

## ABSTRAK

Manusia sebagai makhluk sosial cerdas terus meningkatkan kemampuannya untuk mempermudah setiap aktivitasnya. Pada era tahun 2000 merupakan puncak kemajuan teknologi yang sangat pesat perkembangannya, dimana era milenium bisa dikatakan sebagai era digital. Salah satu media sosial yang sedang populer sekarang adalah Instagram. Kemudahan fitur media sosial ini dimanfaatkan oleh Vacio, sebuah toko online yang menggunakan media sosial Instagram dalam pemasaran produknya dengan nama akun @vacio.store. *Theory of Planned Behaviour* sangat akurat untuk mendeskripsikan niat seseorang terhadap perilaku tertentu. Niat individu untuk berperilaku ditentukan oleh tiga konstruk yaitu; *attitude toward behaviour, subjective norm, dan perceived behavioural control*. Pada penelitian ini, peneliti ingin mengetahui minat atau keinginan pembeli di @vacio.store dalam memutuskan suatu tindakan untuk berbelanja online melalui fitur Instagram yang digunakan. Hasil penelitian didapati bahwa 1 faktor latar belakang dari konstruk *attitude toward behavior, subjective norm, perceived behavior control* memiliki hubungan langsung dengan *intention* atau niat untuk mengunjungi laman Instagram @vacio.store yakni faktor latar belakang *values and stereotypes, income* dan *intervention*. Penerapan konstruk *theory of planned behavior* dapat mempengaruhi terbentuknya perilaku individu berbelanja *online @vacio.store* melalui adopsi teknologi yakni fitur-fitur yang dimiliki oleh aplikasi Instagram.

**Kata Kunci:** *attitude toward behavior, subjective norm, perceived behavior control, fitur aplikasi Instagram.*

## **ABSTRACT**

*Humans as intelligent social creatures continue to improve their abilities to facilitate every activity. The 2000 era is the peak of technological advances that are very rapidly developing, where the millennium era can be said to be the digital era. One of the social media that is currently popular is Instagram. The convenience of this social media feature is utilized by Vacio, an online store that uses Instagram social media in marketing its products with the account name @vacio.store. Theory of Planned Behaviour is very accurate to describe a person's intention towards certain behaviors. Individual intention to behave is determined by three constructs, namely; attitude toward behavior, subjective norm, and perceived behavioral. In this study, researchers want to know the interest or desire of buyers at @vacio.store in deciding on an action to shop online through the Instagram features used. The results showed that 1 background factor from the constructs of attitude towards behavior, subjective norm, perceived behavior control has a direct relationship with intention or intention to visit the @vacio.store Instagram page, namely the background factors of values and stereotypes, income and intervention. The application of the theory of planned behavior construct can influence the formation of individual online shopping behavior @vacio.store through the adoption of technology, namely the features owned by the Instagram application.*

***Keywords: attitude toward behavior, subjective norm, perceived behavior control, features on Instagram app.***