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

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Abstract
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
Penelitian ini bertujuan untuk mengetahui pengaruh perilaku pelanggan dan pengalaman pelanggan terhadap keputusan pembelian pengguna jasa Maxim di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif. Pengumpulan data dilakukan dengan menggunakan kuesioner terstruktur yang disebarkan kepada 156 responden yang pernah menggunakan jasa 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 memiliki pengaruh positif yang signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Variabel pengalaman pelanggan memiliki pengaruh paling dominan terhadap keputusan pembelian, hal ini menunjukkan bahwa persepsi pengguna, kualitas layanan, dan kemudahan penggunaan merupakan hal yang penting dalam menentukan apakah pelanggan memilih untuk terus menggunakan layanan Maxim. Koefisien determinasi (R^2) menunjukkan bahwa sebagian besar variasi dalam keputusan pembelian dapat dijelaskan oleh kedua variabel independen yang diteliti. Penelitian ini menyoroti pentingnya platform 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*

1.   Introduction

Bandar Lampung, a rapidly urbanizing city in Indonesia, is currently experiencing significant demographic and economic growth. This urban expansion has resulted in both opportunities and challenges, with traffic congestion emerging as one of the most pressing issues. According to Afrin and Yodo (2020), traffic congestion arises when the volume of vehicles exceeds the carrying capacity of road infrastructure, leading to delays, decreased productivity, and elevated stress levels for commuters. In the context of Bandar Lampung, this problem is exacerbated by the surge in private vehicle ownership and the lack of efficient mass transportation alternatives.

Data from the Central Bureau of Statistics (2023) reveals that the total number of registered vehicles in Bandar Lampung alone reached over one million in 2023, with motorcycles comprising more than 800,000 units. These figures do not include vehicles entering from surrounding areas such as South Lampung and Pesawaran, further intensifying the congestion. For out-of-town students living in rented accommodations or boarding houses, the high cost of personal transportation—encompassing fuel, maintenance, and parking—adds another layer of financial burden. This cost strain not only affects their academic participation and well-being but also limits their mobility and social engagement.

Table 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)

In response to these challenges, ride-hailing services have emerged as a popular alternative, offering greater convenience, flexibility, and affordability. Online platforms such as Gojek, Grab, Maxim, and inDrive have reshaped the urban mobility landscape by providing on-demand transport solutions that are accessible via smartphones. Among these, Maxim—launched in Russia and operating in Indonesia since 2018—has gained traction due to its competitive pricing model and focus on underserved markets.

Maxim's growth in Bandar Lampung is particularly noteworthy. While Gojek and Grab continue to dominate in terms of total downloads, recent trends suggest a decline in their user acquisition, whereas Maxim's user base has grown steadily from 456,000 app downloads in 2021 to 892,000 in 2023 (DataIndonesia.id, 2023). This growth is attributed to Maxim's focus on affordability, localized strategies, and simplified app interface, making it an appealing choice for students and budget-conscious commuters.
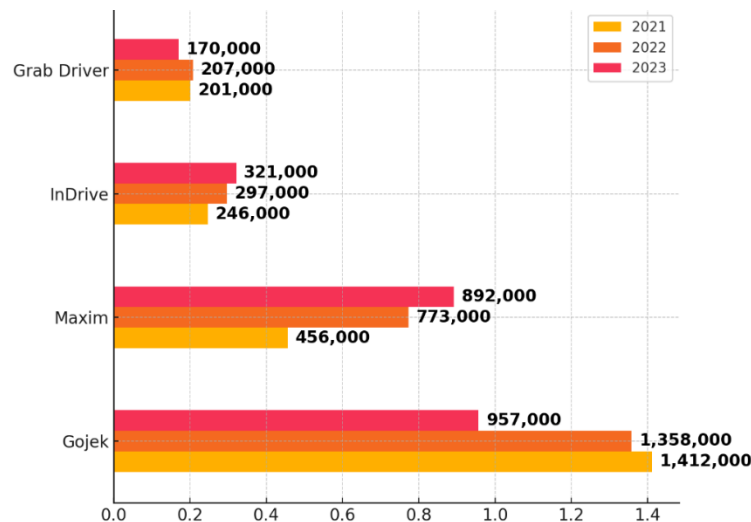
Figure 1. Total downloads of online transportation app (2021-2023)
Source: DataIndonesia.id

However, user satisfaction with ride-hailing services is not solely determined by price. Customer behavior and customer experience are two interrelated constructs that heavily influence the decision to adopt and continue using these services. Customer behavior encompasses the psychological, cultural, social, and personal factors that affect decision-making (Kotler, 2001; Solomon et al., 2019), while customer experience is shaped by the cumulative interaction with the service provider, from app navigation to driver conduct (Fornell, 1992; Lemke et al., 2006).

In the case of Maxim, affordability may drive initial adoption, but consistent service quality, trust, emotional satisfaction, and social influence determine whether users remain loyal. Research shows that when ride-hailing services meet expectations for safety, timeliness, and ease of use, customer retention improves (Mattila & Enz, 2002; Klaus & Maklan, 2013). Moreover, features like real-time trip tracking and driver ratings enhance trust and perceived value, especially among digital-native students.

Despite the importance of these factors, there remains a paucity of academic research specifically addressing customer behavior and experience within the ride-hailing sector in secondary Indonesian cities like Bandar Lampung. Prior studies have focused predominantly on e-commerce, hospitality, and financial services, leaving a gap in understanding how online transportation services like Maxim operate within different socio-economic contexts.

Therefore, this study seeks to examine "The Impact of Customer Behavior and Customer Experience on Purchase Decision of Maxim Services in Bandar Lampung." By exploring this intersection, the research aims to provide actionable insights for service providers and policymakers to enhance the quality of ride-hailing services and address urban transportation challenges. Additionally, it contributes to the academic literature by offering a contextualized understanding of digital transportation adoption in a developing urban setting.

2. Literature Review
Customer Behavior

Customer behavior is a central concept in marketing and consumer research, encompassing the study of the decision-making processes that individuals, groups, or organizations undergo in identifying, evaluating, purchasing, using, and disposing of goods, services, experiences, or ideas to fulfil specific needs and desires (Suprihati, 2015). Schiffman and Kanuk (2010) define consumer behavior as the dynamic interactions of affect and cognition,

behavior, and the environment by which human beings conduct the exchange aspects of their lives. This process is not only influenced by individual motives but also embedded within a broader socio-cultural and psychological framework. Kotler (2001) categorizes the factors influencing customer behavior into four main dimensions: cultural, social, personal, and psychological. Each of these elements plays an interconnected role in shaping how consumers engage with products and services, including ride-hailing apps like Maxim.

Customer Experience

Fornell (1992) and Veroef et al. (2009) define customer experience as the sum of all customer interactions with a brand, including pre-purchase, usage, and post-purchase stages. It encompasses not only functional elements such as product usability and service reliability but also the emotional and psychological responses that emerge during these engagements. This broad definition highlights that customer experience is not merely transactional but involves the creation of meaning and value from repeated contact with a company. In the context of business-to-consumer services, Lemke et al. (2006) propose a set of experiential factors that collectively shape how customers evaluate a service. These include the ease of accessing the service, the competence and helpfulness of service personnel, the sense of being recognized and valued as a customer, and the personalization of interactions. Furthermore, the ability of a company to deliver on its promises, solve problems efficiently, and respect customers' time all contribute to a richer and more satisfying experience. These factors are critical in service industries like ride-hailing, where customer expectations are shaped not only by price but by the overall quality of the interaction.

Purchase Decision

Understanding the purchase decision process is essential for companies seeking to influence consumer behavior effectively—as emphasized by Schiffman and Kanuk (2004)—a purchase is not merely a transactional act but reflects a deeper attempt by consumers to fulfill specific needs and preferences through the value offered by a product or brand. The purchase decision itself is considered the final phase of the consumer decision-making process. Kotler and Armstrong (2014) define it as the point at which the consumer makes a definitive choice to buy, while Assauri (2004) describes it as the outcome of prior evaluation activities. This decision-making process is comprehensively explained through the Engel, Kollat, and Blackwell (EKB) model, as cited by Kotler and Keller (2008). The model outlines five sequential stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. These stages are influenced by various internal and external stimuli, including marketing communications, peer opinions, situational factors, and individual psychological processes. The post-purchase phase, in particular, plays a vital role in shaping future consumer behavior, as it determines the level of satisfaction and the potential for repeat purchases or negative word-of-mouth.

Hypothesis

H1   : Customer behavior has a positive impact on purchase decision.
H2   : Customer experience has a positive impact on purchase decision.
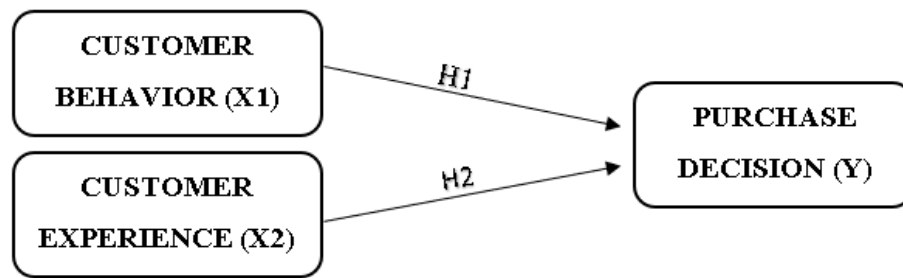   The framework of this research described as follows:

Figure 2. Framework
Source: Primary Data, 2025

3. Methodology

This research adopts a quantitative descriptive approach to examine the relationship between customer behavior, customer experience, and purchase decision among users of the Maxim ride-hailing service in Bandar Lampung. The quantitative method was chosen to enable statistical testing of the proposed hypotheses through numerical data collected via a structured questionnaire. Descriptive analysis was used to profile the respondents and understand their general patterns of response, while inferential analysis through multiple linear regression was employed to assess the effect of independent variables on the dependent variable.

Population and Sampling Technique

The population in this study consists of users of Maxim's ride-hailing services residing in Bandar Lampung. To ensure that the sample reflects the characteristics of active users, a purposive sampling technique was applied. The criteria used for selecting respondents included: (1) having used Maxim's services at least once in the past month, (2) residing in Bandar Lampung, and (3) aged between 16 and 35 years. A total of 156 respondents participated in the study, which meets the minimum sample requirements for multiple regression analysis as recommended by Hair et al. (2010), with at least 5–10 respondents per indicator variable.

Data Collection and Instrument

Primary data were obtained through the distribution of online and offline questionnaires. The questionnaire was designed based on established measurement constructs for customer behavior, customer experience, and purchase decision. Each item was measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Table 2. Likert Scale

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

Source: Joshi et al. (2015)

The customer behavior construct included psychological, cultural, personal, and social dimensions, while customer experience was assessed based on eight indicators adapted from Lemke et al. (2006): accessibility, competence, customer recognition, helpfulness, personalization, problem solving, promise fulfillment, and value for time. The purchase decision construct was designed in line with the Engel, Kollat, and Blackwell (EKB) model of

consumer behavior.

Validity and Reliability Testing

Before hypothesis testing, the questionnaire underwent validity and reliability testing using SPSS. Validity was tested through corrected item-total correlation, and items with correlation values above 0.3 were retained. Reliability was assessed using Cronbach's Alpha, with a threshold of 0.7 as the minimum acceptable level for internal consistency. All constructs met the required standards for both validity and reliability.

Data Analysis Techniques

Data were processed and analysed using Statistical Package for the Social Sciences (SPSS) version 27. The analytical techniques included descriptive statistics and multiple linear regression. The regression model was used to determine the partial and simultaneous effects of customer behavior and customer experience on purchase decision. Hypothesis testing was conducted using the t-test for partial significance and the F-test for simultaneous significance. The coefficient of determination (R^2) was used to measure the explanatory power of the model.

4. Result and Discussion
Respondent Profile

The demographic characteristics of the respondents provide insights into the composition of Maxim users in Bandar Lampung. Table 3 shows that the majority of respondents were in the 16–25 age group (51.28%), followed by those aged 26–35 years (46.15%). A small percentage of users were over 35 years or under 16, each constituting only 1.28% of the sample. This distribution indicates that young adults represent the primary demographic segment for Maxim's services in the city.

Table 3. Characteristics of Respondents by Age

Age Group	Frequency	Percentage
16–25 years	80	51.28%
26–35 years	72	46.15%
>35 years	2	1.28%
<16 years	2	1.28%

Source: Primary Data, 2025

Gender distribution, as presented in Table 4, reveals a higher proportion of female respondents (65.38%) compared to males (34.62%). This finding suggests a gendered trend in the usage of ride-hailing services, where female users may perceive greater value or convenience in on-demand transport options such as Maxim.

Table 4. Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Female	102	65.38%
Male	54	34.62%

Source: Primary Data, 2025

Validity and Reliability Test

The instrument used in this study consisted of 34 items distributed across three variables: customer behavior, customer experience, and purchase decision. As shown in Table 5, the results of the Kaiser-Meyer-Olkin (KMO) test for sampling adequacy were all well above the minimum threshold of 0.5, with values ranging from 0.938 to 0.983. Bartlett's test was

significant (p < 0.001), confirming the suitability of the data for factor analysis. Each item also demonstrated high factor loading values (> 0.8), indicating strong construct validity.

Table 5. Validity Test Result Based on KMO and Bartlett's Test

Variable	Item	KMO	MSA	Factor Loading	Decision
Customer Behavior	1	0.951	0.954	0.833	Valid
	2		0.956	0.865	Valid
	3		0.941	0.871	Valid
	4		0.954	0.839	Valid
	5		0.938	0.858	Valid
	6		0.954	0.855	Valid
	7		0.959	0.821	Valid
	8		0.957	0.855	Valid
Customer Experience	9	0.977	0.981	0.822	Valid
	10		0.965	0.837	Valid
	11		0.982	0.824	Valid
	12		0.983	0.829	Valid
	13		0.981	0.868	Valid
	14		0.967	0.817	Valid
	15		0.977	0.860	Valid
	16		0.976	0.787	Valid
	17		0.976	0.825	Valid
	18		0.966	0.817	Valid
	19		0.983	0.849	Valid
	20		0.983	0.850	Valid
	21		0.982	0.823	Valid
	22		0.973	0.838	Valid
	23		0.981	0.847	Valid
	24		0.980	0.839	Valid
Purchase Decision	25	0.969	0.973	0.850	Valid
	26		0.964	0.860	Valid
	27		0.976	0.838	Valid
	28		0.956	0.887	Valid
	29		0.966	0.868	Valid
	30		0.977	0.823	Valid
	31		0.972	0.855	Valid
	32		0.963	0.854	Valid
	33		0.965	0.868	Valid
	34		0.976	0.850	Valid

Source: Primary Data, 2025

Table 6 reports the reliability test using Cronbach's Alpha. All three variables showed excellent internal consistency: customer behavior (α = 0.945), customer experience (α = 0.971), and purchase decision (α = 0.959). These values far exceed the generally accepted threshold of 0.60, indicating that the instrument is highly reliable.

Table 6. Reliability Test Result (Cronbach's Alpha)

Variables	Total Items	Cronbach's Alpha	Alpha Limit	Description
Customer Behavior	8	0.945	≥ 0.60	Very Reliable (Excellent)
Customer Experience	16	0.971	≥ 0.60	Very Reliable (Excellent)
Purchase Decision	10	0.959	≥ 0.60	Very Reliable (Excellent)

Source: Primary Data, 2025

Coefficient of Determination (R^2)

The coefficient of determination was calculated to evaluate how well the independent

variables explain the variance in the dependent variable. As shown in Table 7, the R Square value is 0.929, indicating that 92.9% of the variation in purchase decision can be explained by customer behavior and customer experience. The remaining 7.1% is attributed to other factors not included in this model. The model demonstrates a very high explanatory power.

Table 7. Coefficient of Determination Result

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.964	0.929	0.929	0.2098

Source: Primary Data, 2025

F-Test (Simultancous Tets)

The F-value was 1007.579 with a significance level of $p < 0.001$, indicating that the regression model is statistically significant. Therefore, it can be concluded that customer behavior and customer experience together have a significant simultaneous effect on purchase decision.

Table 8. F Test Result

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	88.711	2	44.355	1007.579	< 0.001
Residual	6.735	153	0.044		
Total	95.446	155			

(Source: Primary Data, 2025)

t-Test (Partial Test)

The partial effects of each independent variable were assessed using the t-test. As shown in Table 9, customer behavior had a t-value of 6.547 and customer experience had a t-value of 9.072, both exceeding the t-table value of 1.976. The significance level for both variables was less than 0.001, indicating that both H1 and H2 are accepted. This confirms that each variable independently exerts a significant and positive influence on purchase decision.

Table 9. T Test Result

Hypothesis	t Count	t Table	Sig.	Information
H1: Customer Behavior has a significant effect on Purchase Decision	6.547	1.976	< 0.001	Significant, H1 accepted
H2: Customer Experience has a significant effect on Purchase Decision	9.072	1.976	< 0.001	Significant, H2 accepted

Source: Primary Data, 2025

Regression Equation

Based on the output from multiple linear regression analysis, the following regression equation can be formulated:

$$Y = a + b_1X_1 + b_2X_2$$
$$Y = 1.123 + 0.346X_1 + 0.512X_2$$

The regression coefficients indicate that for every one-unit increase in customer behavior, the purchase decision increases by 0.346 units, while a one-unit increase in customer experience results in a 0.512 unit increase in purchase decision, assuming other variables are held constant. This shows that customer experience has the greater influence on the purchase decision.

Table 10. Result of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	0.122	0.092	-	1.330	0.186

| Customer Behavior | 0.405 | 0.062 | 0.410 | 6.547 | 0.000 |
| Customer Experience | 0.578 | 0.064 | 0.568 | 9.072 | 0.000 |

Source: Primary Data, 2025

Discussion

The Impact of Customer Behavior on Purchase Decision

The findings from the t-test indicate that customer behavior has a significant and positive impact on purchase decision, with a t-value of 6.547 and a significance level of $p < 0.001$. This confirms the first hypothesis (H1), suggesting that psychological, cultural, personal, and social factors meaningfully shape consumer choices regarding the use of Maxim's services. The result reinforces Kotler's (2001) theoretical framework, which asserts that consumer purchase decisions are driven by an interplay of internal dispositions and external influences. In the context of ride-hailing, users may base their decisions not only on service characteristics but also on lifestyle alignment, social acceptance, and perceived necessity. The result is also consistent with the work of Schiffman and Kanuk (2010), who argued that consumer behavior reflects a dynamic process where emotion, cognition, and environmental context converge. For Maxim, this highlights the strategic value of tailoring marketing efforts to the socio-psychological profile of its users in urban Indonesia.

The Impact of Customer Experience on Purchase Decision

Customer experience was found to exert a stronger impact on purchase decision compared to customer behavior, as reflected in the higher t-value of 9.072 and a standardized coefficient (B) of 0.512. This supports the second hypothesis (H2), and underlines the centrality of customer experience as a driver of consumer action in service-based industries. The result aligns with the conceptualization by Lemke et al. (2006), who stated that customer experience is composed of emotional, cognitive, and sensory interactions that collectively shape perceptions of value and satisfaction. For Maxim, a positive experience—delivered through responsive customer service, reliable driver conduct, intuitive app design, and consistent fulfilment of promises—can decisively affect users' willingness to continue using the platform. This finding echoes Klaus and Maklan (2013), who highlighted that emotional trust and experiential quality are more predictive of behavioral intentions than functional attributes alone. Additionally, the extremely high internal consistency of the customer experience construct in this study (Cronbach's Alpha = 0.971) strengthens the validity of this conclusion.

5.Conclusion

This study aimed to examine the impact of customer behavior and customer experience on the purchase decision of Maxim service users in Bandar Lampung. Based on the results of the multiple linear regression analysis, both variables were found to have a significant and positive impact on purchase decision, both partially and simultaneously. The coefficient of determination (R^2) reached 0.929, indicating that 92.9% of the variation in purchase decisions can be explained by customer behavior and customer experience. Among the two variables, customer experience had the strongest impact, as reflected in the highest regression coefficient and t-value. This finding suggests that aspects such as ease of app usage, driver competence, personalized service, and overall fulfillment of customer expectations are critical in shaping user decisions to continue using the platform. Although customer behavior also had a statistically significant impact, its relative effect was lower, implying that while socio-cultural and psychological factors are important, they are more

likely to shape perceptions indirectly rather than trigger immediate behavioral outcomes. In conclusion, the findings affirm that enhancing customer experience is a strategic imperative for digital transportation platforms such as Maxim, particularly in emerging urban centres like Bandar Lampung where consumers are sensitive to both service quality and convenience. Additionally, understanding customer behavior patterns remains essential for effective targeting, positioning, and message delivery.

Based on the research findings, several practical and academic recommendations are proposed. First, Maxim should prioritize continuous improvement of its customer experience. This can be achieved by refining the user interface of the application, offering responsive customer support, maintaining consistent service standards across drivers, and creating personalized offers that reflect user preferences and ride history. Investing in driver training, particularly in soft skills and problem resolution, could also enhance the humanic elements of the customer journey. Second, targeted marketing strategies should be designed based on behavioral segmentation. Since younger users represent the dominant user group, promotions and campaigns should be tailored to their digital habits, values, and social preferences. Emphasizing trust, safety, and ease of access may resonate strongly with this segment. Third, future research could extend this study by incorporating other relevant variables such as trust, perceived risk, or brand image, which may mediate or moderate the relationship between customer experience and purchase decisions. Comparative studies across different ride-hailing platforms or geographic regions in Indonesia would also provide broader insights into consumer behavior in the digital transportation sector.

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