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The Effect of Application Features, Service Quality and Price on the Frequency of Use of Maxim Online Transportation Services in Islamic Business

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Abstract

This study aims to evaluate and identify the features of the Maxim application, as well as service quality and explore prices that can increase the frequency of Use Of Maxim transportation services in Bandar Lampung. The method used is a questionnaire with a total of 100 respondents randomly selected or randomly selected from the city of Bandar Lampung. This study is quantitative. The data analysis technique used in this study is PLS (Partial Least Square) using SmartPLS 3.0 software. Based on the results of hypothesis tests that have been carried out, the application of these features proved to have no positive and significant effect on frequency. Where the direct effect test showed insignificant results of 0.847 and reached 0.05. while the Quality of Service has been shown to have a positive and significant effect on frequency. Where the direct effect test showed significant results of 0.000 and did not reach 0.05. And Price was shown to have a positive and significant influence on frequency. Where the direct effect test showed significant results of 0.009 and did not reach 0.05. In the Islamic perspective, frequency is not only measured by productivity, but also by spiritual values such as trust, responsibility, fairness, honesty, transparency, and customer satisfaction. The integrity of modern technology, such as app features, quality of Service, and Islamic-based pricing, can create a more equitable, transparent, and sustainable business environment. By implementing Islamic values in the development and operation of technology, service providers can increase user trust, satisfaction, and loyalty, as well as provide a positive impact on society as a whole in the city of Bandar Lampung.

Keywords

Application Features; Service Quality; Price; Frequency; Islamic Business Perspective

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1. INTRODUCTION

Along with the Times and technology, presenting bold transportation services that are made with the aim of making it easier for someone who wants to travel (Amelia & Prasetyo, 2023). For example, in making ordering easier to order more efficiently and effectively. Transportation can be interpreted as public transportation that is commonly used, but can be operated online using the application as a link between the user and the driver which makes it very easy to book, in addition to the cost of the trip is

already listed in the application (Afrianti et al., 2022). Latest booking dare flexible can be easily accepted by the community and there are many features or quality of service that facilitate the affairs or needs of the community (Desnawati et al., 2025). In the use of bold transportation that appeals to the public is online transportation using two-wheeled vehicles or four-wheeled vehicles (Kartika, 2020). But sometimes even though the booking feature and travel costs are listed, it needs to be further studied how the ineffectiveness of application features can affect the ease of users making reservations. Therefore, it can be a problem that relvan to assess the impact of the price and quality of service of online transportation on user satisfaction and decisions.

One of the online transportation services in Indonesia is Maxim. Maxim is one of the providers of transportation services based on mobile applications that are experiencing growth in Indonesia. The company is of Russian origin and operates in the transport, lifestyle and logistics services sectors. Through their mobile app, Maxim facilitates meetings between drivers and customers quickly and efficiently. The Maxim mobile application was introduced in Indonesia in 2018 under the auspices of PT. Indonesia's First Technology. Maxim provides an alternative application-based transportation service at a more affordable price compared to Grab and Gojek which are the dominant online transportation applications in 2022. Maxim has managed to build user trust, especially among local people and tourists visiting Indonesia. Maxim's service growth in Indonesia has been significant, with an average growth of 172% for the number of users and 130% for the number of driver partners (Hakim dan Dirgahayu 2024).

Maxim was chosen as the object of research because the company offers an alternative online transportation service at a more affordable price, distinguishing it from dominant competitors such as Gojek and Grab. Despite operating in Indonesia since 2018, Maxim has shown significant growth in both the number of users and driver partners. This rapid growth, coupled with competitive pricing strategies, makes it an interesting case to research. The research investigates the factors that drove Maxim's growth, how its pricing strategy influenced user decisions, and how the company managed to build trust in a market already dominated by big players.

One of the main factors is the application features (application features). Well designed features, such as easy navigation, data security, and responsiveness, can improve the user experience and motivate them to use the app over and over again (Amira et al., 2025). According to (Khusna dan Khoiriawati 2023), the existence of relevant, easy-to-use, and user-friendly features has a significant effect on user satisfaction of sharia-based financial applications, which has an impact on the intensity of use.

The next factor is the quality of Service, Service Quality is a form of consumer assessment of the perceived level of service with the expected value of the service (Sondakh, 2015). The right strategy to

be able to attract consumers the company set carefully, so that consumers want to use the services produced by the company. In addition, with all the tips, companies must also continue to work so that consumers can become loyal customers (Haryanti & Baqi, 2019). And what makes the difference is how the services provided by a company make it superior to other companies that are competitors (Erica dan Al Rasyid 2018).

The security aspect is a priority for online transportation users, especially in big cities with higher risks (Apriliza et al., 2024). User trust in the platform increases when security, such as the protection of personal data and the behavior of professional drivers, is ensured. Positive reviews from previous users regarding the quality of service can influence the decision of new customers to choose a particular platform. Good quality of service tends to generate positive reviews, which have an impact on the frequency of use of the service by new and existing customers (Tjiptono, 2019).

The last factor that also determines consumer loyalty is the perception of price, price being an important point because price is the amount of money needed in exchange for various combinations of products or services (Nasution & Aslami, 2022). In addition to being superior in terms of Price, Maxim must be able to provide good trust to consumers to build a positive image for the company in the eyes of consumers. Good trust will encourage consumer loyalty to reuse the service. Price perception is a very important part of the marketing activities of a product so that it can compete with competitor products. Price perception is the consumer's assumption or view of the price information offered and then considered with the benefits to be received (Paludi & Juwita, 2021). There are several indicators in measuring price perception, namely, the compatibility between price and product quality, the compatibility between price and benefits obtained, and competitive prices. Including customer ratings of the prices offered by Maxim in relation to the quality and value provided. Factors such as competitive rates, discounts, promotions, and pricing flexibility will affect customer price perception (Lestari dan Widjanarko 2023). According to the Great Indonesian dictionary, frequency is defined as frequency or repeated many times. Frequency refers to the notion of how often or how many times a person uses something. Frequency is expressed over a specific period of time (e.g. per day, per week or monthly (Latif, 2020).

According to the Technology Acceptance Model (TAM) framework, the adoption and use of a technology is influenced by two main factors perceived usefulness and perceived ease of use. In the context of online transportation services, application features that are easy to use and responsive will increase the perceived ease of use of users. Meanwhile, good service quality, such as driver speed and vehicle comfort, will affect perceived usefulness as users feel that the service is effective in meeting their mobility needs. In addition, affordable prices can strengthen perceived usefulness by providing more value for users. The combination of these three factors will collectively form a positive attitude towards

the service, which will ultimately increase the frequency of using online transport services.

Associated with Islamic business, economic activity is not only directed towards obtaining material benefits, but must also meet sharia principles, such as Justice (al-'adl), honesty (sidq), responsibility (amanah), and the common good (maslahah) (Haidar, 2025). Thus, the implementation of a digital strategy through an application should reflect these values so that it is not only technically attractive, but also ethically spiritually (Nasir, 2020). According to Imam Ibn Tamiyyah in the book of Al Hisbah in research (Darania, 2019) Among other things is the first, perfect in scale ladder. Second, avoid fraud/cheating. Third, avoid unauthorized business contacts (illegal) contracts related to usury and gambling such as speculative buying and selling (Gulf of Al-Gharar), bidding high to raise the price does not intend to buy (Najas). Fourth, the imperfection market conditions. The Qur'an expressly forbids providing unfair, bad and unqualified services, as stated in Surah Al-Baqarah verse 267.

"O you who have believed, give a little of your good deeds and a little of what we bring forth from the Earth for you. Do not choose bad for your infacin, even if you do not want to take it, except by squinting (reluctantly) at it. Know that Allah is self-sufficient, praiseworthy."(Q.S Al-Baqarah : 267)

The above paragraph indicates that the quality of service can provide services to the user community Maxim wholeheartedly in accordance with established standards, as the maxim servant must have a strong belief. How the maxim server must have a fair, honest, accountable and transparent soul, all of which are the keys to success so that maxim users have an interest in being reused.

The novelty in this study lies in the use of The Theory of Technology Acceptance Model (TAM) as a basis to dig deeper into the application features, quality of Service, and price to frequency, as well as how the attitude towards the use of the system in the form of acceptance or rejection as an impact when someone uses technology in their work. Unlike the previous study which only discussed the quality and price of services without linking the features of the application and using different theoretical approaches, this study presents relevant theories and introduces new perspectives through the perspective of Islamic Business. The study also provides a more comprehensive insight into the effect of app features, quality of Service, and price on user frequency. By aligning the technology acceptance Model (TAM) with Islamic principles. The research focuses on the collaboration between application features, service quality and price in an Islamic context. This approach makes an important contribution by presenting practical solutions and new insights that link Islamic values with an increasing frequency of users, as well as filling gaps in the literature that have not been widely discussed before.

This study aims to evaluate and identify the features of the Maxim application, as well as the quality of Service and explore the price that can increase the frequency of Use Of Maxim transportation services. In addition, this study aims to explore the understanding of how Islamic values can play a role in strengthening these three factors. Thus, this study is expected to provide new insights for Maxim

managers and users in designing policies that can support increasing the frequency of effective use of Maxim transportation services based on Islamic principles.

2. METHODS

2.1 Research Design

In this study, quantitative research is a knowledge-seeking process that uses numerical data as a tool to analyze data. It can be concluded that quantitative research is a research approach that uses data in the form of numbers and Exact Sciences to answer research hypotheses (Musim gugur 2023). Basically, descriptive research is used to find the broadest knowledge about the object of research at a given time. Research aims to explain or describe a state as it is and interpret objects according to what they are, events, or everything related to variables that can be explained either with numbers or words. Descriptive research is mostly not intended to test a specific hypothesis, but rather to describe the presence of a variable, symptom, or circumstance (Mudjiyanto, 2018).

2.2 Population

Population by (Adnyana, 2021) is a general area made up of an object or subject with certain characteristics determined by the researcher to be studied and inferred. Residents in this study are maxim online service users in the city of Bandar Lampung, the reason for choosing maxim service users is because the online service application makes it easy for the entire community of Bandar Lampung to meet daily needs efficiently, and the price is also quite cheap for the surrounding community and actively use social media.

2.3 Sampling and sampling techniques

According to (Menghela nafas, 2017) The sample is part of the number and characteristics that the population has. The information and characteristics of the sample will be used as a conclusion to represent the population. The sample taken from the population must be truly representative of the population. The sampling method used in this study is probability sampling (random or randomly) with random sampling (random) because it is able to improve the resulting research data. In this study, researchers took a sample of 100 respondents using the theory (Rambut RE, JF, Hitam, WC, Babin, BJ 2018). With an unknown population. According to Hair, the sample size should be 100 samples or larger, with the number of indicators multiplied by 5 to 10. In this study the indicator is used in the amount of 15, the sample used is (15x3) = 45 samples, and in this study the researcher decided to take a sample of at least 100 samples. This is done because the more samples, the better the results of the study (Alwi, 2015).

2.4 Data Collection Methods

Data collection using questionnaires is an efficient data collection mechanism if the researcher

clearly knows what is required and how to measure the variables of interest. The questions in a set of questionnaires are about the concept indicators (Arikunto, 2013). According to (Menghela nafas, 2019) The questionnaire is a data collection technique that is carried out by providing a set of questions or written statements to the respondent to answer, which is done by measuring using a Likert scale.

2.5 Data Analysis Techniques

The analysis was carried out using Structural Equation modeling (SEM) technique, which is a statistical method that can analyze the relationship between latent construction and its indicators, as well as the relationship between latent construction and direct measurement error. Measurement models in Smart PLS are validity test, reliability test, hypothesis test, and path analysis.

2.6 Model framework and hypothesis development

Based on TAM and innovation diffusion theory, the conceptual framework of this study is in accordance with the paradigm, the perceived usability determines the perceived ease of use, which then drives the frequency of users on the Maxim application. Furthermore, it is hypothesized that the app's Help feature will facilitate Maxim App Users. Based on this framework, the following hypotheses were developed and tested.

H1: application features have a positive impact on the frequency.

H2: the quality of Service has a positive impact on the frequency.

H3: the price has a positive impact on the frequency.

H4: frequency has a positive impact on Maxim transportation service users.

3. FINDINGS AND DISCUSSION

3.1 Findings

Units of analysis in this study are students, private civil servants, entrepreneurs and others, who are in the city of Bandar Lampung. Service users were chosen as research subjects because they have an important role in maxim users, so as to provide valuable insight into the dynamics and challenges faced in the use of transportation services. Users in the city of Bandar Lampung came from a variety of backgrounds, which allowed the study to obtain a representative sample of the wider population. Therefore, users are often focused in this study to evaluate how various components affect its performance. The following is the distribution of respondents in this study, namely:

Table 1.

Tabulation Of Respondent Characteristics

No	Gender	Frequency	Presentation
1.	Men	44	36,3%
2.	Women	56	46,3%
	Total	100	82,6%
	Age	**Frequency**	**Presentation**
1.	>20 year	36	29,8%
2.	20-30 year	45	37,2%
3.	31-40 year	15	12,4%
4.	>40 year	4	3,3%
	Jobs	**Frequency**	**Presentation**
1.	Student	37	30,6%
2.	Public/Private Servants	29	24%
3.	Entrepreneur	20	16,5%
4.	Other__	14	11,6%
	Frequency of use maxim	**Frequency**	**Presentation**
1.	1-2 times	9	7,4%
2.	3-5 times	40	33,0%
3.	>5 times	51	42,1%

Source: processed Data, 2025

3.2 Data Analysis Procedure

Outdoor Model

Validity and reliability tests are performed to test outside models. Calculation algorithm PLS.

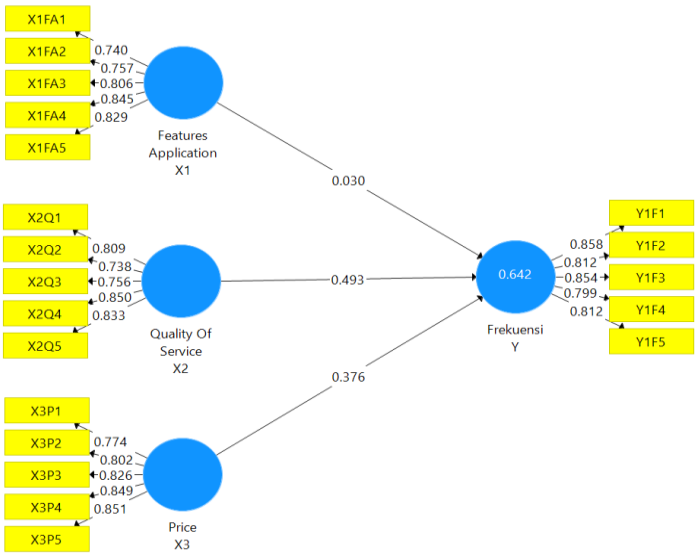

Figure 1

Source: SmartPLS 3.0

The outer Model in smartPLS describes the relationship between latent constructs, such as application features, service quality, price, and frequency with indicators that measure them. Evaluation is based on a number of criteria, including loading factor, convergent validity, discriminant validity, and composite reliability, to ensure that the measurements taken are valid and reliable.

Each indicator must have a gain factor value of more than 0.7 to be considered capable of effectively measuring latent construction. In this study, most indicators have a loading factor above 0.7 which indicates good measurement quality. If there is an indicator with a loading value below 0.7, it is generally considered less powerful and can be considered for removal from the model.

Convergent validity was assessed using Average Variance Extracted (AVE), with a minimum threshold of 0.5. This value indicates that more than 50% of the variance of the indicator can be explained by latent constructions. In this study, the value of AVE for each construction exceeds 0.5, which shows that constructions such as feature application, service quality, price and frequency have a fairly good convergent validity. This shows that the indicators used are able to present the construction well.

Validity Of Convergent Test

Convergent validity test was conducted by evaluating the value of the loading factor of each construct indicator, with an expected value of more than 0.7. This validity assesses the extent to which

a reflexive indicator can accurately measure a variable through its external load.

Table 2

Validity Test Results

Indicators	Application Features (X1)	Frequency (Y)	Price (X3)	Quality Of Service (X2)	Circumstances
Y1F1		0,8577			VALID
Y1F2		0,8538			VALID
Y1F3		0,8122			VALID
Y1F4		0,7989			VALID
Y1F5		0,8116			VALID
X1FA1	0,7397				VALID
X1FA2	0,7571				VALID
X1FA3	0,8058				VALID
X1FA4	0,8454				VALID
X1FA5	0,8291				VALID
X2Q1				0,8088	VALID
X2Q2				0,7360	VALID
X2Q3				0,7560	VALID
X2Q4				0,8496	VALID
X2Q5				0,8326	VALID
X3P1			0,7744		VALID
X3P2			0,8019		VALID
X3P3			0,8260		VALID
X3P4			0,8493		VALID
X3P5			0,8508		VALID

Source: data processed with SmartPLS 3.0 2025

In the table, the value of the outer load or the correlation between the construction and the variable indicator that does not meet the convergent validity, with a loading factor below 0.70, will be declared invalid. This suggests that the indicator is less effective in measuring its variables. On the other hand, a variable indicator with a loading factor value above 0.70 will be considered valid, which indicates that it has a strong ability to measure its variables.

The Validity Of Discrimination

According to (Ghozali, 2021) Discriminant validity serves to assess the validity of the model. This validity is satisfied when the correlation between a construction and its indicator is higher than the correlation of the indicator with other constructions. This suggests that latent constructs have a better ability to predict indicators in their own block compared to indicators in other blocks.

Table 3

Discriminant Validity Test Results

Indicators	Application Features (X1)	Frequency (Y)	Price (X3)	Quality Of Service (X2)	Circumstances
X1FA1	0,740	0,872	0,724	0,637	VALID
X1FA2	0,757	0,836	0,607	0,870	VALID
X1FA3	0,806	0,775	0,747	0,691	VALID
X1FA4	0,845	0,792	0,637	0,668	VALID
X1FA5	0,829	0,897	0,677	0,742	VALID
X2Q1	0,523	0,528	0,619	0,809	INVALID
X2Q2	0,789	0,636	0,679	0,738	VALID
X2Q3	0,803	0,839	0,714	0,756	VALID
X2Q4	0,705	0,635	0,619	0,850	VALID
X2Q5	0,806	0,679	0,763	0,833	VALID
X3P1	0,751	0,649	0,774	0,882	VALID
X3P2	0,842	0,744	0,802	0,780	VALID
X3P3	0,645	0,627	0,526	0,778	INVALID
X3P4	0,745	0,600	0,849	0,721	VALID
X3P5	0,674	0,613	0,851	0,794	VALID
Y1F1	0,742	0,858	0,766	0,680	VALID
Y1F2	0,563	0,612	0,562	0,609	INVALID
Y1F3	0,780	0,854	0,645	0,638	VALID
Y1F4	0,609	0,799	0,613	0,822	VALID
Y1F5	0,767	0,812	0,810	0,792	VALID

Source: data processed with SmartPLS 3.0 2025

Based on Table 3, each indicator in the research variable has a higher cross loading value compared

to cross loading in other variables. The results of this study indicate that the indicators used in this study meet the validity of discriminant well, where the indicators on these variables are more dominant than indicators on other variables.

Reliability Test

Instrument reliability testing aims to assess the consistency of the measurement results of an instrument, even though they are carried out at different times, places and populations. Thus, reliable instruments can be relied upon to produce stable and accurate data, thereby increasing confidence in the analysis and interpretation of research results. In this study, reliability tests included cronbach's Alpha, rho_A, Composite reliability, and extracted mean variance (AVE).

Table 4

Test Construct Reliability and Validity

Variables	**Alfa Cronbach**	**Rho_A**	**Composite Reliability**	**Average variance extracted (AVE).**	**Validity**
Application Features (X1)	0,855	0,857	0,896	0,634	**Reliabel**
Quality Of Service (X2)	0,884	0,886	0,915	0,684	**Reliabel**
Price (X3)	0,879	0,881	0,912	0,674	**Reliabel**
Frequency (Y)	0,857	0,886	0,897	0,637	**Reliabel**

Source: data processed with SmartPLS 3.0 2025

Based on Table 4, it can be concluded that the entire construction meets the reliability criteria. This is evidenced by the reliability value of Alpha and Cronbach composite of > 0.70 and AVE of >0.50, in accordance with the recommended standards. Therefore, all constructions are declared reliable.

3.3 Hypothesis Test

Direct Effect Test

Table 5

Path Coefficients dan R Squere

Path	Hypothesis	Original sample	*Sampel mean*	*Standard Deviation*	*T statistic*	*P velues*	Conclution
X1 >> Y	H1	0.030	0.026	0.157	0.194	0.847	**Not Supported**
X2 >> Y	H2	0.493	0.499	0.140	3.521	0.000	**Supported**
X3 >> Y	H3	0.376	0.386	0.144	2.615	0.009	**Supported**

	R Square	R Square Adjusted
Frequency (Y)	0,64	0,631

Source: data processed with SmartPLS 3.0 2025

The p-values in the variables are < 0.05 and > 0.05 with the original sample values are positive and negative numbers so it can be concluded that;

1. X1 has no positive and insignificant effect on Y
2. X2 has a positive and significant effect on Y
3. X3 has a positive and significant effect on Y

Based on Table 5 in this study, the values presented provide information about the effect of each independent variable, namely the application of features, service quality and price to the dependent variable, namely frequency, on Maxim online transportation service users in the city of Bandar Lampung. From the table, it can be concluded that:

The feature application showed no effect and was very insignificant on the frequency of users with the lowest value of 0.030. This indicates that the more features in the maxim application, the more people use it or not according to the needs or preferences of the user. A p-value of 0.847 confirms that the effect of feature application on frequency is not statistically significant (p > 0.05). In addition, a statistical t-value of 0.194 indicates that there is no strong relationship between feature application and frequency.

Quality of Service showed a very significant influence of frequency with a value of 0.493. This suggests that the better the quality of service, the higher the frequency of users. The value of P 0.000 confirms that the effect of Quality of Service on frequency is statistically significant (p < 0.05). In

addition, the T-statistic value of 3,521 shows a strong relationship between service quality and frequency.

The price shows a very significant influence of frequency with a value of 0.3. This suggests that the cheaper the price offered, the higher the frequency of users. The value of P 0.009 confirms that the influence of price on frequency is statistically significant ($p < 0.05$). In addition, the T-statistic value of 2,615 shows a strong relationship between the price and the frequency of using maxim online transportation services in Bandar Lampung City.

Based on the table above, the R-square Adjusted value for the frequency variable is recorded as 0.642. It shows that 64.2% (high).

3.4 Discussion

Features Of Application To The Frequency

Based on the results of hypothesis tests that have been conducted, the application of the feature is proved that it does not have a positive and significant influence on the frequency. Where in the test of direct influence (direct effect) showed insignificant results of 0.847 and reached 0.05. This indicates that, although the application has various features such as easy ordering, payment options, or real-time tracking, these are not the main factors that encourage users to use the service frequently (Lahagu & Lahagu, 2024). This finding can occur because users may already consider these features as the standard or minimum expectation of an online transportation service. In other words, the features are perceived as basic needs, not as added value that motivates repeated use. Therefore, other factors such as quality of service or price may have a more dominant role in influencing user loyalty and frequency of use (Soetiyono & Alexander, 2025).

The feature application acts as the main instrument in frequency based on Technology Acceptance Model (TAM) theory. By implementing this system, application features can improve Perceived Usefulness (PU) features that provide added value, such as efficient navigation, relevant recommendations, or integration with other services. As well as improving Perceived Ease of Use (PEOU) features designed with a simple and intuitive user interface will make users feel more comfortable in using the application. And affect the user's perception of the benefits and ease of use of technology. By understanding how application features contribute to Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), developers can create applications that are more acceptable and usable by users.

These results are not in line with previous studies by the researchers (Hwang, J., & Kim, 2020). In his book, it is revealed that personalization features contribute significantly to the frequency of use of the application. The research shows that users are more likely to use apps that offer experiences tailored to their preferences. Thus, features that are suggested to focus on usability and ease of use will help

create a positive user experience, which in turn can increase user adoption and loyalty and app developers can increase app acceptance and usage according to the principles in Technology Acceptance Theory (TAM).

Quality Of Service To Frequency

Based on the hypothesis test that has been done, the quality of Service proved to have a positive and significant influence on the frequency. Where in the test of direct influence (direct effect) showed significant results of 0.000 and did not reach 0.05. This suggests that the better the quality of service, the higher the frequency of users. When users experience a satisfying experience ranging from Ease of booking, driver response speed, vehicle comfort, to friendly driver behavior they tend to have a better perception of the service (Pudjarti et al., 2019). This positive perception creates trust and loyalty, which encourages them to return to use the service more often (Muis et al., 2021). In other words, a consistently high-quality service not only meets user expectations, but also builds long-term relationships, ultimately increasing frequency of Use and customer retention (Permadi et al., 2024).

Quality of Service acts as the main instrument in frequency based on the theory of Technology Acceptance Model (TAM). By implementing this system, high quality of service can affect two main components, namely, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) which can improve the user's perception of how useful the application or service is. As, the services provided are fast, reliable, and responsive, they will be more likely to find the app useful. And in addition to not having technical glitches, errors or long waiting times, they will find it more comfortable and easy to use the application.

The results of this study in line with previous research, research by (Kumar, A., & Gupta, 2021). Examining the analysis of the influence of digital marketing and service quality in creating consumer satisfaction on consumer loyalty in shopping in the market. The results of this study show that the quality of service in e-commerce not only increases satisfaction but also has a positive effect on customer loyalty, which contributes to the frequency of repeated use of the service. Thus, the implementation of good quality of Service is an important factor in increasing frequency. Organizations are advised to continuously encourage and maintain service quality through clear policies, staff training, service personalization, increased responsiveness, user feedback, infrastructure improvements and performance evaluation to achieve optimal productivity (Anwar et al., 2024).

Price Versus Frequency

Based on the hypothesis test that has been done, the price proved to have a positive and significant influence on the frequency. Where in the test of direct influence (direct effect) showed significant results of 0.009 and did not reach 0.05. It is that the cheaper the price offered, the higher the frequency of its

users. Users tend to use services more frequently when they feel that they are affordable and provide value that is worth the cost (Rifky & Wibisono, 2019). Services like Maxim, which offer lower rates than its competitors, attract price-sensitive users, encouraging them to use the service more often for everyday mobility needs. That is, a competitive and affordable pricing strategy not only attracts new customers, but also increases loyalty and frequency of use from existing customers (Banurea & Riofita, 2024).

Price as the main instrument that affects the frequency of use of an application or service in the technology Acceptance Model (TAM) acceptance. In the context of the Technology Acceptance Model (TAM), price can serve as the main instrument that affects the frequency of use of an application or service. By implementing this system, high quality of service can affect two main components, namely, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) which can improve the user's perception of how useful the application or service is. A price that is considered reasonable and proportional to the benefits provided by the application or service can improve the user's perception of usability. If users feel that the price paid is worth the value received, they will be more likely to use the service. Although price is more related to Perceived Usefulness (PU), prices that are too high or not transparent can create barriers to use. Users may feel hesitant to use the app if they are unsure about the cost to be incurred.

This is reinforced by research (Adolph, 2016) showed that it showed that the price has a significant effect on the frequency of use of courier services entitled "The effect of price, quality of Service, and innovation ability on the frequency of use of Paxel Courier Services in Soloraya" from this study it was found that showed that the price has a significant effect on the frequency. Thus, a good price is an important factor in increasing the frequency of users. Organizations are advised to manage prices in the context of acceptance, acceptance of competitive prices, transparency in the pricing structure, offer flexible payment models.

Effect of application features, Service Quality and price on frequency in Islamic perspective

In an Islamic perspective, frequency is not only measured by how often users use the app, but is also influenced by the Islamic values and principles underlying business interactions. By applying principles such as fairness, honesty, customer satisfaction, and Social Responsibility, service providers can create an environment that supports user trust, satisfaction, and loyalty, which in turn can increase the frequency of use of an app or service. With the intention of worship and practice the principles of Sharia, is expected to achieve blessing, Justice, trust, sustainable growth, positive social impact, satisfaction, and improved quality of life. All this is in line with the main goal in Islam to achieve well-being and happiness in this world and the hereafter (Mafo et al., 2025).

In terms of application features, ease of Use and functionality are clearly a form of transparency and honesty in doing business, which is in line with Islamic values. Muslim users in Bandar Lampung tend to choose services that are not only efficient, but also transparent, such as clear fare information and accurate time estimates. Furthermore, service quality is a crucial factor that is also in line with Islamic Business Ethics. Good service quality, such as driver friendliness, punctuality, and clean and maintained vehicle conditions, is a manifestation of professionalism and ihsan (doing good). Muslim users in Bandar Lampung appreciate a safe and convenient service, where drivers treat them with respect. From an Islamic perspective, providing the best service is part of worship, and this will build a good reputation for the service provider. Therefore, the high quality of Service, which reflects Islamic ethics, significantly increases user satisfaction and encourages the frequency of Use Of Maxim services. Finally, the price factor has an important influence that can also be seen from an Islamic point of view. In Islam, the principle of fair pricing (al - ' adl) is strongly advocated, where the price should not deceive or harm either party. Maxim's service, which is known for offering affordable prices, is very attractive to users in Bandar Lampung. From the perspective of Islam, a fair and not excessive price is considered a form of justice in muamalah. Users feel that they get value for money (mashlahah), so they do not hesitate to use this service repeatedly.

Thus, from an Islamic perspective, application features, service quality, and prices that are in accordance with Sharia principles not only increase consumer satisfaction and loyalty but also support ethical and sustainable business practices.

4. CONCLUSION

Overall, the results showed that the factors of service quality and price proved to have a positive and significant influence on the frequency of use of online transportation services. This is evidenced by the results of a significant hypothesis test, where good service quality and affordable prices encourage users to use the service more often. On the other hand, an interesting finding emerges from the variable of application features, which this study shows that application features do not have a positive and significant influence on the frequency of use. These results contradict the theory of Technology Acceptance Model (TAM) and previous research that states that useful and easy-to-use features can increase the frequency of use. This discrepancy indicates that in the context of Maxim's use in Bandar Lampung, users prioritize external factors such as reliable service quality and competitive pricing over the sheer number of features in the app. Therefore, application developers are advised to focus more on improving service quality and attractive pricing strategies to increase loyalty and frequency of use of their services.

The frequency of use of online transportation services from an Islamic perspective is not only influenced by conventional factors such as application features, service quality, and price, but is also very closely related to Sharia values. Transparent and easy-to-use application features, such as clear tariff information, are in line with the principle of honesty in doing business. The high quality of Service, which includes driver friendliness and good vehicle condition, reflects the value of ihsan (doing good) and professionalism. Meanwhile, affordable and fair prices are considered as a manifestation of the principle of al-adl (justice) in bermuamalah. By applying these principles, service providers can build user trust, satisfaction, and loyalty. Ultimately, all these factors synergistically drive the frequency of use of services, which not only provides economic benefits to companies, but also creates an ethical and sustainable business ecosystem, in line with Islam's ultimate goal of achieving prosperity in this world and the hereafter.

Based on the results obtained, researchers provide advice to Maxim Online Services to continue to maintain and improve the quality of service on the application features Maxim in order to increase the frequency of its users and attract other users to switch to using the Maxim application and more use of application features. For further researchers, to be able to multiply the sample of variable research application features and add other variables to find out if there are other aspects.

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