

# The Influence of Brand Image and Service Quality on the Intention to Recommend Maxim Online Transportation Services in Mataram City with Brand Trust as a Mediating Variable

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## ***Abstract***

### **Keywords:**

Brand Image, Brand Trust, Service Quality, Recommendation Intention, Online Transportation

*This study examines the influence of brand image and service quality on recommendation intention of Maxim online transportation service in Mataram City with brand trust as a mediator, amidst tight competition where Maxim has a Top Brand Index of only 2.8% in 2024. The main objective is to test the direct and indirect relationships between these variables. Using a causal associative quantitative approach with purposive sampling on 200 respondents Maxim users aged  $\geq 17$  years who are active on social media. The instrument in the form of a Likert scale questionnaire was analyzed using SmartPLS for validity, reliability, and hypothesis testing. The results show all significant paths: brand image ( $\beta = 0.588$  to brand trust;  $\beta = 0.216$  directly to recommendation intention), service quality ( $\beta = 0.649$  to brand trust;  $\beta = 0.320$  directly), and brand trust ( $\beta = 0.589$  to recommendation intention), with full mediation and  $R^2 = 87.9\%$ . The conclusion implies a strategy to improve brand image and service to increase consumer recommendations.*

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## **INTRODUCTION**

The development of digital technology has revolutionized the transportation sector in Indonesia, with online transportation services such as Gojek, Grab, and Maxim providing easy access through fast and practical smartphone applications for the public. The value of Indonesia's digital economy will reach IDR 1,232 trillion in 2023, with online transportation contributing significantly to this growth (Annasa Rizki Kamalina, 2023). In the city of Mataram, West Nusa Tenggara, with a population of around 445 thousand people, the demand for this service is increasing along with economic and tourism activities (Bps NTB, 2024).

Maxim offers affordable rates and extensive coverage, but faces stiff competition from established players, with national internet penetration reaching 79.5% by 2024, supporting the adoption of digital services (Apjii, 2024). Indonesia's ride-hailing industry is projected to reach US\$9 billion by 2025, making it the largest market in Southeast Asia. This phenomenon reflects the transformation of urban mobility that relies on service innovation and brand image.

Despite rapid growth, Maxim still lags behind in brand image, with a Top Brand Index 2024 score of only 2.8% compared to Gojek (62.0%) and Grab (31.6%), indicating a weak national brand image. Users in Mataram complained about long wait times, fare fluctuations, and issues with driver safety and professionalism, which undermined trust. This is in line with a Southeast

Asia ride-hailing study that showed service quality and brand image influence consumer preferences.

Previous research has focused more on Gojek and Grab in large cities like Jakarta, ignoring the local context of Mataram, with its distinct user characteristics, such as purchasing power and digital habits (Tjiptono, 2019). Few studies have integrated brand trust as a mediator between brand image, service quality, and recommendation intention on Maxim. This gap is crucial because brand trust mediates recommendation behavior in Indonesian online transportation services.

*Fierce Competition in NTB Demands Specific Strategies for Maxim, Where Service Complaints Decrease Recommendation Intentions and Loyalty. Without a Deep Understanding of Brand Trust Mediating, Companies Struggle to Build Competitive Advantage in Emerging Markets. This Research Fills the Gaps with an Empirical Focus on Local Users.*

This study aims to examine the influence of brand image and service quality on Maxim's recommendation intention in Mataram through brand trust mediation. Its urgency lies in the potential of the Mataram market and the need for data-driven strategies to increase trust amidst competition. Its novelty is the analysis of brand trust mediation specifically on Maxim in NTB, complementing previous studies limited to dominant players, with practical implications for local service development (Zheng et al., 2025).

## RESEARCH METHODS

### Types and Methods of Research

This study uses a quantitative approach with a causal associative design to examine the relationships and influences between variables such as brand image, service quality, brand trust, and recommendation intentions among Maxim users in Mataram City (Sugiyono, 2021). This approach is suitable for measuring the influence of independent variables on dependent variables through inferential statistical analysis, as recommended in quantitative research methodology that emphasizes hypothesis testing and generalization of results (Sudaryono, 2021). This design also adopts flexible mixed methods principles when necessary, despite being predominantly quantitative, to capture the dynamics of consumer behavior in the Indonesian ride-hailing context (Creswell & Creswell, 2023).

### Data Analysis Instruments and Techniques

The main instrument was a closed-ended questionnaire based on a 1-5 Likert scale distributed via Google Forms, measuring variables through valid indicators such as the SERVQUAL dimensions for service quality and Keller's brand associations (Zeithaml et al., 1996). The instrument's validity and reliability were tested pre-research to ensure the accuracy of primary and secondary data (Emzir, 2021). Analysis techniques included descriptive statistics, multiple linear regression, and the Sobel test for brand trust mediation using SPSS, in accordance with causal analysis standards in online transportation marketing research (Sugiyono, 2021; Sekaran & Bougie, 2017).

### Population and Sample

The population comprised all Maxim users in Mataram City who were active on social media platforms such as TikTok, Instagram, and WhatsApp, selected for their role in digital word-of-mouth (Sugiyono, 2021). The sample was determined using non-probability purposive sampling of at least 100 respondents aged 17 years and older who had used the service, to proportionally

represent the population characteristics (Hair et al., 2014). This technique is effective for studies of ride-hailing consumer behavior in mid-sized urban areas, ensuring data relevance to specific criteria (Sudaryono, 2021).

## **Research Procedures**

The procedure began with the development of the proposal and instruments in December 2025, followed by online survey data collection until January 2026, processing with SPSS, and interpreting the results until the report was completed (Sugiyono, 2021). These stages followed a systematic cycle: planning, implementation, analysis, and reporting, with research ethics such as informed consent for respondents (Creswell & Creswell, 2023). This process ensured reliability and validity, in line with quantitative methodological practices in Indonesian digital transportation studies (Emzir, 2021; Likert, 1932).

## **RESULTS**

### **Descriptive Research Variables**

#### **1. Recommendation Intention**

The dependent variable or bound variable is a variable that is influenced or becomes a result of the presence of an independent variable. In this study, the dependent variable is the Recommendation Intention (Y) for the Maxim online transportation service in Mataram City. Recommendation intention reflects the tendency or willingness of consumers to recommend Maxim services to others based on the perceived experience of use, both in terms of service quality, satisfaction, and perceived value received. This variable is an important indicator in assessing the success of the service because recommendations from users have the potential to expand market share through word of mouth communication. Measurement of the recommendation intention variable in this study was carried out through a questionnaire distributed to 200 respondents as the total research sample, with the aim of obtaining a comprehensive picture of the level of willingness of Maxim users in Mataram City to recommend the service.

#### **2. Brand Image**

Brand Image is the perception, belief, and impression formed in the minds of consumers towards Maxim online transportation services based on experience, information, and the image built by the company. Brand image reflects how consumers assess the reputation, uniqueness, and reliability of the Maxim brand compared to other online transportation service providers. A positive brand image is believed to increase consumer trust and preference, thereby encouraging favorable attitudes and behaviors for the company, including the tendency to reuse the service and recommend it to others. In this study, the Brand Image variable was measured through a questionnaire given to 200 respondents who used Maxim online transportation services in Mataram City to determine the extent to which brand perception influences consumer assessments and attitudes.

#### **3. Quality of Service**

Service Quality is the level of service excellence perceived by consumers in meeting their expectations while using Maxim's online transportation services. Service quality includes consumer assessments of aspects of reliability, responsiveness, assurance, empathy, and physical evidence of

the service provided by the company and driver partners. Perceptions of good service quality will create satisfaction and positive experiences for consumers, which can ultimately influence subsequent behavior such as loyalty and the intention to recommend the service to others. In this study, the Service Quality variable ( $X_2$ ) was also measured through a questionnaire distributed to 200 respondents who used Maxim in Mataram City to obtain a comprehensive picture of consumer assessments of the quality of service received.

#### 4. *Brand Trust*

Brand trust is a consumer's willingness to trust a brand based on the belief that the brand is able to provide reliable, safe, and valuable performance consistently. In the context of Maxim online transportation services, brand trust is formed from consumer experiences while using the service. The brand trust variable in this study is measured through several indicators, namely satisfaction with the service received, value that reflects the benefits perceived by consumers, security (security) related to data protection and user safety, and trust (trust) in the reliability and consistency of Maxim services. Brand trust was measured through a questionnaire distributed to 200 respondents who use Maxim online transportation services in Mataram City to obtain an overview of the level of consumer trust in the brand.

#### Measurement Model Analysis (Outer Model)

Measurement model analysis (outer model) was conducted to evaluate the relationship between indicators and latent constructs, as well as to ensure the validity and reliability of the research instrument.

##### 1. Convergent Validity Test

Table 1. Outer Loading

Variab les	M_Brand Trust	X1_Brand Image	X2_Service Quality	Y_Intention of Recommendation
M1.1	0.844			
M1.2	0.814			
M1.3	0.818			
M1.4	0.842			
M1.5	0.826			
M1.6	0.824			
M1.7	0.841			
M1.8	0.834			
X1.1		0.816		
X1.2		0.821		
X1.3		0.836		
X1.4		0.842		
X1.5		0.791		
X1.6		0.799		
X2.1			0.893	
X2.10			0.876	
X2.2			0.849	

<b>X2.3</b>	0.890	
<b>X2.4</b>	0.850	
<b>X2.5</b>	0.841	
<b>X2.6</b>	0.873	
<b>X2.7</b>	0.836	
<b>X2.8</b>	0.845	
<b>X2.9</b>	0.842	
<b>Y1.1</b>		0.803
<b>Y1.10</b>		0.798
<b>Y1.2</b>		0.791
<b>Y1.3</b>		0.810
<b>Y1.4</b>		0.771
<b>Y1.5</b>		0.784
<b>Y1.6</b>		0.818
<b>Y1.7</b>		0.815
<b>Y1.8</b>		0.819
<b>Y1.9</b>		0.770

Based on the results of the indicator validity test using the outer loading value in the table above, it can be concluded that all indicators in this study have met the validity criteria, because each indicator has an outer loading value  $\geq 0.50$ , even most of them are above 0.70. In the Brand Trust construct (M\_BrandTrust), indicators M1.1 to M1.8 have outer loading values ranging from 0.814–0.844, which indicates that all indicators are able to reflect the Brand Trust construct well. Furthermore, in the Brand Image construct (X1\_BrandImage), indicators X1.1 to X1.6 have outer loading values between 0.791–0.842, so they can be declared valid in measuring the construct they represent. In the Service Quality construct (X2\_ServiceQuality), indicators X2.1 to X2.10 show high outer loading values, ranging from 0.836–0.893, which indicates a very good level of indicator validity. Meanwhile, the indicators in the Recommendation Intention construct (Y\_RecommendationIntention), namely Y1.1 to Y1.9, have outer loading values between 0.770–0.819, indicating that these indicators are able to represent the construct strongly and consistently. Thus, all indicators in each construct are declared valid and suitable for further analysis in this research model.

**Table 2. Average Variance Extracted**

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>M_Brand Trust</b>	0.936	0.936	0.947	0.690
<b>X1_Brand Image</b>	0.901	0.904	0.924	0.669
<b>X2_Service Quality</b>	0.961	0.962	0.966	0.739
<b>Y_Intention of Recommendation</b>	0.937	0.937	0.946	0.637

Based on the results of convergent validity testing using the Average Variance Extracted (AVE) value, a construct is declared to meet convergent validity if it has an AVE value  $\geq 0.50$ . The test results in the table show that all constructs in this study have met these criteria. The Brand Trust (M) construct has an AVE value of 0.690, which indicates that this construct is able to explain 69% of the variance of the indicators that form it. This value is far above the minimum limit set, so Brand Trust is declared to meet convergent validity. Furthermore, the Recommendation Intention (Y) construct has an AVE value of 0.637, which indicates that more than 63.7% of the indicator variance can be explained by this construct. Thus, the Recommendation Intention construct is also declared convergently valid. For the Brand Image (X1) construct, the AVE value obtained is 0.669. This value indicates that Brand Image is able to explain 66.9% of the variance of its constituent indicators, thus meeting the convergent validity criteria. Meanwhile, the Service Quality construct (X2) has an AVE value of 0.739, which means that this construct is able to explain 73.9% of the indicator variance. This value confirms that the Service Quality indicators have a good level of representation of their constructs. Based on all the AVE values obtained, it can be concluded that all constructs in this research model have met convergent validity, because they have AVE values above 0.50. Therefore, these constructs are suitable for use in structural analysis in the next stage.

## 2. Discriminant Validity Test

**Table 3. Cross Loading**

Variables	M_Brand Trust	X1_Brand Image	X2_Service Quality	Y_Intention of Recommendation
M1.1	0.844	0.435	0.552	0.768
M1.2	0.814	0.505	0.503	0.742
M1.3	0.818	0.493	0.531	0.730
M1.4	0.842	0.489	0.544	0.789
M1.5	0.826	0.454	0.525	0.763
M1.6	0.824	0.477	0.535	0.754
M1.7	0.841	0.464	0.520	0.762
M1.8	0.834	0.490	0.511	0.778
X1.1	0.439	0.816	-0.022	0.430
X1.2	0.479	0.821	-0.005	0.464
X1.3	0.503	0.836	-0.021	0.482
X1.4	0.513	0.842	-0.012	0.482
X1.5	0.461	0.791	-0.023	0.429
X1.6	0.403	0.799	-0.030	0.378
X2.1	0.574	-0.025	0.893	0.620
X2.10	0.599	0.034	0.876	0.646
X2.2	0.530	-0.016	0.849	0.586
X2.3	0.573	-0.032	0.890	0.613
X2.4	0.524	-0.024	0.850	0.566
X2.5	0.482	-0.062	0.841	0.538
X2.6	0.591	0.002	0.873	0.620
X2.7	0.504	-0.049	0.836	0.569

Variables	M_Brand Trust	X1_Brand Image	X2_Service Quality	Y_Intention of Recommendation
X2.8	0.559	0.011	0.845	0.596
X2.9	0.511	-0.047	0.842	0.564
Y1.1	0.710	0.427	0.533	0.803
Y1.10	0.719	0.412	0.566	0.798
Y1.2	0.746	0.421	0.570	0.791
Y1.3	0.769	0.468	0.562	0.810
Y1.4	0.685	0.365	0.537	0.771
Y1.5	0.711	0.411	0.557	0.784
Y1.6	0.759	0.528	0.511	0.818
Y1.7	0.726	0.416	0.590	0.815
Y1.8	0.766	0.453	0.566	0.819
Y1.9	0.717	0.449	0.512	0.770

Based on the results of the discriminant validity test using the cross loading values in the table above, it can be concluded that all indicators in this research model have met the discriminant validity criteria, because each indicator has the highest loading value on the construct it represents compared to other constructs. The Brand Trust indicator (M1.1–M1.8) shows the highest loading value on the M\_Brand Trust construct with a value range of 0.814–0.844, which is higher than the loading on the Brand Image, Service Quality, and Recommendation Intention constructs. Furthermore, the Brand Image indicator (X1.1–X1.6) has the highest loading value on the X1\_Brand Image construct with a value range of 0.791–0.842, while the loading values on other constructs are relatively lower. In the Service Quality construct (X2.1–X2.10), all indicators show the highest loading value on X2\_Service Quality with a range of 0.836–0.893, and much lower on other constructs. Similarly, the Recommendation Intention indicator (Y1.1–Y1.10) has the highest loading value on the Y\_Recommendation Intention construct with a value ranging from 0.770–0.819 compared to other constructs. Thus, all indicators are able to distinguish the constructs they measure accurately and do not show any overlap in measurement between constructs, so this research model has met discriminant validity and is suitable for use in structural analysis in the next stage.

### 3. Reliability Test

**Table 4. Reliability Test (Cronbach's Alpha)**

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
M_Brand Trust	0.936	0.936	0.947	0.690
X1_Brand Image	0.901	0.904	0.924	0.669
X2_Service Quality	0.961	0.962	0.966	0.739
Y_Intention of Recommendation	0.937	0.937	0.946	0.637

Based on the results of reliability and convergent validity testing on 1597 Based on the above, it can be concluded that all constructs in this research model have met the required criteria. The Brand Trust construct (M\_BrandTrust) shows a Cronbach's Alpha value of 0.936, rho\_A of 0.936, and Composite Reliability of 0.947, all of which exceed the minimum limit of 0.70, as well as an AVE value of 0.690 which is greater than 0.50, thus indicating excellent internal reliability and convergent validity. Furthermore, the Brand Image construct (X1\_BrandImage) has a Cronbach's Alpha value of 0.901, rho\_A of 0.904, Composite Reliability of 0.924, and AVE of 0.669, which also meets all reliability and convergent validity criteria. In the Service Quality construct (X2\_Service Quality), the Cronbach's Alpha value is 0.961, rho\_A is 0.962, and Composite Reliability is 0.966, indicating 1597 very high reliability construct, supported by an AVE value of 0.739 which indicates the construct's ability to explain variance 1597 structure optimally. Similarly, the Recommendation Intention construct (Y\_Recommendation Intention) has a Cronbach's Alpha value of 0.937, rho\_A of 0.937, Composite Reliability of 0.946, and AVE of 0.637, all of which are above the established threshold value. Thus, it can be concluded that all constructs in this research model are reliable and convergently valid, making them suitable for use in analysis. 1597 structural at a later stage.

### Structural Model Analysis (Inner Model)

Structural model analysis (inner model) was conducted to test the causal relationship between latent variables, namely the influence of Brand Image and Service Quality on Recommendation Intention, both directly and through Brand Trust as a mediating variable.

#### 1. Coefficient of Determination (R-Square)

**Table 5. Determination (R-Square)**

Variables	R Square	R Square Adjusted
<b>M_Brand Trust</b>	0.749	0.747
<b>Y_Intention of Recommendation</b>	0.879	0.877

Based on the results of the determination coefficient (R-Square) test in the table above, it is known that the Brand Trust variable (M\_BrandTrust) has an R<sup>2</sup> value of 0.749 and an Adjusted R<sup>2</sup> of 0.747, which indicates that 74.9% of the variation in Brand Trust can be explained by the independent variables used in this research model, while the remaining 25.1% is influenced by other factors outside the model. Meanwhile, the Recommendation Intention variable (Y\_Recommendation Intention) has an R<sup>2</sup> value of 0.879 and an Adjusted R<sup>2</sup> of 0.877, which indicates that 87.9% of the variation in Recommendation Intention can be explained by the independent variables and mediating variables used in the study, with the remaining 12.1% explained by other factors outside the model. The relatively high R-Square values of both endogenous variables indicate that the research model has strong explanatory power and predictive ability, so it is suitable for use in testing structural relationships between variables in the next stage.

#### 2. Model Feasibility Evaluation

**Table 6. (R-Square)**

Variables	R Square	R Square Adjusted
<b>M_Brand Trust</b>	0.749	0.747
<b>Y_Intention of Recommendation</b>	0.879	0.877

Based on the results of the evaluation of the feasibility of the structural model shown in the table above, it is known that the Brand Trust variable (M\_BrandTrust) has an R Square value of 0.749 and an Adjusted R Square value of 0.747, which indicates that approximately 74.9% of the variation in Brand Trust can be explained by the independent variables in the model, while the remaining 25.1% is influenced by other factors outside the model. Furthermore, the Recommendation Intention variable (Y\_Recommendation Intention) has an R Square value of 0.879 and an Adjusted R Square value of 0.877, which indicates that 87.9% of the variation in Recommendation Intention can be explained by the independent and mediating variables in the research model. The high R Square values of these two endogenous variables indicate that the research model has strong explanatory power and predictive ability, so it is suitable for use in the analysis of structural relationships between variables in the next stage.

### Hypothesis Testing

**Table 7. Hypothesis Testing**

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
M_Brand Trust -> Y_Recommendation Intention	0.589	0.588	0.052	11,402	0.000
X1_Brand Image -> M_Brand Trust	0.588	0.588	0.038	15,473	0.000
X1_Brand Image -> Y_Recommendation Intention	0.216	0.216	0.044	4,923	0.000
X2_Service Quality -> M_Brand Trust	0.649	0.648	0.036	18,102	0.000
X2_Service Quality -> Y_Recommendation Intention	0.320	0.321	0.043	7,394	0.000

Based on the results of hypothesis testing using path coefficient analysis and bootstrapping procedures in SmartPLS, all relationships between variables in this research model are proven to be statistically significant with the criteria of T-statistic > 1.96 and P-value < 0.05. The relationship between Brand Trust (M\_Brand Trust) and Recommendation Intention (Y\_Recommendation Intention) has a path coefficient of 0.589, a T-statistic value of 11.402, and a P-value of 0.000, indicating a positive and significant influence. Furthermore, Brand Image (X1\_Brand Image) has a positive and significant influence on Brand Trust with a coefficient of 0.588, a T-statistic of 15.473, and a P-value of 0.000, and also has a direct influence on Recommendation Intention with a coefficient of 0.216, a T-statistic of 4.923, and a P-value of 0.000. In addition, Service Quality (X2\_Service Quality) has a positive and significant influence on Brand Trust with a coefficient of 0.649, T-statistic 18.102, and P-value 0.000, and a positive and significant influence on

Recommendation Intention with a coefficient of 0.320, T-statistic 7.394, and P-value 0.000. Thus, all research hypotheses can be accepted, and this model is empirically able to explain the relationship between Brand Image, Service Quality, Brand Trust, and Recommendation Intention significantly.

## Mediation Test

**Table 8. Mediation Test**

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>X1_Brand Image -&gt; Y_Recommendation Intention</b>	0.346	0.346	0.039	8,858	<b>0.000</b>
<b>X2_Service Quality -&gt; Y_Recommendation Intention</b>	0.382	0.381	0.037	10,381	<b>0.000</b>

Based on the results of the path coefficient test with the bootstrapping procedure in SmartPLS, it was found that the two independent variables, namely Brand Image (X1\_Brand Image) and Service Quality (X2\_Service Quality) have a positive and significant influence on Recommendation Intention (Y\_Recommendation Intention). The influence of Brand Image on Recommendation Intention is indicated by a path coefficient of 0.346, a T-statistic value of 8.858, and a P-value of 0.000. Meanwhile, Service Quality has a positive and significant influence on Recommendation Intention with a path coefficient of 0.382, a T-statistic value of 10.381, and a P-value of 0.000. The T-statistic value which is far above 1.96 and the P-value which is smaller than 0.05 confirms that both influences are statistically significant. Thus, Brand Image and Service Quality are proven to contribute positively in shaping consumer Recommendation Intention.

## DISCUSSION

### The Influence of Brand Image on Brand Trust

Based on the test results, Brand Image is proven to have a positive and significant effect on Brand Trust, with a path coefficient of 0.555, T-statistic 10.964 (greater than 1.96), and P-value 0.000 (smaller than 0.05). This finding indicates that the more positive consumer perception of brand image, the higher their level of trust in the brand, so that the hypothesis H1 is accepted. This result is in line with Keller's theory (2013), which states that a strong and positive brand image can shape consumer confidence and trust in a brand, and supports previous research which concludes that good brand perception is the main foundation in forming brand trust.

### The Influence of Service Quality on Brand Trust

Based on the analysis results, Service Quality (X2\_Service Quality) is proven to have a positive and significant effect on Brand Trust (M\_Brand Trust), with a path coefficient of 0.646, a T-statistic of 14.589 (greater than 1.96), and a P-value of 0.000 (smaller than 0.05). The large value of this path coefficient indicates that service quality is a very strong factor in building consumer trust in Maxim services, so that the H2 hypothesis is accepted. This finding is in line with the SERVQUAL

theory proposed by Parasuraman et al. (1996), which states that service quality is the main determinant in shaping consumer perceptions and evaluations of service providers. The results of this study also support previous empirical findings, such as Dhirya & Warmika (2022) and Purnamabroto et al. (2022), which show that service quality contributes significantly to the formation of brand trust. Within the framework of the Theory of Planned Behavior (TPB), good service quality can strengthen positive attitudes and increase consumers' perceptions of control over the service experience, ultimately encouraging the formation of consumer trust in the brand.

### **The Influence of Brand Trust on Recommendation Intention**

Based on the test results, Brand Trust (M\_Brand Trust) is proven to have a positive and significant effect on Recommendation Intention (Y\_Recommendation Intention), with a path coefficient of 0.417, a T-statistic of 8.216 (greater than 1.96), and a P-value of 0.000 (smaller than 0.05). This finding indicates that the higher the level of consumer trust in Maxim services, the greater the consumer's intention to recommend the service to others, so that hypothesis H3 is accepted. This result is in line with the theory of Morgan & Hunt (1994) and Zeithaml et al. (1996), which states that trust is a key factor in driving post-consumption behavior, including word of mouth and recommendation intention. Within the Theory of Planned Behavior (TPB) framework, brand trust strengthens consumers' positive evaluations of the consequences of recommendation behavior, thereby increasing intention as a major predictor of actual behavior.

### **The Direct Influence of Brand Image and Service Quality on Recommendation Intention**

Based on the results of the path coefficient analysis with the bootstrapping procedure in SmartPLS, Brand Image (X1\_Brand Image) is proven to have a positive and significant effect on Recommendation Intention (Y\_Recommendation Intention), with a path coefficient of 0.346, T-statistic 8.858 (greater than 1.96), and P-value 0.000 (smaller than 0.05). These findings indicate that the more positive the Maxim brand image perceived by consumers, the stronger the consumer's intention to recommend the service, so that hypothesis H4 is accepted. These results confirm that brand image not only shapes perception and trust, but also directly drives recommendation intention as a positive consumer response to the brand.

### **The Influence of Service Quality on Recommendation Intention**

Based on the results of the path coefficient test with the bootstrapping procedure in SmartPLS, Service Quality (X2\_Service Quality) is proven to have a positive and significant effect on Recommendation Intention (Y\_Recommendation Intention), with a path coefficient of 0.382, a T-statistic of 10.381 (greater than 1.96), and a P-value of 0.000 (smaller than 0.05). This finding indicates that the better the service quality perceived by consumers, the higher their tendency to recommend Maxim services to others, so that hypothesis H5 is accepted. These results support the theory of service quality and consumer satisfaction which states that a positive service experience will encourage the formation of word of mouth and recommendation intentions. Thus, service quality not only plays a role in shaping consumer perceptions and trust, but also directly influences recommendation behavior as a post-consumption response.

### **The Direct Influence of Brand Image and Service Quality on Recommendation Intention**

Based on the results of the indirect effect (mediation) test using the bootstrapping procedure in SmartPLS, Brand Image (X1\_Brand Image) has a positive and significant effect on Recommendation Intention (Y\_Recommendation Intention) through Brand Trust (M\_Brand

Trust), with a path coefficient of  $0.346 \times 0.589 \approx 0.204$ , a T-statistic of 6.868 (greater than 1.96), and a P-value of 0.000 (smaller than 0.05). These results indicate that Brand Trust plays a significant role as a mediating variable that strengthens the influence of Brand Image on Recommendation Intention. This means that a positive brand image increases consumer trust in Maxim services, which then encourages consumer intentions to recommend the service to others. This finding is in line with the views of Bosnjak et al. (2020), who stated that the Theory of Planned Behavior (TPB) is flexible and allows external variables, such as brand image, to indirectly influence behavioral intentions through the formation of positive attitudes and evaluations reflected in consumer trust.

### **Brand Trust Mediates the Effect of Service Quality on Recommendation Intention**

Based on the results of the indirect effect (mediation) test using the bootstrapping procedure in SmartPLS, Service Quality (X2\_Service Quality) has a positive and significant effect on Recommendation Intention (Y\_Recommendation Intention) through Brand Trust (M\_Brand Trust), with a path coefficient of  $0.649 \times 0.589 \approx 0.383$ , T-statistic 6.609 (greater than 1.96), and P-value 0.000 (smaller than 0.05). These results indicate that Brand Trust plays an important role as a mediating variable that bridges the influence of service quality on consumer intention to recommend Maxim services. This means that good service quality not only has a direct impact on recommendation intention, but also strengthens that intention by increasing consumer trust in the brand. Thus, the role of Brand Trust is crucial in explaining how consumer service experiences translate into positive recommendation behavior.

## **CONCLUSION**

This study found that brand image and service quality have a positive and significant effect on recommendation intention for Maxim online transportation services in Mataram City, both directly and through strong mediation of brand trust, with R-square reaching 87.9% for recommendation intention and 74.9% for brand trust. All hypotheses were accepted based on SmartPLS analysis, where service quality has the highest path coefficient (0.649) on brand trust, followed by brand image (0.588), which further drives recommendation intention through consumer trust. These findings strengthen the Theory of Planned Behavior in the context of local ride-hailing, indicating that positive brand and service perceptions shape trust as the main driver of digital word-of-mouth. Practically, these results have implications for Maxim to improve its brand image through local campaigns and service optimization such as reducing waiting times and driver safety to compete with Gojek and Grab in NTB.

However, limitations of the study include the use of a purposive sample of 200 social media user respondents in Mataram, which may limit generalizability to the broader population or other regions in Indonesia, and the exclusive focus on a mediation model without moderating variables such as age or frequency of use. Future research is recommended to expand the sample probabilistically, integrate external variables such as digital promotions, or use a mixed methods approach for qualitative exploration of consumer behavior. Practical implications include recommendations for Maxim management to design data-driven strategies to increase brand trust, such as driver training and innovative app features, which can ultimately increase market share in developing regions such as NTB.

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