

ABSTRACT

This research is motivated by data showing that the adoption of Instagram usage for online shopping is only 1.30% of total internet users visiting onlineshop in 2016 compared to Jabodetabek area by 35%, Surabaya 27% and Semarang 15%, then Kota Bandung has the lowest percentage of shopping on Instagram. The author decided to choose the city of Bandung as a research location because the city of Bandung is declared as the city that most residents are ready to enter the era of online shopping. In this case the authors do research, what behaviors are done onlineshoppers in online shopping using Instagram.

This study aims to find out what factors increase onlineshoppers for online shopping using Instagram, the theory that there are 9 (Nine) exogenous variables are (1) performance expectancy, (2) effort expectancy, (3) social influence, (4) facilitating conditions, (5) hedonic motivation, (6) price value, (7) habit, (8) content, and (9) trust. And there are 1 (one) endogenous variable that is Behavioral Intention.

This research uses UTAUT2 research model. Samples taken are 400 respondents who are considered to represent the population. The analytical method used is Structural Equation Model (SEM), through the measurement model of Validity and Realibility and Structural model by using SmartPLS 2.0 software.

The results of statistical calculations show that the overall exogenous variables affect endogenous variables by 57%, whereas in the exogenous variables that most affect the Behavioral Intention is the Habit variable of 30%.

Businesses should pay more attention to what will be given to consumers who will buy the product via Instagram which means what other benefits will be given in addition to selling and buying products, as well as business people must also make more information products that will be sold in Instagram in detail and attract attention Instagram users who will shop online using Instagram.

Keywords: Online shop, Behavioral Intention, UTAUT2