# ABSTRACT

*Bukalapak is one of the online markets in Indonesia that provides buying and selling facilities from consumers to consumers. Anyone can open an online store at Bukalapak and serve buyers from all over Indonesia for unit or multiple transactions. Bukalapak has a slogan of buying and selling online easily and reliably because Bukalapak provides a 100 percent guarantee of money back to the buyer if the item is not requested by the pelapak. Along with the development of internet infrastructure that supports the development of e-commerce. All product ordering and purchasing activities are easy to do with an online system. Because of the many trends of e-commerce businesses by offering sites and even mobile-based applications for smartphones that can be accessed anywhere to make transactions whenever and wherever. With the rise of this type of business, it requires this business assistance to improve and improve security, customer data / personal information and customer privacy to make satisfaction and trust, specifically Bukalapak. The purpose of this research is to see how to look for Security and User Privacy towards Bukalapak users' satisfaction and trust. The method of collecting data in this study was obtained by distributing questionnaires to 100 respondents. The questionnaire used in this study has 17 statements with a 5 point scale.*