

ABSTRACT

The growth of online transportation services in Indonesia has shown significant development. In Bandung, Maxim has become one of the providers of online transportation services. Service quality is a key factor in determining customer satisfaction and business sustainability. This study aims to analyze how service quality affects customer satisfaction among Maxim users in Bandung.

This research employs a quantitative approach with a survey method. Data were collected through questionnaires distributed to 385 respondents who are Maxim users. The independent variables examined consist of five dimensions of service quality based on the SERVQUAL model: tangible, reliability, responsiveness, assurance, and empathy, while customer satisfaction serves as the dependent variable.

Data processing was performed using multiple linear regression techniques with SPSS software. This analysis aimed to determine the influence of each service quality dimension on customer satisfaction, both partially and simultaneously. The test results showed that all dimensions had a significant influence on customer satisfaction.

The responsiveness dimension has the most dominant influence compared to the others. Overall, customer assessments of Maxim's services fall into the “good” category, indicating that most users are satisfied with the service provided.

These findings offer practical implications for the company in designing more targeted service improvement strategies. Maxim can increase customer loyalty while strengthening its position in the online transportation market.

Keywords: *customer satisfaction, Maxim, online transportation, service quality, SERVQUAL*