
Research Article

SATISFACTION ANALYSIS OF MAXIM ONLINE TRANSPORTATION SERVICES IN PANDEGLANG DISTRICT

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ABSTRACT

The world has entered the era of industrial revolution 4.0 which has an impact on the development of information and communication technology and the social dynamics therein. One example of technology in the service sector is online transportation. Currently, online transportation can be accessed by all people using smartphones, one of which is Maxim online transportation. This activity aims to find out the level of satisfaction of users of MAXIM online transportation services in Pandeglang Regency. The research approach used was quantitative descriptive analysis. Data collection techniques were used by distributing questionnaires, observation and literature study. The research population is online transportation users in Pandeglang Regency. The sampling technique used was purposive sampling with a total sample of 40 respondents. The data analysis technique was quantitative descriptive analysis. The research results show that Maxim Pandeglang consumers feel that the service provided is very satisfying. This can be seen from the satisfaction score for all service indicators (system mechanisms and procedures; order completion time; costs/tariffs; product specifications, type of service; competence of implementers; behavior of implementers (drivers); handling complaints, suggestions and input) which reaches a maximum score of at least 90 percent. The era of the Industrial Revolution 4.0 has significantly impacted information and communication technology (ICT) and social dynamics. This revolution enhances the growth of service sector technologies such as online transportation. Maxim as one of the key players in the industry of online transportation amplified this trend. The objective of this study to identify the satisfaction of Maxim's online transportation in Pandeglang using a quantitative descriptive analysis. The data were collected from a purposive sampling of 40 online transportation customers through questionnaires. The findings of this study indicate a high level of user satisfaction which reaches at least 90 percent such as system mechanisms and procedures; order completion time; costs/tariffs; product specifications,

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type of service; competence of implementers; behavior of implementers (drivers); handling complaints, suggestions and input.

Keywords: Satisfaction, Service, Maxim Online Transportation

Background

In this modern era, the world has entered the era of industrial revolution 4.0 which has an impact on the development of information and communication technology as well as social dynamics in which the use of information technology is the benefit expected by information technology users in carrying out their duties. This indicates that developments are very influential in all business fields. In the field of transportation services, companies are starting to expand into online businesses where they are looking for opportunities by utilizing the internet and smartphones. Currently, online transportation can be accessed by anyone using a smartphone. People only need the internet to access the application of an online transportation service and order directly. Unlike in the past before information and communication technology developed, people had to approach a motorbike taxi or taxi stand to get the transportation they wanted.

Online transportation services in Indonesia have many choices, for example Maxim. Maxim itself is a new form of transportation compared to its predecessors, such as Go-Jek and Grab. The founder of Maxim is Kurgan Maxim Belonogov from the city of Chardinsk, Russia in 2003. In Indonesia, Maxim is under the auspices of PT. Indonesia's Premier Technology. Maxim services have been available in Indonesia since 2018. Maxim transportation services have also been running operationally in Indonesia in several large cities, including the city of Pandeglang. Maxim will only operate in 2022. This newly emerged Maxim is famous for its cheap prices compared to other online transportation. Even though there are pros and cons to its competitors because it sets prices at half the price of its competitors, people are still interested in the emergence of the Maxim application. Apart from low prices, the Maxim application provides a reservation service so that consumers can order transportation according to the desired time. Sharing travel locations is an advantage of Maxim.

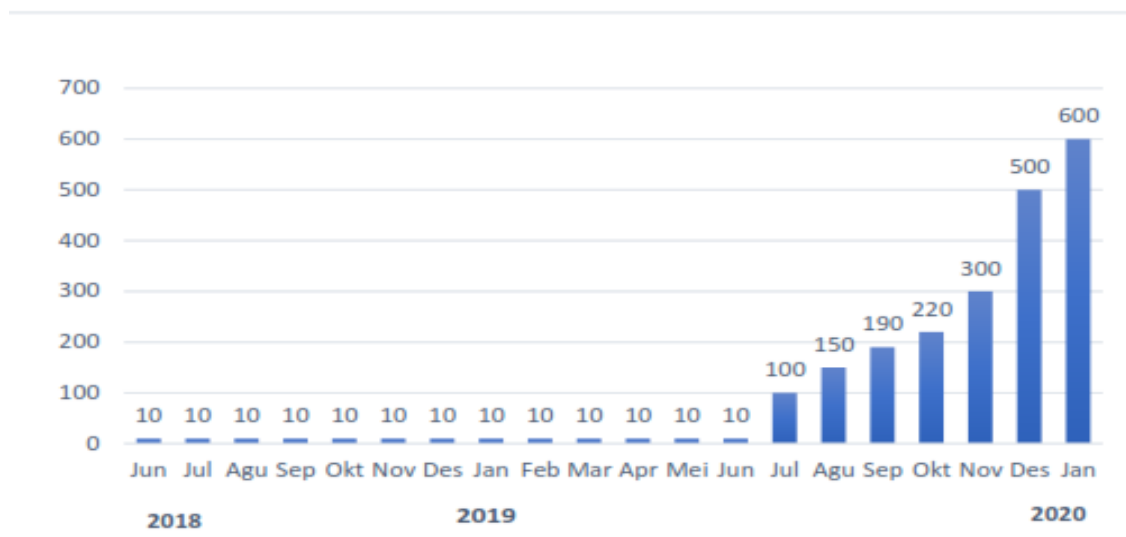


Figure 1. Maxim User Level in Indonesia
Source: Maxim Press Service

Maxim's press service shows Maxim's popularity in Indonesia. At the end of 2018, the number of Maxim downloaders reached 10,000 people, but at the end of 2019 it increased drastically to 500,000 users. This happens because Maxim sets low prices and offers free balance at the start of use. New consumers use this as an opportunity to get a free pick-up and drop-off service for several uses. However, this has not enabled Maxim to beat its competitors. The increase in users at the end of 2019 in Indonesia does not necessarily mean consumers will remain loyal to Maxim. Consumers will look at the quality of service provided and how safe consumers feel. If the implementation of the things mentioned goes well, the consumer will feel satisfied, and vice versa. Service quality is seen by how the company strives to fulfill consumer needs and desires so that they are in line with consumer expectations. Companies can also find out service quality through consumer perceptions regarding expectations and what they receive and then compare it. All people who use online transportation services will look at the quality of service. The aspect of quality service can cause a good view of a service company. How Maxim as an online transportation service should have polite human resources and be punctual in taking consumer orders so that it can build consumer loyalty. Maxim's punctuality in taking passenger orders is relatively long due to the small number of registered partners. The Head of the Maxim branch in Pandeglang revealed the reason why there are still not many drivers at Maxim, because there are obstacles in the distribution process of driving equipment such as helmets and Maxim jackets which are typically yellow in color. So in this case, the analysis study of MAXIM customer service satisfaction in Pandeglang Regency aims: What is the level of satisfaction of MAXIM service users in Pandeglang Regency

Customer satisfaction as the key factor determining how successful the organization will be in customer relationships. Kotler & Subihaini in Erica, D., & Al Rasyid, H. (2018) service quality a form of consumer assessment of the perceived service level (perceived service) with the expected service level (expected value). Service quality is built on a comparison

of two main factors, namely customer perceptions of the actual service they receive (perceived service) with the service they actually expect. According to Siswandi et.al in Sahda, F. T., Putri, A. R., & Kurniaty, D. (2024) service quality can be measured in five dimensions, namely: 1. reliability, 2. responsiveness, 3. Assurance, 4. Empathy, 5. Physical evidence (tangibles). According to Howard et. al in Erica, D., & Al Rasyid, H. (2018) revealed that customer satisfaction is the buyer's cognitive situation regarding the commensurability or incommensurability between the results obtained and the sacrifices made. Customer satisfaction is the consumer's response or responses regarding the fulfillment of needs. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to fulfilling consumer consumption needs. Zeithaml VA in Erica, D., & Al Rasyid, H. (2018).

Furthermore, according to Kotler and Tjiptono in Erica, D., & Al Rasyid, H. (2018). states that in measuring customer satisfaction there are four methods, namely: (1) Complaint and suggestion system, meaning that every customer-oriented company needs to provide the widest possible opportunity for its customers to convey their suggestions, opinions and complaints. Media that can be used include suggestion boxes placed in strategic places, providing comment cards, providing telephone lines, (2) Customer satisfaction surveys, meaning that customer satisfaction is carried out using survey methods, either by post, telephone or personal interviews. Through surveys, companies will obtain responses and feedback directly from customers while also providing positive signs that the company pays attention to its customers. (3) Ghost shopping, meaning that this method is implemented by employing several people (Ghost shoppers) to act or act as potential customers/buyers of the company's and competitors' products. Then Ghost Shopper conveys findings regarding the strengths and weaknesses of the company's and competitors' products based on their experience in purchasing these products, (4) Lost customer analysis, meaning the company contacts its customers who have stopped buying or who have switched.

Based on the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Providing Units, the elements for measuring community satisfaction are as follows:

1. Condition
2. Systems, Mechanisms and Procedures
3. Completion Time
4. Fees/Rates
5. Product Specifications Type of Service
6. Implementing Competency
7. Implementing Behavior
8. Handling Complaints, Suggestions and Feedback
9. Facilities and infrastructure

Various previous studies on online transportation satisfaction services have been conducted. For example, research from JakaTomi Ronaldo Siringo Ringo, Leo Nardo Hutasoit, Rio Farrona (2022) entitled analysis of consumer perception ratios on the quality of online motorcycle taxi services using the service quality method. Using the theory of service quality characteristic dimensions, namely Tangibles (Real), Reliability (Reliability), Responsiveness, Assurance and Empathy. The study focuses on 4 types of online motorcycle taxis, namely Gojek, Grab, Maxim and In-Driver. The research method uses a quantitative method with the Servqual method. The results for the largest comparison of online motorcycle taxi perceptions were obtained by the Grab Indonesia company with a percentage of 25.56%, the second is the Gojek company with a total percentage of 25.45%, the third is the Maxim online motorcycle taxi company with a total percentage of 24.55%, and the last is the In-Driver company with a total percentage of 24.43%.

Meanwhile, research from Muhammad Arma N.H., Eko Setiawan, Nur Rachman Dzakiyullah, Yanuar Wicaksono (2024) entitled Analysis of User Satisfaction Levels for the Maxim Application Using the Servqual Method and Importance Performance Analysis. Using the theory of service quality characteristic dimensions, namely Reliability, Assurance, Tangibles, Empathy and Responsiveness. The

study aims to determine the level of user satisfaction of the Maxim application and what elements can affect the level of user satisfaction. The study focuses on users of the Maxim application. The research method uses quantitative with the servqual method and Importance Performance Analysis. The results of the calculation of the suitability level analysis show a result of 98.77%. User expectations are greater than the performance provided by the Maxim application or it can also be said that the Maxim application still needs to improve the services provided to match the expectations of Maxim application users. In the Cartesian diagram quadrant analysis, there are 2 items that fall into quadrant I (Maxim informs users about the certainty of the transaction time) and (Makes customers feel safe when making orders) which will allow Maxim to make improvements as a top priority due to the service performance provided by the Maxim application.

Methods

The method in this research uses quantitative descriptive analysis. According to Sugiyono in Novrinda et al (2017:42-43) descriptive method is defined as research that intends to explain data by analyzing the data obtained so as to get a clear picture. The quantitative descriptive method is a method that emphasizes the aspect of objective measurement of social phenomena.

Indicators, Location, Population and Sample

The indicators analyzed are related to Maxim online transportation services in Pandeglang Regency with details of service element items in accordance with Permenpan RB No. 14 of 2017, namely:

1. Systems, Mechanisms and Procedures
2. Order Completion Time
3. Fees/Rates
4. Product Specifications type of service
5. Implementing competency
6. Executor behavior (Driver)
7. Handling Complaints, Suggestions and Feedback

The research location is at the MAXIM Pandeglang Branch Office. The population in

this study were all consumers using MAXIM Pandeglang Branch services. The sample size is 40 respondents who use MAXIM services. The sampling technique is Purposive Sampling, where purposive sampling is a sampling technique that is carried out deliberately by selecting samples that have certain attributes.

Data collection techniques

The data collection techniques used in this research are:

1. A questionnaire is a data collection method that is carried out by asking several types of questions related to the research problem. According to Sugiyono in Anggy Giri Prawiyogi et al (2021:449) a questionnaire is a data collection method which is carried out by giving a set of questions or written statements to respondents for them to answer.
2. Observation According to Widoyoko in Sri Yusanti (2022), observation is the systematic observation and recording of elements that appear in a symptom on the research object.
3. Literature study is all efforts made by researchers to collect information that is

relevant to the topic or problem that will be or is being researched. Information can be obtained from scientific books, research reports, scientific essays, encyclopedias, and other written and electronic sources.

This research uses data analysis, namely quantitative descriptive analysis, where descriptive analysis in this research is used to describe variables as they are using data in the form of numbers generated from actual conditions.

Result and Discussion

Based on the results and discussion of descriptive analysis on Maxim user service satisfaction in Pandeglang Regency based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning guidelines for compiling community satisfaction surveys for service delivery units using several service elements. The following are the socio-economic characteristics of the respondents.

Socioeconomic characteristics of respondents



Figure 2. Gender of Respondents

Source: Processed Data, 2024

Based on gender, the people who use Maxim in Pandeglang Regency are predominantly male, namely 67.5%. Meanwhile, the female gender is 32.5%.

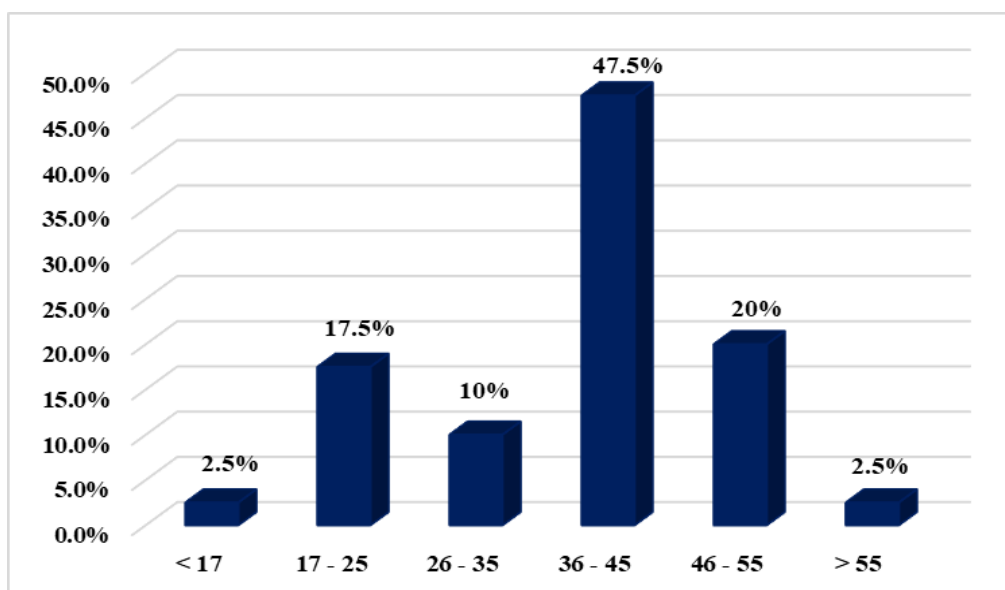


Figure 3 Age of Respondents
Source: Processed Data, 2024

In the age category, the dominant Maxim users in Pandeglang Regency are 47.5% of respondents aged 36-46, while people aged <17 are 2.5%, aged 17-25 are 17.5%, aged 26-35 are 10%, aged 46-55 are 20%, and aged >55 are 2.5%.

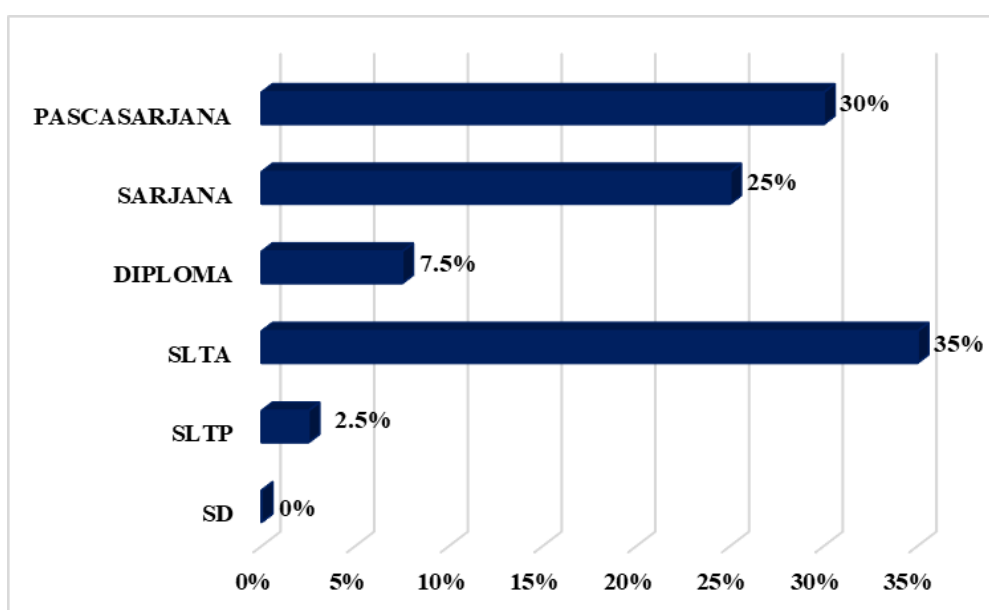


Figure 4 Respondents' education
Source: Processed Data, 2024

In the Education category, Maxim users in Pandeglang Regency, most of the respondents have a high school background, namely 35%, followed by a junior high school education, namely 2.5%, no elementary school education, 25% Bachelor's education, 7.5% Diploma education and Postgraduate education, namely 30%.

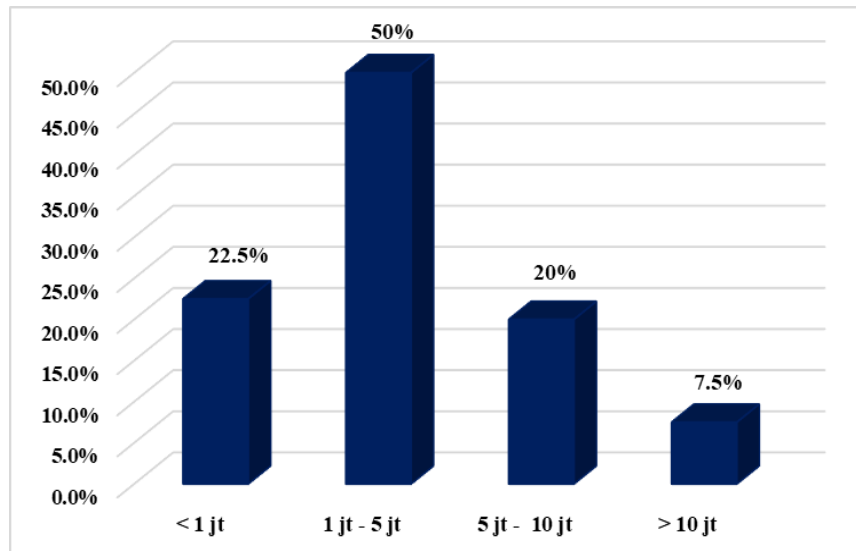


Figure 5 Monthly Fund Expenditures

Source: Processed Data, 2024

This expenditure question was actually asked to measure the average income of Maxim users in Pandeglang Regency. In the monthly expenditure of Maxim users in Pandeglang Regency, expenditure is dominated by 1-5 million

per month, namely 50%, then expenditure <1 million per month, namely 22.5%, and then expenditure of 5-10 million per month, namely 20%, expenditure >10 million per month, namely 7.5%

Results of Quantitative Descriptive Analysis Mechanism Systems and Procedures

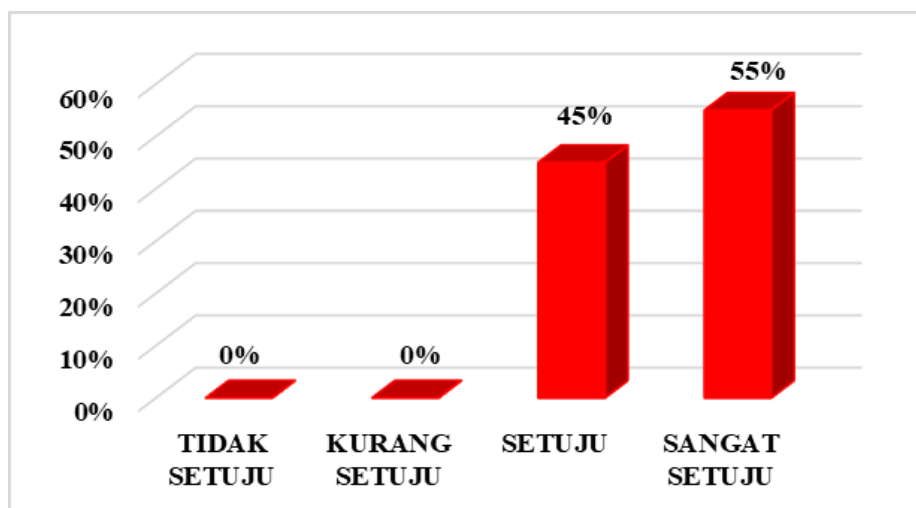


Figure 6 Service procedures are clear and easy to understand

Source: Processed Data, 2024

In this data, the most dominant Pandeglang Regency Maxim service users answered that they strongly agreed regarding the Maxim Pandeglang Regency service procedures provided that were clear and easy to

understand at 55%. Meanwhile, 45% of those who answered agreed regarding the maximal service procedures for Pandeglang Regency provided were clear and easy to understand. So

it can be concluded that Maxim Pandeglang district service customers are satisfied with the

service procedures provided which are clear and easy to understand.

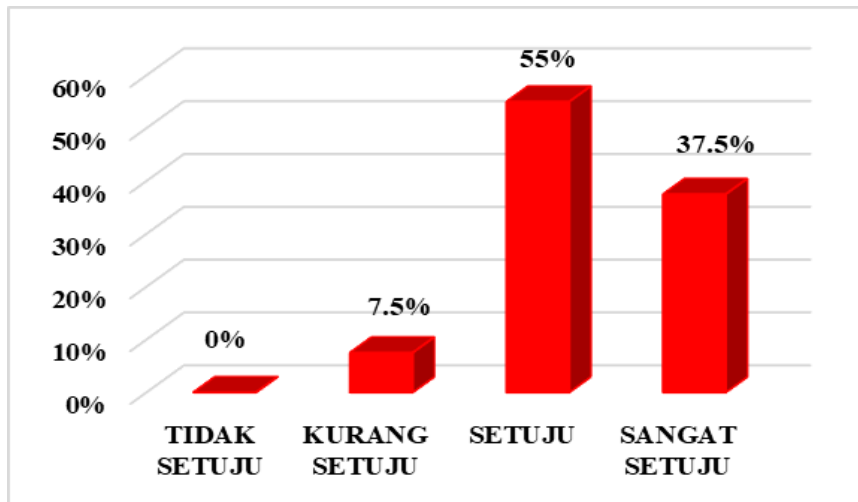


Figure 7 Service procedures in accordance with the established service flow

Source: Processed Data, 2024

In this data, the most dominant Pandeglang Regency Maxim service users answered in the affirmative regarding the Pandeglang Regency Maxim service procedures provided in accordance with the service flow determined at 55%. Meanwhile, those who answered strongly agreed regarding the maximal service procedures for Pandeglang Regency provided in accordance with the specified service flow at 37.5%. And those who answered disagreed regarding the maximal service procedures for

Pandeglang Regency provided in accordance with the service flow determined at 7.5%. So it can be concluded that Maxim Pandeglang district service customers are satisfied with the service procedures provided in accordance with the established service flow. However, Maxim Pandeglang Regency must pay attention to the service flow that has been determined by socializing it to drivers, so that drivers carry out services according to procedures.

Order Completion Time

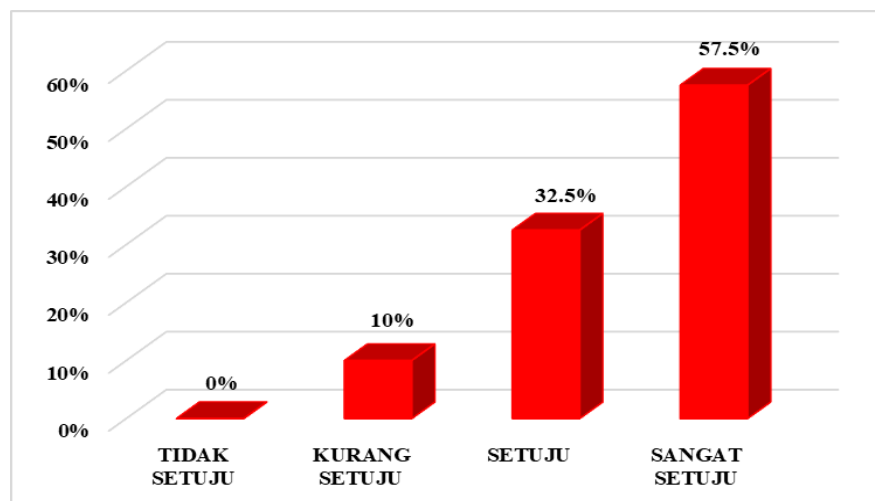


Figure 8 Order completion time is relatively fast

Source: Processed Data, 2024

In this data, the most dominant Pandeglang Regency Maxim service users answered that they strongly agreed regarding the order completion time given by Maxim Pandeglang Regency drivers which was relatively fast at 57.5%. Meanwhile, those who answered agreed regarding the order completion time given by Maxim Pandeglang Regency drivers was relatively fast at 32.5%. And those who answered disagreed regarding the order completion time given by Maxim Pandeglang Regency

drivers, which was relatively fast at 10%. So it can be concluded that Maxim Pandeglang Regency service customers are satisfied with the relatively fast completion time for orders given by Maxim Pandeglang Regency drivers. However, Maxim Pandeglang Regency must pay attention to order completion times by socializing it to drivers, so that drivers complete orders on time.

Fees/Rates

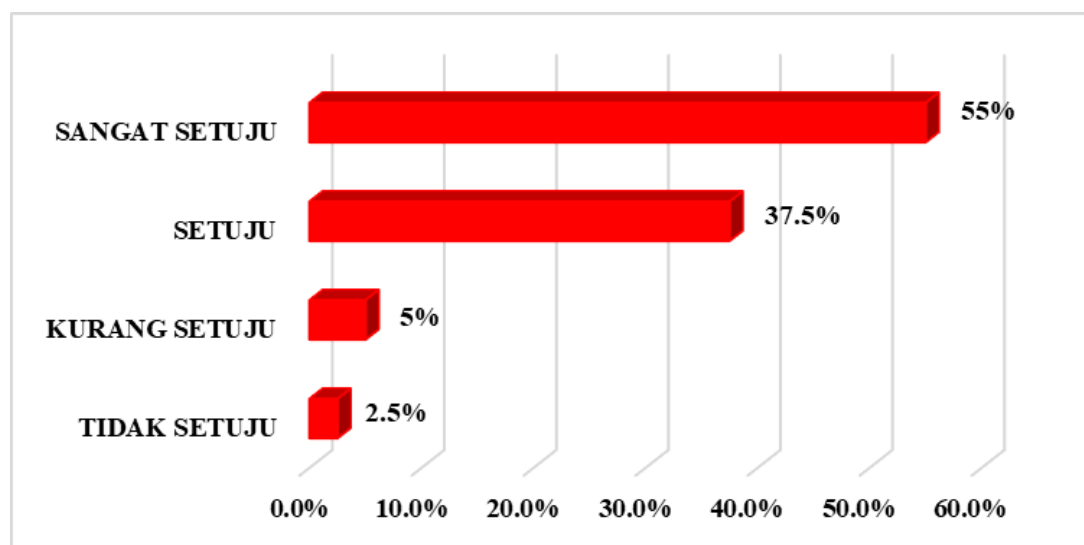


Figure 9 Conformity of costs/tariffs according to the application provisions set by Maxim
Source: Processed Data, 2024

In this data, the most dominant Maxim service users in Pandeglang Regency answered that they strongly agreed regarding the suitability of fees/tariffs according to the application provisions that Maxim had set at 55%. Meanwhile, those who answered agreed regarding the suitability of fees/tariffs according to the application provisions set by Maxim at 37.5%. And those who answered disagreed regarding the suitability of fees/tariffs according to the application provisions that Maxim has

set at 5%. And those who answered disagreed regarding the suitability of fees/tariffs according to the application provisions that Maxim has set at 2.5%. So it can be concluded that Maxim Pandeglang Regency service customers are satisfied with the suitability of costs/tariffs according to the application provisions set by Maxim. However, Maxim Pandeglang Regency must pay attention to the suitability of order costs/tariffs, because there are some respondents who are lacking and do not agree with this.

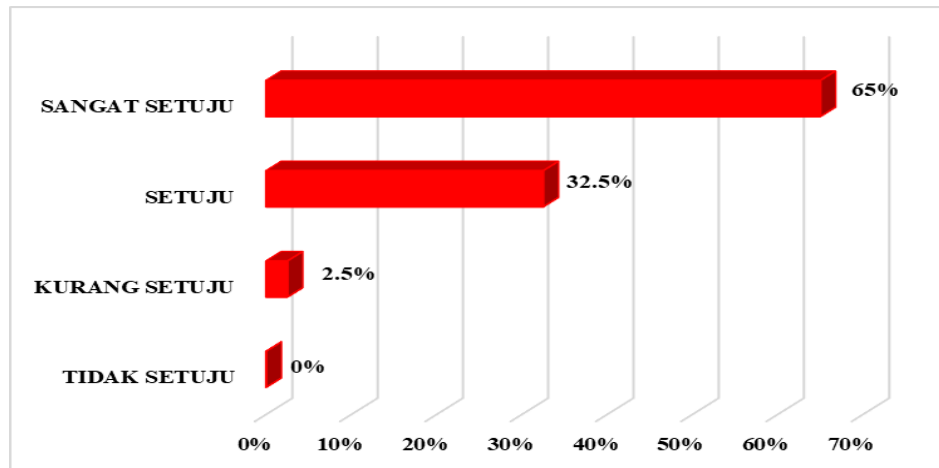


Figure 10 Fees are set according to community capabilities

Source: Processed Data, 2024

In this data, the most dominant Maxim service users in Pandeglang Regency answered that they strongly agree regarding the fees set according to the capabilities of the people of Pandeglang Regency at 65%. Meanwhile, those who answered agreed regarding the costs set according to the capabilities of the people of Pandeglang Regency at 32.5%. And those who

answered disagreed regarding the fees set according to the capabilities of the people of Pandeglang district at 2.5%. So it can be concluded that Maxim Pandeglang district service customers are satisfied with the fees set in accordance with the capabilities of the people of Pandeglang district.

Product Specifications type of service

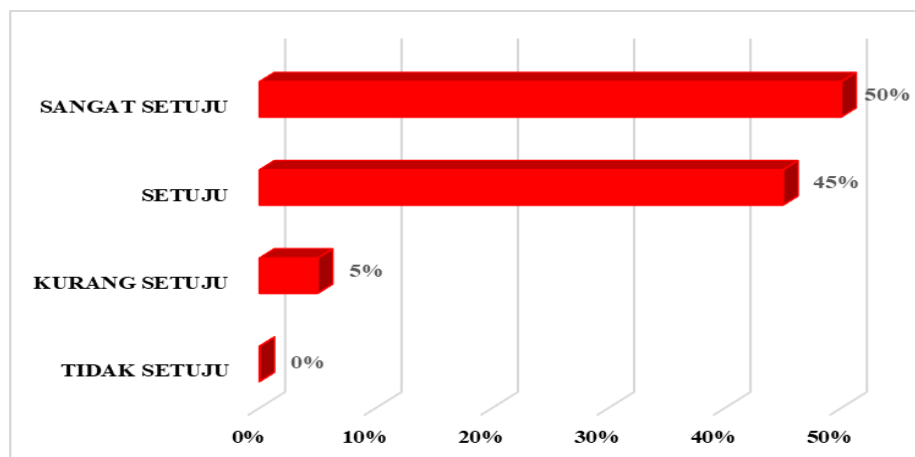


Figure 11 Types of services provided according to the needs of service users

Source: Processed Data, 2024

In this data, the most dominant Maxim service users in Pandeglang Regency answered that they strongly agree regarding the type of service provided by Maxim Pandeglang Regency in accordance with the needs of service users by 50%. Meanwhile, those who answered agreed regarding the type of service

provided by Maxim Pandeglang Regency in accordance with the needs of service users by 45%. And those who answered disagreed regarding the type of service provided by Maxim Pandeglang Regency according to the needs of service users by 5%. So it can be

concluded that Maxim Pandeglang district service customers are satisfied with the type of

service provided in accordance with the needs of service users.

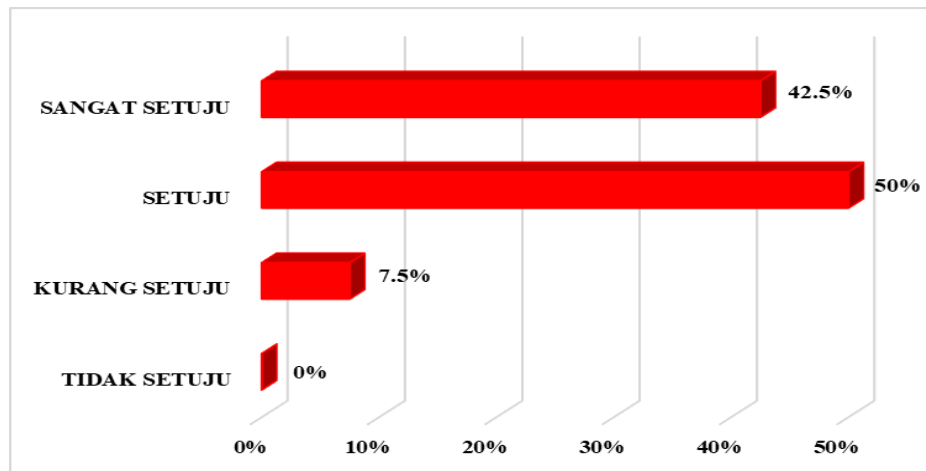


Figure 12 The services provided are in accordance with the expectations of service users
Source: Processed Data, 2024

In this data, Maxim Pandeglang Regency service users predominantly answered in the affirmative regarding the services provided by Maxim Pandeglang Regency in accordance with the expectations of service users by 50%. Meanwhile, those who answered strongly agreed that the services provided by Maxim Pandeglang Regency were in accordance with the expectations of service users by 42.5%. And those who answered disagreed regarding the services provided by Maxim Pandeglang Regency in accordance with the expectations of

service users by 7.5%. So it can be concluded that Maxim Pandeglang Regency service customers are satisfied with the services provided in accordance with the expectations of service users. However, Maxim Pandeglang Regency must pay attention to whether the services provided are in accordance with the needs of service users or not, because there are several respondents who are not satisfied with the services provided which do not meet consumer expectations.

Implementing Competency

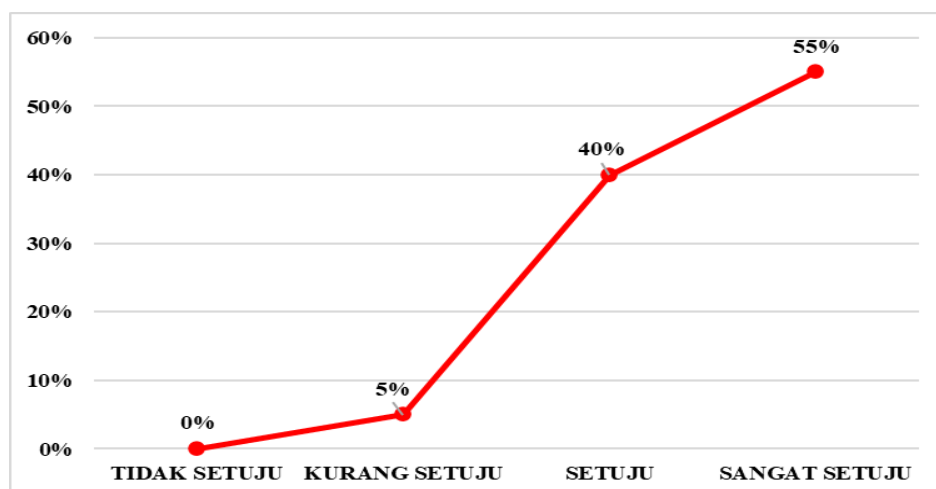


Figure 13 Drivers have knowledge of travel routes according to consumer needs
Source: Processed Data, 2024

In this data, the most dominant Maxim service users in Pandeglang Regency answered that they strongly agree regarding Maxim drivers in Pandeglang Regency having 55% knowledge of travel routes according to consumer needs. Meanwhile, those who answered in the affirmative regarding Maxim Drivers in Pandeglang Regency had 40% knowledge of travel routes according to consumer needs. And those who answered that they disagreed regarding Maxim Drivers in Pandeglang

Regency had 5% knowledge of travel routes according to consumer needs. So it can be concluded that Maxim Pandeglang Regency service customers are satisfied with Maxim Pandeglang Regency drivers who have knowledge of travel routes according to consumer needs. However, Maxim Pandeglang Regency must pay attention to travel routes, especially drivers who must have knowledge of travel routes that suit consumer needs.

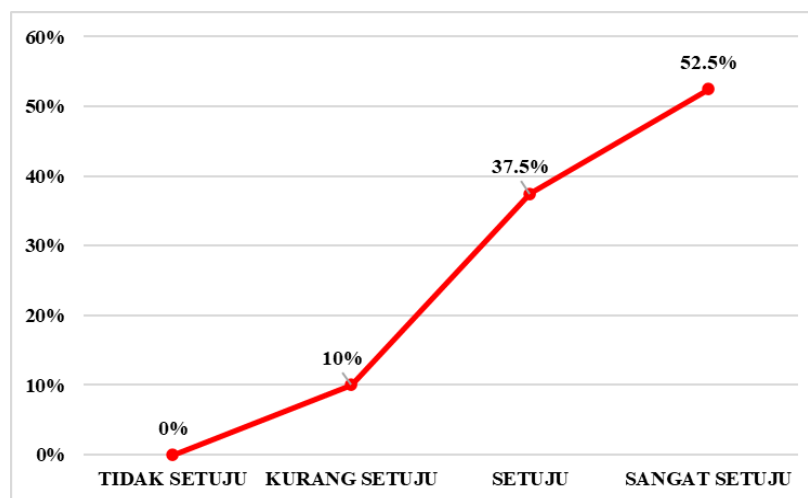


Figure 14 Drivers have expertise in completing orders and driving skills

Source: Processed Data, 2024

In this data, the most dominant Maxim service users in Pandeglang Regency answered that they strongly agree regarding Maxim drivers in Pandeglang Regency having expertise in completing orders and driving skills of 52.5%. Meanwhile, those who answered in the affirmative regarding Maxim drivers in Pandeglang district had expertise in completing orders and driving skills were 37.5%. And those who answered disagreed regarding Maxim Drivers in

Pandeglang Regency having expertise in completing orders and driving skills of 10%. So it can be concluded that Maxim Pandeglang Regency service customers are satisfied with Maxim Pandeglang Regency drivers who have expertise in completing orders and driving skills. However, Maxim Pandeglang Regency must pay attention to completing orders and driving skills, especially drivers who must prioritize driving safety.

Implementing Behavior (Driver)

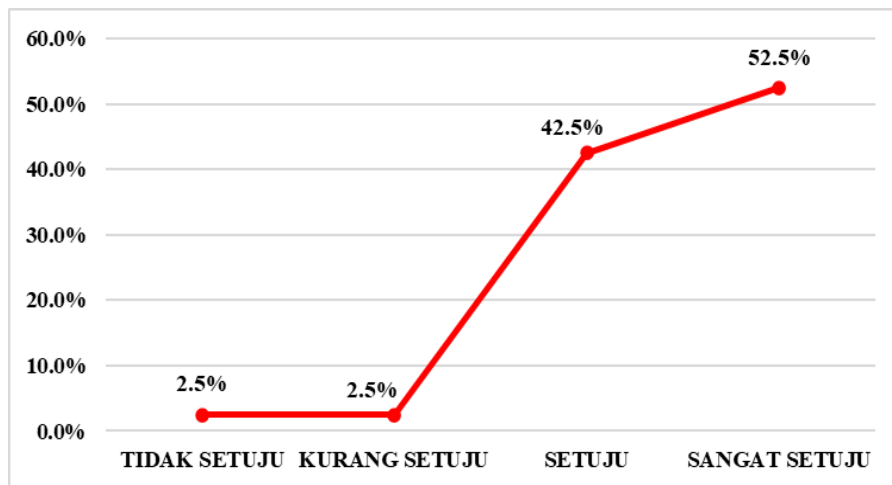


Figure 15 Drivers provide service politely

Source: Processed Data, 2024

In this data, the most dominant Pandeglang Regency Maxim service users answered that they strongly agree regarding the Pandeglang Regency Maxim drivers providing polite service at 52.5%. Meanwhile, 42.5% of those who answered in the affirmative regarding Maxim Pandeglang Regency drivers provided polite service. And those who answered that they disagreed regarding the Pandeglang Regency

Maxim driver providing polite service was 2.5%. So it can be concluded that Maxim Pandeglang Regency service customers are satisfied with Maxim Pandeglang Regency drivers providing polite service. However, Maxim Pandeglang Regency, especially drivers, must pay attention to completing orders and driving skills, especially drivers, must prioritize politeness and professional work.

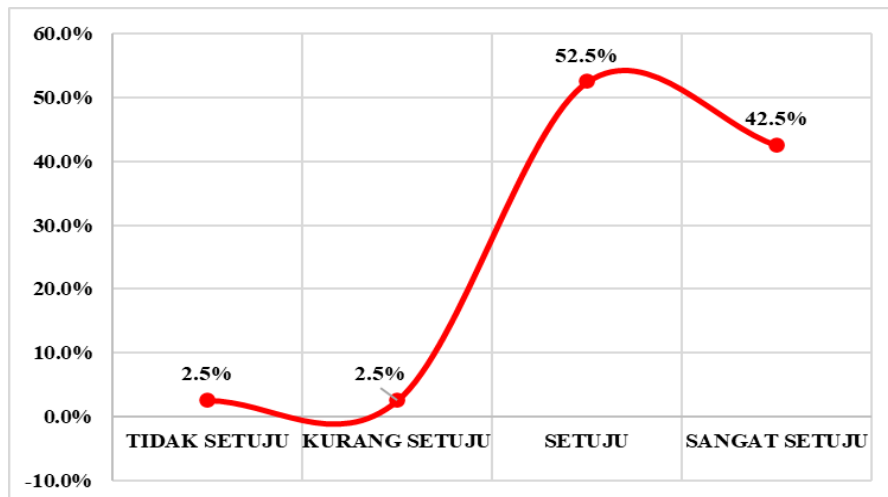


Figure 16 Drivers provide friendly service

Source: Processed Data, 2024

In this data, the most dominant Pandeglang Regency Maxim service users answered in the affirmative regarding the Pandeglang Regency Maxim drivers providing friendly service at

52.5%. Meanwhile, 42.5% of those who answered strongly agreed regarding Maxim Drivers in Pandeglang Regency providing friendly service. And those who answered that they

disagreed regarding Maxim Drivers in Pandeglang Regency providing friendly service was 2.5%. And those who answered disagree regarding the Pandeglang Regency Maxim driver providing friendly service was 2.5%. So it can be concluded that Maxim Pandeglang

District service customers are satisfied with Maxim Pandeglang District drivers who provide friendly service. But Maxim Pandeglang Regency, especially the drivers, provide friendly service to customers.

Handling Complaints, Suggestions and Feedback

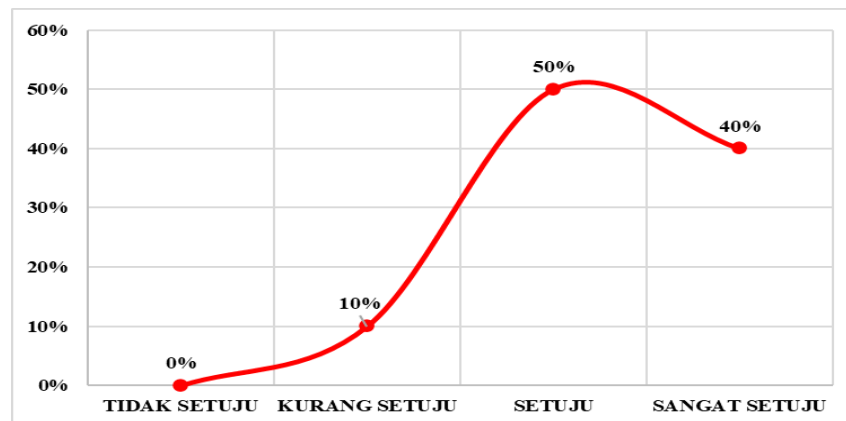


Figure 17. Procedures for carrying out complaints are easy and clear

Source: Processed Data, 2024

In this data, the most dominant Pandeglang Regency Maxim service users answered in the affirmative regarding the Pandeglang Regency Maxim for procedures for carrying out complaints easily and clearly at 50%. Meanwhile, those who answered strongly agreed regarding the Pandeglang district maxim for procedures for carrying out complaints to be carried out easily and clearly were 40%. And those who answered that they disagreed regarding the Pandeglang district maxim for procedures for

carrying out complaints to be carried out easily and clearly were 10%. So it can be concluded that Maxim Pandeglang Regency service customers are satisfied with the procedures for implementing complaints carried out by Maxim Pandeglang Regency, which are easy and clear. However, several respondents answered that they did not agree, therefore the maxim of Pandeglang Regency is related to procedures for complaints, both from the place of complaint and the media of complaint.

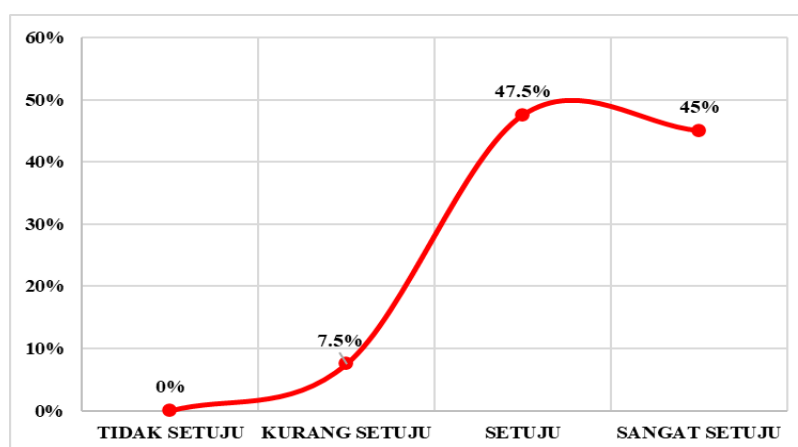


Figure 18 Availability of complaint facilities/media for service users

Source: Processed Data, 2024

In this data, the most dominant Pandeglang Regency Maxim service users answered in the affirmative regarding the availability of complaint facilities/media for Pandeglang Regency Maxim service users at 47.5%. Meanwhile, those who answered strongly agreed regarding the availability of means/media for complaints for Pandeglang Regency Maxim service users was 45%. And those who answered disagreed regarding the availability of means/media for complaints for Pandeglang Regency Maxim

service users was 7.5%. So it can be concluded that Pandeglang Regency Maxim service customers are satisfied with the availability of complaint facilities/media for Pandeglang Regency Maxim service users. However, several respondents answered that they did not agree, therefore the maxim of Pandeglang Regency is related to the availability of complaint facilities/media for service users, the availability of complaint media must be there and all customers can access it

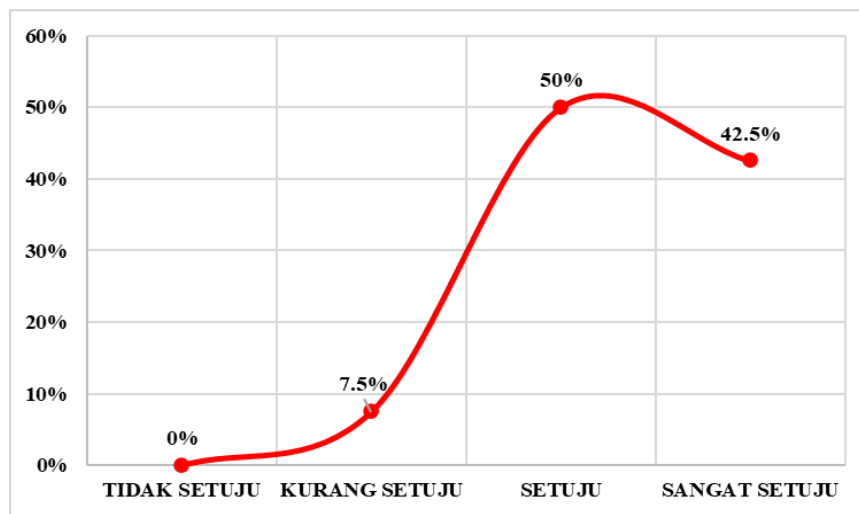


Figure 19 Follow-up actions for handling complaints by officers are carried out quickly and accurately

Source: Processed Data, 2024

In this data, Maxim service users in Pandeglang Regency predominantly answered in the affirmative regarding follow-up complaints handling by officers carried out quickly and accurately at 50%. Meanwhile, 42.5% of those who answered strongly agreed regarding follow-up handling of complaints by officers were carried out quickly and accurately. And those who answered that they did not agree regarding the follow-up to handling complaints by officers were carried out quickly and accurately amounted to 7.5%. Based on these data, it can be concluded that Maxim Pandeglang Regency service customers are satisfied with the follow-up handling of complaints by officers carried out quickly and precisely. However, several respondents answered that they did not agree, therefore the maxim of Pandeglang

Regency related to follow-up in handling complaints is more responsive in handling complaints given by customers.

Conclusion

Based on the results of the descriptive analysis, conclusions can be drawn, namely:

1. Berdasarkan hasil pembahasan diatas dari 7 unsur pelayanan menurut permenpan rb nomor 14 tahun 2017 yaitu :
 - a. Sistem, Mekanisme, dan Prosedur. Sebagian besarsanga setuju layanan maxim pandeglang yaitu jelas dan mudah dipahami oleh pengguna karena fitur aplikasinya yang mudah dipahami. Sebagian besar sangat setuju dengan pelayanan maxim pandeglang ini sesuai dengan alur pelayanan yang ditetapkan

- yang mana driver maxim pandeglang menjalankan order dari konsumen dengan alur pelayanan.
- b. Waktu Penyelesaian. Sebagian besar sangat setuju dengan order layanan maxim pandeglang relative cepat, karena driver maxim di pandeglang sudah banyak dan Ketika ada orderan driver langsung menuju tempat penjemputan sesuai aplikasi dan melaksanakan orderan dengan cepat tetapi tetap menjaga keamanan.
 - c. Biaya/Tarif. Sebagian besar sangat setuju layanan maxim pandeglang sesuai dengan yang tertera di aplikasi pengguna. Sebagian besar sangat setuju Biaya yang ditetapkan di aplikasi maxim ini sesuai kemampuan masyarakat karena harga di maxim baik order bike ataupun car dan yang lainnya relative murah.
 - d. Produk spesifikasi jenis pelayanan yang diberikan maxim pandeglang sebagian besar setuju terkait layanan maxim sesuai kebutuhan customer, seperti layanan pengantaran menggunakan motor dan mobil, pesan makanan dan delivery. Serta Sebagian besar customer setuju pelayanan yang diberikan maxim pandeglang sesuai dengan harapan pengguna seperti kesesuaian order makanan customer maupun order kebutuhan lainnya.
 - e. Kompetensi pelaksana. Layanan maxim terkait kompetensi pelaksana Sebagian besar konsumen sangat setuju terkait driver maxim pandeglang memiliki pengetahuan tentang rute perjalanan sesuai kebutuhan konsumen, jadi tidak khawatir salah rute. Serta Sebagian besar sangat setuju terkait driver memiliki keahlian dalam menyelesaikan order dan kecakapan berkendara seperti selalu mengutamakan kenyamanan dan keselamatan konsumen.
 - f. Perilaku pelaksana (driver). Sebagian besar sangat setuju terkait driver memberikan pelayanan dengan sopan dan ramah kepada konsumen.
 - g. Penanganan pengaduan, saran dan masukan. Sebagian besar setuju terkait pengaduan yang dilakukan konsumen kepada maxim dilakukan dengan mudah dan jelas yaitu melalui menu feedback atau bantuan di aplikasi pengguna yaitu aplikasi maxim. Sebagian besar setuju terkait ketersediaan sarana/media pengaduan bagi pengguna layanan seperti menu feedback atau bantuan maupun bisa melalui media social maxim pandeglang. Sebagian besar setuju terkait penanganan pengaduan konsumen cepat dan tepat, karena Ketika konsumen klik feedback otomatis sistem akan mengirimkan solusinya melalui aplikasi pengguna yaitu aplikasi maxim.
2. Maxim Pandeglang consumers feel that the service provided is very satisfying. This can be seen from the satisfaction score for all service indicators (system mechanisms and procedures; order completion time; costs/tariffs; product specifications, type of service; competence of implementers; behavior of implementers (drivers); handling complaints, suggestions and input) which reaches a maximum score of at least 90 percent.
 3. From the results of the descriptive analysis, there are 3 indicators of service types that have quite large values on the "Less Agree" questionnaire measurement scale, namely 10%. There are indicators for the type of service, namely: implementing competence (drivers have expertise in completing orders and driving skills), indicators for the type of service related to handling complaints, facilities and input (procedures for implementing complaints are carried out easily and clearly). As well as indicators of service type related to order completion time (order completion time is relatively fast).

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