

ABSTRACT

This study aims to empirically examine the effect of perceptions of trust, perceived ease, perceived risk and security perceptions of interest in using internet banking for bank customers in the city of Yogyakarta. The population used is the sample customer used is a bank customer in the city of Yogyakarta who uses internet banking. The sample in this study amounted to 75 respondents who were selected by purposive sampling method. Processing data using multiple analysis regression with SPSS 15.0.

Based on the analysis that has been carried out from the four hypotheses proposed, three hypotheses are accepted and one hypothesis is rejected. The hypothesis on the variables of trust perception, perceived ease, perceived risk is accepted while security perceptions are rejected.

Keywords: *Perception of trust, perceived ease, risk perception, security perception, Interest in Using Internet Banking*