

## THE EFFECT PERCEPTIONS OF MAXIM CAR SERVICE QUALITY ON USER DECISIONS ON THE MAXIM APPLICATION

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### ABSTRACT

This research was conducted to determine the effect of perceived service quality on user decisions in choosing to use the Maxim application. This is to see how much Maxim's service quality influences user decisions. Many applications have the same service as Maxim, why users prefer to use Maxim's services. This research uses a quantitative method with a quantitative survey design. The population in this study is Maxim car users and the sample used was 100 respondents using purposive sampling. The research instrument used was a questionnaire. There is an R square value of 0.654, which means that 65.4% of the variable perceived service quality can influence user decisions, while the remaining 34.6% is influenced by other factors or variables. Based on the simple linear regression test, it is known that the magnitude of F count = 184,866 > F table = 3.947. The a and b values of the general regression equation are  $Y=a+bx$ , so it can be obtained  $-5.282+1.671x$ . Furthermore, the sig value obtained is 0.000 which means it is smaller than 0.05. Thus it can be concluded that there is a positive and significant influence of the perception of Maxim car service quality on the Maxim application user's decision.

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### INTRODUCTION

Some of the ease of access offered by online transportation include making reservations, passenger security, and existing fares. Maxim is also considered as a new online transportation that is present in Indonesia when compared to other online transportation, but Maxim can compete quickly with other online transportation. Maxim transportation is much favored by users because it has relatively cheap rates when compared to other online motorcycle taxi applications. However, it is found that not a few Maxim users complain because Maxim transportation often refuses their orders for particular reasons such as the difficulties in

location drivers, and the incorrect location point shown through Maxim application map. If you want exact location, have to set the location point manually.

This study aims to determine the influence of perceived service quality on user decisions in using the Maxim application. There are many applications offer the same service as Maxim, but why users prefer to use Maxim's services is an interesting topic for discussion. By doing this research, it is hoped that it can help Maxim to improve the quality of its services, so that more users will decide to use the services. In this study, the formulation of the problem that will be discussed specifically is how user decisions

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can influence the quality of Maxim car services.

According to Walgito in [Guspa et al., \(2014\)](#) perception is a certain process carried out by a sensory function as a stimulus for individual responses. Nerve stimulation of the brain structure is continued and cognitive processes will occur, causing individuals to experience perceptions. Perception has several aspects including, cognition, which consists of components for learning, tools for gathering knowledge, expectations, strategies for doing so, lessons learned from the previous time, and other things resulting from the results of individual thoughts. This principle incorporates individual perception and emotional response to the present object as well as any situation that can be evaluated objectively or subjectively according to one's emotional state. Conation, namely the assumption of individual motivation, attitude, activity, or other characteristics in relation to some object or condition is necessary.

Tjiptono in [Ibrahim & Thawil, \(2019\)](#), argues that service quality is a form of business to meet consumer needs and desires as well as balance consumer expectations. According to Kotler and Keller in [Putri, \(2015\)](#), quality is all the characteristics of a product or service that will affect the ability to satisfy real or implied needs. According to Wyckof, service quality is the level of excess expected of a service. Whether the service is good or not depends on whether the party providing service to customer expectations. Tjiptono and Chandra in [Weenas, \(2013\)](#) suggest that the advantages of service can be formed by combining the four pillars of service excellence namely: speed, accuracy, friendliness, and service convenience.

There are also five service qualities according to Tjiptono in [Wibowo et al., \(2013\)](#) namely: first reliability, which is the ability to provide services that are fast, accurate, easy to use, and can make users satisfied. Second Responsiveness is the ability of employees to provide responsive services to customers. Don't make customers wait long to create a different perception. Third guarantee that includes knowledge, skills, reliability, courtesy, freedom from risk, danger, and doubt. Employees can also guarantee

confidentiality for the customer. Fourth empathy, namely being able to show concern for customers, easily establish relationships, communicate well, and understand needs. Last physical evidence includes users, contributors, physical facilities, and means of communication.

The services discussed in this study are Maxim car services, which are divided into three categories: ordinary Maxim cars, Maxim car L, and Maxim rental cars. The three of them can be adjusted to the needs of maxim users. In the ordinary Maxim cars there are less than 4 people can board, and Maxim L can accommodate by 4 people, rental cars offer service that users can rent or borrow a car within a predetermined period of time.

Peter and Olson in [Kirana, \(2019\)](#) suggest that user decisions are a process carried out by individuals through a combination of knowledge and evaluation of two or more goods or services and choosing one of them. Kotler and Keller in [Kusuma, \(2019\)](#) also argue that the decision of the buyer or service user goes through a five-stage process First stage is problem recognition, it is where the user must know the difference between his needs and what he wants. The second stage is information search, its shows that how far the user searches for information depending on the strength and weakness of the urge to fulfill their needs. Next is alternative evaluation, the amount of information obtained by consumers is used as a view and becomes an alternative to determine usage decisions.

Next is the decision to use must have been thought through by gathering various information and then limiting alternatives from the information and evaluating the various products and services to be purchased as a decision. Last post-purchase behavior, depends on the good or bad products and even services that have been used by consumers. Kotler and Keller in [D. Irana, \(2015\)](#) explain that there are several factors that influence user decisions, including cultural, personal, social, and psychological factors. Kotler and Keller in [Sanjaya, \(2015\)](#) explain that there are several indicators of user decisions, including purchasing methods, types of products and brands, selection of

dealers, time of purchase, and amount of purchases.

### LITERATURE REVIEW

Base on the research done by Prasetya, and Wijaksana. The price for Maxim users in Bandung is in the good category, promotions are in the pretty good category, and service quality is in the good category. This can be translated as meaning that there is an influence of price, promotion, and service quality on online customer satisfaction in the city of Bandung (A. Yuda, 2016). Furthermore, there is research that has been conducted by Ruslin, giving the result that service quality, facilities, and prices have a significant effect on the customer's decision to use services at Hotel Oval Surabaya (Desembrianita & Ruslin, 2016).

Research conducted by Nurlina, Milasari, and Lina found that service quality, price, and location have a significant effect on user decisions on goods delivery services at CV. The image of the Lightning-Entrusted Van of Langsa City (Indah, D.R, Nurlina, 2019). Research conducted by Astuti, Handayani, Sunaini, Rahmawati, and Winarni provides the results which indicate that Maxim's consumer satisfaction level in Pekanbaru is in the category of satisfaction with the services provided by Maxim (Astuti et al., 2021).

The research conducted by Azzahra and Amelia obtains a result of 9,342, which means that the variables used by the researchers had a positive effect on user satisfaction in the Maxim application but not

significantly enough. There is 22.5% user satisfaction in the Maxim application that is influenced by these variables, and the rest is influenced by other factors (Azzahrah & Amelia, 2021).

The next research was conducted by Angelina and Steven. Based on this research, it is found that the decision made by users had a significant effect on loyalty. Perceived ease of use, brand image, word of mouth, and customer value in usage decisions have a positive and significant simultaneous effect on Maxim's customer loyalty in Pontianak (Angelina, 2022). Research conducted by Tsalisa, Hadi, and Purbawati gives the result that user quality has a positive and significant influence on customer satisfaction. There is a positive and significant influence on service quality variables (X1) and price (X2) simultaneously on customer satisfaction among online transportation service users Maxim in Semarang (Tsalisa et al., 2022).

Research conducted by Putra gives the result that price has an effect on purchasing decisions, then perceived ease of use has an effect on purchasing decisions, and perceived usefulness has a significant effect on purchasing decisions (Putra, 2023). Sugiyono in Sunaryo, (2018) provides an understanding of a conceptual framework or frame of mind as a combination of relationships between variables that have been compiled from the various theories that have been explained. The conceptual framework of this research is as follows in Figure 1.



Figure 1 Frame of Mind

Based on the framework above, the hypothesis in this study is that there is an influence of perceived maxim car service quality on user decisions on the maxim application.

### METHODS

This research is a type of quantitative research with a quantitative survey design. The instrument in this study was a

questionnaire distributed via G-Form. In this questionnaire, there were two variables, namely the variable perceived service quality and user decisions. The scale used is a Likert scale with four answer options. The population in this study were all Maxim car users, with a sample of 100 respondents using a purposive sampling method. The data collection technique used in this study was a questionnaire distributed via social media.

This data analysis technique is used to determine the effect of perceived service quality on user decisions, therefore we use assumption tests and hypothesis tests. The assumption tests used are the normality test and the linearity test, which are seen from the significance value. The hypothesis test used is the simple linear regression test, as seen from the R square, F table, and table coefficients.

## RESULTS AND DISCUSSION

### Results

The reliability test in this study used Alpha Cronbach. Based on the reliability test that has been carried out, the variable perceived service quality gets a Cronbach's alpha of 0.814, which is included in the high category. The user decision variable gets a Cronbach's alpha of 0.896, which is included

in the high category. The assumption tests used in this study are the normality and linearity tests.

Based on the results of the normality test using the Kolmogorov-Smirnov statistical test, the significance level was 0.057 and 0.087, which means greater than 0.05 ( $p > 0.05$ ). This means that the results of the data in this study were normally distributed. Similar to the results of the linearity test that was carried out, it was found that the deviation from the linearity sig was 0.076, which means it is greater than 0.05 ( $p > 0.05$ ). It can be concluded that there is a linear and significant relationship between the variable perceived service quality (X) to user decisions (Y).

### Hypothesis Testing

The hypothesis test used in this study is the simple linear regression test.

**Table 1 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.808	0.654	0.650	6.40756

Based on **Table 1**, there is an R square value of 0.654, which means that 65.4% of the variable perceived service quality can

influence user decisions while the remaining 34.6% is influenced by other factors.

**Table 2 Anova**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7589.994	1	7589.994	184.866	0.000
	Residual	4023.566	98	41.057		
	Total	11613.560	99			

Based on **Table 2**, the magnitude of F count = 184.866 > Ftable is 3.947, with a significance level of 0.000, which means less

than 0.05. It can be interpreted that there is a significant influence of the perception of service quality on user decisions.

**Table 3 Coefficients**

Model	Unstandar dized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	-5.282	5.108	-	-1.034	0.304
Perseption	1.671	0.123	0.808	13.597	0.000

Based on **Table 3**, the sig value obtained is 0.000, which means it is smaller than 0.05. It can be interpreted that the regression equation model based on research data is significantly described. This shows that there is an influence between perceptions of service quality and user decisions. The constant number on unstandardized coefficients is -

5.282. This shows that if there is no perception of service quality, the value of the user's decision is -5.282. The number on the regression coefficient is 1.671, which means that every time one level of perceived service quality is added, the user's decision will increase by 1.671. As seen from the coefficients table, the value of simple linear regression is

1.671, with the general equation of simple linear regression  $Y = -5.282 + 1.671x$ . This also shows that there is a positive influence of the perception of service quality on user decisions.

### Discussion

Based on the results of the study, obtaining an R square value of 0.654 means that 65.4% of perceptions of service quality can influence user decisions, while the remaining 34.6% are influenced by other factors and variables. This shows that the user's decision is not only influenced by service quality, but there are other factors and variables that influence it that were not examined in this study. The value of the general regression equation is  $Y = a + bx$ , so  $Y = -5.282 + 1.671x$ . The sig value obtained is 0.000, which means it is smaller than 0.05. Thus, it shows that there is a positive and significant influence between the perception of maxim car service quality and user decisions on maxim applications. It can be concluded that the hypothesis is accepted.

Research that has been carried out by [Astuti et al., \(2021\)](#) also shows that there is an effect of service quality on the Maxim application on customer satisfaction. Good service quality, according to Tjiptono in [Wibowo et al., \(2013\)](#) namely: first reliability, which is the ability to provide services that are fast, accurate, easy to use, and can make users satisfied. Second Responsiveness is the ability of employees to provide responsive services to customers. Don't make customers wait long to create a different perception. Third guarantee that includes knowledge, skills, reliability, courtesy, freedom from risk, danger, and doubt.

Employees can also guarantee confidentiality for the customer. Fourth empathy, namely being able to show concern for customers, easily establish relationships, communicate well, and understand needs. Last physical evidence includes users, contributors, physical facilities, and means of communication. Of course, good service quality can convince individuals to make their choice. If this consumer is satisfied with the services he uses, he will provide feedback to the service as a loyal customer or invite other customers to choose the service.

However, there are differences in several variables with what we examined, namely user decisions. We want to know whether the perception of service quality affect user decisions or not, learning that service quality affects user satisfaction. Therefore, it made us want to do further research on the perception of service quality on user decisions.

### CONCLUSION

Through the research that has been done, it can be concluded that there is a positive and significant influence of the perception of service quality on the Maxim application user's decision of 65.4%, which can be seen from the R square of 0.654 in the model summary table, while the remaining 34.6% is influenced by factors or another variable. This shows that the user's decision is influenced not only by the quality of service but also by other factors and variables that were not examined by researchers. For other researchers, it is hoped that they can develop the research that researchers have done by examining 34.6% of the other factors that can influence user decisions. For the Maxim company, the results of this study can be a motivation to improve the quality of service provided to Maxim users in order to give them a good impression.

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#### Author's declaration

#### Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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#### Availability of data and materials

All data are available from the authors.

#### Competing interests

The authors declare no competing interest.

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