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# Factors Affecting Decisions to Use Online Transportation Services (Maxim Case Study in Timika City)

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**ABSTRACT**

This article aims to analyze the influence of price, service quality, promotion, accessibility and user experience on the decision to use the Maxim online transportation service in Timika City. This research uses primary data collected through questionnaires distributed to Maxim service users. The research method applied is the Multiple Linear Regression Analysis method, with analysis tools using SPSS 25 software. The research results show that the price variable has a negative and significant effect on the decision to use Maxim services. The service quality variable has a positive and insignificant influence. Promotion variables have a positive and significant influence on usage decisions. Accessibility shows a negative and insignificant influence, while user experience has a positive and significant influence on the decision to use Maxim services in Timika City



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## 1. INTRODUCTION

Transportation is now the most important thing for society, and people cannot live without transportation. Transportation comes from Latin, where *trans* means passing through or on the other side and *portare* means to transport or carry. According to Salim (2000) in (Sugianto & Kurniawan, 2020)transportation is the activity of moving goods and passengers from one location to another. Transportation can be defined as efforts and activities to transport or carry goods and passengers from one place to another. People need transportation to move from one place to another because their needs for a good life cannot be met in one place. Every community wants convenient transportation. This means that transportation companies must compete and creatively provide the best service in order to maintain or develop their business. (Siregar & Hajijah, 2023).

One of the best innovations in this field is online transportation, which is an application-based technology development. Online transportation was well received at the beginning of its emergence because it was considered an innovative solution that was able to meet the mobility needs of the community more efficiently and comfortably. (Wahyusetyawati, 2017). Online transportation is a form of transportation that uses special applications on smartphones to order transportation facilities. In this system, customers make reservations through the application to get transportation services. One example of online transportation is Maxim.

Maxim, which was first established in 2003 in Russia, has expanded its operations to Indonesia in 2018. Under the auspices of PT Teknologi Perdana Indonesia, Maxim offers a range of beneficial features, including the ability to easily make reservations and create routes, as well as free communication facilities with drivers. Maxim's user growth in Indonesia is impressive, with the number of active users increasing significantly every year. This shows that the transportation

industry, especially online services such as Maxim, has great profit potential and continues to grow along with the increasing mobility needs of the community. (Rajagukguk & Rustam, 2024).

Maxim's entry into Timika City has become an important milestone in the development of transportation in the region. On January 04, 2024, Maxim officially started its operations in Timika City with direct permission from the Ministry of Transportation (Kemenhub) of the Republic of Indonesia. Maxim's presence in the city not only provides a new alternative for the community in meeting their transportation needs, but also marks the adoption of technology in mobility management in the area. With the services offered by Maxim, it is expected that transportation users in Timika City will get a more comfortable and efficient experience in making their trips.

However, Maxim's presence in Timika City has caused conflict with offline taxi drivers who are members of the Mimika Regency Car and Ojek Rental Services Solidarity. On May 06, 2024, hundreds of these drivers came to the Maxim online driver office on Jalan Hasanuddin, Timika, to deliver four points of demands that had been submitted previously. One of the main demands was the setting of a minimum fare by the local government before Maxim could operate. They also requested that Maxim vehicles use identification stickers and that Maxim member registration be done offline. The group complained that Maxim's low fares have reduced the competitiveness of offline taxi drivers, while they have high living expenses and car parking fees. This resulted in a public decision to prefer using Maxim's service because it has lower fares than their service. According to Hasanah and Iriani (2024), usage decisions are defined as the process or act of determining or deciding on the use of an object, technology, or service after consideration and thought. In addition to tariff prices, there are several factors that influence usage decisions such as quality, promotion, accessibility, and user experience. (Hasanah & Iriani, 2024).

According to Kotler & Armstrong (2011), price is the amount paid for a product or service. But in a broader sense, price is the total value given to customers in order to benefit from owning or using a product or service. (Kotler & Armstrong, 2011)2011). According to Wajedi & Nirwan, (2023) price and service quality variables simultaneously have a significant effect on consumer decisions in using Maxim online transportation services. (Wajedi & Nirwan, 2023). Meanwhile, according to Andi Rahmat Dominggus Siregar & Sitta Nur (2023) that partially the price variable has no effect on the decision to use Maxim Services. (Siregar & Hajijah, 2023).

According to Kotler & Armstrong (2008), promotion means activities that convey product benefits and persuade customers to buy them. As well as to tell customers about the company and its products (Kotler & Armstrong, 2008). Robin et al. (2023) in his research on the effect of price and promotion on the decision to use the maxim application that price and promotion have a significant effect on the use of the maxim application. (Robin et al., 2023).

Hidayat and Sulistyani (2021) state that because service quality is the most dominant factor that increases customer or consumer confidence, companies can improve their service quality by improving all aspects that can support the quality of service to consumers stating the need for costs to pay attention to quality. (Hidayat & Sulistiani, 2021). Ade Aviska Afrandi (2019) Based on the results of the study, service quality and promotion simultaneously (together) affect online transportation consumer decisions. This shows that the variables of service quality and promotion simultaneously (together) have a positive and significant effect on consumer decisions for online transportation. (Arfandi, 2019).

Accessibility according to Sheth and Sisodia (2012: 15) in research (Prawira & Pranitasari, 2020) is the extent to which customers can easily obtain and use the product. Hartono (2019) in his research that accessibility has no effect on decisions to use online transportation services. (Nisa et al., 2019). The results of research from Ery Masnain (2019) state that accessibility has a negative and insignificant effect on the decision to use transportation services. (Masnain, 2019). As defined in ISO 9241-210 in (Mendiola, 2011), user experience is a person's perception or experience and reaction to the use of a product, system, or service. User experience evaluates how satisfied and comfortable a person is with a product, system, or service. (Mendiola, 2011). Steffie, Angeliqueen (2023) in the results of his research on the effect of user experience on decisions to use maxim services states that user experience has a positive effect on maxim user decisions. (Steffie & Kusnawan, 2023)..

Therefore, this study aims to explore the variables that influence the use of Maxim in Timika City. In addition to demands related to tariffs and regulations, factors such as price, service quality, promotion, accessibility, and user experience will also be analyzed in this study. With a better

understanding of how these factors play a role in user behavior, it is hoped that the results of this study can provide valuable insights for relevant parties, including Maxim, offline taxi drivers, and local governments, in formulating policies that can increase the use of online transportation services in Timika City in a fair and sustainable manner. Based on the phenomenon, the author is interested in conducting research on analyzing the impact of the entry of Maxim online transportation services in Timika City.

## 2. RESEARCH METHOD

This study adopts an associative method approach to explore the influence of several factors on the decision to use the Maxim online transportation application. The variables studied include price, service quality, promotion, accessibility, and user experience. The population that is the focus of the research is users of Maxim online transportation services. In sampling, purposive sampling technique is used to select respondents who are specifically relevant to the topic of this research. Qualitative data will be converted into quantitative data using the index method. Data collection is done through questionnaire distribution to the selected respondents. The instrument used is a list of questionnaires designed to collect relevant information from respondents. Data analysis will be carried out using the multiple linear analysis method with the help of SPSS 25 software:

$Y = \alpha + \beta X_{11} + \beta X_{22} + \beta X + \beta_{3344} + X\beta X + {}_{55}\varepsilon$

Where:

Y : Maxim service usage decision

α : Constant

$\beta(_{1,2,3,4,5})$: Regression coefficient

$X_1$ : Price

$X_2$ : Quality of service

$X_3$ : Promotion

$X_4$ : Accessibility

$X_5$ : User experience

ε : Confounding variable

## 3. RESULTS AND DISCUSSIONS

### Validity And Reliability Test

The validity test refers to the extent to which the instrument measures what it is supposed to measure, while the reliability test refers to the consistency of the results obtained from the instrument. In this study, validity was tested through confirmatory factor analysis techniques which aim to confirm the factor structure of the instrument used. The r-table value for 50 respondents with a significance of 5% is 0.279. The validity test results show that all items have an r-count value above 0.279, which indicates that each item is valid. For the reliability test, the Cronbach's Alpha method is used which aims to measure the internal consistency of the instrument. The reliability test results show that the Cronbach's Alpha value is 0.930, which indicates that the instrument has an excellent level of reliability, because this value is above the 0.60 threshold that is commonly accepted in social research. The interpretation of these results indicates that the instruments used in this study are valid and reliable, so that the data generated can be trusted and relied upon for further analysis.

### Normality Test

Data normality testing is used to evaluate the residual value obtained has a normal distribution. A regression model is considered good if the residual value has a normal distribution. The test will be carried out using the Kolmogorov Smirnov normality test, where if the significant value> 0.05, it is said that the value is normally distributed and if the significant value <0.05, it is said that the residual value is not normally distributed. The following are the results of the Kolmogorov Smirnov normality test from SPSS 25:

**Table.1.** Normality Test

**One-Sample Kolmogorov-Smirnov Test**

| | Residual Value |
|---|---|
| N | 50 |
| Test Statistic | .109 |
| Asymp. Sig. (2-tailed) | .187[c] |

a. Normal test distribution.

*Source: SPSS output, 2024*

In the results above, the significance value is 0.109> 0.05, it can be concluded that the residual value of the data is proven to be normal.

**Heteroscedasticity Test**

Heteroscedasticity test is a test conducted to check whether the model has similar variance. A regression model that has similar variance (Homoscedasticity) rather than variance (Heteroscedasticity) is a good model. When using graphical methods to identify heteroscedasticity, a plot of observations scattered above and below 0 indicates that they are free from heteroscedasticity test.

**Multicollinearity Test**

A test conducted in order to assess whether there is a high correlation between each independent variable with one another in the regression model. A regression model is considered good if there is no high correlation between the independent variables. Multicollinearity detection can be done by checking the Tolerance and VIF values. If the value of T.>.0.1 and.VIF.<.10 means that there are no symptoms of Multicollinearity.

**Table.2.** Multicollinearity Test

**Coefficients[a]**

| Variables | Collinearity Statistics Tolerance | VIF |
|---|---|---|
| Constant | | |
| Price (X1) | .349 | 2.864 |
| Quality (X2) | .258 | 3.870 |
| Promotion (X3) | .288 | 3.467 |
| Accessibility (X4) | .443 | 2.258 |
| User Experience (X5) | .452 | 2.211 |

*Source: SPSS output, 2024*

X1 has a Tolerance of 0.349>0.1 and VIF 2.864 <10 which means free from Multicollinearity symptoms. X2 has a Tolerance of 0.258>0.1 and VIF 3.870 <10 which means free from symptoms of Multicollinearity . X3 has a Tolerance of 0.288>0.1 and VIF 3.467 <10 which means free from Multicollinearity symptoms. X4 has a Tolerance of 0.443>0.1 and VIF 2.258 <10 which means free from Multicollinearity symptoms. X5 has a Tolerance of 0.452>0.1 and VIF 2.211 <10 which means free from Multicollinearity symptoms.

**Autocorrelation Test**

The autocorrelation test is carried out to determine whether there is a correlation between confounding errors in a certain period and confounding errors in the previous period in the regression model. A regression model that does not experience autocorrelation problems is considered good. The Durbin-Watson statistical value can be used to identify autocorrelation. If the value (4-DW) > DU < DW, then autocorrelation does not exist.

**Table 3.** Autocorrelation Test

| Model | Durbin-Watson |
|---|---|
| 1 | 1.779 |

a. Predictors: (Constant), X1, X2, X3, X4, X5

b. Dependent Variable: Y

*Source: SPSS output, 2024*

Judging from the SPSS output results, the Durbin-Watson number is 1.779. The Durbin Watson table value for 5 Independent Variables with 50 observations is 1.770. Then (4-1,770) > 1,770 < 1,779 which means the data is free from the autocorrelation test.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is an analysis model to identify and understand the relationship between the independent variable (X) and the dependent variable (Y). In this analysis used as influence variables are the variables of Price, Quality, Promotion, Accessibility and User Experience on the Decision to Use Maxim Services. This study uses multiple linear regression analysis because it has more than one independent variable and one dependent variable.

**Multiple Linear Regression Analysis Output**

**Table 4.** F test

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Sig |
|---|---|---|---|---|
| 1 | .788a | .620 | .577 | 0,000 |

a. Predictors: (Constant), X1, X2, X3, X4, X5

b. Dependent Variable: Y

*Source: SPSS output, 2024*

Adj. R Square of 0.577 with a significance of 0.000, meaning that the contribution of Price (X1), Quality (X2), Promotion (X3), Accessibility (X4), and User Experience (X5) to Usage Decisions (Y) is 57.7%, and 42.3% is influenced by other variables.

**Table 5.** T-test

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | -.793 | 1.665 | | -.476 | .636 |
| | X1 | -.345 | .167 | -.325 | -2.069 | .044 |
| | X2 | .288 | .249 | .212 | 1.157 | .253 |
| | X3 | .501 | .193 | .448 | 2.592 | .013 |
| | X4 | -.214 | .180 | -.166 | -1.191 | .240 |
| | X5 | .865 | .185 | .647 | 4.682 | .000 |

a. Dependent Variable: Y

*Source: SPSS output, 2024*

Based on the results of the analysis, Price (X1) has a coefficient of -0.345 with a significance value of 0.044 <0.05, indicating a negative and significant effect on Usage Decisions (Y). Quality (X2) has a coefficient of 0.288 and a significance value of 0.253> 0.05, indicating a positive but insignificant effect on Usage Decisions (Y). Promotion (X3) has a coefficient of 0.501 with a significance value of 0.013 <0.05, indicating a positive and significant influence on Usage Decisions (Y). Accessibility (X4) has a coefficient of -0.214 and a significance value of 0.240> 0.05, indicating a negative and insignificant effect on Usage Decisions (Y). Meanwhile, User Experience (X5) has a coefficient of 0.865 with a significance value of 0.000 <0.05, indicating a positive and significant influence on Usage Decisions (Y).

From the results of this study, it can be concluded that the relationship between the research variables can be explained through a structural equation formulation as follows.

Multiple linear regression model equation:

$Y = - 0.793 - 0.345X_1 + 0.288X_2 + 0.501X_3 - 0.214X_4 + 0.865X_5 + \varepsilon$

If variable X1 increases by one unit and variables X2, X3, X4 and X5 remain constant, Y is expected to decrease by 0.345 units. Conversely, if variable X2 increases by one unit and variables X1, X3, X4 and X5 remain constant, Y is expected to increase by 0.288 units. If variable X3 increases by one unit and variables X1, X2, X4 and X5 remain constant, Y is expected to increase by 0.501 units. If variable X4 increases by one unit and variables X1, X2, X3 and X5 remain constant, Y is expected to decrease by 0.214. If variable X5 increases by one unit and variables X1, X2, X3 and X4 remain constant, Y is expected to increase by 0.865.

## DISCUSSION

### Price on The Decision To Use Maxim

The results of the above research show that price has a negative and significant relationship to the Maxim Usage Decision in Timika City. This means that price has a significant influence on consumer decisions to use Maxim services in Timika City. The higher the Maxim tariff price, the lower the consumer's decision to use Maxim services. This is not in line with the results of Robin's research (2023) which states that the price variable has a positive and insignificant effect on usage decisions. (Robin et al., 2023). However, in a study conducted by Priyatini and Hidayati (2019), the results showed that the price variable price had a positive and significant effect on the decision to use online transportation. (Prihatini & Hidayati, 2019)..

In Timika City, ojek and *offline* taxi fares tend to be expensive, which is one of the factors driving people to switch to Maxim services that offer more economical fares. However, this fare difference has sparked conflict between conventional taxi drivers and Maxim drivers. Conventional taxi drivers feel disadvantaged by the low fares offered by Maxim, as the fare difference between conventional taxis and Maxim is significant.

The offline taxi drivers charge relatively high fares because they have to bear considerable operational costs, such as parking lot rental fees, fuel costs, and vehicle maintenance costs. This dissatisfaction resulted in tension between the two groups of drivers, with offline taxi drivers considering the fares offered by Maxim to be unfair and detrimental to their business.

Thus, the fare policy implemented by Maxim has a significant impact not only on the decision to use the service by consumers, but also on the dynamics of competition in the local transportation industry in Timika City.

### Quality To The Decision To Use Maxim

Quality has a positive and insignificant relationship to Maxim's Usage Decision in Timika City. This means that quality does not have a significant influence on consumer decisions to use Maxim services in Timika City. These results are in line with research conducted by Safitra (2023) which states that quality also has no significant effect on usage decisions. (Safitra, 2023).

This is due to the fact that Maxim has just entered the Timika City market, so service quality is not yet a major factor influencing usage decisions. In the early stages, customers tend to prioritize attractive promotional offers or lower tariffs offered by Maxim as a market penetration strategy. In addition, the short adaptation period is not enough for consumers to fully assess and benefit from the service quality offered by Maxim.

Perceptions of service quality can take longer to form, especially in service industries that have just been introduced in a region. Consumers may still be in the exploratory stage and have not had enough experience to objectively assess quality. Secondly, competition with similar service providers that are already present in Timika City makes consumers focus more on price differences and promotions rather than service quality. Third, social factors and word-of-mouth recommendations may be more dominant in influencing consumer decisions in the early stages of new service adoption. Consumers tend to follow advice and experiences from friends or family rather than independently assessing quality.

### Promotion On The Decision To Use Maxim

The analysis above confirms that promotion has a positive and significant effect on the decision to use Maxim services in Timika city. This shows that promotion has a significant impact on consumer decisions to use Maxim services in Timika city. The more promotion carried out by Maxim, the usage decision will increase in line.

These results are in line with research conducted by Siregar & Hajijah (2023) with the result that the promotion variable has a positive and significant effect on usage decisions. this means that the use of good promotions in promoting services, providing information about services, updating new services and disseminating information about the company will influence decisions to use online transportation services. promotions such as creating events can influence the decision to use Maxim's online transportation services because, by promoting and providing information about Maxim's company, it can attract consumers to use Maxim's services and can be recognized by the wider community. (Siregar & Hajijah, 2023).

Maxim's promotions are diverse, including the installation of promotional banners along Cendrawasih Street in Timika City, as well as promotional campaigns through social media such as TikTok, Facebook, and Instagram. This broad approach allowed Maxim to reach a diverse audience and create a strong awareness of their services among the Timika community. The installation of promotional banners in strategic locations such as Jalan Cendrawasih helped Maxim to reach potential consumers directly, while promotional campaigns through social media capitalized on the popularity of digital platforms to reach a younger, online-based generation.

**Accessibility On The Decision To Use Maxim**

The results of this study indicate that accessibility has a negative and insignificant effect on decisions to use Maxim services in Timika City. This finding is not in line with research conducted by Masnain (2019), which reveals that accessibility has a positive and significant influence on service usage decisions. (Masnain, 2019).

This is due to the fact that Maxim has only recently entered the Timika City market, resulting in a limited number of drivers available to support accessibility. Due to the small number of Maxim drivers, finding a taxi nearby becomes more difficult, especially in relatively quiet areas. The limited number of drivers also means that waiting times can be longer if there are no drivers available in the immediate area.

This situation creates access barriers for consumers in using Maxim's services. Lack of vehicle availability may lead consumers to look for other alternatives or even decide not to use the service at all. Consumers' trust and comfort in relying on transportation services need to be considered, and this shortcoming can reduce the reliability of Maxim's services in the eyes of consumers.

**User Experience On The Decision To Use Maxim**

The results of multiple linear regression analysis show that user experience has a positive and significant relationship with the decision to use Maxim services in Timika City. This means that user experience significantly influences consumers' decisions to continue using Maxim services. This finding is consistent with research conducted by Steffie and Kusnawan (2023), which also shows that user experience has a positive and significant influence on service usage decisions. (Steffie & Kusnawan, 2023)..

The online application system used by Maxim makes it easy for users to order ojek or taxi from anywhere at any time. In certain situations, such as when it rains, users can comfortably book Maxim's services while waiting in a place protected from the rain. This is much more practical compared to searching for ojek or taxi directly, which does not guarantee immediate availability of vehicles. This eliminates the uncertainty that consumers often face when looking for transportation on the streets.

In addition, the Maxim app offers features that are intuitive and easy to understand for users, which further enhances user convenience and satisfaction. For example, the friendly user interface and clear booking instructions ensure that even users who are not very familiar with technology can easily utilize the service. With the ease of use and service reliability provided by the Maxim app, people in Timika City are likely to continue using the service consistently and sustainably.

## 4. CONCLUSION

Based on the results of the multiple linear regression analysis, there are several key findings regarding the decision to use Maxim's service. First, the price variable has a negative and significant relationship with the decision to use this service, indicating that higher fares tend to reduce consumer interest. The fare conflict between offline taxi drivers and Maxim reflects dissatisfaction with the low fares offered by Maxim. Second, service quality has a positive but insignificant influence on Maxim's usage decision, which suggests that consumers at the initial stage are more influenced by other factors such as price and promotion than the quality of service offered. Third, promotion has a positive and significant influence, where intensive and diverse promotional campaigns, such as banner installations and social media campaigns, have successfully attracted the attention and interest of consumers in Timika City. Furthermore, accessibility has a negative and insignificant influence on the decision to use Maxim, which is caused by the limited number of drivers in the early stages of Maxim's entry into Timika City, making the accessibility of this service difficult for consumers. Finally, user experience has a positive and significant influence on the decision to use

Maxim services, where the ease of use of the application and the convenience of ordering services in various situations increase consumer satisfaction and trust in Maxim services.

**Advice**

Based on the research results, there are several suggestions that can be given to related parties, including Maxim, offline taxi drivers, and local government. First, tariff adjustments should be made by Maxim and the local government to ensure that service tariffs are more competitive but still fair for all parties. Setting a mutually agreed minimum fare can help reduce conflicts between offline taxi drivers and Maxim drivers. Second, Maxim should continue to improve its service quality even though it is not currently a major factor. This improvement effort will contribute to customer satisfaction in the long run. Third, Maxim needs to continue and expand its continuous promotion strategy to attract new users and maintain the loyalty of existing users. Creative and well-targeted promotions will help increase awareness and usage of the service. Fourth, an increase in the number of drivers in Timika City is necessary to ensure adequate service availability, resulting in increased accessibility and reliability of service for consumers. Fifth, cooperation between the local government and Maxim in providing training to drivers, both offline and online, can improve skills and more professional services. By implementing these suggestions, it is expected that the use of Maxim's online transportation services in Timika City can increase fairly and sustainably, providing optimal benefits for the community and all stakeholders.

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