

ABSTRACT

The presence of the internet as a phenomenon of technological progress is causing the acceleration of globalization and the unlimited dissemination of information throughout the world. Specifically for payments in the field of expenditure, the development of a complete payment system shifts cash (currency) as a means of payment into a form of non-cash payment that is more effective and efficient, one of which is Go-pay. The purpose of this study was to study and analyze the Effect of Promotional Attractiveness, Ease Perception, Efficacy Perception on Interests Using Go-pay in Bandung City using multiple linear regression analysis research methods.

This type of research is quantitative descriptive, which is to illustrate the interest in using Go-pay in Bandung based on Promotion, Ease and Benefit with measuring instruments in this study is a questionnaire distributed to 100 respondents who use Go-pay in Bandung.

Based on the Simultaneous Significance Test (F-Test), it can be concluded that the Independent Variables consisting of Attraction Attraction, Ease Perception and Efficiency Perception together have a significant influence on the Interest in Using Go-pay in Bandung.

Based on Partial Signifikansi Test (t-Test), it can be concluded that partially there is a significant influence of Promotion Attraction on Interest in Using Go-pay in Bandung City and there is no significant effect of Perception of Ease of Interest Using Go-pay in the City Bandung and there is a significant influence of the Perception of Utilization of Interest in Using Go-pay in the City of Bandung.

Keywords : *The Effect Of Promotion Attractiveness, Perceived Ease Of Use, Perceived Benefit Towards Use Intention.*