Analysis of the Quality of Maxim and Indrive Online Motorcycle Taxi Services for Students of Dr. Soetomo University Surabaya

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Abstract

This study aims to determine the quality of service and identify supporting and inhibiting factors in Maxim and InDrive online motorcycle taxi services for Dr. Soetomo University Surabaya students. The measurement of service quality in this study uses the ServQual method provided by online motorcycle taxi drivers to service users using the dimensions of Reliability, Responsiveness, Assurance, Emphaty, Tangible. The informant in this study was an active student of Dr. Soetomo University Surabaya who used Maxim and InDrive online motorcycle taxi services more than once a month. The data collection technique uses the in-dept interview method to 6 informants. The analysis technique used is a qualitative descriptive method with a constant comparative approach. The results of this study show that the quality of online motorcycle taxi services according to the perspective of students on average responds well to the statements given regarding the quality of services provided to customers.

*K***eywords:** *Online Motorcycle Taxi; Quality of Service; Quality of Online Motorcycle Taxi Services*

Introduction

Every year, the number of vehicles in Indonesia, both private and public vehicles, is growing rapidly. Technological advances and changing times make ownership of transportation one of the important needs. There is a need for these vehicles, so there is an increasing number of vehicles. From the data loaded on www.bps.go.id, there is an increase in the number of motorized vehicles in Indonesia, especially in the East Java region from 2020 to 2022 (Statistics, 2023) as follows:

Table 1. Number of Motor Vehicles in East Java in 2020-2022

Types of Motor Vehicles	End of Year		
	2020	2021	2022
Passenger Cars	1.883.822	1.950.975	2.034.087
Bus	35.295	35.920	36.410
Truck	732.670	755.847	780.404
Motorbike	19.349.741	20.031.818	20.740.868
Sum	22.001.528	22.774.560	23.591.769

Source: Central Bureau of Statistics in 2023

From table 1, it can be seen that the number of motorized vehicles in East Java each year has increased, such as the number of motorcycles that have increased greatly each year, until the end of 2022 the number reaches more than 20 million and the number of passenger cars reaches more than 2 million. With the increasing number of motorized vehicles in the community, of course, it requires adequate roads and space for the mobility of these vehicles. Without adequate roads and space, it will cause problems such as traffic jams (Tazaruwah, 2019).

In early 2015, Go-Jek became a pioneer of online motorcycle taxi services, by launching an application that can be accessed in *Smartphones* Android and iOS. Go-Jek is an application-based online motorcycle taxi service provider company, which aims to improve the welfare of workers in a number of formal sectors in Indonesia (Clearesta et al., 2018). Go-Jek continues to operate without significant growth. In addition, Uber and Grab Taxi companies have entered the Indonesian market and become competitors of Go-Jek's competitors in online motorcycle taxi service providers. When it came to mid-2014, investors began to be interested in investing in Go-Jek, because they saw the opportunity for Go-Jek to compete with Uber and GrabTaxi at that time. In 2018, Uber handed over its business to Grab, which incidentally is its competitor. Then in the end, Go-Jek and Grab occupy as market leaders in online motorcycle taxi service providers in Indonesia.

Along with the development, there are now service providers with various kinds of application-based Go-Jek that can be used by the people of Indonesia, such as Grab, Maxim and InDrive. The emergence of online motorcycle taxi service providers has made people interested in using online transportation services, this can be seen from the survey results *Institute for Development of Economics and Finance* (INDEF) in 2022, the most widely used online transportation service for Indonesians is Gojek, with a percentage of users reaching 82.6%. The second position is occupied by Grab, with a percentage rate of 57.3%. In third place is Maxim, with a usage percentage of around 19.6%, while InDrive ranks last with a usage rate of around 4.9%, where one user can use more than one online motorcycle taxi service (Sadya, 2022). An easy ordering system through the application makes online transportation can be accepted quickly by the community, and the kinds of services offered can meet the needs of the community in the field of services (Agustin, 2017).

Online motorcycle taxi applications Maxim and InDrive currently continue to compete among competitors that were launched earlier such as Gojek and Grab. The courage of Maxim and InDrive to compete with Gojek and Grab gives a new color in the online motorcycle taxi industry. Maxim entered Indonesia in 2018, by establishing an office in Jakarta under the auspices of PT. Indonesia's Prime Technology. Then Maxim transportation services expanded to all cities in Indonesia. There are several services offered by Maxim, including Maxim Bike, Maxim Car, Maxim Delivery, Food & Shop, Maxim Cleaning, and Maxim Cargo. While InDrive has just been launched in Indonesia in 2019 and Medan became the first city InDrive operates. inDrive dedicates itself as an international online aggregator for passenger, cargo, and intercity motorcycle taxi services.

The emergence of Maxim and InDrive is not widely known to the wider public because it is still new to operating in Indonesia. So far, Maxim services have been operating in 52 cities throughout Indonesia and will continue to expand its geographical coverage. As for InDrive within two years, it managed to expand its operational coverage in more than 50 cities before finally being present in Jakarta. To maintain its existence, Maxim and InDrive continuously create advantages with the aim of winning the hearts of *customers* so as not to move to other competitors. Maxim has advantages in the price sector. Currently, Maxim can be regarded as an online motorcycle taxi service with a more affordable base fare ranging from under Rp.10,000. While InDrive offers passenger services can put up delivery fare offers for the intended destination.

Traffic conditions in Surabaya are dense and community activities tend to be busy, especially students who carry out organizational activities on campus or during class hours are required to arrive on time. They choose the alternative of using transportation services to avoid congestion at affordable prices

such as Maxim and InDrive. The results of research conducted by the author, this two-wheeled online motorcycle taxi is in great demand and has become a trend among Dr. Soetomo University students. With the advantages offered by Maxim and InDrive, they consider options, such as the quality of service provided including comfort, safety, speed as well as accuracy and price.

Despite the positives of Maxim and InDrive, sometimes there are problems that occur. One of them is the quality of service that sometimes does not match customer expectations. The services provided will greatly affect the quality of a service. The most important element in a product or service is high quality, this is very dependent on consumer judgment. Therefore, companies must understand consumer perceptions regarding the quality offered (Wibowo, 2014). In overcoming this condition, Maxim and InDrive must be able to provide good service quality because the true benchmark of service providers is the provision of excellent service to customers or customers. Based on the background that has been described, the author is interested in conducting research with the research title "Analysis of the Quality of Maxim and Indrive Online Motorcycle Taxi Services at Dr. Soetomo University".

Literature Review

Marketing

Marketing can be said to be one of the important parts carried out by business stakeholders, both product and service companies. Where marketing is a determinant in the success of a company. If a company has good marketing, it is possible to succeed in achieving large targets. Conversely, if a company has bad marketing, it will be possible to fail. Therefore, marketing is an aspect that really needs to be considered for a company. Marketing has become an indispensable part of our daily lives. From waking up to going to bed, a wide range of products, services, information, and advertisements faithfully accompany, 'disrupt', 'tease', and help us (Tjiptono, 2014).

According to the AMA (American Marketing Association) marketing is an activity, a series of institutions and processes of creating, communicating, delivering and exchanging offers (*Offering*) that are of value to customers, clients, partners and the general public (Tjiptono, 2014).

Marketing is a human activity aimed at satisfying the needs and desires of subscriptions through the process of exchange and interested parties with the company (Sunyoto, 2019).

It can be concluded that marketing is a series of activities or actions carried out by individuals or groups aimed at meeting consumer needs and achieving profits as well as recognizing consumer needs and stages of communication, delivery through the process of exchanging offers. Where parties interested in the company such as customers, clients, partners and the general public are aware of the value of a good or service for themselves.

Service

The service business is certainly not the same as the goods business, because between services and goods have differences in characteristics and properties. In addition, services have various types, and the diversity of these types of services, makes different business handling. The service business is somewhat more exclusive compared to the goods business (Wardi, 2017). In service marketing, there are things that need to be known to achieve success, such as marketers must know more deeply about the services they want to market, how the characteristics of the services that make them different from a product or item, and marketers must also be able to understand the types of services that exist.

Kotler (2009) Declare, Service is any action or performance offered by one party to another party that is principally intangible and does not result in any transfer of ownership. Its production can and also is not tied to a physical product.

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Andrian (1993) Formulating services is an economic activity that has a number of elements (value or benefit) *Intangible* relating to it, which involves a certain amount of interaction with consumers or with proprietary goods, and does not result in a transfer of ownership. Changes in certain conditions may arise and the production of a service may or may not have a physical connection.

From the two definitions previously explained, it can be concluded that a service is an action or economic activity that has value or benefit that involves the interaction of performance offers between service providers and consumers. In addition, the Service also has characteristics that are intangible and do not give ownership to the party receiving the service.

Quality of Service

Service quality is all efforts intended to meet the needs and desires of consumers using the right delivery method to balance the expectations of consumers (Tjiptono, 2007).

Meanwhile, according to A. Parasuraman et al (1988) Service quality is a picture of how consumers value the service provided at a certain time. To determine the quality of service, it can be seen from how far the dimensions of service are considered important by consumers.

From the understanding of service quality described above, it can be concluded that service quality has two main factors that can influence it. These two factors are the service expected by consumers (*expected* service) and the service received or felt to consumers (*perceived service*) or things that are felt.

Parasuraman, Zeithaml, and Berry (1988) in (Tjiptono, 2016) Successfully identified the main dimensions of service quality as below:

1. Reliability

The company's ability to provide appropriate and error-free services from the first start, as well as carry out its services in accordance with the agreed time.

2. Responsiveness

The availability and ability of service providers to help, respond to requests, provide information about services to be provided to consumers.

3. Assurance

The actions of service providers can build trust in the company and create a sense of security for consumers. This guarantee also includes politeness and the ability of service providers or services to master the knowledge and skills needed to handle any questions or problems faced by consumers.

4. Emphaty

Service providers have an understanding of the problems faced by customers and act in the interests of consumers. In addition, service providers or services provide personal attention and have comfortable operating hours for consumers.

5. Tangible (Physical evidence)

Relating to the attractiveness of physical facilities, equipment and materials used as well as the appearance of service providers or services.
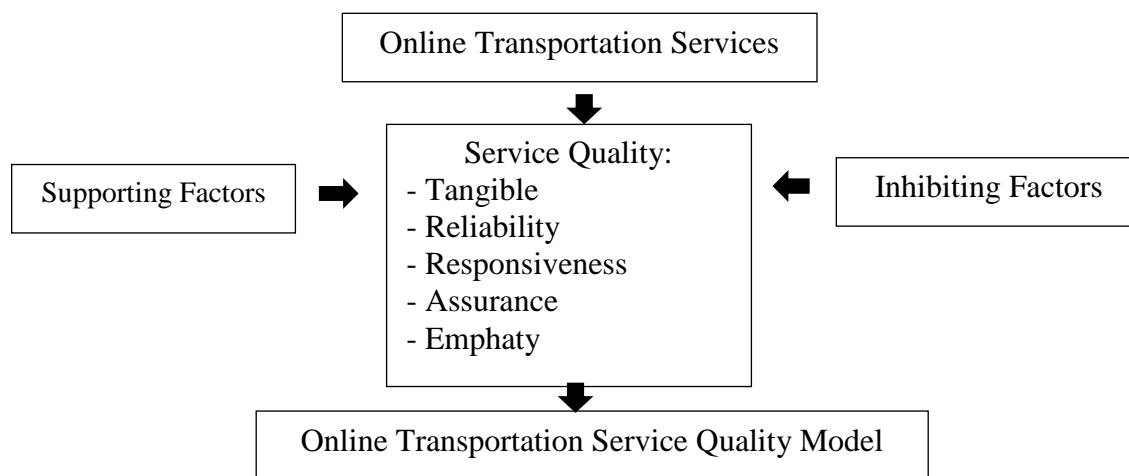
Online Transportation

Online transportation refers to internet-based transportation services that can be accessed through applications on smartphones. This happens because of technological advances and rapid developments. Online transportation can be said to be one form of traffic and land transportation that follows and utilizes the development of science and technology.

Online transportation is application-based transportation that is connected to the internet or transportation supported by communication technology through smartphones which is a combination of transportation services and communication technology (Damayanti, 2016). Understanding online transportation is an internet-based transportation service in every transaction activity, ranging from ordering, line monitoring, payment and assessment of the service itself (Primary et al., 2016).

From the understanding described above, it can be concluded that online transportation is a transportation service where from booking, line monitoring, payment to service assessment using applications that are already connected to the internet.

Thinking Framework

The concept framework becomes a pattern in the research process. Within the framework of this concept, there is an answer to the formulation of research problems based on theoretical basis. Therefore, based on the theory previously explained, the concept framework in this study is as follows:

Source: Processed by researchers
Figure 1: Framework of Thought

Based on the framework above, researchers can describe that the quality of service in a service company plays an important role, especially in the use of online transportation services. In addition, service quality also has a complex nature, this is shown by the supporting and inhibiting factors owned. In service quality or service quality focuses on dimensions such as: Reliability, Responsiveness, Assurance, Emphaty, Tangibles.

Research Methods

Types of Research

This study uses a type of qualitative research with a comparative approach. Comparatively qualitative is an analysis used to find and find similarities and differences in a phenomenon. This research

was conducted at Dr. Soetomo University Surabaya with active student respondents of Dr. Soetomo University Surabaya by using interviews to find out answers and responses related to the quality of Maxim and InDrive online transportation services among students. According to Sugiyono (2010), qualitative research method is a research approach based on positivism. In this method it is used to examine natural situations or conditions in an object of study without experimentation. Results in qualitative research place more emphasis on understanding meaning than generalization.

Meanwhile, according to Creswell (2018) Qualitative research is interpretive research, in which researchers and participants engage in continuous and continuous experience. From the explanation of the definition of experts, it can be illustrated that qualitative research emphasizes understanding a natural phenomenon, so that the results obtained will be used to interpret a situation. Methods often used in qualitative research include interviews, observation, and document utilization.

Research Focus

The focus of research in this study uses the SERVQUAL theory proposed by Parasuraman, Zeithaml, and Berry (1988) in (Tjiptono, 2016), where emphasizes dimensionality Reliability, Responsiveness, Assurance, Emphaty, Tangibles. The quality of service in this study is a match between perceptions and expectations felt by students while receiving the services of Maxim and InDrive online motorcycle taxi providers, and identifies what are the supporting and inhibiting factors in the services carried out by Maxim and InDrive transportation service providers according to student perspectives.

Location and Research Informants

Researchers chose and determined Dr. Soetomo University Surabaya as the research location. In this study, those who acted as informants were active students of Dr. Soetomo University Surabaya who used Maxim and InDrive online transportation services more than once a month. The informants in this study, as follows:

Table 3. Research Informants

No	Courses	Faculty	Sum
1.	Commerce Administration	Administrative Sciences	1
2.	State Administration	Administrative Sciences	1
3.	Mathematics Education	Teacher Training and Education	1
4.	Education Indonesian	Teacher Training and Education	1
5.	Legal Studies	Law	1
6.	Japanese literature	Literature	1

Source: Processed by Researchers

Data Sources

The primary data in this study were obtained by interview to informants related to the object of research. Related to this study, it can be obtained from the results of interviews to active students of Dr. Soetomo University Surabaya regarding their perception of the quality of Maxim and InDrive online transportation services.

Data Collection Techniques

In this study, researchers used data collection techniques by means of in-depth interviews. An interview is an oral conversational interaction between two or more people, where there is a questioning party (*Interviewer*) and others who answer questions (*Interviewee*) with a specific purpose (Hardani, 2020). While the data studied are related to the characteristics and views of Dr. Soetomo University Surabaya students regarding their perceptions of the quality of Maxim and InDrive online transportation services.

Researchers also use observation methods such as determining who the informants are, when they can be met or contacted, researchers put their focus on the place under study and observe the behavior of each informant to collect data. Observation is a process that has many aspects, including biological and psychological aspects. In its application, there is a crucial thing, namely the ability possessed by researchers to rely on observation and memory in researching (Hardani, 2020).

In addition, in data collection, researchers use the documetation method. Documentation is a technique for retrieving data obtained from documents (Hardani, 2020). Researchers complemented the study by documenting photographs during interviews with informants and recording informants' voices using voice recorder applications in *Mobile*, after which the researcher copied the results of the recording into writing.

Data Analysis Techniques

This study used qualitative descriptive data analysis using an interactive model developed by Miles et al. (2014) by comparing conditions at two different sites (constant comparative). Data analysis is carried out through stages systematically starting from compiling guidelines in interviews, recording information from the field, and combining literature data to gain an understanding of the data. Next, the data is descriptively described, processed, and then analyzed. Deep Miles et al. (2014) Data analysis is divided into three stages, namely:

1) Condensing Data

Data condensation is the process of selecting, focusing simply, abstracting, and transforming data obtained from records in the field. At this stage, researchers collect data from the results of interviews that have been conducted, with the aim of ensuring that the data obtained from informants is really in accordance with the focus of the study.

2) Presenting Data

The presentation of data that is most often used in qualitative research is the form of narrative text.

3) Draw Conclusions or Verify

Conclusions in qualitative research are the essence of the findings of a study that describes opinions based on the description or decision obtained.

Results of Research and Analysis

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a) Reliability
There is a standard pick-up time that matches the one in the application. The location points present in the application are accurate to the original.

b) Responsiveness
Driver response is good and according to customer direction when choosing alternative travel routes. Drivers receive customer criticism when experiencing complaints.

c) Assurance
Safety and comfort are guaranteed by online motorcycle taxi service providers.

d) Emphaty

There are standard SOPs regarding customer friendliness in online motorcycle taxi service providers.

e) Tangible

There are eligibility standards for vehicles used by online motorcycle taxi drivers. Has an affordable price for students. Ojol driver does not only have 1 application, so it does not use its identity as a driver.

1. Supporting Factors for the Use of Maxim and InDrive Online Transportation Services for Students of Dr. Soetomo University Surabaya

The supporting factors for the use of Maxim and InDrive online transportation services for students include:

a) Maxim and InDrive online transportation as affordable alternative transportation for students because the rates offered are relatively cheaper than other service providers.
b) Maxim and InDrive respond well when receiving criticism from passengers.
c) The speed of the Maxim and InDrive *driver*'s vehicle is not speeding, and safety is guaranteed.
d) Driver friendliness is categorized as good.
e) Maxim and InDrive online transportation provide services that are no less good than other online transportation providers.

2. Inhibiting Factors for the Use of Maxim and InDrive Online Transportation Services for Students of Dr. Soetomo University Surabaya

The inhibiting factors for using Maxim and InDrive online transportation services for students include:

a) Lack of *driver* awareness of the use of identities that reflect the Maxim and InDrive brands. This makes it difficult for students who order online motorcycle taxis to find drivers, they only have license plates to find drivers.
b) The suitability of the pick-up point on Maxim is not right, many areas are not detected, especially in areas that have small alleys.
c) Maxim and InDrive online transportation are new compared to other online transportation providers, such as Gojek and Grab. So it is less popular among the public, especially students.

Conclusions and Recommendations

1. Conclusion

Based on the results of the research that has been presented, researchers can conclude as follows:

1. The quality of ride-hailing services is described as follows:
   a. Reliability, The pick-up time is appropriate and the pick-up location point is accurate.
   b. Responsiveness, *Drivers* provide good responses to customers.
   c. Assurance, Customer safety and comfort are absolutely must-haves.
   d. Emphaty*, Drivers* must comply with SOPs that contain service standards for customers with special needs / disabilities.
   e. Tangible, there are standards for the feasibility of driver vehicles. Affordable prices among students. Driver identity is addressed through the use of uniforms.

2. There are supporting factors for using online motorcycle taxi services, namely, the rates offered are affordable for students, drivers have a good response when receiving criticism, the speed of the vehicle is not speeding so that passenger safety is guaranteed, friendliness to drivers is categorized as good, and service is no less good than other online transportation service providers.

3. There are inhibiting factors for using online motorcycle taxi services, namely, lack of *driver* awareness of the   use of identity that reflects   *the company's brand*, the suitability of pick-up points on applications is not right, and less popular because Maxim and InDrive are new compared to other online transportation providers such as Gojek and Grab.

2. Recommendations

The suggestions given by researchers are as follows:

1. The identity of *the driver* must be clear, so that customers can easily find out.
2. There needs to be regular map updates in the application.
3. *Emphaty* drivers need to be trained and familiarized, so it will become a company culture.

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