

ABSTRACT

This research was conducted to determine the effect of perceived usefulness, perceived ease of use and perceived risk on interest in reusing the Zoom application. The aim of this research is to find out and analyze how the perception of benefits, perceived ease of use and perception of risk provided by the Zoom Application to its users, as well as the magnitude of the influence of perceived benefits, perceived ease of use and perceived risk simultaneously and partially on interest in reusing the Zoom Application.

This research uses quantitative methods with descriptive research type. With the non-probability sampling method, purposive sampling type, with the number of respondents as many as 100 people. The data analysis technique used descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis, the perceived usefulness variable, perceived ease of use and perceived risk were in the good category, but the overall risk perception variable was in the good category with negative statements. The results of the multiple linear regression analysis technique of perceived usefulness, perceived ease of use and perceived risk simultaneously have a positive effect on the interest in reusing the Zoom application. The magnitude of the effect of perceived usefulness, perceived ease of use and perceived risk together is 48.5% on interest in reuse and the remaining 51.5% is influenced by other factors, for example, the website functionality or trust factor which was not examined in this study.

Partially, perceptions of benefits and perceived ease of use significantly influence the interest in reusing the Zoom Application. Meanwhile, the risk perception did not significantly influence the interest in reusing.

Keywords: *Perceived Benefits, Perceived Ease of Use, Perceptions of Risk and Interest in Reuse.*