

ABSTRACT

BCA is the market leader of internet banking in Indonesia with its KlikBCA. Now, the number of KlikBCA user is increasing both individual and business. Until 2009, the number of KlikBCA user increase become 1.7 million costumers from 1.2 million in 2008. The purpose of this research is to analyse the factors which have impact to intention to use KlikBCA.

The data used is primary data formed kuesioner that spreads to BCA costumers who use KlikBCA in Semarang amount 97 respondent. Variables used in this this research are independent variable—ease of use, convenience, trust, and feature avaiability. While the dependent variable is intention to use. Analysis tool used in this research is SPSS v.17.

The results are: ease of use is not significant impact to intention to use, while convenience, trust, and feature avaiability are significant impact to intention to use.

Keywords: KlikBCA, ease of use, convenience, trust, and feature avaiability.