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The Influence of Price, Electronic Word of Mouth (EWOM), E-Service Quality on Customer Loyalty Using Maxim Online Transportation in Jakarta

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Abstract: This study aims to analyze and prove the influence of Price, Electronic Word of Mouth, and E-service Quality and their impact on customer loyalty in Maxim online transportation services. Utilizing a quantitative research methodology, data was collected through surveys of Maxim's users. The research population in this study are customers of Maxim's online transportation services in Jakarta. The sampling technique uses purposive sampling with a total sample of 100 respondents. The data analysis method used SPSS 29. The study results show that Price and Electronic Word of Mouth (eWOM) do not influence customer loyalty. Meanwhile, E-Service Quality has a positive and significant influence on Maxim customer loyalty in Jakarta. Simultaneously, the variables Price, Electronic Word of Mouth (eWOM), and E-Service Quality have a positive and significant influence on Maxim customer loyalty in Jakarta.

Keywords: Price, Electronic Word of Mouth, E-Service Quality, Customer Loyalty

INTRODUCTION

Technological development and the Internet have driven various innovations in industrial sectors, including transportation. The transport industry is experiencing great innovation with the presence of mobile application-based transport services, often known as online transportation services. Online transportation services are currently in demand in Indonesia because they offer transportation solutions that are easy, comfortable, efficient, and affordable compared to traditional transportation services. Increased online transportation use has led to various online transport platforms in Indonesia, such as Gojek, Grab, Maxim, Indrive, and others.

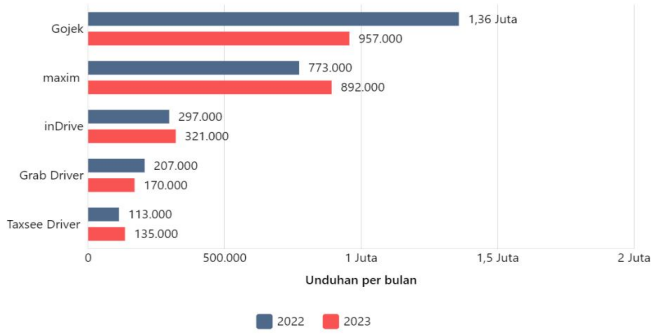

Figure 1. The most popular online transportation applications

Source: databoks.katadata.co.id

Cited from the databooks, the State of Mobile 2024 Report published by Data.ai shows the most popular online transportation applications downloaded in Indonesia during 2022-2023. In 2023, the most downloaded online transportation application was Gojek, with the number of downloads reaching 957 thousand, followed by Maxim with an average of 892 thousand monthly downloads, third inDrive with an average of 321 thousand downloads, and in fourth position Grab Driver with an average of 170 thousand downloads. The emergence of many online transportation platforms causes intense competition between similar platforms to keep increasing users and makes customers selective in choosing online transportation according to their wishes.

One of the customer factors in choosing an online transportation service is the price. Price is an essential component to improve a company's profitability and ability to attract customers (Anggraini, Fifin; Budiarti, 2020). According to Insani & Madiawati (2020) Price has an impact on customer loyalty hence, it is one of the factors that consumers consider when utilizing services.

Maxim is an online transportation company from Russia, established in 2003. Maxim successfully entered Indonesia in 2018 and continues to expand its service area. Maxim also offers various transportation services, such as cars, motorbikes, and box cars to ship goods. Since its founding in 2018, Maxim has established itself as an affordable ride-hailing transportation company. As a result, Maxim is well-received by the public because of its affordable prices (Maxim, 2023). This is evidenced by the number of downloads of the Maxim application on the app store, which has reached 50 million users. Despite Maxim's success in Indonesia, it still receives many negative comments on social media.

Reviews on social media are called Electronic Word of Mouth (eWOM). The fast advancement of technology, namely the Internet, has facilitated not only human oral communication but also the distribution of information through online platforms known as Electronic Word of Mouth (eWOM) (Zufaldi et al., 2019). Electronic Word of Mouth (eWOM) has an impact on customer loyalty than traditional word of mouth because of its speed, ease, broad reach, and lack of face-to-face interaction among consumers (Wijaya & Yulita, 2020).

Many complaints were made to Maxim on social media, such as the lack of good service quality on the Maxim application, customers often find drivers with very long distances. Customers also complained about pick-up points not on the maps, service complaints that were not responded to, and difficulties for customers in topping up the payment system.

Table 1. Maxim user complaints

No.	Name	Complaint	Date
1.	Saputra David	"The map service looking for the location does not appear in the location image, it is not accurate, sometimes the driver likes to get angry because the point is not correct."	06-06-2024
2.	Ronny Simanjuntak	"Maps are not accurate... So, CS is difficult to make a pick-up point, please fix it."	18-05-2024
3.	Dimas	"Application error, consumers can turn to other ojols, please pay attention."	10-06-2024

Source: App Store and Instagram (2024)

Complaints from customers related to the quality of Maxim application services that disappoint customers should be a concern for Maxim companies because this can reduce Maxim user loyalty. E-Service Quality is an electronic service in the form of a website or application, and It serves to simplify the purchase and delivery of products effectively and efficiently (Kurniawan et al., 2024). High-quality electronic services will increase user satisfaction and encourage customer loyalty. Rahayu (2023) Revealed that increased customer satisfaction and loyalty is a factor in good e-service quality

Maxim is one of the online transportation platforms that has recently become a choice for the general public because it ranked second in the most favourite downloads in 2022-2023. Therefore, Based on the issues raised, Maxim is one of the online transportation that the author wants to conduct a study on the influence of Price, Electronic Word of Mouth (eWOM), and E-Service Quality on Customer Loyalty using Maxim online transportation in Jakarta. This study seeks insights on building customer loyalty for online transportation service providers, particularly Maxim. The authors hope that Maxim can increa se customer loyalty by understanding various factors that can affect customer loyalty and that it can compete with other online transportation services.

Literature review

Price

Price can be described as a monetary quantity or unit and or other (nonmonetary) dimensional units, including particular uses necessary to obtain a service (Farisi Salman & Siregar, 2020). Price is the value that a customer must pay to receive a product or service, and The price may differ in amount depending on an item or service offered (Sugiarsih Duki Saputri, 2019). According to Wilis & Nurwulandari (2020) Price is the monetary cost charged for a product or service, or the amount of value exchanged by a consumer for benefits associated with the ownership or use of a product or service.

Electronic Word of Mouth (eWOM)

Electronic Word Of Mouth (eWOM) is a negative or positive comment made about a product or company by an actual, potential, or past consumer when such information is publicly available or made available through social media on the Internet (Majid & Sumadi, 2022). According to Wiludjeng & Purwaningdyah (2019) Electronic word of mouth (eWOM) is an effective promotional tool because Electronic Word Of Mouth (eWOM) provides transparent information about the experience of an individual or group. Electronic Word Of Mouth (eWOM) on social media influences consumers about a product because consumers share information about a brand or product on social media with other social media users, including friends, and the general public with a wide range (Muka et al., 2021).

E-Service Quality

E-service quality is the stage of customer interaction with the website and how efficiently and effectively an application facilitates the transaction of products and services (Alchalidy et al., 2020). Rintasari and Farida (2020) Define the quality of electronic services as enhancing a website's ability to facilitate buying and selling. According to Kurniawan (2024) E-Service Quality refers to the quality of interactive services delivered to consumers using website-based technologies, and this interactive service aims to improve the connections between providers of service and consumers. Service quality, according to Wilis and Nurwulandari (2020), is a company's capacity to connect with customers virtually and deliver services that satisfy their needs.

Customer Loyalty

Loyalty involves the intellectual and emotional process between the customer and the company. Loyalty refers to a customer's desire to repurchase goods or services they enjoy, even if circumstances or marketing efforts may change their behavior (Subaebasni et al., 2019). A customer's strong will to keep buying or using a product or service in the future, despite external factors and marketing campaigns having the potential to change their behavior, is known as customer loyalty (Gultom et al., 2020). Loyalty is the attachment to satisfy a need by repurchasing a product or service over time (Kristin Gulo, 2022). According to Kotler and Kevin Lane Keller (2016) in Ginting (2024) Customer loyalty is a trend that gives customers an edge over other companies that offer the same services.

The influence of Price on Customer Loyalty

Theoretically, the relationship between price and customer loyalty is shown by the opinion (Ginting 2024) stated that prices considerably influence customer loyalty because, in the eyes of consumers, prices must be reasonable, competitive, and based on service quality standards. They should also be cheaper than competitors and more customer-friendly. Similar research was also conducted by (Aprileny 2022), (Subaebasni 2019) and Farisi salman & Siregar (2020) Which states that price has a positive and significant effect on customer loyalty, and the more affordable the product or service, the more customer loyalty will increase. In contrast to the research conducted by (Lonan 2023) Which states that Price does not affect customer loyalty.

H1: It is suspected that there is an influence of price on customer loyalty

The Influence of Electronic Word of Mouth (eWOM) on Customer Loyalty

In the research Putri Hidayatullah (2024) states that Electronic Word of Mouth (eWOM) positively affects customer loyalty because users can make better decisions by reading and submitting reviews on the app. This is especially true with reviews that include photos and videos of items when submitted by customers. In the research conducted by Wijaya & Yulita (2020), Kadek (2023) and Rafii' & Fadhlurrahman (2022) Stated that Electronic Word of Mouth (eWOM) has a positive and significant effect on customer loyalty. On the contrary, in the study Gabrielle Margaret Lay & Marvianta, (2022) States that the Electronic Word of Mouth (eWOM) does not influence customer loyalty.

H2: It is suspected that there is an influence of Electronic Word of Mouth (eWOM) on customer loyalty

The Influence of E-Service Quality on Customer Loyalty

Previous research has shown a link between customer loyalty and E-Service Quality, including research from Rahayu (2023) Implies that customer loyalty will increase due to the quality of the electronic service and that the quality of the bad electronic service will affect and decrease customer loyalty. This is aligned with the results of the study (Kurniawan et al., 2024), (Alchalidy et al., 2020) and (Andriani & Aisyah, 2024) E-service quality has a

positive and significant influence on consumer loyalty. In contrast to the research conducted by Ita Rahmawati et al., 2023 stated that e-service quality does not influence customer loyalty.
H3: It is suspected that there is an influence of E-Service Quality on Customer Loyalty
The Influence of Price, Electronic Word of Mouth (eWOM), and E-Service Quality on Customer Loyalty
Based on the study literature above, Price, Electronic Word of Mouth (eWOM), and E-Service Quality influence customer loyalty.
H4: It is suspected that there is an influence of Price, Electronic Word of Mouth (eWOM), and E-Service Quality on Customer Loyalty

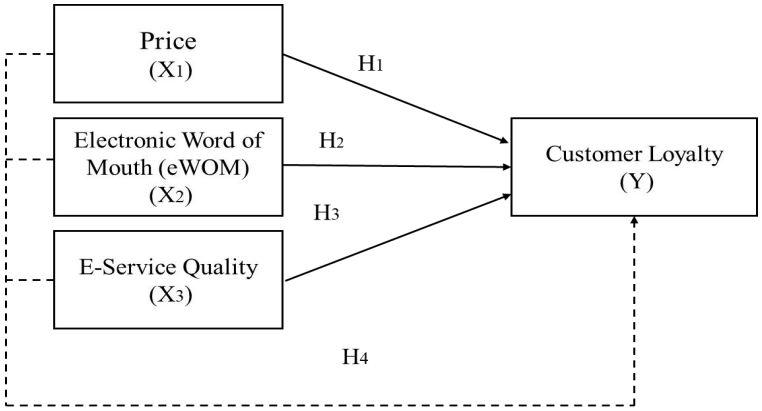

Figure 2. Conceptual framework

METHOD

This research uses a quantitative approach with a survey method. This study consists of 3 (three) independent variables, namely, Price (X1), Electronic Word of Mouth (eWOM) (X2), and E-Service Quality (X3), with the dependent variable, namely customer loyalty (Y). The population of this study consists of customers who have used Maxim online transportation in Jakarta. Because the population is considered large enough, the authors do not examine all members of the population but use a sample. The sample must be truly representative or can represent. The total sample used in this study was 100 respondents. The sampling technique in this research is non-probability sampling using purposive sampling. The sampling technique used to ensure that the data collected is accurate and relevant to the research objectives. The data analysis in this study uses SPSS version 29. The author uses SPSS to determine the influence of independent variables with dependent variables both simultaneously and partially.

RESULTS AND DISCUSSION

Instrument Testing Results

The validity test uses SPSS version 29. The validity test, serves to find out The extent to which data from the experiment that the researcher can report matches the actual data (Sugiyono, 2016). If r calculates ≥ r table and has a positive value, then the indicator is declared valid. Furthermore, if r calculates < r table or has a negative value, then the indicator is declared invalid. Here are the results of the validity test:

Table 2. Validity Test

Variable	statement	R count	R table	Information
PRICE (X1)	P1	0,611	0,196	Valid
	P2	0,608	0,196	Valid
	P3	0,565	0,196	Valid
	P4	0,729	0,196	Valid

Variable	statement	R count	R table	Information
	P5	0,763	0,196	Valid
	P6	0,679	0,196	Valid
	P7	0,706	0,196	Valid
	P8	0,711	0,196	Valid
	P9	0,734	0,196	Valid
	P10	0,600	0,196	Valid
ELECTRONIC WORD OF MOUTH (EWOM)(X2)	EWOM1	0,636	0,196	Valid
	EWOM2	0,665	0,196	Valid
	EWOM3	0,749	0,196	Valid
	EWOM4	0,746	0,196	Valid
	EWOM5	0,708	0,196	Valid
	EWOM6	0,632	0,196	Valid
	EWOM7	0,639	0,196	Valid
	EWOM8	0,703	0,196	Valid
	EWOM9	0,735	0,196	Valid
	EWOM10	0,698	0,196	Valid
E- SERVICE QUALITY	ESQ1	0,741	0,196	Valid
	ESQ2	0,740	0,196	Valid
	ESQ3	0,825	0,196	Valid
	ESQ4	0,869	0,196	Valid
	ESQ5	0,872	0,196	Valid
	ESQ6	0,859	0,196	Valid
	ESQ7	0,816	0,196	Valid
	ESQ8	0,764	0,196	Valid
	ESQ9	0,738	0,196	Valid
	ESQ10	0,771	0,196	Valid
CUSTOMER LOYALTY	CL1	0,711	0,196	Valid
	CL2	0,886	0,196	Valid
	CL3	0,848	0,196	Valid
	CL4	0,883	0,196	Valid
	CL5	0,845	0,196	Valid
	CL6	0,887	0,196	Valid
	CL7	0,817	0,196	Valid
	CL8	0,824	0,196	Valid
	CL9	0,810	0,196	Valid
	CL10	0,824	0,196	Valid

Source: SPSS 29 data processing

Based on Table 2 of the validity test above, all indicators are declared valid. The r value of all the indicators above is greater than the r of the table, which is 0.196. So, the instrument in this study are declared valid.

The reliability test in this test shows the results of the reliability of each variable price (X1), lectronic Word of Mouth (eWOM) (X2), E-Service Quality (X3), and Customer Loyalty (Y). variable is declared reliable if Cronbach Alpha (α) > 0.6. shows the results below:

Table 3. Reability Test

VARIABLE	CRONBACH'S ALPHA	Information
Price	0,864	Reliable
Electronic Word of Mouth (eWOM)	0,881	Reliable
E-Service Quality	0,937	Reliable
Customer Loyalty	0,951	Reliable

Source: SPSS 29 data processing

Based on the results in Table 3 above shows all the values of the price variable 0.864 (X1), Electronic Word of Mouth (eWOM) 0.881 (X2), E-Service Quality 0.937 (X3), and Customer Loyalty 0.951 (Y) Cronbach's Alpha > 0.60. This means that all the instruments in this study are declared reliable.

CLASSICAL ASSUMPTION TEST

Normality Test

The normality test determines if the disruptive or residual variable follows a normal distribution in the regression model. The normality test with plot graphs works on the idea that if the data spreads around the diagonal line and follows the direction of the diagonal line, or if the histogram graph exhibits a normal distribution pattern, the regression model meets the normality condition.

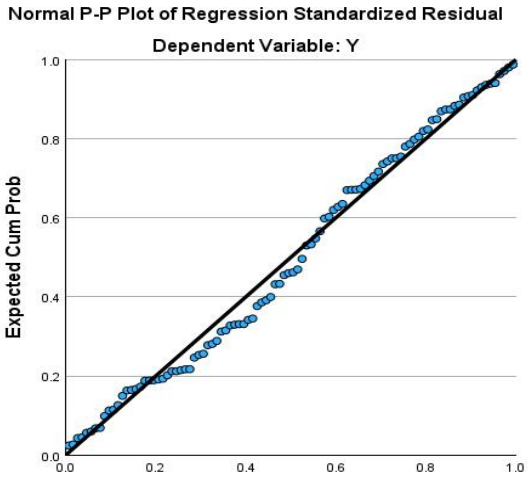

Figure 3. Normality

The image above shows that all data spreads out, forming and following a straight line. This means that all the data in this study are normally distributed because they follow the line of normality.

Multicollinearity Test

The multicollinearity test determines whether a correlation between independent variables exists in a regression model. A good regression model requires no correlation between the independent variables. A tolerance value of 0.10 and a VIF value below 10 indicate no multicollinearity among independent variables in the regression model.

Table 4. Multicollinearity

VARIABLE	Collinearity Statistics	
	Tolerance	VIF
Price	0.788	1.269
Electronic Word of Mouth (eWOM)	0.797	1.255
E-Service Quality	0.875	1.143

Source: SPSS 29 data processing

Based on the table result above, it can be seen that the price tolerance variable value is 0.788 (X1), Electronic Word of Mouth (eWOM) is 0.797 (X2), and E-Service Quality is 0.875 (X3) > 0.10, and the price VIF value is 1.269 (X1), Electronic Word of Mouth (eWOM) is 1.255 (X2) and E-Service Quality is 1.143 (X3) < 10. Which means there is no multicollinearity between independent variables.

Heteroscedasticity Test

The Heteroscedasticity test is used to see if there is a variance difference from the residual of one observation to another. In this study, SPSS version 29 was used with the Scatterplot chart pattern approach. With criteria such as dots that form an orderly pattern, heteroscedasticity occurs. However, If there is no apparent structure and the dots are scattered above and below the number 0 on the Y axis, there is no heteroscedasticity.

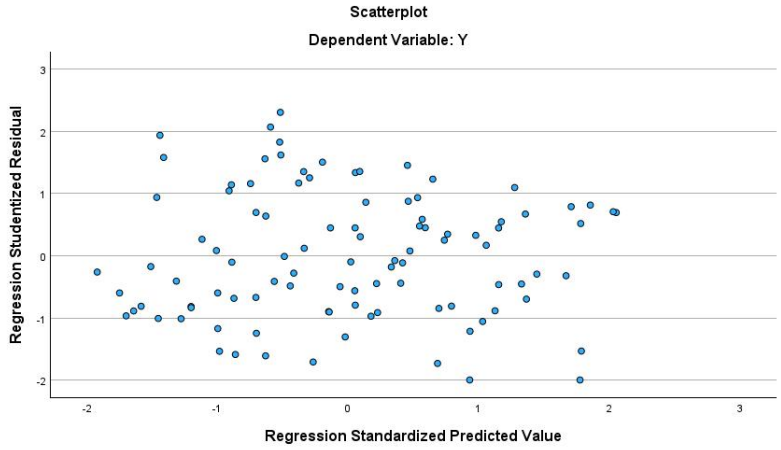

Figure 4. Scatterplot

As can be seen in the graph above, the scatterplot graph of the scattered points is randomly above and below the number 0 on the Y axis. That means there is no heteroscedasticity.

Multiple Regression Analysis

Multiple linear regression analysis aims to determine the influence of Price (X1), Electronic Word of Mouth (eWOM) (X2), and E-service quality (X3) on customer loyalty (Y). The linear equations are as follows:

Y = a + b1X1 + b2X2 + b3X3

Y = 4.136 + 0.126 + 0.261 + 0.409

Table 5 Multiple Linear Regression

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	4.136	5.762		0.718	0.475
	Price	0.126	0.142	0.087	0.888	0.377
	Electronic Word of Mouth (eWOM)	0.261	0.133	0.191	1.958	0.053
	E-Service Quality	0.409	0.098	0.389	4.187	<.001
a. Dependent Variable: customer loyalty						

Source: SPSS 29 data processing

Based on the results of the analysis and the multiple linear regression equations, the following conclusions can be drawn:
The constant value (a) obtained 4,136 means that if the variables Price (X1), Electronic Word of Mouth (eWOM) (X2) and E-Service quality (X3) are considered constant, then the average customer loyalty is 4,136

Price (X1) obtained a positive regression coefficient of 0,126, which means that every increase in the price variable by 1 unit will increase customer loyalty by 0,126.
c. Electronic Word of Mouth (eWOM) (X2) obtained a regression coefficient of 0,261, which means that every increase in the Electronic Word of Mouth (eWOM) variable by 1 unit will increase customer loyalty by 0,261.

E-Service Quality (X3) obtained a regression coefficient with a positive value of 0,409, which means that for every increase in the E-Service Quality variable by 1 unit, customer loyalty will increase by 0,409.

Hypothesis Test

The hypothesis test was carried out to determine the influence of independent variables on dependent variables simultaneously and partially.
F Test

The F test aims to determine whether or not there is a simultaneous influence between the independent variable and the bound variable between all independent variables (Price, Electronic Word of Mouth (eWOM), and E-Service Quality) on the dependent variable (customer loyalty). With the following conditions:
if F calculate < f tabel, then H0 is accepted (Ha is rejected)
if F calculate ≥ f table, then H0 is rejected (Ha is accepted).
Provisions based on significance
If the significance > 0.05, then Ho is accepted
If the significance < 0.05, then Ho is rejected

Table 6. F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Mr.
1	Regression	2931.17	3	977.057	12.038	<.001
	Residual	7791.58	96	81.162		
	Total	10722.8	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

Sources: SPSS 29 Data Processing

Based on the table above, the result F is calculated as 12.038 with a number (n) 100. The free variable (k) is 3 so that the f of the table (df numerator = k = 3; and df denominator = n-k-1 = 100-3-1 = 96) is 2.70. So F calculates > F table (12.038 > 2.70) or significance (sig <.001 < 0.05), then Ha is accepted and Ho is rejected, meaning that Price, Electronic Word of Mouth (eWOM), and E-Service Quality influence customer loyalty.

T Test

The T-test aims to test the significance of the partial influence between the independent variable (Price, on the dependent variable with a significance level of 0.05. With the following decision-making:
If t-counts < t-table or sig > 0,05, then Ho is accepted, Ha is rejected
If t-counts ≥ t-table or sig ≤ 0,05 , then Ho is rejected, Ha is accepted

Determine the table t seen in the table t with (denominator df = n-k-1 = 100-3-1= 96 at 5% probability) so that the table t value = 1.985 is obtained

Table 7. T Test

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.136	5.762		0.718	0.475
	Price	0.126	0.142	0.087	0.888	0.377
	Electronic Word of Mouth (eWOM)	0.261	0.133	0.191	1.958	0.053
	E-Service Quality	0.409	0.098	0.389	4.187	<.001
a. Dependent Variable: customer loyalty						

Source: SPSS 29 data processing

Based on the table above, the following results were obtained:

a. It is known that sig. For Price towards Customer loyalty, it is 0.377 > 0.05, and the t-value is 0.888< 1.985, so it is possible to conclude that H1 is rejected, meaning that the price does not influence customer loyalty.
b. Knowing that sig. For Electronic Word of Mouth (eWOM) towards Customer Loyalty is 0.053 > 0.05, and the t-value is calculated as 1.958 < 1.985, so it is possible to conclude that H2 is rejected, which means that Electronic Word of Mouth (eWOM) does not influence customer loyalty.
c. Knowing that sig. For E-Service Quality towards Customer Loyalty is <0.001 < 0.05, and t is calculated as 4,187 > 1 985, so it is possible to conclude that H3 is accepted, which means that E-Service Quality has a positive and significant influence on customer loyalty.

Coefficient of Determination (R^2)

The determination coefficient symbolizes the magnitude of an independent variable's influence on the dependent variable. In a regression model, the smaller the determination coefficient number or the closer to zero, the greater the influence of all independent variables on the bound variables.

Table 8 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.523 [a]	0.273	0.251	9.00901
a. Predictors: (Constant), X3, X2, X1				

Source: SPSS 29 data processing

Based on Table 8 above, The R Square coefficient has a value of 0.273 according to the outcomes of the data processing mentioned above. This indicates that price, Electronic word of mouth(eWOM), and e-service quality together influence for 27.3% of customer loyalty, with other factors for 72.7% of customer loyalty that are not covered in this study.

Based on the findings of the study, the researcher analyzed the impact of independent and dependent variables:

The influence of price on Customer Loyalty

Price can be described as a monetary quantity or unit, and or other (nonmonetary) dimensional units, including particular uses necessary to obtain a service (Farisi Salman & Siregar, 2020). The results of this study show that the price variable obtained a value of t = 0.888 < 1.98 with a significance value of = 0.377 > 0.05, which means that the price does not have a significant influence on customer loyalty. This is not in line with the research conducted by Subaebasni (2019), which stated that price has a positive and significant effect on customer loyalty. But this aligns with (Lonan 2023) Which states that Price does not affect customer loyalty. It is known that the price offered by Maxim's online transportation service is affordable, so in this study, the price is not a component that forms customer loyalty to Maxim's service. According to Ahmudin & Ranto (2023), The price is frequently ignored by customers when they obtain comfort from other things that they feel are more significant than the price.

The Influence of Electronic Word of Mouth (eWOM) on Customer Loyalty

Electronic word of mouth is an effective promotional tool because Electronic Word of Mouth (eWOM) provides clear information about an individual or group experience (Wiludjeng & Purwaningdyah 2019). The results in this study show that the t-count value = 1.958 < 1.98 with a significance value of = 0.53 > 0.05, which means that Electronic Word of Mouth (eWOM) does not influence customer loyalty. And the results of this study show that Electronic Word of Mouth (eWOM) does not influence customer loyalty. This means that users of Maxim's online transportation services do not see or use Electronic Word of Mouth (eWOM) as a reference when using Maxim's online transportation service. Maxim's online transportation users rarely share their experiences on social media. This aligns with research conducted by Gabrielle Margaret Lay and Marvianta (2022), state that Electronic Word of Mouth (eWOM) does not influence customer loyalty. However, this research does not align with the research conducted by (Rafii' & Fadhlurrahman, 2022), who stated that Electronic Word of Mouth (eWOM) has a positive and significant influence on customer loyalty.

The Influence of E-Service Quality on Customer Loyalty

E-service quality refers to how well a website interacts with customers and supports product and service transactions (Alchalidy et al., 2020). The results in this study show that the t-count value = 4.187 > 1.98 with a significance value of = <0.001 < 0.05, which means that e-service quality has a positive and significant influence on customer loyalty. The rise in e-service quality will also increase customer loyalty in Jakarta and vice versa, the worse the E-Service Quality, the lower Customer Loyalty will be. The Increase in customer loyalty will be very important for the company's survival. This aligns with research conducted by Lesmini et al., 2023 state that E-service quality has a positive and significant effect on customer loyalty.

The Simultaneous Effect of Price, Electronic Word of Mouth (eWOM), and E-Service Quality on Customer Loyalty

The results of this study show that the value of f count = 12.038 > from f table = 2.70 with a significance value of <.001 < 0.05. Thus, Price, Electronic Word of Mouth (eWOM), and E-Service Quality significantly influence customer loyalty.

CONCLUSION

Based on the results of the research that has been carried out, the author makes the following conclusions:

1. Price variable (X1) partially does not influence customer loyalty (Y) in Maxim Online Transportation Service.

2. Variable Electronic Word of Mouth (eWOM) (X2) partially does not influence customer loyalty (Y) in Maxim Online Transportation Service.
3. Variable E-Service Quality (X3) has a positive and significant influence on customer loyalty (Y) in Maxim Online Transportation Service.
4. Simultaneously, the variables Price (X1), Electronic Word of Mouth (eWOM) (X2), and E-Service Quality (X3) significantly influence customer loyalty.

Implications

The Practical implications of this study can be used as input for the online transportation company Maxim to continue to provide the best service to customers, especially in improving the ease of application users, service speed, and efficient customer support. The Theoretical implications of this study can strengthen previous research and serve as a reference for future research on price, electronic word of mouth, e-service quality, and customer loyalty.

Research limitations

Research has limitations that limit its discussion. The limitations associated with this study are as follows:

a. This study only discusses the influence of price, electronic word of mouth (eWOM), and e-service quality on customer loyalty in Jakarta. It does not discuss additional variables. Future researchers are expected to conduct research in other areas and discuss other variables that influence customer loyalty, such as brand image, service quality, and others. Future researchers are expected to better prepare themselves in the process of data collection and everything involved so that the research can be conducted even more effectively.
b. This research is also limited by time and cost, so data collection is done by distributing questionnaires online using Google Forms to accelerate data collection. So, this research may not cover all aspects of the study. Future research should spend more time on the research, which may provide a more in-depth analysis.

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