

## ABSTRACT

The development of today's technology, especially information technology develops very rapidly. Internet usage is now open for the public as well as the concept of internet marketing. Internet slowly begin to shift the culture of buying the conventional way to more modern or so-called rise of online shopping. Especially with social media presence that allows the online shops carries on business. One of the most visited social media and online shopping nowadays is Instagram, this social media is present as a social community site in the world. The purpose of this study was to determine what factors encourage Instagram in Telkom University prodi Business Administration generation 2012 region to make purchases online through social media Instagram.

Factors encouraging the intended use of the one-dimensional theory of online purchasing by Broekhuizen (2006) are combined into 9 element that be the variables in this study, which consists of service quality, merchandise quality, monetary price, perceived risk, time and effort costs, enjoyment, reputation / trust, informativeness, and easy og use.

This study was included in explorative research with quantitative approach involving 150 Instagram users in Telkom University prodi Business Administration generation 2012 who ever made a purchase online through social media Instagram as respondents, the sampling using incidental sampling. The collected data is processed using the method of factor analysis using SPSS 21.

The study produced four factors are the encouraging factor purchases online through social media Instagram in Telkom University prodi Business Administration generation 2012 that obtained by factor analysis. These four factors are 25,654% of Enjoyment factor, 13,768% of Risk and Reputation factor, 12,601% of Service Prodak factor and 11,189% of Monetary Price factor. Overall total is 63,212%, so there are other factors of 36,788% which is also owned by consumers who never shop online through social media Telkom University prodi Business Administration generetation 2012.

**Keyword** : Marketing, Factor Analysis, Online Purchasing , *Online shop*, Instagram.