

ABSTRACT

The level of mobility of a society that is increasingly high, requiring a quick way with the help of technology. Almost all activities involving technology, including devices for the purposes of traveling. From various e-commerce sites now exist, Tiket.com is one of the e-commerce sites that are interesting for the researched with rapid development of the website and increase the value of transactions each year. In the purchasing decision there are several factors that support the IE security, trust, simplicity, performance, and marketing with these factors can affect a person's buying interest and was able to take the decision to buy the product or not.

The purpose of this study was to examine the impact of variable security, trust, simplicity, performance, and the marketing Towards purchasing decisions. This research using quantitative methods. Engineering data collection using the questionnaire disseminated to users of Tiket.com in Indonesia, a total of 389 respondents. Method of sampling using a non probability with purposive sampling technique. Data processing on this research was done using AMOS 23.

The results showed that the variable has a negative influence on security against the interest to buy, the variable trust have influence negatively to interest purchase, ease of variables have negative influence against the interest to buy, a variable performance and marketing has a positive influence and interest significantly to buy security, variable has a negative influence against the purchasing decision, the variable trust has a positive and significant influence towards purchasing decisions, variable the ease of having a negative influence of purchasing, marketing and performance variables have positive and significant influence towards purchasing decisions, variable interest have negative influence against the purchasing decision.

Keywords: *Security, Trust, Intention on Purchasing, Purchasing Decisions, SEM*