

ABSTRACT

This research aims to investigate in more depth the influence of security and trust factors on decisions to use Gojek services in Bandung City using the Structural Equation Modeling (SEM) method. The respondents used were people in the city of Bandung who had used the Gojek: Goride service, totaling 200 respondents. Based on the results of research and discussion in research entitled "The Influence of Security and Trust Factors on Decisions to Use Gojek Services: Goride in Bandung City", it can be concluded that the level of security variables in using the service has a significant influence on usage decisions and the level of trust variables has an influence. which is significant in the decision to use Gojek services in Bandung City.

Keywords: *Gojek, Trust, Security, Usage decision.*