

## **ABSTRACT**

### **THE INFLUENCE OF PERCEPTIONS OF CONVENIENCE AND TRUST ON INTEREST IN USING PAYLATER TRAVELOKA**

**By:**

**Ihanudin**

This study aims to determine the effect of perceptions of ease and trust on interest in using Traveloka Paylater. The type of research used is quantitative research. The population selected in this study is the people of Lampung who have used the Traveloka Paylater service. The sampling method used in this study was nonprobability sampling using a purposive sampling technique to obtain 100 respondents. The data analysis method used in this study is multiple linear regression analysis. The results of the analysis state that perceived ease of use and trust influence interest in using Traveloka Paylater

**Keywords: Perceived Ease Of Trust And Interest In Using**