

ABSTRACT

In this modern era of information technology and the development of increasingly rapidly adjusted to the needs of society in Indonesia. There are many services to facilitate the public to pay for the services of toll roads in Indonesia to address the development of vehicles and the use of toll roads. However the development of technology and information will be undertaken by the organizers of the toll system is still experiencing transitions and communities need adaptation to changes of cash into electronic money (non-cash), so people still do not trust electronic money (e-toll card).

Therefore, this study was conducted to analyze how much consumers to buy e-toll card which dipengaruhi variable promotional appeal, ease of perception, perception of usefulness and price. The research sample numbering 400 respondents drawn using purposive sampling technique and method of data collection is done through a questionnaire conducted online via a web application Google Doc.

Analysis using SPSS which includes, reliability test, validity test, classic assumption test, multiple regression analysis, hypothesis testing through t test R^2 .

Keywords: The Attractiveness Effect of Promotion, Perceive of Ease of Use, Perceive Usefulness, Price, Consumers Buying Interest.