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Analysis of Taxsee Driver User Satisfaction in Jambi City Using the Servqual Method

Josefi Virgi Narada[1], Beni Irawan[2], Chandy Ophelia [3*], Amroni[4]

[1,2,3,4] *Information Systems , University of Dinamika Bangsa Jambi, Jambi*
josefitan69@gmail.com[1], beben_delpiero81@unama.ac.id[2],Chandyophelia944@gmail.com[3*], bh36be@gmail.com[4]

Abstract

This research analyzes driver satisfaction levels in Jambi City using the Taxsee Driver application through the Service Quality (SERVQUAL) method. The study background is user complaints regarding GPS inaccuracies and the automatic order system that affects driver performance ratings. Data were collected via online questionnaires from 385 active drivers in Jambi City and processed using Structural Equation Model with SmartPLS. Results show that three of five SERVQUAL dimensions significantly affect user satisfaction: Tangibles (T-Statistic 5.073), Responsiveness (T-Statistic 3.782), and Empathy (T-Statistic 4.026). Reliability (T-Statistic 1.735) and Assurance (T-Statistic 1.303) were not significant. The R-Square value of 0.879 indicates the model explains 87.9% of user satisfaction variation. Developers are recommended to improve navigation accuracy and responsiveness to maintain driver partner loyalty.

Keywords: *User Satisfaction, SERVQUAL, Taxsee Driver, SmartPLS, SEM*

1. Introduction

The rapid development of information technology has had a significant impact on various aspects of people's lives, including the transportation sector. In the era of the Industrial Revolution 4.0, the emergence of application-based transportation has fundamentally changed people's mobility patterns, from conventional systems that rely on bases or phone calls to on-demand services that can be accessed at any time through the palm of your hand [1]. The concept of Smart Mobility has begun to be implemented by integrating the physical and digital worlds to improve the efficiency of human and goods movement in cities, while reducing congestion and pollution through optimizing routes and vehicle capacity. In the online transportation ecosystem, mobile applications are the operational heart that connects companies, passengers, and driver-partners in real-time. Ease of access and speed of service are the main values offered by online transportation platforms to all stakeholders, as well as forming new standards in the modern transportation service industry.
Maxim is a Russian online transportation company that was founded in 2003 and began operating in Indonesia in 2018 through the auspices of PT. Teknologi Perdana [2]. Unlike Gojek and Grab who have dominated the domestic market with a complex super-app ecosystem, Maxim offers a simpler but more competitive approach, especially in terms of lower prices and a profit-sharing system that is considered more profitable for driver-partners. This strategy has proven to be effective in attracting new drivers and the service user community, so Maxim is able to expand its service range to various cities in Indonesia, including Jambi. To support the daily operations of partners, Maxim provides the Taxsee Driver application as the main work tool designed specifically for drivers. This application not only functions to receive orders, navigate, and monitor income, but also serves as a means of communication between drivers through chat features and traffic situations. In Jambi City, Maxim has become one of the main choices of the community in meeting their daily transportation needs, especially since the pandemic has pushed people to switch to application-based services that are considered safer and more practical.

As a party that interacts directly and intensively with the application every day, the level of driver satisfaction with Taxsee Driver's performance is a crucial factor for Maxim's business continuity. Satisfied drivers tend to be more loyal, motivated to provide the best service, and stay longer in partnership, thus ensuring stable fleet availability. On the other hand, drivers who are not satisfied with the performance of the application have the potential to switch to competitor platforms, which can ultimately affect fleet availability and service quality for passengers, as well as damage the company's reputation in the eyes of the public. However, based on user reviews on the Play Store, the Taxsee Driver application in Jambi City experiences several technical problems that interfere with operations and reduce work productivity. The main problems include the inaccuracy of the GPS feature which often displays pick-up points and destinations that do not match the actual location, so drivers have to make manual adjustments that waste time and fuel, and risk causing conflicts with waiting passengers [3]. In addition, the AUTO feature that activates automatically when the app is opened causes incoming orders to be placed without the driver's knowledge. When drivers only want to check balances, view travel history, or contact passengers regarding items left behind, orders that come in accidentally often have to be canceled, and this negatively impacts the driver's performance rating score. The accumulation of cancellations has the potential to reduce the number of order assignments in the future because the system's

algorithm tends to lower the priority of drivers with low ratings. This problem indicates a gap between drivers' expectations of the ideal app and the reality they experience.

User satisfaction is a multidimensional concept that is influenced by various service quality factors, both technical and functional. One of the most widely used and internationally recognized instruments to measure service quality is SERVQUAL (Service Quality) which was developed by Parasuraman, Zeithaml, and Berry in 1985 and refined in 1988. SERVQUAL measures service quality through five main dimensions: Tangibles (physical evidence) which includes the appearance of the app's interface and visual features, Reliability (reliability) which relates to the consistency and accuracy of the system, Responsiveness (responsiveness) which measures the speed of the app's response to user commands, Assurance (assurance) which includes data security and trust, and Empathy (empathy) which reflects the app's attention to the individual needs of the user. This instrument has proven to be valid and reliable in measuring service quality in various sectors, including information technology-based services and mobile applications, because it is able to capture user perceptions holistically and provide a picture of the gap between expectations and reality.

Several previous studies have examined the satisfaction of online transportation users with the SERVQUAL method, demonstrating the relevance and reliability of this method in similar industry contexts. Mauidzoh and Rengganis [4] found that 21 out of 23 attributes of online transportation services had negative gap values, indicating that the service had not met customer expectations significantly. Akbar and Diana [5] reported excellent satisfaction scores across all dimensions of SERVQUAL at PT. Lintas Jaringan Nusantara with the highest average Physical Proof score (4.31), indicating that user perception can be very positive if the service is managed properly. Trenggonowati et al. [6] identified 8 Go-Ride service attributes with negative gaps using the integration of SERVQUAL and QFD, placing driver attitudes as the highest improvement priority in improving service quality. Ariandi and Marsolina [7] used EUCS in the Maxim application and found only the Timeliness variable to have a significant effect on user satisfaction, implying that the time dimension is the dominant factor in the context of the transport application. Rayadi [8] specifically researched the Taxsee Driver in
The aspect of handling complaints and finding the Empathy dimension has the largest gap value compared to other dimensions, which indicates that drivers really expect personal attention and concern from customer service.

Based on the description above, the objectives of this study are: (1) to analyze the influence of the five dimensions of SERVQUAL on the satisfaction of users of the Taxsee Driver application in Jambi City; (2) to identify the dimensions that have the most significant effect on user satisfaction; and (3) to provide strategic recommendations for developers to improve the quality of application services and the interoperability of online transportation in Jambi City.

2. Research Methodology

2.1. Research Stages

This study uses a descriptive quantitative approach that aims to measure and explain the relationship between service quality variables and user satisfaction empirically. The quantitative approach was chosen because this study tested hypotheses that have been formulated based on theory, using structured questionnaire instruments, and analyzing numerical data with inferential statistical techniques.
The first stage is problem identification, namely collecting and analyzing user complaints through reviews on the Play Store as well as informal interviews with several active Taxsee Driver drivers in Jambi City. From this stage, two main problems were obtained: GPS inaccuracy and the impact of the AUTO feature on driver performance ratings.
The second stage is a literature study, including the study of SERVQUAL theory by Parasuraman, Zeithaml, and Berry, the concept of user satisfaction, and the SEM-PLS method. The literature study produced a conceptual model of the research with five independent variables (X1–X5) and one bound variable (Y).
The third stage is the preparation of research instruments in the form of questionnaires developed based on SERVQUAL indicators that have been validated in various previous studies. The questionnaire was tested for readability through a pilot study on 30 respondents before being fully disseminated to all research samples.
The fourth stage is online data collection using Google Forms which is distributed through Maxim driver community groups on WhatsApp and Telegram for four weeks. The fifth stage is data analysis using SmartPLS 4 which includes the evaluation of the outer model and inner model. The sixth stage is the preparation of reports and the formulation of recommendations based on the results of data analysis.

2.2. Population and Sample

The research population is all active drivers of the Taxsee Driver application operating in the Jambi City area. Because the exact number of population is not known, to determine the sample size of the researcher using the ancient rao formula, the sample size was determined using the ancient rao formula as follows:

$$\mathbf{n = Z^2 / 4(Moe)^2}$$

Using the Rao Purba formula due to the exact number of populations, a minimum sample count of the following is obtained:

$$n = \frac{Z^2}{4(Moe)^2} = \frac{1,96^2}{4(0,05)^2} = \frac{3,8416}{0,01} = 384,16 \approx 385 \text{ responden}$$

This number is considered representative and adequate for the SEM-PLS analysis which requires a minimum of 5-10 times the number of indicators in the model. The sampling technique used is purposive sampling with the following criteria: (1) registered as an active driver partner of Taxsee Driver who uses the application at least twice in the past month; (2) domiciled or operating in the Jambi City area.

2.3. Research Model Development

The research models used in this analysis are as follows:

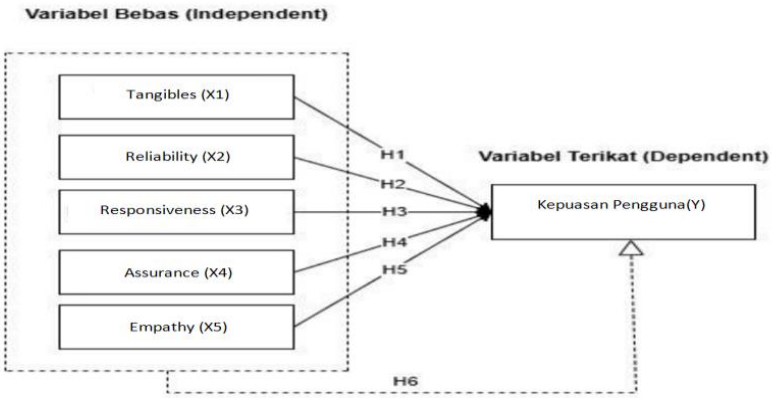

Fig. 1: Development of Research Models

There are five dimensions in the development of research models related to user satisfaction. The five variables are independent variables, Here are the five variables, namely: Tangibles (Fictional Evidence) as a variable X1, Reliability as a variable X2, Responsiveness as a variable X3, Assurance as a variable X4, Empathy as a variable X5, In this study User satisfaction plays a role as a bound variable (Y).

Table 1: The five variables are independent variables

NO	Independent Variables	Definition
1	*Tangibles* (Fictional Evidence)	*Tangibles* are physical aspects that are visible, such as interface design, ease of navigation, and the appearance of app features.
2	*Reliability*	*Reliability* is the ability of the application to provide services as promised, on time, and reliably.
3	*Responsiveness* (Responsiveness)	*Responsiveness* is the willingness of the application to respond quickly and appropriately to user requests, questions, and complaints.
4	*Insurance* (Guarantee)	*Assurance* is the ability of the application to provide a sense of security and convenience, especially related to data security, transactions, and payment systems.
5	*Empathy*	*Empathy* is the app's attention to the user's needs and interests, so that the user feels understood.
6	*User satisfaction* (User satisfaction)	User satisfaction is one of the main indicators to assess the success of a company in running a business.

Table 2: Detail of The five variables are independent variables

Independent variables	Indicator
Tangible (X1)	App Interface is easy to understand when used
	Order Information On App is clearly displayed
	The features in the App are easy to operate
	Ease of finding the features you are looking for
	The app's interface (UI) is easy to understand
Reliability (X2)	App Displays pick-up locations accurately
	Apps Clearly display travel destinations
	App Displays travel fares according to the service
	App Displays easy-to-understand fare changes
	Applications Rarely experience system errors when used
Responsiveness (X3)	Incoming order notifications are received quickly
	Apps respond quickly when used
	The app experienced a delay in receiving orders
	The app makes it easy to communicate with customers
	Apps can be used when the network is unstable
Insurance (X4)	The app provides a sense of security for user data
	Customer information is displayed quite clearly
	The app's customer rating system increases a sense of security
	Gives me confidence when I receive orders
	Provides confidence when using the app for work
Empathy (X5)	Makes it easier to carry out activities as a driver
	Provides flexibility in accepting orders
	Help tailor services to customers
	The order system is not burdensome while at work
	Helps reduce difficulties in using the app
Bound variables	Indicator
User Satisfaction(Y)	I feel satisfied using the Taxsee driver application
	The Taxsee driver app met my expectations as a driver
	The Taxsee driver app helped improve my performance
	I am willing to continue using the Taxsee driver application

2.4. Development Of Research Hypotheses

The conceptual model of this study describes the causal relationship between the five dimensions of SERVQUAL as an independent variable to User Satisfaction as a dependent variable. The five dimensions of SERVQUAL are Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) which are each measured by five reflective indicators. The dependent variable User Satisfaction (Y) is also measured by five reflective indicators that reflect the overall level of driver satisfaction with the Taxsee Driver application.

Based on the conceptual model and literature review that has been conducted, five research hypotheses are formulated as follows:
H1: Tangibles have a positive and significant effect on the satisfaction of Taxsee Driver users in Jambi City.
H2: Reliability does not have a significant effect on the satisfaction of Taxsee Driver users in Jambi City.
H3: Responsiveness has a positive and significant effect on the satisfaction of Taxsee Driver users in Jambi City.
H4: Assurance does not have a significant positive effect on the satisfaction of Taxsee Driver users in Jambi City.
H5: Empathy has a positive and significant effect on the satisfaction of Taxsee Driver users in Jambi City.

3. Results and Discussion

3.1. Respondent Profile

This study involved 385 respondents who are active drivers of Taxsee Driver in Jambi City. All questionnaires distributed were successfully collected and declared worthy of further analysis. A response rate of 100% was achieved because the questionnaire was distributed through driver community groups connected to the application, thus minimizing the risk of questionnaires not being filled out.

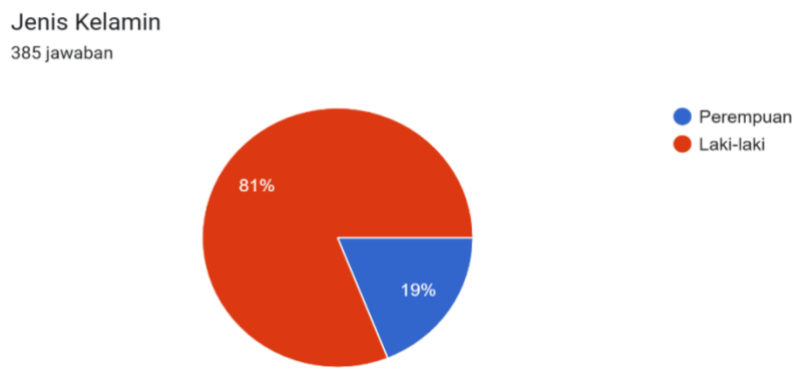

Fig. 2: Respondent Gender Diagram

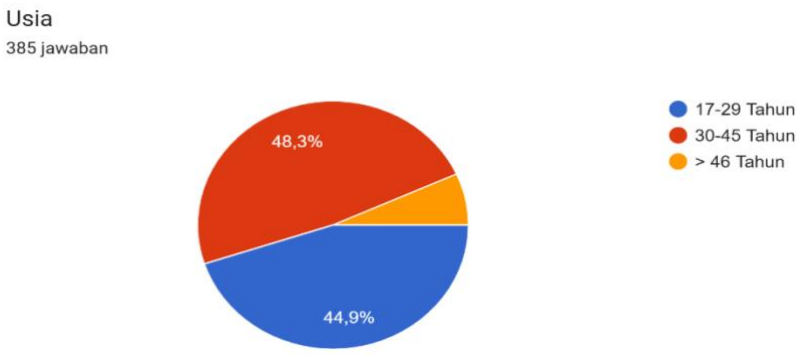

Fig. 3: Type Diagram Respondent Age

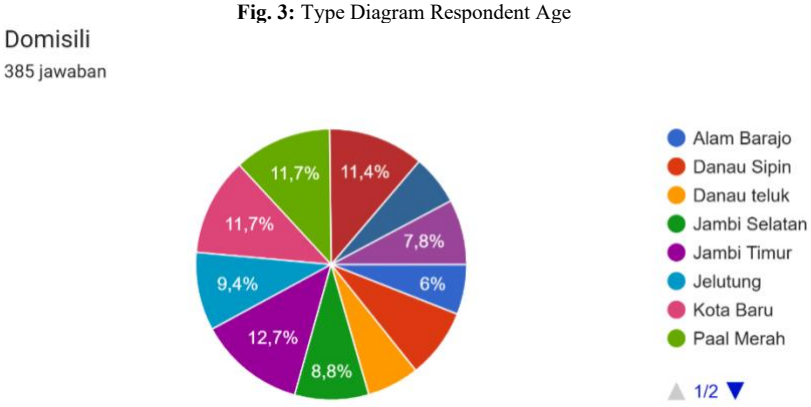

Fig. 4: Respondent Domicile Type Diagram

Based on gender, respondents were dominated by 312 men (81.0%) and 73 women (19.0%). The dominance of men is in line with the general characteristics of the online motorcycle taxi driver profession in Indonesia, which is indeed more engaged in by men. However, the figure of 19% of women shows that this profession is starting to be in demand by women as a flexible source of income.
In terms of age, the 30-45 year old group is the majority with 186 respondents (48.3%), followed by the 17-29 year old group as many as 173 respondents (44.9%), and over 46 years old as many as 26 respondents (6.8%). This data reflects that Taxsee Driver drivers are dominated by productive age who are tech-literate and able to operate applications independently.
In terms of domicile, the East Jambi region was the origin of the most respondents (49 people; 12.7%), followed by Kota Baru (47 people; 12.2%), Jelutung (46 people; 11.9%), Telanaipura (44 people; 11.4%), Lake Sipin (43 people;
11.2%), South Jambi (40 people; 10.4%), Pelayangan (38 people; 9.9%), Teluk Lake (36 people; 9.4%), Jambi Market (35 people; 9.1%), and Paal Merah (7 people; 1.8%). The evenly distributed distribution of respondents in all sub-districts in Jambi City strengthens the representativeness of the research sample.

3.2. Evaluation of the Outer Model (Measurement Model)

External model evaluation is carried out to ensure the validity and reliability of all research constructs before hypothesis testing is carried out. This test consists of three stages: convergent validity test, discriminant validity, and reliability test.

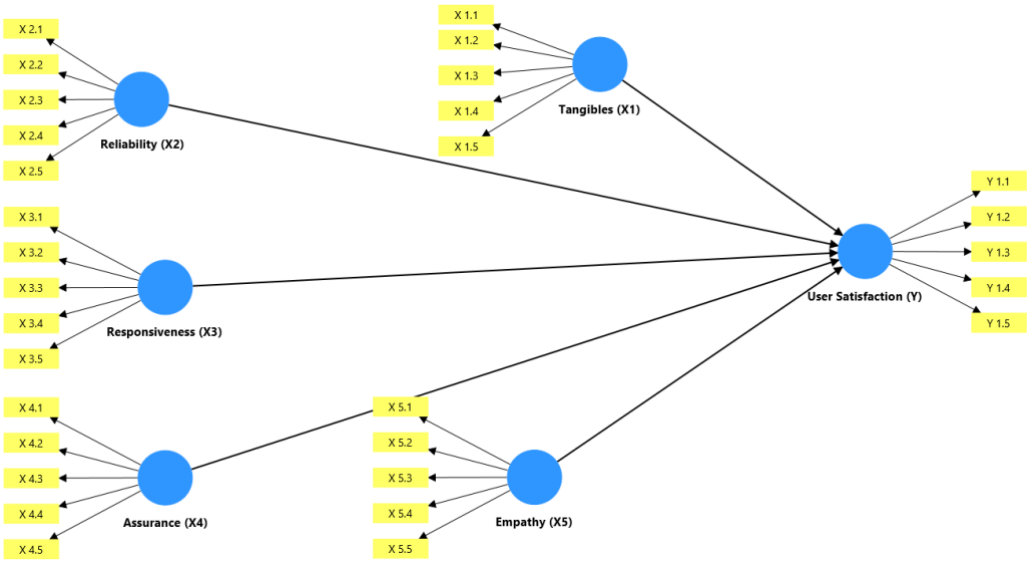

Fig 5: Model Evaluation

In figure 5.4, it can be concluded that the Structural Equalization modeling in this study consists of 6 variables, namely 5 independent variables and 1 bound variable. Each variable consists of 5 statement indicators.
Table 2 summarizes the results of the outer model evaluation which includes the outer loading range, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability for all research variables.

Table 3: Outer Model Evaluation Results

Variable	Outer Loading (Min–Max)	AVE	Cronbach's Apha	Composite Reliability
Tangible (X1)	0,739 – 0,828	0,590	0,826	0,878
Reliability (X2)	0,810 – 0,902	0,776	0,928	0,945
Responsiveness (X3)	0,744 – 0,880	0,632	0,853	0,895
Insurance (X4)	0,774 – 0,903	0,672	0,898	0,911
Empathy (X5)	0,734 – 0,844	0,636	0,856	0,897
User Satisfaction (Y)	0,744 – 0,854	0,637	0,857	0,897

Based on Table 2, all AVE values > 0.50 meet the criteria for the established discriminant validity. The highest AVE value is Reliability (0.776), indicating that the indicators in this construct have a very high internal consistency. The cross loadings test also proves that each indicator has a greater correlation to its own construct than other constructs, so that the discriminant validity is met for all variables.
In the reliability test, all constructs showed a Cronbach's Alpha value of > 0.70 with the highest value in Reliability (0.928) and the lowest in Tangibles (0.826). The Composite Reliability (CR) value of all variables also > 0.60 with a range of 0.878–0.945. This result proves that this research instrument has good internal consistency and is suitable for hypothesis testing [13].

3.3. Evaluation of Inner Model (Structural Model)

The internal model evaluation was carried out to assess the quality of the structural model through the R-Square (R^2) value. The R^2 value obtained was 0.879 with the Adjusted R^2 of 0.878. The interpretation of this value refers to the classification of Hair et al. which stated that $R^2 > 0.67$ is classified as strong, 0.33–0.67 moderate, and < 0.33 weak [14]. Thus, the value of $R^2 = 0.879$ shows that the five dimensions of SERVQUAL, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy, together are able to explain 87.9% of the variation in user satisfaction of the Taxsee Driver application in Jambi City. The remaining 12.1% is explained by other factors outside the research model, such as price factors, company policies, drivers' economic conditions, or personal characteristics that were not measured

in this study. This very high R^2 value shows that the SERVQUAL model is very appropriate to be used as a framework for measuring user satisfaction of online transportation applications.

3.4. Hypothesis Test Results

Hypothesis testing was carried out through a bootstrapping procedure with 1,000 subsamples on SmartPLS 4. A hypothesis is accepted if the T-Statistic > 1.96 and the P-Value < 0.05 at a significance level of 5%. The full test results are presented in Table 3.

Table 4: Bootstrapping Path Coefficient Results

Hypothesis	Origina Sample	Std. Dev.	T-Statistic	P-Vaue	Verdict
H1: Tangibles → User Satisfaction	0,349	0,069	5,073	0,000	Accepted
H2: Reliability → User Satisfaction	0,031	0,018	1,735	0,083	Rejected
H3: Responsiveness → User Satisfaction	0,279	0,074	3,782	0,000	Accepted
H4: Assurance → User Satisfaction	0,020	0,016	1,303	0,193	Rejected
H5: Empathy → User Satisfaction	0.348	0.087	4,026	0,000	Accepted

Based on Table 4, of the five hypotheses tested, three hypotheses were accepted (H1, H3, H5) and two hypotheses were rejected (H2, H4). The following is a discussion of the test results of each hypothesis.

3.4.1. Tangibles (H1 Accepted).

The Tangibles dimension has been proven to have a positive and significant effect on user satisfaction with the value T-Statistic 5.073 and P-Value 0.000, so H1 is accepted. This shows that the better the interface and visual design of the Taxsee Driver app, the higher the satisfaction the driver feels. The clean interface, intuitive button layout, and good readability of information make it easy for drivers to manage their daily work efficiently without the need for long adaptation time. These findings are in line with Akbar and Diana [5] who reported the average value of the Physical Evidence dimension as the highest score (4.31) among all SERVQUAL dimensions in their research. Rianda et al. [14] also emphasized that the visual display aspect is strongly correlated with user satisfaction of location-based applications. In the context of Taxsee Driver, drivers who spend long hours using the application in a single work shift are very sensitive to the visual comfort and ease of navigation of the interface.

3.4.2. reliability (H2 rejected).

The Reliability dimension has not been shown to have a significant effect on user satisfaction (T-Statistic 1.735; P-Value 0.083), so H2 is rejected. This phenomenon can be explained through the theory of user adaptation: drivers who have been using the app for a long time tend to develop adjustment strategies when the system experiences an outage, such as restarting the app, switching networks, or waiting for the system to recover independently.

This condition causes system reliability to no longer be a factor in determining satisfaction for experienced drivers. In addition, when all similar platforms face similar technical constraints, drivers do not have higher expectations for the reliability of the specific Taxsee Driver. These findings are consistent with Ariandi and Marsolina [7] who found insignificant reliability variables in the Maxim application, and Azzahrah and Amelia [13] who obtained similar results in the Maxim Mobile service quality study.

3.4.3. responsiveness (H3 accepted).

The Responsiveness dimension was proven to have a positive and significant effect (T-Statistic 3.782; P-Value 0.000), so H3 was accepted. The speed of the system's response to each driver's action and the ease of the technical issue reporting procedure are critical factors that affect satisfaction. In the context of daily operations, drivers rely heavily on the app's ability to respond to constraints in real-time, especially when faced with inaccurate GPS or fictitious orders that have the potential to be financially detrimental.

Drivers who do not get a quick response to the obstacles experienced will develop a negative perception of the application as a whole, even though other aspects are considered satisfactory. These findings are in line with Yanto et al. [15] who found the responsiveness dimension as a significant predictor of Grab app user satisfaction, and Trenggonowati et al. [6] who placed service responsiveness as one of the priority attributes of improvement on Go-Ride.

3.4.4. Insurance (H4 Declined).

The Assurance dimension was not shown to have a significant effect (T-Statistic 1.303; P-Value 0.193), so H4 was rejected. In the perspective of Herzberg's motivational theory, Assurance can be categorized as a hygiene factor an aspect whose presence does not directly increase satisfaction, but whose absence will cause dissatisfaction. Drivers who have been economically tied to the Maxim platform tend to accept the existing level of security as a condition of the status quo. In addition, the data security aspect of online transportation applications is generally standardized so that it does not create meaningful differentiation between platforms. These findings are consistent with Rayadi [8] who documented that the Assurance dimension has the smallest gap value among all SERVQUAL dimensions in Taxsee Driver, indicating that drivers' expectations and perceptions of this dimension are relatively balanced.

3.4.5. Empathy (H5 Accepted).

The Empathy dimension has been shown to have a positive and significant effect (T-Statistic 4.026; P-Value 0.000), so H5 is accepted. The personal attention shown by apps and companies to the individual needs of drivers has been shown to have a substantial impact on

satisfaction. Drivers who feel their needs are understood, their complaints heard, and receive personal attention will form an emotional bond that encourages long-term loyalty to the platform. In the context of the Taxsee Driver application, Empathy is reflected in the ease of access to assistance features, the quality of customer service response, and the personalization of notifications that are relevant to the needs of drivers. These results support the findings of Trenggonowati et al. [6] who place the dimension of personal attention as the highest priority for improving the quality of online transportation services, and Sihotang [16] who finds Empathy as the most consistent dimension with a positive effect across various online transportation platforms in Indonesia. Overall, the findings of this study provide important theoretical implications that not all dimensions of SERVQUAL contribute equally to the satisfaction of mobile application users. The tangible and relational dimensions (Tangibles, Responsiveness, Empathy) have proven to be more influential than the technical-functional dimensions (Reliability, Assurance) in the context of online transportation driver applications. The practical implication is that developers need to prioritize investments in improving the interface, system response speed, and personal communication mechanisms with drivers.

4. Conclusion

This study analyzes the satisfaction of users of the Taxsee Driver application in Jambi City using the SERVQUAL method with the SEM-PLS approach on 385 active driver respondents. Based on the results of the analysis that has been carried out, several conclusions can be drawn as follows. First, of the five dimensions of SERVQUAL tested, three dimensions were shown to have a positive and significant effect on Taxsee Driver user satisfaction, namely Tangibles (T = 5.073; p = 0.000) with the highest path coefficient weight (0.349), followed by Empathy (T = 4.026; p = 0.000; path = 0.348), and Responsiveness (T = 3.782; p = 0.000; path = 0.279). These three dimensions have a T-Statistic above 1.96 and a P-Value below 0.05 so that the hypotheses H1, H3, and H5 are accepted. Second, the dimensions of Reliability (T = 1.735; p = 0.083) and Assurance (T = 1.303; p = 0.193) were not shown to have a statistically significant effect, so the H2 and H4 hypotheses were rejected. This phenomenon indicates that the driver has adapted to the existing technical conditions and considers reliability and safety as a basic prerequisite, rather than a motivational factor for satisfaction.

Third, the R-Square value of 0.879 indicates a very strong predictive power of the model, where 87.9% of user satisfaction variations can be explained by all five dimensions of SERVQUAL simultaneously. This value is relatively strong and proves that the SERVQUAL framework is relevant and valid to be used to measure the satisfaction of mobile application users in the online transportation sector.

Based on these findings, the developers of the Taxsee Driver application are advised to prioritize improvements in three dimensions that have proven to be significant. First, update the interface design to make it more modern, intuitive, and informative (Tangibles), for example through UI/UX updates that follow the latest Material Design standards. Second, build a responsive obstacle handling system, including an automatic detection mechanism for GPS interference and an order cancellation protocol without a rating penalty (Responsiveness). Third, improve the two-way communication channel between drivers and the company through live chat features, driver community forums, and personalized notifications according to the driver's profile and preferences (Empathy).

Although Reliability and Assurance have no significant effect, these two aspects must still be maintained and improved as minimum service standards to prevent driver churn due to prolonged system disruptions. Regular improvement of server infrastructure and data encryption is still necessary as the foundation of continuous service. Further research is recommended to: (1) expand the research area to other cities in Jambi Province or compare the results between cities; (2) compare the SERVQUAL method with other approaches such as WebQual 4.0 or EUCS to gain a more comprehensive perspective; (3) add moderation variables such as frequency of use, length of service, and driver's income level to understand the factors that moderate the relationship between service quality and satisfaction; and (4) explore differences in satisfaction perceptions between new drivers (< 1 year) and experienced drivers (> 2 years).

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