



JPM

Jurnal Pengabdian Mandiri

Volume 1 Issue 1, 2024 (5-8)

ISSN (*online*) :

Homepage : <https://jurnalunived.com/index.php/MANDIRI>

Doi : <https://doi.org/10.37676/mandiri>

DEVELOPMENT STRATEGY AND MARKETING SYSTEM OF MAXIM KELURAHAN TANAH PATAH KOTA BENGKULU, BENGKULU PROVINCE

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Received [09-04-2024]

Revised [21-05-2024]

Accepted [06-06-2024]

Abstract. This Thematic Community Service Program (KKN) aims to find out how the marketing communication strategy carried out by Maxim company in increasing Competitive Advantage in Bengkulu City. Maxim continues to develop and improve the quality of its products by maintaining the comfort of customers and drivers. Product Innovation, that Maxim has launched several product innovations that can support and assist application users in carrying out their daily activities. Time to Market, in conducting promotional strategies Maxim has carried out marketing promotions both offline and online. So that the output that you want to produce from this activity is a scientific article in the Journal of Community Service, a video of activities published on GoogleDrive and a Final Report in the form of a Report on the Results of the Implementation of Thematic KKN UNIVED Bengkulu Period 1. The methods used in Thematic KKN are participation, observation, interview, literature study and documentation.

Keywords: *Strategy, Maxim, Bengkulu City, Service, Customer*

INTRODUCTION

Along with the development of technology, businesses in the field of online transportation services in Indonesia at this time continue to experience development. The transportation business has now penetrated on an online basis or utilizes advances in internet technology in the service process, starting from how to order, pay, service assessment and so on. This online transportation service business aims to facilitate all levels of society in carrying out their various activities in everyday life. Online transportation usually uses an application platform on a smartphone and utilizes internet technology in running it, this application functions as a liaison between consumers and service providers that can facilitate the process of using it to get services and services that will be used later.

The increasing need for online transportation has led to many new companies starting to open business opportunities in the field of online transportation. This makes online transportation service providers in Indonesia increasingly competing or competing fiercely in attracting consumers with various product offerings provided. This intense competition can be seen from how each online transportation service company provides its services, starting from the various price discounts provided or discounts with certain conditions that make consumers more selective in adjusting their wishes in using these online transportation services. The main objective of this community service program is the development strategy and marketing system of maxim kelurahan tanah patah kota bengkulu, bengkulu province.

RESEARCH METHODS

The methods used in the implementation of the internship are:

1. Participation method, which is a method used by participating or assisting in activities carried out by employees of the Tanah Patah Urban Village, Bengkulu City, Bengkulu Province.
2. Observation method, which is an activity of observation and direct involvement in the field in obtaining the necessary data.
3. Interview method, which is a verbal activity with the aim of obtaining information directly about the marketing system and maxim strategy of Kelurahan tanah patah, Bengkulu City, Bengkulu Province.
4. Literature study method, which is a source that is used as a reference material in the form of data collection from websites, journals, books or archives.
5. Documentation method, which is an activity that aims to document every activity in the form of photos, videos, and notes.

RESULTS AND DISCUSSION

Based on the KKN activities carried out on Maxim Managers, Drivers and Users from the service dimensions of Reliability, Responsiveness, Assurance, Empathy, and Tangibles, it will be analyzed what aspects are problems or obstacles in their implementation. The following is a discussion of the results of the research that has been done.

1. Reliability According to Tjiptono & Chandra (2019) in Ernes et al. (2022) reliability includes two main aspects, namely performance consistency and trustworthiness. Reliability in general is the ability that every employee must have in order to be able to provide quality service in accordance with what the company promises to customers. In relation to the theory put forward above, the results found in the field show that Maxim Bengkulu City has been good at implementing the Reliability aspect, this can be seen from Maxim staff who always consistently provide services to customers, Maxim staff and drivers have also been well selected in order to provide good service, Maxim drivers have sufficient ability and knowledge of the order area, and from the customer's side see that Maxim is also one of the online transportation in Bengkulu City which is quite popular among the public and has also gained the trust of the public.
2. Responsiveness, According to Parasuraman, the willingness to help consumers and provide fast and precise service. This dimension emphasizes attention and accuracy in dealing with customer requests, questions, complaints and problems. In theory, the responsiveness dimension emphasizes the level of service carried out by service providers and implementers in order to provide services quickly and precisely and be able to resolve complaints and provide solutions to requests from consumers. Based on the results illustrate that the responsiveness of Maxim employees in meeting customer needs and the ability to meet customer complaints is still not going well, in general employees have tried to respond to each customer well but in reality there are a lot of negative responses from Maxim drivers themselves.
3. Assurance, Defined as employee knowledge and courtesy and the ability of service providers and their employees to provide trust and confidence to consumers. The trust given by service providers may be realized through someone who connects customers to the company. When referring to the theory, the Assurance dimension is used, then to see the extent of the success of the managers and implementers in providing maximum service is assessed from several things, namely, the behavior of the employees is able to generate customer trust in the company, and the company can create a sense of security for its customers. Based on the results of research on assurance consisting of guarantees of legal protection for drivers and also cost guarantees, time guarantees and safety in driving are

provided by drivers to customers, while from the customer's side they feel safe and comfortable with the services provided by drivers.

4. Empathy, Empathy according to Tjiptono & Chandra (2019), namely the company understands the problems of its customers and acts in the interests of customers and pays attention to customers. Service will run well if every party concerned with the service has a sense of empathy in completing the same commitment to service. Empathy in this case provides sincere attention and a sense of caring which includes a non-discriminatory attitude, attention and concern for customers as well as hospitality and courtesy provided by maxim employees and drivers to customers in providing services. The results show that the attitude of Bengkulu City maxim and drivers in providing services to customers is considered good enough, there are efforts to respect each other, be polite and try to provide comfort to customers, although there are some drivers who still get negative reviews from customers.
5. Tangibles, Tangibles according to Tjiptono & Chandra (2019), which is related to the attractiveness of physical facilities, equipment and materials used by the company and the appearance of employees. Tangibles (Physical Evidence) in service quality is a form of real physical actualization that can be used by employees in accordance with their use and benefits that can help the services received by customers who want services so that they are satisfied with the services provided while showing good work results. The results show that the availability of facilities and infrastructure at Maxim Bengkulu City that support the work of the drivers cannot be said to be good, this can be seen from the application for ordering customers that are not yet optimal, there is no e wallet payment facility for more efficient payment times, but besides that, related to the feasibility of the vehicle used by the driver is feasible and for the completeness of the attributes is complete.

The Maxim Strategy in the Development of City Transportation can be seen in the points below:

1. Increase transportation employees, Maxim Bengkulu City is still opening vacancies for driver partners who want to join Maxim services, this is one of the strategies carried out by maxim to develop City transportation that can compete competitively.
2. Cheap Transportation Costs, Maxim Bengkulu City implements a strategy by offering relatively low costs in its services for all groups, be it students, students, employees or the community to attract consumer interest.
3. Rules for drivers, Establish rules for drivers to avoid crimes that consumers do not want, if they violate them, maxim will terminate the employment contract with the driver and submit the problem to the police for further action.
4. Doing promotion, The strategy carried out by maxim in developing City transportation is by conducting promotions, this aims to disseminate information about maxim services, and attract people to use online transportation services provided by maxim.
5. Guaranteeing the safety of drivers and customers, Maxim provides a guarantee of legal protection for drivers as a strategy to prevent fictitious orders that can threaten the safety of drivers.

Then maxim drivers are also equipped with work rules that must be carried out in carrying out this service to provide a sense of security and comfort for customers. Straetgi maxim some things have been achieved and applied in providing services and development of City transportation as well as in overcoming problems related to drivers and customers, however, not fully maxim strategy is running as well as in overcoming the problem of map inaccuracies and travel routes there is still no response to what it will be like from the maxim in overcoming this, so far there has been no plan or program to add other features in accordance with customer desires such as additional payments and maxim food partners that have not yet been realized.

CONCLUSION

Based on the results, it can be concluded that the service dimensions of Maxim Bengkulu City are, maxim strategy in Realibility offers cheap transportation services and uses the characteristic yellow color as branding. Responsiveness in the maxim strategy offers a reservation feature that is useful for saving time. Assurance in the maxim strategy provides guaranteed protection for drivers and customers. Empathy in the maxim strategy shows a non-discriminatory attitude to all customers, drivers provide friendly service and there is an effort to respect each other. Tangibles in the maxim strategy provides rules that must be obeyed and carried out by drivers so that the services provided to customers must refer to the service provisions set by the maxim Things that are very good are done in the development and marketing system that is quite good in the maxim of bengkulu city outahan tanah patah.

To carry out the role of a reliable maxim strategy, Maxim Bengkulu City is expected to provide training for drivers and better evaluation. The company is expected to add e wallet payment features, add partners for ordering maxim food, add a driver rating feature to provide an assessment of the driver's performance. It is hoped that the company will also improve the application system and optimize GPS and maps as well as determining accurate location points so that it can provide comfort to customers. For further researchers, it is hoped that they will be able to present informants who fully understand the problems and research needs because this research has limitations in it, the lack of informants and sources of information from within maxim itself. In collecting data using interviews, the information provided by informants sometimes does not show the real opinions of informants, therefore for future researchers to use elements of observation, and documentation in data collection to strengthen the research conducted. It is also expected that future researchers will have objects that can be expanded and not limited to maxim companies, but also other sector companies that play a role in online transportation in Bengkulu City.

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