

## ABSTRAK

### **PENGARUH *PERCEIVED RISK*, *BRAND TRUST*, DAN *USER CONVENIENCE* TERHADAP KEPUTUSAN PENGGUNAAN TRANSPORTASI ONLINE MAXIM DI BANDAR LAMPUNG**

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Kemajuan layanan transportasi berbasis aplikasi telah mendorong perubahan signifikan dalam pola pergerakan masyarakat perkotaan, termasuk di Kota Bandar Lampung, serta memicu persaingan yang semakin intens di antara perusahaan penyedia jasa. Maxim, sebagai salah satu pemain yang relatif baru, masih menghadapi sejumlah persoalan yang berkaitan dengan *perceived risk*, *brand trust* dan *user convenience* yang dapat mempengaruhi pengambilan keputusan konsumen. Penelitian ini bertujuan untuk mengkaji sejauh mana pengaruh *perceived risk*, *brand trust* dan *user convenience* terhadap keputusan penggunaan transportasi online Maxim di Bandar Lampung, baik secara individu maupun bersama-sama, sekaligus mengidentifikasi faktor yang paling dominan dalam mempengaruhi keputusan. Metode yang digunakan adalah pendekatan kuantitatif, melalui pengumpulan data primer menggunakan kuesioner kepada pengguna Maxim di Bandar Lampung, yang selanjutnya dianalisis dengan teknik regresi linier berganda. Hasil analisis menunjukkan bahwa *perceived risk* memiliki pengaruh negatif dan signifikan terhadap keputusan penggunaan, sedangkan *brand trust* dan *user convenience* terbukti memberikan pengaruh positif dan signifikan, baik secara parsial maupun simultan. Disarankan untuk meminimalkan *perceived risk*, memperkuat *brand trust* dan optimalisasi *user convenience* pengguna.

**Kata Kunci : *Perceived risk*, *Brand trust*, *User Convenience*, Keputusan Penggunaan**

**ABSTRACT**

**THE EFFECT OF PERCEIVED RISK, BRAND TRUST, AND USER  
CONVENIENCE ON THE DECISION TO USE MAXIM ONLINE  
TRANSPORTATION IN BANDAR LAMPUNG**

**By**

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*The advancement of application-based transportation services has driven significant changes in the movement patterns of urban communities, including in Bandar Lampung City, and has triggered increasingly intense competition among service providers. Maxim, as a relatively new player, offers a more affordable fare strategy, but still faces a number of issues related to perceived risk, brand trust, and user convenience that can influence consumer decision-making. This study aims to examine the extent to which perceived risk, brand trust, and user convenience influence the decision to use Maxim's online transportation services in Bandar Lampung, both individually and collectively, while also identifying the most dominant factors influencing user decisions. The method used is a quantitative approach with an explanatory design, through the collection of primary data using questionnaires administered to Maxim users in Bandar Lampung, which are then analyzed using multiple linear regression techniques. The results of the analysis show that perceived risk has a negative and significant effect on usage decisions, while brand trust and user convenience have been proven to have a positive and significant effect, both partially and simultaneously. It is recommended to minimize perceived risk, strengthen brand trust, and optimize user convenience.*

**Keywords: Perceived risk, Brand trust, User Convenience, Usage Decision**