

ABSTRACT

The pupose of this research is to build a customer value through time pressure to buy and the degree of product differentiation in improving interest in the use of electronic money transaction (Studies on users electronic money e-Money in Semarang).

Samples were the users electronic money in Semarang, a total of 102 respondents. Structural Equation Model (SEM) was run by AMOS software was used to analyze the data. The analysis showed that the customer value through time pressure to buy positive effect in improving interest in the use of electronic money transaction.

The empirical findings indicate that time pressure to buy positive influence on improving interest in the use of eectronic money transaction, time pressure to buy possitive influence on cutomer value, the degree of product differentiation is not possitive effect on improving interest in the use of electronic money transaction, customer value possitive influence on improving interest in the use of electronic money transaction.

Keywords: Time Pressure to Buy, The Degree of Product Differentiation, Customer Value, Improving Interest in The Use of Electronic Money Transaction.