

## **ABSTRACT**

*This study aim is to analyze the influence of convenience and website security, on Zysku Xena's customer purchase decision using trust as an intervening variable.*

*In this study there are 4 variables, 12 indicators, and 5 hypothesis. Sample used on this study are 181 respondents. The survey result then being proceed and analyze using multiple regression analysis using SPSS program.*

*The result indicates that convenience and website security have positive influence towards trust, convenience, website security, and trust have positive effect towards customer purchase decision.*

*In the first regression result, convenience gives the greatest influence on trust. In the second regression result, convenience also gives the greatest influence on customer purchase decision. Sobel test result indicates that trust becomes mediating variable between convenience to customer purchase decision, and website security to purchase decision.*

*Keywords: convenience, website security, trust, customer purchase decision*