

ABSTRACT

As the development of internet access and growth of the smartphone industry makes it easier for people to get information. In the field of marketing, this influences how promotions are carried out. The use of social media which actually means social interaction between online individuals is commonly used by companies as a tool for promotion. One of them social media that is often used is Instagram, an application that allows users to share photos and images along with short messages with other users. This lesson discusses how Instagram as social media can influence consumer purchase intentions. The use of social media which actually means social interaction between online individuals is commonly used by companies as a tool for promotion. One of them social media that is often used is Instagram, an application that allows users to share photos and images along with short messages with other users. This lesson discusses how Instagram as social media can influence consumer purchase intentions. The purpose of this research is to find out what factors influence Social Media Advertising that can predict purchase intention on Instagram social media. The conceptual model used is based on three factors from the Unified Theory of Acceptance and Use of Technology (UTAUT2) (performance expectancy, hedonic motivation, and habit) coupled with interactivity, informativeness, and perceived relevance. This research uses quantitative research using Structural Equation Model (SEM) using SmartPLS 3.0 as the application media. Data collection was carried out using a questionnaire distributed to 400 respondents and the measurement scale used in this study was a Likert Scale with a scale of 1-5. The results of the study are expected to be an evaluation for Instagram social media and become a reference for online business.

Key words: Social Media, Marketing, Advertising, Customers, Purchase Intention, Structural Equation Modeling (SEM)