

ABSTRACT

Along with the development of technology, the development of e-commerce in Indonesia is growing rapidly. So that the business of e-commerce must compete in offering competitive advantage. The factors that influence online purchasing decisions are Ease and Security of Transactions, other than that the factor of Customer's Trust also influence the decision of Online Purchase. The customer's trust can be influenced by the Ease and Security of Transaction. Therefore Researchers want to examine the Study of Online Purchase Decision on consumers of Bukalapak.com in Semarang.

Population and sample in this research is Bukalapak customer in Semarang city which amounts to 100 respondents. Data collection techniques is to spread the questionnaire and answer by respondents using a scale of 1 (strongly disagree) up to 7 (strongly agree once).

Data analysis used Structural Equation Model (SEM) with AMOS software. From the test of data with AMOS shows acceptable results, the Goodness of Fit Index as follows: Chi-Square = 0.181; Probability = 0.79; RMSEA = 0.062; GFI = 0.93; AGFI = 0.92; CMIN / DF = 1.74; and CFI = 0.97. The conclusions in this study indicate that Security and Ease variables have a positive effect on online purchasing decisions. And customer's trust as an intervening variable also positively affects online purchasing decisions.

Keywords: e-commerce, security, ease, trust, online purchase decision