International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence of Brand Awareness and E-Wom on the Decisions of Maxim Online Transportation Service Users in Palembang City

Afifa Amalia[1], Welly Nailis[2], Anna Yanovi[3], Nofiawaty[4], Ahmad Maulana[5]

[1]Management Study Program,Universitas Sriwijaya
[2345]Universitas Sriwijaya

Abstract

T*his research is motivated by the increasing use of online transportation and the importance of Brand Awareness and Electronic Word of Mouth in influencing user decisions. The purpose of this study is to analyze the influence of Brand Awareness and Electronic Word of Mouth on the decisions of Maxim online transportation service users in Palembang. This study uses a quantitative approach with a descriptive causal survey method. The research population is Maxim users in Palembang, with a sample of 120 respondents selected using a purposive sampling technique. The research instrument is a Likert scale questionnaire, while the data analysis technique uses multiple linear regression with the help of IBM SPSS and the classical assumption test. The results of the study show that Brand Awareness has a positive and significant effect on service user decisions, while Electronic Word of Mouth has no significant effect partially. Simultaneously, both variables have a significant effect on service user decisions. The conclusion of this study is that Brand Awareness is a dominant factor in influencing Maxim service user decisions, while Electronic Word of Mouth plays a supporting role that does not directly determine decisions.*

Keywords: Brand Awareness, Consumer Decision, Electronic Word Of Mouth, Online Transportation, Purchase Decision

INTRODUCTION

Transportation plays a crucial role in economic development, driving social growth and accelerating the industrial sector. The availability of adequate transportation facilities and infrastructure not only connects regions but also determines the smooth distribution

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

of goods, population mobility, and economic activity (Murbanto Sinaga, 2026; Şahin et al., 2020). Globally, the trend of transportation digitalization has grown rapidly in the past two to three years, driven by ride-hailing apps that have increased the efficiency of post-pandemic urban mobility. In Indonesia, downloads of online transportation apps surged from 2022 to 2023, reflecting a shift in consumer behavior toward practical and affordable technology-based services (GoodStats, 2024, as compiled from The State of Mobile 2024 Report). The relevance of this topic is not only scientific—in understanding the dynamics of digital marketing—but also practical, as it supports sustainable development through urban connectivity (Tsalisa et al., 2022; Miharja et al., 2023).

At the national level, particularly in cities like Palembang, online transportation services like Maxim have become an integral part of urban mobility, with a market share reaching 12.3% by 2025 (Abdi Alam & Saufi, 2025). Data shows that Maxim ranks second in app downloads after Gojek, rising from 773,000 to 892,000 users between 2022 and 2023, supported by the expansion of services like Maxim Bike (60% usage) and Maxim Car (17%) (GoodStats, 2024; Magdalena & Nitsae, 2024). This on-the-ground phenomenon reflects consumer preference for economical options, despite competitors like Gojek and Grab dominating top-of-mind awareness. However, negative reviews on social media and platforms like Instagram @maxim.palembang highlight issues with service quality, which impact user perceptions (Fakhriyah, 2020; Wimala Wimardana, 2021).

Previous research shows that brand awareness and electronic word-of-mouth (e-WOM) consistently influence the decisions of online transportation service users. Brand awareness, which encompasses indicators such as brand recall, recognition, top-of-mind, familiarity, and knowledge, forms the foundation of consumer preference (Keller & Swaminathan, 2020; Nurhidayah et al., 2023). Meanwhile, e-WOM—through its dimensions of intensity, positive/negative valence, content quality, and source credibility—strengthens brand image through digital reviews (Kotler et al., 2022; Goyette et al., 2010). Studies such as Renggowati et al. (2023) found a significant influence of both variables on service usage decisions in the ride-hailing sector.

However, research results show striking inconsistencies. Salsabila (2023) confirmed brand awareness and e-WOM as key factors in the use of online transportation services, in line with Kotler and Armstrong (2018) who emphasized the purchase intention stage. Conversely, Rozaq (2025) and Nur Millatina et al. (2020) concluded that these variables had no significant influence, especially in local contexts dominated by competitors. Limitations of previous studies lie in their methodology focused on large cities

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

like Jakarta, the lack of simultaneous analysis of variables in mid-sized regions like Palembang, and the lack of recent empirical data following Maxim's expansion (Purba, 2021; Adiwijaya et al., 2021).

*Research gap*which clearly arises from the lack of research that examines the partial and simultaneous influence of brand awareness and e-WOM on the decisions of Maxim service users in Palembang, where Maxim's market share is still lagging despite the increasing download trend. This problem statement is formulated as: (1) Does brand awareness partially have a significant influence on the decisions of Maxim service users in Palembang? (2) Does e-WOM partially have a significant influence? (3) Do both simultaneously have a significant influence?

This study aims to analyze the influence of brand awareness and e-WOM—partially and simultaneously—on the decisions of Maxim online transportation service users in Palembang City. The urgency lies in the need for the latest digital marketing strategies amidst fierce competition (2025–2026), while the novelty of the study lies in filling the gap in the local context of Palembang with empirical data from social media and application downloads, which have not been comprehensively explored. The theoretical contribution enriches the marketing management literature with an integrative model, while the practical contribution provides input for Maxim in optimizing brand awareness and e-WOM management, as well as a reference for consumers in decision making.

METHODOLOGY

This study was designed to examine the influence of Brand Awareness and Electronic Word of Mouth (EWOM) on user decisions (purchase decisions) on the Maxim online transportation service in Palembang City, using a quantitative approach and a causal-descriptive survey method. This study follows the framework of a survey-based quantitative research design, as formulated by Creswell (2021), which emphasizes the importance of collecting quantitative data through structured questionnaires to test causal relationships between variables (Creswell, 2021; Creswell & Creswell, 2018). The quantitative approach was chosen because it allows for numerical measurement of variables, hypothesis testing, and generalization of results to a wider population, in accordance with studies on the influence of brand awareness and EWOM on decisions to use online transportation services (Ima Hartika, 2024; Ghozali, 2013).

The type of research used is a quantitative survey method with a casual-descriptive research design, which aims to obtain a systematic empirical picture of the phenomenon being studied while simultaneously testing the causal relationship between

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

variables (Sugiyono, 2022; Sudaryono, 2022). In this context, the research not only describes the conditions of brand awareness, EWOM, and the decision to use Maxim services, but also examines the extent to which these two independent variables influence the dependent variable partially or simultaneously. The quantitative survey approach is considered relevant because it allows for structured measurement of consumer attitudes, perceptions, and purchasing intentions through a Likert-scale-based questionnaire, as stated by Emzir (2021) in a study of quantitative data analysis in marketing research (Emzir, 2021; Sudaryono, 2022).

The research variables include two independent variables, namely Brand Awareness (X1) and Electronic Word of Mouth (X2), and one dependent variable, namely the user's decision (purchase decision) on Maxim services (Y). Brand Awareness is measured through indicators of brand recall, brand recognition, top of mind awareness, brand familiarity, and brand knowledge, which represent the extent to which consumers recognize, remember, and are familiar with the Maxim brand (Keller & Swaminathan, 2020; Nurhidayah et al., 2023). Meanwhile, EWOM is measured through the dimensions of intensity, positive valence, negative valence, content quality, and credibility of source, which describe the level of consumer activity in providing recommendations, the level of positivity or negativity of reviews, the quality of review content, and the credibility of review sources on social media and application platforms (Goyette et al., 2010; Wimala Wimardana, 2021).

The main research instrument used was a six-point Likert-based closed-ended questionnaire designed to measure respondents' attitudes, perceptions, and behaviors toward Maxim's brand awareness and eWOM, as well as their level of decision to use the service (Sugiyono, 2013; Ghozali, 2018). Each questionnaire item used a scale ranging from 1 (Strongly Disagree) to 6 (Strongly Agree), thus enabling the conversion of perceptual data into a quantitative form that could be analyzed statistically. Before distribution, the questionnaire was tested for validity and reliability by referring to the calculated r correlation criteria and r table, as well as a Cronbach's alpha coefficient above 0.60, according to the guidelines described by Sugiyono (2022) and Ghozali (2018). The data collection technique was carried out through an online survey using Google Forms, which enabled the efficient distribution of questionnaires to Maxim users in Palembang City without geographical limitations and with automatic data recording (Emzir, 2021).

The study population included all consumers in Palembang City who had used Maxim online transportation services, while the sample was taken using a Non-

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Probability Sampling technique of the Purposive Sampling type that considered certain respondent criteria. The sample criteria included (1) residing in Palembang City; (2) being at least 17 years old; (3) having used Maxim services; (4) having used Maxim services at least twice in the last six months; (5) using Maxim services based on personal decisions; and (6) having access to and having seen information or reviews about Maxim on social media or the internet (Sugiyono, 2022; Sekaran, 2011). The sample size was set at 120 respondents, with reference to the minimum sample size formula in multiple linear regression analysis according to Green (1991), namely $n \geq 104 + m$ with $m = 2$, so that a minimum of 106 respondents. Researchers selected 120 respondents to increase the stability of estimates, strengthen statistical tests, and anticipate the possibility of invalid data, as suggested in quantitative methodology studies (Sugiyono, 2022; Creswell, 2021).

RESULTS AND DISCUSSION

Respondent Characteristics Overview

1. Respondent Characteristics Based on Gender

Table 1. Respondent Characteristics Based on Gender

Gender	Amount	Percentage (%)
Man	49	40.83%
Woman	71	59.17%
Total	**120**	**100%**

*Source:*Data Processed by Researchers, 2026

Based on Table 1, 49 male respondents (40.83%) and 71 female respondents (59.17%), indicating that Maxim online transportation users in Palembang City are predominantly female. However, men also use Maxim services due to its ease of access and affordability, as well as its availability to a wide range of groups. The questionnaire was distributed proportionally to represent respondents of both genders.

2. Respondent Characteristics Based on Age

Table 2. Respondent Characteristics Based on Age

Age	Amount	Percentage
17–20 years	22	18.33%

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Age	Amount	Percentage
21–35 years	72	60.00%
36–45 years	14	11.67%
46–60 years	8	6.67%
>60 years	4	3.33%
Total	**120**	**100%**

*Source:*Data Processed by Researchers, 2026

Based on Table 2, the age distribution of respondents is quite varied, with the most dominant group being the 21–35 age group (72 people or 60.00%), indicating that the productive age segment is the primary target for Maxim users. This age group is highly mobile and tends to be more active in using digital applications, including online transportation. However, Maxim usage also involves other age groups (17–20, 36–45, 46–60, and above 60) with smaller percentages, so this service is not limited to just one age group.

3. Respondent Characteristics Based on Occupation

Table 3. Respondent Characteristics Based on Occupation

Work	Amount	Percentage
Students	47	39.17%
State-Owned Enterprises/Regional-Owned Enterprises/PNS	16	13.33%
Private sector employee	28	23.33%
Businessman	17	14.17%
Profession	7	5.83%
Etc	5	4.17%
Total	**120**	**100%**

*Source:*Data Processed by Researchers, 2026

Based on Table 3, the characteristics of respondents based on occupation were quite varied, with the most dominant group being students, with 47 people (39.17%). This indicates that the majority of Maxim service users in this study were students, who

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

have high mobility and a strong tendency to use practical and affordable online transportation applications. Furthermore, respondents with other occupations such as private employees, entrepreneurs, state-owned enterprises (BUMN/BUMD/PNS), civil servants, professionals, and others also participated, so that Maxim use is not limited to one occupational group, but rather reaches a variety of occupational backgrounds.

4. Respondent Characteristics Based on Last Education

Table 4. Respondent Characteristics Based on Last Education

Last education	Amount	Percentage
Elementary school graduate	1	0.83%
Junior high school graduate	5	4.17%
High school graduate	43	35.83%
College Graduate	71	59.17%
Total	**120**	**100%**

*Source:*Data Processed by Researchers, 2026

Based on Table 4, the characteristics of respondents by their highest level of education show quite a wide variation, with the most dominant education level being college graduates, at 71 people (59.17%). This indicates that the majority of Maxim users in this study come from highly educated backgrounds, who tend to have a better understanding of technology and ease of access to online transportation applications. Furthermore, respondents with other levels of education, such as high school, junior high school, and elementary school, also participated, so Maxim's use is not limited to highly educated individuals but reaches across all levels of society.

5. Respondent Characteristics Based on Monthly Expenditure

Table 5. Respondent Characteristics Based on Monthly Expenditures

Monthly Expenses	Amount	Percentage
< Rp. 500,000	17	14.17%
Rp500,001 – Rp1,000,000	14	11.67%
Rp1,000,001 – Rp2,000,000	26	21.67%
Rp2,000,001 – Rp5,000,000	34	28.33%

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Monthly Expenses	Amount	Percentage
Rp5,000,001 – Rp10,000,000	21	17.50%
> Rp. 10,000,000	8	6.67%
Total	**120**	**100%**

*Source:*Data Processed by Researchers, 2026

Based on Table 5, the characteristics of respondents according to monthly expenditures show quite diverse variations, with the most dominant expenditure group in the range of Rp2,000,001–Rp5,000,000, amounting to 34 people (28.33%). This indicates that the majority of Maxim service users in this study come from the middle-income group, who tend to choose efficient and affordable online transportation. In addition, respondents with expenditures ranging from below Rp500,000 to above Rp10,000,000 also participated, so that Maxim use is not limited to one economic group, but reaches various levels of society with different expenditure levels.

Respondent Behavior

1. Respondent Behavior Based on Frequency of Using Maxim Online Transportation

Table 6. Respondent Behavior Based on Frequency of Use

Frequency of Use	Amount	Percentage
1–2 transactions per week	45	37.50%
3–4 transactions per week	34	28.33%
5–6 transactions per week	19	15.83%
> 6 transactions per week	22	18.33%
Total	**120**	**100%**

*Source:*Data Processed by Researchers, 2026

Based on Table 6, respondents' behavior according to the frequency of Maxim online transportation use shows varying levels of use, with the most dominant frequency in the category of 1–2 transactions per week, namely 45 people (37.50%). This indicates that the majority of Maxim users utilize the service with relatively low to moderate intensity, according to certain needs such as daily activities, urgent needs, or occasional mobility. In addition, there are also respondents with a frequency of use of 3–4, 5–6, or even more than 6 transactions per week, which indicates the existence of a more

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

intensive user segment, so that Maxim has become part of the transportation needs for some people.

Respondent Behavior Based on Frequency of Using Maxim Online Transportation

Table 7. Respondent Behavior Based on Reasons for Use

Reason for Use	Amount	Percentage
Cheaper Rates	71	59.17%
Easy to use	11	9.17%
Other People's Recommendations	14	11.67%
Driver Availability	10	8.33%
Promotions Offered	14	11.67%
Total	**120**	**100%**

*Source:*Data Processed by Researchers, 2026

Based on the table, respondents' behavior according to their reasons for using Maxim online transportation shows a fairly diverse variety of motivations, with the dominant reason being cheaper fares, amounting to 71 people (59.17%). This indicates that price is the primary consideration for respondents in choosing Maxim services, as it offers more affordable costs compared to other alternatives. In addition, reasons such as ease of use of the application, recommendations from others, driver availability, and various promotions offered also influence user decisions, although by a smaller percentage, so that factors such as convenience, trust, and service availability are additional considerations besides price.

Respondent Behavior Based on the Services Usually Used by Maxim Online Transportation

Table 8. Respondent Behavior Based on Services Used

Services Used	Amount	Percentage
Maxim Bike	67	55.83%
Maxim Car	36	30.00%
Maxim Delivery	2	1.67%

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Services Used	Amount	Percentage
Maxim Food & Shop	13	10.83%
Maxim Cleaning	1	0.83%
Maxim Cargo	1	0.83%
Total	**120**	**100%**

*Source:*Data Processed by Researchers, 2026

Based on the table, the behavior of respondents according to the type of service used on Maxim online transportation shows a fairly diverse variation in service use, with the most dominant service being Maxim Bike, which is 67 people (55.83%). This shows that the majority of respondents prefer Maxim Bike as a means of transportation because it is considered more practical, fast, and able to avoid traffic jams, especially for short distance trips. In addition, services such as Maxim Car are also quite widely used (30.00%), followed by Maxim Food & Shop, Maxim Delivery, Maxim Cleaning, and Maxim Cargo services with a smaller percentage, so that Maxim not only functions as a passenger transportation service, but also various other needs such as food delivery, goods, and additional services, which shows the completeness of service functions in everyday life.

Frequency of Research Variables

Table 9. Likert Scale, Average Category of Each Variable

No	Interval (%)	Category
1	0 – 16.6	Strongly Disagree
2	16.7 – 33.3	Don't agree
3	33.4 – 50	Disagree Less
4	50.1 – 66.6	Quite Agree
5	66.7 – 83.3	Agree
6	83.4 – 100	Strongly agree

*Source:*Primary data processed by SPSS, 2026

In this section, we will find out the distribution of each item from the Brand Awareness variable,*ElectronicWord of Mouth,*and the overall decision to use services

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

obtained from respondents' answers via questionnaire. To obtain a complete description of the respondents' answers, they are described as follows.

1. Frequency Distribution of Brand Awareness Variable (X1)

Table 10. Frequency Distribution of Respondents' Responses to the Brand Awareness Variable

No	Statement	STS	TS	KS	CS	S	SS	Amount	Presentation
X1.1	Respondentscan remember the Maxim brand when thinking about online transportation services	4	6	8	32	38	32	120	78%
X1.2	Respondentscan recognize the Maxim application logo or appearance easily.	3	5	10	30	40	32	120	77%
X1.3	When Respondents think of online transportation services, Maxim immediately comes to mind.	5	7	12	28	36	32	120	76%
X1.4	Respondents are quite familiar with the Maxim brand.	2	4	9	31	39	35	120	79%
X1.5	Respondents are aware of the main services and	3	5	11	29	37	35	120	78%

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

No	Statement	STS	TS	KS	CS	S	SS	Amount	Presentation
	features offered by Maxim.								
Average Variable: 77.6%									

*Source:*Primary data processed by SPSS, 2026

Based on the frequency distribution in Table 10, all indicators of the Brand Awareness variable (X1) show a dominance of “agree” and “strongly agree” responses, with percentages ranging from 76%–79% for each item. The average level of conformity for the Brand Awareness variable reached 77.6%, which means that respondents generally strongly agreed that Maxim’s brand awareness indicators were well met.

2. Frequency Distribution of Electronic Word of Mouth Variable (X2)

Table 11. Frequency Distribution of Respondents' Responses to the Electronic Word of Mouth Variable

No	Statement	STS	TS	KS	CS	S	SS	Amount	Presentation
X2.1	Respondentsoften see or read reviews about Maxim on social media or the internet.	5	7	17	37	24	30	120	75%
X2.2	Most of the reviews respondents saw about Maxim were positive.	5	8	12	42	23	30	120	76%
X2.3	The reviews that respondents read about Maxim influenced respondents' assessment of the service.	5	4	10	35	25	41	120	79%
X2.4	The information or reviews about Maxim that respondents read were usually clear and easy to understand.	5	0	12	39	33	31	120	79%

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

No	Statement	STS	TS	KS	CS	S	SS	Amount	Presentation
X2.5	Respondents believe that the sources of reviews or comments about Maxim on the internet are trustworthy.	4	4	12	31	31	38	120	80%
Average Variable: 77.8%									

*Source:*Primary data processed by SPSS, 2026

Based on the frequency distribution in the research results table, all indicators of the Electronic Word Of Mouth (X2) variable show a dominance of “agree” and “strongly agree” responses, with a level of agreement ranging from 75%–80% for each item. The average level of agreement for the EWOM variable reached 77.8%, so it can be concluded that respondents generally agree that reviews about Maxim on social media and the internet play a role in shaping their assessment and trust in the service.

3. Frequency Distribution of Service User Decision Variable (Y)

Table 12. Frequency Distribution of Respondents' Responses to Service User Decision Variables

No	Statement	STS	TS	KS	CS	S	SS	Amount	Presentation
Y1	Respondents chose to use Maxim because the service suited their needs.	4	3	6	31	28	48	120	82%
Y2	Respondents made Maxim their main choice when using online transportation services.	4	1	3	17	87	8	120	79%
Y3	Respondents chose to use Maxim when they needed transportation services.	3	4	4	34	42	33	120	78%
Y4	Respondents decided to use Maxim services repeatedly	2	4	5	34	33	42	120	80%

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

No	Statement	STS	TS	KS	CS	S	SS	Amount	Presentation
	for their various transportation needs.								
Y5	Ease of ordering and payment encourages respondents to use Maxim.	2	5	4	33	35	41	120	80%
Average Variable: 79.8%									

*Source:*Primary data processed by SPSS, 2026

Based on the frequency distribution in the research results table, all indicators of the service usage decision variable (Y) show a dominance of “agree” and “strongly agree” responses, with a level of agreement ranging from 78%–82% for each item. The average level of agreement of the service usage decision variable reached 79.8%, so it can be concluded that respondents generally agree that Maxim services are in accordance with their needs, easy to order and pay for, and are the main and repeated choice when needing online transportation.

Instrument Data Test Results

1. Validity Test

Table 13. Validity Test Results

Variables	Number Statement	r count	r table	Results
***Brand Awareness*(X1)**	X1.1	0.798	0.179	Valid
	X1.2	0.818	0.179	Valid
	X1.3	0.827	0.179	Valid
	X1.4	0.880	0.179	Valid
	X1.5	0.827	0.179	Valid
***Electronic Word of Mouth*(X2)**	X2.1	0.849	0.179	Valid
	X2.2	0.830	0.179	Valid
	X2.3	0.834	0.179	Valid
	X2.4	0.842	0.179	Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Variables	Number Statement	r count	r table	Results
	X2.5	0.866	0.179	Valid
Decision to Use Services (Y)	Y1	0.811	0.179	Valid
	Y2	0.471	0.179	Valid
	Y3	0.794	0.179	Valid
	Y4	0.749	0.179	Valid
	Y5	0.789	0.179	Valid

*Source:*Primary data processed by SPSS, 2026

2. Reliability Test

Table 14. Reliability Test Results

Variables	Cronbach's Alpha	Cronbach's Alpha Requirements	Information
Brand Awareness (X1)	0.885	0.60	Reliable
Electronic Word of Mouth(X2)	0.898	0.60	Reliable
Decision to Use Services (Y)	0.783	0.60	Reliable

*Source:*Primary data processed by SPSS, 2026

Hypothesis Test Results

1. T-Test (Partial)

Table 15. Results of t-Test Analysis (Partial)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,052	.852		10,619	.000
	X1	.598	.063	.809	9,458	.000

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

	X2	.044	.062	.061	.709	.480
2	(Constant)	9,162	.836		10,955	<.001
	X1	.635	.035	.860	18,272	<.001

a. Dependent Variable: Y

*Source:*Primary data processed by SPSS, 2026

The results of the t-test (partial) with the backward elimination method show that in Model 1, Brand Awareness (X1) has a positive and significant effect on Service User Decisions (Y), with a calculated t value of 9.458 and a significance of 0.000 (<0.05). On the other hand, Electronic Word of Mouth (X2) has no significant effect, with a calculated t value of 0.709 and a significance of 0.480 (>0.05). Based on the backward elimination procedure, X2 is removed so that in Model 2 only X1 is included as an independent variable, where X1 is again proven to have a positive and significant effect with a calculated t value of 18.272 and a significance of <0.001 (<0.05), so that Model 2 is declared as the best regression model.

Hypothetically, H1 is accepted and H0 is rejected because Brand Awareness has a significant influence on Service User Decisions; conversely, H2 is rejected and H0 is accepted because Electronic Word of Mouth does not have a significant influence on Service User Decisions.

2. F Test (Simultaneous)

Table 16. Results of F-Test Analysis (Simultaneous)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1397,535	2	698,768	166,490	.000b
	Residual	491,056	117	4,197		
	Total	1888,592	119			
2	Regression	1395,423	1	1395,423	333,882	<.001b
	Residual	493,168	118	4,179		
	Total	1888,592	119			
a. Dependent Variable: Y						

*Source:*Primary data processed by SPSS, 2026

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The results of the F test (simultaneous) with the backward elimination method show that in Model 1, the calculated F value is 166.490 with a significance of 0.000 (<0.05), so it can be concluded that Brand Awareness (X1) and Electronic Word of Mouth (X2) together have a significant effect on Service User Decisions (Y), and the regression model is declared feasible. In Model 2 which only involves X1, the calculated F value increases to 333.882 with a significance of <0.001 (<0.05), which indicates that the model remains significant and strengthens the dominant role of Brand Awareness in influencing service user decisions.

Based on the simultaneous hypothesis test (H3), the calculated F is 166.490 and the significance is 0.000 (<0.05) indicating that H3 is accepted and H0 is rejected, meaning that Brand Awareness and Electronic Word of Mouth simultaneously have a significant effect on Service User Decisions (Y).

3. Multiple Linear Regression

Table 17. Multiple Linear Regression Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,052	.852		10,619	.000
	X1	.598	.063	.809	9,458	.000
	X2	.044	.062	.061	.709	.480
2	(Constant)	9,162	.836		10,955	<,001
	X1	.635	.035	.860	18,272	<,001
a. Dependent Variable: Y						

*Source:*Primary data processed by SPSS, 2026

In equation model 1, the constant of 9.052 indicates the value of Service User Decision (Y) if both independent variables Brand Awareness (X1) and Electronic Word of Mouth (X2) are zero. The X1 coefficient of 0.598 indicates that every one unit increase in Brand Awareness will increase Y by 0.598, with a positive relationship direction, while the X2 coefficient of 0.044 is also positive but not significant (sig. 0.480 > 0.05), so X2 is removed through the backward elimination method.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

In equation model 2, the constant increases to 9.162, meaning the value of Y is 9.162 when X1 is considered zero. The coefficient of X1 increases to 0.635, which indicates that every one unit increase in Brand Awareness increases Y by 0.635 significantly. Thus, the regression equation becomes: Model 1:$Y = 9{,}052 + 0{,}598X1 + 0{,}044X2 + e$

Model 2:$Y = 9{,}162 + 0{,}635X1 + e$

Assumption Test Results

1. Residual Normality Test

Table 18. Results of the Residual Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
NormalParameters A,b	Meian	.0000000
	Std.Deviation	2.03138491
MostExtreme Differences	Absolutely	.059
	Positive	.059
	Negative	-.043
Test Statistics		.059
Asymp. Sig. (2-tailed)		.200d
a.Twist distribution isNormal.		
b.Calculatedfrom data.		
c.Lilliefors Significance Correction.		

*Source:*Primary data processed by SPSS, 2026

Based on the results of the normality test using the OneSample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value is 0.200 and the Monte Carlo Sig. (2-tailed) value is 0.376, both of which are greater than the 0.05 significance level. This indicates that the data is normally distributed, so the normality assumption in the regression model of this study has been met.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

2. Homoscedasticity Test

Table 18. Results of Homoscedasticity Test

Model	Variables	B	Std. Error	Beta	t	Sig.
1	(Constant)	4,096	0.615	-	6,661	0.000
	Brand Awareness (X1)	-0.097	0.049	-0.332	-1,968	0.051
	Electronic Word of Mouth (X2)	-0.005	0.048	-0.016	-0.098	0.922

a. Dependent Variable: ABRES1

*Source:*Primary data processed by SPSS, 2026

Based on the results of the homoscedasticity test using the Glejser method, the significance value of the Brand Awareness (X1) variable is 0.051 and Electronic Word of Mouth (X2) is 0.922, both of which are greater than 0.05. This indicates that there are no symptoms of heteroscedasticity, so the assumption of homoscedasticity in the regression model is met and the model is suitable for further analysis.

3. Multicollinearity Test

Table 20. Multicollinearity Test Results

$Coefficients^2$			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Awareness	.304	3,292
	Electronic Word Of Mouth (EWOM)	.304	3,292
a. Dependent Variable:Decision Useservice			

Based on the table above, it can be seen that the tolerance value for all independent variables > 0.10 is 0.304, and the VIF (Variance Inflation Factor) value for all independent variables is 3.292, which is smaller (<) than 10. This shows that there are no symptoms of multicollinearity in the regression model in this study.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

4. Autocorrelation Test

Table 21. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.846a	.716	.711	2.37283	1,864

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Based on the autocorrelation test results, the Durbin-Watson value was 1.864. This value ranges from -2 to +2, thus concluding that there is no autocorrelation in this research's regression model. Therefore, the regression model is suitable for further analysis.

5. Coefficient of Determination (R-Square)

Table 22. Results of the Coefficient of Determination (R-Square) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.860a	.740	.736	2.04867
2	.860a	.739	.737	2.04436

A. Dependent Variable: Y

In Model 1, the R value of 0.860 indicates a very strong relationship between Brand Awareness (X1) and Electronic Word of Mouth (X2) with Service User Decisions (Y). R^2 of 0.740 indicates that 74.0% of the variation in Y is explained by the two independent variables, while 26.0% is influenced by other factors outside the model; the Adjusted R Square value of 0.736 indicates the ability of the adjusted model, with Std. Error of the Estimate of 2.04867 as an indicator of the level of prediction error.

In Model 2, the backward elimination results, X2 is removed so that the model only involves X1, but the R value remains 0.860, R^2 0.739, and Adjusted R Square 0.737, which indicates that the relationship is still very strong and the ability of X1 to explain Y is around 73.9%. Std. Error of the Estimate decreased to 2.04436, so that Model 2 is considered simpler, more efficient, and remains strong in explaining Service User Decisions with only Brand Awareness as the dominant variable.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

DISCUSSION OF RESEARCH RESULTS

The Influence of Partial Significance of Brand Awareness (X1) on Service User Decisions (Y)

The results of the study indicate that partially the Brand Awareness variable (X1) has a positive and significant effect on the Service User Decision (Y) of Maxim users in Palembang City, so that the H1 hypothesis is accepted. Respondents stated that Brand Awareness influences them in using Maxim services, which indicates that the higher the level of brand awareness of Maxim, the greater the likelihood of consumers deciding to use the service.

In indicator X1.1 (brand recall), respondents were able to recall the Maxim brand when thinking about online transportation services, indicating that the brand image is firmly embedded in consumers' minds and drives their decision to use the service. Promotional strategies, information exposure, and consumer experience are key to maintaining this positive and significant influence.

In X1.2 (brand recognition), respondents easily recognized the Maxim logo and app appearance, enabling consistent visual elements to attract attention and facilitate service selection. This demonstrates the success of the visual branding strategy, which needs to be maintained through consistent design and ease of use.

At X1.3 (top of mind), Maxim becomes one of the first brands that comes to mind when consumers need online transportation services, thus having a greater chance of being chosen. Strengthening this position requires ongoing promotional intensity, service quality, and brand image consistency.

In X1.4 (brand familiarity), respondents stated they were quite familiar with Maxim, which fostered trust and comfort in using the service. A high level of familiarity makes consumers more likely to choose familiar brands, so companies need to maintain consistent brand communications and strengthen their reach.

In X1.5 (brand knowledge), respondents understood the key services and features offered by Maxim, thus facilitating consideration and decisions regarding service use. Good knowledge increases consumer trust, which needs to be supported by clear information, updated features, and maintained service quality.

Overall, the results of this study are in line with previous research which states that Brand Awareness has a positive and significant influence on service user decisions, although there are other studies which conclude otherwise.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The Influence of Partial Significance of Electronic Word of Mouth (X2) on Service User Decisions (Y)

The results of the study show that partially the Electronic Word of Mouth (EW) variable-WOM) (X2) does not have a significant effect on the Service User Decision (Y) of Maxim users in Palembang City, so the H2 hypothesis is rejected. Respondents stated that E-WOM does not really influence them in using the service, because the decision is more influenced by personal experience, needs, and ease of use of the service.

In X2.1, although respondents frequently viewed reviews of Maxim, this was not a major factor in their decision because the intensity of information exposure was not necessarily followed by trust or relevance.

On the X2.2, most of the reviews are positive, but a positive tone alone is not enough to replace the trust that comes from experience.

In X2.3, reviews are able to form judgments, but these judgments do not always lead to actions to use the service.

In X2.4, clear and easy-to-understand information plays a role in supporting understanding, but does not yet directly drive decisions.

At X2.5, although respondents trusted the review source, this trust was more of a supporting factor than a primary determinant of the decision.

This condition can be explained by habitual behavior, personal experience, and established brand trust. These results align with several previous studies, although they contradict others.

The Significant Influence of Simultaneous Brand Awareness (X1) and Electronic Word of Mouth (X2) on Service User Decisions (Y)

Simultaneously, Brand Awareness (X1) and Electronic Word of Mouth (X2) have a significant influence on Service User Decisions (Y) among Maxim users in Palembang City, so that hypothesis H3 is accepted. Although partially E-WOM is not significant, the combination of both has an influence on consumer decisions.

Thus, Maxim needs to maintain a high level of Brand Awareness and increase the effectiveness of E-WOM with strategies such as improving service quality, strengthening brand image, and encouraging positive interactions in digital media. The research model used is able to explain service user decisions well, where Brand Awareness and E-WOM collectively makes a significant contribution.

CONCLUSION

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

This study found that Brand Awareness has a positive and significant effect on the decision of Maxim online transportation service users in Palembang City, both partially and when modeled separately in the best regression equation. Respondents stated that the higher the brand awareness of Maxim, the more likely they are to choose and use this service, especially through the indicators of brand recall, recognition, top of mind, familiarity, and knowledge, each of which indicates a strong level of brand recognition. In contrast, Electronic Word of Mouth partially has no significant effect, although simultaneously this variable along with Brand Awareness is still able to explain variations in service user decisions. This indicates that in the Palembang context, personal experience, habits, and level of brand recognition play a more dominant role than the influence of digital reviews and recommendations alone, even though the quality of EWOM is generally considered good.

Limitations of this study include the use of questionnaire data that only focused on Maxim users in Palembang City, so generalizations to other cities or to users of all online transportation applications need to be done carefully. Furthermore, this quantitative design does not delve deeply into the subjective motivations behind consumer decisions that can be revealed through a qualitative approach. Future research is recommended to consider using a mixed methods design and include additional variables such as price perception, service quality, and brand trust to enrich the consumer decision model. Practically, these results recommend that Maxim needs to continue strengthening its marketing strategy to maintain and increase brand awareness in the minds of consumers, while optimizing eWOM management by encouraging positive reviews that are consistent with actual service quality in the field.

BIBLIOGRAPHY

Abdi Alam, B., & Saufi, A. (2025). Price perception and service quality as predictors of customer satisfaction: Evidence from Maxim users in Indonesia. *East Asian Journal of Multidisciplinary Research, 4*(9), 4671–4686. https://doi.org/10.55927/eajmr.v4i9.403

Adiwijaya, M., McGuinness, E., Cary, J. C., & Herjanto, H. (2021). The centrality of brand awareness. *Petra International Journal of Business Studies, 4*(2), 109–121. https://doi.org/10.9744/ijbs.4.2.109-121

Algifari. (2000). *Analisis regresi: Teori, kasus dan solusi* (2nd ed.). BPFE.

Anggraini, N., Kurniawan, D., Wedhasmara, A., Oktadini, N. R., Sevtiyuni, P. E., & Rifai, A. (2024). Analisis faktor kepuasan pengguna pada aplikasi transportasi online:

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Pengukuran dengan metode EUCS dan UTAUT (studi kasus: Aplikasi mobile Maxim). *Jurnal Teknologi Sistem Informasi dan Aplikasi, 7*(1), 19–29. https://doi.org/10.32493/jtsi.v7i1.36292

Creswell, J. W. (2021). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.

Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.

Emzir. (2021). *Metodologi penelitian pendidikan: Kuantitatif dan kualitatif*. Rajawali Pers.

Fakhriyah, P. (2020). Pengaruh layanan transportasi online (Gojek) terhadap perluasan lapangan kerja bagi masyarakat di Kota Cimahi. *Jurnal Comm-Edu, 3*(1).

Ghozali, I. (2013). *Aplikasi analisis multivariate dengan program IBM SPSS 21*. Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS*. Badan Penerbit Universitas Diponegoro.

Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences, 27*(1), 5–23. https://doi.org/10.1002/cjas.129

Green, S. B. (1991). How many subjects does it take to do a regression analysis. *Multivariate Behavioral Research, 26*(3), 499–510. https://doi.org/10.1207/s15327906mbr2603_7

Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson.

Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed.). Pearson Education Limited.

Magdalena, M. H., & Nitsae, M. (2024). Efisiensi pengemudi transportasi online terhadap kesejahteraan masyarakat (studi pada driver Maxim Kota Kupang). *Journal of Comprehensive Science, 3*(4), 944–950. https://doi.org/10.59188/jcs.v3i4.687

Miharja, M., Desiana, R., & Kipuw, D. M. (2023). The impact of online transportation services on Indonesian urban non-working trip volume and distribution pattern: A case study in Bandung City. *Journal of Urban Studies, 13*(6).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Murbanto Sinaga. (2026). Pengaruh infrastruktur transportasi terhadap pertumbuhan ekonomi regional. *OPTIMAL: Jurnal Ekonomi dan Manajemen, 6*(1), 470–482. https://doi.org/10.55606/optimal.v6i1.9466

Mutharoh, I., Auliya, U. M., Sahlia, Y. A., Janah, D. A. N. I., Diniati, B. T., et al. (2024). Analisis regresi dalam penelitian ekonomi. *Mutawazzin: Jurnal Ekonomi Syariah*.

Nurhidayah, E. A., Ernawati, F. Y., Susendra, A., et al. (2023). Pengaruh kesadaran merek terhadap ekuitas merek pengguna Maxim di Kota Semarang. *Jurnal Ekonomi dan Bisnis, 5*(1).

Purba, T. (2021). Faktor-faktor yang mempengaruhi purchase intention pada brand Man Man Tang di Batam.

Renggowati, W. J., Prihatini, A. E., & Listyorini, S. (2023). Pengaruh electronic word of mouth (e-WOM) dan kemudahan penggunaan terhadap keputusan penggunaan e-commerce Shopee. *Jurnal Ilmu Administrasi Bisnis, 12*(3).

Rozaq, A. (2025). Pengaruh e-WOM dan price terhadap keputusan pembelian melalui brand awareness pada layanan video on demand Netflix.

Sugiyono. (2013). *Metode penelitian bisnis*. Alfabeta.

Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D* (Edisi revisi). Alfabeta.

Sudaryono. (2022). *Metodologi penelitian kuantitatif, kualitatif, dan mix method*. Rajawali Pers.

Şahin, G., Ahmadi Digehsara, A., Borndörfer, R., & Schlechte, T. (2020). Multi-period line planning with resource transfers. *Transportation Research Part C: Emerging Technologies, 119*, 102726. https://doi.org/10.1016/j.trc.2020.102726

Tsalisa, R. A., Hadi, S. P., & Purbawati, D. (2022). Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan pengguna jasa transportasi online Maxim di Kota Semarang. *Jurnal Ilmu Administrasi Bisnis, 11*(4).

Wimardana, J. N. S. G. L. R. R. (2021). Hubungan terpaan iklan layanan transportasi online dan online consumer review dengan minat menggunakan layanan transportasi online.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.