

Abstract

The development of technology has had a significant impact on the world of business, education, and even government. In the business world, the use of technology has positive effects such as easy access to the internet, enabling the widespread dissemination of product-related information without limitations of distance and time. With this development, many companies leverage technology to expand their businesses. This research adopts a quantitative research method. The population in this study comprises all customers of PT Semesta Wahana Perkasa. The researcher utilizes accidental sampling technique for this study. The data collection technique employed is a questionnaire. For data analysis, classic assumption tests are conducted, including tests for normality, multicollinearity, autocorrelation, and heteroskedasticity. Hypothesis testing is carried out using F test and T test. The research findings indicate that the t-value for variable X1 (2.916) is greater than the critical t-value (1.660), leading to the acceptance of the alternative hypothesis (H_a). This implies that the ease of use variable significantly influences customer interest in using the services of PT Semesta Wahana Perkasa. The t-value for variable X2 (7.474) is also greater than the critical t-value (1.660), resulting in the acceptance of H_a . This suggests that the quality of information variable significantly affects customer interest in using the services of PT Semesta Wahana Perkasa.

Keywords: *Ease of Use, Information Quality Variable, Interest, Customer.*