

Analysis of Customer Satisfaction with The Quality of Online Motorcycle Taxi Services (Maxim) in Tegal City

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ABSTRACT

In this era, people have a variety of different activities. Transportation service providers compete to attract customers by improving service, simplifying the ordering process, price, and timeliness. This study aims to determine the effect of Service Quality and Customer Satisfaction on online motorcycle taxi transportation modes (Case Study on Maxim in Tegal City, Central Java). The research was conducted by distributing questionnaires to respondents as many as 100 students using online motorcycle taxis. The data collection technique used a questionnaire in the form of a google form aimed at users of Maxim online transportation services in Tegal City. Respondents in this study amounted to 100 respondents. The results of this study were to find out that Maxim satisfied the people of Tegal city. Recommendations from me for maxim services are further improved so that people are more satisfied.

Keywords: Maxim Tegal City, Transportation Services, Customer Satisfaction

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INTRODUCTION

Technology is one of the key factors in human survival because it can improve and make our lives easier. Nowadays, as a developing country, the development of technology in various fields of life is very rapid (Fajrin & Andini, 2023). Currently, we can see many emerging online-based services that can reach directly to consumers, facilitating all activities and daily life. From some of these online services there is an idea that makes online transportation services, the presence of online-based transportation services that use the internet as a medium is very influential for the community in all activities and survival, with the existence of online transportation services it is very helpful to shorten time to be more efficient (Tresiya et al., 2019)

Maxim is an international information technology company that provides a platform that brings drivers and customers together easily. Maxim is a new online transportation in Indonesia. Maxim itself has been around since 2003. However, it used to be just a taxi application service in the city of Chardinsk located in the Ural Mountains of

Russia. In Indonesia, Maxim first operated in 2018, opening its headquarters in Jakarta under the banner of PT Teknologi Perdana Indonesia. Over time, online transportation services penetrated into cities in Indonesia. Reporting from Uzone.id in January 2022, in its geographical coverage, the service operates in more than 1,000 cities in the world.(Banggoi et al., 2023)

Online transportation services such as Maxim allow users to book a vehicle through a mobile app, usually a car or motorcycle with a driver. It has become a significant trend in the transportation industry, providing a more convenient and easy alternative compared to traditional taxis or public transport (Azis, 2018; Djajasinga, 2022). With the help of technology and application platforms, users can view fare estimates, select vehicle types, track trips in real-time, and make electronic payments (Amaliah et al., 2021; Setyaningsih et al., 2020; Tsalisa et al., 2022).(Yolanda et al., 2023). Service quality is a dynamic condition that is always related to humans, service products, environmental processes that are able to meet and even exceed consumer expectations. (Ansori, 2022)

With good service quality, it will increase customer satisfaction, this conclusion is in accordance with research conducted by Maryati & Husda (2020) which states that service quality affects customer satisfaction. (Ansori, 2022)

METHOD

Data Collection

This research is a study of the results of a survey of all Tegal city maxim customers. The survey was conducted by distributing questionnaires online through various social media. The questionnaire measurement tool was used to assess responses related to the research topic. The Likert scale method was used to evaluate the questionnaires distributed to respondents. This scale is effective for converting qualitative data into quantitative data, thus allowing researchers to measure the attitudes, opinions, and perceptions of individuals regarding the Maxim online motorcycle taxi customer satisfaction level in Tegal City.

Quantitative methodology involves researchers' efforts to gain knowledge by representing data numerically. Data obtained through questionnaires formulated by researchers serve as a source of data that can be analyzed. Basically, quantitative research is a methodical scientific investigation that follows a structured framework to look at the causal relationship between variables.(Adolph, 2016).

In this study, a 5-point Likert scale was implemented to measure each variable, which included the options of strongly disagree, disagree, agree, and strongly agree. Furthermore, the variables were weighted based on the expected responses from the questionnaire, ranging from 1 to 5.

A questionnaire is an instrument used to measure an event or incident that contains a collection of questions to obtain information related to the research being carried out(Amalia et al., 2022)

FINDING AND DISCUSSION

1. Implementation Research

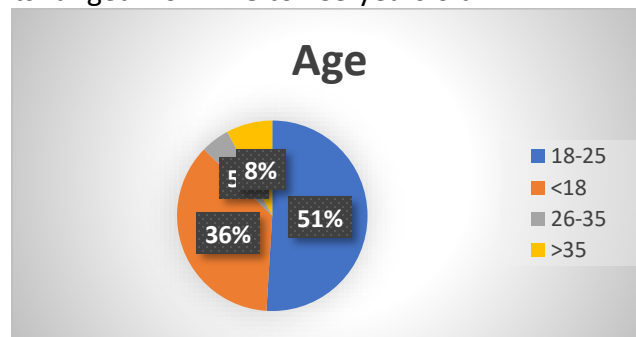
The implementation of this research uses a questionnaire filling method. Which is done by distributing questionnaires online through various kinds of social media, which aims to evaluate the level of customer satisfaction with the quality of online motorcycle taxi services (maxim) in Tegal City.

2. Research Subjects

The research subjects consisted of online motorcycle taxi (maxim) customers in Tegal City. The results of the questionnaire analysis provide an overview of the profile of respondents who participated in this study.

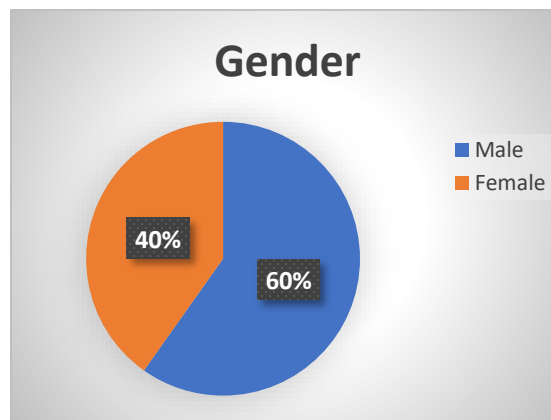
a. Age

Based on the results of the questionnaire, the researcher determined that the age of the respondents ranged from <18 to >35 years old.



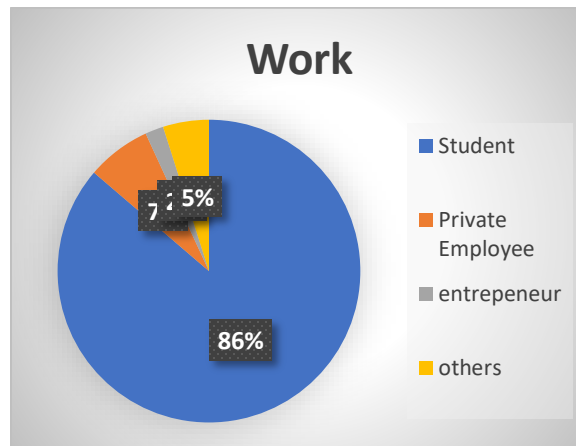
b. Gender

Respondents consisted of men and women. The data collected by the researcher shows that the majority of respondents are male, which is 60%, while women are 40%.



c. Occupation

An analysis of the respondents' occupations shows a diverse group, including students, private employees, entrepreneurs, and others.



3. Comfort Level

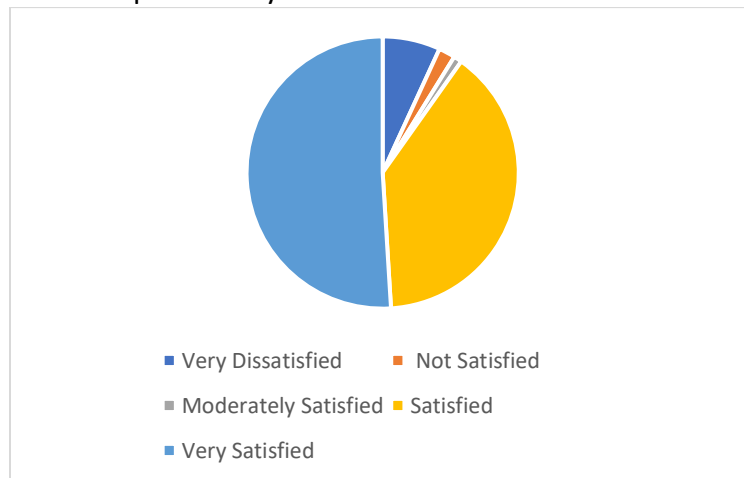
The level of convenience of the public facilities studied in this research was assessed through a questionnaire filled out by 102 people. The results showed that respondents' satisfaction with the facility was satisfactory. This finding indicates that there are people who are quite satisfied with the services of online ojek (maxim) in Tegal City.

a. Questionnaire Filling

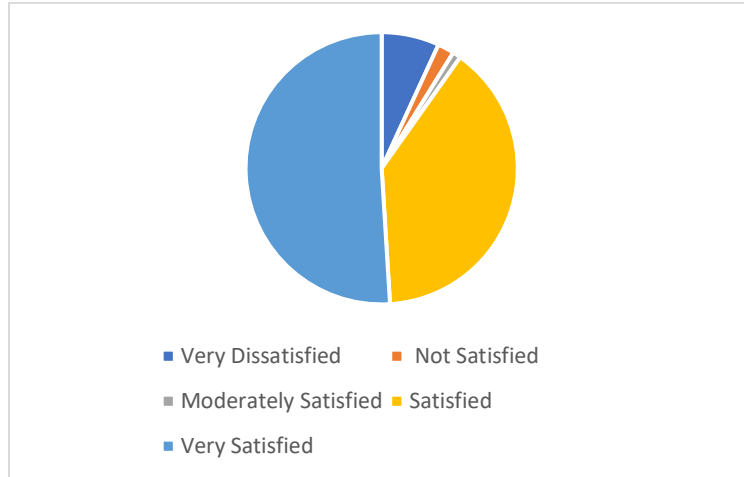
The questionnaire consists of 10 questions that must be answered by maxim online ojek customers in Tegal City. The following is a summary of the data from each question.

This question assesses the level of customer satisfaction with the quality of service of online motorcycle taxis (maxim) in Tegal City. The data is presented as follows:

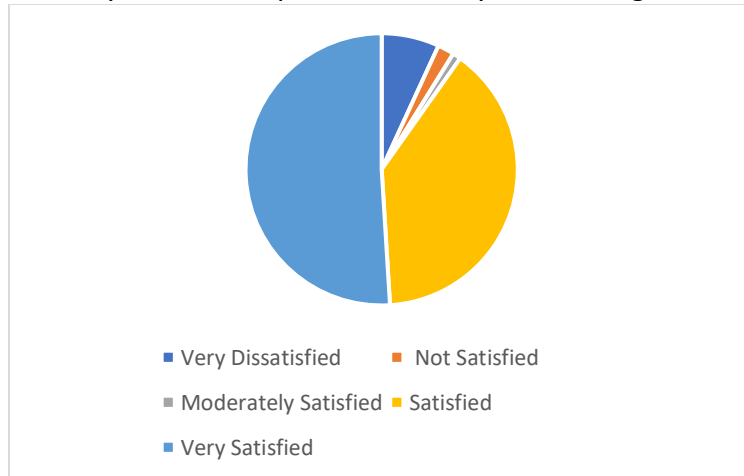
1. How satisfied are you with the punctuality of the driver's arrival?



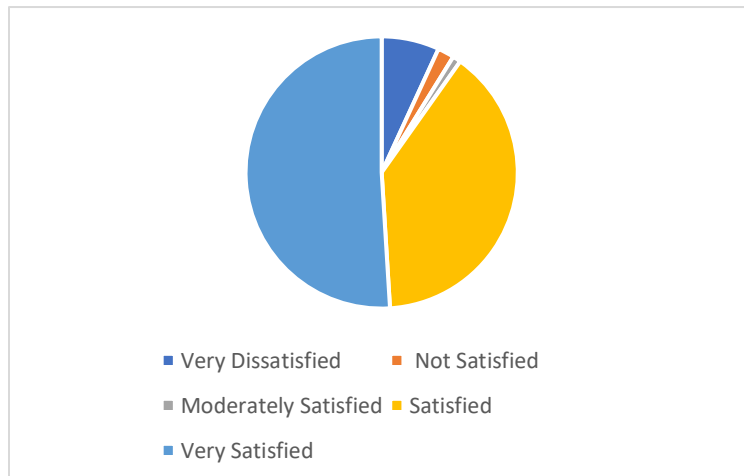
2. How satisfied were you with the driver's attitude and friendliness during the trip?



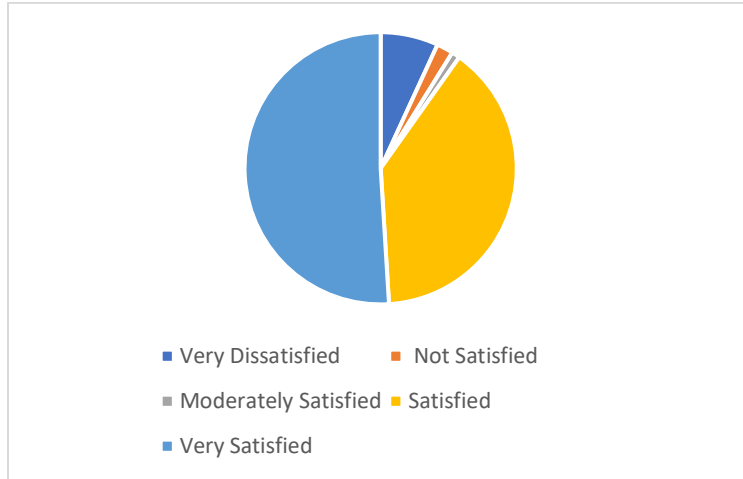
3. How satisfied are you with the perceived safety when using Maxim's services?



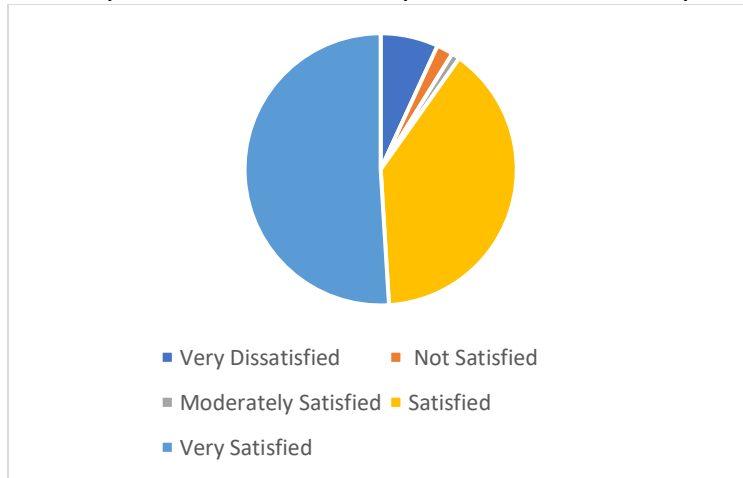
4. How satisfied are you with the comfort of the vehicle provided by the Maxim driver?



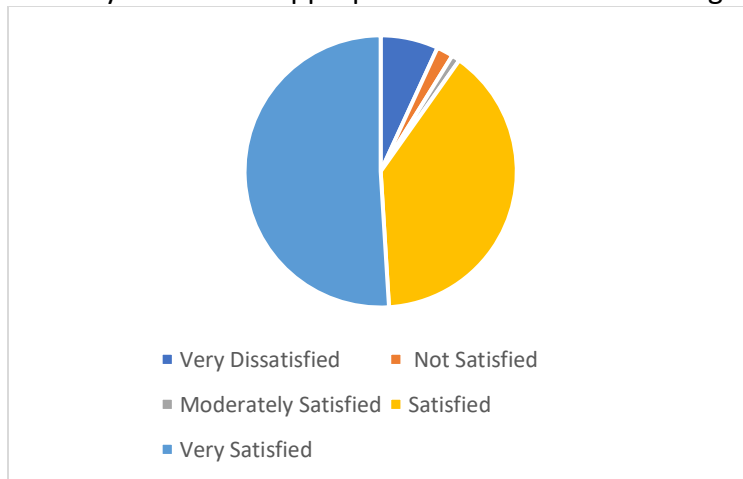
5. How satisfied are you with the ease of using the Maxim app?



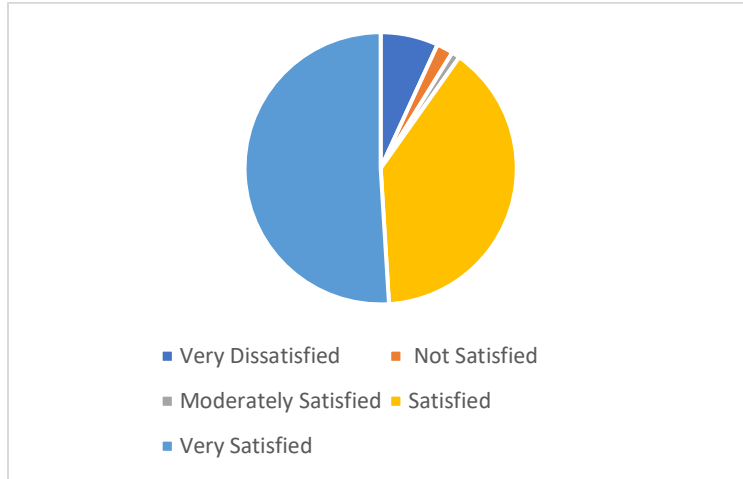
6. How satisfied are you with the availability of Maxim drivers in your area?



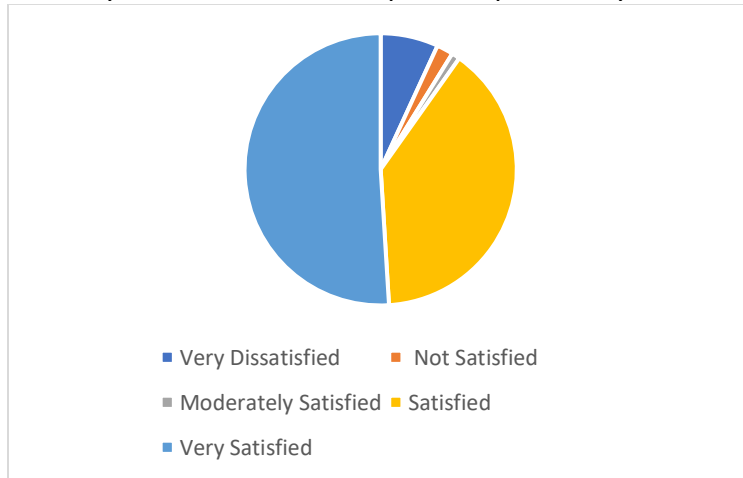
7. How satisfied are you with the appropriateness of the rates charged by Maxim?



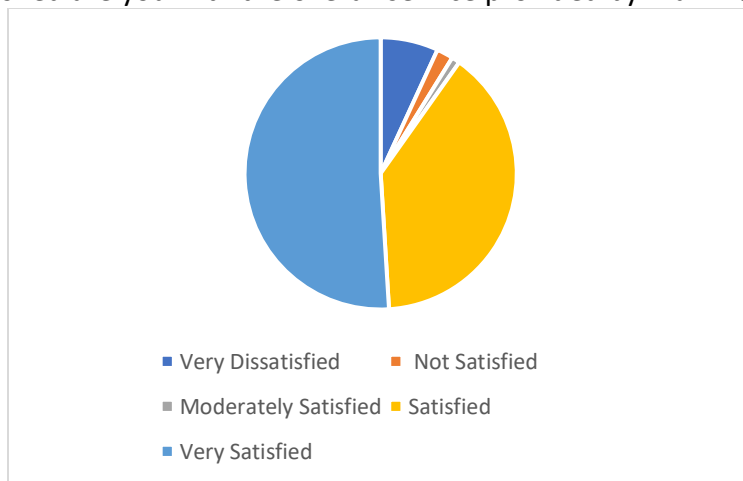
8. How satisfied are you with Maxim's customer service when you have problems?



9. How satisfied are you with the driver's quick response to your order?



10. How satisfied are you with the overall service provided by Maxim?



b. Results of Validity and Reliability Testing

Correlations

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	Total
X1	Pearson Correlation	1	.580**	.671**	.604**	.632**	.575**	.501**	.511**	.648**	.566**	.784**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	102	102	102	102	102	102	102	102	102	102	102
X2	Pearson Correlation	.580**	1	.663**	.649**	.600**	.640**	.477**	.577**	.600**	.656**	.805**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	102	102	102	102	102	102	102	102	102	102	102
X3	Pearson Correlation	.671**	.663**	1	.697**	.622**	.537**	.480**	.481**	.533**	.591**	.789**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	102	102	102	102	102	102	102	102	102	102	102
X4	Pearson Correlation	.604**	.649**	.697**	1	.695**	.623**	.554**	.540**	.580**	.637**	.824**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	102	102	102	102	102	102	102	102	102	102	102
X5	Pearson Correlation	.632**	.600**	.622**	.695**	1	.706**	.584**	.611**	.687**	.606**	.842**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	102	102	102	102	102	102	102	102	102	102	102
X6	Pearson Correlation	.575**	.640**	.537**	.623**	.706**	1	.538**	.620**	.632**	.630**	.799**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	102	102	102	102	102	102	102	102	102	102	102
X7	Pearson Correlation	.501**	.477**	.480**	.554**	.584**	.538**	1	.551**	.602**	.636**	.735**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	102	102	102	102	102	102	102	102	102	102	102
X8	Pearson Correlation	.511**	.577**	.481**	.540**	.611**	.620**	.551**	1	.660**	.548**	.759**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	102	102	102	102	102	102	102	102	102	102	102
X9	Pearson Correlation	.648**	.600**	.533**	.580**	.687**	.632**	.602**	.660**	1	.715**	.826**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	102	102	102	102	102	102	102	102	102	102	102
X10	Pearson Correlation	.566**	.656**	.591**	.637**	.606**	.630**	.636**	.548**	.715**	1	.820**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	102	102	102	102	102	102	102	102	102	102	102
Total	Pearson Correlation	.784**	.805**	.789**	.824**	.842**	.799**	.735**	.759**	.826**	.820**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	102	102	102	102	102	102	102	102	102	102	102

** . Correlation is significant at the 0.01 level (2-tailed).

From the output results using the SPSS Version 27 software above, show that all data > 0,1622 (based from correlation table with N= 102), meaning that all data are valid

Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

From the output results using the SPSS Version 27 software above, the validity value obtained with the number of data (N) of 102 is 100%, which means that all data is valid.

Reliability Statistics

Cronbach's Alpha	N of Items
.937	10

From the output table above, it can be seen that the number of samples or respondents (N) analyzed in SPSS Version 27 software, is 10 items with a Cronbach's Alpha value of 0.937. Because the Cronbach's Alpha value of $0.937 > 0.60$ it can be concluded that all items in the distributed gform are reliable or consistent.

DISCUSSION

Research shows that factors that influence customer satisfaction such as price of service Competitive pricing is one of Maxim's strengths. When customers feel that price and service quality are commensurate with each other, satisfaction tends to increase. Customers expect comfortable vehicles and drivers who prioritize safety. A user-friendly, responsive and error-free app provides a positive experience for users. Short waiting time from booking to receiving is an important factor in increasing customer satisfaction. Maxim faces stiff competition from other online ojek apps that have similar features. Therefore, it is important to keep innovating.

CONCLUSION AND RECOMMENDATION

Customer satisfaction with Maxim's services is significantly affected by several important factors: competitive pricing, service convenience and safety, app quality, and driver behavior and ability.

Although Maxim has advantages such as flexible pricing and expansion into areas that are difficult for competitors to access, challenges such as fierce competition, inconsistent service quality, and technical deployment issues remain, service, prioritizing customer needs and delivering relevant innovations.

Recommendations for this study show that technology development Make your app more stable, responsive, and free from technical issues. improve customer satisfaction by adding features such as real-time driver location tracking, loyalty points system, and attractive promotions. improve driver service quality. provide regular training to drivers on customer service, work ethics, and driving safety. improve the driver rating system to make it more convenient for customers to provide objective feedback. improve Safety and Comfort Ensure your vehicles are in good condition and meet safety standards. customer surveys and feedback Use regular surveys and customer reviews to identify service weaknesses and customer needs.

By implementing such recommendations, Maxim can improve customer satisfaction, expand its user base, and strengthen its position in the online transportation services market.

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