

ABSTRACT

Instagram in Indonesia occupies the second position of social media in Indonesia at the end of 2016. Instagram users always increase every year. But many instagram users do not use instagram at all because they may not have the interest to use instagram. This study aims to determine whether perceived usefulness and perceived ease of use affect the behavioral intention to use instagram for online purchases.

This research is a quantitative research with descriptive and causal data analysis. The population in this study is a student of Faculty of Economics and Business Telkom University instagram users who make online purchases with a sample of 125 people. The sampling technique used is Purposive Sampling because the sample is only aimed at students of Faculty of Economics and Business Telkom University who use instagram for online purchase. Data collected from 24 questionnaire statements were then processed using IBM SPSS version 20.0 with multiple linear regression data analysis techniques.

The results showed that perceived usefulness was in the position of number 74.88% with high category, perceived ease of use was in position number 87,31% with very high category, behavioral intention to use was in position of 68,16% with high category . Perceived usefulness and perceived ease of use had significant effect on behavioral intention to use 50,27%, perceived usefulness had significant effect toward behavioral intention to use equal to 54,27% and perceived ease of use did not influence behavioral intention to use equal to (-4 %).

Keywords: Instagram, Perceived Usefulness, Perceived Ease of Use, Behavioral Intention to Use, Technology Acceptance Model (TAM)