

PENGARUH *SOCIAL NETWORKING SITES* INSTAGRAM TERHADAP  
*PURCHASE INTENTION* KONSUMEN UNIQLO DI INDONESIA

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ABSTRAK

Kenaikan jumlah pengguna media sosial di Indonesia semakin meningkat dikarenakan pandemi Covid-19. Adanya peraturan pencegahan Covid-19 yang dikeluarkan pemerintah mengharuskan masyarakat untuk *stay at home*, sehingga masyarakat berinteraksi dan berkomunikasi dengan menggunakan media sosial. Sejak saat itu banyak *brand* yang memanfaatkan media sosial untuk sarana pemasaran dan membangun hubungan positif dengan para konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh media sosial Instagram terhadap niat pembelian konsumen Uniqlo di Indonesia. Teori yang digunakan dalam penelitian ini adalah TAM (*Technology Acceptance Model*) yang diperluas dengan menggunakan 6 variabel, *perceived usefulness*, *perceived ease of use*, *attitude towards social networking sites*, *attitude towards social networking advertisement*, *brand attitude*, dan *purchase intention*. Data yang digunakan dianalisis menggunakan metode SEM (*Structural Equation Modeling*) dan menggunakan *software* amos 22. Hasil penelitian ini menunjukkan bahwa *social networking sites* Instagram memiliki pengaruh positif dengan *purchase intention* konsumen Uniqlo di Indonesia

Kata Kunci: *theory of planned behavior*, *structural equation modeling*, *purchase intention*, *attitude towards social networking sites*, *brand attitude*.

*THE IMPACT SOCIAL NETWORKING SITES INSTAGRAM ON UNIQLO  
CUSTOMERS PURCHASE INTENTION IN INDONESIA*

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**ABSTRACT**

*The Covid-19 pandemic has resulted in an increase in the wide range of social network users in Indonesia. The existence of Covid-19 prevention regulation issued by the government requires people to stay at home, so the many people interact and communicate using social networking sites. Since then, many brand have used social networking sites as a marketing tools and to build positive relationship with consumers. The study aims to determine the effect of social networking sites Instagram on the purchase intention of Uniqlo consumers in Indonesia. The theory used in this study is TAM (Technology Acceptance Model) which is expanded by using 6 variables, perceived usefulness, perceived ease of use, attitude towards social networking sites, attitude towards social networking advertisement, brand attitude, and purchase intention. The data used were analyzed using the SEM (Structural Equation Modeling) method and using Amos 22 software. The result of this study indicate that social networking sites Instagram have a positive influence with purchase intention on Uniqlo customers purchase intentions in Indonesia.*

**Kata Kunci:** *theory of planned behavior, structural equation modeling, purchase intention, attitude towards social networking sites, brand attitude.*