

## ABSTRAK

### **Pengaruh Persepsi Keamanan, Persepsi Privasi, dan Pengalaman Belanja *Online* Terhadap Kepercayaan pada Berbelanja *Online* di Kota Padang**

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*Purpose - This study aims to analyze: (1) The effect of perception security on trust in online shopping in Padang City (2) The effect of perception privacy on trust in online shopping in Padang (3) The effect of online shopping experience on trust in online shopping in the Padang City. Methodology - This type of research is descriptive causative. The population in this study is all Padang city communities who have made purchases through online stores. In this study the number of samples is determined using the Slovin formula with the acquisition of a total sample of 150 people taken using non-probability sampling that is by not providing the same opportunities or opportunities for each member or population element designated as a sample by using the purposive sampling method, namely the selection sample with certain criteria. This research was conducted by multiple regression analysis using SPSS version 16. Findings - Regarding the proposed causal model, the data confirms the relationship established in the hypothesis. Therefore it can be stated that (1) Perception security has a significant positive effect on online shopping trust in Padang City (2) Perception privacy has a significant positive effect on online shopping trust in Padang City (3) online shopping experience has a significant positive effect on online shopping trust in Padang City. Conclusion - This analysis highlights the positive influence of security perceptions, privacy perceptions and online shopping experiences on online shopping trust. This is clearly seen in this relationship from an empirical point of view. Limitation- This study only limits with a few variables*

***Keywords: Trust, Perception Security, Perception Privacy, Online Shopping Experience***