfaction, which in turn increase the likelihood of customers reusing the Maxim service. This shows the importance of consistently maintaining and enhancing digital service quality to retain users in the competitive online transportation market.

Overall, the study confirms that a positive user experience rooted in reliable service, trustworthiness, and satisfaction is essential for fostering customer loyalty. These insights provide valuable recommendations for Maxim and similar platforms to prioritize user-centric strategies for long-term sustainability and growth.

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