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Research article

Analysis of the influence of price, e-service quality and user decisions on user loyalty of online transportation services and e-wom as a mediation

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ABSTRACT

Purpose: This research examines the influence of price, e-service quality, and user decisions on loyalty, with e-WOM serving as a mediating variable.
Methods: The research employs an associative strategy, which focuses on exploring the relationships between two or more variables. In this study, the associative research strategy is utilized to identify the influences of the independent variables (price, e-service quality, and user decisions) on loyalty while also considering e-WOM as an intervening variable.
Findings: The results indicate several important findings: (1) Price positively affects both e-WOM and loyalty; (2) E-service quality has a positive impact on e-WOM and loyalty; (3) User decisions significantly influence e-WOM and loyalty; (4) E-WOM positively influences loyalty and serves as a mediator in the relationship between price and loyalty; (5) E-WOM also mediates the influence of e-service quality on loyalty; and (6) E-WOM mediates the effect of user decisions on loyalty.
Practical Implications: The organizations should focus on competitive pricing strategies to enhance e-WOM, as positive perceptions of price can lead to increased customer loyalty. Moreover, improving e-service quality is essential, as it not only boosts e-WOM but also directly contributes to customer loyalty.

Keywords: Price, E-Service Quality, User Decision, E-WOM and Loyalty.

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Abstrak

Tujuan: Penelitian ini menguji pengaruh harga, kualitas layanan elektronik, dan keputusan pengguna terhadap loyalitas, dengan e-WOM sebagai variabel mediasi.
Metode: Penelitian ini menggunakan strategi asosiatif, yang berfokus pada eksplorasi hubungan antara dua atau lebih variabel. Dalam penelitian ini, strategi penelitian asosiatif digunakan untuk mengidentifikasi pengaruh variabel independen (harga, kualitas layanan elektronik, dan keputusan pengguna) terhadap loyalitas sambil juga mempertimbangkan e-WOM sebagai variabel intervening.
Hasil: Hasil penelitian menunjukkan beberapa temuan penting: (1) Harga berdampak positif pada e-WOM dan loyalitas; (2) Kualitas layanan elektronik berdampak positif pada e-WOM dan loyalitas; (3) Keputusan pengguna memengaruhi e-WOM dan loyalitas secara signifikan; (4) E-WOM memengaruhi loyalitas secara positif dan berfungsi sebagai mediator dalam hubungan antara harga dan loyalitas; (5) E-WOM juga memediasi pengaruh kualitas layanan elektronik terhadap loyalitas; dan (6) E-WOM memediasi pengaruh keputusan pengguna terhadap loyalitas.
Implikasi Praktis: Organisasi harus fokus pada strategi harga yang kompetitif untuk meningkatkan e-WOM, karena persepsi harga yang positif dapat meningkatkan loyalitas pelanggan. Selain itu, peningkatan kualitas layanan elektronik sangat penting, karena tidak hanya meningkatkan e-WOM tetapi juga secara langsung berkontribusi pada loyalitas pelanggan.

Kata Kunci: Harga, *E-Service Quality*, Keputusan Pengguna, *E-WOM* dan Loyalitas.

1. Introduction

The digital economy continues to grow, addressing primary, secondary, and even tertiary needs through online offerings. Many businesses have begun to adopt digital technology to meet their operational requirements. As a result, various sectors stemming from digital economic activities, such as cargo services and online motorcycle taxis, have also seen significant development (Permana & Puspitaningsih, 2021). The potential of the digital economy is immense. It continues to expand, particularly with the advent of the 5.0 digital economy era. According to the Minister of Trade, optimizing this potential requires improvements in several areas, including telecommunications infrastructure and digital consumer protection. A prime example of the evolution of the online-based digital economy is the rise of online transportation services. These services have become some of Indonesia's most popular mobile applications, allowing customers to make reservations or deliveries conveniently via their smartphones. This approach is highly appealing to users due to its simplicity and efficiency. The growing public interest in online transportation has intensified competition among companies to attract consumers. Furthermore, Indonesia must leverage advancements in new-wave technology to enhance the downstream aspects of the digital economy (www.kemenkeu.go.id; accessed October 26, 2023). Below is the ranking data for online transportation services in Indonesia for 2023.

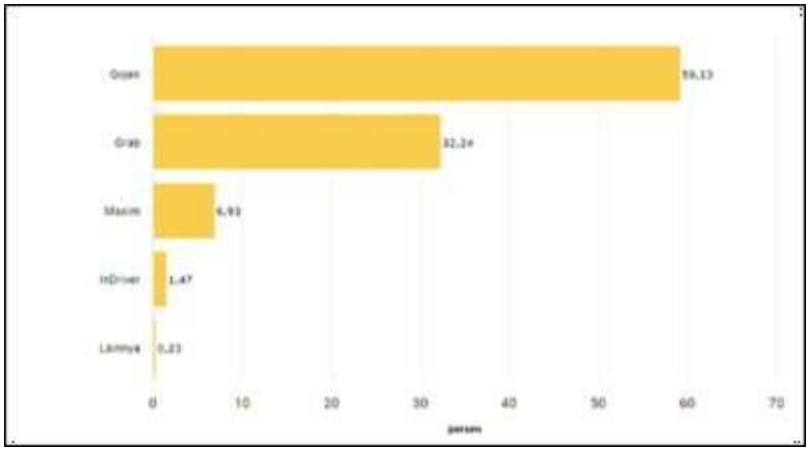

Figure 1. Ranking of online transportation in Indonesia in 2023
Source: (*www.katadata.co.id2023*)

Based on Figure 1, Gojek is an Indonesian technology company that offers a wide range of services, including transportation, delivery, and financial services. It has experienced rapid growth and has become one of the fastest-growing startups in Southeast Asia. Following Gojek, Grab is a technology company based in Singapore. It ranks second as the startup with the second highest valuation or as the second most widely used online transportation application in Indonesia. Meanwhile, Maxim, an online transportation company from Russia, operates in several countries, including Indonesia. Although it ranks third behind Gojek and Grab, Maxim has managed to maintain a loyal user base.

Table 1. Online Transportation Competition Map

Type of Service	Gojek	Grab	Maxim
Online motorcycle taxi	√	√	√
Online taxi	√	√	√
Cooperation scheme with drivers	**Partners**	**Partners**	**Partners**
Food delivery	√	√	√
Send goods	√	√	√
Send goods by car	√	√	-
Send large items	√	-	-
Revenue sharing fee deduction	**n/a**	**n/a**	**0-9.8%**
Driver partner bonus	√	√	√
Digital products	√	√	

Source: (www.katadata.co.id.2023, accessed 21 October 2023)

Based on Table 1, Gojek, Grab, and Maxim offer various services, each with notable differences. Gojek and Grab provide car-based goods delivery services, while Maxim does not offer this

feature. Moreover, Gojek is the only company that provides large goods delivery; Grab and Maxim lack this service. All three companies offer profit-sharing fee discounts that range from 0% to 9.8%. Currently, the Maxim app has only captured 6.93% of the user base, as indicated by the number of service users. Given this relatively small proportion of users in Indonesia, Maxim must develop effective strategies and leverage its strengths to attract consumers who are already using other online transportation services.

According to Khalishah and Tarigan (2023), E-Trust is essential for establishing and maintaining relationships between users and companies. E-trust does not develop spontaneously; it must be cultivated from the outset. Trust builds when a company can demonstrate reliability, leading to user satisfaction and loyalty (Liani & Yusuf, 2021). Therefore, E-Trust influences user commitment and loyalty (Asnaniyah, 2022). Price acts as a monetary representation of goods and services. When users interact with a product, they assess their experience. Suppose the product meets their expectations and delivers positive results. In that case, it will likely generate favorable electronic word-of-mouth (E-WOM) among current users and potential new customers. Conversely, negative E-WOM may affect consumer perceptions and decisions if a product does not meet user expectations. Recommendations from new users are often seen as more credible than company promotions, significantly influencing others' choices to either use or avoid a service.

2. Theory and Hypothesis

In marketing, pricing is crucial in shaping consumer behavior and a company's profitability. Kotler and Armstrong (2018) describe price in two dimensions: in a narrow sense, it refers to the amount charged for a product or service, while in a broader context, it encompasses the total value that customers perceive they must sacrifice to enjoy the benefits of a product or service. Trianah, Pranitasari, and Rahmanasari (2017) support this view, emphasizing that price is a fundamental element of the marketing mix and is always present in any product. They further assert that pricing significantly affects a company's profits and is critical to consumers' purchasing decisions. In addition to price, the quality of service is vital for consumer satisfaction, especially in the digital marketplace. The concept of Electronic Service Quality, or E-SERVQUAL, which adapts the traditional SERVQUAL model. E-SERVQUAL is essential for assessing the success or failure of online businesses, as online customers typically have higher expectations for service quality than their traditional counterparts. This model is instrumental in evaluating customer experiences and assessing the quality of delivery services in virtual marketplaces (Demir et al., 2021; Ginting et al., 2023; Myeong et al., 2014).

Understanding consumers' decision-making process is also key to comprehending their behavior. Rinaldi (2020) describe this process as consistent and focused on daily needs. It involves several stages, including recognizing needs, seeking information, and evaluating alternatives to meet consumer requirements efficiently. Beyond pricing and service quality, Electronic Word of Mouth (E-WOM) impact is significant. Kotler and Armstrong (2018: 515) define E-WOM as the digital equivalent of traditional word-of-mouth advertising. This form of communication can occur through various online platforms such as websites, mobile ads, social media, and blogs. It is a powerful means for consumers to share their experiences and recommendations (Donthu et al., 2021; Verma & Yadav, 2021).

Finally, understanding customer loyalty is essential for businesses that aim to maintain a competitive edge. Pohan and Aulia (2019), defines customer loyalty as a strong commitment from customers to purchase or prioritize a specific brand consistently. This loyalty results in repeat purchases, even amidst competitive pressures. The assessment of customer loyalty relies on the consistency with which customers choose and buy a particular product, emphasizing the importance of both pricing and service quality in fostering long-term relationships with consumers.

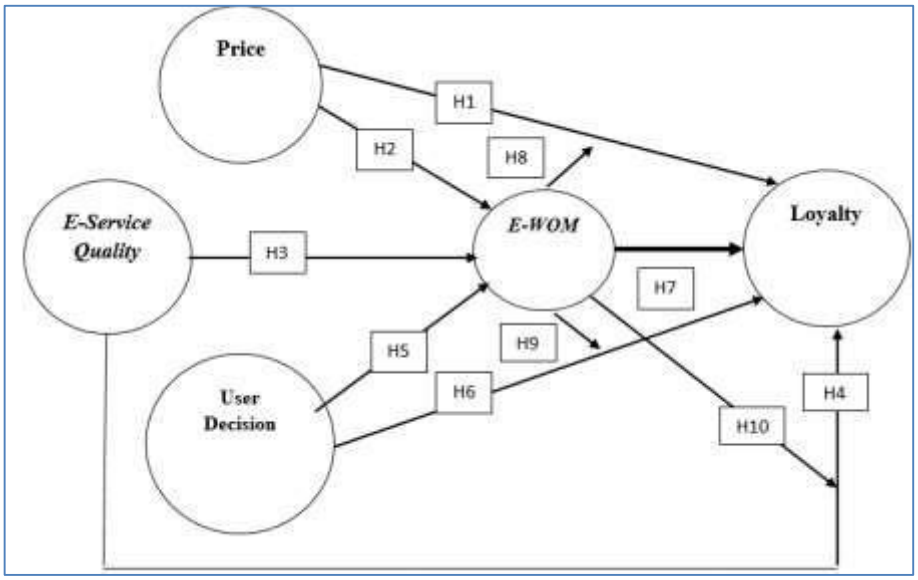

Figure 1. Research model

3. Research Methods

The methodology employed in this study is a survey method, wherein the author distributes questionnaires to collect data. This approach is grounded in a quantitative framework. According to Sugiyono (2018), quantitative research is defined as a research method based on the philosophy of positivism. It is utilized to investigate specific populations or samples, employing research instruments for data collection. The data analysis is conducted using quantitative or statistical techniques, with the primary objective of testing established hypotheses. This structured approach allows for systematically examining relationships and patterns within the data, contributing to the overall validity and reliability of the research findings.

3.1. Population and Sample

The populations in this study are categorized into two types. The general population comprises e-commerce users who have purchased or utilized Maxim's online transportation service products. The target population includes explicitly e-commerce users who have engaged with Maxim's services and are residents of the Jabodetabek area, totaling 2,655 online transportation respondents. Purposive sampling is employed to determine the sample for this research. This method selects samples based on specific criteria that align with the research objectives. Given

the uncertainty regarding the total population size, the researcher establishes sample selection criteria, including respondents being at least 17 years old, residing in the Jabodetabek area, and having used online transportation service products more than twice in the past year. This targeted approach ensures that the sample is relevant and representative of the studied population.

The data collected from the distribution of questionnaires revealed that most respondents were female, with 60 respondents (60%) identifying as women while 40 respondents (40%) identifying as men. This indicates that Maxim online motorcycle taxi users are predominantly female, likely because women prefer public transportation over private vehicles, whereas men often choose private transportation. In terms of age distribution, 44 respondents (44%) were in the 17-22 year age group, 52 respondents (52%) were aged 23-28 years, five respondents (5%) were aged 29-34 years, and one respondent (1%) was over 35 years. This suggests that most of Maxim's online motorcycle taxi users fall within the 23-28 age range, typically associated with a productive period for work and other activities.

Regarding educational background, the most significant proportion of respondents held a bachelor's degree (S1), with 60 individuals (60%). This was followed by high school graduates (SMA) at 38 respondents (38%). One respondent (1%) had a diploma (D3), and another had a master's degree (S2). This indicates that most Maxim online motorcycle taxi users have completed higher education. Finally, looking at employment status, students constituted the largest group, with 58 respondents (58%), followed by private sector employees at 28 respondents (28%) and self-employed individuals at 14 respondents (14%). This suggests that students are the primary users of Maxim's online motorcycle taxi services, likely due to their frequent need for transportation to campus and other daily activities.

3.2. Data analysis

Data analysis involves grouping data based on variables and types of respondents, tabulating the results according to these variables, and presenting the findings for each variable under study. This process includes performing calculations to address the research problem and test the hypotheses established (Sugiyono, 2019, p. 232). The analysis approach used in this study is quantitative. The collected data will be analyzed using the component-based Structural Equation Modeling (SEM) method, which will be evaluated through Partial Least Squares (PLS). PLS is a multivariate statistical technique designed to compare dependent and independent variables, helping researchers estimate the values of latent variables that need prediction. This study employs Smart PLS as the analytical tool to implement component-based SEM and PLS. PLS includes two main components within the causal model: the structural and measurement models.

4. Research Results and Discussion

4.1. Measurement model (outer model)

The validity test measurements employed in this study include convergent validity testing, which assesses factor loading and Average Variance Extracted (AVE), and discriminant validity, which is evaluated through cross-loading. The study utilizes composite reliability and Cronbach's alpha for the reliability test. Figure 2 presents the outer model of the PLS program, which illustrates

these measurements. This model visually represents the relationships between the observed variables and the latent constructs, facilitating a comprehensive understanding of the measurement framework used in the analysis.

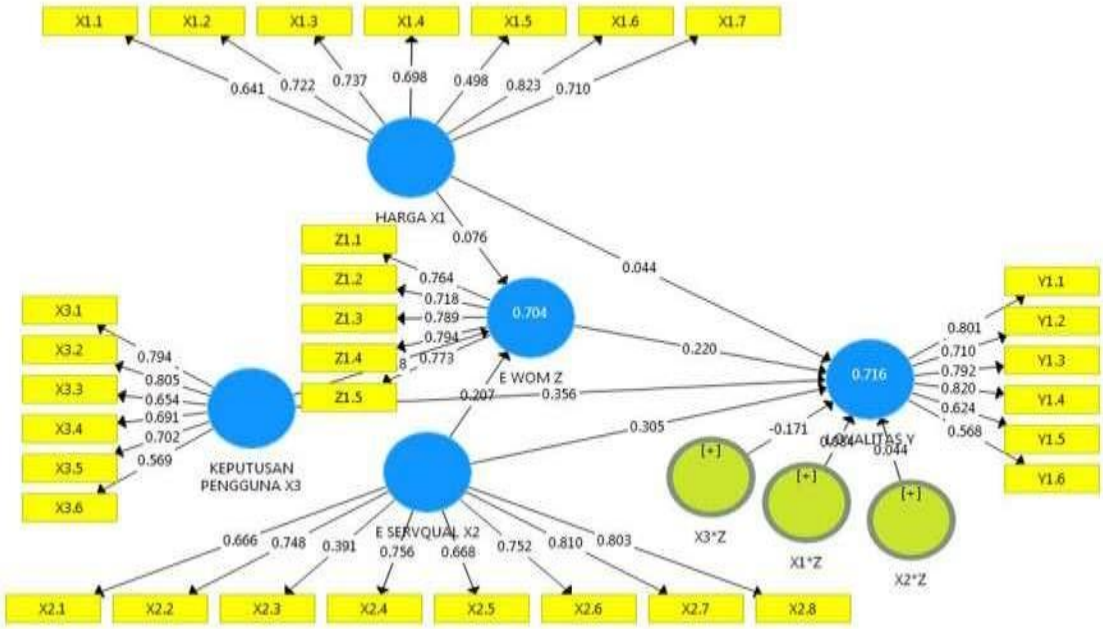

Figure 2. Outer Model Scheme
Source: SmartPLS 4.0 Output (2024)

As depicted in Figure 2, the study identified several indicators for each variable. The Price variable yielded seven indicators, with factor loadings ranging from 0.498 to 0.823. The E-Servqual variable produced eight indicators, showing factor loadings between 0.391 and 0.810. The User Decision variable resulted in six indicators, varying loadings from 0.569 to 0.805. The E Word of Mouth variable generated five indicators, with loadings ranging from 0.718 to 0.794. Finally, the Loyalty variable produced six indicators, with factor loadings between 0.578 and 0.820. These factor loadings indicate the strength of the relationship between each indicator and its corresponding variable, contributing to the measurement model's overall validity and reliability.

The study identified several indicators for each variable based on evaluating the most recent outer results. The Price variable produced four indicators with factor loadings of 0.770, 0.747, 0.834, and 0.738. The E-Servqual variable generated five indicators with loadings of 0.746, 0.801, 0.759, 0.842, and 0.828. The User Decision variable resulted in three indicators with loadings of 0.838, 0.856, and 0.737. The E-Word of Mouth variable produced five indicators with loadings of 0.767, 0.710, 0.782, 0.802, and 0.775. Lastly, the Loyalty variable generated four indicators with loadings of 0.850, 0.736, 0.840, and 0.856. From this description, we can conclude that the variables have valid values. A measurement of 0.7 is generally acceptable for early-stage research, indicating that these variables are suitable for further analysis.

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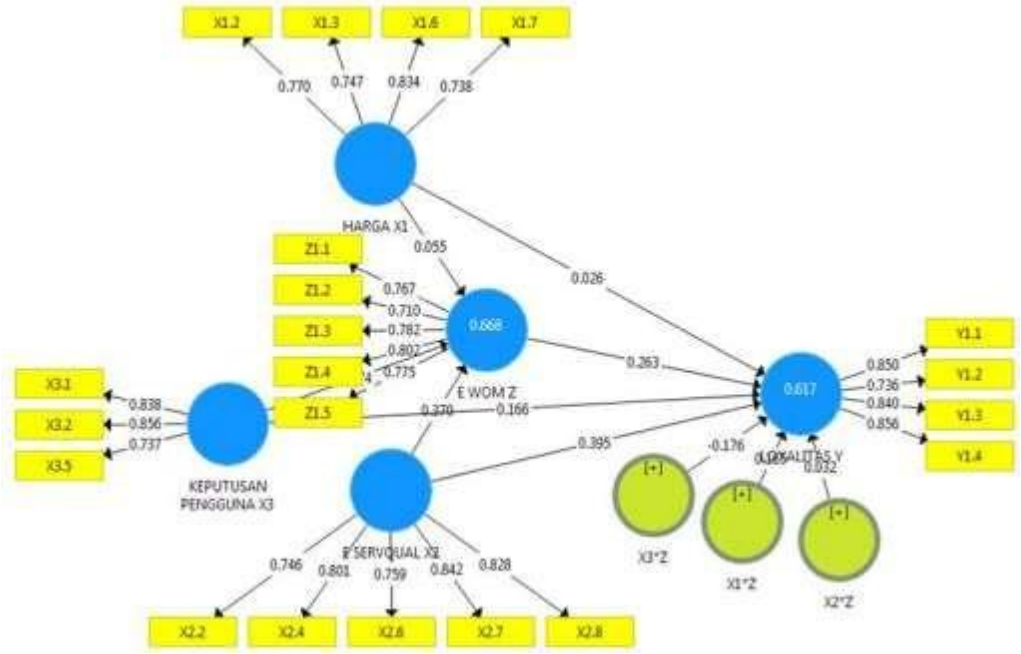

Figure 3. Outer model after elimination
Source: SmartPLS 4.0 Output (2024)

Convergent validity is founded on the principle that measures of a construct should exhibit a high correlation. Ghozali (2020) noted that this study utilizes reflective indicators, allowing us to assess convergent validity through the loading factor values for each construct indicator using Smart PLS 4.0 software. Ghozali (2020) states that a loading factor value between 0.60 and 0.70 is generally sufficient to meet the criteria for convergent validity. Table 2 shows that this study identified 21 variable indicators with outer loading values greater than 0.7, indicating that they are valid. Therefore, these 21 variable indicators are considered feasible and valid for researchers to use in further analysis.

Average Variance Extracted (AVE) is a measure used to assess the validity of a construct in a study. In this research, we evaluate the AVE value for each variable indicator, with a criterion of greater than 0.5 being considered valid (see Table 3). This means that if the AVE value exceeds 0.5, it indicates that the construct explains more than half of the Variance of its indicators, thereby confirming its validity. Therefore, the AVE values obtained in this study will be analyzed to determine the validity of each variable indicator based on this criterion.

The results of the Average Variance Extracted (AVE) test presented in Table 3 indicate strong validity for each variable. The Price variable has an AVE value of 0.634, which exceeds the threshold of 0.5. The E-Servqual variable has an AVE value of 0.590, also above 0.5. The User Decision variable shows an AVE value of 0.589, which meets the acceptable limit. The E-Word of Mouth variable has an AVE value of 0.660, confirming its validity. Finally, the Loyalty variable has an AVE value of 0.675, significantly above the 0.5 threshold. These findings confirm that all variables demonstrate good validity.

Table 2. Outer Loading Results

Variables	Indicator	Outer Loading	Information
Price	X1.2	0.770	Valid
	X1.3	0.747	Valid
	X1.6	0.834	Valid
	X1.7	0.738	Valid
E-Servqual	X2.2	0.746	Valid
	X2.4	0.801	Valid
	X2.6	0.759	Valid
	X2.7	0.842	Valid
	X2.8	0.828	Valid
User Decision	X3.1	0.838	Valid
	X3.2	0.856	Valid
	X3.5	0.737	Valid
E Word Of Mouth	Z1.1	0.767	Valid
	Z1.2	0.710	Valid
	Z1.3	0.782	Valid
	Z1.4	0.802	Valid
Loyalty	Z1.1	0.775	Valid
	Y1.2	0.850	Valid
	Y1.3	0.736	Valid
	Y1.4	0.840	Valid
	Y1.5	0.856	Valid

Source: SmartPLS 4.0 Output (2024)

Table 3. Average Variance Extracted (AVE) Results

Variables	*Average Variance Extracted (AVE)*	Information
Price	0.634	*Valid*
E Servqual	0.590	*Valid*
User Decision	0.598	*Valid*
E Word Of Mouth	0.660	*Valid*
Loyalty	0.675	*Valid*

Source: SmartPLS 4.0 Output (2024)

According to Table 4, the indicators are classified as reflective because each variable has a value greater than 0.70. This result signifies that all constructs or latent variables exhibit good discriminant validity. In this context, the indicators within each construct block perform better than those in the other blocks, thereby confirming the robustness of the measurement model.

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Table 4. Cross Loading Results

Variables	PRICE	ESERVQUAL	USER DECISION	E WOM	LOYALTY
X1.2	0.770	0.448	0.468	0.434	0.457
X1.3	0.747	0.424	0.483	0.444	0.339
X1.6	0.834	0.500	0.570	0.544	0.385
X1.7	0.738	0.509	0.472	0.374	0.360
X2.2	0.338	0.746	0.466	0.531	0.538
X2.4	0.418	0.801	0.531	0.521	0.526
X2.6	0.540	0.759	0.550	0.609	0.592
X2.7	0.580	0.842	0.644	0.583	0.633
X2.8	0.513	0.828	0.576	0.665	0.545
X3.1	0.500	0.592	0.838	0.649	0.618
X3.2	0.547	0.629	0.856	0.687	0.609
X3.5	0.544	0.461	0.737	0.514	0.359
Z1.1	0.509	0.708	0.631	0.767	0.629
Z1.2	0.387	0.451	0.452	0.710	0.486
Z1.3	0.344	0.570	0.546	0.782	0.587
Z1.4	0.390	0.585	0.550	0.802	0.601
Z1.5	0.507	0.659	0.610	0.775	0.767
Y1.2	0.269	0.469	0.562	0.431	0.850
Y1.3	0.440	0.556	0.559	0.527	0.736
Y1.4	0.536	0.574	0.687	0.595	0.840
Y1.5	0.458	0.543	0.517	0.546	0.856

Source: SmartPLS 4.0 Output (2024)

Reliability Test

The Composite Reliability (CR) test assesses the reliability of variable indicators. A variable is considered reliable if its CR value exceeds 0.7. According to the data presented in Table 5, the CR value for the price variable is 0.896. The E-Service Quality (E-Servqual) variable has a CR value of 0.878. In contrast, the User Decision variable shows a value of 0.856. The E-Word of Mouth variable has a CR value of 0.853, and the loyalty variable is at 0.892. Consequently, all variables in this study are considered reliable, surpassing the 0.7 threshold for CR.

Table 5. Composite Reability Results

Variables	*CR*	*Cronbach Alpha*
Price	0.896	0.855
E Servqual	0.878	0.826
User Decision	0.856	0.775
E Word Of Mouth	0.853	0.744
Loyalty	0.892	0.839

Source: SmartPLS 4.0 Output (2024)

Cronbach's Alpha is a method used to assess the reliability of a measurement instrument, complementing the Composite Reliability test. A variable is considered reliable if its Cronbach's Alpha value exceeds 0.7. This threshold ensures that the indicators within each variable

consistently measure the same underlying construct. Therefore, evaluating Cronbach's Alpha values and Composite Reliability offers a more comprehensive understanding of the reliability of the variables in the study. Based on the data presented in Table 5, the Cronbach's Alpha values for the variables are as follows: the price variable has a value of 0.855; the E-servqual variable is at 0.828; the User Decision variable has a value of 0.775; the E-Word of Mouth variable stands at 0.744; and the loyalty variable is measured at 0.839. Since all these variables have Cronbach's Alpha values greater than 0.7, we can conclude that all variables in this study are considered reliable.

4.2. Structural model evaluation (inner model)

This study analyzes the inner model through several tests, including the Path Coefficient test, the Coefficient of Determination (R-Square) test, and hypothesis testing. The results of this study's Coefficient of Determination (R-Square) test indicate the extent to which the independent variables influence the dependent variables. Specifically, the R-Square value of 0.668 for the E-Word of Mouth variable suggests a moderate level of influence from the independent variables: Price, E-Service Quality (E-Servqual), and User Decision. This value falls within the moderate range between 0.33 and 0.67. Furthermore, the R-Square value of 0.617 for the Loyalty variable also indicates a moderate influence from the independent variables, including E-Word of Mouth. This value confirms that the independent variables also significantly impact the Loyalty variable. In summary, both R-square values demonstrate that the independent variables have a moderate effect on the dependent variables. This highlights the importance of these factors in influencing E-Word of Mouth and Loyalty within the study context.

The researcher utilizes the results from the data processing to evaluate the hypotheses by examining the T-statistic and P-value. A hypothesis is considered acceptable if the P-value is less than 0.05. This approach enables a thorough assessment of the relationships between the variables in the model, providing valuable insights into the strength and significance of these relationships.

The analysis of the Path Coefficient Test data presented in Table 4 reveals several important insights regarding the relationships between the variables in this study. Firstly, the direct influence of price on E-Word of Mouth is measured at 0.370. These results indicate that an increase of one unit in price is associated with a 37.0% increase in E-Word of Mouth, reflecting a positive relationship. Similarly, the direct effect of price on loyalty is 0.395, suggesting that a one-unit increase in price can lead to a 39.5% increase in loyalty, which is also a positive effect.

Next, the indirect effect of E-Servqual on E-Word of Mouth is recorded at 0.263, indicating that a one-unit increase in E-Servqual results in a 26.3% increase in E-Word of Mouth, indicating a positive influence. However, the indirect effect of E-Servqual on loyalty is relatively modest at 0.055, implying that a one-unit increase in E-Servqual corresponds to a 0.55% increase in loyalty, which remains a positive effect.

The analysis also highlights the indirect effect of user decisions on E-Word of Mouth, which is 0.026. This study suggests that a one-unit increase in user decision leads to a 0.26% increase in E-Word of Mouth, reflecting a positive relationship. In contrast, the direct influence of user decision on loyalty is significantly more potent at 0.474, indicating that a one-unit increase in user decision can enhance loyalty by 47.4%, showcasing a positive effect.

Furthermore, the indirect effect of E-Word of Mouth on loyalty is quantified at 0.166, meaning that an increase of one unit in E-Word of Mouth can result in a 16.6% increase in loyalty, which is positive.

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Additionally, the direct effect of price on loyalty through the indirect effect of E-Word of Mouth is 0.165. Hence, a price increase can lead to a 16.5% increase in loyalty via E-Word of Mouth, maintaining a positive relationship. Conversely, the direct effect of E-Servqual on loyalty through E-Word of Mouth is 0.032, suggesting a 0.32% increase in loyalty with a one-unit increase in E-Servqual, which is also positive.

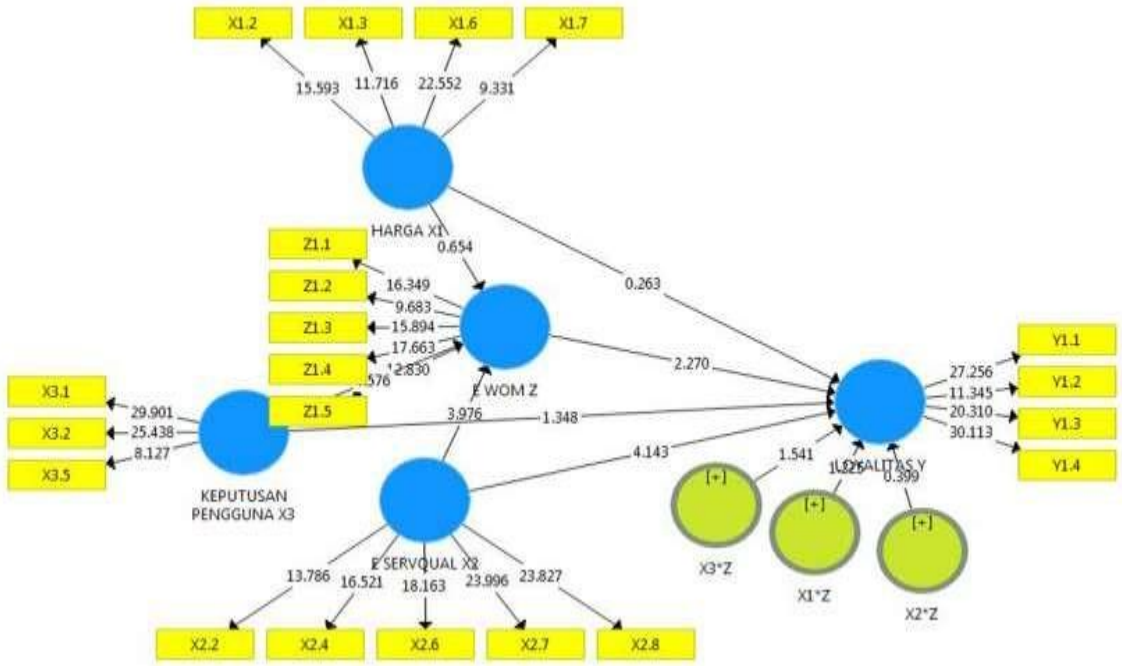

Figure 4. Inner Model Scheme
Source: SmartPLS 4.0 Output (2024)

Table 4. T-Statistic and P-Value Results

Hypothesis	Original	T-Statistic	P-Value	*RSquare*
PRICE -> E WOM	0.370	0.654	0.513	E-WoM: 0.668
PRICE -> LOYALTY	0.395	0.263	0.792	Loyalty: 0.617
E SERVQUAL -> E WOM	0.263	3,976	0,000	
E SERVQUAL -> LOYALTY	0.055	4,143	0,000	
USER DECISIONS -> E WOM	0.026	4,576	0,000	
USER DECISION -> LOYALTY	0.474	1,348	0.178	
E WOM -> LOYALTY	0.166	2,270	0.024	
X1*Z -> LOYALTY Y	0.165	1,225	0.221	
X2*Z -> LOYALTY Y	0.032	0.399	0.690	
X3*Z -> LOYALTY Y	-0.176	1,541	0.124	

Source: SmartPLS 4.0 Output (2024)

Lastly, it is noteworthy that the direct influence of user decisions on loyalty through E-Word of Mouth is -0.176. In other words, an increase in user decisions may lead to a decrease of 1.76% in loyalty through E-Word of Mouth, reflecting a negative relationship. Overall, the findings illustrate a complex interplay of positive and negative influences among the variables, highlighting the importance of understanding these dynamics in the study's context.

4.3. Discussion

Analyzing the relationships between price, e-service quality, user decision, e-word of mouth, and loyalty reveals several important insights. Firstly, the findings indicate that price does not significantly affect e-word of mouth. The hypothesis test results show a t-statistic value of 0.654, less than the critical value of 1.96, and a p-value of 0.513, exceeding the 0.05 threshold. Consequently, the first hypothesis is rejected. This suggests that the price set by the Maxim online motorcycle taxi service does not substantially impact users' perceptions or discussions about the service, whether positive or negative. This implies that factors other than price may play a more critical role in shaping user opinions and experiences.

The findings suggest that price does not significantly influence user loyalty among Maxim users, as demonstrated by a t-statistic of 0.263 and a p-value of 0.792. This indicates that we can reject the hypothesis that pricing is a key factor in fostering loyalty. The implication is that users prioritize other aspects of the service experience over price when deciding whether to remain loyal to Maxim. Maxim should shift its focus away from pricing strategies as a primary means of enhancing user loyalty. Instead, the company should consider investing in areas that can create a more compelling value proposition for users. For instance, improving overall service quality—such as enhancing driver training, ensuring vehicle cleanliness, and providing timely rides—could lead to greater user satisfaction and, consequently, increased loyalty.

Additionally, Maxim could implement loyalty programs that reward users for their continued patronage, regardless of price changes. These programs might include discounts on future rides, referral bonuses, or exclusive access to premium services. Maxim can strengthen the emotional connection between the service and its customers by fostering a sense of community and appreciation among users, which often drives loyalty more effectively than price alone. Furthermore, enhancing user engagement through personalized communication and feedback mechanisms can be crucial in building loyalty. By actively seeking user input and responding to their needs and preferences, Maxim can create a user-centric experience that encourages repeat usage.

The findings indicate that e-service quality significantly impacts e-word of mouth (e-WOM), as evidenced by a t-statistic of 3.976 and a p-value of 0.000. This result supports the hypothesis that higher e-service quality increases positive user feedback. This highlights the critical importance of providing a seamless and efficient service experience. When users have positive experiences, they are more likely to share them with others, enhancing the service's reputation and attracting new customers. The practical implications of this finding are substantial for Maxim. To leverage the positive effects of e-service quality on e-WOM, the company should prioritize initiatives to improve the overall user experience. This could include investing in technology to streamline the booking process, ensuring the app is user-friendly and reliable, and offering excellent customer support to address any issues promptly. Maxim can encourage users to share their experiences on social media and other platforms by creating a positive service environment, thereby amplifying the brand's visibility and appeal.

Additionally, the results indicate that e-service quality positively affects user loyalty, with a t-statistic of 4.143 and a p-value of 0.000. This suggests that high service quality fosters positive word-of-mouth and creates lasting impressions in users' minds, encouraging them to continue using the Maxim service. The implication is clear: investing in service quality improvements can significantly enhance user loyalty. To capitalize on this relationship, Maxim

should consider implementing regular training programs for drivers to ensure they consistently provide high-quality service. Furthermore, gathering user feedback through surveys and reviews can help identify areas for improvement and enable the company to make data-driven decisions to enhance service quality. Moreover, Maxim could explore introducing features that enhance user engagement, such as loyalty rewards for frequent users or personalized communication that acknowledges user preferences. By fostering a strong connection with users through high-quality service and engagement, Maxim can build a loyal customer base that is less likely to switch to competitors.

User decision also plays a crucial role in influencing e-word of mouth. The hypothesis test results indicate a t-statistic of 4.576 and a p-value of 0.000, allowing us to accept the fifth hypothesis. This finding implies that satisfied users are likely to share their positive experiences, which can attract new users to the service. Maxim should consider strategies to enhance user satisfaction, as this can lead to increased positive word of mouth.

However, user decision does not directly affect loyalty, as evidenced by a t-statistic of 1.348 and a p-value of 0.178, resulting in the rejection of the sixth hypothesis. This suggests that while user decisions may lead to initial satisfaction, they do not necessarily translate into long-term loyalty. Maxim should explore additional factors contributing to sustained user loyalty beyond the initial decision-making process.

E-word of mouth does have a significant effect on loyalty, with a t-statistic of 2.270 and a p-value of 0.024, leading to the acceptance of the seventh hypothesis. This indicates that positive feedback and user recommendations can enhance loyalty. Maxim should encourage satisfied users to share their experiences to foster a loyal customer base.

Moreover, the analysis reveals that price does not directly affect loyalty through e-word of mouth, as indicated by a t-statistic of 1.225 and a p-value of 0.221, leading to the rejection of the eighth hypothesis. This finding reinforces the notion that price alone does not drive loyalty. Maxim should focus on other strategies to enhance user retention.

Similarly, e-service quality does not directly influence loyalty through e-word of mouth, with a t-statistic of 0.399 and a p-value of 0.690, resulting in the rejection of the ninth hypothesis. This suggests that while service quality is essential for generating positive word of mouth, it does not directly translate into loyalty. Maxim should consider integrating other loyalty-building strategies alongside service quality improvements.

Lastly, user decision does not directly affect loyalty through e-word of mouth, as shown by a t-statistic of 1.541 and a p-value of 0.124, leading to the rejection of the tenth hypothesis. This indicates that user decisions alone do not create a pathway to loyalty through word of mouth, suggesting that Maxim should explore additional factors that can bridge the gap between user satisfaction and loyalty.

5. Conclusion

The conclusion highlights the important relationships among price, e-service quality, user decisions, electronic word-of-mouth (e-WOM), and customer loyalty within the context of online motorcycle taxi services like Maxim. It states that service pricing significantly affects both e-WOM and user loyalty. When prices are competitive and promotional offers are available, users are likelier to stay loyal. Conversely, users may look for alternatives if prices increase without improving service quality.

Additionally, the quality of e-service is crucial in shaping e-WOM. Positive user experiences lead to favorable reviews, which enhance the service's reputation and attract new users. Meanwhile, negative experiences can harm the brand's image. User decisions are also critical; satisfied users typically leave positive reviews and recommendations, boosting brand visibility and trust, whereas negative experiences can undermine trust and damage the company's reputation. The conclusion further states that user satisfaction directly influences

loyalty. Users happy with the service are more likely to continue using it. At the same time, those who are dissatisfied may switch to competitors. Therefore, service providers must continuously enhance service quality to maintain customer loyalty.

Finally, the role of e-WOM in fostering loyalty is emphasized. Positive e-WOM builds trust and strengthens brand reputation, which is vital for customer loyalty. Positive reviews give potential users the necessary information to make informed decisions, reinforcing their loyalty to the service. Overall, the interaction of these factors underscores the importance of competitive pricing, high service quality, and positive user experiences in building loyalty and encouraging positive e-WOM.

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