

ABSTRACT

Shopping Influence on Customer Orientation Instagram Online Purchase Intention (Case Study On Zooeyzhop)

This study aims to determine the responses of respondents regarding Impulse Purchase, Quality Orientation, Brand Orientation, Shopping Enjoyment and Convenience Orientation on Zooeyzhop, as well as to know how to influence Instagram Orientation towards Customer Shopping Online Purchase Intention in Zooeyzhop. Factors tested in this study are shopping orientation on Instagram as an independent variable. While the customer online purchase intention followers Zooeyzhop as the dependent variable.

The method used in this research is quantitative method. This type of research is descriptive. The population in this study 400 followers Zooeyzhop. The sampling technique in this research is purposive sampling. Sample in this research were 400 followers Zooeyzhop. The analytical method used in this research is multiple linear regression analysis at a significance level of 5%.

The results showed that the variables of Shopping Orientation, like Impulse Purchase included into either category, Quality Orientation included into either category, Brand Orientation included into either category, Enjoyment Orientation included into either category, and Convenience Orientation included into either category. That is, the orientation on the followers Zooeyzhop shopping showed good orientation. Customer online purchase intention in Zooeyzhop included in either category. That is, the customer online purchase intention followers Zooeyzhop show customer online purchase intention is high enough. Based on the results of hypothesis testing showed that shopping in Instagram orientation significantly affect customer online purchase intention Zooeyzhop followers. Great influence on Instagram shopping orientation in contributing influence on customer online purchase intention in Zooeyzhop followers 70.7%. Researchers suggested that the parties Zooeyzhop continuously improve product quality, safety, and service, as well as convenience for customers Zooeyzhop in order to increase customer engagement, which would certainly be in favor of the Zooeyzhop in relationships with customers and attract potential customers.

Keywords: Shopping Orientation, Impulse Purchase, Brand Orientation, Impulse Purchase, Enjoyment Orientation, Convenience and Customer Orientation Online Purchase Intention.