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THE MAXIM APPLICATION'S CUSTOMER SATISFACTION LEVEL AND THE IMPACT OF SERVICE QUALITY AND COSTS

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ABSTRACT

The determining factors of customer satisfaction include service quality and price. This study aims to determine whether there is a significant influence of Service Quality and Price on customer satisfaction on Maxim's online motorcycle taxi application in Palembang. The research data was obtained by distributing questionnaires to respondents. The population and sample in this study were 54 respondents. This study uses the Service Quality method, containing tangible, reliable, responsive, assurance, and empathy variables. Data analysis in this study used variable instrument tests and questionnaire value analysis from respondents. The research results in this study show that the Empathy variable has the most significant influence value on the customer satisfaction variable.

Keywords: Maxim, Service Quality, Kuisioner, Responden Variabel Tangible, Reliability, Responsiveness, Assurance, Empathy.

INTRODUCTION

The development of information technology in the current era of globalization is increasing. Over time, technological developments have played a significant role in the age of globalization because they make it easier for humans to carry out various life activities [1].

One of the technological developments is online transportation service providers. This online transportation provides an alternative vehicle to get to a place inaccessible by conventional transport.[2] At this time, only by using a smartphone can we order transportation online without the need to go to the Ojek base as usual. Besides being easy, online vehicles can also take us to our destination without negotiating prices.[3] Online transportation companies also often provide promos that attract the attention of consumers. Therefore, people turn to online transportation. One of these online transportation providers is Maxim. Maxim is an online transportation company that is arguably new in Indonesia. Maxim itself has been around since 2003. Maxim is an international company engaged in information technology, providing a platform that quickly connects drivers and customers. Maxim started operations in Indonesia in 2018. Maxim has favorable policies for drivers and customers, such as flexible schedules for drivers, affordable prices, and an order reservation system for customers [4].

Service quality and customer satisfaction are success factors for a company to achieve competitive advantage. Judging from the best service quality, it can create customer satisfaction. Customer satisfaction is a measure between customer expectations and the company's products or services as long as customers use the

company's products or services. [5] This research only focuses on analyzing the level of satisfaction of Maxim users or customers in Palembang City in terms of service quality and price.

LITERATURE REVIEW

Customer Relationship Management (CRM) is a core strategy in business that integrates internal processes and functions with all external networks to create and realize value for target customers profitably [6]. In other words, CRM is a strategy that organizes the company's relationship with customers to build long-term relationships with old customers and enable new customers. Based on the development of customer relationships, CRM is divided into three phases, namely [7]: Acquire, Enhance, and Retain.

Service Quality results from customer perceptions of attitudes that shape overall long-term performance valuations [12]. According to Tjiptono [11], service quality is the expected level of excellence and control over the status of excellence to meet customer desires

Price is the value of a good or service measured by the money the buyer spends to obtain several combinations of goods, services, and services [17]. Price is one of the most flexible elements of the marketing mix, unlike the product's properties and the distribution channel's commitment. Prices can fluctuate rapidly. At the same time, pricing and price competition are significant issues facing many marketing executives.

In the relationship between customer satisfaction and customer retention, Ranaweera and Prabhu [9] point to customer satisfaction as an emotional evaluation that shows the higher the pleasure, the higher the retention rate. Fornell [8] has researched the relationship between customer satisfaction and customer loyalty, where satisfied customer behavior will become more loyal. Similarly, Beaty et al. [10] that with pride, the customer will buy back only one supplier so that the customer will be dedicated to the supplier.

Maxim is a Russian company with a long history in transportation. They have started innovating how to order more modern taxis since 2003 [15]. Maxim then comes in the form of applications and the web to keep up with the times. Since 2014, Maxim's application has spread to 13 countries, including Indonesia. Maxim became Indonesia's new online motorcycle taxi in 2018 [15]. It's late because several large companies have dominated online transportation services. Throughout 2019, Maxim continued to develop the company. Thousands of drivers have joined Maxim's partners despite being relatively new. Maxim in the Palembang area in Early 2020 indicates that people are open to accepting Maxim as a new online transportation solution [16]. Maxim's facilities are only motorbike and car services and have not adopted facilities such as delivery and others.

RESEARCH METHODS

Collecting Data

In this study, customer satisfaction analysis was conducted by looking at the quality of service and prices provided by Maxim online transportation. The research was carried out by giving a questionnaire in the form of questions arranged based on *Servqual dimensions*, namely *Tangible*, Reliability, *Responsiveness*, Assurance, *and* Empathy *[18], so that they can see responses from respondents who have felt or used maxim online transportation services*. *Tangibles* include physical appearance, equipment, personnel, materials, and

communications. *Reliability* is the ability to perform the promised service accurately and reliably. *Responsiveness* is the ability to help customers and provide appropriate services. *Assurance* is the knowledge and courtesy of employees and the ability to gain the trust of service users. *Empathy* is a caring, personal attention given by the company [19]. The rating scale used in this research questionnaire was using a *Likert scale* of 1-5.

Table 1 Likert Scale Assessment 1-5

Rating Scale			
No	Customer Expectations	Performance	Minimum level of service
1.	Strongly Disagree (STS)	Strongly Disagree (STS)	Strongly Disagree (STS)
2.	Disagree (TS)	Disagree (TS)	Disagree (TS)
3.	Mediocre (BS)	Mediocre (BS)	Mediocre (BS)
4.	Agree (S)	Agree (S)	Agree (S)
5.	Strongly Agree (SS)	Strongly Agree (SS)	Strongly Agree (SS)

Test Validity and Reliability

After distributing the questionnaire, the validity and reliability tests were conducted using SPSS software—validity testing tests to determine whether the questionnaire distributed is valid [20]. In contrast, reliability testing is done to see answers or responses from respondents that will produce the same solution if done at different places and times [21]. If the value of the alpha Cronbach's of a variable ≥ 0.60, it can be said to be reliable.

Data Processing

Data that has been obtained through questionnaires will be collected, compiled, and grouped based on each criterion and service factor. Next, the gap between perception and expectation will be using the formula [22]:

$$Skor\ Servqual = Skor\ Persepsi - Skor\ Ekspetasi$$

Where the Servqual score is the quality of service, the perception score is the perception of the service received by the customer, and the expectation score is the expectation of service received by the customer. Several instruments have benefits in conducting gap analysis because usually services or services are intangible, and communication gaps and understanding between employees and customers have a severe impact on the perception of service quality [23].

RESULTS AND DISCUSSION

Characteristics of Respondents

The results of the research have been conducted by distributing questionnaires through Google Forms distributed through social media with a total of 54 respondents who use online motorcycle taxis (Maxim) in Palembang City. Here are the characteristics of respondents by gender:

Table 2. Characteristics of respondents by sex

No.	Gender	Sum	Percentage (%)
1.	Man	21	38,9%
2.	Woman	33	61,1%
	Total	54	100%

Table 2 shows that the number of male respondents is less than female respondents, namely men with 21 respondents and women with 33 respondents. It can be concluded that online motorcycle taxi users (Maxim) are more women than men. The following are the characteristics of respondents based on the frequency of using online motorcycle taxis (Maxim):

Table 3, Characteristics of Respondents Based on the Frequency of Online Ojek (Maxim) Use

No.	Frequency of using online motorcycle taxi (Maxim)	Sum	Percentage (%)
1.	Very rare	11	20,4%
2.	Infrequently	6	11,1%
3.	Sometimes	18	33,3%
4.	Often	13	24,1%
5.	Very often	6	11,1%
	Total	54	100%

Based on Table 3, it can be seen that respondents with the frequency of using online motorcycle taxis (Maxim) are sometimes the most dominating, as much as 33.3

Data Analysis

Data analysis in this study there are 2 (two) activities, namely variable instrument tests and analysis of questionnaire values from respondents.

1. **Test Instruments**

Validity Test

In this study using a significant value of 0.05 (5%) with N = 54 so that the r value is 0.268.

Table 4, Validation Test Results

Variable	Grain	rcalculate	5%(52)	Criterion
Tangible (X.1)	X1.1	0.853	0.268	Valid
	X1.2	0.813	0.268	Valid
	X1.3	0.787	0.268	Valid
Reliability (X2)	X2.1	0.752	0.268	Valid
	X2.2	0.752	0.268	Valid
	X2.3	0.766	0.268	Valid
Responsiveness (X3)	X3	1.000	0.268	Valid
Insurance (X4)	X4.1	0.866	0.268	Valid
	X4.2	0.854	0.268	Valid
Empathy (X5)	X5	1.000	0.268	Valid
Customer Satisfaction Level	And	1.000	0.268	Valid

From table 4, it can be seen that all question items in measuring variables are declared valid because the calculated value > 0.268.

Reliability Test

Reliability tests were conducted using Cronbach alpha. It is said *to be reliable* if the value of α > 0.6.

Table 5, Reliability Test Results

Variable	Reliability Coefficient	Criterion
Tangibles (X.1)	0.747	Reliable
Reliability (X2)	0.615	Reliable
Responsiveness (X3)	1.000	Reliable
Assurance (X4)	0.648	Reliable
Emphaty (X5)	1.000	Reliable
Customer Satisfaction Level (Y)	1.000	Reliable

2. Data Processing

The processing of data obtained from the results of a questionnaire distributed to 54 respondents was carried out by calculating gap 5, namely the expectations of users regarding the online motorcycle taxi service "Maxim" against the reality felt by users.

Calculation of service level of online motorcycle taxi "Maxim" (*gap* 5)

Table 6, Average score of gap 5 on the statement of service level of online motorcycle taxi "Maxim"

Question Attributes	Service Expectations		The Reality of Service		Gap Value 5 (Five)
	Weighting Value	Average Expectations	Weighting Value	Reality Average	
1.	232	4.29	226	4.18	-0.11
2,	218	4.03	205	3.79	-0.24
3.	230	4.25	215	3.98	-0.27
4.	217	4.01	216	4.00	-0.01
5.	226	4.18	218	4.03	-0.15
6.	232	4.29	201	3.72	-0.57
7.	222	4.11	211	3.90	-0.21
8.	198	3.62	201	3.72	0.1
9.	228	4.22	209	3.87	-0.35
Sum		**37.00**		**35.19**	

Calculation of service level of online motorcycle taxi "Maxim" based on *Servqual Gap* 5 dimensions

The calculation of the service level of "Maxim" online motorcycle taxi is based on five dimensions *of Parasuraman's Servqual* Model, namely *tangibles (*physical evidence*), reliability* (constraints), responsiveness (responsiveness*), assurance (*assurance), *empathy* (empathy).

Table 7. Average value of *gap* 5 based on five servqual dimensions

Statement Dimensions	Question Attributes	Average Number of Expectations	Average Number of Reality	Service Expectation Value	The Reality Value of Service	Gap Value 5
Tangibles (bukti fisik)	5,6,9	12.69	11.62	4.23	3.87	-0.36
Reliability (kendala)	1,2,4	12.33	11.97	4.11	3.99	-0.12
Responsiveness	3	4.25	3.98	4.25	3.98	-0.27
Insurance (jaminan)	7,4	8.12	7.9	4.06	3.95	-0.11
Empathy (empati)	8	3.62	3.72	3.62	3.72	0.1

From table 7, can be known the order of the smallest to largest gap which is described as follows:

a. *Empathy* (empati)
   Empathy is a user's response to the personal attention given by online motorcycle taxi drivers. In Table 7, the gap value of the empathy dimension, which is about the services provided by online motorcycle taxis, is fast and precise according to user expectations (statement 8) 0.1. This means that consumers are satisfied with the services provided from the empathy dimension.
b. *Assurance*
   Assurance is a user's response to the knowledge and courtesy of online Ojek drivers so that they can feel confident and confident when using the online Ojek service "Maxim." In Table 6, the most considerable assurance dimension gap value is regarding the performance of online motorcycle taxi services received by customers (statement 7) of -0.21 and the smallest regarding services provided by online motorcycle taxis by customer wishes (statement 4) of -0.01. In Table 7, the service level of the assurance dimension has a gap value of -0.11. This means that consumers are less satisfied with the services provided from the assurance dimension.
c. *Reliability*
   Reliability is the online motorcycle taxi application "Maxim" 's ability to provide reliable service. In Table 6, the most significant reliability dimension gap value is regarding online motorcycle taxi drivers picking up and delivering customers on time (statement 2) of -0.24 and the smallest regarding services provided by online motorcycle taxis by customer wishes (statement 4) of -0.01. In Table 7, the service level of the reliability dimension has a gap value of -0.12. This means that consumers are less satisfied with the services provided from the reliability dimension.
d. *Responsiveness*
   Responsiveness is the user's response to the willingness of "Maxim" online motorcycle taxi drivers to help and provide responsive service to users. In Table 7, the gap value of the responsiveness dimension, which is about online motorcycle taxi drivers, provides customers with a sense of security and comfort. (Statement 3) of -0.27. This means that consumers are less satisfied with the services offered from the responsiveness dimension.

e. *Tangibles* (physical evidence)
Tangibles is a user's response to physical evidence from an online motorcycle taxi application. In Table 6, the most considerable tangibles dimension gap value is regarding when using online motorcycle taxi services; the tariff set by the services provided (statement 6) is -0.57, and the smallest relates to the affordable online motorcycle taxi tariff (statement 5) of -0.15. In Table 4.6, the service level of the tangibles dimension has a gap value of -0.36. This means that consumers are less satisfied with the services provided from the tangibles dimension.

Table 8. Gap Order 5 for each attribute from smallest gap to largest gap

Attribute	Statement	Gap 5 (Five)
8.	The service provided by Ojek Online is fast and precise according to your expectations.	0.1
4.	The services provided by Ojek Online are in accordance with your wishes.	-0.01
1.	The driver delivers the customer to his destination precisely.	-0.11
5.	Online Ojek fares are affordable for the public.	-0.15
7.	The performance of Ojek Online services received by customers is very good.	-0.21
2.	Online Ojek drivers pick up and deliver customers on time.	-0.24
3.	Online ojek drivers provide a sense of security and comfort to customers.	-0.27
9.	The price displayed in the application is clear, in accordance with your expectations.	-0.35
6.	When using Ojek Online services, the tariff is set according to the services provided.	-0.57

CONCLUSION

Based on the results of calculations and data analysis, it can be concluded that:

1. The results of the data analysis show that the variables tangibles, reliability, responsiveness, and assurance show that customers are not satisfied with the services and prices provided by Maxim.
2. The empathy variable has the smallest gap value, so it significantly influences the customer satisfaction variable.

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