

## **ABSTRACT**

*Video streaming has become a major phenomenon in digital entertainment, offering an exciting array of local and global content. Despite this, challenges such as consumer trust and data security still negatively affect user experience. More comprehensive research on how variables interact in the context of video streaming is needed in this study which aims to investigate and analyze the relationship between consumer safety and information quality on purchase decisions in video streaming, considering trust as an intervening variable.*

*This research uses 120 respondents with minimum users who have or are currently subscribing to Vidio.com in Semarang City and are at least 17 years old. The sampling technique used in this research is non-probability sampling technique. In this study, a questionnaire was used with two types of questions: closed and open questions. Furthermore, the data were analyzed quantitatively and structurally using the Structural Equation Model (SEM) with AMOS version 24 software.*

*The results showed that consumer safety and information quality have a significant positive effect on trust, while consumer safety, information quality, and trust have a significant positive effect on purchasing decisions. The implications of the research results show that consumer safety has a direct influence on trust and purchasing decisions, there is an indirect influence, namely through the trust variable with consumer safety and information quality on purchasing decisions.*

*Keywords: Consumer Safety, Information Quality, Trust, and Purchase Decision*

