

The Effect of Price Perception, Digital Promotion, and E-WOM on Consumer Satisfaction Maxim Palu

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Abstract

Purpose: This study aims to analyze the influence of price perception, digital promotion, and electronic word of mouth (E-WOM) on consumer satisfaction with Maxim online motorcycle taxi services in Palu City. The research seeks to identify the dominant factors affecting consumer satisfaction in the competitive online transportation market.

Methodology/approach: A quantitative method was applied using a questionnaire distributed to 65 respondents who had used Maxim services at least once. The sampling technique was incidental sampling. Data were analyzed using multiple linear regression with SPSS 25, preceded by validity, reliability, and classical assumption tests to ensure data feasibility.

Results/findings: The findings reveal that price perception and digital promotion exert a negative but insignificant impact on consumer satisfaction, whereas *electronic word of mouth* (E-WOM) demonstrates a positive and significant influence. This indicates that online reviews and recommendations contribute more substantially to consumer satisfaction compared to pricing or promotional efforts. Collectively, these three variables account for 17% of the variation in consumer satisfaction levels.

Conclusions: Consumer satisfaction with Maxim services in Palu City is primarily driven by E-WOM rather than pricing or digital promotion factors, highlighting the importance of digital interaction and customer feedback in building satisfaction.

Limitations: This study was limited to respondents in Palu City; future research should include broader areas and additional factors such as service quality or brand image.

Contribution: The findings provide managerial insight for Maxim to strengthen online engagement and digital reputation management to enhance customer satisfaction.

Keywords: *Consumer Satisfaction, Digital Promotion, Electronic Word of Mouth, Price Perception*

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1. Introduction

The advancement of digital technology has brought significant changes in several fields, including the online transportation sector. Online transportation is a form of public transport service based on digital platforms that allows for booking and payment to be done digitally, serving as an innovation in the transportation world that has changed the way society uses transportation services (Yehugen *et al.*, 2025). One of these innovations is the emergence of application-based transportation services, commonly known as online motorcycle taxis (ojek online). This service offers easy access, time efficiency, and relatively economical costs for the public, especially in urban areas. The wise use of technology is crucial in everyday life, particularly in the online motorcycle taxi sector, which has

become a primary need for individuals today. The integration of digital technology has enhanced the efficiency, speed, and connectivity of services, introducing an online system that provides innovation and convenience (Cahyaningtyas *et al.*, 2023). In recent years, online motorcycle taxi services in Indonesia have shown significant growth, marked by an increase in the number of users responding to the public's demand for practical, fast, and affordable online transportation.

Table 1. Labeling Data on Reviews of Gojek, Grab, and Maxim Applications (2024)

Data Name	Positive	Negative	Neutral
Maxim	42,45	13,55	44
Grab	32,83	23,34	43,83
Gojek	20,21	16,73	63,06

Sumber: Databoks (2025)

The sentiment analysis conducted by Muhammad Iqrom (Data Books) generally shows that neutral sentiment dominates consumer reviews for the three online motorcycle taxi applications in Indonesia, with Gojek having the highest share at 63.06%, followed by Maxim at 44%, and Grab at 43.83%. However, Maxim stands out with the highest positive sentiment at 42.45%, reflecting user perceptions that are generally satisfied with competitive pricing and the professionalism of drivers. In contrast, Grab has the highest negative sentiment at 23.34%, indicating ongoing user complaints. These results reflect varied consumer perceptions of online transportation services, with Maxim achieving the most positive image among the three throughout 2024.

Among the various online transportation services available in Indonesia, Maxim has emerged as one of the new players that has successfully established its presence in the local market. The Russian company began operating in Indonesia in 2018 and has since expanded to several cities, including Palu in 2020. According to the Palu City Transportation Department report, the number of online motorcycle taxi drivers increased by approximately 30% between 2020 and 2023 (Ramlan *et al.*, 2025). In facing the dominance of services like Gojek and Grab, Maxim offers added value to consumers through a highly competitive pricing strategy, availability of multi-segment services such as online motorcycle taxis, private cars, food delivery, and logistics, as well as the convenience of a technology-based application. Maxim's main appeal lies in its affordable rates, making it a popular alternative among lower-middle-class communities that prioritize cost efficiency in their daily mobility.

In the face of competition, the company is required to continuously develop its capabilities to attract consumer interest through effective marketing practices. Marketing success in business can be realized through product innovation, understanding consumer desires, continuous market observation, and maintaining communication and positive relationships with customers (Darman *et al.*, 2021). For consumers, satisfaction with a service is measured by how well the service meets their expectations (Amira & Nio, 2021). Consumers not only consider costs but also how they evaluate the reputation and experience of using the service (Nadira Salsabilla & Wina Driyan Pradana, 2024). The effectiveness of promotions and communications has also proven to be an important factor that strengthens consumer attachment to the brand.

However, some technical issues, such as navigation accuracy and limited payment options, have been identified, which could affect the overall user experience. Therefore, continuous improvements in technology and marketing strategies are key to expanding market share and maintaining consumer satisfaction, especially in cities where competition in the online transportation service market is becoming increasingly dynamic (Cantika & Rusdianto, 2023).

Table 2. Comparison of Minimum Price per Kilometer

Information	Maxim	Gojek	Grab
Motorcycle	10.200	13.500	14.000

Sumber: Data aplikasi Maxim, Gojek dan Grab, (2025)

Price perception is the way consumers evaluate a product or service based on the benefits they perceive from the price offered (Pitino & Susanti, 2024). Price perception plays a crucial role in the marketing components. Setting the right price, considering various aspects, can provide value to a brand (Lawasa *et al.*, 2023). Based on the table above, the minimum fare per kilometer for motorcycle taxi services in Palu City places Maxim as the provider with the lowest price, at Rp10,200/km. This compares to Gojek's fare of Rp13,500/km and Grab's fare of Rp14,000/km. With an appropriate pricing strategy, transactions between sellers and buyers can be achieved, which is crucial in price determination (Purwanto, 2020). Today's consumers are becoming more discerning and critical in evaluating and comparing various products or services before deciding to make a purchase (Rizky *et al.*, 2025).

Loga *et al.*, (2025) state that more people are more interested in lower prices than quality. The intense competition between online motorcycle taxi platforms has driven innovation, particularly in pricing, with consumers gaining more power in choosing transportation services that align with their preferences (Gunawan & Watulandi, 2024). Adam *et al.*, (2023) suggests that pricing strategies influence consumer purchase decisions. Therefore, price is a key factor that consumers must carefully consider before making a decision to purchase a product or use available services. Thus, online motorcycle taxi service providers need to pay attention to pricing strategies that not only compete but also create added value that consumers can tangibly experience, leading to satisfaction due to more affordable and economical prices, especially for daily users who are sensitive to costs.

Digital promotions run by online transportation companies are becoming more varied, ranging from the use of social media to algorithm-based advertising. These promotional strategies aim to expand the consumer reach at a lower cost compared to conventional media. However, the effectiveness of digital promotions does not always directly correlate with increased consumer satisfaction, as consumers tend to evaluate the quality of their direct experience rather than promotional messages. Therefore, research that simultaneously examines the influence of price perception, digital promotions, and E-WOM (electronic word-of-mouth) on consumer satisfaction with Maxim's services in Palu City becomes essential. The results are expected to contribute to understanding consumer behavior dynamics and serve as a basis for online motorcycle taxi companies to formulate more targeted marketing strategies.



Figure 1. Maxim's Digital Promotion on Instagram
Source: Instagram maxim_palu

In Figure 1, it can be seen that Maxim frequently carries out digital promotions on platforms such as Instagram. Digital promotion is a key element in modern marketing, involving various strategies and techniques to promote products or services through different online platforms. By utilizing digital promotions, companies can expand their audience reach more widely and efficiently compared to using traditional marketing methods. Social media marketing strategies use various social networking platforms as effective marketing communication mediums to optimize information dissemination, increase brand awareness, and expand product promotion reach, whether for goods or services

(Fifaldyovan *et al.*, 2024). Communication, which previously required much effort, has now become simpler due to digital media Zahara *et al.*, (2021) state that social media marketing is considered more trustworthy by consumers compared to traditional or conventional promotion mixes. Digital promotions offer advantages over traditional marketing because they can reach multiple market segments and are supported by artificial intelligence (AI) technology, which helps companies analyze consumer behavior and desires (Pratiwi *et al.*, 2024). Prospective consumers can be reached through various platforms such as blogs, Instagram, WhatsApp, TikTok, Facebook, and more. There are many other digital promotional media alternatives easily accessible by consumers.

Electronic Word of Mouth (E-WOM) is a positive or negative statement made by active consumers about products or services through the internet (Alrwashdeh *et al.*, 2019). Technological advancements have made it easier for people to obtain information, so the internet through E-WOM has become a primary medium for assessing needs and comparing products or services (Nasrulloh *et al.*, 2025). Positive reviews from users can strengthen new consumers' perceptions and encourage them to try the service, while negative reviews can reduce interest even if the price is relatively cheaper. Consumer satisfaction is not only shaped by direct interaction but can also be influenced by others' experiences shared online.

Previous studies have even emphasized that E-WOM has a strong relationship with consumer loyalty, as satisfied consumers tend to share positive experiences and encourage others to have the same experience. Therefore, it is important to explore in-depth whether E-WOM truly becomes a determinant of consumer satisfaction in Maxim services, especially in Palu City, which has different market characteristics from larger cities. The main advantage of E-WOM is its ability to build consumer trust in the services offered by the company. Information obtained through E-WOM can become a valuable reference for other consumers when evaluating a product or brand (Hibah *et al.*, 2025). Electronic Word of Mouth typically occurs naturally when consumers are satisfied after using a service and then share that positive experience with others..

Consumer satisfaction can be defined as an emotional condition of feeling happy or disappointed that arises when individuals compare their perceived performance or results with their initial expectations of the received product or service (Rahman *et al.*, 2020). Meeting consumer needs is key to improving a company's competitiveness, as competition pushes companies to continuously develop marketing strategies that can attract customer interest (Nuraini *et al.*, 2025). Service providers that prioritize customers by understanding their needs and resolving problems through good communication will build positive value, fostering user satisfaction (Toni, 2025).

Although several previous studies have examined the impact of price perception, digital promotion, and Electronic Word of Mouth on consumer satisfaction, there remains a gap in research regarding the integration of these three factors into a single comprehensive analytical framework, particularly in the context of online transportation services such as Maxim in developing regions. However, there has been limited research combining these three factors to test their influence on consumer satisfaction. The competition in online motorcycle taxi services is continually increasing. Therefore, this study is conducted to fill this gap by identifying and integrating four key factors: price perception, digital promotion, E-WOM, and consumer satisfaction into a comprehensive research framework, while also providing strategic recommendations for online motorcycle taxi companies, particularly Maxim, in designing more targeted and sustainable marketing approaches to maintain consumer satisfaction amid the dynamic competition in the digital transportation industry, especially in Palu City.

2. Literature Review and Hypothesis Development

Price perception refers to the consumer's views or judgments about a service or product, associated with the price and perceived benefits of that product or service. Kotler *et al.*, (2022) states that perception is a stage in determining, organizing, and interpreting input from various information received to form a meaningful picture. Kotler *et al.*, (2022) also identifies three indicators of price perception: Reference Prices, Price-Quality Inference, and Price Endings. A study by Putri Anggraeni *et al.*, (2024) suggests a positive influence of price perception on Maxim's consumer satisfaction.

Therefore, price perception becomes a consideration in Maxim's consumer satisfaction. Thus, the first hypothesis is:

H1: Price perception positively affects consumer satisfaction.

Digital promotion is a form of marketing communication that uses digital channels to deliver messages to customers (Kotler & Keller, 2016). According to Tresnawati & Prasetyo, (2022) digital promotion is a form of promotional media available online and can be accessed via the internet, such as websites, emails, social media, online news, and television. Saputro, (2018) identifies three indicators of digital promotion: Promotion Frequency, Visual Appeal, and Interactivity. In research by Adelia Puspita *et al.*, (2024) the results of digital promotions on platforms positively and significantly affect consumer satisfaction in online transportation. Therefore, the second hypothesis is:

H2: Digital promotion positively affects consumer satisfaction.

Electronic Word of Mouth (E-WOM) is a form of communication between consumers that occurs online, where consumers share experiences, opinions, and recommendations about products or services (Ismagilova *et al.*, 2020). According to Vicario, (2020) E-WOM is an informal form of communication in the digital environment where individuals exchange information, experiences, and opinions related to products or services through various media such as online forums, consumer reviews, social media platforms, and blogs. Goyette *et al.*, (2010:11) identifies four indicators of E-WOM: content, intensity, positive opinions, and negative opinions. Empirical evidence shows that E-WOM has a positive and significant impact on consumer satisfaction with online motorcycle taxis (Lavenia, 2018). Therefore, the third hypothesis is:

H3: Electronic Word of Mouth (E-WOM) positively affects consumer satisfaction.

Consumer satisfaction is the interpretation of comparing consumer expectations with the perceived service or performance (Bachri *et al.*, 2023). According to Sasono *et al.*, (2024). consumer satisfaction is the response that occurs after consumers receive specific performance or service, which is then evaluated by comparing it to prior expectations. Tjiptono & Chandra, (2016) identifies three indicators of consumer satisfaction: Expectation Congruence, Loyalty Attitude, and Willingness to Recommend. The impact of price perception, digital promotion, and E-WOM collectively plays an important role in consumer satisfaction with Maxim's online motorcycle taxi services in Palu City. The combination of these three variables (price perception, digital promotion, and E-WOM) provides a comprehensive overview of marketing factors that can influence user satisfaction levels. The price offered, balanced with the benefits consumers receive, can shape positive perceptions of Maxim's transportation service. On the other hand, engaging digital promotion strategies and online communication through E-WOM can strengthen the image and trust consumers have in the service. Therefore, when these three factors work in harmony, they will positively affect Maxim's consumer satisfaction in Palu City. Thus, the fourth hypothesis in this research is:

H4: Price perception, digital promotion, and Electronic Word of Mouth (E-WOM) simultaneously have a positive effect on consumer satisfaction with Maxim's online motorcycle taxi service in Palu City.

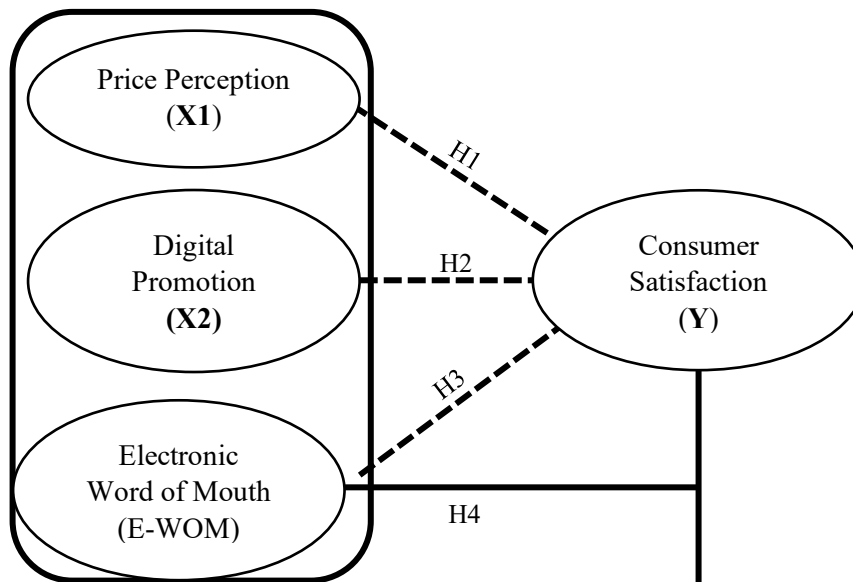


Figure 2. Framework of Thought
Source: Processed by the author (2025)

Notes:

----- = Partially
———— = Simultaneously

3. Research Methodology

This research uses a quantitative approach. The data source used in this study is primary data obtained from a questionnaire as a technique for data collection using Google Forms (Sujarweni, 2023). The sample for this research is the community that has used Maxim online motorcycle taxi services at least once in Palu City, with incidental sampling used for the sampling technique. The data obtained were then analyzed using multiple linear regression techniques through the Statistical Package for the Social Sciences (SPSS 25) software to determine the relationship and influence of each independent variable on the dependent variable (Partially) and together (simultaneously). The sample size determination in this study follows the opinion of Ferdinand, (2014), who states that the minimum sample size can be determined based on the number of indicators in the questionnaire, with at least 5 respondents for each indicator, to ensure the data is sufficient for statistical analysis. In this study, there are 13 indicators, so the required number of respondents is $13 \times 5 = 65$ people. The Likert scale was chosen as the instrument to measure the attitudes, views, and perceptions of respondents toward the social phenomenon being studied (Sujarweni, 2023).

4. Results and Discussion

The total number of respondents used in this study is 65 respondents who have provided responses to the questionnaire and met the criteria established, namely, individuals who have used Maxim transportation services at least once in Palu City. Based on these criteria, the following characteristics were found:

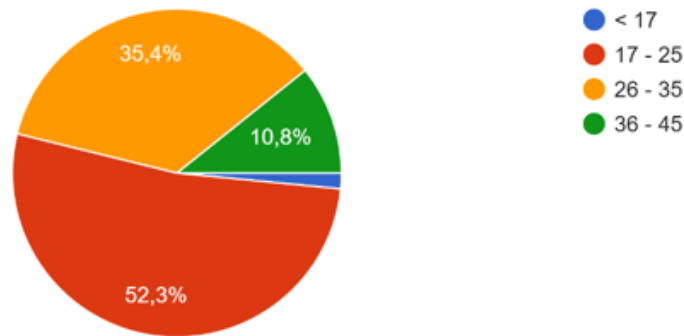


Figure 3. Respondents Based on Age
Source: Primary Data (2025)

According to the diagram in Figure 3, the majority of respondents based on age are between 17-25 years old, with 34 respondents.

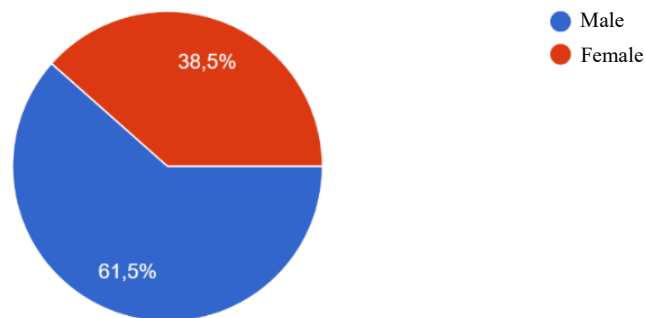


Figure 4. Respondents Based on Gender
Source: Primary Data (2025)

According to the diagram in Figure 4, the majority of respondents based on gender are male, with 40 respondents.

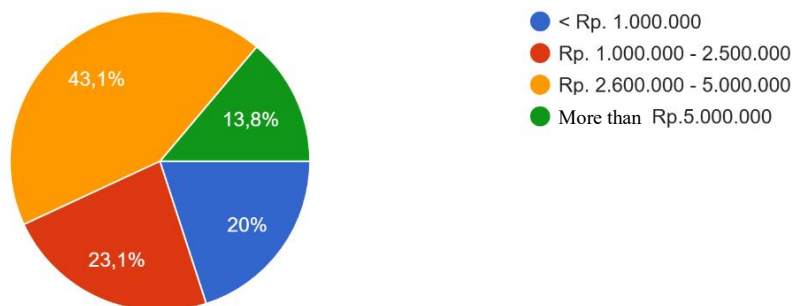


Figure 5. Respondents Based on Monthly Income
Source: Primary Data (2025)

According to the diagram in Figure 5, the classification of respondents based on monthly income shows that the highest group is those with an income of Rp. 2,600,000 – 5,000,000, with a total of 28 respondents.

Table 3. Results of Validity Test

Variable	Indicator	R-Count	R-Table	Description
Price Perception (X ₁)	X1 - 1	0,866	0,248	Valid
	X1 - 2	0,722	0,248	Valid
	X1 - 3	0,853	0,248	Valid

Digital Promotion (X ₂)	X2 - 1	0,777	0,248	Valid
	X2 - 2	0,748	0,248	Valid
	X2 - 3	0,770	0,248	Valid
E-WOM (X ₃)	X3 - 1	0,692	0,248	Valid
	X3 - 2	0,690	0,248	Valid
	X3 - 3	0,684	0,248	Valid
	X3 - 4	0,681	0,248	Valid
Satisfaction (Y)	Y1	0,717	0,248	Valid
	Y2	0,799	0,248	Valid
	Y3	0,759	0,248	Valid

Source: Primary Data (processed by the author 2025)

Based on Table 3, it can be seen that all statements in both the independent and dependent variables are declared valid. Therefore, the dimensions covering price perception, digital promotion, and electronic word of mouth (E-WOM) toward satisfaction are proven to be valid because the calculated r value is higher than the table r value.

Table 4. Results of Reliability Test

Variabel	Cronbach Alpha	Alpha	Description
X1	0,709	0,600	Reliabel
X2	0,632	0,600	Reliabel
X3	0,617	0,600	Reliabel
Y	0,622	0,600	Reliabel

Source: Primary Data (processed by the author 2025)

From Table 4, the results of testing the variables show that all dimensions of the statements from the price perception, digital promotion, and E-WOM variables toward satisfaction are reliable, as the Cronbach's alpha values are greater than 0.6, indicating they can be considered reliable.

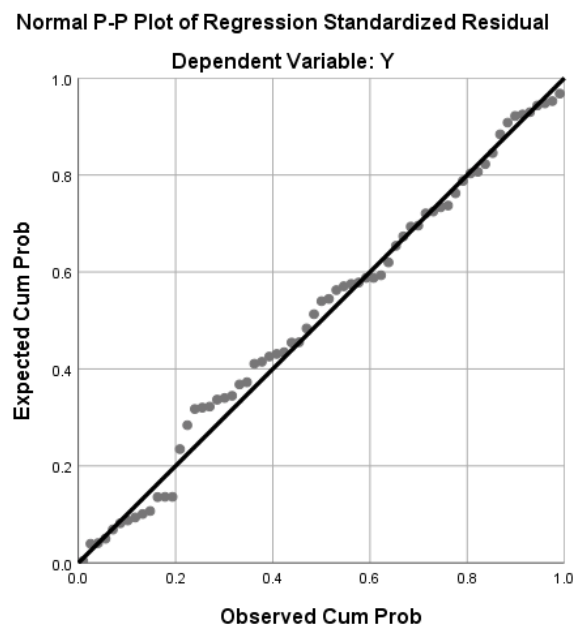


Figure 6. Results of Normality Test

Source: Primary Data (processed by the author 2025)

Based on Figure 6, the point distribution on the Normal P-P Plot of Regression Standardized Residual follows the pattern of the diagonal line and is scattered around it. This pattern indicates that the residual data has a normal distribution. Therefore, it can be concluded that the regression model meets the normality assumption.

Table 5. Results of Multicollinearity Test

Variable	Cronbach's Alpha		Description
	Tolerance	VIF	
Price Perception (X_1)	0,986	1,015	Non-multikolinearitas
Digital Promotion (X_2)	0,923	1,084	Non-multikolinearitas
E-WOM (X_3)	0,919	1,088	Non-multikolinearitas

Source: Primary Data (processed by the author 2025)

From Table 5, it can be interpreted that there is no multicollinearity occurring in the price perception variable (X_1), as the tolerance value is $0.986 > 0.1$ and the VIF value is $1.015 < 10$. Furthermore, the digital promotion variable (X_2) shows no signs of multicollinearity because it has a tolerance of $0.923 > 0.1$ and a VIF of $1.084 < 10$. Similarly, the E-WOM variable (X_3) also shows no multicollinearity, as the tolerance is $0.919 > 0.1$, and the VIF is $1.088 < 10$. In conclusion, no multicollinearity symptoms were found in any of the variables.

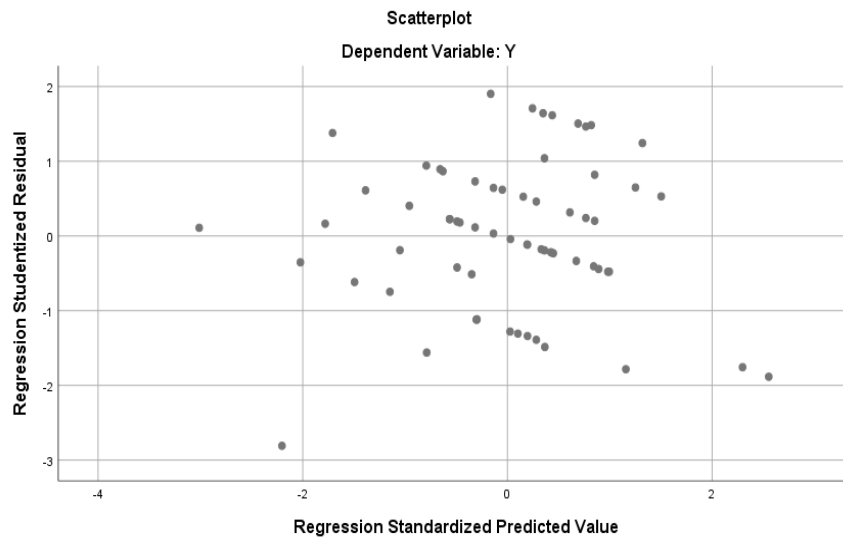


Figure 7. Results of Heteroscedasticity Test
Source: Primary Data (processed by the author 2025)

From Figure 7, the x-axis is labeled "Regression Standardized Predicted Value" and the y-axis is labeled "Regression Studentized Residual." Since the plot shows scattered points without any visible pattern, it can be concluded that there is no heteroscedasticity.

Table 6. Results of Coefficient of Determination Test (R^2 Test)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.412 ^a	.170	.129	1.661

Source: Primary Data (processed by the author 2025)

Based on the output results in Table 6, the multiple correlation coefficient value is 0.412, indicating a moderate relationship between the variables of price perception, digital promotion, and electronic word of mouth with consumer satisfaction. This means that the changes occurring in these three independent variables simultaneously have a positive relationship with the level of consumer satisfaction. The R Square value of 0.170 indicates that price perception, digital promotion, and E-WOM can explain 17% of the variation in consumer satisfaction, while the remaining 83% is influenced by factors outside the scope of this study.

Table 7. Results of Partial Test/T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.507	2.226		3.821	.000
X1	-.056	.089	-.074	-.631	.530
X2	-.122	.103	-.143	-1.180	.243
X3	.363	.107	.414	3.406	.001

Source: Primary Data (processed by the author 2025)

Discussion of Table 7 above, the output results of the partial test (t-test) provide the following information:

1. Price Perception (X1)

The t-value is -0.631 with a significance value of 0.530. This value is greater than the significance level (> 0.05). H1 is rejected, indicating that the Price Perception variable (X1) has a negative and insignificant effect on Consumer Satisfaction (Y) for Maxim online motorcycle taxis in Palu City.

2. Digital Promotion (X2)

The t-value is -1.180 with a significance value of 0.243. This value is greater than the significance level (> 0.05). H2 is rejected, meaning that the Digital Promotion variable (X2) does not have a significant effect on Consumer Satisfaction (Y) for Maxim online motorcycle taxis in Palu City.

3. Electronic Word of Mouth (E-WOM) (X3)

The t-value is 3.406 with a significance value of 0.01. This value is greater than the table t-value (0.248), and the significance is less than ($<$) 0.05. H3 is accepted. This indicates that the E-WOM variable (X3) has a positive and significant effect on Consumer Satisfaction (Y) for Maxim online motorcycle taxis in Palu City.

In conclusion, among the three independent variables, E-WOM (X3) has the most dominant effect as it is positive and significant toward consumer satisfaction (Y). Meanwhile, Price Perception (X1) and Digital Promotion (X2) show negative and insignificant effects on consumer satisfaction for Maxim in Palu City.

Table 8. Results of Simultaneous Test / F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	34.515	3	11.505	4.169	.009 ^b
Residual	168.347	61	2.760		
Total	202.862	64			

Source: Primary Data (processed by the author 2025)

The output results (F-test) in Table 8 show that the calculated F value is 4.169 with a significance of 0.009. The significance value is smaller than the significance level (< 0.05), so it can be concluded that the Price Perception (X₁), Digital Promotion (X₂), and Electronic Word of Mouth (X₃) variables simultaneously have a significant effect on Consumer Satisfaction (Y) in Maxim's online motorcycle taxi services in Palu City.

4.1. Discussion

The regression test results show that the Price Perception (X1) variable has a negative and insignificant effect on Consumer Satisfaction (Y). This can be interpreted as, the higher the price perception felt by online motorcycle taxi users, the lower their satisfaction tends to be. In other words, consumers feel that the prices set are not fully in line with the benefits or comfort provided by the service. This result is not in line with the findings of previous research. (Putri Anggraeni *et al.*, 2024) The results indicate that price perception has a positive and significant effect on Maxim consumer satisfaction. This is consistent with the views of Kotler & Keller, (2016) where price perception that does not align with the value received by consumers can lead to dissatisfaction. Therefore, this study shows that price perception is considered not commensurate with the service quality, which can lower consumer satisfaction. This

means that in the context of online motorcycle taxis in Palu, price perception has not yet become a key indicator in shaping satisfaction.

The regression test results show that the Digital Promotion (X₂) variable has a negative and insignificant effect on Consumer Satisfaction (Y). This means that the higher the intensity of digital promotion conducted by the online motorcycle taxi company, it does not necessarily increase user satisfaction, and may even decrease it. This indicates that the digital promotions conducted by Maxim in Palu City have not been effective in influencing users' satisfaction with the services provided. This finding contradicts the research by Adelia Puspita *et al.*, (2024) which states that digital promotions have a positive and significant effect on online transportation consumer satisfaction. This could be due to the selective consumption pattern of digital content by the public, as well as the low interactivity between Maxim and customers through social media. Digital promotions tend to be purely informative and lack visual appeal or interactive experiences.

The regression test results show that e-WOM (X₃) has a positive and significant effect on Consumer Satisfaction (Y). This means that opinions, comments, and positive reviews circulating online about Maxim's services have a real influence on the level of consumer satisfaction in Palu City. Information from fellow users is considered more credible than official company promotions, as it comes from direct experiences. This result is in line with the research by Lavenia, (2018) which states that e-WOM has a positive and significant impact on consumer satisfaction because positive reviews enhance trust and user expectations of the service. This shows that consumer perceptions of service quality are heavily influenced by the opinions of other users on digital platforms.

Based on the multiple linear regression analysis results (F-Test), the calculated F value is 4.169 with a significance value of 0.009, which is less than the significance level (> 0.05). H₄ is accepted. The variables of Price Perception (X₁), Digital Promotion (X₂), and Electronic Word of Mouth (E-WOM) (X₃) simultaneously have a significant effect on Consumer Satisfaction (Y) of Maxim online motorcycle taxi users in Palu City.

The coefficient of determination (R²) test results show a value of 0.170, which means that 17% of the variation in the Consumer Satisfaction (Y) variable can be explained by the variables of Price Perception (X₁), Digital Promotion (X₂), and Electronic Word of Mouth (E-WOM) (X₃) simultaneously. This indicates that this study can explain the influence of the three independent variables on consumer satisfaction, with a contribution level of 17%. The remaining 83% is influenced by other variables not included in this study's model.

5. Conclusions

5.1. Conclusion

The results of the study explain that the Price Perception (X₁) and Digital Promotion (X₂) variables have a negative and insignificant effect on Consumer Satisfaction, while the Electronic Word of Mouth (E-WOM) (X₃) variable has a positive and significant effect on consumer satisfaction among Maxim online motorcycle taxi users in Palu City. Therefore, price and digital promotion factors have not been able to effectively improve customer satisfaction, as consumers tend to place more importance on real experience, service reputation, and positive reviews from other users. It can thus be concluded that E-WOM is the dominant factor in shaping consumer satisfaction.

This finding indicates that although Maxim offers lower fares compared to its competitors like Gojek and Grab, price is no longer the primary factor in creating customer satisfaction. Consumers now place greater emphasis on real experiences, service quality, and company reputation formed through digital interactions. Maxim's digital promotion efforts have also not been fully effective as they are still informative in nature and lack interactivity in building closer relationships with users. On the other hand, E-WOM has proven to be the most dominant factor because positive reviews and recommendations from other users build stronger trust than company promotions. This suggests that trust and positive perceptions formed from other consumers' experiences have a significant influence

on customer decisions and satisfaction. Therefore, the company should focus on improving service quality, managing digital reputation, and strengthening two-way interactions with consumers through various online platforms. Overall, this research emphasizes that in the online transportation competition in Palu City, consumer satisfaction is more influenced by digital reputation, trust, and service experience than by price or promotion intensity. The findings are expected to serve as a basis for Maxim's management to design a marketing strategy that is more customer-experience oriented, aiming to enhance loyalty and competitiveness in the ever-developing digital transportation industry.

5.2. Suggestions

Based on the findings of this study, it is recommended that Maxim's management in Palu City prioritize improving customer satisfaction through strengthening digital interaction and positive user experiences. The company should enhance two-way communication with consumers via online platforms such as social media and the app, providing quick responses to reviews and complaints. Additionally, digital promotion strategies should be more creatively and relevantly designed to avoid consumer fatigue, while pricing policies should remain transparent, stable, and aligned with the quality of service provided. This result reinforces that customer satisfaction is not only determined by price and promotion but also by the company's ability to manage its digital reputation, maintain customer trust, and create a consistent and valuable service experience for users.

5.3. Limitations

The limitations of this study include the small sample size and the focus on Palu City, so the findings cannot be generalized to other areas with different online transportation user characteristics. Furthermore, the variables used in this study only include price perception, digital promotion, and electronic word of mouth (E-WOM), while other factors such as service quality, customer loyalty, service speed, and brand image were not included in the research model.

Therefore, future research is suggested to expand the study area by involving a larger number of respondents from several cities in Central Sulawesi or other regions in Indonesia to make the findings more representative and relevant overall. Future researchers are also encouraged to add other variables that may affect consumer satisfaction, such as technology innovation, service convenience, and the effectiveness of digital communication. Moreover, the use of a mixed-method approach that combines both quantitative and qualitative approaches is recommended to provide more in-depth and comprehensive research findings. Future studies could also focus on consumer behavior studies and the impact of digital interactions on customer loyalty, so the findings can contribute effectively to the development of marketing strategies and improvement of online transportation service quality in the future.

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