

ABSTRACT

The era of modernization forces people to understand technology. Transactions in e-commerce have many effects, there are positive and negative impacts. The main factor in e-commerce system is trust, from trust there are phenomena that are present and must be considered, using the factors of perception of benefits, perceptions of technology, and perceptions of risk that will affect trust in online purchasing decisions. This study seeks to analyze the factors that influence trust in online purchasing decisions, carried out by survey methods using a questionnaire with a likert scale for data collection. Sample research utilizes e-commerce consumers in Tegal city, then the number of questionnaires is distributed to 120 respondents. The study uses Structural Equation Model (SEM). The results of this study are variable benefits, technology and risk to trust in online purchasing decisions have a significant effect.

Keywords: *Perception of Benefits, Technology Perception, Risk Perception, Trust, Online Purchasing, E-Commerce.*