

The Role of Management Information System in the Transportation Industry on the MAXIM Applications

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Abstract. Information systems have become important in the transportation industry, especially in the digital era like now. Transportation Tools, such as Maxim, have Utilized information technology to improve efficiency and quality of service. This research aims to understand the role of information systems in the transportation industry, with a focus on Maxim's means of transportation, and how these information technologies help improve service quality and operational efficiency.

Keywords: Business, E-Commerce, Shopee, Management Information System.

BACKGROUND

Both the economy and culture are affected by the accelerating advancement of technology and science (Faeni et al., 2023). Lifestyle changes usually indicate cultural changes. Almost everyone around the world is influenced by the practical and instant lifestyle that has evolved in the modern era (Faeni, 2024). The instant lifestyle emphasizes practicality, speed, and time efficiency. Undoubtedly, this affects manufacturers as they create services that are tailored to the lifestyle of the population. Transportation is a business that is affected by the shift in the lifestyle of the population..

Online transportation companies, also known as online motorcycle taxis, use smartphone apps to enable easy payments both in cash and through apps. Therefore, users do not need to travel long distances or conduct negotiations. In addition, ease of use and payment can be achieved through an application called Go-pay.

Maxim, a new ride-hailing company that has emerged in Russia, is making several points in seven cities. In 2010, they had 17 points, which then increased to 22 points per year. Maxim has an office in Jakarta in 2018 under the auspices of PT Teknologi Perdana Indonesia. This online transportation service has expanded to many cities in Indonesia, including Solo. Maxim offers special features that Grab and Gojek do not have due to fierce competition. These features include difficult route listing, notifications about luggage and pets, and notifications

about the amount of money refunded that consumers receive (Yohana Walangitan et al., 2022). It allows Maxim to compete with Gojek and Grab which are the first to enter the city of Solo .

Maxim provides delivery services, towing damaged vehicles with other vehicles, and delivery of starter batteries (Muriati & Rino, 2022). The company views service quality as one of the important things to be achieved because it has a big impact on the acquisition of new consumers and also prevents old consumers from switching to other competitors. Service quality is defined as a superior level and it is expected to control such a level of excellence to cover consumer needs (Safitri & Hayati, 2022).

With this background, the problem formulation for the development of a hypothesis for further research is as follows.

1. What is MAXIM?
2. What are the features of MAXIM?
3. What are the benefits of MAXIM's services?
4. What are the obstacles in MAXIM's service?

THEORETICAL STUDY

Management Information System

SIM (Management Information System) is an integrated set of steps that combines and produces reliable, significant, and well-structured data to support the decision-making process in an organization (Arwini & Juniastra, 2023).

More specifically, it is a series of procedures that collect, analyze, and present data with useful methods for making decisions (Wulur et al., 2023). This system functions as an instrument that is so effective in checking as well as directing the company's processes (Saprida & Nasution, 2023).

The main focus is how to manage all data collected at various levels of the company and summarize information to simplify and improve the quality of decision-making to increase the company's profits and productivity to present it (Wijoyo et al., 2023)

These systems are generally computer-based and range from simple Excel spreadsheets to more advanced platforms. The data collected and analyzed by the system usually takes data from sources and internal and external (Faeni, 2024).

Transportation Industry

The transportation service industry plays a very important role in society. The limitations of transportation facilities are very significant, hindering the smooth running of various daily human activities (Choriliyah et al., 2019).

Local people use modes of transportation to facilitate daily activities. Everyone needs transportation for all kinds of activities such as work, school, travel, and other activities. Therefore, it is not surprising that businesses in the transportation sector continue to grow from year to year. This can be seen from the increasing number of transportation service users (Aziah & Adawia, 2018).

To meet consumer needs, companies are competing to offer a variety of transportation options, especially land transportation including motorcycle taxis, buses, trains, public transportation, taxis, and so on. The company dominates the transportation market, competing to attract consumers by offering fast and convenient services (Santoso, 2010).

The emergence of startups such as Grab, UBER and Go-Jek is certainly a challenge for other transportation companies, especially taxi companies (Arwini & Juniastra, 2023).

RESEARCH METHODS

This study applies applied descriptive research methods with qualitative research methods. Qualitative research is a method used to understand social phenomena by trying to explain the meaning of the life experiences of certain individuals or groups. This approach involves the collection of detailed and descriptive data, as well as in-depth analysis to develop theories or understand specific phenomena. Qualitative research is oriented towards a deep understanding of social phenomena in their original context. This method explores and explains the complexity of human interaction or the social environment. This approach emphasizes the uniqueness of each case, in-depth field research, and the use of different types of data to gain a deeper understanding of the phenomenon.

RESULTS AND DISCUSSION

Utilization of SIM in E- Commerce Business on the Shopee Application

Maxim is an online motorcycle taxi company from Russia that is known for the yellow jackets worn by its driver-partners. Maxim initially provided small taxi services in difficult towns in Russia's Ural Mountains (Tsalisa et al., 2022).

Maxim was founded in 2018 by engineers specializing in manufacturing technology and computer production processes. Currently, Maxim has been present in several countries, including Indonesia. Maxim's online motorcycle taxi service is available in around 47 cities across the country (Kapriani et al., 2021).

Maxim features

1. **BIKE:** Online motorcycle taxis use motorcycles as a means of transportation to make it easier for customers to travel and save time.
2. **CAR:** Online motorcycle taxis use cars as a means of transportation to make it easier for customers to travel and provide comfort during the trip.
3. **FOOD:** The features in Maxim allow customers to order food or drinks at any time easily.
4. **DELIVERY:** In the delivery service, there are two features that include ordering food or products and purchasing goods from the store. There are two types of fleets, bicycles and cars, which help protect consumer orders, especially during rainy weather.
5. **CARGO:** The feature in the Maxim app allows consumers to send goods both within and between cities using just one app, with it recommended to order in advance before delivery.
6. **LIFE:** In this "life" feature, there are three services, including cleaning services, massages from male and female therapists, and laundry services.
7. **HELPER:** A feature that provides assistance in lifting goods or unloading loads.

MAXIM Benefits

Maxim provides the convenience of online transportation at a more affordable price than its competitors, as well as a variety of services that are very useful for daily activities.

MAXIM Constraints

The online motorcycle taxi system is highly dependent on technology and a stable internet connection. Disruptions to the system or network can hinder users from booking transportation.

Even though online motorcycle taxis are equipped with security features, there are still risks that need to be considered such as fraud, accidents, or criminal acts. Users are advised to be careful in choosing trustworthy drivers and follow the security guidelines provided by the app.

Online motorcycle taxi services are generally limited to certain areas and cannot deliver users to locations that are too far away. This can be a hindrance if the user needs to travel to a place that is far away from the current point.

CONCLUSIONS AND RECOMMENDATIONS

From the previous description, it can be concluded that the MAXIM service facilitates the public with fast and practical online transportation. The various features available support various daily activities of the community. It can improve the quality of services and available features, as well as improve security in the use of the MAXIM application so that users feel comfortable and avoid risks that may be posed by irresponsible parties.

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