

ABSTRACT

THE EFFECT OF CONVENIENCE ON CUSTOMER INTEREST IN THE USE OF THE BRIMO APPLICATION (STUDY OF BRIMO APPLICATION USERS ON CUSTOMERS OF PT. BANK RAKYAT INDONESIA (PERSERO) TBK TASIKMALAYA BRANCH OFFICE PANCASILA UNIT)

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This study aims to analyze the influence of convenience on the interest in using the BRImo application in customers in the BRI Pancasila Unit. This type of research is quantitative. The sample in this study is 97 people who use the Brimo application and who are at least 17 years old and older. The sampling technique in this study is purposive sampling. The data source used in this study is primary data. Data collection techniques by distributing questionnaires using the Likert scale. The data analysis technique used in the study was simple linear regression analysis with SPSS software version 25. The results of this study show that the convenience variable has a positive and significant effect partially and simultaneously on the interest in using the BRImo application in customers in the BRI Pancasila Unit with an Adjusted R Square value obtained which is 0.437 (43.7%).

Keywords: *Convenience, Customer Interest, Mobile Banking, BRImo Application.*