

ABSTRACT

Mobile Banking is an application-based service to perform banking transactions via internet or online network. One of the convenience gained by customers and users of mobile banking is to conduct transactions and seek information on application features that have been provided in mobile banking. Perceived ease of use and perceived usefulness have a direct positive impact on the attitude towards using in mobile banking applications. Therefore the variable attitude towards using that is used in this research has an effect on the application of mobile banking that is in the form of ease and usage of application by user. The purpose of this research is to know the role and influence of variable perceived ease of use and perceived usefulness toward attitude towards using in mobile banking application user in Indonesia.

The method used in this research is the method of quantitative, with the type of descriptive-causal analysis. Sampling using non-probability sampling method with purposive sampling type of 100 respondents of mobile banking application users in Indonesia [. Data analysis technique used is descriptive analysis technique and Partial Least Square - Structural Equation Model (PLS-SEM) analysis.

Keyword: *Perceived Ease of Use, Perceived Usefulness, Attitude Towards Banking, Technology Acceptance Model and Mobile Banking.*