

**THE IMPACT OF CUSTOMER BEHAVIOR AND CUSTOMER
EXPERIENCE ON PURCHASE DECISION OF MAXIM SERVICE IN
BANDAR LAMPUNG**

Undergraduate Thesis

By:

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**FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITY OF LAMPUNG
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2025**

ABSTRACT

THE INFLUENCE OF CUSTOMER BEHAVIOR AND CUSTOMER EXPERIENCE ON PURCHASE DECISION OF MAXIM USERS IN BANDAR LAMPUNG

By

FEBRIAN MALIK ARROZAAQ

This research aims to determine the influence of customer behavior and customer experience on the purchase decision of Maxim service users in Bandar Lampung. The study employs a quantitative approach with a descriptive method. Data were collected using a structured questionnaire distributed to 156 respondents who have used Maxim's services in Bandar Lampung. The sampling technique used was purposive sampling, and the data were analyzed using multiple linear regression with the help of SPSS software.

The results show that both customer behavior and customer experience have a significant positive influence on purchase decisions, either partially or simultaneously. The variable of customer experience has the most dominant influence on purchase decisions, indicating that user perceptions, service quality, and ease of use are critical in determining whether a customer chooses to continue using Maxim's services. The coefficient of determination (R^2) demonstrates that a substantial proportion of the variation in purchase decisions can be explained by the two independent variables studied.

This research highlights the importance for transportation service platforms like Maxim to improve user experience and understand customer behavior patterns to increase purchase decisions and customer loyalty.

Keywords: Customer Behavior, Customer Experience, Purchase Decision, Maxim, Transportation Service, Bandar Lampung

ABSTRAK

PENGARUH PERILAKU KONSUMEN DAN PENGALAMAN PELANGGAN TERHADAP KEPUTUSAN PEMBELIAN PENGGUNA LAYANAN MAXIM DI BANDAR LAMPUNG

Oleh

FEBRIAN MALIK ARROZAAQ

Penelitian ini bertujuan untuk mengetahui pengaruh perilaku pelanggan dan pengalaman pelanggan terhadap keputusan pembelian pengguna layanan Maxim di Kota Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif. Data dikumpulkan melalui penyebaran kuesioner kepada 156 responden yang merupakan pengguna layanan Maxim di Bandar Lampung. Teknik pengambilan sampel yang digunakan adalah purposive sampling, dan data dianalisis menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS.

Hasil penelitian menunjukkan bahwa perilaku pelanggan dan pengalaman pelanggan berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Variabel pengalaman pelanggan memiliki pengaruh paling dominan terhadap keputusan pembelian, yang menunjukkan bahwa persepsi pengguna, kualitas layanan, dan kemudahan penggunaan sangat berperan dalam menentukan keputusan untuk terus menggunakan layanan Maxim. Nilai koefisien determinasi (R^2) menunjukkan bahwa proporsi variabel keputusan pembelian dapat dijelaskan secara substansial oleh kedua variabel independen yang diteliti.

Penelitian ini menegaskan pentingnya bagi penyedia layanan transportasi seperti Maxim untuk meningkatkan pengalaman pengguna dan memahami pola perilaku pelanggan guna meningkatkan keputusan pembelian dan loyalitas pelanggan.

Kata Kunci: Perilaku Pelanggan, Pengalaman Pelanggan, Keputusan Pembelian, Maxim, Layanan Transportasi, Bandar Lampung

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Febrian Malik Arrozaaq

Undergraduate Thesis

As one of the Requirement to Achieve

BACHELOR'S OF MANAGEMENT

In

Management Department

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**FACULTY OF ECONOMIC AND BUSINESS
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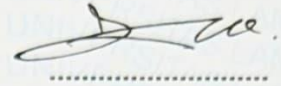
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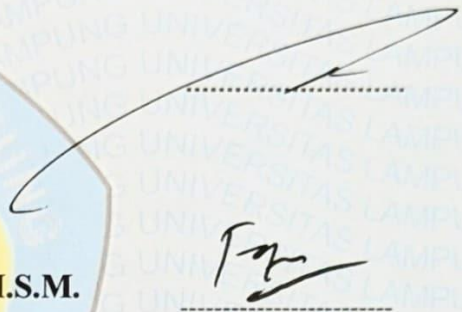
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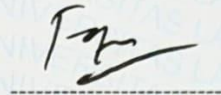
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Hereby declare that the thesis entitled “The Impact of Customer Behavior and Customer Experience on Purchase Decision of Maxim Service in Bandar Lampung” is my original work. In this thesis, there is no part or whole of the writing that I have copied or imitated in the form of sentences or symbols that reflect the ideas, opinions, or thoughts of other writers, which I present as my own work, except for those I have taken from other authors’ writings, with proper acknowledgment of the original source. If, in the future, it is proven that my statement is false, I am ready to accept sanctions in accordance with applicable regulations.

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BIOGRAPHY

Febrian Malik Arrozaak was born in Bandar Lampung, Lampung Province on February 26, 2000. The son of Alm. Supriyadi and Isrowiyah and the younger brother of Lively Okta Anggarani. Researcher started formal school at TK Tunas Karya, Jagabaya II and finished in 2006. Researcher started elementary school in 2006 at SDN 1 Sawah Lama Bandar Lampung then continued to junior high school at SMPN 5 Bandar Lampung (2012-2015). The author completed his senior high school education at SMAN 4 Bandar Lampung in 2018.

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DEDICATION

Alhamdulillahirobbilalamin

Praise to Allah SWT. who has given His mercy and grace so that the writing of this thesis can be completed. Shalawat and greetings are always offered to the Prophet Muhammad sallallaahu 'alaihi wasallam.

I dedicate this thesis as a sign of sincere love and affection to:

My beloved parents, father Alm. Supriyadi and mother Isrowiyah, who have given all their love, affection, advice, prayers and endless support for the writer's success. Thank you to my father and mother for caring for, raising and educating the author tirelessly. May Allah always provide protection in this world and the hereafter, Aamiin.

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All my family, friends and friends who have provided support, advice, prayers and motivation to the writer.

My beloved almamater, University of Lampung

MOTTO

“What is meant for you will reach you, even if it is beneath two mountains. What is not meant for you won’t reach you, even if it is between your two lips.”

(Imam Al-Ghazali)

“Your heart is the size of an ocean. Go find yourself in its hidden depths.”

(Rumi)

“I asked for strength, and Allah gave me difficulties to make me strong. I asked for wisdom, and He gave me problems to solve.”

(Hazrat Inayat Khan)

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In writing this undergraduate thesis, the researcher acknowledges that this achievement was not accomplished alone and was supported by many different people who were willing to offer guidance, help, and motivation. Thus, the researcher would like to express gratitude to:

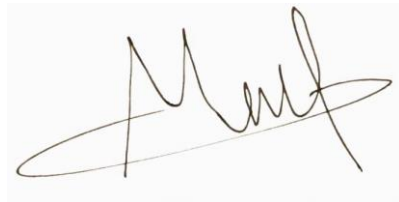
1. Mr. Prof. Dr. Nairobi, S.E., M.Si. as Dean of the Economics and Business Faculty, University of Lampung.
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9. My beloved almamater, Universitas Lampung.

Finally, the researcher realizes that this thesis is far from perfect, but the researcher sincerely hopes that this undergraduate thesis will be useful for the readers. Amen.

Bandar Lampung, 12 Juni 2025

The author

A handwritten signature in black ink, appearing to read 'Febrian', with a large, sweeping horizontal stroke underneath.

Febrian Malik Arrozaaq

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I. INTRODUCTION

1.1. Background

Bandar Lampung, a rapidly growing city in Indonesia, is undergoing significant urbanization. This growth is characterized by a steady increase in population, more residents moving into urban areas, and a concurrent rise in economic activity. While these developments present opportunities for economic growth, they also contribute to a range of urban challenges. Traffic congestion is an increasingly severe problem in many major cities around the world. This phenomenon occurs when the number of vehicles on the road exceeds the capacity that the existing road infrastructure can handle (Afrin & Yodo, 2020). Many road users have to spend hours stuck in traffic, which not only interferes with productivity, but also adds to the psychological stress for drivers and passengers.

The impact of traffic congestion is multifaceted and detrimental. One consequence is the loss of valuable time, where drivers are forced to wait for long periods without significant movement. This is not only detrimental to individuals, but also impacts the economy as a whole, causing significant financial losses due to decreased productivity and increased fuel costs (Huang et al., 2019). In addition, traffic congestion leads to increased exhaust emissions from vehicles, which negatively impacts air quality and public health (Sears et al., 2018).

Congestion also has social implications, with high levels of stress often increasing as travel time increases. Prolonged stress can impact mental health, as well as impair the quality of life of city residents. The dissatisfaction that arises from this situation can reduce people's willingness to engage in activities outside the home, which in turn impacts social interactions and overall well-being. The existence of traffic congestion has the potential to create an uncomfortable situation for people living in urban areas. Addressing traffic congestion requires a multifaceted approach that involves collaboration between the government, the community, and the transportation sector.

Solutions such as developing better infrastructure, promoting the use of public transportation and ride sharing, and adopting technologies such as ride-hailing apps are key to reducing the impact of congestion. With the right approach, we can create a better and more efficient environment for all road users, and improve the quality of life in our cities.

One of the most pressing issues is severe traffic congestion, especially during peak hours. This congestion is mainly caused by the imbalance between road capacity and vehicle volume, where the increase in private vehicle ownership outpaces the expansion of road infrastructure. The lack of an efficient mass transportation system forces residents to rely heavily on private vehicles, exacerbating congestion and increasing air pollution. In addition, poor urban planning, limited pedestrian infrastructure, and inadequate road maintenance also contribute to unsafe and inefficient transportation conditions. If these issues are not effectively addressed, the worsening traffic situation will not only hamper economic productivity, but also reduce the overall quality of life of Bandar Lampung residents. Therefore, a comprehensive and sustainable urban transportation strategy is urgently needed to increase mobility, reduce congestion, and improve public transportation accessibility.

Table 1.1 The Number of Vehicles for 2023

Type	Bandar Lampung	South Lampung	Pesawaran
Passenger car	154.315	28.682	7.702
Bus	2.721	626	61
Freight car	67.281	24.706	4.210
Motorcycle	811.221	486.216	114.364
Total	1.035.538	540.230	126.337

Source: Central Agency of Statistics, (2023)

Data sourced from the Central Bureau of Statistics shows the number of motorcycles in Bandar Lampung in 2023 is 811,221, not to mention vehicles coming in from South Lampung and Pesawaran. Below is a table of the number of vehicles for 2023.

The cost of personal transportation is one of the significant challenges for out-of-town residents living in boarding houses to continue their education in college. Many students who come from other regions or cities do not have their own vehicles, so they rely on public transportation or ride-hailing services. However, when they have to travel to campus, the costs incurred for transportation can often be a drain on their monthly budget, especially if it is frequent. This can be an additional financial burden for students who are already on a tight budget.

Expenses for personal transportation not only include fuel costs, but also include parking fees, vehicle maintenance, and insurance. For students living in boarding houses, they often do not have access to adequate parking facilities, which adds to the difficulty and cost. With this limited access, students can feel isolated and depressed, which can affect their academic performance. These mobility limitations can hinder their overall learning experience. In addition, unexpected changes in public transportation fares and uncertainty regarding travel times can cause additional stress. With rising costs, students struggle to prioritize other important expenses, such as tuition fees, food, and daily necessities.

To address this issue, more efficient and affordable solutions are needed in the transportation system. Initiatives such as a transportation subsidy program for students or the development of more affordable app-based transportation services can help reduce the cost burden without compromising service quality. In addition, the promotion of carpooling among students can help distribute transportation costs more evenly, reduce the use of private vehicles, and improve their academic well-being. With innovative and collaborative approaches, we can create a better transportation environment for out-of-town students.

Online transportation is an effective solution to the problem of high transportation costs and traffic congestion experienced by many users, including out-of-town students (Mukti & Prambudia, 2019). By using ride-hailing apps, users can enjoy more

competitive fares compared to the cost of maintaining a private vehicle or frequent fare hikes on public transportation. Transparent and predictable fares help users better plan their travel budget, while providing access to a variety of options, from economy vehicles to ride-sharing vehicles. This allows users to choose the transportation solution that best suits their needs and financial capabilities.

In addition, ride-hailing can also help reduce traffic congestion that often occurs in congested areas. By encouraging the use of ride-sharing services, more passengers can share a single vehicle, which in turn reduces the number of vehicles on the road (Mukti & Prambudia, 2019). Such apps use smart algorithms to find the most efficient route, helping users reach their destinations faster and without the need to get stuck in traffic. Thus, online transportation not only offers a more affordable cost solution, but also contributes to the reduction of congestion, creating a better travel experience and a cleaner environment.

Figure 1.1 Gojek's, Maxim's, and Grab's Logo



Source: Boyolali Go

The history of ride-hailing in Indonesia dates back to the early 2010s, when technological innovation met the public's need for more efficient transportation solutions. The first ride-sharing services, such as Gojek launched in 2010, revolutionized the way people moved. Relying on a smartphone-based application, Gojek offered a fast and affordable motorcycle taxi service, filling a gap in the public transportation market that often struggled with speed and convenience. The concept

quickly gained popularity, thanks to many users looking for an alternative to the bad weather and congestion that often plague big cities.

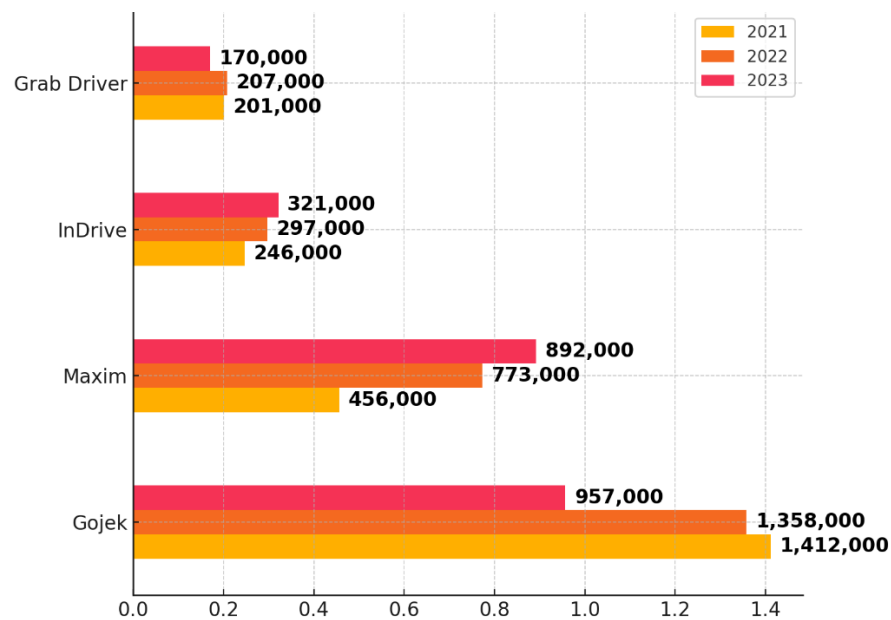
Soon, other ride-sharing services such as Grab followed suit by offering car and ojek transportation services, expanding the options for users across Indonesia. This rapid growth is driven by the increasing adoption of smartphones and better internet connectivity among urbanites. This has created a high demand for transportation solutions that can be accessed easily through mobile applications. In response to this need, new services are emerging, creating an increasingly competitive ecosystem in the ride-hailing sector.

In the midst of this rapidly growing market, Maxim, a transportation company first launched in Russia in 2012, saw an opportunity to enter the Indonesian market. Maxim introduced its proven business model in its home country, offering app-based transportation services that focus on ease of access and affordable fares. This approach appealed to Indonesian consumers who were looking for an alternative to existing ride-sharing services. Maxim entered the Indonesian market in 2018, bringing a vision to provide efficient and affordable services to users.

The competition between Gojek, Grab, and Maxim in Indonesia's online transportation market is highly dynamic and evolving. Gojek, established in 2010, and Grab, which entered Indonesia after being founded in Malaysia in 2012, are two of the largest players in this industry. Both offer a wide range of services within a single platform, including transportation, food delivery, and financial services. Gojek emphasizes its diverse offerings in one app with advanced features such as real-time tracking and driver rating systems, while Grab focuses on a super app approach to provide a broader range of services targeting a wider user segment. On the other hand, Maxim, which started operations in Indonesia in 2018, highlights its affordable fares and aims to serve areas that have been overlooked by these larger players.

To attract users, Gojek and Grab frequently implement aggressive marketing strategies through discounts and incentives, whereas Maxim adopts a competitive pricing approach to build its customer base. While Gojek and Grab have successfully created strong brand awareness and customer loyalty, Maxim continues to strive to enhance its brand recognition and service quality to compete in this saturated market. Facing various challenges and employing distinct strategies, all three companies are constantly adapting and innovating to enhance user experience and expand their market share.

Figure 1.2 Total downloads of online transportation app (2021-2023)



Source: DataIndonesia.id

The chart visualizes the total app downloads for four major ride-hailing services: Gojek, Maxim, InDrive, and Grab Driver across the years 2021, 2022, and 2023.

Gojek saw a decline in downloads, dropping from 1.41 million in 2021 to 957,000 in 2023. This decrease suggests a reduction in new user acquisition or possible market saturation. Maxim, on the other hand, experienced consistent growth. Downloads rose from 456,000 in 2021 to 892,000 in 2023, indicating a positive trend and increasing popularity, particularly in specific regions.

InDrive also demonstrated steady growth, with downloads increasing from 246,000 in 2021 to 321,000 in 2023. This suggests the app is slowly gaining traction among users in an increasingly competitive market. Grab Driver, however, saw a decline in its downloads, decreasing from 201,000 in 2021 to 170,000 in 2023. This drop may indicate a shift in user preferences or increased competition in its market.

The trends show the competitive nature of the ride-hailing market, with Maxim and InDrive seeing growth, while Gojek and Grab Driver are facing challenges in maintaining their download numbers.

Table 1.2 Data on online transportation app total download

App	Download Numbers	Source
Gojek	190 million (as of 2022)	expandedramblings.com
Grab	200 million (as of 2024)	expandedramblings.com
Maxim	50 million+ (Google Play)	Google Play Store
inDrive	280 million (as of 2024)	wheels.ph

These four ride-hailing apps show significant global usage numbers. Gojek and Grab lead in terms of total downloads, with Gojek reaching 190 million downloads by 2022 and Grab surpassing 200 million in 2024. Maxim, although a smaller player, has achieved over 50 million downloads on the Google Play Store. InDrive, on the other hand, has seen impressive growth with over 280 million downloads as of 2024, becoming one of the most downloaded mobility apps worldwide. These numbers reflect the popularity and growth of these services in different regions.

Maxim, has gained popularity in cities like Bandar Lampung, offering low-cost, app-based ride services. As reflected in its high user rating of 4.9 stars, many users appreciate Maxim for its fast, friendly, and efficient service.

Figure 1.4 Maxim's User Reviews



Source : Google Play, (2025)

For instance, a user named Anggi Putri praises the driver's courtesy and the smooth ordering process, recommending the service for its quality and reliability. However, not all feedback is entirely positive. Some users report technical and operational issues, such as inaccurate location detection and bugs in the customer support chat feature. There are also concerns about pricing inconsistencies, driver behavior, and e-wallet transparency. This mix of positive and critical feedback highlights the need to explore the factors that influence users' purchase decisions, particularly how customer behavior and customer experience shape their satisfaction and continued usage of Maxim's services. Understanding these factors is crucial for improving service quality and retaining customers in a highly dynamic and competitive market.

Maxim offers various types of services, including private cars, motorcycles, and freight delivery. By providing a variety of transportation options, Maxim is able to reach various market segments, ranging from students, workers, to families who need more flexible transportation facilities. Innovations in service give users the ability to choose the option that best suits their needs, both in terms of convenience and cost. In addition, Maxim also encourages the use of technology to enhance the user experience, such as real-time trip tracking features and ease of booking.

Since its presence in Indonesia, Maxim has been constantly trying to expand its platform and improve service quality to compete with other players in the market. They actively conduct promotions to attract new users and develop strategies to introduce innovative features. Through various campaigns, Maxim seeks to educate the public about the benefits of using online transportation services, including the cost efficiency and convenience they offer. This approach is starting to show results, with an increase in the number of users and expansion to various smaller cities in Indonesia.

Maxim's presence in the Indonesian ride-hailing market not only adds choice for consumers, but also contributes positively to people's mobility, especially for those who live in boarding houses and commute for education or work. With affordable fares

and reliable service, Maxim offers a relevant solution amidst the challenges of high transportation costs and traffic congestion that city dwellers often experience. Over time, Maxim is committed to continuously adapting to user needs and innovating to provide the best service in the online transportation sector in Indonesia.

The rapid expansion of ride-hailing services in Bandar Lampung is closely linked to significant shifts in customer behavior and the overall customer experience. As previously highlighted, issues such as traffic congestion, high transportation costs, and the limitations of traditional transportation methods have created substantial challenges for urban residents. These factors have contributed to the increasing adoption of ride-hailing platforms like Maxim, which offer an efficient, affordable, and reliable alternative to conventional transport services. The decision to adopt these services and the continued patronage of specific platforms are heavily influenced by the interaction between customer behavior and the quality of the customer experience. Thus, understanding the impact of these factors on consumer decision-making is critical for enhancing service offerings and expanding market share.

Customer behavior refers to the actions, attitudes, and perceptions that shape the decision-making process of consumers (Solomon et al, 2019). In the context of ride-hailing, consumers are not merely passive participants in the transportation ecosystem but active decision-makers whose choices are influenced by a combination of psychological, social, cultural, and personal factors (Kotler 2001, Di Crosta et al, 2021; Guthrie et al, 2021; Melović et al, 2021). These factors interact with the features and benefits offered by ride-hailing services, ultimately guiding consumers toward specific platforms such as Maxim.

At the psychological level, a fundamental factor influencing customer behavior is the perceived value that consumers assign to the service (Kotler, 2001). Maxim, for instance, emphasizes affordability and reliability as key components of its value proposition. Cost-conscious consumers—particularly students and individuals from

lower-income backgrounds—are likely to be attracted to Maxim’s competitive pricing strategy. When consumers perceive that the price they pay is commensurate with the quality and convenience they receive, they are more likely to adopt and remain loyal to the service (Carnevale & Hatak, 2020; Mayo, 2020).

Another psychological factor influencing consumer decisions is trust ((Kotler, 2001; Alain, 2013). Ride-hailing services inherently require a level of trust from passengers, as they may be unfamiliar with the drivers. Trust plays a crucial role in shaping consumer decision-making, and it is established through consistent service quality, transparent pricing structures, and safety measures such as background checks for drivers and real-time trip tracking. When customers perceive the service as secure and reliable, their likelihood of consistent usage increases.

Social influences also play a significant role in shaping customer behavior in Bandar Lampung. Social norms, peer recommendations, and cultural values strongly affect how individuals perceive and use ride-hailing services (Kotler, 2001). Younger demographics, such as students living in boarding houses, are more likely to use ride-hailing apps due to their integration into contemporary lifestyles and their social acceptance (Rayle et al, 2016; Dias et al, 2017; Young and Farber, 2019; Grahn et al, 2019; Alemi et al, 2018a; Lavieri and Bhat, 2019). These services align with the expectations of younger generations, who are accustomed to using digital solutions that offer convenience and flexibility. Therefore, social influence—including word-of-mouth recommendations from friends and family—plays a significant role in determining whether a potential customer will adopt a ride-hailing service like Maxim.

Cultural values around mobility, status, and convenience influence customer preferences (Kotler, 2001). In urban areas, access to ride-hailing services is often seen as a status symbol or a marker of modernity. This cultural framing of convenience and social status encourages frequent usage, particularly among middle-class and upper-middle-class residents. Thus, Maxim’s ability to adapt to local social and cultural

norms, such as by offering a range of service levels to cater to various consumer needs, will be critical to its success in gaining market share.

On a personal level, a customer's income level and lifestyle are pivotal in determining their transportation choices (Kotler, 2001). As mentioned, many students and low-income individuals in Bandar Lampung rely heavily on affordable transportation solutions. For this demographic, the cost-effectiveness of Maxim's services becomes a significant motivating factor. Maxim's transparent and competitive pricing, particularly during peak hours, ensures that consumers can effectively manage their transportation budgets.

Furthermore, the economic situation in Bandar Lampung also shapes customer behavior. During times of financial strain or when transportation costs rise, consumers may be more inclined to use ride-hailing services as a more cost-effective and efficient alternative to owning and maintaining a private vehicle (Litman, T., 2013; Ribeiro, G., Magrinyà, F., & Filho, D. O., 2014; Tirachini, A., 2019). The flexibility in travel options is another key factor. Maxim's ability to cater to both short- and long-distance commuters, with various vehicle options (e.g., motorcycles, cars, and freight services), offers greater convenience and choice for individuals with diverse needs.

While customer behavior significantly influences the adoption of ride-hailing services, the customer experience is arguably more impactful in determining continued usage and customer loyalty. The customer experience encompasses the cumulative interactions between the consumer and the service provider, from booking the ride to the final payment (Fornell, C., 1992; Veroeff et al., 2009). It is shaped by multiple factors, including the ease of use, service quality, driver behavior, and emotional satisfaction. A positive customer experience can foster long-term loyalty, whereas a negative experience can result in customer attrition.

One of the most significant drivers of customer experience is consistency in service quality. Consumers expect each interaction with a ride-hailing service to meet or exceed their expectations. This includes factors such as timeliness of service, vehicle cleanliness, and driver professionalism. Maxim competes with other platforms such as Gojek and Grab by ensuring that service standards focus on affordability and reliability. If Maxim consistently provides these elements, customers are more likely to continue using the service and recommend it to others (Joshi, S., 2014).

The emotional and social elements of customer experience also play an important role. The emotional connection plays a crucial role in shaping the overall customer experience. A friendly, professional, and respectful driver can significantly enhance a passenger's perception of the service. Conversely, unprofessional or discourteous driver behavior can lead to negative experiences and deter repeat usage (Liljander, V. and Strandvik, T. 1997). Thus, ride-hailing companies like Maxim must ensure that their drivers are properly trained, regularly evaluated, and incentivized to provide excellent service.

Moreover, social influence extends beyond word-of-mouth referrals from peers and family. It also includes the perception of how a particular service aligns with an individual's social image (Rahman et al., 2022). If a ride-hailing service like Maxim is perceived as efficient, affordable, and modern, it can attract customers who wish to project a certain social image. This is particularly relevant for younger users, such as students and young professionals, who view using ride-hailing services as both a practical solution and a social trend.

The use of technology to enhance the customer experience is another critical factor. Ride-hailing services like Maxim rely on smartphone technology to deliver a seamless user experience. From booking rides to tracking the journey in real time, customers expect a smooth, intuitive interface. Maxim's ability to offer easy-to-navigate apps, secure payment systems, and efficient route planning can make or break a customer's

experience. Key features, such as real-time tracking and estimated arrival times, are essential elements that positively impact customer satisfaction. Additionally, the ability for customers to rate both their ride and drivers creates a feedback loop that promotes service improvements, which is essential for customer retention.

Ultimately, the purchase decision, specifically the decision to use a ride-hailing service like Maxim, emerges from the intersection of customer behavior and customer experience. Kotler and Keller (2008) reference the Engel, Kollat, and Blackwell model, which outlines the consumer buying-decision process. This model, grounded in consumer psychology, identifies five key stages in the decision-making process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. When these factors align, customers are more likely to adopt the service, continue using it, and become loyal advocates.

Problem recognition occurs when a consumer identifies a need for transportation, often influenced by emotional triggers such as convenience, urgency, or dissatisfaction with current transportation methods. This stage is crucial as it prompts individuals to begin their search for solutions, aligning with findings from Klaus and Maklan, who assert that customer experience is a primary determinant of consumer behavior, significantly influencing subsequent actions (Klaus & Maklan, 2013). When customers feel a strong urge driven by emotional needs—be it stress from lack of reliable transport options or excitement about an upcoming event—they are motivated to seek alternatives more aggressively.

Following problem recognition, the information search phase involves consumers gathering data regarding ride-hailing options. This search can be impacted by social influences, such as recommendations from friends or reviews from peers on social media platforms, underscoring the interconnectedness of social validation and consumer behavior. Recommendations shared through social channels serve both informational purposes and contribute to emotional responses that guide consumer

preferences. However, the specific findings of Jiang and Rosenbloom do not directly support the claims made about social validation influencing consumer behavior in ride-hailing services; therefore, this citation has been removed.

The evaluation of alternatives is where emotional responses to user experiences and social evaluations merge. Factors such as pricing, perceived quality, and user interface usability come into play, alongside emotional assessments of brands and personal experiences. As Pullman and Grob indicate, the emotional context created by service design elements can elicit strong consumer responses, which may directly influence loyalty behaviors (Pullman & Grob, 2004). Customers weigh their experiences and emotions tied to each alternative, which may involve reviewing app design, customer service interactions, and overall user satisfaction, as supported by Wu and Gao's findings regarding emotional experiences in service contexts (Wu & Gao, 2019).

Once the evaluation leads to a purchase decision, the ease of using a ride-hailing app can reinforce the customer's emotional state, contributing to a seamless user experience that minimizes cognitive dissonance. According to Mattila and Enz, post-decision emotions are critical, as positive emotional outcomes foster loyalty and repeat usage (Mattila & Enz, 2002). Consumers reflect on their experiences, and positive emotions after a successful transaction enhance the likelihood of repurchases. In contrast, any negative experiences can lead to regret or dissatisfaction, profoundly impacting future behavior and brand loyalty, as supported by Schoefer and Diamantopoulos (Schoefer & Diamantopoulos, 2008).

Finally, the post-purchase behavior stage is heavily influenced by both emotional satisfaction and social factors. The emotional reactions experienced during and after a ride play a crucial role in determining customer retention and loyalty. However, the reference to Kim and Pallas does not support the specific claims made in this context; thus, this citation has been removed. Klaus and Maklan emphasize the importance of perceived service quality in maintaining positive emotions post-purchase, which in

turn influences future purchasing decisions and recommendations to others (Klaus & Maklan, 2013).

In conclusion, understanding the complex relationship between customer behavior and customer experience is essential for ride-hailing services like Maxim. By focusing on these two critical aspects, Maxim can not only improve its service offerings but also foster customer loyalty and expand its market share in Bandar Lampung. The continued adaptation to customer needs, along with a strong focus on satisfaction, will determine Maxim's long-term success in a highly competitive and congested market.

This research identified a framework for measuring customer experience specifically tailored to various industries. A notable example is the work of Lemke et al. (2006), who developed an eight-factor model to measure customer experiences in the B2C market, comprising accessibility, competence, customer recognition, helpfulness, personalization, problem-solving, promise fulfillment, and value for time. While numerous studies on customer experience have been published, predominantly in sectors such as e-commerce, hospitality, telecommunications, and banking, research focusing specifically on customer experience in the online transportation industry—particularly concerning Maxim—remains relatively scarce.

To explore the relationship between customer behavior and customer experience in relation to purchase decision, this research aims to conduct a study titled “The Impact of Customer Behavior and Customer Experience on Purchase Decision of Maxim services in Bandar Lampung.” This research intends to fill the existing gap in literature and provide insights into how these factors interact in the context of online transportation services.

1.2. Formulation of Problems

Based on the background provided and the data collected, the following research questions can be formulated:

1. Does customer behavior positively impact purchase decision?
2. Does customer experience positively impact purchase decisions?

1.3. Research Objectives

In light of the formulated problems, the objectives of this research are as follows:

1. To analyze the influence of customer behavior on purchase decision.
2. To analyze the influence of customer experience on purchase decision.

1.4. Use of Research

1. For Authors: This research will provide authors and researchers in the field of consumer behavior, marketing, and service industries with a comprehensive understanding of the factors influencing customer decisions in the context of ride-hailing services. The findings will add to the existing literature by highlighting the role of customer behavior and experience in shaping consumer choices, particularly in emerging markets like Bandar Lampung. It will also provide a foundation for future studies that can expand on these findings or explore related topics.

2. For Companies: For ride-hailing, this research will offer practical insights into the key drivers of customer satisfaction, loyalty, and purchasing decisions. Understanding how customer behavior and experience influence these factors will enable companies to tailor their marketing strategies, improve their customer service, and refine their operational practices. The findings can also inform strategic decisions such as pricing models, promotions, app functionality, and customer engagement efforts, ultimately helping companies enhance customer retention and expand their market share in a competitive environment.

3. For Academia: For academic institutions and scholars, this research will contribute valuable insights to the study of consumer behavior and service marketing in the context of ride-hailing. By examining customer behavior and experience in an Indonesian city, this research will help bridge the gap between global theories of consumer behavior and the specific dynamics of the Southeast Asian market. The study will provide a foundation for further academic inquiries into customer decision-making in digital platforms.

4. For Readers: For readers, particularly consumers and residents of Bandar Lampung, this research will provide a deeper understanding of how their decisions to use Maxim and similar services are influenced by customer experience and behavior. It may empower users by providing information about the factors that drive customer satisfaction, allowing them to make more informed choices when selecting a ride-hailing service. This study may also stimulate greater awareness of how companies can improve their offerings based on customer feedback, potentially leading to improved service delivery in the market.

II. LITERATURE REVIEW

2.1. Management

According to Robbins and Coulter (2012) in their book *Management*, management involves coordinating and overseeing the activities of others with the aim of ensuring that tasks are completed efficiently and effectively. This definition highlights the role of a manager in directing the actions of individuals to achieve organizational goals. Coordination involves aligning the efforts of various individuals or groups within an organization to work toward common objectives. Coordination ensures that different departments or teams collaborate effectively and that their activities complement each other. Oversight refers to the role of managers in monitoring, guiding, and evaluating the performance of employees and processes. Effective oversight helps ensure that tasks are executed correctly and that any issues are promptly addressed.

George R. Terry, in his book "Principles of Management," defines management as a process that involves planning, organizing, mobilizing implementation, and supervision, utilizing both scientific and artistic approaches to achieve predefined goals. The emphasis on using both science and art highlights that management is not solely a mechanical process based on rules and regulations. Instead, it involves intuition, creativity, and interpersonal skills—qualities that are essential for dealing with the complexities of human behavior in organizations.

Planning is the foundational step where managers set objectives and determine the best course of action to achieve them. Effective planning involves forecasting future conditions and making strategic decisions. Once planning is established, organizing involves arranging resources (human, financial, technological, etc.) to implement the plan. This process includes defining roles, establishing relationships, and allocating resources. Mobilizing Implementation about putting the plan into action. It involves motivating and leading people to execute the tasks necessary for achieving the goals. This requires strong leadership qualities, as managing people's motivation and

engagement is crucial. Supervision entails overseeing the implementation process to ensure everything is on track. It involves monitoring progress, providing feedback, and making adjustments as necessary.

Drawing from both definitions, the overarching conclusion is that management is a process that encompasses four primary functions: planning, organizing, leading, and controlling. These functions are interconnected and crucial for achieving organizational objectives.

2.2. Marketing Management

According to Kotler and Keller (2009), "marketing management" is both an art and a science that involves selecting target markets and attracting, retaining, and growing customers by providing and promoting exceptional value. The "science" aspect refers to the use of data, analytics, and systematic research methods to understand markets and consumer behavior, allowing businesses to make informed decisions. The "art" aspect involves the creative and innovative strategies used to communicate and deliver value to customers, as well as how to build emotional connections with them. Essentially, marketing management helps create a firm's marketing plan based on accurate information about the market, which is typically gathered through research and surveys.

Effective marketing management includes understanding a company's current market situation, setting achievable goals, developing strategies to enter new markets, and implementing marketing plans that fit within a budget. In simpler terms, marketing management is a key business function that focuses on creating and refining a company's marketing strategy.

To do this, marketing management uses concepts from economics and competitive strategy to analyze the industry in which the company operates. Some common tools used in this analysis include Porter's Five Forces, which helps evaluate competition;

strategic group analysis, which looks at similar competitors; and value chain analysis, which examines the company's operations to identify areas for improvement.

2.3. Customer Behavior

Customer behavior involves the analysis of how individuals, groups, and organizations make decisions regarding the selection, acquisition, use, and disposal of products, services, ideas, or experiences to fulfill their needs. It also considers the consequences of these actions on both consumers and society (Suprihati, 2015). According to Schiffman and Kanuk (2010), consumer behavior refers to the repeated actions taken by individuals when searching for, buying, using, evaluating, and discarding goods or services that satisfy their needs.

To understand customer behavior, it is necessary to recognize the various factors that influence it. These factors can vary widely depending on the specific environment, leading to differences in research approaches, preferences, attitudes, opinions, and preferences. Kotler (2001) highlights several important indicators that influence customer behavior:

1. Cultural, refers to the collective set of values, perceptions, desires, and behaviors that individuals learn from family and other significant societal institutions. Cultural factors have the broadest and most profound effect on customer behavior, as they define how individuals interact with their environment and make decisions (Hua et al., 2023).
2. Social, represents a relatively permanent and hierarchical division within society, is shaped by various factors such as income, education, wealth, and occupation. Customers from different social classes tend to exhibit differing preferences and purchasing habits, which influence the types of products and services they select.
3. Personal, refer to the psychological characteristics that distinguish individuals and lead to consistent and enduring responses to their environment. These factors significantly shape customer decision-making, influencing their preferences, behaviors, and purchasing patterns.

4. Psychological, refer to the internal influences that shape customer behavior based on their needs, past experiences, and expectations. These factors play a crucial role in determining the products customers choose, as individuals are often motivated by a desire to satisfy specific needs.

2.4. Customer Experience

Customer Experience is defined as the sum of interactions that customers perceive throughout their entire journey (Fornell, C., 1992; Veroef et al., 2009). It encompasses not only the cumulative perceptions formed during the learning process but also the emotions and feelings customers experience while engaging with a company's products and services. Berry et al. (2002) describe customer experience using three key components: functional clues (the technical quality of offerings), mechanical clues (the sensory presentation of those offerings), and humanic clues (the behavior and appearance of service providers).

Customer experience is a comprehensive concept that involves the interactions among customers, companies, and the offerings provided by the company, as highlighted by Schmitt et al. (2014). It includes various customer responses—sensory, social, emotional, cognitive, affective, spiritual, and physical—to all interactions with a company (Gentile et al., 2007). A memorable and lasting customer experience can create positive emotional value, which in turn enhances customer satisfaction (Chahal and Dutta, 2014; Mulyono and Situmorang, 2018). Consequently, building a positive customer experience has become increasingly important for marketers, as it helps to expand the customer base, boost profitability, and foster deeper relationships with customers (Veroef et al., 2009).

Lemke et al. (2006) identified eight critical factors that measure customer experiences in the B2C market:

1. **Accessibility:** Refers to how convenient it is for consumers to interact with or access a product or service. Companies that facilitate easy access (e.g., through mobile apps or well-located stores) improve customer experience, while those that create barriers make it difficult for customers to engage.
2. **Competence:** Relates to the ability and skill of the service provider. When customers feel that staff are knowledgeable and competent, they are more confident in the service being provided. Conversely, untrained or inept staff can diminish customer trust.
3. **Customer Recognition:** Involves how well customers feel acknowledged and remembered by the service provider. Companies that recognize and appreciate their customers foster a sense of belonging, while those that fail to acknowledge them lose valuable connections.
4. **Helpfulness:** Reflects how easy it is for customers to seek assistance. Staff who go out of their way to help customers enhance the experience, while unhelpful personnel can create a negative impression.
5. **Personalization:** Entails treating customers as individuals rather than faceless entities. Companies that tailor their offerings and interactions to fit individual preferences foster a sense of personalization, while those that apply a one-size-fits-all approach may fail to connect.
6. **Problem Solving:** Relates to the effectiveness of staff in resolving customer issues. Companies that take ownership of problems and work actively to find solutions create a positive experience, whereas those that appear indifferent can frustrate customers.
7. **Promise Fulfillment:** Refers to a company's ability to keep its promises to customers. Firms that consistently meet their commitments build trust, while those that fail to deliver on promises can damage their reputation.
8. **Value for Time:** Involves how much a company respects and efficiently utilizes a customer's time. Companies that strive to minimize wait times and streamline service delivery are viewed positively, while those that do not prioritize efficiency can lead to customer dissatisfaction.

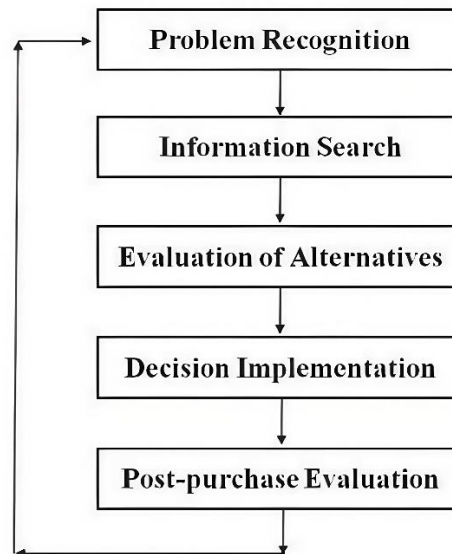
2.5. Purchase Decision

Schiffman and Kanuk (2004) emphasized the importance for companies to understand the process behind consumer purchase decisions. When consumers make a purchase, they are not simply acquiring a product as a commodity; they are also seeking values that meet their personal needs, including the brand and quality of the product. To effectively respond to market dynamics, companies must remain flexible and quickly adapt to both threats and opportunities. This adaptability is crucial for companies to take the necessary actions to influence consumer purchase decisions (Kotler, 2016). Only by doing so can companies create strategies that increase the likelihood of a purchase.

In this context, customer engagement is recognized as having a range of positive outcomes for companies, including increasing purchase intentions. According to Prentice et al. (2019), customer engagement arises from the emotional and cognitive connection that customers form with a brand, which is often developed in specific contexts or circumstances (Hollebeek et al., 2014).

Kotler and Armstrong (2014) define the purchase decision as the final stage in the consumer's decision-making process, when the consumer actually decides to make a purchase. In contrast, Assauri (2004) describes the purchase decision as the process in which a consumer decides whether or not to buy a product, based on their earlier activities and evaluations.

Figure 2.1 Consumer Purchase Decision Process



Source: The Engel, Kollat, and Blackwell Model

Kotler and Keller (2008) reference the Engel, Kollat, and Blackwell model, which outlines the consumer buying-decision process. This model, grounded in consumer psychology, identifies five key stages in the decision-making process:

1. Problem recognition

The buying process begins when the consumer becomes aware of a problem or need. This need can be triggered by either an internal stimulus (such as personal desires or physical discomfort) or an external stimulus (such as marketing efforts or environmental factors). This recognition of a need generates a drive or motivation to resolve the issue.

2. Information search

Once a consumer recognizes a need, they typically seek more information to address it. There are two levels of information search. At the light search level, the consumer becomes more attentive to information about the product, becoming more receptive to relevant details. In the active search level, the consumer takes more deliberate actions such as browsing the internet, discussing the product with friends, and visiting stores to gather further details. Information sources include

private sources (family, friends, neighbours, and acquaintances), commercial sources (advertising, salespeople, packaging), public sources (mass media, consumer organizations), and experiential sources (handling, inspecting, or using the product).

3. Evaluation of alternatives

During the evaluation phase, consumers assess the various product options. This process is often seen as a cognitive, rational decision-making process, where consumers consciously form judgments. A fundamental concept in this evaluation is that consumers seek to fulfil their needs by selecting a product that offers specific benefits. Each product is viewed as a bundle of attributes, with different features offering varying degrees of benefit that help satisfy the consumer's needs.

4. Decision implementation

At the evaluation stage, consumers form preferences among different brands or product options and may develop an intention to purchase the product that best meets their needs. Several factors influence this decision. The attitudes of others play a significant role; the opinions of friends, family, or colleagues can either support or deter a particular purchase. The influence of others becomes more complex when individuals close to the consumer hold opposing views. Another important factor is unexpected situational factors, which may alter the consumer's initial purchasing intentions.

5. Post purchase evaluation

After making a purchase, the consumer enters the final stage of the buying process, which involves evaluating the satisfaction or dissatisfaction with the product. Consumer satisfaction is determined by the alignment between their expectations and the actual performance of the product. Displeased customers may return the product, lodge complaints with the company or regulatory bodies, or take personal actions such as warning others or deciding not to purchase the product again. Conversely, satisfied customers are more likely to share positive experiences and continue using the product.

2.6. Previous Research

Previous research was used by the author as a material and reference for conducting this research. Some of the previous research that became the author's material and reference in conducting research are shown in the table below.

Table 2.1 Previous Researches

No	Authors/Year	Research Title	Research Result
1	Fikri, M. and Silvianita, A. (2021)	Influence of Customer Behaviour and Customer Experience on Purchase Decision of Urban Distro	The relationship between variable customer behavior to purchasing decisions turned out to have positive results, as well as variable customer experience to purchase decisions had positive results as well and the charges can be received. So that overall variable customer behavior and customer experience actually has a positive result on the purchase decision in Urban Traffic but has not been too significant influence.
2	Latif, L. L., Hasbi, I. (2021)	The Influence of Customer Experience and Brand Image on Purchase Decisions in Lazada	Customer experience and brand image have a significant effect on purchase decision in online shopping.
3	Rambi, W. (2015)	The Influence of Consumer Behaviour on Purchase Decision Xiaomi Cell phone in Manado	All independent variables have simultaneously strong relationship with Consumer Purchase Decision as dependent variable.
4	Sigar, E. T., Massie J. D. D., Pandowo M. H. C. (2021)	The Influence of Consumer Behaviour and Digital Marketing on Purchase Decision at Grab Food in Manado	Consumer behavior and digital marketing have a positive and significant influence relationship with Consumer Purchase Decision simultaneously.

Table 2.1 Previous Researches (Continued)

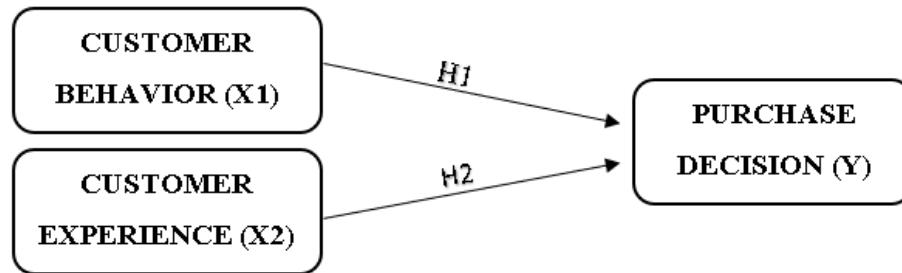
5	Supriatna, P. S., Hurriyati, R., & Hendrayati, H. (2023).	How customer experience influenced on purchase intention of the music stream application: study of spotify users in indonesia.	The results showed that customer experience significantly positively influences the purchase intentions of Spotify Indonesia users. It means that the better the customer experience, the higher the purchase intention you get.
6	Peña-García, N., Saura, I. G., Orejuela, A. R., & Siqueira, J. R. (2020).	Purchase intention and purchase behavior online: a cross-cultural approach.	Results highlight the importance of national culture to understand impulsive buying behavior. The article presents several considerations toward the main elements to generate online purchase intention among consumers in an emerging country and finds substantial differences with consumers in a developed country.
7	Chen, P., Huang, Y., & Lai, Y. (2023).	A study of consumer purchase behavior on health food in the multi-level marketing.	The results showed that age was the only demographic factor significantly linked to purchase behavior. The study also confirmed that there is a significant relationship between salesperson product information and consumer purchase behavior. Consumer feedback is significantly related to both purchase behavior and salesperson product information exposure.

Source: Processed Data, 2025

2.7. Conceptual Framework

Based on the literature review above, a framework can be presented to describe the relationship of the independent variables.

Figure 2.2 Framework



Source: Primary Data, 2025

2.8. Hypothesis

Hypothesis development Based on the identified research problems and the supporting literature review, this study proposes a set of hypotheses to examine the impact of customer behavior and customer experience on purchase decision of Maxim Service in Bandar Lampung.

1. The impact of Customer Behavior on Purchasing Decision

Previous research, such as the study by Fikri and Silvianita (2021), demonstrates that customer behavior, which includes psychological, social, and personal factors, plays a crucial role in influencing purchasing decisions. Moreover, according to consumer learning theory, customers who have had positive experiences with a service are more likely to trust that brand and return for future purchases. This aligns with findings from Rambli (2015), who noted that customer behavior strongly affects purchase decisions, especially when positive past experiences and familiarity are involved. On the other hand, negative experiences can lead to avoidance of a particular service. Based on this understanding, the first hypothesis is proposed:

H1: Customer behavior has a positive impact on purchase decision.

2. The impact of Customer Experience on Purchasing Decision

Research conducted by Latif and Hasbi (2021) shows that customer experience plays a direct role in determining the likelihood of making a purchase in online shopping environments. Customer experience encompasses all aspects of a customer's interaction with a brand or service, from initial awareness to post-purchase support. Supriatna et al. (2023) further support this idea, finding that customer experience is a strong predictor of purchase intentions, especially in digital platforms like Spotify. The same principle applies to Maxim, where a smooth, intuitive app interface and effective customer service can significantly influence a consumer's decision to choose the service. Based on these insights, the second hypothesis is proposed:

H2: Customer experience has a positive impact on purchase decision.

III. RESEARCH METHOD

3.1. Type of Research

This study employs a descriptive quantitative research design. According to Sugiyono (2018), descriptive research is conducted to determine the value of independent variables, either one or more, without making comparisons or exploring relationships between variables. Quantitative research, grounded in positivistic philosophy, is characterized by the use of numerical data, which is statistically analysed to derive conclusions relevant to the research problem. This approach enables researchers to objectively measure and assess phenomena based on observable and quantifiable evidence. The type of research method chosen is descriptive analysis with quantitative approach. Measuring data using questionnaires to determine whether or not there is an impact of the customer behavior and customer experience on purchase decisions Maxim service users in Bandar Lampung. The respondents are individuals who have used the Maxim service, and their perceptions will be analysed to explore the relationships among the studied variables.

3.2. Sources of Data

To support this research, both primary and secondary data sources are utilized:

1. Primary Data

Primary data is collected directly from respondents who are users of the Maxim service. The main tool for collecting this data is a questionnaire, which consists of structured questions provided to respondents with clear instructions for completion. The questionnaire uses a Likert scale to measure respondents' perceptions and attitudes. The Likert scale provides a range of response options, each assigned a numerical value for analysis:

Table 3.1. Likert Scale

Response Option	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source: Joshi et al. (2015)

2. Secondary Data

Secondary data refers to information that is not obtained directly from the research object or respondents, but from existing sources. This includes data from documents issued by institutions such as universities, research organizations, and government agencies. In addition, secondary data is gathered from books, journals, reports, print and electronic media, and other online resources that support the research.

3.3. Population and Sample

1. Population

According to Arikunto (2016), a population refers to the overall group of data or subjects within a specific scope and time frame that has been determined by the researcher. Similarly, Sugiyono (2014) defines population as a generalization area consisting of objects or subjects that possess certain qualities and characteristics set by the researcher to be studied and from which conclusions are drawn. In this research, the population consists of all Maxim service users in Bandar Lampung.

2. Sample

According to Sugiyono (2014), a sample is a subset of the population that possesses similar characteristics. This study employed a non-probability sampling method, specifically purposive sampling, to select participants. Non-probability sampling is a technique in which not all elements of the population have an equal chance of being selected. Purposive sampling is used when participants are selected based on specific criteria relevant to the objectives of the study. in which the sampling is based on

specific criteria established by the researcher. Researchers determined the following criteria:

- Individuals who have used the Maxim transportation service at least once a week.
- Residents of Bandar Lampung.

The sample for this study consisted of Maxim customers who satisfied the study's requirements. According to (Hair, 2009), the sample size is determined by the number of indicators employed across all variables. The number of samples equals the number of questions multiplied by 5 10. This survey has 34 questions and a sample size of 156 respondents.

3.4. Operational Definition

Table 3.2 Operational Definition Table

Variables	Sub Variables	Indicators	Scale
Customer Behavior (X1) Kotler, P. (2001)	Cultural	The cultural background influences my preference for using Maxim over other ride-hailing services.	Likert
		My cultural values impact the way I perceive the convenience of using Maxim's service.	Likert
	Social	I often receive recommendations from family and friends to use Maxim.	Likert
		My peers' positive experiences with Maxim influence my decision to use the service.	Likert
	Personal	My occupation and lifestyle influence the frequency and type of services I use on Maxim.	Likert
		Maxim's pricing and service features match my personal needs and budget.	Likert
	Psychological	I feel motivated to use Maxim when I need a convenient and quick transportation solution.	Likert
		I perceive Maxim as a trustworthy and reliable service, which influences my purchasing decision.	Likert

Table 3.2 Operational Definition Table (Continued)

Customer Experience (X2) Lemke, F., Clark, M., & Wilson, H. (2011)	Accessibility	Maxim service is easy to access.	Likert
		I can access Maxim service anytime and anywhere I need.	Likert
	Competence	Maxim customer care can solve my problems.	Likert
		I get various features on the Maxim service.	Likert
	Customer Recognition	I can automatically log into Maxim application.	Likert
		The Maxim application gives me vouchers and discounts.	Likert
	Helpfulness	Maxim service makes it easy to ask for help if needed.	Likert
		Maxim provides fast responses regarding the handling of my complaints.	Likert
	Personalization	Features on the Maxim service suit my needs.	Likert
		The price offered by Maxim service is more affordable.	Likert
	Problem Solving	I easily get the items I want on Maxim service.	Likert
		I feel that Maxim is the right place to get the service I want.	Likert
	Promise Fulfillment	Information on Maxim service displayed is as needed.	Likert
		The service I receive on Maxim service matches what is promised.	Likert
Purchase Decision (Y) Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1968).	Problem Recognition	Maxim service provides easy service when placing orders.	Likert
		The waiting time for Maxim service is in line with the service I paid for.	Likert
	Information Search	I realized that I needed a ride-hailing service like Maxim when I was in a hurry.	Likert
		I felt the need to use a ride-hailing service when public transportation was not convenient.	Likert
	Information Search	I researched the options for ride-hailing services before deciding to use Maxim.	Likert

Table 3.2 Operational Definition Table (Continued)

Purchase Decision (Y) Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1968).	Information Search	I often compare the features of different ride-hailing services before making my choice.	Likert
	Evaluation of Alternatives	I consider Maxim's price and features before choosing it over other ride-hailing services.	Likert
		I evaluate Maxim based on its reputation compared to other alternatives.	Likert
	Purchase Decision	I chose Maxim because it provided the most affordable service for my needs.	Likert
		After evaluating all the options, I decided that Maxim was the best fit for my transportation needs.	Likert
	Post-Purchase Behavior	I am satisfied with my decision to use Maxim and plan to use it again in the future.	Likert
		I would recommend Maxim to my friends and family based on my positive experience.	Likert

3.5. Validity and Reliability

3.5.1. Validity Test

The validity test is used to assess the extent to which a questionnaire accurately measures the intended constructs. A questionnaire is considered valid if its items are capable of capturing the information that corresponds to the underlying theoretical concepts. In this study, construct validity was examined using factor analysis, which evaluates the degree to which the results obtained from the instrument are consistent with the theoretical framework.

According to Ghazali (2015), the results of a factor analysis model can be considered valid if the Kaiser-Meyer-Olkin (KMO) value exceeds 0.500 and each item has a factor loading greater than 0.600. These criteria indicate that the instrument items are appropriately correlated and contribute meaningfully to the latent construct being measured.

3.5.2. Reliability Test

Reliability refers to the consistency of a measurement method. A measurement is considered reliable if the same result can be obtained repeatedly using the same methods under identical conditions. According to Arikunto (2013), reliability indicates that an instrument is trustworthy and suitable for use as a data collection tool. In this study, Cronbach's Alpha is used to assess reliability, with an instrument deemed reliable if its alpha coefficient is 0.6 or higher (Ghozali, 2018).

3.6. Data Analysis

3.6.1. Descriptive Analysis

The descriptive analysis method is used to describe and summarize research data without drawing broad conclusions (Sugiyono, 2013). This analysis aims to provide a systematic and factual description of the research context, including the characteristics of the research site, the state of the respondents, and the distribution of items across each variable. The objective is to create a clear and accurate portrayal of the facts, attributes, and relationships between the aspects being investigated.

3.6.2. Quantitative Data Analysis

The study utilizes multiple linear regression (MLR) analysis using SPSS software to quantitatively assess the impact of customer behavior and experience on purchase decision of Maxim service. Multiple linear regression examines the dependency of the dependent variable on one or more independent variables, with the goal of estimating or predicting the population averages or values of known independent variables (Ghozali, 2009). This study uses multiple independent variables—intensity, content, positive opinion, and negative opinion—which affect the dependent variable, purchasing decisions. The regression equation used in this study is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

3.7. Hypothesis Testing

3.7.1. T-Test

The t-test is conducted to examine the partial effect of each independent variable on the dependent variable, namely purchase decision. In this study, the independent variables tested are customer behavior (X_1) and customer experience (X_2), while the dependent variable is purchase decision (Y). This test is performed using multiple linear regression analysis, processed with SPSS software. The decision criteria for the t-test are as follows:

1. If $t\text{-count} > t\text{-table}$ and the significance value (Sig.) < 0.05 , then H_0 is rejected, indicating that the independent variable has a significant partial effect on the dependent variable.
2. If $t\text{-count} < t\text{-table}$ and the significance value (Sig.) > 0.05 , then H_0 is accepted, indicating that the independent variable does not have a significant partial effect on the dependent variable.

3.7.2. F-Test

The F-test, also known as the simultaneous test or ANOVA test, is used to assess the combined effect of all independent variables on the dependent variable.

Test Criteria:

If the sig value < 0.05 , H_0 is rejected.

If the sig value > 0.05 , H_0 is accepted.

3.7.3. Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the proportion of the variance in the dependent variable that is explained by the independent variables in the regression model. Adjusted R^2 is used because it accounts for the number of predictors and the number of observations in the data. R^2 values range from 0 to 1, with higher values indicating that the independent variables better explain the variability in the dependent variable. The remaining percentage ($100\% - R^2$ value) is attributed to factors not included in the study.

V. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study aimed to analyze the impact of customer behavior and customer experience on the purchase decisions of Maxim ride-hailing service users in Bandar Lampung. The research utilized a quantitative approach with descriptive analysis and multiple linear regression to evaluate the influence of the independent variables (customer behavior and customer experience) on the dependent variable (purchase decision).

1. The findings confirm that customer behavior significantly and positively affects purchase decisions. Customer behavior encompasses a broad range of psychological, social, cultural, and personal factors, all of which play an essential role in shaping consumer perceptions and decision-making processes. The regression analysis results indicate that customer behavior has a meaningful influence on purchase decisions, highlighting that factors such as trust in the service, the influence of social circles, and personal lifestyle preferences significantly contribute to consumers' decisions to use ride-hailing services like Maxim. This finding aligns with existing literature, suggesting that consumers' actions and attitudes directly shape their choices regarding service use.
2. Moreover, the study reveals that customer experience has a more dominant effect on purchase decisions compared to customer behavior. Customer experience, which involves the entire journey a consumer undergoes while interacting with a service, significantly influences consumer satisfaction, loyalty, and their decision to continue using the service. Factors such as service quality, user satisfaction, convenience, and the ease of interaction with the platform play a crucial role in determining whether customers choose to engage with Maxim again. These aspects of the service experience are vital in influencing consumers to make repeat purchases and continue using the service in the long term.

5.2 Recommendation

In light of the findings and conclusions presented above, several practical and academic recommendations are proposed:

1. Maxim should prioritize continuous improvement of customer experience across all service elements. Since customer experience has the greatest impact on purchase decision, the company should focus on enhancing the usability and functionality of its mobile application. This includes ensuring fast system responsiveness, minimizing bugs or crashes, simplifying the ordering process, and integrating real-time tracking features. Additionally, customer service responsiveness—especially in handling complaints—should be optimized to maintain consumer trust and satisfaction.
2. Develop marketing strategies that align with consumer behavior profiles. Given the significant role of customer behavior, Maxim should conduct deeper behavioral segmentation to understand consumer values, preferences, and cultural orientations in specific regions such as Bandar Lampung. Promotional campaigns should consider local behavioral patterns, such as peer influence, habitual use, and lifestyle fit, to increase message resonance. Word-of-mouth strategies, such as referral bonuses and community-based outreach, may enhance behavioral alignment.
3. Integrate behavioral and experiential strategies for maximum impact. Companies should avoid treating customer behavior and customer experience as isolated factors. Instead, they should design integrated strategies where behavioral insights inform the development of experience-oriented services. For example, if users value time efficiency, the company should highlight speed features in its branding and offer time-sensitive incentives. Personalized experiences that reflect behavioral patterns can improve both service adoption and user loyalty.
4. Sustain loyalty through personalized value creation. To retain users, Maxim should consider implementing loyalty programs, personalized voucher systems, and user-specific recommendations. Tailoring the app experience based on behavioral data (such as frequent destinations, preferred hours, or favourite services) will not only improve user satisfaction but also reinforce repeated usage and brand attachment.

In summary, this study offers both theoretical and practical contributions. It reinforces the centrality of customer experience and behavior in digital consumer decision-making and provides a foundation for developing user-centric, behavior-driven strategies to enhance competitive advantage in the growing digital transportation industry.

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