

## **ABSTRACT**

### **FACTOR INFLUENCED INTEREST THE USED OF GO PUBLIC CORPORATION WEBSITE IN THE DECISION MAKING PROCESS OF INVESTMENT BY POTENTIAL INVESTORS**

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The purpose of this study was to examine the level of acceptance of go public company's website by the potential investor. The data used are primary data using questionnaires. Samples were taken from the students of Master Degree of Science in Accounting (PIA), Student Education Professional Accounting (PPA), as well as members of the study group capital markets (KSPM) University of Lampung. Testing was done by using Structural Equation Model (SEM) and assisted with Partial Least Square (PLS) version 2.0. The results showed that the ease of use perceived of Internet technology does not significantly influence the perception of the usefulness and interest of investor behavior in using the go public company's website in the investment decision-making process. The perception of the value of the information in this website significant positive effect on usefulness perceived of website companies went public in the investment decision-making process. Website usability perception have a significant positive effect on investor behavior interest to use the company's website in the investment decision-making process.

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