

**THE IMPORTANCE, PERFORMANCE ANALYSIS, SERVICE QUALITY AND PRICE OF
MAXIM APPLICATION TOWARDS MANADO USERS**

*PENTINGNYA, ANALISIS KINERJA, KUALITAS LAYANAN DAN HARGA APLIKASI MAXIM
TERHADAP PENGGUNA MANADO*

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Abstract: The purpose of this study was to determine the importance and performance of the Maxim Application service quality in Manado and to determine the importance and performance of the maxim application price in Manado. This type of research is descriptive research with a quantitative approach. The researcher tries to describe and explain how important and the performance of the Maxim application is. A quantitative approach is applied through a questionnaire. To determine the number of samples, the researcher uses a sampling technique for an unlimited number of people. The sample consists of 100 respondents. Data was collected online and questionnaires. Respondents were classified by gender, age, and occupation as part of the questions in the questionnaire. The results of the study show how important these attributes are and how the performance of the attributes is the same for both service quality and price provided by the company. Conclusions are drawn using the IPA (Importance Performance Analysis) tool to relate the importance and value of performance. Researchers give advice to companies in order to improve service quality and even provide a reasonable price based on the results.

Keywords: the importance, performance analysis, service quality, price

Abstrak: Tujuan penelitian ini untuk mengetahui kepentingan dan kinerja terhadap kualitas pelayanan Aplikasi Maxim di manado dan untuk mengetahui kepentingan dan performa pada harga maxim aplikasi di manado. Jenis penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif. Peneliti mencoba mendeskripsikan serta menjelaskan bagaimana pentingnya dan kinerja dari aplikasi Maxim. Pendekatan kuantitatif diterapkan melalui kuesioner untuk menentukan jumlah sampel, peneliti menggunakan sampling teknik untuk jumlah orang yang tidak terbatas, sampel terdiri dari 100 responden. Data dikumpulkan secara online dan daftar pertanyaan responden diklasifikasikan berdasarkan jenis kelamin, usia, dan pekerjaan sebagai bagian dari pertanyaan dalam kuesioner. Hasil penelitian menunjukkan seberapa penting atribut tersebut dan bagaimana kinerja atribut yang sama baik untuk kualitas layanan dan harga yang diberikan oleh perusahaan. Kesimpulan diambil menggunakan alat IPA (Importance Performance Analysis) untuk menghubungkan kepentingan dan nilai kinerja. Peneliti memberikan saran kepada perusahaan agar dapat meningkatkan service quality bahkan memberikan harga yang layak berdasarkan hasil.

Kata Kunci: kepentingan, analisis kinerja, kualitas layanan, harga

Background

Basically, transportation is one thing that plays an important role in human life, even cannot be separated because it is very helpful and supporting people's daily activity. In this era, people have a full access to many types of transportations, such as: air transportation, ground transportation, water transportation, or even underground transportation and space transportation that managed by government or private sectors. In recent years, with the progress and development of information technology, transportation service providers inspired to create an application that could help people daily activities. This kind of development had brings a new look for the transportation service provider, many of them start adopt an online-based application which controls all of their services. Current fact, proof that ground transportation is about start to use this strategy which is using the online-based application to innovate and develop their business. In the urban city like Manado, public transportation still becomes the favorite modes that are chosen by the people to help their daily activities. One of the public transportation that still exist and most chosen in Manado is the motorcycle taxi. Motorcycle taxis usually is just based around the area or territory where we live and can be found in various street corners or crowded places like downtown or even some shopping center.

Along with the development of nowadays technology, there are applications which introduce a motorcycle taxi booking service using technology and adopt the standards of service. Companies strive to create a public transportation that integrated into internet network and based on online application aims to enable the users to access and reach from everywhere along there is an internet connection and the application. From the explanation above, we can conclude that service quality and price are an important or even crucial factor that influencing customer satisfaction towards the service they receive. Service quality can be the measurement of the company to control their business which often based on customer oriented, in other words the service business will running well as the customer get satisfied by the service quality through repurchase the service. Pricing strategy also influencing the customer decision to choose the certain service business that will be used.

Maxim, company from Rusia that already operated since 2003, have been developing innovative technologies for ordering rides, freight transportation, purchase and delivery, help on the road, making our services more modern, accessible and safe. The company began as a small taxi ordering service in Shadrinsk, a small Ural town. It was founded by young engineers from Kurgan, who were experts at industrial processes and production automation. The presence of Maxim as one of the competitors in the online-based transportation ordering app. Maxim also became the one of the most used online transportation services in Manado. Since Maxim have their own office in Manado, Maxim focus on improving all their driver to be equal with other competitor such as Grab and Gojek. Maxim also have the cheapest price for an online transportation, start at Rp8.000 rupiah for Motorcycle and Rp12.000 rupiah for Car. As the development keep arises, the service quality and the price are an important factor that can be measured to know customers' satisfaction and compete with other online transportation. Researcher choose Maxim because researcher see that people began to become daily user of Maxim, even though they already use other online transportation before.

Research Objectives

The objectives of this research are:

1. To know the Importance and Performance on the service quality of Maxim Application in Manado.
2. To know the Importance and Performance on the price of Maxim Application in Manado

THEORETICAL FRAMEWORK**Marketing**

According to Kotler et al. (2009), marketing is management process through which goods and services move from concept to the customer. Nowadays people think that marketing is only about selling and advertising, but both of them are only a little part of marketing. There is some definition about marketing from the expert. Kotler and Armstrong (2012) defined marketing is the process by which companies create value for customers and built strong customer relationship in order to capture value from customers in return. In other definition, Marketing is managing profitable customer relationship. According to Lamb, Hair, and McDaniel (2011), marketing is the activity, set of institutions, and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Service Quality

According to Sánchez-Pérez (2007), service quality is an important factor for the firms who want to gain profitability and productivity through the achievement of differential advantage over their rivals. According to Caruana (2002), service quality is the comparison between what the customers expect and the perception of the service they received. It is how a customer receives the service at the end of the final shopping in the store. Parasuraman, Zeithamal and Berry (1988) has filed five dimensions of service quality, namely: Tangibles, reliability, responsiveness, assurance and empathy.

Tangibles

Tangibles include the physical facilities, equipment, personnel and means of communications as well as an operational vehicles. Thus tangibles form is one of the most concrete indicator. Tangibles are clear evidence of care and attention given by service providers to consumers. The importance of these tangibles dimension will regenerate image service provider, especially for new customers to evaluate the quality of services. Companies that do not pay attention to the physical facilities will foster confusion or even damage the image of company.

Reliability

According to Lovelock (2009), reliability to perform the promised services dependably, this means doing it right, over a period of time. That means, the reliability is the company's ability to display the promised service accurately and consistently.

Responsiveness

Responsiveness is the ability of company performed by direct employees to provide fast and responsive services. Responsiveness can foster a positive perception of the quality of services rendered. Including In the event of failure or delay in delivery of services, service providers seek to improve or minimize the loss of consumers immediately. This dimension emphasis on attention and speed of the employees involved to respond requests, questions, and complaints of customers. So the component or element of this dimensions consists of alertness of employee in serving customers, employee in serving customers speed, and handling customer's complaints.

Assurance

Assurance or guarantee the knowledge and behavior of the employee to build trust and confidence in consumers to services offered. This dimensions is very important because it involves the perception of consumers against the risk of high uncertainty of the ability of service providers. The company builds consumer trust and loyalty through employees involved directly addressing consumers. So the components of this dimensions consists of employee competence which includes the skills, the knowledge that employees have to do service and credibility of the company covering matters relating to consumer confidence to companies such as, corporate reputation, achievements and others.

Empathy

Empathy is the ability of the company which carried our directly by the employees to give attention to individual consumers, as well as sensitivity to the needs of consumers. So the components of this dimension is a combination of access that is ease to use services offered by the company, communication is the ability to do to convey information to consumers or obtain input from consumers and understanding an effort to know and understand the needs and desires of consumers. From the explanation above, it can be concluded that service quality is how far the difference between the reality and expectations of customers for the services that they receive.

Price

According to Kotler et al. (2005), price is all around us, in the narrowest sense, price is the amount of money charged for a product or service. Kotler and Armstrong (2012) explained that price is one element of marketing mix that generates revenue, other elements generate costs. While Tjiptono (2008) explained that price is one of important variables in marketing, where price can influence consumer in taking decision to buy a product, for various reasons. Swastha (2010) explained that the price is the sum of money (plus some items if possible) needed to obtain some combination of goods and services.

Customer Satisfaction

Woro and Naili (2013) stated that customer satisfaction of transportation services, namely:

1. Compliance with the expected service, in this case relating to customer perception whether the quality of the services it receives in accordance or not with the promised service provider to the customer's satisfaction.
2. Compliance with the rates paid services, in this case relating to customer perception on what the service they receive accordance with cost or fee they paid.
3. Customer satisfy with the service offered, in this case related to the perception of whether or not the customer satisfied on the service offered compared to other service providers.

Previous Research

Manuel Sánchez-Pérez, Juan Carlos Gázquez-Abad, Gema María Marín-Carrillo, and Raquel Sánchez Fernández (2007) examined the relationship between service quality and behavioural purchase intentions in the public-sector transport industry in Spain. The study first identified five distinctive research streams in service quality. An empirical analysis is then carried out in which the SERVPERF scale is adapted to the study of service quality in the public-sector transport industry. The study then examined the relationship between service quality and purchase intention using an aggregated ordered logit model. The findings confirmed a relationship between the five dimensions of service quality and purchase intentions.

Mardikawati Woro and Farida Naili (2013) determined the influence of customer value and service quality to customer loyalty, through customer satisfaction of Bus Efisiensi. The location of this research was the reservations in Ambarketawang Gamping, Yogyakarta. The population was all passengers of Bus Efisiensi. The sample was passengers who meet the criteria as customers who have used the Bus Efisiensi more than 3 times in the past 3 months by as many as 100 respondents. The sampling technique used was purposive sampling. The analysis used in this research is the Structural Equation Modeling (SEM). The results of this study: (1) respondents are satisfied with the bus service; (2) PO Efisiensi has provided better quality of service; (3) respondents who are satisfied will provide the foundation for their long-term relationship to the company; (4) the customer will form expectations about the value and act on it, and they evaluate offers; (5) service quality has a positive influence on customer loyalty through customer satisfaction.

Albert Caruana (2002) started by first delineating the concept of service loyalty and proceeds to distinguish between service quality and customer satisfaction. A mediational model that links service quality to service loyalty via customer satisfaction is proposed. Appropriate measures are identified and a postal survey is undertaken among 1,000 retail banking customers. A response rate of 20.5 per cent is obtained. Results indicated that customer satisfaction does play a mediating role in the effect of service quality on service loyalty. The effects of a number of demographic indicators on service loyalty are also reported.

Conceptual Framework

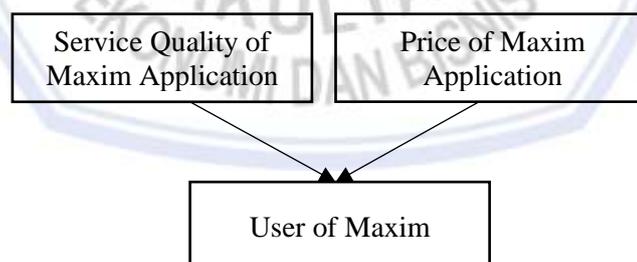


Figure 1. Conceptual Framework

Sources: Data Analysis (2021)

RESEARCH METHOD

Research Approach

The type of this research is descriptive research with quantitative approach. Hair et al. (2007) stated that descriptive research is design to obtain data that describes the characteristics of the topic of interest in the research. Descriptive mean in this study researcher tried to describe and explain how the importance and performance of Maxim Application. The quantitative approach is apply through questionnaire. Questionnaire

are an efficient data collection mechanism. This research will use an online questionnaire means the questionnaire will be made and distributing via internet. Sekaran and Bougie (2009) stated Questionnaire can be administered personally, mailed to the respondents, or electronically distributed. The online questionnaire surveys are easily designed and administrated.

Population, Sample Size and Sampling Technique

The population in this research is all the people in Manado which already use the online-based application "Maxim" and all of its feature. To determine the amount of the sample, the researcher used the sampling technique for unlimited amount of people according to Rao (1996) as follow:

$$n = \frac{z^2}{4(moe)^2} = \frac{1,96^2}{4(0,1)^2} = 96,04 = 100$$

Description:

n: number of samples

Z: normal distribution level at 5% significant level (1.96).

Moe: margin of error max, is the maximal fault rate of sampling that can still be tolerated, by 10%

The total sample is 100 people in Manado which already experience the Maxim Application that convenience to fill in the questionnaire. According to Sekaran and Bougie (2009) the sample size of more than 30 and less than 500 is appropriate for most research.

Type of Data and Data Sources

The data collection in this research is the use of primary data and secondary data. Primary data is a data source that directly provides the data to researcher, which is collected from the questionnaire that has given to respondent. Secondary data is a data source which does not directly provide the data to researcher for example from the others or documents (Sugiyono, 2013).

Data Collection Method

Primary Data

These types of data directly collect from participants of this research. Primary data is collected first-hand for subsequent analysis to find solution to the problem research (Sekaran and Bougie, 2009). The primary data of this study gets from the results of questionnaires. The questionnaires are distributed to respondents so they can respond directly on the questionnaires. There are two part in the questionnaires, first is asked about respondents identity and the second is asked about things that related with the variables. Questionnaire are distributed to respondents.

Secondary Data

Secondary data is research that already available or existing data which is collected by the previous research and use to support the statements that are used in this research analysis (Burns and Bush, 2006). Secondary data is taken from information or supporting data from the books, journals, articles, and internet. These secondary data were used in the background, literature review, research method, and discussion.

Operational Definition and Measurement of Research Variable

In this research, the researcher was used SERVQUAL and Price as the variables.

Table 1. Measurement of Research Variable

Weight	Answers	
	Importance	Performance
5	Strongly Important	Strongly Satisfy
4	Important	Satisfied
3	Less Important	Less Satisfy
2	Not Important	Dissatisfy
1	Strongly Not Important	Strongly Dissatisfy

Source: Data Processed, 2021

A scale can be created as the simple sum of questionnaire responses over the full range of the scale. Likert scaling assumes distances between each item are equal. A likert item is simply a statement that the respondent is asked to evaluate by giving it a quantitative value on any kind of subjective or objective dimension,

with level of agreement/disagreement being the dimension most commonly used. Likert scaling like measuring either positive or negative response to a statement.

Testing of Research Instrument

Reliability Test

Reliability is a property of the scores on a test for a particular group of examinees Crocker and Algina (1986). According to Sekaran (2003), the reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set. Reliability test can be measured from Cronbach's Alpha method by using statistical software SPSS. It is a reliability coefficient that indicates how well the items in a set are positively correlative to one another. The closer Cronbach's Alpha is to 1 or above 0.6 the higher the internal consistency reliability.

Validity test

Validity is related to measurement with the right concept and reliability with stability and consistency of measurement (Sekaran and Bougie, 2009). Validity test is the testing of the result of respondents' answer whether consistent or reliable from time to time. Validity test is a testing the connection or relationship between the item in question in one variable. Validity test used to measure the validity of the questionnaire. To analyse that, Pearson Product Moment was used. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid.

Data Analysis Method

Importance-Performance Analysis

The Importance and Performance Analysis conceptually rests on multi-attributes model. This technique identifies strengths and weaknesses of a market offering in terms of two criteria that customer use in making a choice. One criterion is the relative importance of store atmosphere. The other is customers' evaluation of the offering in terms of those indicators of store atmosphere. After determining those indicators that are worthy of subsequent examination, customers are asked two questions. One relates to the salience of the store atmosphere and the other to the company's own performance in terms of delivery of those attributes. Importance Performance Matrix is divided into four quadrants based on Importance-Performance measurement result as shown in the figure below:

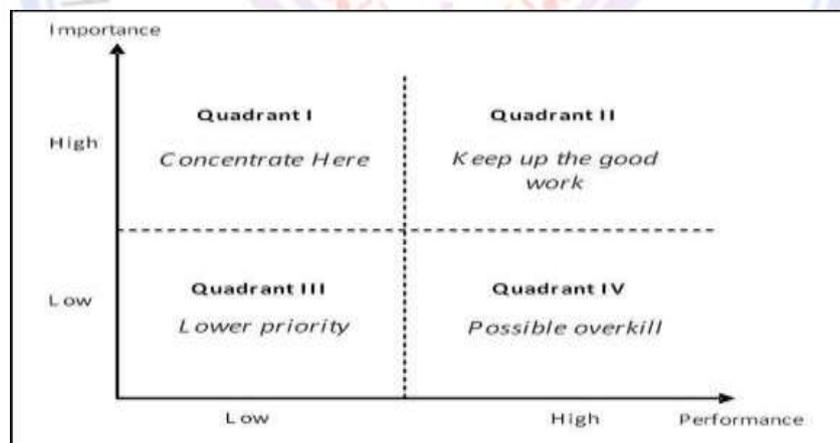


Figure 2. IPA Framework

Sources: Martilla and James (1977)

RESULT AND DISCUSSION

Result

The result of this research was obtained by using Important – Performance Analysis to analyzing the service quality and price of Maxim Application in Manado.

Characteristic of Respondent

The sample consists of 100 respondents. The data are collected by online questionnaire. The respondents are classified by gender, age, and occupation as the part of the question in questionnaire. That information's can be seen below.

Gender

Figure 3 shows the gender classification of the respondent that have participated in this research. The total respondent are 100 respondent.

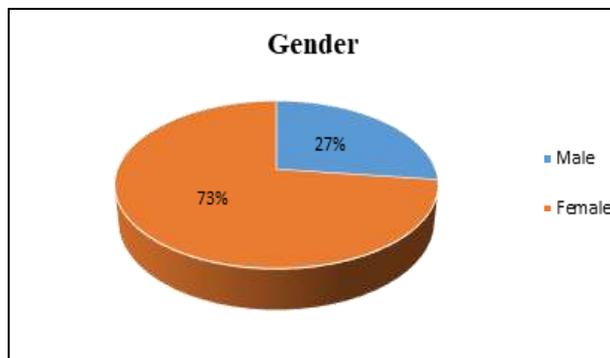


Figure 3. Respondents Gender Classification

Source: Data Processed, 2021

The characteristic respondent based on gender is shown in figure 4.1. It shows that the highest percentage is female which are 73% and followed by male which is 27%.

Age

Figure 4 displayed the percentage of respondent classified by age. The respondent age divided into three classification that likely represented differentiations of age of the customers. The characteristics of respondent based on age in this research are classified into three classes as shown in figure 4.2. Most of respondent in this research are aged between 20-24 years old which is 85%, followed by respondent that have age between 15-19 years old, and the lowest percentage of respondent comes from age 25-30 years old which is 4%.

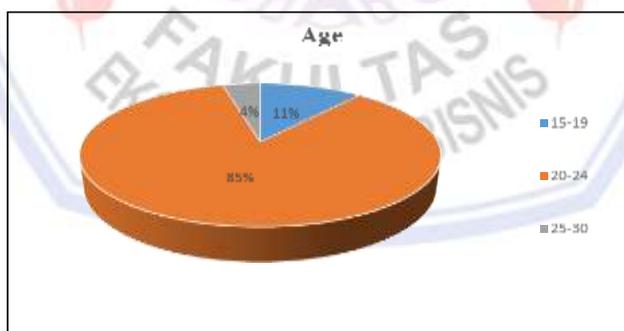


Figure 4. Respondents Age Classification

Source: Data Processed, 2021

Occupation

Figure 5 displayed the percentage of respondents classified by occupation. The respondent occupation divided into four of classification that likely represented differentiations of occupation of the customers.

The characteristics of respondent based on occupation is shown in Figure 5. It shows that the highest percentage is college student which are 82%, followed by private employees with 11%, the 6% comes from various occupation such as doctor, freelancer and contact employee. For the rest 1% is come from state employees.

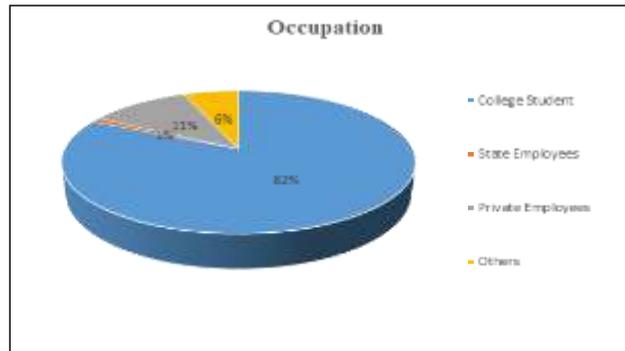


Figure 5. Respondents Occupation Classification
 Source: Data Processed, 2021

Validity and Reliability Test

Validity Test

Validity test is aimed to test whether the question items or indicators are able to measure what is supposed to be measured. By comparing correlation index in Pearson Product Moment Correlation Coefficient to test the validity of variables, with significance level of 5% it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

Table 2. Validity Test

		avr_impr	avr_perf	avr_impr_perf
avr_impr	Pearson Correlation		1	.381**
	Sig. (2-tailed)			.724**
	N			.000
				100
		100		
avr_perf	Pearson Correlation	.381**		1
	Sig. (2-tailed)	.000		.914**
	N	100		.000
				100
			100	
avr_impr_perf	Pearson Correlation	.724**	.914**	
	Sig. (2-tailed)	.000	.000	1
	N	100	100	
				100

Source: SPSS Output, 2021

Table 2 shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reliability Test

Reliability test is to measure if one item of question tested several times would give consistent value. Reliability analysis was using the Alpha Cronbach Analysis.

Table 3. Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.833	3

Source: SPSS Output, 2021

Table 3 shows that Alpha Cronbach is 0.833 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Importance Performance Analysis of Service Quality

The results of the analysis in this chapter attempts to answer the problem contained in this research. There are eight attributes on measuring the level of importance and performance analysis of Maxim Application’s service quality, namely: The completeness attributes of Maxim Application, condition of the motorcycle, 24hours full service, easy to order, Maxim driver responsiveness towards customer order, Maxim driver’s knowledge, Driver Maxim attitudes and how the customer feel safe when using Maxim Application.

Table 4. Attributes, Importance Mean, Performance Mean, Quadrant

Service Quality Attributes	Importance Mean	Performance Mean	Quadrant
Maxim driver wearing full attributes (helmet and uniform) of Maxim’s	4.11	3.87	3
Maxim driver using a good condition of motorcycles	4.78	4.2	2
Maxim give 24 hours service	4.35	4.14	4
Customer feel easy to order Maxim Application	4.71	4.37	2
Maxim driver responsive to customer order	4.65	3.91	1
Maxim driver knowledge of addresses and traffic understanding	4.7	3.93	1
Driver Maxim able to drive well	4.88	4.2	2
Customer feel safe when using Maxim Application	4.82	4.4	2
Average	4.625	4.127	

Source: Data Processed, 2021

From the table 4 above, we can see the mean of each attributes in Price. It shows that the importance of the affordability price of Maxim Application is the highest mean $x =$ importance of Maxim Application’s price accordance with the travel distance $x = 4.59$, followed by the 4.5 , the importance of motorcycle condition $x = 4.78$, importance of the ease of ordering Maxim Application $x = 4.71$, importance of Maxim driver knowledge of addresses and the understanding of traffic $x = 4.7$, importance of Maxim driver responsiveness $x = 4.65$, importance of 24 hours service of Maxim Application $x = 4.35$ and the lowest is importance of Maxim driver wearing full company attribute (helm and uniform) of Maxim’s $x = 4.11$.

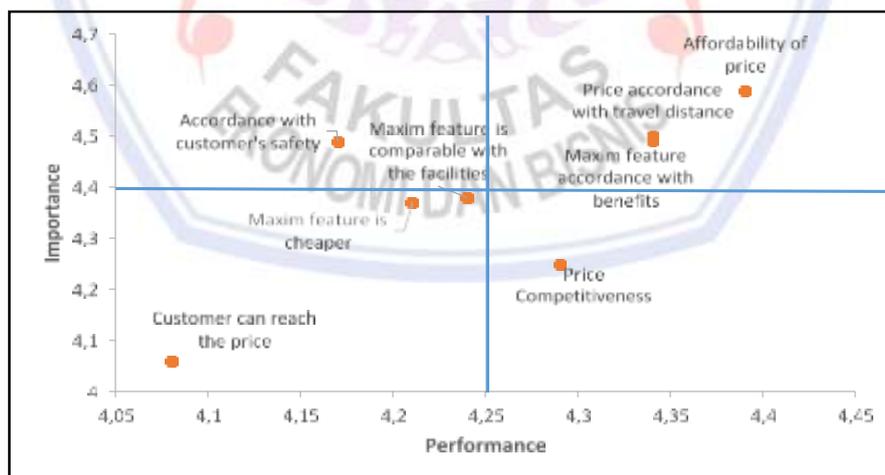


Figure 6. Data plotting of Price Attributes

Source: Data Processed, 2021

Discussion

Based on the problem statement in this research, the researcher attempts to answer that question, which already expounded earlier and again will be mentioned as follows:

How is the Importance and Performance of Service Quality on MAXIM'S application in Manado?

This research has identified each eight attributes for the service quality and price on Maxim's Application, for service quality the attributes are: The completeness attributes of Maxim driver, the motorcycle condition, Maxim Application 24 hours full service, ease of ordering, Maxim driver responsiveness towards customer order, Maxim driver's knowledge about addresses also understanding of traffic, Driver Maxim attitudes and how the customer feel safe when using Maxim Application. For the Service Quality, the research shows that Maxim Application driver's skill to drive well is very important to customer compared with others attributes. It then followed by a customer feel safe when using Maxim Application, Maxim Application provide a good condition of the motorcycle to the customers, ease of ordering Maxim Application, Maxim driver knowledge about addresses also understanding of traffic and Maxim driver's responsiveness. After that Maxim Application gives 24 hour service and the completeness of wearing Maxim's attributes are below the average level of importance for customers and have the lowest level of importance of customer Maxim Application based on the data plotting.

How is the Importance and Performance of Price of Maxim Application in Manado?

For the price, researcher also considered eight attributes to determine how is the importance and the performance, those attributes in this variable are: affordability of price, customer can reach the price, price competitiveness, Maxim Application has cheaper price from the other public transportation, the accordance with customer's safety, the comparison with the facilities delivered to the customer, the accordance with travel distance and the accordance with customer benefit. The result shows the affordability of price is very important to customer compared with others attributes. It then followed by Maxim Application price accordance with travel distance, price accordance with the safety of customers and price accordance with customers' benefit. After that Maxim's features price comparable with the facilities given to customers, the price is cheaper than other public transportation, the price competitiveness is below the average level of importance for customers and the last is customer can reach the price have the lowest level of importance of customer Maxim Application based on the data plotting.

CONCLUSION AND RECOMMENDATION

Conclusion

All the respondent was asked how important are those attributes and how the performance of the same attributes either for Service Quality and Price delivered by the company. The conclusion below are drawn using IPA tools to link the importance and performance value.

1. For the service quality, there are four attributes that perceive important to the customer which are customer feel safe when using Maxim Application, Maxim driver able to drive well, Customer feels easy to ordering Maxim Application and Maxim driver using a good condition of the motorcycle.
2. For the Price, those attributes such are Maxim Application had an affordability price, the price accordance with the travel distance and the price accordance with the customers' benefit, considered important to the customers and at the same time the company delivers a good service even better performance to the customers.

Based on the explanation above, averagely for those two variable in this research which are service quality and price mostly are important and at the same time the company deliver a good performance even the average of performance is a little bit lower than the importance. It means the company need to improve or increase their performance in order to keep the market share created and satisfying all the customers.

Recommendation

The researcher provided recommendation to the company in order to improve the Service Quality even deliver a worth price based on the result above. The recommendation is listed as follows:

1. For the service quality's attributes which got score lower the average, Maxim's needs to improve all of them in order to keep the market share they have already created otherwise to keep satisfying their customers.
2. For all the service quality's attributes that have scored higher the average level of importance and performance, means the company already provides good performance to the customers. Those attributes are Maxim driver's skill, customer feel safe when using Maxim Application, motorcycle condition and ease of

- ordering, the company have to keep up the good performance and more maintain it, in order to satisfy the customers and make them keep using Maxim Application.
3. For all of the price's attributes which have low importance or performance neither bit of it, the company needs to improve and more emphasize even give a little bit more attention to those attributes. An action such as re-structure the pricing strategy could be one consideration for the company. For the accordance with customer's safety Maxim's need to pay attention about that because of transportation safety became a crucial thing for the customer. For the price Maxim's need to consider about the accordance with the facilities that provide to the customer, in order to keep satisfy all the customer with the facilities they have received. Maxim's also need to do a promo or something like price discount in order to keep the customer using Maxim Application and feel worth with all what they have paid. For the price competitiveness also, Maxim's need to consider again about how could the price are suitable or comparable with customers' needs. Maxim's also needs to consider again about the price so it can keep competing with other public transportation service, of course, through consider any steps in pricing strategy in order to keep the competitiveness in public transportation provider in Manado. The point is, the company has to maintain well, the pricing so that the customer will keep choosing Maxim Application as their modes of transportation and keep competitive in the market with other public transportation.
 4. Meanwhile, for those attributes of price that have higher scores for importance and performance, such as Price accordance with the travel, affordability of price and Maxim Application's price accordance with the benefits, means the company already given a suitable side view of the price for the customers. The company such already give an affordability price and also worth with the travel distance. As the newcomer in Manado, Maxim's has already performed well in delivering brand new looks in transportation services, but they need to keep maintain their service quality and pricing strategy. It is hoped that by maintaining such good performances, the customer will be satisfied and will be their loyal customers in order to achieve company's goals.

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