

## A COMPARATIVE ANALYSIS OF SERVICE QUALITY ON CONSUMER SATISFACTION BETWEEN GRAB AND MAXIM SERVICE USERS IN TARAKAN CITY

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**Abstract** – *The increasingly competitive landscape of the service industry compels companies to continuously enhance their service quality in order to meet consumer expectations. This endeavor is crucial to prevent consumers from switching to other service providers. Driven by this urgency, this study aims to analyze the significant differences between the service quality and the level of consumer satisfaction among users of Grab and Maxim services in Tarakan City. This research employs a comparative approach, utilizing a survey method for data collection involving 200 respondents, consisting of 100 Grab users and 100 Maxim users. Data analysis was conducted using an Independent Sample T-test with the assistance of SPSS software version 25. The study was carried out from February to September 2025. The analysis results indicate that Grab's service quality has a higher mean score compared to Maxim. Meanwhile, the consumer satisfaction levels for both Grab and Maxim users are relatively similar. Based on the hypothesis testing results, a significant difference was found in the service quality between the two services; however, no significant difference was detected in the level of consumer satisfaction.*

**Keywords:** *Comparative Analysis; Service Quality; Consumer Satisfaction; Grab; Maxim*

### INTRODUCTION

The rapid development of technology has brought about significant changes in various aspects of life, including the transportation sector (Hermanto et al., 2020; Yusof et al, 2025). The emergence of application-based transportation services such as Grab, Go-Jek, Ok-Jack, Uber, Maxim, and others has provided a new, more practical, and efficient alternative for the public, particularly in cities like Tarakan. These services not only offer convenience in ordering vehicles but also provide a variety of additional service options that can enhance user comfort and satisfaction.

Currently, the advancement of communication technology is driving the growth of the transportation business. At present, one of the most potential industries to pursue is online transportation. This sector possesses a substantial market, which inevitably leads to competition among companies. The proliferation of transportation companies signifies intense rivalry. Nowadays, transportation services are predominantly application-based, commonly referred to as "Online Transportation." An online transportation service is a platform with an application accessed via a smartphone, designed to facilitate individuals or groups in purchasing or ordering goods and services without having to visit a physical location (Hakim, 2023; Banding et al, 2022).

With technological progress, the internet has become one of the most sought-after commodities in Indonesia, even compared to other countries with the highest internet usage rates in Southeast Asia. O'Brien (2020) stated that the internet is a computer network experiencing extremely rapid growth. The internet provides significant advantages and positive effects on the education, business, and government sectors.

The results of a pre-survey conducted with 32 respondents who are users of online transportation services in Tarakan City indicated a fairly tight competition between Grab and Maxim. The pre-survey data showed that Grab's market share stands at 48.8%, while Maxim's market share also reaches 48.8%. Meanwhile, another online transportation service, Grab, is at

2.4%. Based on this, it can be concluded that the people in Tarakan City predominantly use Grab and Maxim for online transportation.

Given these two dominant online transportation services, it is essential for each company to establish a differentiator to possess its own unique characteristics. According to Adisthy (2020), these characteristics will shape critical consumer perceptions regarding their interest and satisfaction levels. Many transportation services provide quality service and a diverse range of options. However, they often have a limited understanding of the actual needs and desires of consumers. As Roland T. Rust suggests, service providers must consider not only how customers use the services they provide but also how customers derive value from the overall experience.

A notable phenomenon concerning Grab and Maxim is the persistence of numerous complaints, impressions, and negative reviews from consumers on their application platforms, specifically on the App Store and Google Play Store.

Based on the aforementioned background, service quality has a crucial impact on customer satisfaction. If a company fails to provide good service and adequate attention to all customers in Tarakan City, it will ultimately be unable to compete with other companies. Therefore, the author is highly interested in conducting further investigation on this topic through a dedicated research study. Therefore, this study aims to answer the following research questions:

1. Is there a significant difference in service quality between Grab and Maxim users in Tarakan City?
2. Is there a significant difference in consumer satisfaction between Grab and Maxim users in Tarakan City?

This study contributes to the literature by comparing Grab with Maxim, a relatively under-researched platform, and by providing empirical evidence from a secondary city context in Indonesia.

## LITERATURE REVIEW

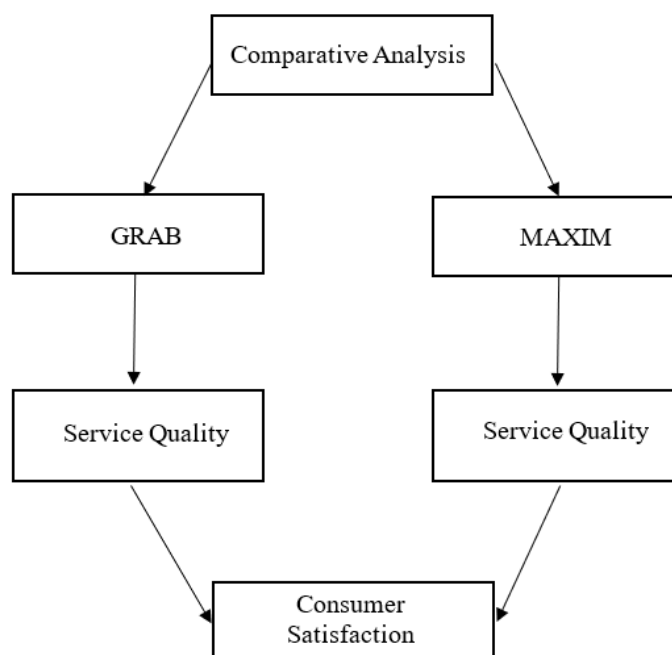
Marketing, as defined by Kotler and Armstrong (2016), is the process of creating customer value and building strong relationships to capture value in return. Marketing management, further elaborated by Kotler and Keller (2016), is the art and science of selecting target markets and acquiring, retaining, and growing customers through the creation, delivery, and communication of superior customer value.

Service, according to Kotler in Lupiyoadi (2013), is any intangible act or performance offered by one party to another that does not result in ownership. Zeithaml and Bitner (Mawarnie and Fahira, 2022) add that services are economic activities whose output is not a physical product, generally consumed simultaneously with production, and provide added value such as convenience or problem-solving.

Service quality is a critical characteristic indicating how well a product or service meets customer needs (Kotler, 2000). Delivering excellent service is essential for business success (Junior, Areros, & Pio, 2019), as it enhances product appeal and increases profitability (Blumberg, 2020). The five primary dimensions of service quality, known as SERVQUAL (Lupiyoadi, 2013; Zeithaml, 1996), are: Tangibles (physical facilities and appearance), Reliability (accurate and dependable service), Responsiveness (promptness in helping customers), Assurance (knowledge and courtesy inspiring trust), and Empathy (caring, individualized attention).

Consumer satisfaction is the feeling of pleasure or disappointment resulting from comparing a product's perceived performance against expectations (Kotler, 2009). In a competitive environment, understanding consumer needs and providing good service is vital for maintaining customers (Sumarsid & Paryanti, 2002). Indicators of satisfaction include service speed, responsiveness to complaints, and perceived service quality (Tjiptono, 2016). Kotler (2000) outlines four methods to measure satisfaction: complaint and suggestion systems, ghost shopping, customer satisfaction surveys, and analysis of lost customers.

Based on the description above, the research framework can be illustrated as follows:

**Figure 1**

Research Framework

Source: (Nurjannatul, 2026)

Several prior studies serve as references for this research, including:

A Comparative Analysis of Service Quality Perception and Consumer Satisfaction of Online Transportation Services in South Sumatra (Nyayu Khairani Putri, Martha Rianty N, 2020). The study revealed that there is no significant difference in customer satisfaction between Go-Ride and GrabBike users.

A Comparative Analysis of Service Quality on Consumer Satisfaction of Gojek and Grab Online Transportation Users among Students of the Mechanical Engineering Faculty, Unsrat (Antonius Ricky Resusun, Altje Tumbel, Yunita Mandagie, 2019). The findings indicated no significant differences between Gojek and Grab across several service quality dimensions: Tangibles, Reliability, Assurance, and Empathy.

The Effect of Price and Service Quality on Customer Satisfaction of Grab Online Motorcycle Taxi Users among Students of Unisma Bekasi (Fajarwati, Shabrina Nailussaadah, Kurniawati Mulyanti, 2024). The results showed that price had a negative and insignificant partial effect on customer satisfaction (coefficient = -0.25). In contrast, service quality demonstrated a positive and significant partial effect on customer satisfaction (coefficient = 0.669). Based on this literature, this study hypothesizes that:

H1: There is a significant difference in service quality between Grab and Maxim users.

H2: There is a significant difference in consumer satisfaction between Grab and Maxim users.

## METHODS

This comparative study was conducted in Tarakan City to analyze differences in service quality and consumer satisfaction between Grab and Maxim users. The population comprised active online transportation users in Tarakan, with samples selected through purposive sampling based on criteria: minimum age 17 years, residing in Tarakan, and having used both Grab and Maxim services. Following Hair et al. (1998), the sample size was determined by multiplying the 10 indicators by 10, resulting in 200 respondents (100 Grab users and 100 Maxim users).

Data analysis employed both qualitative and quantitative approaches. Qualitative analysis involved interpreting questionnaire and interview results, while quantitative analysis used a 5-point Likert scale for measurement. The research instruments underwent validity testing (comparing r-

calculated with r-table at 0.05 significance) and reliability testing using Cronbach's Alpha with a minimum threshold of 0.60 (Ghozali, 2018). Normality testing was conducted to ensure normal data distribution, indicated by significance values  $>0.05$  (Ghozali, 2021).

Hypothesis testing utilized independent sample t-test (Nurgiyantoro, 2013) to compare mean differences between the two groups. Two main hypotheses were tested: H01 (no difference in service quality perception between Grab and Maxim users) and H02 (no difference in consumer satisfaction perception between Grab and Maxim users). Decision-making was based on probability values: H0 accepted if Sig  $> 0.05$ , and Ha accepted if Sig  $< 0.05$ .

Data collection employed primary data through questionnaires distributed to 200 respondents, and secondary data obtained from literature studies and internet sources. Documentation techniques supplemented data collection by gathering records and materials related to service quality and consumer satisfaction of Grab and Maxim services in Tarakan City.

## RESULTS and DISCUSSION

Table 1. Descriptive Analysis Results of Grab and Maxim Service Quality

| Dimension             | No | Indicator                                                                                       | Grab<br>Dimension<br>Score | Grab<br>Mean | Maxim<br>Dimension<br>Score | Maxim<br>Mean |
|-----------------------|----|-------------------------------------------------------------------------------------------------|----------------------------|--------------|-----------------------------|---------------|
| <b>Tangible</b>       | 1  | Does the Grab/Maxim driver provide a helmet?                                                    | 173.900                    | 4.26         | 166.200                     | 4.38          |
|                       | 2  | Does the Grab/Maxim driver appear neat when providing service?                                  |                            | 4.52         |                             | 4.04          |
|                       | 3  | Is the vehicle used by the Grab/Maxim driver feasible?                                          |                            | 4.22         |                             | 4.15          |
|                       | 4  | Does the Grab/Maxim driver use a branded jacket?                                                |                            | 4.39         |                             | 4.15          |
| <b>Reliability</b>    | 1  | I believe that Grab/Maxim provides high-quality service                                         | 176.400                    | 4.52         | 162.800                     | 4.08          |
|                       | 2  | I am satisfied with the consistency of vehicle quality used by Grab/Maxim drivers               |                            | 4.22         |                             | 4.08          |
|                       | 3  | I feel that Grab/Maxim service always meets my expectations in terms of reliability             |                            | 4.39         |                             | 4.08          |
|                       | 4  | I feel that the promised arrival time of Grab/Maxim drivers is always accurate                  |                            | 4.51         |                             | 4.04          |
| <b>Responsiveness</b> | 1  | Does the Grab/Maxim company provide a platform to respond to customer questions and complaints? | 175.600                    | 4.47         | 166.400                     | 4.19          |

| Dimension                    | No | Indicator                                                                                 | Grab<br>Dimension<br>Score | Grab<br>Mean | Maxim<br>Dimension<br>Score | Maxim<br>Mean |
|------------------------------|----|-------------------------------------------------------------------------------------------|----------------------------|--------------|-----------------------------|---------------|
|                              | 2  | Does the Grab/Maxim driver have sufficient knowledge to answer customer questions?        |                            | 4.36         |                             | 4.19          |
|                              | 3  | Does the Grab/Maxim driver take initiative to provide customer comfort during the trip?   |                            | 4.37         |                             | 4.17          |
|                              | 4  | Does the Grab/Maxim driver arrive within the time estimated in the application?           |                            | 4.36         |                             | 4.18          |
|                              |    |                                                                                           |                            |              |                             |               |
| <b>Assurance</b>             | 1  | I feel confident that the Grab/Maxim company is reliable                                  | 178.300                    | 4.36         | 163.700                     | 4.11          |
|                              | 2  | I feel safe using Grab/Maxim services, both in terms of safety and personal data security |                            | 4.59         |                             | 4.16          |
|                              | 3  | I believe that the Grab/Maxim company has policies for handling customer complaints       |                            | 4.42         |                             | 4.07          |
|                              | 4  | I feel that the Grab/Maxim company maintains safety standards for all trips               |                            | 4.46         |                             | 4.03          |
| <b>Empathy</b>               | 1  | Does the Grab/Maxim driver show high attention to customer needs?                         | 173.600                    | 4.42         | 164.600                     | 4.12          |
|                              | 2  | Does the Grab/Maxim company listen to feedback and suggestions from customers?            |                            | 4.41         |                             | 4.16          |
|                              | 3  | Is the Grab/Maxim company able to provide solutions that meet customer needs?             |                            | 4.30         |                             | 4.03          |
|                              | 4  | Overall, do I feel valued as a customer?                                                  |                            | 4.23         |                             | 4.15          |
| <b>Consumer Satisfaction</b> | 1  | I feel that the service quality of Grab/Maxim meets my expectations                       | 173.300                    | 4.37         | 172.800                     | 4.30          |
|                              | 2  | I feel comfortable using Grab/Maxim services without difficulty                           |                            | 4.32         |                             | 4.26          |

| Dimension | No | Indicator                                             | Grab<br>Dimension<br>Score | Grab<br>Mean | Maxim<br>Dimension<br>Score | Maxim<br>Mean |
|-----------|----|-------------------------------------------------------|----------------------------|--------------|-----------------------------|---------------|
|           | 3  | I will order again using the Grab/Maxim application   |                            | 4.45         |                             | 4.33          |
|           | 4  | I will recommend the Grab/Maxim application to others |                            | 4.19         |                             | 4.39          |

Source: SPSS 25 Output Data (2026)

Based on the table above, consumer perceptions of Grab and Maxim service quality indicate that the average respondent responses for both platforms fall within the good category. The highest score for Grab was in the Assurance dimension, with a value of 17.8300, while the highest average score for Maxim was in the Responsiveness dimension, with a mean value of 16.6400. Conversely, the lowest average score for Grab was in the Empathy dimension, with a value of 17.3600, and the lowest average score for Maxim was in the Reliability dimension, with a value of 16.2800. Regarding consumer satisfaction, Grab achieved an average score of 17.3300, while Maxim recorded an average score of 17.2800.

Table 2 Validity Test Results for Grab and Maxim Research Variables

| Platform | Variable              | Item No. | R-Calculated | R-Table | Decision |
|----------|-----------------------|----------|--------------|---------|----------|
| Grab     | Service Quality       | X1.1     | 0.474        | 0.196   | Valid    |
|          |                       | X1.2     | 0.487        | 0.196   | Valid    |
|          |                       | X1.3     | 0.604        | 0.196   | Valid    |
|          |                       | X1.4     | 0.631        | 0.196   | Valid    |
|          |                       | X2.1     | 0.572        | 0.196   | Valid    |
|          |                       | X2.2     | 0.571        | 0.196   | Valid    |
|          |                       | X2.3     | 0.610        | 0.196   | Valid    |
|          |                       | X2.4     | 0.379        | 0.196   | Valid    |
|          |                       | X3.1     | 0.535        | 0.196   | Valid    |
|          |                       | X3.2     | 0.529        | 0.196   | Valid    |
|          |                       | X3.3     | 0.614        | 0.196   | Valid    |
|          |                       | X3.4     | 0.542        | 0.196   | Valid    |
|          |                       | X4.1     | 0.657        | 0.196   | Valid    |
|          |                       | X4.2     | 0.567        | 0.196   | Valid    |
|          |                       | X4.3     | 0.594        | 0.196   | Valid    |
|          |                       | X4.4     | 0.631        | 0.196   | Valid    |
|          |                       | X5.1     | 0.450        | 0.196   | Valid    |
|          |                       | X5.2     | 0.348        | 0.196   | Valid    |
|          |                       | X5.3     | 0.312        | 0.196   | Valid    |
|          |                       | X5.4     | 0.432        | 0.196   | Valid    |
|          | Consumer Satisfaction | Y1       | 0.768        | 0.196   | Valid    |
|          |                       | Y2       | 0.816        | 0.196   | Valid    |
|          |                       | Y3       | 0.653        | 0.196   | Valid    |
|          |                       | Y4       | 0.773        | 0.196   | Valid    |

|              |                       |      |       |       |       |
|--------------|-----------------------|------|-------|-------|-------|
| <b>Maxim</b> | Service Quality       | X1.1 | 0.663 | 0.196 | Valid |
|              |                       | X1.2 | 0.655 | 0.196 | Valid |
|              |                       | X1.3 | 0.739 | 0.196 | Valid |
|              |                       | X1.4 | 0.718 | 0.196 | Valid |
|              |                       | X2.1 | 0.750 | 0.196 | Valid |
|              |                       | X2.2 | 0.737 | 0.196 | Valid |
|              |                       | X2.3 | 0.766 | 0.196 | Valid |
|              |                       | X2.4 | 0.730 | 0.196 | Valid |
|              |                       | X3.1 | 0.537 | 0.196 | Valid |
|              |                       | X3.2 | 0.625 | 0.196 | Valid |
|              |                       | X3.3 | 0.732 | 0.196 | Valid |
|              |                       | X3.4 | 0.700 | 0.196 | Valid |
|              |                       | X4.1 | 0.643 | 0.196 | Valid |
|              |                       | X4.2 | 0.747 | 0.196 | Valid |
|              |                       | X4.3 | 0.684 | 0.196 | Valid |
|              |                       | X4.4 | 0.650 | 0.196 | Valid |
|              |                       | X5.1 | 0.665 | 0.196 | Valid |
|              |                       | X5.2 | 0.559 | 0.196 | Valid |
|              |                       | X5.3 | 0.705 | 0.196 | Valid |
|              |                       | X5.4 | 0.711 | 0.196 | Valid |
|              | Consumer Satisfaction | Y1   | 0.759 | 0.196 | Valid |
|              |                       | Y2   | 0.686 | 0.196 | Valid |
|              |                       | Y3   | 0.731 | 0.196 | Valid |
|              |                       | Y4   | 0.635 | 0.196 | Valid |

Source: SPSS 25 Output Data (2026)

The decision-making basis for validity testing is that an item or variable is declared valid if the calculated r-value is positive and greater than the r-table value. Conversely, an item or variable is declared invalid if the positive calculated r-value is less than the r-table value. Furthermore, if the calculated r-value exceeds the r-table value but is negative, the item or variable is also considered invalid. The r-table value of 0.196 was obtained from the product-moment correlation table at a 5% significance level. The table above demonstrates that the calculated r-values for all items, encompassing both service quality and consumer satisfaction variables for Grab and Maxim, exceed the r-table value of 0.196. Therefore, it can be concluded that all variables for both Grab and Maxim are declared valid.

### Reliability Test

The reliability test was conducted to measure the consistency and dependability of the instrument in assessing the researched variables. Reliability was measured using Cronbach's Alpha formulation, with the criterion that if the value exceeds 0.60, the instrument is considered reliable. Conversely, if the Cronbach's Alpha value is less than 0.60, the instrument is deemed unreliable.

Table 3 Grab Reliability Test Results

| Number of Items | Cronbach's Alpha | Reliability Value | Description |
|-----------------|------------------|-------------------|-------------|
| 24              | 0.745            | 0.60              | Reliable    |

Source: SPSS 25 Output Data (2026)

Based on the reliability test results presented in Table 3, the Cronbach's Alpha value for all variables with 24 items exceeds 0.60. Thus, it can be concluded that all respondent responses to each indicator statement are reliable or consistent.

Table 4 Maxim Reliability Test Results

| Number of Items | Cronbach's Alpha | Reliability Value | Description |
|-----------------|------------------|-------------------|-------------|
| 24              | 0.875            | 0.60              | Reliable    |

Source: SPSS 25 Output Data (2065)

Based on the reliability test results presented in Table 4, the Cronbach's Alpha value for all variables with 24 items exceeds 0.60. Thus, it can be concluded that all respondent responses to each indicator statement are reliable or consistent.

#### Normality Test

In the research context, data with normal or near-normal distribution is considered adequate. For analysis, graphical examination was conducted by observing the normal probability plot to determine whether the data meets the criteria for normal distribution (Ghozali, 2018).

Table 5 Grab Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

|                                 |                | Unstandardized Residual |
|---------------------------------|----------------|-------------------------|
| <b>N</b>                        |                | 100                     |
| <b>Normal Parametersa,b</b>     | Mean           | 0.0000000               |
|                                 | Std. Deviation | 1.36010083              |
| <b>Most Extreme Differences</b> | Absolute       | 0.079                   |
|                                 | Positive       | 0.058                   |
|                                 | Negative       | -0.079                  |
| <b>Test Statistic</b>           |                | 0.079                   |
| <b>Asymp. Sig. (2-tailed)c</b>  |                | .126c                   |

Source: SPSS 25 Output Data (2026)

Based on the normality test results presented in Table 5, the Asymp Sig. value is greater than 0.05, specifically 0.126. Therefore, it can be concluded that the residual values are normally distributed.

Table 6 Maxim Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

|                                 |                | Unstandardized Residual |
|---------------------------------|----------------|-------------------------|
| <b>N</b>                        |                | 100                     |
| <b>Normal Parametersa,b</b>     | Mean           | 0.0000000               |
|                                 | Std. Deviation | 1.15729033              |
| <b>Most Extreme Differences</b> | Absolute       | 0.084                   |
|                                 | Positive       | 0.084                   |
|                                 | Negative       | -0.081                  |
| <b>Test Statistic</b>           |                | 0.084                   |
| <b>Asymp. Sig. (2-tailed)c</b>  |                | .081c                   |

Source: SPSS 25 Output Data (2026)

Based on the normality test results presented in Table 6, the Asymp Sig. value is greater than 0.05, specifically 0.081. Therefore, it can be concluded that the residual values are normally distributed.

#### Hypothesis Test Results: Differences in Service Quality and Consumer Satisfaction

Table 7 Different Test Results for Service Quality and Consumer Satisfaction

| Different Test                              | t-count | Sig. (2-tailed) | Description                   |
|---------------------------------------------|---------|-----------------|-------------------------------|
| <b>Grab and Maxim Service Quality</b>       | 8.878   | .000            | Significant difference exists |
| <b>Grab and Maxim Consumer Satisfaction</b> | 0.219   | .827            | No significant difference     |

Source: SPSS 25 Output Data (2026)

The results of the independent sample t-test indicate that there is a significant difference in service quality between Grab and Maxim users ( $t = 8.878$ ,  $p\text{-value} = 0.000 < 0.05$ ). Therefore,  $H_0$  is rejected, and it can be concluded that Grab provides significantly higher service quality compared to Maxim.

However, for consumer satisfaction, the results show no significant difference between the two platforms ( $t = 0.219$ ,  $p\text{-value} = 0.827 > 0.05$ ). Thus,  $H_0$  is accepted, indicating that consumer satisfaction levels between Grab and Maxim users are statistically similar.

This finding suggests that higher service quality does not necessarily lead to higher customer satisfaction. One possible explanation is that Maxim's lower pricing strategy may compensate for its relatively lower service quality, resulting in comparable satisfaction levels. This aligns with the Expectation-Disconfirmation Theory, where satisfaction depends on the alignment between expectations and perceived performance.

Dimension-level analysis shows that Grab outperforms Maxim in reliability and assurance, while Maxim demonstrates relatively competitive performance in responsiveness. These findings provide valuable insights for both platforms to improve their competitive positioning.

## Discussion

The researcher found that the t-test results for the Service Quality variable revealed a significant difference between the services provided by Grab and Maxim. This is indicated by the Sig. (two-tailed) value being smaller than the significance level. This means that the service quality offered by Grab differs significantly from that offered by Maxim.

The difference in service between Grab and Maxim is evident across five main dimensions. In terms of tangible aspects, service is demonstrated through the provision of helmets, neat driver appearance, clean branded jackets, and roadworthy vehicles. Regarding reliability, both Grab and Maxim drivers are generally available when needed, provide timely service, communicate if delays occur, comply with traffic regulations, and accurately deliver consumers to their destinations. In the responsiveness dimension, drivers contact consumers to confirm orders and locations, arrive promptly after accepting orders, and respond quickly to complaints. Concerning assurance, drivers demonstrate good driving skills, understand route destinations, and the applications provide complaint handling services. Meanwhile, the empathy dimension is reflected in drivers' attention to consumer needs, willingness to listen to feedback, provision of solutions, and attitude of valuing consumers. When these five dimensions are properly implemented, consumers feel valued, professionally served, and develop greater trust in both Grab and Maxim services. Therefore, both companies need to understand the strengths and weaknesses of each service dimension to enhance quality and competitiveness. This significant difference can serve as a foundation for evaluation and continuous improvement, as well as for developing more effective service strategies that align with user needs.

Furthermore, regarding consumer satisfaction, the researcher found that the p-value for the consumer satisfaction variable was greater than the significance level. This indicates that there is no significant difference between Grab and Maxim. Consumer satisfaction can be observed from consumer behavior after using Grab or Maxim, such as consumers feeling that the service quality provided meets their expectations and consumers feeling comfortable with the service provided.

## CONCLUSION

This study concludes that there is a significant difference in service quality between Grab and Maxim, with Grab demonstrating superior performance across most SERVQUAL dimensions. However, no significant difference was found in consumer satisfaction between the two platforms. These findings highlight that consumer satisfaction is influenced not only by service quality but also by other factors such as pricing and user expectations. Therefore, service providers should adopt a holistic approach in improving customer satisfaction.

Practically, Grab is recommended to enhance its empathy dimension by improving driver attentiveness and personalized service. Meanwhile, Maxim should focus on improving reliability through better service consistency and driver training. Future research is recommended to include additional variables such as price, promotion, and customer loyalty, as well as to expand comparisons

to other platforms such as Gojek to provide a more comprehensive understanding of online transportation services..

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