

ABSTRACT

This study aims to analyze and obtain evidence on the influence of perceptions of technology, ease of use, risks, and customer service features of interest in using the internet banking. The results of this study are expected to contribute to the Bank in particular BCA bank in order to provide a service that is faster and easier for its customers.

The object of this study is the BCA Bank customers who use internet banking. Data used in this study are primary data, and data searching used questionnaires directly using purposive sampling.

The results showed that perceptions of technology, ease of use, risks, and service features influence the interest in using the internet banking customers.

Keywords: Perceptions of technology, ease of use, risk, service features, and customer interest in Internet banking.