

ABSTRACT

The development of information and communication technology that is very fast in the current digitalization era will have an impact on people's lifestyles that are increasingly changing, one of which concerns consumers who need accurate, effective and efficient information. One of the social media that is loved at the moment is Instagram. Instagram social media is one of the most widely used social networks by companies in Indonesia to introduce, promote and introduce their products. Performance expectancy, hedonic motivation, habits, interactivity, informativeness, and perceived relevance are the six main factors in social media advertising that can influence interest in buying products on Instagram.

The research method used in this research is quantitative research with descriptive and causal research using multiple linear regression analysis techniques using IBM SPSS software version 25. Measurement scale instruments in this study use a Likert scale. The sampling method used was purposive sampling with a total of 100 respondents receiving respondents.

Based on the results of the study the variables of Performance Expectancy, Hedonic Motivation, Interactivity, Informativeness, and Perceived Relevance have a positive and significant relationship to Purchase Intentions, while the Habit variable does not significantly influence Purchase Intention. Then the results of the study showed that the contribution to the independent variables issued to Purchase Intentions was 83.9%. While the remaining 16.1% was approved by other independent variables which were not approved in this study.

Keywords: Performance Expectancy, Hedonic Motivation, Habit, Interactivity, Informativeness, Perceived Relevance, Purchase Intentions.