

ABSTRACT

Social commerce is a buying and selling activity carried out through social media platforms. One of the social media that is often used as a medium for buying and selling is Instagram. Consumers make decisions to buy a product because they are influenced by social media content. Purchase decisions made by consumers can be influenced by consumer trust in social media stores, besides that trust is also moderated by behavioral control.

The purpose of this study is to determine how the effect of behavioral control on ease and security of transactions can influence trust and encourage consumer's purchase intentions on social media stores in Instagram, especially in clothing products. This study is a quantitative study with a population of Instagram users who are in the range of age of 18-24 years. Sampling is collected using purposive sampling technique with a sample of 390 people. The data obtained from the online survey results were then processed using software Smart-PLS.

The results of this study indicate that: (1) Trust in Social Media Stores has a significant and positive effect on Intention to Shop, (2) Perceived Ease of Transaction has a significant and positive effect on Trust in Social Media Stores, (3) Perceived Security of Transactions has an effect on significant and positive on Trust in Social Media Stores, (4) Perceived Control over Alternate Means moderates the effect of Perceived Ease of transaction on Trust in Social Media Stores significantly when Perceived Control is high, (6) Perceived Control over Alternate Means moderates the effect of Perceived Security of Transaction on Trust in Social Media Stores is not significant when Perceived Control is low.

Seller on Instagram can increase trust of consumer by providing perceived ease and security in transactions to increase customer purchase intentions. Trust can be done with the suitability of the product with the description and photos shown, moreover protect customer data.

Keywords: *behavioral control, instagram, purchase intention, social media stores, trust*