

## ABSTRACT

*The most common marketing strategy that we encounter in various companies is through promotions that can increase the popularity and awareness of a product. This promotion will influence consumer interest in using it. The convenience felt by consumers is one of the important factors in increasing interest in use which is also covered by a good level of transaction security, so that unwanted things do not happen that can be caused by irresponsible parties. The research that has been conducted aims to determine the model, hypothesis, indicator, and determine the effect of promotion, convenience and security on consumer interest in adopting QRIS payment technology with consumer awareness as an Intervening variable.*

*This study aims to analyze the relationship between Promotion, Ease of Use, and Transaction Security on Consumer Interest in adopting QRIS digital payment technology by considering the role of consumer awareness as an intervening variable. The data obtained were taken from 122 respondents selected using purposive sampling with the criteria of being over 17 years old, domiciled in Semarang City, and being a user or having made transactions using the GoPay digital wallet. This study tested the hypothesis using the Structural Equation Model (SEM) method, which was processed through the Smart PLS application program.*

*The results of the study stated that promotion had a positive and significant effect on consumer awareness, transaction security had a positive and significant effect on consumer awareness, but ease of use had no significant effect on consumer awareness. consumer awareness had a positive and significant effect on interest in use, promotion and ease of use had a positive and significant effect on interest in use, but transaction security had no significant effect on interest in use.*

**Keywords:** *Promotion, Ease of Use, Transaction Security, Interest in Use, Consumer Awareness*