

ABSTRACT

Nowadays, technology of information have developed so quickly and it has huge impact on daily life, no exception to start shifting culture of purchases from conventional ways to become more modern or online. Moreover by the presence of social media that is esasy to the online shop running their business. One of the social media and can be visited online shopping is Instagram. The purposes of this study is to find factors are encourage users Instagrams in Bandung to make purchases online in Instagram.

Factors driving intended using of two theory dimensions of online purchasing Broekhuizen (2009) and Zaithaml and Maholtra (2005) which combined to 13 elements be variables in this research, consisting of service quality, merchandise quality, price attractiveness, perceived risk, time & effort savings, enjoyment, flexibility, access, ease of navigation, efficiency, price knowledge, site aesthetics, and customization.

After a literature review, data were collected through questionnaires to 120 people whohas purchased through Instagram. Sampling techniques in this study is using incidental sampling. This research is included in a quantitative research with approach exsplorative. Data collected the processed by using the method of factor analysis with SPSS 20.

Results of the study indicate there are eight factors that can influence online purchase via online in Instagram in Bandung. The eight factors are responsiveness & reliability, perceived risk, merchandise quality, enjoyment, access, price attractiveness, efficiency, and profesionalism. The eight factors is able to answer the research problems with percentage 79,517% and the remaining 20,483% is not decribed in this research because they did not contribute significantl. In addition to the eight factors that encourage online purchase in Instagram, the result of this study also found that the most dominant factor of the eight factors. The most dominant factor in this research is responsiveness and reliability with eigenvalue of 11,388.

Keywords : Factor Analysis, Marketing, Online Purchasing, Online shop, Instagram