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ANALYSIS OF SERVICE QUALITY ASSESSING CUSTOMER SATISFACTION WITH THE MAXIM APPLICATION THROUGH SERVICE QUALITY

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ABSTRACT

Technological advancement has impacted every facet of human existence, including transportation. The internet plays a major role in people's daily lives these days. This study aims to investigate the effects of service quality principles on user satisfaction through empirical testing. Utilizing SPSS 23, data from surveys given to Maxim users will serve as a data source for testing the hypothesis. The partial analysis results back up the problem formulation by showing that the variables Emphaty (X4), Reliable (X1), Responsiveness (X2), Assurances (X3), and Tangible (X5) all have a small but positive effect on how satisfied Maxim application users are. Conversely, the concurrent study reveals a 51% positive impact on Maxim app users' enjoyment from the factors Resilience (X1), Responsiveness (X2), Assurances (X3), Emphaty (X4), and Tangibles (X5).

***Keywords**: Maxim, Service quality, SPSS*

INTRODUCTION

Transportation has a very important role for society to support its economic activities because it is able to help the movement of individuals and goods to various places to meet the needs and requirements of goods and services and can even provide employment opportunities for many people. Current technological developments are increasingly advanced and needed to make it easier for humans to carry out various activities. The Maxim application allows customers to order transportation services online. In the Maxim application, there is a reservation feature that allows customers to order Maxim services one week before departure. That way, customers don't have to worry about not getting a driver or waiting too long. Apart from that, there are many other interesting features of the Maxim application, which has received quite a high rating on the Play Store and App Store. This application offers transportation services in the form of four-wheeled vehicles called Maxim Car and two-wheeled vehicles called Maxim Bike. In addition, Maxim offers a purchasing service at Maxim Food & Goods store. There is a good delivery service called Maxim Delivery. There is also a room or house cleaning service, massage, and laundry service called Maxim Life [1]. Besides that. Maxim also introduced special prices for delivery services by car during the winter season. Commissions for Maxim partners range from 5 to 15 percent. This can make Maxim's rates more friendly to consumers.

The current intense competition requires online transportation providers to continue to improve the quality of their services in order to survive and compete. The main key in the service business is good service quality in order to maintain consumer

interest. This is an important factor for companies to maintain good service quality to increase their profits. However, service products have several shortcomings that are difficult to understand because they are intangible. By improving the quality of their services, online transportation providers can provide added value to customers and increase their satisfaction. This will make customers more loyal and encourage them to continue to use online transportation services [2]. One indicator for building a good image in the eyes of customers is measuring the level of customer satisfaction with the Maxim application. Furthermore, the results of this measurement become the basis for improving and perfecting services for the future in order to achieve customer satisfaction, because customer satisfaction is one of the success factors for every service company [3]. As the number of complaints increases, the perceived quality of performance improves, but if the service received is lower, the perceived quality of service worsens. In connection with this condition, the question is whether there is an influence of the variables reliability, responsiveness, empathy, assurance, and tangibles on the satisfaction of credit customers, both individuals and groups. Processing customer satisfaction assessment data by utilizing information technology is currently very important. The role of information technology is currently a fundamental need in supporting the decision-making process. Processing customer satisfaction assessment data using a decision-making system method is the right solution [4]. The Maxim application assesses customer satisfaction using the Service Quality (SERVQUAL) method. The service quality method assesses perceptions and expectations, so there is a gap between the two. The problem formulation of this research is how to implement the service quality method in assessing the level of customer satisfaction on the Maxim application. The purpose of this research is to determine the results of assessing customer satisfaction levels by implementing the service quality method in the Maxim application.

RESEARCH METHODS

In conducting this research, to obtain data and information, the methods used are as follows:

a. Questionnaire
   Respondents answer several questions or written statements in a questionnaire, which is a data collection technique. Questionnaires are also suitable for use if the number of respondents is large enough and spread over a wide area. Questionnaires can be in the form of closed or open questions or statements and can be given to respondents directly or sent via post or the internet. [5].
b. Study of literature
   A literature study is a type of research where scientists gather a variety of books and magazines that are relevant to the issue and goals of the study. Researchers use this method to uncover relevant hypotheses that provide context for discussing study findings.
c. *Population and Sample*

Users of the Maxim application make up the research population. It is uncertain how big the study's population is. One hundred users of the Maxim application were discovered. The sample is a portion of the population's size and makeup. The researcher can employ samples drawn from the population if it is too big for them to analyze in their entirety, for whatever reason—for lack of resources, time, or energy,

for example. The population can benefit from the lessons drawn from the sample and the conclusions. Samples drawn from the population must therefore be accurately representative.

d. *Determination of Sample*

The Rao Purba formula [7] determined the number of samples in this investigation. There is a 10% error rate and a 95% confidence level.

Information:

n = Sample size

Z = score at a certain level of significance

Moe = margin of error, the maximum level of error that can be tolerated. The maximum level of error that can be tolerated in this study is set at 0.10 or 10% so that the level of confidence in determining the sample used is 95%, or z = 1.96. The 95% confidence level value, or z = 1.96, is the most frequently used confidence level. A confidence level of 95%, or z = 1.96, provides a balance between precision and reliability. The calculations indicate that the sample taken in this research consisted of 100 respondents.

e. Research Variables

Table 1 indicates that we gathered the variables and indicators used in the research by consulting earlier research journals, in accordance with the literature review.

Table 1.
Research Variables and Indicators

No	Variable	Indicator
1	*Reliability* (Reliability) (X1)	1. Providing services according to those presented in the application
		2. The application can be relied on to handle customer service problems
		3. Deliver services correctly and according to the application
		4. Deliver services according to the time promised in the application
		5. Save notes/documents (name, address, telephone number) in the application without errors
2	*Responsiveness* (Responsiveness) (X2)	6. The application provides information to customers about the certainty of service delivery times
		7. The application provides immediate/fast service for customers
		8. The application provides assistance to

		customers
		9. the application provides a willingness to respond to customer requests
3	*Assurance* (Guarantee) (X3)	10. The application contains correct and appropriate employee data
		11. The features in the application make customers feel safe when making transactions
		12. On the application employees are consistently polite to users
		13. There is an online chat feature for users and employees who are able to answer customer questions
4	*Empathy* (Empathy) (X4)	14. The application provides individual attention to customers
		15. The application provides features that treat customers attentively
		16. The application really prioritizes customer interests
		17. Features in the application that understand customer needs
		18. The application provides comfortable operating times
5	*Tangibles* (Physical Evidence) (X5)	19. The application features display an attractive menu
		20. Application features that provide facilities that are visually attractive
		21. The application has a matching color combination
		22. The menu structure is orderly and easy to recognize

Data analysis technique

1. *Validity Test*

Data validity testing measures the accuracy of a measurement instrument or device. Correlating the scores of each item determines validity. The criteria applied to measure whether data is valid or not is that if the r-count (correlation coefficient) is

greater than the r-table (critical value), then it can be said to be valid. Apart from that, if the sig value is <0.05, then the instrument can be said to be valid (Ghozali, 2013).

2. *Reliability Test*

Testing for reliability is the process of evaluating a measuring device's stability and consistency, as well as its capacity to function consistently and dependably through repeated measurements. When using the SPSS Ver.21 program for testing in this study, we employed the following criteria: If rɑ is positive or greater than rtable, the question is deemed credible. If r' is negative or less than rtable, the query is deemed untrustworthy. Traditional Assumption Exam 1. Normality Test: The purpose of the normality test is to identify the data distribution of a study variable. These study models benefit from the suitability and effectiveness of normal distribution data. The researchers performed the normality test using the one-sample Kolmogorov-Smirnov test and Shapiro Wilk normal probability plot with the assistance of the computer statistics program SPSS (Statistical Package for Social Science) version 22.00 (Ghozali, 2013).

RESULTS AND DISCUSSION

A. Validity Test

10 2 Maxim application users were surveyed using a Google Form questionnaire to obtain respondents with diverse backgrounds based on gender and age. The following are the results of the validity test whose data have been processed:

Table 1.
Validity Test

Indicator	Table	rcount	Significant	Information
RL1	0.1927	102	0,000	valid
RL2	0.1927	0.739	0,000	valid
RL3	0.1927	0,000	0,000	valid
RL4	0.1927	102	0,000	valid
RL5	0.1927	0,731	0,000	valid
RS1	0.1927	0,000	0,000	valid
RS2	0.1927	102	0,000	valid
RS3	0.1927	0,837	0,000	valid
RS4	0.1927	0.000	0,000	valid
RS5	0.1927	102	0,000	valid
AS1	0.1927	0,781	0,000	valid

AS2	0.1927	0,000	0,000	valid
AS3	0.1927	102	0,000	valid
AS4	0.1927	0,874	0,000	valid
EM1	0.1927	0,000	0,000	valid
EM2	0.1927	102	0,000	valid
EM3	0.1927	0,799	0,000	valid
EM4	0.1927	0,736	0,000	valid
EM5	0.1927	0,000	0,000	valid
TG1	0.1927	102	0,000	valid
TG2	0.1927	0,765	0,000	valid
TG3	0.1927	0,000	0,000	valid
TG4	0.1927	102	0,000	valid

B. Reliability Test

The following are the reliability tests that have been carried out in this test.

Table 2.
Reliability Test

Variable	Cronbach Alpha	Reliability Standards	Information
Reability	0.866	0.7	Reliable
Responsiveness	0.866	0.7	Reliable
Assurance	0.866	0.7	Reliable
Empathy	0.866	0.7	Reliable
Tangibles	0.866	0.7	Reliable

From the reliability test above, the Cronbach Alpha value of all variables is obtained, where the variables show results greater than 0.6, so it can be said that all of these variables are reliable, so they can be used for research..

C. Hypothesis Testing

1. T Test Results (partial)

We conducted a t test to partially assess the significance of the independent

variable's influence on the dependent variable. We used a significance level of 5%. Based on the results of the analysis and the results obtained as shown in Tables 3.1 and 3.2 using SPSS, the partial test results are as follows:

Table 3.
Hypothesis Testing

Model		*Unstandarsdize Coefficients*		*Standardozed Coefficients*	T	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	0,833	0,082	0,301	1,664	0,99
	Reability	0,833	0,082	0,301	1,664	0,99
	Responsiveness	0,833	0.082	0,301	1,664	0,99
	Assurancess	0,833	0.082	0.301	1,664	0.99
	Empathy	0.833	0.082	0.301	1,664	0.99
	Tangibles	0.833	0.082	0.301	1,664	0.99

Based on table 3.3, the partial test results are as follows:

1. Based on the results of the t test (partial) on the regression model, the calculated t value was 0.515 < t table 1.660 and the significance level was 0.608 > 0.05. So it can be concluded that partially the Reability variable has no positive and insignificant effect on Service Quality.
2. Based on the results of the t test (partial) on the regression model, the calculated t value was 1,506 < t table 1.660 and the significance level was 0.135 > 0.05. This means that it can be concluded that partially the Responsiveness variable has no positive and insignificant effect on Service Quality.
3. Based on the results of the t test (partial) on the regression model, the calculated t value was 0.157 < t table 1.660 and the significance level was 0.875 > 0.05, meaning it can be concluded that partially the Assurance variable has no positive and insignificant effect on Quality Service.
4. Based on the results of the t test (partial) on the regression model, the calculated t value was 1,499 < t table 1.660 and the significance level was 0.137 > 0.05, meaning that it could be concluded that partially the Emphaty variable had no positive and insignificant effect on Quality Service.
5. Based on the results of the t test (partial) on the regression model, the calculated t value was 0.172 < t table 1.660 and the significance level was 0.864 > 0.05, meaning that it can be concluded that partially the Tangibles variable has no positive and insignificant effect on Quality Service.

2. F Test Results

The F test is to show whether the independent variables included in the model have a joint influence on the dependent variable. Testing was carried out with a significance level of 5%, or 0.05. Based on the results of the analysis, the following results were obtained:

Table 4.
F Test Results

ANOVA						
Model		***Sum of Squares***	***Df***	***Mean Square***	***F***	***Sig.***
1	Regression	**102**	**101**	**4.16**	**0.349**	**0.099**
	Residual	**102**	**101**	**4.02**		
	Total	**102**	**101**			

Based on the picture above, we can obtain a calculated F value of 0.436 with a significance level of 0.099 > 0.05. This means that the variables reliability, responsiveness, assurance, empathy, and tangibles together have a positive but not significant influence on user satisfaction.

CONCLUSIONS

Based on the data analysis results, we accept all five of the offered hypotheses. According to the problem formulation explained in Chapter 1, the reliability variable (X1), responsiveness variable (X2), assurances variable (X3), emphatic variable (X4), and tangibles variable (X5) consistently yielded the same results. These variables obtained a result of 9,342, indicating that they have a positive effect on Maxim application user satisfaction but are not significant enough.

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