**Determinants of Interest In Using Electronic Money In Denpasar City, Province of Bali**

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**Abstract.** Electronic money is a type of electronic payment to make transactions faster, safer and efficient. Although this has been launched since 2017, until now its use is still small compared to other types of non-cash payments, even in Denpasar, which has the largest population in Bali Province. This study aims to determine the relationship between the factors that influence interest in using electronic money in Denpasar City, Bali Province. Respondent data is obtained from filling questionnaires online on Google form. The respondents are active users of one of the three most users electronic money, Go-Pay, OVO, and Dana. There are 4 factors in this study, including the risk perception, ease of use, benefit of use, and promotion, each factor has 3 indicators, so there are 12 research variables. The research was conducted with Confirmatory Factor Analysis (CFA) using AMOS 21 tools. The results of data processing showed that perceived risk with the ease of use, perceived risk with the benefit of use, the perceived risk with promotion, ease of use with benefit of use, ease of use with promotion, and benefit of use with promotion are interrelated with significant positive value and also give impact on the velocity of money.