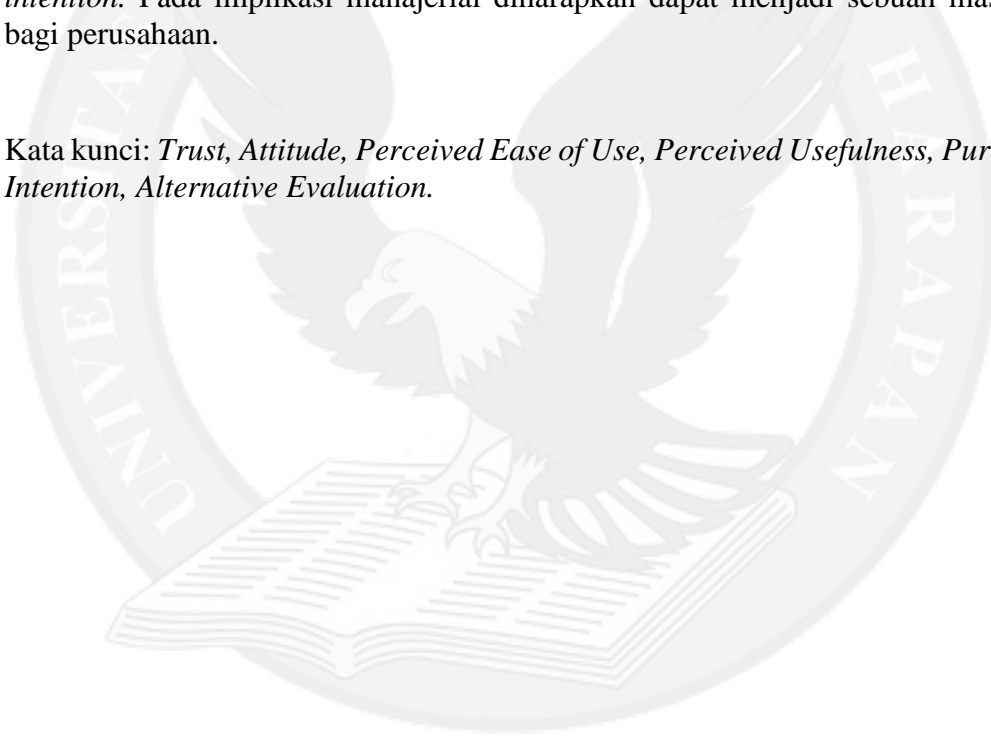


## ABSTRAK

Pada era yang semakin berkembang ini kebanyakan orang menggunakan internet untuk membuka media sosial. Instagram menjadi salah satu media sosial yang sangat populer oleh karena fitur Instagram yang beragam. Akibat populernya Instagram banyak *brand* mulai menjual produk melalui Instagram dan akhirnya Instagram membuat fitur baru yang dinamakan *Instagram Shopping*. Namun akibat banyaknya *platform* media sosial yang mulai menawarkan fitur berbelanja online terjadi banyak persaingan. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 186 responden. Data yang diperoleh dari kuesioner diolah menggunakan *Smart PLS 3.2.9*. Berikut merupakan hasil dari penelitian yaitu *trust*, *attitude*, dan *perceived ease of use* berpengaruh positif terhadap *purchase intention*, *trust* berpengaruh positif terhadap *attitude*, *perceived ease of use* berpengaruh positif terhadap *perceived usefulness*, namun tidak terdapat pengaruh positif *perceived usefulness* dan *alternative evaluation* terhadap *purchase intention*. Pada implikasi manajerial diharapkan dapat menjadi sebuah masukan bagi perusahaan.

Kata kunci: *Trust, Attitude, Perceived Ease of Use, Perceived Usefulness, Purchase Intention, Alternative Evaluation*.



## **ABSTRACT**

*In this developing era, most people use the internet to open social media. Instagram is one of the most popular social media because of Instagram's various features. Due to the popularity of Instagram, many brands began selling products through Instagram and finally Instagram created a new feature called Instagram Shopping. However, due to the large number of social media platforms that began offering online shopping features, there was a lot of competition. This research uses quantitative methods by distributing questionnaires to 186 respondents. The data obtained from the questionnaire was processed using Smart PLS 3.2.9. The following are the results of the study, trust, attitude, and perceived ease of use have a positive effect on purchase intention, trust has a positive effect on attitude, perceived ease of use has a positive effect on perceived usefulness, but there is no positive effect on perceived usefulness and alternative evaluation on purchase intention. Managerial implications are expected to be an input for the company.*

*Keywords: Trust, Attitude, Perceived Ease of Use, Perceived Usefulness, Purchase Intention, Alternative Evaluation.*

