

ABSTRACT

Online shopping is the process that consumers can directly purchase goods, services and others from a seller interactively and in real-time by internet. However there are still many people not using this technology to make online purchasing. They need more information about factors that influence purchasing decisions online.

The objective of this study is to analyze the influence of Trust, Perceived Risk, and Easy to use to Brand Image, and Purchasing Decisions Online in Social Media Instagram. These research sampling about 120 respondents who bought online through Instagram more than 3 times. Data collection using purposive sampling method that takes by required criteria. Analyzing data is using Structural Equation Models (SEM) made with AMOS 21.0.

The result of this research is easy to use has positive and significant effect on purchasing decisions online in Social Media Instagram through brand image as an intervening variabel with total effect 0.506. Otherwise, trust has positive and significant effect on brand image but not on purchasing decision online. And perceived risk doesn't have effect on purchasing decision online.

Keyword: Trust, Perceived Risik, Easy to Use, Brand Image, and Purchasing Decision Online.

