ABSTRACT

Nowadays the frequency of internet users in Indonesia who do online shopping reach 5,9 million people and this condition makes phenomena of shopping online in Indonesia increased. That's why the competition among all online shopping businessmen to get customers becomes fiercer. Now, instagram becomes a new way for social media users as online shopping tool. It is showed by there is the increasing of instagram's active users as 23% from130 million users in June 2013 to 150 million per month.

The purpose of this research is to analyze factors of online purchasing in social media Instagram for fashion category. This research is quantitative research. Sample collected by spreading questionnaire and using nonprobability sampling method with incidental sampling to 400 university students who have ever shopped online. This research used factor analysis technique to look for factors which support oline shopping in social media Instagram for fashion product category.

The result of this research shows that 6 factors which were formed in supporting online shopping in social media Instagram for fashion product category especially for university students in Faculty of Communication and Business in Telkom University were 1) Reputation factor is 35,35%, 2) product variance factor is 8,842%, 3) Time and cost factor is 6,456%, 4) Service quality product is 5,725%, 5) perceived risk factor is 4,988%, 6) quality factor is 4,269%. The total of percentage of variance is 65,834%. It means those factors could explain 65,834% of all original factors or starting variables and there are other influence factors as 34,116% which also influence online purchasing formation in social media Instagram for fashion category according to university students in Faculty of Communication and Business in Telkom University.

Keywords: factor analysis, online purchasing, instagram, fashion