

RINGKASAN

Freshmode Boutique merupakan salah satu toko yang menjual pakaian wanita, dari mulai baju atasan hingga bawahan, jaket, aksesoris, dan juga tas. Freshmode Boutique menggunakan Instagram sebagai media promosi penjualan, tetapi akun Freshmode Boutique terkadang mengalami suspend atau tidak bisa digunakan sementara, sehingga membuat akun Instagram Freshmode Boutique harus tidak aktif dalam beberapa waktu. Masalah tersebut tentu saja berpengaruh dalam penjualan atau e-business yang dilakukan Freshmode Boutique karena bisa mengalami penurunan penjualan. Instagram disini sangatlah penting bagi Freshmode Boutique, maka perlu diadakan sebuah analisis untuk mengukur pemanfaatan sebuah media sosial yaitu Instagram. Tujuan dari penelitian ini adalah untuk mengetahui pengukuran media sosial Instagram dengan metode Technology Acceptance Model dalam mendukung electronic business. Salah satu model penerimaan sebuah teknologi adalah metode TAM (Technology Acceptance Model). Data diperoleh dengan melakukan kuesioner sebanyak 29 pernyataan. Data yang sudah terkumpul diolah dengan menggunakan IBM SPSS versi 22. Hasil penelitian diperoleh variabel Perceived Ease of Use berpengaruh positif terhadap Attitude Toward Using, Perceived Ease of Use berpengaruh positif terhadap Perceived Usefulness, Perceived Usefulness berpengaruh positif terhadap Attitude Toward Using, Perceived Ease of Use dan Perceived Usefulness berpengaruh positif terhadap Attitude Toward Using, Attitude Toward Using berpengaruh positif terhadap Behavioral Intention to Use, Behavioral Intention to Use berpengaruh positif terhadap Actual System Usage, dan Trust berpengaruh positif terhadap Actual System Usage.

Kata Kunci: Freshmode Boutique, TAM, Instagram.

ABSTRACT

Freshode Boutique is one of the stores that sells women's clothing, starting from tops clothes to bottoms clothes, jackets, accessories, and also bags. Freshmode Boutique uses Instagram for a media sales promotion, but the Freshmode Boutique account is sometimes suspend or cannot be used temporarily, so makes Freshmode Boutique Instagram account must inactive in some time. The problem is certainly influential in the sale or e-business that Freshmode Boutique has done because it could have decreased sales. Instagram here is very important for Freshmode Boutique, it is necessary to be held an analysis to measure the utilization of a social media that is Instagram. The purpose of this research is to know the measurement of Instagram social media with Technology Acceptance Model method in supporting electronic business. One of the models of acceptance of a technology is the TAM (Technology Acceptance Model) method. Data obtained by conducting questionnaires as many as 29 statements. The collected Data is processed using IBM SPSS version 22. The results of the study obtained by the Perceived Ease of Use variable of positive effect on Attitude Toward Using, Perceived Ease of Use of positive effect on Perceived Usefulness, Perceived Usefulness of positive effect on Attitude Toward Using, Perceived Ease of Use and Perceived Usefulness of positive effect on Attitude Toward Using, Attitude Toward of positive effect on Behavioral Intention to Use, Behavioral Intention to Use has a positive effect on Actual System Usage, and Trust has positive effect on Actual System Usage.

Keywords: Freshmode Boutique, TAM, Instagram.