

ABSTRAK

Di era perkembangan *platform* media sosial, penurunan pengguna Instagram lebih stabil dari pada penurunan Facebook, sehingga berakibat terhadap peningkatan penggunaan media sosial Instagram pada usaha *coffee shop*. Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan, persepsi kemudahan, persepsi risiko dan norma subjektif terhadap keputusan penggunaan Instagram pada *coffee shop* di Purwokerto Utara. Jenis penelitian ini adalah kuantitatif dengan menggunakan metode pengumpulan data berupa observasi, kuesioner, studi pustaka dan teknik analisis regresi linear berganda, melalui tahapan teknik analisis uji validitas, uji reliabilitas, uji asumsi klasik dan uji hipotesis. Hasil yang diperoleh dari penelitian ini menunjukkan bahwa persepsi kemudahan dan norma subjektif berpengaruh secara parsial terhadap keputusan penggunaan, sedangkan kepercayaan dan persepsi risiko tidak berpengaruh secara parsial terhadap keputusan penggunaan. Kemudian diketahui bahwa kepercayaan, persepsi kemudahan, persepsi risiko dan norma subjektif berpengaruh secara simultan terhadap keputusan penggunaan.

Kata kunci: keputusan penggunaan, kepercayaan, persepsi kemudahan, persepsi risiko dan norma subjektif.

ABSTRACT

In the era of social media platform development, the decline in Instagram users has been more stable compared to the decline in Facebook users, leading to an increase in the use of Instagram for coffee shop businesses. This study aims to determine the influence of trust, perceived ease of use, perceived risk, and subjective norms on the decision to use Instagram in coffee shops in Purwokerto North. This type of research is quantitative using data collection methods in the form of observation, questionnaires, literature review and multiple linear regression analysis techniques, including validity testing, reliability testing, classical assumption testing, and hypothesis testing. The results obtained from this study indicate that perceived ease of use and subjective norms partially influence the decision to use Instagram, while trust and perceived risk do not partially influence the decision to use Instagram. Additionally, it is found that trust, perceived ease of use, perceived risk, and subjective norms simultaneously influence the decision to use Instagram.

Keywords: trust, perceived ease of use, perceived risk, subjective norm, usage decision.

