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Online Transportation Tariff Application (Maxim) In Padang City Revised from Islamic Business Ethics

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Abstract

The study was overturned by the fact that consumers who have used the maxim online transportation service in the rural city, where the consumer when using the service initially started its rates are changing and not in accordance with the initial booking. However, at the time the consumer has reached the target Maxim tariff rises for reasons given by the driver unknown. This type of research is a field research with the technique of interviewing stakeholders directly related to the issue the author discusses. Next to answer the problem formula, data in analysis with qualitative descriptive techniques. The result, suggests that in the implementation of the existing Maxim apalikasi system in the field town, the initial tariff set by the maxim driver is not in line with the initial agreement. Initially before the pickup of consumers, the tariff was written on an application worth Rs 10,000 rupees, after the driver arrived at the customer pickup address, then the driver sent the consumer to the destination. After that, until the initial tariff of Rs 10,000 has changed to Rs 14,000. The Islamic business ethics review of the business behaviour of Maxim companies in Padang City is not in line with the Islamic ethics of business. It is a deceitful thing, which is the price or the price of the first order, when it has arrived.

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Intriduction

Maxim online transportation company has company regulations that must be followed by every driver customer to provide a comfortable service to users of online transport services Maxim, i.e. Operational Standard Procedures (SOPs), company rules, drivers and users of transportation services. (Hendrick et al., 2018) This online transportation Maxim has Operational Standard Procedures on service procedures, such as provision of services to a breach of pickup as well as fee rates, as in the standard Maxim informs consumers, about the delivery of drivers by informing the brand, model, color and vehicle characteristics. (Wijaya, 2016) However, if between the driver and the customer does not correspond to what is described in the Maxim application, the Maxim company has a provision in the matter. Where in the SOP it is described when the consumer changes the requested transportation services (change of route, provision of additional paid services by

the carrier to the customer, etc.), the fee must be recalculated and paid by the customer according to the actual conditions of the service. (Sarkum & Syamsuri, 2022)

Maxim includes a service enterprise, but in the application that happens to the online transportation of Maxim in the city of Padang there are still some problems in the service, such as the numerous drivers of the vehicle transportation online Maxim that take advantage of the users of the transportation services such as increasing the tariff when long waiting for the user service and when lost in picking up the user of the services of transportation. (Sukawati et al., 2021) Such incidents are seen in some Maxim service users such as the case in the explanation by the Consumer, that the price agreement is different when ordering with the payment time. When ordering a tariff from Maxim amounting to Rs 10,000,- and when it has been paid to Rs 14,000.- when asked to the driver Maxim he replied because there is an extra count because it has long been waiting for the user service Maxim and the driver Max also explained that it is already the provisions of our ordinance. It makes users of online transportation services uncomfortable because there is no explanation when the price goes up that is not like the deal when ordering. (Sahda et al., 2023)

In addition to the incident that happened on the ground, such as the user of the service named with Wili one of the users of the online transportation service Maxim time paid with different booking time. When ordering the rate from Maxim was Rs 28,000,- and when paying there was an increase in payment of Rs 12,000,- Willi surprised to ask the driver Maxim, why there are additional charges, the Maxim driver explains that when we long waiting and there is an error time address picking up the customer the cost increased per kilometre. As far as the fixed tariff is concerned, it is clearly different from the tariff that was fixed at the time of booking the Maxim online transportation. (Oktavia & Ekowati, 2023)

The difference in cost rates on online transportation is also evident in one named Jamal, who when ordering Maxim transportation, that the application indicates the cost of Rs.32,000, but at the time the cost has reached the destination changes automatically to 40,000. But when asked Maxim drivers only replied that it was already a policy of Maxim online transport, because the route is different from the one that has been ordered. (Jovi, 2019)

Ethics is a moral principle that distinguishes between good and bad and is normative, ethics determines what can and should not be done by an individual. (Rivai, 2012) Business ethics is a specialized study of morality that is right and right, carried out on moral standards as applied in policies, institutions, and business behaviour. (Samsiyah, 2012)

Customers, the agreement is unethical to use and inappropriate if reviewed from any point of view, whether from the ethics of business, civil law, or Islamic law regulated in the set of Shariah economic law. (Presilawati et al., 2022) In the

compilation of Sharia law, specifically in section 36, it is explained that if a party fulfils what it has promised, but not as it promises, then the party can be deemed to have broken the promise. (Mardani, 2013) Based on some of the above-mentioned issues relating to the accords at the time of ordering related to business ethics, the author is interested in discussing them further to study and research in depth.

Business ethics is a study that is relevant in the era of globalization. Islam, as a religion that governs all aspects of life, has ethical principles that can be applied in the business world. As the primary source of Islamic teaching, the Quran contains many verses related to business ethics, such as prohibition of interest, the importance of honesty, and justice in trading. (Naryah & Eprianti, 2022) The word of the Prophet Muhammad became a guideline for the conduct of Muslims, including in the field of business. (Darussalam, 2020) Hadis talked a lot about trading ethics, interaction with customers, and the importance of working rights. Business ethics is an important field of study in the modern business world. Islam, as a holistic religion, also has a set of ethical principles that can be applied in business. Basic Principles of Islamic Business Ethics: (Fauzian et al., 2022)

Tauhid : He knows that all possessions and powers are from God, and that business is a form of worship and devotion to God

Shiddiq (Honesty): Be honest and transparent in all business transactions. Avoid fraud, manipulation, and other fraudulent practices

(Justice): Run business fairly and fairly. Respect the rights and obligations of all parties involved, including consumers, employees, and suppliers

Trust: Maintaining the trust given by consumers, business partners, and society. Fulfilling promises and business commitments well

Falah (Luck): Seeking profit in a fair and good way, away from *riba*, *gharar* (unclear), and *maysir*.

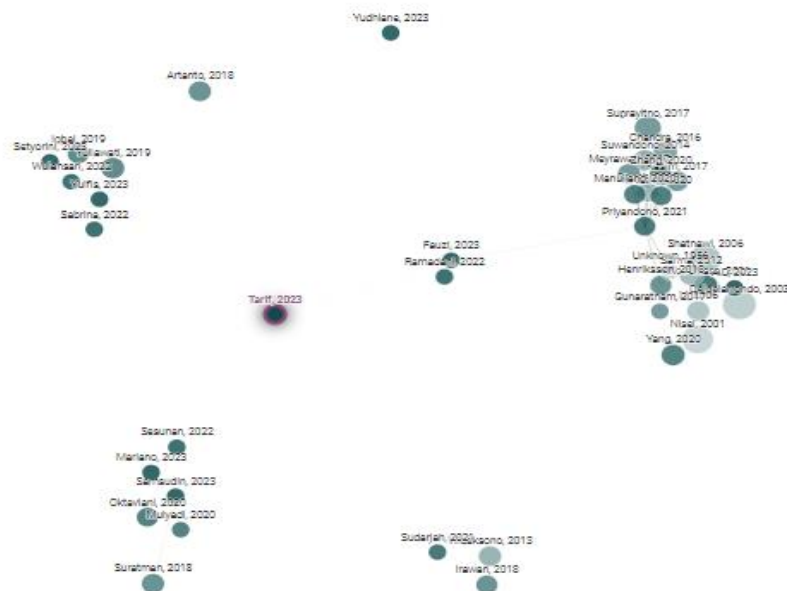
Islamic business ethics offers a comprehensive framework for conducting business ethically and responsibly. The implementation of these principles can benefit all my stakeholders. However, joint efforts are needed to tackle the challenges and raise awareness of Islamic business ethics among businessmen. (Cahyani, 2023) Islamic business ethics offers relevant and applicable moral principles in contemporary business. The application of Islamic business ethics has the potential to create business that is ethical, blessing, and contributing positively to society. Further research is needed to explore the challenges and opportunities of implementing Islamic business ethics in various business sectors and global environments. The application of Islamic Business Ethics is: (TJ & Ziaulhaq, 2023)

- a. Customer Relationship: Maintain the quality of products and services, avoid consumer exploitation practices, and maintain high honesty in marketing.
- b. Relations with Employees: Paying fair wages, providing a safe working environment, and implementing fair recruitment practices

- c. Supplier Relationships: Build mutually beneficial relationships, make payments on time, and avoid business practices that are detrimental to suppliers.
- d. Relationship with the environment: Run business in an environmentally friendly way and minimize the negative impact on the environment.
- e. Financing and Investment: Avoiding interest and unethical financial practices.

In the above explanation there is an important issue to be studied against the application of online transportation tariffs imposed by Maxim. Therefore the author will study on the case that happens with the theory of Islamic business ethics.

In choosing this research innovation, the author searched for references from various sources, including Connected Paper:



In the picture above the author performs a search with the keyword Transportation Tariff Online. Investigators found that no one had yet discussed the case in detail. Especially at the research site of the City of Padang West Sumatra.

Then the author also performed a search through Harzing's PoP doing a search with the keyword Transportation Tariff Online. The author restricted the search from 2019 to 2023. The total that the author makes is 50 titles. The buyer found 1 out of 50 titles that had similar research, but different research conducted in 2019. (Perubahan tarif kerana promosi). If you compare the previous research with the research the author did, it's very different.

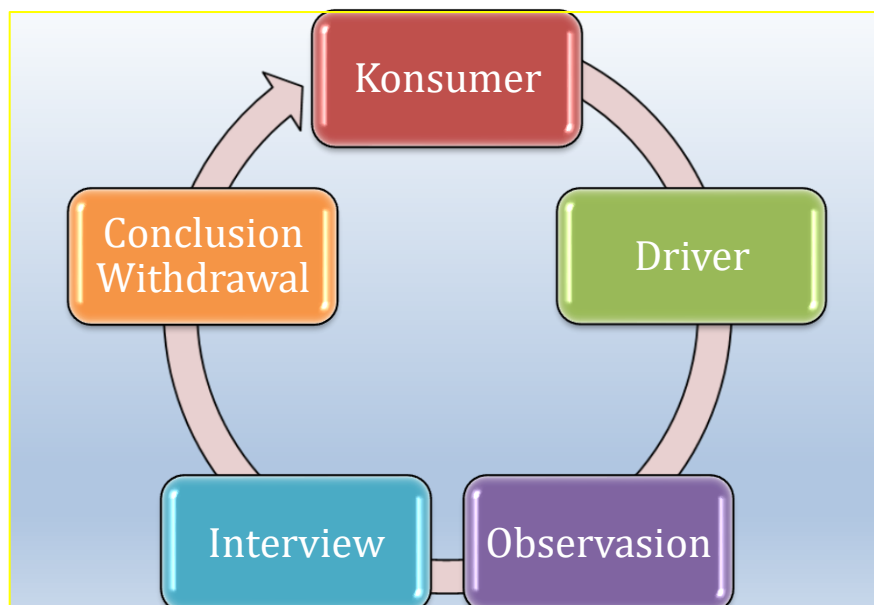
Method

Research is carried out with field studies with qualitative types and methods used descriptive. Primary data is the material that becomes the primary in data retrieval. (Sugiyono, 2017) Skema modle analitis Interaktif : (Miles dan Huberman)

The primary data in this study is to look directly on the execution in transactions and direct interviews to informants as users of services and drivers of online transportation in the city of Padang and the concerned can provide information in the research, in the study the author gives questions that have been made in research instruments. The author restricts the search for informants concerned with the Tariff. The total number of users of online transportation services is 10 Consumers and 10 Drivers.

Secondary data sources are data sources that indirectly provide data to the data collector required in conducting research. (Sugiyono, 2017) Secondary data sources are taken through updated journals, books, official documents of research results that contain reports and so on. Data collection through Observations and Interviews, research informants here by users of online transport services Maxim and online transport drivers Maxim. Selection of informants using purposive sampling techniques. (Akunto, 2002)

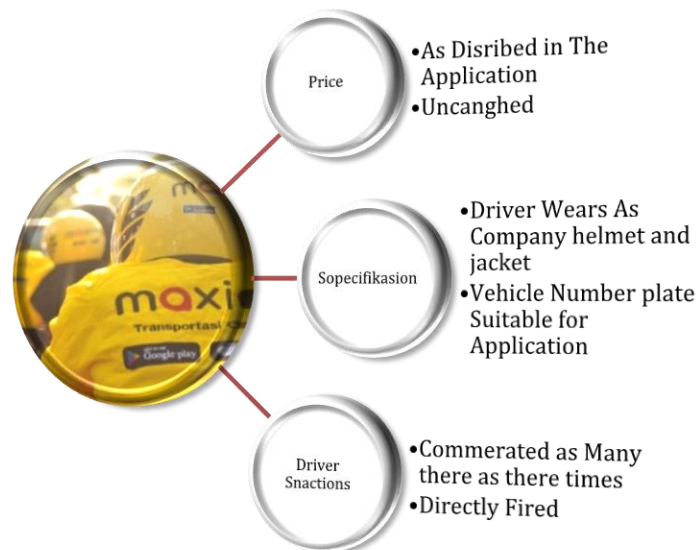
Figure.1. Data Search Stream



Result and Discussion

In the implementation of the Maxim appliance system in the field town, the consumer must have a Hand Phone or Smart Phone or a more trend known Android people. After that, Kosumen downloaded the maxim app on the Playstore or appstore. Once the consumer has downloaded the application, then consumers can order, depending on the customer who ordered, whether they ordered two wheels (motorcycles) or cars.

Maxim Online Transportation (SOP)



The booking through the maxim application contains the terms of the price or the cost that will be paid by the customer to the Maxim driver. It has become a fixed price or cost that is automatically made in the application by the Maxim company. The reservations made by the consumer are very much found mistakes or fraud contained in the Maxim application, such as:

The initial rate set by the maxim driver is not in line with the initial agreement. Initially before the pickup of consumers, the tariff was written on an application worth Rs 10,000 rupiah, after the driver arrived at the customer pickup address, then the driver carried the consumer to the target. After that, until the initial tariff of Rs 10.000 rupiah changed to Rs 14,000, at the time consumers asked the driver but the answer from the driver was already stipulated and the driver has no explanation about the increase in tariffs.

This execution is a form of fraud that exists in the Maxim application, while in business ethics this thing or fraud is strictly prohibited by religion and will cause disadvantage to the business listed in the Surah al-A'raf , 90.

Interviews that the author did with consumers and also Driver Maxim stated that many feel uncomfortable with the maxim application, because of its lack of transparency with regard to the prices stated on the application. This can cause the transportation of Ojek Online Maxim to decline or decrease customers due to the lack of customer satisfaction.

Padang is one of the cities that has been widely occupied by online transportation companies including Taxi blue Bird, Gojek, Grab, and Maxim. Padang cities whose inhabitants are mostly of the Minangkabau or Malay tribe is nicknamed Agamis or called also “Adat Basandi syara’, Syara’ Basandi kitabullah”.

After the research carried out by the author and analysing the existing data, a form of fraud was obtained by the company Maxim that exists on the Application. The change that occurs in the application system is that the price changes in the app system at the beginning consumers order differently when consumers arrive at their destination address, thereby detrimental to consumers. From the point of view of Islamic business ethics, cheating is one that is forbidden. As the hadith of Ibn Hibban:

عن يحيى بن ايوب قال, قال رسول الله صلى الله عليه وسلم: من غش فليس مني

Means: Whoever deceives, he shall not belong to us, and his place shall be in Hell” (HR. Ibnu Hibban 2: 326).

Working is the duty of every Muslim in Islam to meet daily needs. One way to satisfy that need is to participate in business, as the Lord of the Prophet has explained since his youth. However, he really followed the moral standards of the Qur'an when doing business. Allah says in the Qur'an: "Verily Allah commands you to give the trust to those who are entitled to it, and to make judgment among the people, so that you may judge with justice." Allah is All-hearing, All-seeing”.

The way Islamic business is considered well run with right and good behavior. In accordance with the ethical elements of Islamic business: carefully considered, accurately predicted, not speculative, properly conducted, valid thoyyiban (halal and good), not harmful.(Oni Sahroni, M. Hasanuddin, 2016)

According to Islamic ethics, a businessman is not only seeking profit, but also seeking prosperity, that is to say, the firmness of their endeavours by gaining a reasonable profit and being entrusted by God. Since the mandate must be conveyed with what is true, it must not harm others in business activity. All transactions containing elements of crime or fraud are prohibited by Islam. In a situation where the rights of all parties involved in a business transaction are not explained publicly or explicitly, one party will suffer losses and the other party will benefit.

According to the analysis that has been seen from the Qur'an and Sunnah about the actions performed by the owner of the company maxim against the Consumer causes injustice or harm. The wrongdoing is an offence against the consumer. The behavior of the owner of Maxim's company is not in line with the business ethics of the third and fourth points above.

An authentic business must comply with the principles of Islamic business ethics, namely:

Honestly in the reckoning

The Lord has said, "Woe to others, when they measure, and when they weigh, they are diminished." This is in accordance with the word of Allah in Surah Al-Isra': "And if you take root and weigh with the right scale, then complete the scale." It's more important to you and have better results. (Muslich, 2013)

The above paragraph refers to all measurements and emphasis on everything traded and exchanged between the rights and obligations of the transactors, who agree to give rights to others or their co-workers or receive rights in accordance with their obligations. In Islam, every business transaction must be done in an honest and frank manner, both in word and deed.

When associated with the existing problems, it is clear that the owner of the company that exists on the Application violates the principles of business ethics first. Because the owner of the company has added the amount of price or expenses that are available to the application.

It's Forbidden To Take An Oath

They are often seen in everyday life, especially among the lower-class merchants who work at the oath obral. They use oaths easily to convince customers that the goods they sell are really of high quality, encouraging them to buy them. The Prophet (peace and blessings of Allah be upon him) said: "The oath is a good deed, but it is an evil deed." The oath should not be used in business transactions. The oath which we swear in truth is true, but with understanding. (sebaiknya dihindari). Besides, promises made just to make someone believe what we're saying.

Loose And Generous

During the transactions, the seller is expected to be kind and generous to every buyer. In business we must be kind to cool the heart so that the fellow businessmen feel happy. In business should be more open, consensual, and no sense of compulsion. So the co-operation stays tight and even most likely it will remain in business. If you were hard-hearted, they would have turned away from you.

Build Good Relationships Between Colleagues

Islam emphasizes constructive relationships with everyone, including business partners. Islam does not want monopolies, oligopoly, or other practices that do not produce justice or income extortion.

Personal relationships are vital to building a bond of feelings and humanity, and both must trust each other that the relationship will not end after the business relationship ends. When associated with the fraud committed by Maxim's customers, it can be seen that the company does not build a good relationship with its customers. Because companies behave unfairly to their consumers. The injustice is in the form of fraud that the company has committed. Customers or consumers also feel dissatisfied with the fraud committed by the company.

Sets Transparent Prices

Untransparent prices may be fraudulent. Therefore, setting a fair and open price is highly appreciated in our business world because while the aim is to make a profit, consumer rights must also be respected. (Djakfar, 2008)

When associated with the problems of the company's owners, it is clearly wrong according to Islamic business ethics. It's not in line with the above-

mentioned Islamic business ethics principles. The owner of the company should inform the consumer or customer of the actual sale price. Although it is required to change the actual price, the owner of the company must be clear with the presence of changes in such receipts and how much the company owner has changed must be transparent to the consumer.

As Islam does not justify the existence of gharar, while in these business transactions there is gharar (fraud) carried out by the company by changing the price or rate of cost at the time of ordering and after reaching the destination on the application. Then there is also in the fiqh theory that:

الضرر يزال

Means: Do not do anything harmful to yourself or to others)".

If there is any harm to one of the parties in the transaction, even if it is in different forms, it is forbidden. According to the explanation, it can be analyzed that the business transactions carried out by the owner of the company are illegal, that is, because it contains the elements of gharar (false). In this case it can be concluded that the behavior of the owner of the company that exists on Trnsportasi Online Maxim which exists in Padang City, if reviewed from the principles of Islamic business ethics that the conduct of company owner Maxim has not applied the principle of Muslim business ethic well in conducting his business.

The Maxim company does not follow principles violated by its owners, such as the principle of fairness in assessment, the principles of building good employment relationships, the rule of orderly administration, and the principles of pricing in a transparent manner, as demonstrated by consumer reactions to changes in the price of actual cost rates. Honesty in providing price transparency has not been applied by the company's owners. However, business transactions in Islam must be conducted in accordance with the rules outlined by Islam, which is the value of worship. By doing business, a person, in addition to gaining material gain to meet their financial needs, can also approach Allah SWT.

The principles of Islamic business ethics are given priority in this regard. Due to the fact that if the principle of transaction does not conform to the rules of sharia, then the ongoing business transaction cannot be considered valid. If this happens, the other party doing the transaction will be considered unjust. But Islam consistently regulates his people to live side by side and not harm each other. It is in accordance with what is described by the religion, that each Muslim should do good and not cause a dispute as described in the letter al-Hujurat verses ten. The believers are brothers. Therefore make peace between your brothers, and fear God, that you may Rahmah..

Conclusion

In the implementation that exists on the Maxim applause system in the field town, the initial tariff set by the maxim driver is not in line with the initial

agreement. Initially before the pickup of consumers, the tariff was written on an application worth Rs 10,000 rupees, after the driver arrived at the customer pickup address, then the driver sent the consumer to the destination. After that, until the initial tariff of Rs 10,000 has changed to Rs 14,000. The ethics of Islamic business if examined against the business behavior of Maxim company that exists in Padang City is not in accordance with the principles of Islamic business. There is a fraud, which is the increase in the price or the rate of the price that was ordered at the time of arrival.

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