



Exploration of Customer Satisfaction Factors in the use of Maxim Online Transportation: An Empirical Study in the City of Samarinda

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Abstract. The rapid digitalization of app-based transportation services has transformed urban mobility behaviour, making it increasingly important to understand the factors shaping customer satisfaction within a competitive market environment. This study examines the influence of price, ease of use, customer trust, and customer experience on user satisfaction with the Maxim online transportation service in Samarinda, emphasizing perceived value, risk perception, and the socio-emotional dynamics embedded in service interactions. A quantitative approach was employed through a survey of 100 respondents selected using purposive sampling, and the data were analyzed using multiple linear regression, t-tests, F-tests, and the coefficient of determination to evaluate the predictive strength of the model. The results reveal that price, customer trust, and customer experience significantly affect satisfaction. In contrast, ease of use does not show a significant effect, although it remains a baseline expectation in digital service ecosystems. The strongest determinants of satisfaction are the perceived fit between price and benefits, users' Trust in safety and reliability, and positive social interactions with drivers. The simultaneous test shows that the four variables collectively explain 52.2% of the variance in customer satisfaction, highlighting its multidimensional nature in digital service evaluation. Overall, the study concludes that satisfaction with Maxim is driven more by perceived value and social-emotional experiences than by technological convenience, offering strategic implications for service enhancement, customer relationship strengthening, and long-term loyalty development.

Keywords: Customer satisfaction, online transportation services, price perception, customer trust, service experience

1. Introduction

The development of information technology has changed the way people meet their daily needs, including in terms of mobility and transportation services. Increasingly massive digitalization has given rise to various application-based service platforms that offer convenience, efficiency, and cost-effectiveness in transportation activities. In Indonesia, online transportation services are experiencing very rapid growth and are an important part of modern urban life (1-3). Apps such as Gojek, Grab, InDrive, and Maxim are the main choices of the public because of their ability to offer competitive rates, speed of service, and booking flexibility. According to a survey (5), most users consider that the use of online transportation applications is easy and practical, thus minimizing obstacles in daily digital interactions. In addition, data (5) shows a significant increase in Maxim application downloads in Indonesia, including in Samarinda City, which makes it an interesting online transportation service phenomenon to research.

In the context of the increasingly fierce competition in the online transportation industry, customer satisfaction is a strategic factor for companies to retain users while increasing their competitive advantage (7). Studies have shown that price, ease of use, customer trust, and customer experience play an important role in shaping such satisfaction. However, previous empirical findings have shown inconsistent results. For example, some studies have found that price has no significant effect on satisfaction (8), while other studies show the opposite (8,9) The ease of use variable also showed inconsistencies, with some studies stating a significant effect (10), but others reporting no effect (11). In fact, according to the theory of customer value (13), the perception of value arises when customers judge that the benefits received are in accordance with or balanced with the costs they incur. The variables of Trust and customer experience also show different results in the current literature. The inconsistency of these empirical results indicates that there is an important research gap to be analyzed further, especially in the context of Maxim transportation users who have unique characteristics as a developing platform with competitive price advantages.

In the development of customer satisfaction research, these four variables play an important role in shaping user perception and evaluation of services (12,13). Price determines the economic value that the customer feels; ease of use affects the perception of efficiency; Trust is directly related to psychological safety and comfort; while customer experience is related to the emotional and functional interaction of users while using the service. The complexity of the relationship between these variables is relevant to be reviewed in the dynamic and competitive online transportation ecosystem—especially Maxim—which is experiencing market growth at the local level, such as in Samarinda City.

Based on this context, this study aims to analyze the influence of price, ease of use, customer trust, and customer experience on customer satisfaction in the use of Maxim online transportation services in Samarinda City. This study is significant because it not only answers the inconsistencies of previous research results but also provides a new empirical understanding of the factors that affect user satisfaction on emerging e-transportation services. The findings of this study are expected to contribute to the literature on digital consumer behaviour in the transportation sector, as well as provide practical implications for companies in improving service quality, strengthening marketing strategies, and maintaining customer loyalty.

2. Methods

2.1. Research Design

This study uses a quantitative approach with an explanatory research design, which aims to examine the cause-and-effect relationship between independent and dependent variables (14). This design is used to understand better how variables such as price (X1), ease of use (X2), customer trust (X3), and customer experience (X4) affect customer satisfaction (Y). This study uses a survey method to collect data from respondents in accordance with the criteria that have been set (15). Data collection was carried out by distributing a questionnaire that measured user perception of the four independent and dependent variables in users of the Maxim online transportation service. The population in this study is all users of Maxim online transportation services located in Samarinda City, East Kalimantan. The sample is determined using purposive sampling, which is the selection of samples based on certain criteria, namely, Maxim users who have used the service at least three times a month. The

sample size was determined using the Lemeshow formula (16), which yielded a minimum of 96 respondents, and this number was subsequently rounded up to 100 respondents.

2.2. Research Instruments

This research instrument was in the form of a closed questionnaire that measured five variables studied, namely price (X1), ease of use (X2), customer trust (X3), customer experience (X4), and customer satisfaction (Y). The questionnaire was designed on the basis of a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree), which allowed a measurement of respondents' level of approval of a given statement. The validity of the instrument was tested using item-total correlation, and reliability was tested using Cronbach's Alpha, which yielded an alpha value of more than 0.7, indicating the instrument is reliable.

2.3. Data Collection Techniques

Data is collected through questionnaires that are shared directly and through Google Forms to facilitate online data collection. The questionnaire included questions related to the variable being studied, and measurements were made using the Likert scale. Respondents who meet the criteria (active Maxim users) are asked to respond to existing statements.

2.4. Data Analysis

The collected data will be analyzed using **SPSS software**. The analysis carried out includes:

1. **Descriptive analysis** to describe the characteristics of respondents and the distribution of answers for each variable studied.
2. **Test validity and reliability** to ensure the instruments used are legitimate and consistent.
3. **Normality test** to ensure the distribution of residual data meets normality assumptions.
4. **Multiple linear regression** to test the influence of independent variables on dependent variables.
5. **The hypothesis test** uses a t-test to test the partial influence of an independent variable on the dependent, and an F test to test for simultaneous influences. The coefficient of determination (R^2) is used to measure how much variation of dependent variables can be explained by independent variables in the model.

2.5. Research Procedure

The research was carried out with the following steps:

1. **Instrument preparation:** Questionnaire preparation and validation by experts.
2. **Instrument testing:** Testing questionnaires to test validity and reliability.
3. **Questionnaire distribution:** Distribution of questionnaires to samples that meet the research criteria, either offline or online.
4. **Data collection:** The collected questionnaire will be checked for completeness and data cleaned.
5. **Data analysis:** The process of descriptive statistical analysis and multiple linear regression is performed to test the hypothesis.
6. **Conclusion:** Based on the results of statistical tests and interpretation of findings, conclusions will be drawn and suggested for further development.

3. Results and Discussion

3.1 Loading Factor

Loading Factor helps identify which variables contribute the most to the measurement of that factor. The results of factor analysis can provide insight into the conceptual structure of a construct or dimension being studied.

Table 1. Strongest Indicator of Variable Loading Factor

Variable	Value	Indicator
Price	0.664	X1.4 Price Compatibility and Benefits
Ease of use	0.659	X2.4 Easy to understand
Trust	0.803	X3.2 Trustworthy Impression
Experience	0.649	X4.3 Social Experience

Source : Data processed by the author

The results of the loading factor analysis identified the indicators that contributed the most to the measurement of variables in this study. In the Price variable, the Price Conformity and Benefits indicator (X1.4) had the highest loading factor (0.664), indicating that the user considered the value received more than the price paid. For Ease of Use, the Ease of Understanding indicator (X2.4), with a value of 0.659, shows that the ease of understanding of application features greatly affects user perception. In Customer Trust, the Trustworthy Impression indicator (X3.2) has the highest loading factor (0.803), indicating that positive impressions from applications play an important role in building user trust.

For Customer Experience, the Social Experience indicator (X4.3) shows a loading factor of 0.649, which indicates a significant contribution, albeit slightly lower. Overall, these results reveal that emotional and psychological factors, such as Trustworthy Impression, play a major role in determining a user's decision to continue using the app. These findings provide important insights for service providers to focus on improving Trust, ease of use, and social experience to improve app satisfaction and sustainability.

3.2 Hypothesis Testing

Table 2. T Test Results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.728	.352		2.068	.041
	X1	.190	.078	.215	2.442	.016
	X2	.156	.115	.153	1.355	.179
	X3	.261	.095	.275	2.748	.007
	X4	.242	.098	.242	2.480	.015

Source : Data processed by the author

Based on the results of the t-test presented above, it can be concluded that several independent variables have a significant effect on Customer Satisfaction in Maxim application users in Samarinda City. Price (X1) has a Sig value of 0.016 which is smaller than 0.05, which

indicates that Price has a positive and significant effect on Customer Satisfaction. A standardized beta coefficients value of 0.215 indicates that the price makes a positive contribution to customer satisfaction. Furthermore, Ease of Use (X2) has a Sig value of 0.179 which is greater than 0.05, indicating that Ease of Use has no significant effect on Customer Satisfaction, although a standardized beta coefficients value of 0.153 indicates a weak positive relationship.

As for Customer Trust (X3), a Sig value of 0.007 which is smaller than 0.05 indicates a positive and significant influence on Customer Satisfaction, with a standardized beta coefficients value of 0.275 indicating a considerable influence of Customer Trust on their satisfaction. Finally, Customer Experience (X4) has a Sig value of 0.015 which is smaller than 0.05, which means that Customer Experience has a positive and significant effect on Customer Satisfaction, with a standardized beta coefficients value of 0.242, which shows a positive contribution to the satisfaction of Maxim service users.

Overall, Price, Customer Trust, and Customer Experience had a significant influence on Customer Satisfaction, while Ease of Use had no significant effect in this study. Furthermore, the F Test was carried out to test whether all independent variables in the research model had a significant influence on the dependent variables simultaneously. The decision in the F test is made based on the criteria if the Sig value < 0.05 and the calculated F value is greater than the F of the table, indicating that the independent variables collectively have a significant influence on the dependent variables.

Table 3. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	22.909	4	5.727	25.964	.000b
Residual	20.956	95	.221		
Total	43.865	99			

Table 4. Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.723a	.522	.502	.470

Based on the results of the F Test in Table 3, an F value of 25.964 with a Sig. 0.000, which is smaller than 0.05, shows that the variables of Price (X1), Ease of Use (X2), Customer Trust (X3), and Customer Experience (X4) together have a significant influence on Customer Satisfaction. Meanwhile, the results of the Coefficient of Determination Test in Table 4 show that the R Square value is 0.522, which means that 52.2% of the variation in Customer Satisfaction can be explained by the independent variables tested. An Adjusted R Square value of 0.502 indicates that the adjusted model can explain 50.2% variation in Customer Satisfaction, with a Std. Error of the Estimate of 0.470 indicating a relatively low model prediction error. Overall, the results of the F test and the determination coefficient show that this regression model has good power in explaining the influence of variables on Customer Satisfaction.

Table 5. Presents a summary of The Hypothesis Testing Outcomes

Hypothesis	Statement	Result
H1	Price (X1) partially has a significant effect on customer satisfaction (Y) of maxim online transportation in Samarinda City.	accepted
H2	Ease of use (X2) partially has a significant effect on customer satisfaction (Y) maxim <i>online</i> transportation in Samarinda City.	rejected
H3	Trust (X3) partially has a significant effect on customer satisfaction (Y) maxim <i>online</i> transportation in Samarinda City.	accepted
H4	Customer experience (X4) partially has a significant effect on customer satisfaction (Y) maxim <i>online</i> transportation in Samarinda City.	accepted
H5	Price (X1), ease of use (X2), trust (X3) and customer experience (X4) simultaneously have a significant effect on customer satisfaction (Y) maxim <i>online</i> transportation in Samarinda City.	accepted

The results of hypothesis testing in this study show that Price (X1), Trust (X3), and Customer Experience (X4) have a significant influence on Customer Satisfaction (Y) in users of Maxim online transportation services in Samarinda City. The H1 hypothesis that tests the influence of price acceptance indicates that prices that match the quality of service contribute positively to customer satisfaction. The H3 hypothesis that tests the influence of Trust is also accepted, showing that Trust in services strongly influences satisfaction levels. Similarly, the H4 Hypothesis that tests the influence of Customer Experience, which was also accepted, showed that pleasant experiences and social interaction play an important role in user satisfaction.

Meanwhile, the H2 hypothesis that tested the effect of Ease of Use on Customer Satisfaction was rejected, meaning that ease of use had no significant effect on user satisfaction. However, the H5 hypothesis that tests the influence of Price, Ease of Use, Trust, and Customer Experience is simultaneously accepted, showing that all independent variables collectively have a significant influence on Customer Satisfaction. These findings confirm that these factors work together to influence customer satisfaction perceptions of Maxim's services.

3.3 Discussion

The results of the study show that four main variables—price, ease of use, customer trust, and customer experience—have different contributions in shaping customer satisfaction with Maxim's online transportation services in Samarinda City. In general, these findings reinforce the previous literature that states that customer satisfaction is a multidimensional construct influenced by a combination of emotional, cognitive, and real-life experiences during interactions with digital services (10,19). However, this study also reveals the unique dynamics of Maxim's customer behaviour, which are specifically influenced by the urban

socio-economic context in Samarinda, especially related to the perception of value, Trust, and user interaction with drivers.

Partially, price has proven to be a significant predictor of customer satisfaction. This is reinforced by a significance value of 0.016 (< 0.05) and a positive coefficient of 0.215, which indicates that the suitability of price with the benefits of the service is the main determining Factor for Maxim users. These findings are consistent with customer value theory, which states that the perception of value arises when customers feel that the benefits obtained are commensurate with or exceed the costs incurred (13). Likewise, these results support Hasanah's finding that price has a significant effect on customer satisfaction (9). The price-to-benefit suitability indicator (loading factor 0.664) emerged as the strongest dimension, reflecting that Samarinda customers are very sensitive to the relative benefit assessment they receive. The high competition for online transportation services in the city has increasingly made price an important determinant in influencing customer satisfaction. This reinforces a previous study that stated that users of online transportation services in developing cities place price as a key component in the evaluation of service quality.

In contrast to other variables, ease of use does not have a significant influence on customer satisfaction. This can be seen from the value of sig. 0.179 (> 0.05). Although the usability indicator obtained a high average answer score, this indicates that users already consider the Maxim application to be easy enough to use so that perception variability no longer affects satisfaction levels. In other words, ease of use has become a baseline expectation—no longer a differentiating factor in assessing satisfaction. This phenomenon is in line with the findings of Ramadayani et al. (11) which states that in established digital services, the convenience factor is not always the dominant determinant, but is replaced by the factors of value, Trust, and service experience.

Furthermore, customer trust was proven to have a significant positive influence on satisfaction, with a significant value of 0.007 and a coefficient of 0.275. Trust shown through the trustworthy impression indicator (loading factor 0.803) is the most dominant indicator, confirming that customer perceptions of the safety, reliability, and professionalism of drivers and platforms are the foundation for creating satisfaction. These findings reinforce the research of Rizkiana (20), who stated that Trust is a central component in service-based interactions, especially in online transportation services that involve physical risks and personal data.

In addition, customer experience also showed a significant influence on satisfaction, with a significant value of 0.015 and a coefficient of 0.242. The social experience indicator (loading factor 0.649) was the strongest determinant, which confirmed that interpersonal interaction between customers and drivers greatly influenced the perception of satisfaction. Service aspects such as friendliness, driving safety, and responsiveness in communication have proven to be a source of positive experiences that increase customer satisfaction. This supports the research of Yolandari and Kusumadewi (21), that emotional and social experiences in transportation services can create positive memories that strengthen customer satisfaction and loyalty potential.

Simultaneously, the four variables have a significant influence on customer satisfaction, as reflected in the F-test value of 25.964 and the p-value of 0.000. These findings suggest that customer satisfaction is formed from a synergistic combination of economic factors (price), cognitive (Trust), and emotional-social experience (customer experience).

While the contribution of ease of use is statistically insignificant, it remains important as the minimum requirement that companies must meet to provide an adequate basic experience.

Conceptually, this study contributes to the literature by emphasizing that the service satisfaction model in the context of digital services in developing cities cannot be fully predicted by technological factors. On the other hand, factors of experience and socio-economic value show a stronger influence. In addition, this study highlights that the ease of technology has shifted to a non-differentiating factor, so it can no longer be assumed as the main variable in explaining the satisfaction of modern digital services.

Overall, this study confirms that Maxim's customer satisfaction in Samarinda is more determined by value perception and social interaction, rather than solely by the ease of technology. These findings. These implications are important for Maxim's management, especially in designing strategies to improve service quality through fare optimization, increased driver professionalism, and strengthening aspects of safety and customer experience. This study also opens up opportunities for further exploration related to moderation variables such as risk perception, driver quality, location factors, or system reliability. In addition, a mixed-methods approach can be used to delve deeper into the emotional experience of customers, so that the understanding of user satisfaction with online transportation services can be expanded in various socio-cultural contexts and technology adoption levels.

Conclusions

This study confirms that a combination of economic, cognitive, and emotional-social experience factors forms customer satisfaction with Maxim's online transportation service in Samarinda City. The results of the analysis show that price, customer trust, and customer experience have a significant effect on satisfaction, while ease of use does not have a significant effect, even though it remains a basic prerequisite that must be met by service providers. These findings highlight that Maxim users place the value of relative benefits, perceptions of safety, and the quality of social interaction as the main determinants of satisfaction. Simultaneously, all four variables make a strong contribution to explaining variations in customer satisfaction, reflecting the multidimensional nature of digital service evaluation.

In practical terms, the results of this study recommend that companies optimize the pricing structure, improve the professionalism of drivers, and strengthen aspects of the service experience that focus on a sense of security and social comfort. Further research is recommended to explore additional variables such as risk perception, loyalty, technology quality, or undertake a mixed-method approach to deepen understanding of customers' emotional experiences in the online transportation ecosystem in various social and geographical contexts.

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Conflicts of Interest

The authors declare no conflict of interest.

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