

## **ABSTRACT**

*Along with its development, is currently the Internet could be used as a business tool. Business over the Internet, known as E-Commerce has been growing rapidly in Indonesia, one of which Customer to Customer (C2C) E-Commerce. E-commerce become more modern shopping models and began to tune especially for teenagers because it is not limited by distance and time. But in addition to the convenience and benefits, E-Commerce fraught with uncertainty and highly vulnerable to fraud. This study aims to determine the effect of trust and security of transactions on purchase decision Customer to Customer (C2C) E-Commerce.*

*This study uses five variables: social factors, security of transactions, experience, confidence, and purchasing decisions. This research hypothesis testing using the data of 200 respondents. The analysis technique used in this research is Structural Equation Modeling (SEM) with AMOS 22.*

*This research resulted in six process to improve the purchase decision Customer to Customer (C2C) E-Commerce. However, the most influence on the increase in the purchase decision Customer to Customer (C2C) E-Commerce is the social factors that affect the experience, then experience affect the confidence and trust as determinants of the increase in the purchasing decision.*

*Keywords: trust, security of transactions, the purchase decision*