

Abstract

In this era of globalization, technology has developed rapidly, which has an impact on daily life that is always related to technology. One of them is Whiz, which is a startup application operating in the financial technology and/or digital financial management sector. However, the perception of ease in using the service features is one of the important factors in someone's interest to use a service or application. This is in line with the purpose of this research.

This type of research is quantitative research using linear regression analysis. The main data collection tool is an online questionnaire, and data measurement uses a Likert scale with a total of 100 respondents who have seen and used the Whiz financial application.

Based on the questionnaire distributed by the researcher, the respondents' results towards descriptive analysis indicate that the users of the Whiz financial application are categorized as excellent. The perception of ease variable is also categorized as excellent, as well as the service feature variable, while the variable of interest in using is categorized as excellent.

The results of this research, based on the testing conducted in Chapter 4, state that there is a significant and positive influence between the perception of ease and the service features, both individually and collectively, towards the interest in using. Therefore, it is stated that the hypothesis in this research is accepted.

Keywords: Perception of Ease, Service Features, Interest in Using.