

## **ABSTRACT**

*The social security system in a country has become a general policy implemented by each country. One of the obligations of the state is to provide social security and the benefit of its citizens, in addition to social security that must be fulfilled by a government institution. Regarding Indonesia's social security itself through BPJS Employment, having the right services for workers to guarantee life in the future. This study aims to analyze the factors that can improve the participation decisions of formal BPJS Employment participants in the city of Semarang.*

*The research sample was 128 respondents who answered the questions posed by the researcher. Determination of the sample using a non-probability sampling technique with a purposive sampling method which provides a limit that will be used as a sample (Sugiyono, 2016). The data analysis tool is AMOS 22.00 with SEM (Structural Equation Modeling) method.*

*Results.research.show. that web quality has a significant positive effect on trust, company reputation has a significant positive effect on trust, web quality has a positive and significant effect on.decisions.participation,.company reputation has a positive and significant effect on.decisions.participation and.trust has a positive and significant effect on. decision. participation. The effect of Web quality and company reputation is proven to be more effective in its direct effect than the indirect effect.*

**Keywords: Web Quality, Company Reputation, Trust, Participation Decision and BPJS Employment Formal Participants**