

ABSTRACT

This study aims to analyze the trust, purchase intention and security of transactions on purchasing decisions. The population used in this study is the people in Central Java Province. The number of samples used in this study were 160 respondents. The data collection method is done through a questionnaire. This research uses Structural Equation Modeling (SEM) analysis technique with AMOS Ver.23.0 analysis tool.

The results of this study indicate that information quality has a negative effect on trust, product quality, service quality, and transaction security has a positive effect on trust. Trust has a negative effect on risk perception, trust has a positive effect on purchase intention and purchasing decisions. Risk perception has a negative effect on purchase intention. Purchase intention and transaction security have a positive effect on purchasing decisions.

Keywords: *Information Quality, Product Quality, Service Quality, Transaction Security, Trust, Risk Perception, Purchase Interest, Purchasing Decisions.*