

## **ABSTRACT**

The purpose of this study is to analyze how good personal information data security is from the perspective of e-commerce users and investigate the influence of user knowledge and user experience related to data security on perceived security. The research methods used are quantitative methods and qualitative methods using online questionnaires with 188 e-commerce users from various regions of Indonesia. Data analysis was processed using Microsoft Excel 2013 and SPSS 23. The results showed that user knowledge and user experience have a significant positive influence on perceived data security. In addition, the level of user knowledge, user experience, and perceived security are at a good level. In conclusion, the quality of data security perceived by users can be influenced by the knowledge that users have and the experiences that users have.

**Kata kunci:** E-Commerce, User Knowledge, User Experience, Data Security, User Viewpoints