ABSTRACT

This study aimed to examine the effect of accessibility, a sense of security and confidence in the interest of consumers to use the service Go-Jek in Palembang. The population is all the people in the city of Palembang who have never used the services of Go-Jek, Palembang City community sample aged 18 years and over and already know the service Go-Jek, with a sample size of 96 people. Data analysis technique used is multiple linear regression analysis to determine the effect of variable accessibility, a sense of security and confidence in the consumer interest. To find out the results, this study using the Statistical Package for Social Science (SPSS). Results The observations showed that accessibility, a sense of security and confidence affect consumer interest.

Keywords : accessibility, a sense of security, trust, consumer interest