

ABSTRACT

Transportation is one of the important and commonly used things in the modern era like today. In this era of Globalization, as the population increases, transportation is very popular in order to meet human needs to carry out their activities. Globalization itself has a big impact in this case technology that makes it easier for people to get to a place without the hassle of going to a public transportation terminal. One of the transportation services in Indonesia is ride hailing. Various kinds of ride hailing in Indonesia, making competition quite interesting among online transportation. Maxim comes with something different to offer.

The purpose of this study was to determine how the influence of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value and Habit on Customer Acceptance on Maxim service users in Bandung City both partially and simultaneously. This research data collection through distributing questionnaires and using quantitative data analysis. Based on the results of data processing, it is concluded that partially, it can be seen that the Performance Expectancy variable partially has a negative and significant effect on Customer Acceptance, Effort Expectancy partially has a negative effect on Customer Acceptance and there is no significant effect on Customer Acceptance. The Social Influence variable partially has a positive effect and there is a significant effect, the Facilitating Conditions has a positive effect and there is no significant effect on Customer Acceptance. Hedonic Motivation partially has a negative effect and there is no significant effect on Customer Acceptance, then the Price Value variable has a positive and partially significant effect on Customer Acceptance, the Habit variable has positive results and there is no significant effect on Customer Acceptance.

Keyword: *Online Transportation, Ride hailing, Customer Acceptance, Maxim*