

## **ABSTRACT**

Marketing Management is an art and science to choose the market and a process of creating, communicating, and conveying value to consumers and improving the efficiency and effectiveness of the company. Buying interest is a consumer mental statement that reflects the purchase plan of a product with a particular brand knowledge of the consumer's buying intentions towards the product needs to be known by marketers to describe consumer behavior in the future. Buying interest is one of the things that can never be separated from the definition of marketing management. Currently some banking and non-banking companies have issued the adoption of technology as an ease in payment transactions, one of which is PT. Pertamina that has used payment technology using Link Aja Application.

Link Aja is an electronic money service in the form of applications owned by Telkom or PT. Telecommunications Indonesia (Persero), currently Link Aja is the result of the collaboration of seven large companies state-owned enterprises (State-Owned Enterprises) and is not owned by Telkom completely. The results of a survey conducted by Indo Telkom Forum of about 2000 respondents found there are still a number of obstacles that must be fixed before this Technology Adoption service can be a reliable financial transaction tool. Therefore, the government and online payment provider companies need to consider trust, and improvement of online payment services or policy making in online payment violations in Indonesia.

Keywords : Consumer Buying Interests, Marketing Management, Technology Adoption