

# ***THE INFLUENCE OF EASE, TRUST, AND SECURITY PERCEPTIONS ON INTEREST IN USING MOBILE BANKING***

## ***ABSTRACT***

*The internet has become a part of the lives of most people in the world. The internet plays a very important role in the development of digital technology, including supporting developments in the financial services industry, one of which is banking. The aim of this research is to analyze the influence of convenience, trust and security on interest in using mobile banking.*

*This research uses primary data, with a questionnaire as the research instrument. The data was then tested using research instrument tests, classical assumption tests and multiple linear regression tests.*

*The research results show that convenience and trust influence interest in using mobile banking. Meanwhile, security has no effect on interest in using mobile banking.*

*Keywords: Convenience, Trust, and Security Perceptions, Interest in Using*

*( xv + 71 + Attachments)*

*Bibliography (2018- 2024)*