

PERLINDUNGAN HAK KONSUMEN TERHADAP KETIDAKSESUAIAN TARIF PADA LAYANAN CAR KONSUMEN DAN DRIVER DALAM APLIKASI MAXIM DI TANJUNGPINANG

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ABSTRAK

Maxim adalah layanan transportasi *online* yang menyediakan pengantaran langsung kepada konsumen ke lokasi tujuan tanpa berhenti di tempat lain, serta dapat dipesan kapan saja. Layanan ini telah berkembang di Indonesia, termasuk di Kota Tanjungpinang, dengan berbagai pilihan seperti *bike, car, delivery, foods, spa, massage, dan cleaning*. Namun, antara tahun 2022 hingga Oktober 2024, terjadi ketidaksesuaian tarif pada layanan Maxim car, di mana terdapat penambahan tarif sebesar Rp8.000,00 (delapan ribu rupiah) yang merugikan konsumen. Hal ini melanggar hak konsumen untuk mendapatkan informasi yang benar, jelas dan jujur sesuai dengan Pasal 4 huruf c Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen, karena perbedaan tarif diinformasikan oleh *driver* Maxim car saat pengantaran atau setelah tiba di lokasi tujuan, bukan sebelum penjemputan. Selain itu, pihak Maxim juga dinilai tidak transparan terkait tarif layanan Maxim car. Berdasarkan permasalahan tersebut, penelitian ini bertujuan untuk menganalisis perlindungan hak konsumen terhadap perbedaan tarif layanan car antara konsumen dan *driver* dalam aplikasi Maxim di Tanjungpinang. Metode yang digunakan dalam penelitian ini adalah hukum normatif-empiris, yang berfokus pada analisis kesesuaian pelaksanaan perundang-undangan dengan fakta di lapangan, dengan pendekatan sosiologi hukum dan pendekatan perundang-undangan. Teknik pengumpulan data dilakukan melalui penelitian kepustakaan, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa hak-hak konsumen dilanggar oleh pelaku usaha, di samping adanya ketentuan dalam Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen pada Pasal 4 huruf c. Perlindungan konsumen dilakukan yaitu melalui informasi yang jelas dari *driver*, penyesuaian tarif layanan car oleh Maxim pada 6 November 2024, pilihan tarif layanan car yaitu tarif Kementerian atau Gubernur, dan sanksi bagi *driver* yang melanggar, sehingga hak dan kewajiban konsumen serta pelaku usaha tetap seimbang.

Kata Kunci : Perlindungan Konsumen, Ketidaksesuaian Tarif, Maxim.

**CONSUMER PROTECTION AGAINST TARIFF DISCREPANCIES IN CAR
CONSUMER AND DRIVER SERVICES IN THE MAXIM APPLICATION IN
TANJUNGPINANG**

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ABSTRACT

Maxim is an online transportation service that provides direct transportation to consumers to their destination without stopping at other locations, and can be booked at any time. This service has expanded in Indonesia, including in the city of Tanjungpinang, with various options such as bike, car, delivery, food, spa, massage, and cleaning. However, between 2022 and October 2024, there was an inconsistency in the pricing of Maxim's car service, with an additional charge of Rp8,000.00 (eight thousand rupiah) that disadvantaged consumers. This violates consumers' right to receive accurate, clear, and honest information in accordance with Article 4(c) of Law No. 8 of 1999 on Consumer Protection, as the fare difference was communicated by the Maxim car driver during delivery or after arriving at the destination, not before pickup. Additionally, Maxim was deemed lacking in transparency regarding Maxim car service fares. Based on these issues, this study aims to analyze consumer rights protection regarding fare differences between consumers and drivers in the Maxim app in Tanjungpinang. The method used in this study is normative-empirical law, focusing on analyzing the alignment of legal implementation with on-the-ground facts, using a sociological-legal approach and a legal approach. Data collection techniques were conducted through literature research, interviews, and documentation. The results of the study indicate that consumer rights are violated by business operators, in addition to the provisions in Law Number 8 of 1999 concerning Consumer Protection in Article 4 letter c. Consumer protection is implemented through clear information from drivers, the alignment of car service rates by Maxim on November 6, 2024, the option of car service rates either the Ministry's or the Governor's rates, and penalties for drivers who violate the regulations, ensuring that the rights and obligations of consumers and business operators remain balanced.

Keywords: Consumer Protection, Tariff Nonconformity, Maxim.