

ABSTRACT

At present, the internet has become a basic necessity. Many people cannot escape the internet in their daily lives and this affects their consumption patterns. The internet has an important role in supporting the development of e-commerce in conducting online transactions. Shopee Indonesia as a suggestion to buy and sell online that provides a variety of products to support daily activities that include fashion, gadgets, cosmetic tools, electronic devices, hobbies and collections, photography, sports equipment, automotive, vitamins, suppliers, home appliances, food and beverages , souvenirs and parties, up to shopping vouchers. Many online shopping stores that are popping up making people more often make purchasing decisions about a product, and online shopping itself is considered much easier and more effective. A very important factor to influence interest in online purchases is a factor of trust. When prospective buyers want to shop online, the main thing that is considered by buyers is whether a website that provides online shops and online sellers on these websites can be trusted. Therefore there must be mutual trust between the seller and the buyer.

The purpose of this study is to find out how the influence of site security and trust in buying interest. This study uses a quantitative approach by collecting data through survey methods. The population in this study were shopee users. The sampling technique uses a purposive sampling method with the criteria of shopee users who have purchased online at shopee. The sample amounted to 400 respondents with data collection techniques using a questionnaire. Data analysis techniques in this study used descriptive analysis techniques and multiple linear regression.

The results of this study indicate that: (1) Site Security the value obtained is 17545 or equal to 72.77%. Thus it can be seen that Shopee is able to create good Site Security which consists of online privacy, integrity, authentication, availability, nonrepudiation, and confidentially, (2) Trust the value obtained is 7276 or 72.94%. Thus it can be seen that Shopee is able to create good trust which consists of trusting belief and trusting intention. (3) The influence of trust and security on buying the interest in shopee online shopping sites include a positive influence which means that the higher the trust and security, the higher the interest in buying and vice versa, the lower the interest.

Keywords: E-Commerce, Site Security, Trust, Purchase Intention, Shopee