

Analyze the Level of Driver Satisfaction with the Application Maxim Uses the Pieces Method

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Abstract

In this era of globalization, Maxim is present in online transportation. This research aims to analyze driver satisfaction with the Maxim application using the PIECES method. The problem faced by drivers is complaints about the application features available in the Maxim application. Therefore, it is necessary to analyze driver satisfaction with the Maxim application, to find out the factors that influence user satisfaction. The PIECES method is used to measure driver satisfaction with the Maxim application using 6 variables, namely performance, information, economy, control & security, efficiency, service. The results of the Validity Test using SPSS are declared valid from the r table value, namely 0.150. The results of the Reliability Test value for all data are greater than the r table value, namely 0.150. Based on the results of Likert scale calculations for all variables, the average is 84.7%.

Keywords: Driver Satisfaction, Maxim Application, PIECES

1. Introduction

We can now see technological developments in transportation at the touch of a smartphone which is generally owned by everyone. Currently, transportation is emerging that can be accessed using applications which are usually called online transportation. Online transportation is transportation that is based on a particular application, where consumers order a means of transportation via an application system on a smartphone [1]. One of the companies providing online transportation services is Maxim. Maxim is an international company originating from Russia and operates in the field of information technology where this company provides a platform that brings drivers and customers together easily. Maxim integrates the provision of information through an application system with the services provided to customers. Maxim was present in Indonesia in 2018. The Maxim company continues to develop its services, maximbike, maximcar, delivery, cargo and life. Transportation services are currently an important means in people's lives. Transportation is used by every community to facilitate daily activities. Everyone certainly needs transportation to work, seek knowledge, or travel and other activities, so the role of transportation is huge in supporting daily life activities. Maxim must be able to create a driver satisfaction strategy. This driver satisfaction strategy must be based on detailed and accurate knowledge of the driver's expectations when using the application.

This research only focuses on analyzing the level of driver satisfaction. Satisfaction is an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or features of a product, service or product itself. In testing system satisfaction using PIECES. The PIECES method is an analysis method as a basis for obtaining more specific problem points. In analyzing a system, several aspects will usually be carried out, including performance, information, economics, application security (control), efficiency and customer service. Based on previous research conducted by [2] entitled "Analysis of Driver Satisfaction with the Maxim Application Using the End User Computing Method". The research results show that driver satisfaction with the Maxim application is at a fairly good level. Based on the background above, the author is interested in conducting research on the level of user satisfaction with the title "Analysis of Driver Satisfaction Levels in Using the Maxim Application Using the PIECES Method."

2. Theoretical Basis

2.1. Understanding Analysis

According to Komaruddin in [3] Analysis is a thinking activity to decompose a whole into components so that you can recognize the signs of the components, their relationship to each other and the function of each in an integrated whole. According to [4] Analysis is an activity to achieve patterns, or ways of thinking related to systematic testing of something to determine parts, relationships between parts, and their relationship to the whole. From the several theories above, it can be concluded that analysis is an action or way of thinking that involves experimenting with something systematically, to examine an event to find out the actual situation, and to know the characteristics of these components.

2.2. User Satisfaction

User satisfaction is the conformity between a person's expectations and the results they obtain. User satisfaction is related to the user's response or attitude towards system interaction and the use of system output so that it can be utilized optimally. From the several theories above, it can be concluded that user satisfaction is an activity that measures the level of a person's feelings towards the results obtained by comparing the user's expectations of a product or application with the actual results according to the user's evaluation of the product or application.

2.3. Understanding Application

According to [5] Applications are data processing software that runs on computing. Application comes from the English language application which means implementation, application or use. Meanwhile, in terms of terms, the meaning of application is a program that is ready to be used which is created to carry out a function for users of application services as well as the use of other applications that can be used by a target. According to [6] Applications are computer software that uses a computerized system and is useful for making it easier for users to carry out a desired task. From the several theories above, it can be concluded that an application is computer software that uses a computer system and makes it easier for users to complete a desired task.

2.4. Maxim

According to [7] Maxim is a company from Russia that has been established since 2003. Through the website on its official page, the history of this company began with a taxi application service in the city of Chardinsk which is located in the Ural Mountains, Russia. In 2014, the company expanded its business by opening branches in several countries such as Ukraine, Kazakhstan, Georgia, Bulgaria, Tajikistan, Belarus, Azerbaijan and Italy. Currently, Maxim is the third largest taxi company in Russia. Imam Mutamad Azhar Development Manager Maxim Indonesia said, now Maxim is developing into an online transportation company that not only focuses on taxis, but also other types of transportation services such as motorbike taxis or cars in general. In fact, the company, which only opened a branch in Indonesia in 2018, also offers collaboration for Indonesian people who want to join as Maxim partners with the aim of participating in managing the online transportation service business. According to [8] Maxim is a technology company from Russia. Maxim first operated in Indonesia in 2018. Before entering Indonesia, Maxim had started operating in 455 cities in 13 countries since 2014. And this application provides a mode of offering transportation services in the form of public transportation in the form of four-wheeled or two-wheeled vehicles. From the several theories above, it can be concluded that Maxim is a technology company from Russia which operates in online transportation services which offers online transportation services, and offers additional services such as food and goods delivery, cargo and others.

2.5. PIECES Method

According to [9] the PIECES method is "an analytical method as a basis for obtaining more specific problem points. In analyzing a system, several aspects will usually be carried out, including analysis of performance, information, economics, control, efficiency and service.

3. Research Methods

According [4] Research methodology is a scientific way to obtain data with regular accuracy and accuracy. This research uses a descriptive methodology with a quantitative approximation with an objective to describe the research object or the total research results. According [10] a descriptive method is a research method to provide an overview of situations or activities, so this method is carried out to ensure the accuracy of current basic data.

3.1. Data Collection Technique

In this method, the writer uses a data processing method which will later be used to solve problems. The methods used in data processing include various procedures.

- a. Curerisonerr
According [4] Currency research is a data gathering technique that is carried out by providing a set of written questions or statements to respondents to ask for answers.
- b. Observation
According [4] Observation is a data processing technique that has specific characteristics when compared to other techniques, namely interviews and questionnaires.
- c. Sturdi Pustaka
According [4] Study literature is a data processing technique that is carried out by studying reference papers, research reports, journals, internet sites and other media which are used for various research sources.
- d. Documentation
according [4] Documentation is a record of past events. Documentaries usually consist of writings, drawings, or seasonal works from people.

3.2. Data Type

- a. Validity
States that the validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. This test is carried out by comparing the calculated r value with the r table. In determining whether or not an item is suitable to be used, a correlation coefficient

significance test is carried out at a significance level of 0.05, which means that an item is considered valid if it has a significant correlation with the total score. If the calculated r is greater than the table r and the value is positive then the variable is declared valid. On the other hand, if the calculated r is smaller than the r table then the variable is declared invalid.

b. Reliability

According to [4] states that reliability testing is the extent to which measurement results using the same object will produce the same data. This reliability test is carried out using questions that have been declared reliable with the following criteria:

- 1) If r -alpha is positive and greater than r table then the variable is reliable.
- 2) If r -alpha is negative and smaller than r table then the variable is not reliable.

4. Research Result

4.1. Validity

Validity shows the extent to which the measuring instrument used can measure what is being measured. The method is to combine the score obtained on each question with the individual score. Validity testing was carried out with the help of a computer using the SPSS for Windows version 22 program. In this research, testing was carried out on 171 respondents.

According to Ghozali in Natanael Ariensandi and Erstika P Sani, (2021:32) states that validity tests are used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. This test is carried out by comparing the calculated r value with the r table. If the calculated r is greater than the table r and the value is positive then the variable is declared valid. Conversely, if the calculated r is smaller than the table r , then the variable is declared invalid. Then if the sig value is < 0.05 , then it is declared valid and if the sig value is > 0.005 then it is declared invalid.

Table 1: Performance Variable Validity Test Results

Number	Pearson Correlation (r count)	Sig	Information
1	0,589	0,000	Valid
2	0,560	0,000	Valid
3	0,595	0,000	Valid
4	0,592	0,000	Valid
5	0,439	0,000	Valid

Based on Table 1, it can be seen that all statements for the performance variable have valid status, because the r hitting value (Pearson Correlation) $> r$ table is 0.150. And the sig value is < 0.05 .

Table 2: Information Variable Validity Test Results

Number	Pearson Correlation (r Count)	Sig	Information
1	0,365	0,000	Valid
2	0,462	0,000	Valid
3	0,670	0,000	Valid
4	0,688	0,000	Valid
5	0,516	0,000	Valid

Based on Table 2, it can be seen that all statements for the information variable have valid status, because the calculated r value (Pearson Correlation) $> r$ table is 0.150. And the sig value is < 0.05 .

Table 3: Economic Variable Validity Test Results

Number	Pearson Correlation (r Count)	Sig	Information
1	0,276	0,000	Valid
2	0,594	0,000	Valid
3	0,774	0,000	Valid
4	0,687	0,000	Valid
5	0,578	0,000	Valid

Based on Table 3, it can be seen that all statements for economic variables have valid status, because the calculated r value (Pearson Correlation) $> r$ table is 0.150. And the sig value is < 0.05 .

Table 4: Control & Security Variable Validity Test Results

Number	Pearson Correlation (r Count)	Sig	Information
1	0,435	0,000	Valid
2	0,583	0,000	Valid
3	0,448	0,000	Valid
4	0,576	0,000	Valid
5	0,673	0,000	Valid

Based on Table 5, it can be seen that all statements of control & security variables have valid status, because the r hitting value (Pearson Correlation) $> r$ table is 0.150. And the sig value is < 0.05 .

Table 5: Efficiency Variable Validity Test Results

Number	Pearson Correlation (r Count)	Sig	Information
1	0,604	0,000	Valid
2	0,491	0,000	Valid
3	0,575	0,000	Valid

4	0,476	0,000	Valid
5	0,601	0,000	Valid

Based on Table 5, it can be seen that all statements for the efficiency variable have valid status, because the calculated r value (Pearson Correlation) > r table is 0.150. And the sig value is <0.05.

Table 6: Service Variable Validity Test Results

Number	Pearson Correlation (r Count)	Sig	Information
1	0,436	0,000	Valid
2	0,549	0,000	Valid
3	0,560	0,000	Valid
4	0,667	0,000	Valid
5	0,612	0,000	Valid

Based on Table 6, it can be seen that all statements for the service variable have valid status, because the calculated r value (Pearson Correlation) > r table is 0.150. And the sig value is <0.05.

Table 7: User Satisfaction Variable Validity Test Results

Number	Pearson Correlation (r Count)	Sig	Information
1	0,387	0,000	Valid
2	0,492	0,000	Valid
3	0,673	0,000	Valid
4	0,598	0,000	Valid
5	0,432	0,000	Valid

Based on Table 7, it can be seen that all statements for the user satisfaction variable have valid status, because the calculated r value (Pearson Correlation) > r table is 0.150. And the sig value is <0.05.

4.2. Reliability

After testing the validity of the statements used, a reliability test will then be carried out. The purpose of this reliability test is to find out how important information technology resource processes are and to find out the level of accuracy, precision, stability or consistency of these tools in revealing certain symptoms from groups and individuals.

Table 8: Reliability Test Results

Variable	Cronbach's Alpha	Information
Performance	0,444	Reliable
Information	0,427	Reliable
Economy	0,532	Reliable
Control & security	0,398	Reliable
Efficiency	0,420	Reliable
Service	0,465	Reliable
User satisfaction	0,366	Reliable

In table 8 you can see the reliability results of each variable tested. It was concluded that all variables had a reliable distribution. This research is in line with research conducted by Rani entitled "Implementation of the PIECES Framework Method at Level Satisfaction with Using the Mypsb Mejasem Application" states that measurements using the PIECES Framework produce an average value of the six indicators, the total is 4.30, which is a very good value with category results satisfactory according to the Likert scale rater characteristics.

5. Conclusion

From the results of research conducted by researchers, it was obtained from user satisfaction of the Maxim application for drivers, based on the variables used consisting of performance, information, economy, control & security, efficiency, service, and customer satisfaction.

- Based on the results of Likert scale calculations carried out by researchers for all variables, the average was 84.7%.
- Based on the validity test carried out by researchers using SPSS 2.2, all data was declared valid because the total value of the data was greater than the r table value, namely 0.150.
- Based on reliability tests carried out by researchers using SPSS 2.2, all data is declared reliable because the value of all data is greater than the r table value, namely 0.150.

In this section you should present the conclusion of the paper. Conclusions must focus on the novelty and exceptional results you acquired. Allow a sufficient space in the article for conclusions. Do not repeat the contents of Introduction or the Abstract. Focus on the essential things of your article.

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