

## **ABSTRACT**

*The development of e commerce is very rapid in Indonesia. Many online shopping offers varied competitive advantage, so online shopping market more difficult. Factors that influenced online purchasing decision are security, ease of use, and brand image. This study aims to analyze and examine the effect security, ease of use, and brand image to online purchasing decision on Shopee consumer at Semarang City*

*Population and samples selected in this study were consumer Shopee at Semarang city which amounted to 120 respondents, with the purposive sampling method. data collection using questionnaire with answer value 1 (very strongly disagree) up to 7 (very strongly agree).*

*Data analysis using Structural Equation Modeling (SEM) through AMOS program, the result indicates that research model acceptable, goodness of fit index as follows ; Chi Square = 67.042; Probability = 0.036; RMSEA = 0.058; GFI = 0.917; AGFI = 0.865; CMIN/DF = 1.397; TLI = 0.961; dan CFI = 0.972*

*The conclusion of this study indicates that security and ease of use significant and positively influenced online purchasing decision. And brand image positively influenced online purchasing decision*

*Keywords : e-commerce , security, ease of use, brand image, online purchasing decision*