SUMMARY

BAYU INDRAYANA. Study of Determinants Instagram User Interest For Purchase Online Using Technology Acceptance Model (TAM) and The Theory of Planned Behavior (TPB). Supervised by KUDANG BORO SEMINAR and BAGUS SARTONO.

Innovations in information technology has given major changes in various aspects of community life, including business and communication. The ability of the Internet to distribute information without knowing the time and distance make the Internet as a medium of communication that can be relied upon. In the development of the Internet has become part of modern society necessities of life in urban areas and remote areas. For online businesses both companies and individuals, many social media users an opportunity to carry out marketing activities. One of the popular social media application is Instagram. Instagram is a social media application that operates on smartphones that allows users to shoot photos, videos, add effects / digital filters and upload them to the users of social media both owned Instagram itself or other social media that can be connected. Seeing the many advantages contained in Instagram for buying and selling online then this can be used as a potential resource for business development and marketing. To increase interest in and acceptance of the public using the Instagram can be done effectively and efficiently, the model can explain the factors that affect an individual acceptance of the technology, especially information technology is Technology of Acceptance Model (TAM) (Nasri and Charfeddine 2012). TAM was developed by Davis 1989 explains that the interest (intention) a person to use or adopt a technology is influenced by the attitude (attitude) to the technology and usability are perceived (perceived usefulness). Attitude itself is influenced by the perceived usefulness (perceived usefulness) and ease of use (perceived ease of use) (Nasri and Charfeddine, 2012). In addition to acceptance of information systems for the interest of the consumer's decision to adopt online shopping, another thing to consider is looking at consumer behavior, is the Theory of Planned Behavior (TPB) which can see an important predictor of behavior, in which the interest is determined by the attitude toward the behavior to be performed, subjective norms (subjective norms) associated with behaviors that will be performed, and control the behavior (perceived behavioral control) to perform the behavior.

In this study, researchers used a combination of both theories TAM and TPB to test the effect of variables thought to affect the interests of adopting or using Instagram for the purpose of purchasing products online. The aim of the implementation of this study were (1) determine the relationship patterns attitudes, norms subjective, behavioral control, and uses the interest to use Instagram for online purchases (2) find out if there are contributions usability and convenience of the attitude, and ease of use have contributed to kegunaaan. The method used in this research is Equaion Structural Modeling (SEM). The results showed that the interest in using Instagram in online purchases are influenced by subjective norms, behavioral control, attitude and usability. Subjective norm have the most significant effect compared to other factors. As the most significant factor of the interest in using Instagram for online purchases, subjective norms
need to be a major concern for marketers who use Instagram media. Use ease and usability have a significant effect on attitudes that will affect interest in using Instagram for purchase online. Information about the uses of a product have a significant effect on the attitudes of Instagram users. The attitude that will affect the desirability of using Instagram for online purchases.

Keywords: Intention, behavior, Technology acceptance model, theory of planned behavior, Structural Equation Modelling (SEM), Social Media, Instagram, online business