

## ABSTRACT

Currently technology is increasingly developing in various fields and one of them is in the field of transportation. The easier it is to obtain transportation in an area, the easier it is for people to live their daily lives and this also has an impact on various fields, one of which is the economic sector. Using online transportation applications is one answer to make this easier. Currently in the city of Gorontalo the Maxim application is an application that is widely used compared to other online transportation applications. This is because the price tends to be cheaper and has identical vehicle choice features in Gorontalo City, namely Bentor. Because this is something that is needed in carrying out people's daily activities, it is necessary to analyze user satisfaction to be able to meet people's needs as users. In this research, to analyze user satisfaction, the EUCS (End User Computing Satisfaction) method was used because it can show the level of user satisfaction with the application in terms of 5 variables, namely accuracy, content, ease of use, format and timeliness. Data collection was carried out using random distribution of questionnaires based on the EUCS method to Maxim users in Gorontalo City. From the results of research conducted, each variable received a score of 3 out of a total of 4 scores, which means that people are satisfied with the Maxim application. With this, the application needs to be further updated and improved to maintain and increase user satisfaction.

**Keyword :** User Satisfaction, Maxim, EUCS