

ABSTRACT

Technological developments are increasingly sophisticated as time goes by. The development of technology is a result of globalization which causes technology to become a very important thing in people's lives. The impact of the development of technology is the number of online transportation services, one of which is Maxim which is an application-based online transportation service. The purpose of this study was to determine the effect of price, promotion, and service quality on customer satisfaction of Maxim online transportation users during the Covid-19 pandemic in the city of Bandung.

This research uses quantitative methods with descriptive and causal research types. In this study, sampling was carried out using a non-probability sampling technique with a purposive sampling technique. The number of respondents taken in the study was 100 respondents. This study uses the analysis technique of multiple linear regression analysis and uses SPSS ver software. 21.

The results of the analysis in this study indicate that the independent variables, namely price, promotion, and service quality have a positive and significant effect on customer satisfaction using Maxim online transportation during the Covid-19 pandemic in the city of Bandung, either partially or simultaneously. The results of the coefficient of determination test indicate that the independent variable has an influence on the dependent variable of 33, 17%, the rest is influenced by other variables not examined in this study.

Keywords: Price, Promotion, Service Quality and Customer Satisfaction