

ANALYSIS OF CONSUMER DECISION FACTORS FOR MAXRIDE USAGE

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Abstract: Maxride is an online transportation application that provides motorcycle taxi and taxi services based on bajaj. Maxride's passion lies in revolutionizing the landscape of three-wheeled transportation that is safe, comfortable, and accessible to everyone, while empowering local tricycle drivers. The purpose of this study is to describe the explanation of consumer decision factors for Maxride usage. The types of research used are qualitative and descriptive research. The data sources used in this study use secondary data. The results of the study indicate that consumer decisions to use Maxride Bajaj are the flexible seating capacity of MaxRide Bajaj and the agile cruising range of MaxRide Bajaj in overcoming traffic jams.

INTRODUCTION

Transportation is a system consisting of infrastructure/facilities and service systems that allow movement throughout the region so that population mobility is accommodated, movement of goods is possible, and access to all regions is possible (Tamin, 2000). Transportation can be classified according to type, mode and type which can be reviewed in terms of the goods transported, from the geographical perspective where the transportation takes place, from a technical perspective and the means of transportation (Rahardjo, 2011). Transportation economics also studies the allocation of transportation resources to meet the needs of the community (Kurdhi et al., 2023; Sudirman et al., 2024). Transportation to the economy is the relationship between transportation and economic activities. Transportation is an important component of the economy because it plays a role in the distribution of goods and services (Mariani et al., 2023; Pandiangan et al., 2023; Tambunan et al., 2024; Tambunan et al., 2025). Transportation plays an important role in the economy, including:

- 1.Facilitating the movement of goods and services.
- 2.Enabling local, national, and international trade.
- 3.Increasing the productivity and selling value of an area.

4. Accelerating the development of an area.

5. Increasing business competitiveness.

Transportation to business is a trip taken for work purposes, such as meetings, conferences, or client visits. This trip is also known as a business trip. Transportation to business can be in the form of plane tickets, trains, or other transportation. This trip is regulated by company policies that include destinations, costs, and other expenses (Gultom et al., 2024; Marcella et al., 2024). Business travel can provide many benefits, such as opening up new opportunities, increasing team productivity, and expanding professional networks. Transportation in marketing is a function that provides a means to transport people and goods from one place to another (Ratnawita et al., 2023; Pandiangan et al., 2024; Pandiangan et al., 2025). Transportation is also part of a marketing strategy called transport advertising. Transport advertising is a marketing strategy that involves placing advertisements on public transportation. These advertisements are placed in areas where many people pass, such as buses, taxis, trains, stations, and stops. Transport advertising can be part of an effective marketing strategy because it helps reach a wider target audience, strengthens brand messages, helps increase brand awareness, and targets specific demographics (Pandiangan, 2022; Pandiangan, 2023).

On April 19, 2016, the first online bajaj was launched in Jakarta. Unlike online transportation services based on smartphone applications for motorcycle taxis that had invited controversy. Online bajaj actually received support from Organda and the DKI Jakarta Transportation Agency.

Maxride is an online transportation application that provides motorcycle taxi and taxi services based on bajaj. Maxride was pioneered by young people in Makassar, according to MaxRide Co-Founder Ahmad Hidayat, Maxride is not only a company, but also a reflection of the spirit and determination to bring positive change to the local community (Tribunnews Makassar, 2024). Maxride's passion lies in revolutionizing the landscape of three-wheeled transportation that is safe, comfortable, and accessible to everyone, while empowering local tricycle drivers. Maxride's vision includes a future where transportation is not only useful but also a fun and environmentally conscious experience that strengthens local communities. Its mission is to lead this transformation through modern, technology-based solutions, bridging the gap between passengers and tricycle drivers to ensure every trip is safe, affordable, and enjoyable.

Accessibility is a measure of comfort or ease of how land use locations interact with each other and how easy or difficult it is to reach the location through the transportation network system. Each different geographic location has a different level of accessibility, this is due to differences in activities from each land use (Black, 1981). If a place is close to another place, it is said that accessibility between the two places is high. Conversely, if they are far apart, accessibility between the two is low. In addition to distance and time, costs are also some indicators of accessibility. If the travel time between the two places is short, it can be said that the two places have high accessibility (Morlok, 1995).

Flexible means that transportation services are carried out without many obstacles, can go anywhere, the trip is carried out quickly or requires a short travel time to reach the destination. Flexible in the sense of realizing a short travel time with a high level of safety. This condition can be measured based on indicators including vehicle speed per unit of time.

Agile cruising capacity is the vehicle's ability to move from one place to another agilely (Warpani, 1990). Agile cruising means avoiding transportation operations from the effects of external transportation factors in the form of natural disturbances, human disturbances, or other disturbances. This condition can be measured based on, among other things, a comparison between the number of disruptions and the number of trips.

The purpose of this study is to describe the explanation of consumer decision factors for Maxride usage.

RESEARCH METHODS

The types of research used are qualitative and descriptive research. Qualitative research is a research method that aims to understand phenomena in depth by collecting and analyzing non-numerical data (Fransisco et al., 2024; Lumbanraja et al., 2024; Yoppy et al., 2023). The non-numerical data can be in the form of text, video, or audio. Qualitative research is different from quantitative research which emphasizes more on measurement and generalization. The purpose of qualitative research is to understand and describe the phenomena being studied in depth. Qualitative research also aims to develop theories and describe social complexity. The purpose of descriptive research is to describe or describe an object, event, or symptom being studied. This research aims to provide descriptive knowledge about the object of research, so that it can explain what happens to the object. Descriptive research is a research method that aims to describe the characteristics of a symptom, event, or condition clearly and precisely. This research is conducted by collecting and processing data to explain the phenomenon being studied.

The data sources used in this study use secondary data. Secondary data is data obtained from other sources, not directly by researchers (Pandiangan, 2024; Pandiangan et al., 2024; Sihombing et al., 2024; Wijaya et al., 2023). This data usually already exists and is used to complement primary data. The purpose of secondary data is to help define and develop problems, and find solutions. Secondary data can also be used to support primary information that has been obtained.

RESULT AND DISCUSSION

Maxride is an online transportation application that provides motorbike taxi and taxi services based on bajaj. Maxride was pioneered by young people in Makassar, according to MaxRide Co-Founder Ahmad Hidayat, Maxride is not only a company, but also a reflection of the spirit and determination to bring positive change to the local community (Tribunnews Makassar, 2024). With 100 percent investment from Vipar Auto Fzco and MaxAuto, distributor of three-wheeled vehicles of the bajaj brand. Maxride was built with a vision to improve transportation accessibility, safe vehicles, and economical transportation alternatives, MaxRide understands very well the challenges of customer mobility, as well as the needs of driver partners.

Maxride is a favorite because it offers spacious transportation for up to 3 people, is considered safer, at a very affordable price compared to similar online applications. With the number of downloads currently reaching 120,000 in the city of Makassar alone and thousands of orders per day, MaxRide has also opened up opportunities for local residents

by providing a weekly rental scheme to help increase the income and economic welfare of drivers.

Maxride Bajaj is designed with low emissions, low maintenance, and environmentally friendly because it uses DTSi technology with better combustion, low pollution, and can save fuel up to 40 percent. Maxride Bajaj is expected to continue to contribute to increasing income access for partners and continue to provide safe services, comfortable and spacious vehicles, and ease of ordering.

Figure 1. Maxride Bajaj



Consumer decisions to use Maxride Bajaj:

Consumer decisions to use Maxride Bajaj:

1. Flexible Seating Capacity of Maxride Bajaj

Maxride Bajaj is able to transport passengers and goods more flexibly than other modes of transportation. Capacity includes sufficient transportation facilities and infrastructure to meet the demand for goods and services users. Capacity performance can be measured based on indicators according to the characteristics of each mode, including the comparison of the number of transportation facilities with the number of people using transportation, between facilities and infrastructure, between passenger kilometers with the available capacity. Capacity performance can be measured based on indicators according to the characteristics of each mode, including the comparison of the number of transportation facilities with the number of people using transportation, between facilities and infrastructure, between passenger kilometers or ton-kilometers with the available capacity (Munawar, 2001). Flexible means that transportation services are carried out without many obstacles, can go anywhere, the trip is carried out quickly or requires a short travel time to reach the destination. With flexible travel, it will provide its own satisfaction for the community because not much time is wasted on the road. Travel that is carried out flexibly can be seen from the traffic aspect that affects the occurrence of traffic density and congestion. The more flexible the travel time can be saved, meaning fuel consumption can be saved which will reduce spending on fuel purchases.

2. Agile Cruising Range of Maxride Bajaj in Overcoming Traffic Jams

Maxride Bajaj's ability to maneuver easily in the middle of city traffic jams makes it an ideal choice for many passengers. Agile cruising range in the sense of avoiding transportation operations from external transportation factors, both in the form of natural disturbances, human disturbances, or other disturbances. This condition can be measured, among others, based on a comparison between the number of disturbances and the number of trips. The minimum service standards for urban transportation based on the type of security are obtained (Peraturan Menteri Perhubungan Republik Indonesia, 2012):

1. Vehicle identity, namely the vehicle number and route name in the form of stickers attached to the front and rear of the vehicle.
2. Vehicle crew identity for drivers to wear uniforms and equipped with driver and company name identities, placing driver name identity card boards, driver ID numbers and company names in the driver's room. While the vehicle crew identity for conductors to wear uniforms and equipped with conductor and company name identities.
3. Lighting that functions as a light source in public transportation to provide safety for service users.
4. Window film on the vehicle's glass layer to reduce direct sunlight.
5. Hazard signal lights as information providers of dangerous conditions in the vehicle.

CONCLUSION

The results of the study indicate that consumer decisions to use Maxride Bajaj are the flexible seating capacity of MaxRide Bajaj and the agile cruising range of MaxRide Bajaj in overcoming traffic jams.

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