

ABSTRACT

In the era of globalization nowadays, technological developments are quite rapidly. With the internet, everyone can access the information at any time to get any information by using gadgets that can browse social media. There is one form of online shop business on Instagram that is phenomenal, that is in the field of buying service provider. This service is useful for consumers who want to purchase certain products or goods, and that can be requested to the service provider. This type of business is called Jastip.

There are three formulations of the problem in this study, which is, what are the factors, then what are the new factors and what are the dominant factors forming consumer preferences. The purpose of this study was conducted to determine the factors of consumer preferences in the services of @nis.shopping.

This study uses a non-probability sampling technique with a sample size of 100 respondents. It uses descriptive quantitative methods with factor analysis techniques. The results of this study produce three new factors, the first is comfort factor with 45,399 new factors, the second factor is practicality, with 12,925 variants, the last factor is the price factor with 11,620 variants.

There are the highest results of the three new factors with high and low results, so all the new factors are derived from the result of calculation of the rotation factor. From research that has been meticulously there are three components of new factors and the lowest is the price given by the practitioner of the service @nis. Shopping should be able to give a good price to the customer @nis. Shopping service so that customers are very interested in the services @nis.shopping.

Keywords: Consumer Preference, Service Provider, Social Media, Instagram