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The Effect Of Customer Experience And Service Quality On Consumer Satisfaction Users Of Maxim Transportation Services At Makassar City

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ABSTRACT

This study aims to determine the description and influence of consumer experience and service quality either partially or simultaneously on consumer satisfaction of Maxim transportation service users in Makassar City. To achieve this goal, the researchers used indicators to measure these variables. The indicators of consumer experience variables include sensory experience, emotional experience, cognitive experience, physical experience and social experience. Indicators of service quality variables include physical evidence, reliability, responsiveness, assurance and empathy. The indicators of consumer satisfaction variables include re-purchase (re-purchase), creating word of mouth, creating a brand image, and creating purchasing decisions at the same company. The research method used is a quantitative method. The sample used is the sample formulated by Slovin as many as 100 respondents, with data collection namely documentation studies and questionnaires that are tested for validity and reliability. The data obtained were processed using data analysis and the help of SPSS version 25 program which consisted of classical assumption test, multiple linear regression analysis, t test, F test and coefficient of determination. The results showed that the variables of consumer experience and service quality had a significant effect partially or simultaneously on consumer satisfaction of Maxim transportation service users in Makassar City, this was shown based on the t test and F test. The results of the coefficient of determination test showed that consumer experience and service quality had an effect. by 55.5% of the consumer satisfaction of Maxim transportation service users in Makassar City.

Keywords: Consumer Experience, Service Quality, Customer Satisfaction.

INTRODUCTION

The era of globalization makes human life very modern, this is due to increasingly rapid technological developments, one form of technological progress is the presence of the internet. The internet is a form of convenience because it is one of the most dominant components of technology liaison. Many things can be accessed with the internet, everything becomes easier, one of which is in the field of transportation. Technological advances in the transportation sector continue to experience developments in terms of effectiveness and efficiency according to human needs, with these advances there is an online-based transportation service as a new form of

innovation created by millennials. Based on experience in using manual ojek transportation, which usually hangs in one place, a new innovation was created, namely online-based transportation.

Maxim is an online transportation service application from Russia that was founded in 2003 but has been known in Indonesia since July 2018. Maxim has established itself as a ride-hailing transportation company with economical rates. As a result, Maxim gets a good reception from the public thanks to its affordable rates. Progressively Maxim continues to add branches in various regions in Indonesia, one of which is in Makassar City. In Makassar City itself, Maxim has its head office located on Jalan Topaz Raya, Ruko Zamrud, Panakkukang, Makassar. Since the beginning of Maxim's presence in Makassar City, this online transportation service is quite loved by various groups and has become one of the main choices in using online transportation services. The real evidence that can be seen is that along the road in Makassar City, there are many Maxim drivers who are serving their customers.

All activities carried out by a company will lead to an assessment given by consumers regarding their satisfaction with using the product or service, especially in service companies. According to Dewantara (2020) consumer satisfaction is a feeling that describes the pleasure or disappointment of consumers originating from a comparison between expectations and performance or the results of the products/services used, with the creation of satisfaction it will make consumers feel happy and that is where repurchase intention will occur, with so consumers will be interested in using the service again or even recommend it to other parties. Maxim is a service company that must know the level of customer satisfaction to maintain the image and survival of the company.

There are several factors to achieve customer satisfaction, one of which is consumer experience in using the product/service. Consumer Experience is the result of consumer interaction with the company physically and emotionally. The results of this interaction can give a good impression to consumers and influence consumer ratings of the company (Septian et al., 2021). The experience felt by consumers will affect their decision to stay or change the product/service used. A bad experience will result in losses for the company which ultimately reduces the profits obtained, while business actors who successfully invest consumer experience as the main point will get significant benefits for their business.

Service quality is an important component that can determine the survival of the company, especially in service companies. The company is said to be successful if it has been able to provide the best service to its customers. Therefore, as an online transportation company that is still relatively new in Indonesia, Maxim is always trying to improve the quality of its services in order to be able to compete with other online transportation companies to bring in new consumers and reduce the possibility of old customers moving to other companies. According to Dewantara, (2020) service quality is defined as the level of excellence expected and control over the level of excellence to meet consumer desires. Service quality contributes significantly to the creation of

differentiation, positioning, and competitive strategy of every marketing organization, both manufacturing companies and service providers.

Providing satisfaction to consumers is an obligation for companies to continue to survive and compete. This is one way to create consumer loyalty, meet consumer needs and desires, and seize market share by seeking as many consumers as possible. Things that can affect the level of consumer satisfaction are very important for business actors who want to develop their business, especially for the Maxim company which is still trying to beat its previous competitors such as Grab, Gojek, and so on. This is what underlies the researcher to choose Maxim as the object of research, because consumer satisfaction is something that Maxim company must know to compete and develop.

Consumer Experience

Consumer experience is very important in the sustainability of a business, if consumers get a positive experience of course they will feel satisfied and of course will build a sense of consumer loyalty to the company itself. If consumer loyalty has been formed, then in the end consumers will recommend the product or service to others so that the company will get new customers. This will also be an indicator of the success or failure of the services provided by the company. According to Gandrasula (2018), consumer experience can be interpreted as a result of interactions between consumers and company components such as products/services, employees and other parts of the organization that cause reactions.

Wiyata et al., (2020) group consumer experience indicators into 5 dimensions that can be used to measure consumer experience, namely:

1) Sensory Experience, namely a marketing approach that is described in feelings, which creates experiences related to feelings related to the five human senses.
2) Emotional Experience, namely positive and happy feelings that arise from the emotions and hearts of consumers, which are felt when using certain products/services.
3) Cognitive Experience, namely creative thinking that arises when using products/services, where in this case consumers are invited to involve creative thinking from products/services.
4) Physical Experience, namely consumer experiences created through physical relationships, related to long-term behavior and lifestyles as well as experiences that occur due to interactions with other people.
5) Social Experience, which is an attempt to connect with other people, connect with brands, companies, and even connect with culture. This experience is related to the identification of groups that refer to other people, in this case consumers make the brand the center of a social organization that plays an important role in marketing.

Service Quality

Service quality currently plays an important role in the creation of differentiation, positioning, and competitive strategy of every company. This plays an important role in realizing customer satisfaction. A more professional quality of service will result in

higher consumer satisfaction, as well as support consumers in buying an item. According to Lewis and Booms in (Sari, 2020) suggests that service quality is a measure of how good or bad a service is and is sustainable with consumer expectations. According to Bahar & Sjahruddin (2017) service quality can be measured by the following indicators:

1) Physical evidence (tangibles), are factors that can be touched, seen and heard. In this case it can be the physical environment, facilities and appearance of personal contacts from the company.
2) Reliability, namely the ability to prove that the services provided by the company are accurate and trustworthy.
3) Responsiveness, is the company's willingness to provide prompt assistance and service to consumers.
4) Assurance, is the ability to gain trust and confidence from consumers through the safety and goodness of the company.
5) Empathy, namely caring, sincere attention given by the company to its customers.

Consumer Satisfaction

Satisfaction comes from the Latin "satis" (meaning good enough, adequate) and "factio" (meaning to do or make). In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate. According to Dewantara (2020) consumer satisfaction is a feeling that describes the pleasure or disappointment of consumers originating from a comparison between expectations and performance or the results of the products/services used. According to Dewi et al., (2019) the indicators of consumer satisfaction are as follows:

1) Re-purchase, if consumers are satisfied with the product or service, they will return to the company to look for the product or service.
2) Creating word-of-mouth, Consumers will say good things and recommend them to other parties regarding the products or services they use, this will bring in new consumers.
3) Creating brand image, if customer satisfaction has been created for the product or service, they will ignore the brands and advertisements of competing products and make these products the main choice.
4) Creating purchasing decisions in the same company, the satisfaction obtained by consumers will make them buy other products from the same company. This means that consumers already believe in the quality of the company's products.

RESEARCH METHODS

The type of research used is a type of research with quantitative methods, namely hypothesis testing in accordance with the formulation of the problem under study so that it can be seen how the description of consumer experience and service quality and its effect on consumer satisfaction of Maxim transportation service users in

Makassar City. The population in this study refers to the research location, namely the people of Makassar City who are in the productive age of 10-64 years. According to Sugiyono (2012) the sample is part of the number and characteristics possessed by the population. As for the determination of the number of samples, the researchers used the reference formula for determining the number of samples set by Slovin with an error rate of 10% obtained by 100 respondents. The sampling technique in this study used non-probability sampling with purposive sampling technique. According to Umar (2014) Purposive sampling is the selection of samples based on certain characteristics that are considered to be related or related to research with predetermined criteria.

Data collection techniques used in this study were questionnaires and documentation studies. According to (Sugiyono, 2012) the questionnaire is one of the data collection techniques which is done by making questions in written form which are then given directly to the respondents. In this study, it was carried out by distributing a list of questions and statements using google form to the respondents, then the respondents chose the alternative answers that had been provided. The measurement data used is a Likert scale. According to (Sugiyono, 2012) the Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. And the study of documentation is a technique of collecting data by studying documents to obtain data or information related to the problem under study. This data collection technique is not directly shown to the research subject in order to obtain information related to the object of research.

RESEARCH RESULTS AND DISCUSSION

1. Overview of Consumer Experience and Service Quality for Maxim Transportation Service Users in Makassar City

According to Mayer and Schwager in (Rohmatin, 2021) consumer experience is the opinion of consumers internally and subjectively as a result of interactions with companies either directly or indirectly. Experience occurs as a result of stimuli faced by consumers from the five senses, feelings, and thoughts. Consumer experience can also be defined as the overall perception of consumers regarding their experience in using the company's products or services. The experience is built by consumers through a process of interaction from the beginning with the brand to post-sales. Therefore, every business actor must know the description of the consumer experience so that it can be used as a reference to increase customer satisfaction, especially for the Maxim company in Makassar City which is the object of this research. Based on the processing of the questionnaire data in the research results, it is known that the level of achievement of the percentage of consumer experience using Maxim's transportation services is in the good category (77.04 percent). This can be seen from the results of measuring the characteristics of consumer experience through the indicators used based on the opinion of Wiyata et al., (2020) namely sensory experience, emotional experience, cognitive experience, physical experience, and social experience which

shows that all of these indicators are in good category. So it can be said that the indicators used support the quality of the consumer experience variable.

In addition to consumer experience, the focus of this research is service quality. Service quality is a measure of how good the level of service provided and able to adjust to consumer expectations or expectations. Service quality is an important factor in creating consumer satisfaction, this is explained by Wyckof in (Tjiptono & Chandra, 2016) that service quality is the expected level of excellence and control over these advantages to meet consumer desires and achieve the desired satisfaction. Based on the processing of the questionnaire data in the research results, it is known that the level of achievement of the percentage of service quality for Maxim's transportation service users is in the good category (77.44 percent). This can be seen from the results of measuring service quality characteristics through the indicators used based on the opinion of Bahar & Sjahruddin, (2017) namely physical evidence, reliability, responsiveness, assurance and empathy showing that all of these indicators are in the good category. So it can be said that the indicators used support the quality of service quality variables.

2.Partial Influence of Consumer Experience and Service Quality on Consumer Satisfaction of Maxim Transportation Service users in Makassar City

From the data collection and processing carried out with the help of the SPSS 25 program, partial test results (t test) showed that consumer experience (X1) had a partial effect on consumer satisfaction (Y). The test results obtained the value of t for the consumer experience variable shows the value of tcount = 5.794 > ttable 1.664 with a significant value of = 0.000 <0.05, thus meaning that consumer experience (X1) has a significant partial effect on consumer satisfaction (Y). The results of multiple regression analysis also found that the consumer experience variable has an effect of 0.419, which means that for every 1 percent increase in the X1 variable, consumer satisfaction will increase by 0.419 (41.9 percent). The results of this study are in line with the results of research by Salim et al., (2014) which states that the consumer experience variable has a significant influence on consumer satisfaction. The opinion of Triyana Dewi (2016) is evidenced by the results of research which explains that consumer experience has a positive and significant effect on consumer satisfaction. If consumers get an experience that matches or exceeds their expectations, that's when consumers get satisfaction.

From the data collection and processing carried out with the help of the SPSS 25 program, partial test results (t test) showed that service quality (X2) had a partial effect on customer satisfaction (Y). The test results obtained the t value for the Service Quality variable (X2) showing the value of tcount = 2.470 > ttable 1.664 with a significant value of = 0.015 <0.05, thus meaning Service Quality (X2) has a significant partial effect on Consumer Satisfaction (Y). The results of multiple regression analysis also found that the service quality variable has an effect of 0.181, which means that for every 1 percent increase in the X2 variable, customer satisfaction will increase by 0.181 (18.1 percent). The results of this study are in line with the results of Sari's

research (2020) which states that service quality has a positive and significant influence on consumer satisfaction. In addition, the results of Gofur's research (2019) also state that service quality has a positive and significant influence on consumer satisfaction. Therefore, the company is obliged to improve and improve the quality of service continuously so that consumers feel comfortable and create high customer satisfaction.

3. **The Effect of Simultaneous Consumer Experience and Service Quality on Consumer Satisfaction of Maxim Transportation Service Users in Makassar City**

All activities carried out by a company will lead to an assessment given by consumers regarding their satisfaction with using the product or service, especially in service companies. According to Swan, et al. in (Tjiptono, 2014) consumer satisfaction is a form of conscious evaluation or cognitive assessment of the relative performance of a product/service, simply defined as a feeling of pleasure or disappointment for consumers that comes from a comparison between the impression of a product or service with consumer expectations. Customer satisfaction is very important for service companies, Maxim is one of the service companies that must know the level of customer satisfaction to maintain the image and survival of the company. There are several factors to achieve customer satisfaction, but this research will focus on customer experience and service quality. This study is also intended to determine whether consumer experience and service quality have a simultaneous effect on consumer satisfaction using Maxim transportation services in Makassar City.

From the data collection and processing carried out with the help of the SPSS 25 program, simultaneous test results (F test) were obtained which showed that consumer experience (X1) and service quality (X2) had a simultaneous effect on customer satisfaction (Y), where from the results of data processing it was seen that the value of Fcount = 60.449 > Ftable = 3.09. This means that consumer experience (X1) and Service Quality (X2) together or simultaneously have a significant effect on Consumer Satisfaction (Y). In addition, based on the results of the determinant coefficient data processing, it can be seen that the R square value is 0.555 (55.5 percent). This means that consumer experience (X1) and service quality (X2) together have an effect of 55.5 percent on consumer satisfaction (Y), while the remaining 45.5 percent is influenced by other variables that are not part of this study. The results of research by Rahmadhi Usma (2021) which proves that service quality and consumer experience have a simultaneous effect and have an influence of 55.9 percent on consumer satisfaction. The results of the determinant coefficient test in this study show that consumer experience and service quality have an effect of 55.5 percent on consumer satisfaction of Maxim transportation service users in Makassar City..

CONCLUSION

Based on the results of data analysis and the discussion that has been described previously regarding the influence of consumer experience and service quality on

consumer satisfaction of Maxim transportation service users in Makassar City, the following conclusions can be drawn:

1. Consumer experience and service quality of Maxim's transportation service users in Makassar City are in the good category, where all indicators used support the quality of the variable customer experience and service quality.
2. Consumer experience and service quality partially have a positive and significant influence on consumer satisfaction of Maxim transportation service users in Makassar City.
3. Simultaneously, consumer experience and service quality have a simultaneous or simultaneous influence on consumer satisfaction using Maxim transportation services in Makassar City.

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