

## **ABSTRACT**

*Internet usage in Indonesia for social media and sharing information is very high. However, Instagram Millennia World School shows less effective. This is indicated by the low engagement and intensity among parents to participate in Instagram Millennia World School.*

*This study aims to determine how the influence of social commerce constructs, social support, and relationship quality on social commerce intention and use behaviour of parents to engage in online activities on social media Instagram Millennia World School.*

*This study applies a quantitative method. Data were collected through questionnaires and measured using a Likert scale. The data collected in this study came from 338 respondents who were parents who had children of kindergarten, elementary, or junior high school age in South Tangerang. Structural Equation Modeling (SEM) was used to analyze the data and SmartPLS 4.0 software was used to process the data.*

*Social commerce constructs have the greatest and most significant influence on relationship quality, compared to other hypotheses. Especially the community, can be relied on to provide information related to schools has the greatest influence on the relationship. Likewise, social commerce constructs have an influence on social commerce intention. Social support has an influence on relationship quality. Especially friends on Instagram, who provide advice related to school issues have the greatest influence on the relationship. Likewise, social support has a significant influence on social commerce intention. Relationship quality has an influence on social commerce intention. Especially the school's Instagram service, in providing information has the greatest influence on the relationship. It is recommended to improve relationship quality on social commerce intention which has the smallest influence, by creating a content planner for school Instagram which is less consistent in meeting the information needs of parents. In addition, it is recommended to improve social commerce constructs that are less trusted by collaborating with alumni and parents to provide recommendations, referrals, ratings and reviews about success stories at school using Instagram. Likewise, it is recommended to improve social commerce intention which shows parents are less willing to provide information related to school Instagram content by creating polls related to the types of content that parents like, evaluating, and analyzing parent feedback periodically. For social support from friends who do not provide solutions, it is recommended to create educational content related to school life and learning strategies. Use behaviour to participate in school Instagram only one to three times, it is recommended to create interactive quizzes and create campaigns with hashtags and tags.*

*Keywords: social commerce constructs, relationship quality, social support, social commerce intentions, use behaviour*