Customer Service is the Key of Customer Loyalty for Maxim Driver Customer

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Abstract : Institute for Development of Economics and Finance (INDEF) released research results entitled 'Industry Development and Consumer Perceptions of Online Transportation and Logistics Services. This research highlights the development of online transportation and logistics in the midst of an increasingly conducive pandemic situation. Research results show that more than 64% of users of online transportation services, including online motorcycle taxis (Ojol) and online taxis, have increased their use after the pandemic, and 60% said they will increase the frequency of use in the future. In addition, 80% of users of online transportation services said they would continue to use the service even if there were no promos. A research study was conducted in Surabaya, with 125 Maxim Driver customers serving as the sample of respondents. Using the snowball method, the respondents were selected based on the traits of other respondents. Based on the data analysis, five hypotheses were supported.

IndexTerms - **Application Design, Customer Service, Security/Privacy, Fulfillment, Customer Satisfaction, Customer Loyalty**

I. INTRODUCTION

Institute for Development of Economics and Finance (INDEF) released research results entitled 'Industry Development and Consumer Perceptions of Online Transportation and Logistics Services. This research highlights the development of online transportation and logistics in the midst of an increasingly conducive pandemic situation. In the research published on Wednesday, December 7, a survey was conducted of 2,310 users of online transportation and logistics, as well as 1,155 entrepreneurs who use social media or social sellers in 5 major cities in Indonesia. Research results show that more than 64% of users of online transportation services, including online motorcycle taxis (Ojol) and online taxis, have increased their use after the pandemic, and 60% said they will increase the frequency of use in the future. In addition, 80% of users of online transportation services said they would continue to use the service even if there were no promos. Respondents spend an average of Rp. 50 thousand to Rp. 250 thousand with a frequency of use 4-12 times per week. As many as 73% of them use online transportation services to increase productivity and provide fuel and parking cost savings (https://finance.detik.com).

The collaborative survey between inDrive and Bakrie University was carried out by a research team at the Bakrie University Political Science Laboratory from 26 January to 16 February 2023. The scope of the survey covered 34 provinces in Indonesia with a sample size of 1,200 respondents, which was determined proportionally. It was recorded in a survey conducted in various regions in Indonesia, it was evident that the majority of Indonesian people are users of online transportation services, namely nearly 83 percent. Meanwhile, for the vehicle mode of interest, 85.52 percent of online transportation users most often use online motorcycle taxi services, and 14.48 percent often use taxis. Survey data also shows that the majority of respondents, namely 52.5 percent of all respondents, most often use shuttle services. The security aspect is also the main priority chosen by the respondents. As many as 84.94 percent of respondents agreed that the driver's vehicle must be in good condition, while 95.99 percent of respondents agreed that the driver must comply with traffic rules. In terms of user experience, 96.39 percent of respondents agreed that online transportation applications must be easy to use, and 75.62 percent of respondents agreed that online transportation applications should not be prone to errors (https://nusantarapos.co.id).
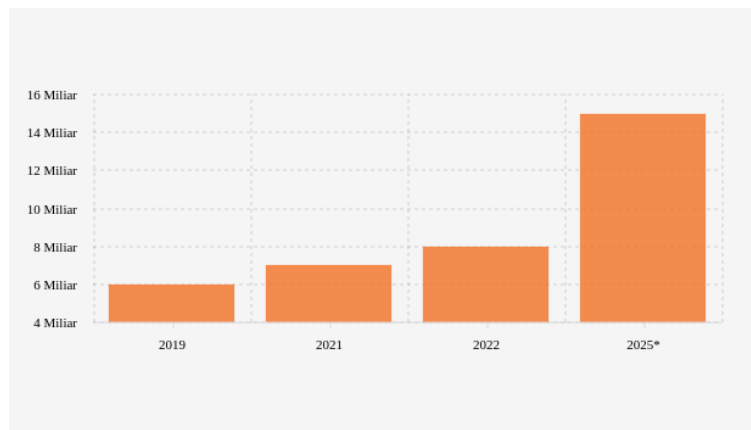
Figure 1. Economic Value of the Online Transportation Sector (2019-2025)
Source: https://lokadata.beritagar.id

Taxi Maxim is a technology company from Russia that offers online transportation services and offers additional services such as food and goods delivery, cargo, and others. The company was founded by Maxim Azibarov in 2003 in the city of Chardinsk, Ural Mountains. Maxim has been operating in Indonesia since 2018. It offers several services such as online transportation (motorcycles and cars), delivery of goods, food and goods delivery, cargo, cleaning services, and laundry. In December 2020, massage and SPA services were launched by Max in Indonesia. In November 2021, PT Jasa Raharja provides basic traffic accident risk protection for Maxim service users. Through this cooperation, both passengers and drivers will receive compensation if they experience a traffic accident. This collaboration aims to provide protection for the general public on the roads and is also a form of the state's concern in providing protection to its people through Jasa Raharja. This is a mandatory program from the government to provide protection against traffic accidents. In December 2021, Maxim worked together with the Happy Prosperous Driver Foundation (YPSSI) to launch a social assistance foundation that focuses on giving charity and compensation to passengers and Maxim's service partners who have had accidents while using Maxim's services.[11] Less than one year since its establishment, YPSSI has provided compensation of more than IDR 3 billion to driver-partners and users who have had accidents. At the same time, Maxim launched a marketplace integrated with the Maxim application. Users can order ready-to-eat food, as well as other necessities from Maxim's partners. During the 4 years of Maxim's operation in Indonesia, Maxim's services can be enjoyed in more than 150 cities in Indonesia

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2. LITERATURE REVIEW
2.1. Application Design
According to Baktha (2017), design is the main factor in the success of an application. Application design is the aspect that is first seen by users even before testing and testing an application. Holla and Katti (2012) define an application as a combination of components, each of which can be used and executed as needed, where these components are categorized as activity, service, receiver, and provider). Kim (2012) states that an application that is designed effectively can increase user satisfaction, trust, and retention, which allows users to stay in touch with sellers, facilitate other business processes, and add value in the era of fast communication.
H_1: Application Design is significantly impact on Customer Satisfaction.

2.2. Customer Service
Customer service has a very important role in every business and therefore it is important for a company to also pay attention to employee training in addition to material resources considering that customer service is delivered by frontline employees (Chopra, 2014). According to Jeske et al. (2015), customer service can be defined as the totality of what an organization does to add value to its products and services from a customer perspective. Kursunluoglu (2017) states that customer service is an activity that aims to increase the value of products or services that consumers receive when making transactions. Based on research conducted by Akroush (2010), customer service is defined as the ability of an organization to carry out all the necessary processes and activities to enable customers to reach the right party in the company, receive fast and satisfying service, and solve their problems correctly. Wouters (2001) also states that customer service is all activities that occur between customers and companies in enhancing or facilitating the sale and use of company products and services which include everything that manufacturers do for customers until the product is received to customers. Customer service according to Oni et al. (2020) is the willingness of personnel to help and answer customer questions quickly and responsively.
H_2: Customer Service is significantly impact on Customer Satisfaction.

2.3. Security/Privacy
Security/privacy is considered as a shared responsibility that covers various levels and sectors in society. Security/privacy is defined as mitigating risks to critical infrastructure by means of physical or cyber defense measures against intrusions, attacks, or the impact of natural or man-made disasters (Jore, 2017). Socha (2021) also defines security/privacy as a condition that provides a sense of certainty and guarantee to maintain it, as well as the opportunity to overcome it. Rath and Kumar (2020) define security/privacy as an individual's right to keep information and personal matters confidential and to control that information. Security/privacy can also be a state of being free from unwanted distractions and distractions. According to Shamsudin et al (2019), security/privacy can be interpreted as the protection of information from unauthorized access, use, interference, modification, disclosure, or disassembly to provide confidentiality, availability, and integrity of information.
H_3: Security/Privacy is significantly impact on Customer Satisfaction.

2.4. Fulfillment

By offering a variety of products, services and discounts to increase traffic on e-commerce, order fulfillment is an important aspect of retaining customers. Fulfillment is defined as a collection of purchasing, warehousing, shipping and selling stages of the supply chain (Jain, 2015). Isac (2014) defines e-fulfillment as a service where operators carry out all order fulfillment processes on behalf of e-commerce, starting from storage, receiving orders, packing and shipping or e-commerce management, based on cloud system management, reporting, and order tracking. Andry and Reinaldo (2018) refer to order fulfillment as a process of managing supply chain management to complete the process from sales to product delivery until it arrives at the customer's destination. Hsu and Nguyen (2016) define fulfillment as the extent to which an e-commerce's promises regarding delivery of products, services, and availability of goods are fulfilled. This opinion was also expressed in research by Saravanan and Leelavathi (2020) which states that fulfillment is the extent to which e-commerce promises regarding delivery of orders and availability of goods are fulfilled. According to Lei and Xue (2021) order fulfillment means that retailers can forward orders from customers to manufacturers who are in charge of processing orders and sending products directly to customers. Yoo and Won (2018) state that order fulfillment means all activities that enable companies to fulfill customer requests. This process can maximize profits by receiving feedback from vendors and customers.

H_4: Fulfillment is significantly impact on Customer Satisfaction.

2.5. Customer Satisfaction

Customer satisfaction has a relationship with the amount of company revenue, positive or negative opinions/feelings from customers about products can affect revenue metrics (Chienwattanasook et al, 2019). According to Buttle and Maklan (2015), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the perceived performance (or results) of a product or service with their actual expectations. Customer satisfaction increases because customer insights enable companies to understand their customers better and to create better customer value propositions and better customer experiences. Aimee (2019) states that customer satisfaction can be defined as an experience based on post-purchase customer evaluation where the product or service received exceeds customer expectations. Based on the opinion of Siswi and Wahyono (2020), customer satisfaction is a response to customer behavior in the form of an evaluation after purchasing a product or service compared to customer expectations. Dawi et al. (2018) also stated that customer satisfaction is a condition in which the quality of products or services provided to customers is positively received. The level of customer satisfaction increases along with the increase in the level of service quality.

H_5: Customer Satisfaction is significantly impact on Customer Loyalty.

2.6. Customer Loyalty

Customers are the most important element of a business, therefore, a company must be able to build customer loyalty in order to achieve long-term profitability. According to Alsulami (2021), customer loyalty is not only about repurchasing from a company, but customer loyalty is a relationship, where the better the service and product quality provided, the level of customer loyalty will also increase. According to Watson et al. (2015), customer loyalty is a collection of attitudes that includes a series of buying behaviors that systematically prefer one brand over other competing brands. Loyalty can also be defined as a biased response to a brand or product that is expressed over a certain period of time and is determined from purchasing patterns by individuals, households and companies (Ishak and Ghani, 2013).

3. RESEARCH ISSUES AND METHODOLOGY

3.1 Research Issues

The users of the Maxim Driver in Surabaya are the study's population, and this research uses a quantitative technique. Non-probability sampling is the sampling method used, and a questionnaire serves as the main instrument for data collection. The individuals who will help distribute and complete questionnaires will be chosen using the "snowball sampling" technique. The study covers 100 clients of the Maxim Driver in Surabaya as its respondents based on the characteristics of the respondents. The research methodology is presented below:
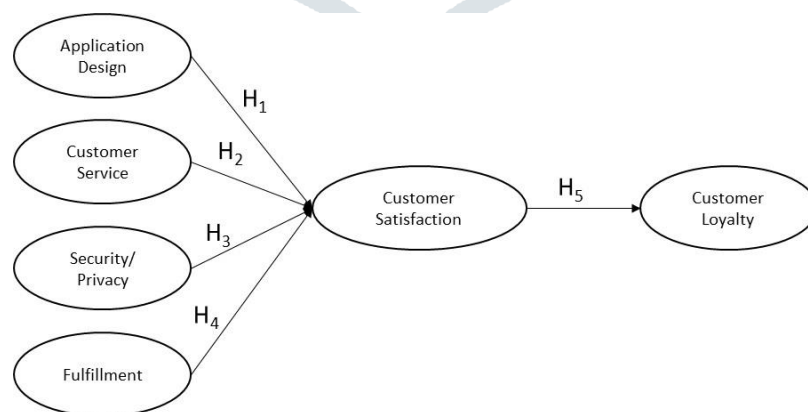

Figure 2. Research Model

3.2 Research Methodology

In research and statistics, sampling is a frequent method for learning about a population by looking at a sample of that group (Kabir, 2016). The size of the sample is decided based on statistical calculations to ensure an accurate representation, and samples are often picked at random to ensure that they are representative of the wider population. It is crucial to remember that if the sample is not accurately representative of the population, sampling techniques may add biases to the results. For instance, if a researcher only chooses volunteers from a particular social class or geographic area, the findings might not fairly represent the entire community. To

guarantee that the results are accurate and reliable, great thought must be given to the sampling technique employed in every research project (Leavy, 2017).

For this study, non-probability sampling was employed as the sampling technique. The snowball sampling method was used, which allowed the author to choose respondents who would complete the questionnaire in order to collect data. The characteristics of the respondents in this study are as follows:

1. Male and female
2. Aged 18-60 years
3. Made at least one transaction at Maxim Driver in the past year
4. Reside in Surabaya

In analyzing the data, the SPSS 22.0 software package's simple regression and multiple linear regression data processing models were used. The study's model and hypothesis were first examined using a simple regression technique, which allowed researchers to test the direct effects of the intervening variable on the dependent variable, as well as the direct effects of the intervening variable on the dependent variable that was created from multiple indicators.

Second, multiple regression approaches were used to assess the individual effects of each independent variable on the dependent variable, which was made up of multiple indicators, as well as the combined influence of the independent and dependent variables. Before data processing, validity and reliability checks, as well as conventional assumption tests, were carried out.

The validity testing approach utilized in this study is bivariate Pearson (Pearson Product Moment Correlation). A bivariate Pearson analysis compares each item's score with the total score. The data is considered valid if the r_{count} exceeds r_{table} and has a positive value (Sunyoto, 2011).

According to Hair et al. (2006), a reliability test examines the consistency of different measurements of a variable. The dependability of a notion in research can be evaluated in various ways, such as Cronbach's alpha. The lowest Cronbach's alpha value, according to Hair et al. (2006), is 0.6.

4. FINDINGS AND DISCUSSION
4.1. Findings

Multiple regression was used in this study to examine the correlations between variables. SPSS 22.0 was the statistical analysis tool utilized to approach the problem formulation. Upon receiving the completed questionnaires, a descriptive statistical analysis was conducted. Figure 4 illustrates that the respondents who completed the questionnaires were primarily male, as the male in Indonesia is the head of the family and has an obligation to do tax reports for his household. In the tax regulations in Indonesia, for people who are married, the obligation to report taxes can be done by the husband. The survey participants were customers of Maxim Driver who resided in the Surabaya region and had used the service. The data processing of all questionnaires utilized responses from 125 respondents. The results indicate that the responses are visible.
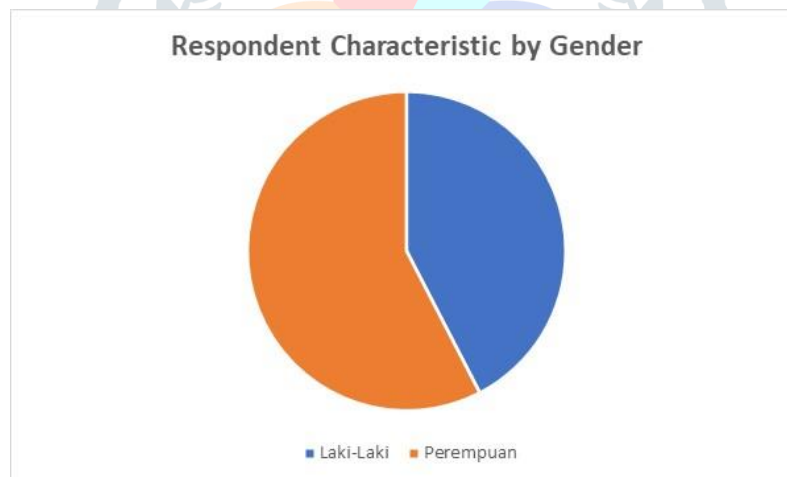
Figure 4. Respondent Characteristic by Gender
Source: own calculation

The findings in Figure 5 reveal that respondents are predominantly aged between 18 and 35 years, with 76 respondents falling within this age bracket, followed by 28 respondents in the 36-45 age group, 18 respondents in the 36-45 age group, and 3 respondents in the 56-60 age group. This suggests that the majority of responders belong to the age segments of Generation Y and Z.
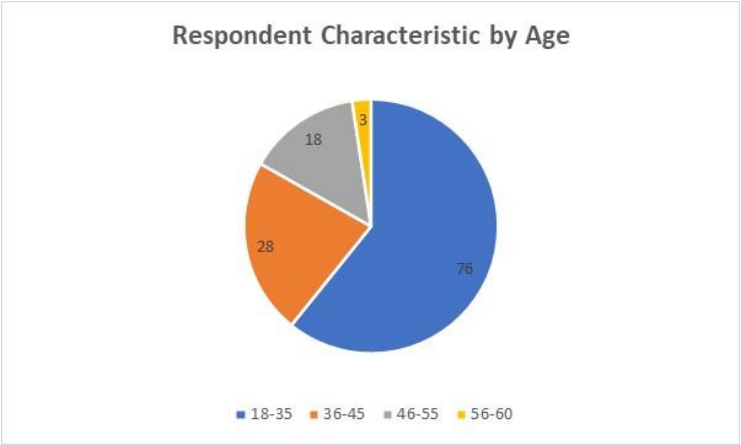
Figure 5. Respondent Characteristic by Age
Source: own calculation

4.1.1. Validity Test

Table 1 is a data validity that indicates that all indicators used to measure each variable are valid, as each item's factor loading value is greater than the critical value of 0.160.

Table 1. Validity Test

Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL	Indicator	FL
Application Design		**Customer Service**		**Security/Privacy**		**Fulfillment**		**Customer Satisfaction**		**Customer Loyalty**	
AD1	.442	CS1	.657	SP1	.632	FF1	.647	CS1	.514	CL1	.668
AD2	.686	CS2	.719	SP2	.714	FF2	.724	CS2	.621	CL2	.544
AD3	.554	CS3	.728	SP3	.645	FF3	.721	CS3	.746	CL3	.754
AD4	.421	CS4	.613	SP4	.514						
AD5	.594										
AD6	.432										
AD7	.571										
AD8	.482										

Source: own calculation

4.1.2 Reliability Test

The reliability test's outcomes are as follows:

Table 2. Reliability Test

Variable	Cronbach's Alpha Based on Standardized Items
Application Design	.687
Customer Service	.649
Security/Privacy	.724
Fulfillment	.846
Customer Satisfaction	.836
Customer Loyalty	.778

Source: own calculation

As shown in Table 2, all of the Cronbach alpha regression values in this study are higher than 0.60. This indicates that the statements used to create these variables are consistent and dependable and can be used for additional analysis.

Results of Multiple Regression (Access Convenience, Search Convenience, Evaluation Convenience, and Possession Convenience to Maxim Driver Adoption Intention)

The multiple regression findings are as follows:

Table 3. Coefficient Regression Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.187	.326		-1.281	.546
	AD	.754	.062	.742	4.214	.000
	CS	.692	.057	.787	4.365	.000
	SP	.721	.049	.676	3.781	.000
	FF	.686	.056	.601	3.245	.000
a. Dependent Variable: CS						

Source: own calculation

From Table 3, the regression equation can be written as follows:

CS = b1AD+b2CS+b3SP+b4FF

CS = 0.742AD+0.787CS+0.713SP+0.601FF

Based on Table 3, all the independent variables have a positive influence on Customer Loyalty. Application Design and Customer Service has the greatest regression coefficient compared to other variables, which is 0.742 and 0.787. Therefore, Application Design and Customer Service are the most influential in Customer Satisfaction. On the other side, Fulfillment has the smallest effect on Customer Satisfaction, which is 0.601.

Results of Simple Regression (Maxim Driver Adoption Intention to Maxim Driver Adoption)

The result of simple regression findings is as follows:

Table 4. Coefficient Regression Model 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.161	.474		-1.327	.352
	CS	.757	.036	.741	4.249	.000
a. Dependent Variable: CL						

Source: own calculation

From Table 4, the regression equation can be written as follows:

CS = b5CL

CS = 0.741CL

Based on Table 4, Customer Satisfaction has a positive influence on Customer Loyalty. In this research, Customer Satisfaction has the highest regression coefficient which is 0.741.

F-test:

The calculations using SPSS reveal that the significance of the F-test value in the model is 0.000, which demonstrates that the independent variables have a substantial combined effect on the dependent variable.

Table 5. Result of F-test 1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.222	5	18.246	73.457	.000[b]
	Residual	45.315	191	.168		
	Total	88.537	196			
a. Dependent Variable: CS						
b. Predictors: (Constant), AD,CS,SP,FF						
Source: own calculation						

Source: own calculation

Table 6. Result of F-test 2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.274	1	36.317	231.547	.000[b]
	Residual	48.321	194	.154		
	Total	123.595	197			
a. Dependent Variable: CL						
b. Predictors: (Constant), CS						
Source: own calculation						

Source: own calculation

t-test:

A t-test has already been conducted for Access Convenience, Search Convenience, Evaluation Convenience, and Possession Convenience related to Maxim Driver Adoption Intention and Maxim Driver Adoption. The purpose of this t-test was to examine

whether the independent factors of Application Design, Customer Service, Security/Privacy, and Fulfillment significantly influence the dependent variable, which is Customer Satisfaction and Customer Loyalty. If the t-test value is less than 0.05, the partial influence on the variable is considered significant. According to Tables 5 and 6, each independent variable significantly affects Customer Satisfaction and Customer Loyalty.

4.2. Discussion

Based on the information provided, it appears that the research study found evidence to support all five of the hypotheses mentioned. Specifically, the study found that Application Design, Customer Service, Security/Privacy, and Fulfillment all had a positive and significant impact on Customer Satisfaction. This suggests that when creating customer satisfaction, a commitment will emerge from an individual to continue using the product or service offered by a company. So it can be said that consumer satisfaction has a positive and significant influence on customer loyalty.

Based on the information provided, it appears that the first hypothesis, which states that Application Design has a positive and significant influence on buying int Customer Satisfaction, was supported by the study's findings. The t-test value of 0.000, which is below the typical significance level of 0.05, indicates that the relationship between Application Design and Customer Satisfaction is statistically significant. This is consistent with previous research by Rita et al. (2019), which found that Application Design has a significant positive impact on Customer Satisfaction. The study's SPSS findings suggest that the coefficient of Application Design has the second highest impact on Customer Satisfaction, with a value of 0.742. This indicates that as Application Design increases, so does Customer Satisfaction. The Maxim Driver application can help users when ordering vehicles, where this application offers the product information that customers need properly. Apart from that, this application provides information that is easy to understand so that application users also feel that the Maxim Driver application has a visually pleasing design and displays unique characteristics and an attractive design layout. In terms of payment, the Maxim Driver application is no less than similar applications in offering varied payment alternatives and according to user needs, so that it can provide an easy ordering transaction experience. In addition, the Maxim Driver application can display easy-to-read content, easy-to-read text and easy-to-understand labels, so that all customer needs can be completed through the application easily.

Based on the information provided, it appears that the second hypothesis, which suggests that Customer Service have a positive and significant effect on Satisfaction, was supported by the study's findings. The t-test value of 0.000, which is below the typical significance level of 0.05, indicates that the relationship between Customer Satisfaction and Satisfaction is statistically significant. This is consistent with previous research by Rita et al. (2019), which found that Customer Service have a significant positive impact on purchasing intention. The study's SPSS findings suggest that the coefficient of Customer Service has the highest impact on Satisfaction, with a value of 0.787. This indicates that as Customer Satisfaction increase, so does Satisfaction. Customer Service of the Maxim Driver application is able to help customers who are experiencing difficulties so that customer satisfaction can be formed. The method usually used by the Maxim Driver application is to ensure the availability of a contact center number that can be contacted when a problem occurs, provide active online customer service, and provide services for users to submit customer complaints directly to customer service. Customer service staff are also trained in such a way that they can behave professionally in listening to customer complaints, help customers by maintaining friendliness and politeness when communicating with customers, and speak good words.

Based on the information provided, it appears that the third hypothesis, which suggests that Security/Privacy has a favorable and significant effect on Satisfaction, was supported by the study's findings. The t-test value of 0.000, which is below the typical significance level of 0.05, indicates that the relationship between Security/Privacy and Satisfaction is statistically significant. This is consistent with previous research by Rita et al. (2019), which found that Security/Privacy has a strong favorable impact on purchasing intention. The study's SPSS findings suggest that the coefficient of Security/Privacy has the third highest impact on Satisfaction, with a value of 0.713. This indicates that as Security/Privacy increases, so does Satisfaction. This is due to the views of users who state that Security/Privacy has become one of the main things in forming Satisfaction. Therefore, the Maxim Driver application provides adequate security features which include a one-time-password system and pin input during payment. Protection of personal information such as credit card use and customer shopping activities is also carried out by the Maxim Driver application. Apart from that, what might be done to maintain a safe shopping experience is to provide regular notifications via email or SMS to customers to always maintain their privacy data. This activity is expected to increase satisfaction for shopping through the Maxim Driver application.

The fourth hypothesis, which states that Fulfillment positively and significantly affects Satisfaction, is also confirmed. The t-test value of 0.000, which is below 0.05, supports this hypothesis, demonstrating that the findings of this study are consistent with those of Rita et al. (2019), who claims that Fulfillments have a strong favorable impact on Satisfactions. According to the SPSS results, the lowest variable (coefficient of Fulfillment, 0.601) that has an impact on Satisfaction is this one. In the context of this study on Maxim Driver, good ability that Maxim Driver has in completing customer transactions can certainly increase Satisfaction. The better the level of fulfillment a transportation application has, the higher the level of credibility it has, so that this can increase the level of customer satisfaction in making transactions. Things that Shopee can improve in this regard are always ensuring that vehicles ordered by customers always arrive within the specified time period, ensuring that the vehicles that arrive match the driver profile displayed in the application, and ensuring that the vehicles sent are still in good condition. worth riding.

5. CONCLUSION

Based on the study's findings, there are several managerial implications that can be drawn for Maxim Driver to increase Satisfaction among its users in Surabaya:

1. Application Design: In order to improve it, Maxim Driver is expected to always be able to update any problems that may arise in the application, such as an unresponsive application, especially during payment. Apart from that, Maxim Driver can improve the design of the application to make it neater and more minimalist so that it looks more professional.

2. Customer Service: Efforts that can be made by Maxin Driver to improve Customer Service are by providing training to customer service staff so that they can continue to behave professionally in hearing customer complaints, helping customers, by maintaining friendliness and politeness when communicating with customers, and speaking good words. Apart from that, customer service staff are also ensured to know how to greet and communicate with customers so that customers can feel comfortable.

3. Security/Privacy: To improve a safe shopping experience, Maxim Driver can provide regular notifications via email or SMS to customers to always maintain their privacy data and Maxim Driver can also provide proof of transactions in the form of e-invoices which can be seen in the application and sent to customer emails.

4. Fulfillment: What can be improved by Maxim Driver in this regard is to always ensure that the vehicle ordered by the customer always arrives within the specified time period, where this can be maximized by providing continuous and balanced direction to drivers before they join Maxim Driver. Then, Maxim Driver can also provide a real time tracking feature for all vehicles by providing updates from the application with a map display to customers regarding vehicle whereabouts in real time.

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