

ABSTRACT

Abstract— Users of online dating applications have been widely used by the public, especially young people, to find relationships or partners online. The purpose of this study is to describe the perceptions of security, privacy, and user trust in using online dating applications. In order to maintain user satisfaction, the Online Dating App must ensure that the Dating App's services must have user perception. This study aims to see the effect of user perceptions on security, privacy, and user trust using the Technology Acceptance Model (TAM) method. There are seven variables used, namely Perceived Usefulness, Perceived Ease of Use, Perceived Security, Perceived Privacy, Trust, Behavioral Intention To Use, and Actual System Use. The data collected is data obtained from distributing questionnaires by collecting 400 respondents who have used online dating applications and have an age range of 17 years to 25 years. The applications used for data processing are Smart-PLS 3.2.9 and Microsoft Excel. The results showed significant results, significant results, namely Perceived Usefulness had a significant effect on Behavioral Intention, Perceived Ease of Use had a significant effect on Behavioral Intention to Use, Perceived Privacy had a significant effect on Trust, Perceived Security had a significant effect on Trust, Trust had a significant effect on Trust Behavioral, Behavioral Intention to Use has a significant effect on Actual System Use.

Keywords— *Online dating Applications, TAM (Technology Acceptance Model)*