

ABSTRACT

In the digital era like today, where human life can not be separated with technology and internet that can simplify human life. The Internet becomes an important part of human life to make it easier for humans to live their daily lives. The Internet has also changed the pattern of communication that has been running. Internet usage is increasing day by day. It is supported with a variety of ease to access it. Not only through personal computers (PCs), the Internet can now be accessed via other electronic devices such as laptops, tablets to mobile phones. The length of time people access the Internet from day to day also increases with the increasing number of facilities on offer. The number of Internet users in Indonesia in 2016 is 132.7 million users or about 51.5% of the total population of Indonesia amounted to 256.2 million. Most Internet users are on the island of Java with a total of 86,339,350 users or about 65% of the total use of the Internet.

The use of the Internet is now widely open to the public as well as the concept of internet marketing. The Internet is slowly beginning to shift the buying culture from the conventional way to being more modern or called online shopping with the rampant online shop. Especially with the presence of social media that makes it easy for online shops to run their business. One of the most visited social media and can do online shopping is Instagram, social media is present as the largest social community site in the world. The purpose of this study is to determine what factors encourage Instagram users in Telkom University to make purchases online through Instagram social media. The driving factor which is meant to use an online purchasing theory from Broekhuizen (2006) which is combined into 9 elements that become the variable in this research consisting of service quality, merchandise quality, monetary price, perceived risk, time and effort costs, enjoyment, reputation / trust, informativeness, and easy of use.

This research is included in descriptive research with quantitative approach which involves 200 Instagram users at Telkom University who have made online purchase through Instagram social media as respondent, with sampling using purposive sampling technique. The collected data is then processed using factor

analysis method with the help of SPSS 23. This research produces seven factors that become the driving factor of online purchase through Instagram social media at Telkom University obtained by factor analysis process. But only one factor that becomes the most dominant factor is the merchandise quality of 21.711%