

ABSTRACT

Increasingly sophisticated technological developments have had a good impact on aspects of human life. These developments have resulted in humans liking the ease of doing activities, one of which is transportation. Data shows that as many as 21.7 million people use ride-hailing or ride-sharing services and 75% of internet users use mobile applications that are connected to mapping. This means that the need for online transportation in Indonesia is quite high. Currently, there are various online transportation companies in Indonesia. one of them is Maxim. Based on data from the id.taximaxim page in 2020 it was recorded that maxim users at the end of 2019 users experienced an increase in users by 31 times with an average growth of 160% per 500,000 users. This is of course influenced by user satisfaction with transportation applications Maxim online. The purpose of this research was to determine the level of interest of Maxim application users in Indonesian society by applying the Technology Acceptance Model (TAM) approach and analyzing how perceived trust influences user interest in the Maxim online transportation application, providing recommendations to increase customer interest in services from the Maxim application by utilizing the variables perceived ease of use, perceived usefulness, behavioral intention of use, perceived security, perceived privacy, perceived trust. From this research, it was found that the benefits and trust from the security side affect the interest in using the application, but from the convenience and privacy side it does not affect the user's interest in the Maxim application.

Key Words : Maxim application, TAM (*Technology Acceptance Model*), *perceived ease of use, perceived usefulness, behavioural intention of use, perceived security, perceived privacy, perceived trust.*