

ABSTRAK

Mochamad Risman Purwanto Ramdhan (1104856). **Pengaruh *Performance Expectancy*, *Effort Expectancy*, dan *Social Influence* Terhadap *Behavioral Intention* Instagram (Studi mengenai penggunaan teori UTAUT kepada pengguna Instagram yang menjadi *followers* @infobdgcom).** Di bawah bimbingan H.Mokh. Adib Sultan, ST., MT.

Peran media sosial Instagram dalam aktivitas manusia, bisa membuat aktivitas dari setiap orang, organisasi, maupun perusahaan dapat dilakukan melalui media *internet*, meskipun jumlah keseluruhan pengguna Instagram yang masih sedikit, namun pertumbuhan Instagram ternyata jauh melebihi media sosial lain. Berdasarkan fenomena tersebut, maka penulis ingin mengetahui faktor apa sajakah yang membuat seseorang berminat menggunakan Instagram, melalui teori UTAUT (*Unified Theory of Acceptance and Use of Technology*).

Metode penelitian yang digunakan adalah metode penelitian deskriptif dan verifikatif dengan menggunakan metode *online survey* dan desain kausal pada *Performance Expectancy*, *Effort Expectancy*, dan *Social Influence* terhadap *Behavioral Intention* Instagram. Teknik sampling yang digunakan adalah *purposive sampling*. Data penelitian ini didasarkan pada pengguna Instagram yang menjadi *followers* @infobdgcom, dengan sampel sebanyak 100 responden. Dalam penelitian ini, metode data uji yang digunakan adalah uji validitas, uji reliabilitas, dan uji asumsi klasik. Kemudian analisis regresi berganda digunakan untuk menguji hipotesis.

Hasil penelitian menunjukkan bahwa tingkat *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, dan *Behavioral Intention* Instagram sudah cukup tinggi. Kemudian hasil analisis regresi linier berganda mengemukakan temuan penelitian yang menunjukkan bahwa secara parsial terdapat pengaruh yang signifikan antara *Performance Expectancy* terhadap *Behavioral Intention*, dan *Social Influence* terhadap *Behavioral Intention*. Sementara itu *Effort Expectancy* tidak memiliki pengaruh yang signifikan terhadap *Behavioral Intention* Instagram. Kemudian secara simultan, *Performance Expectancy*, *Effort Expectancy*, dan *Social Influence* berpengaruh terhadap *Behavioral Intention* Instagram.

Kata Kunci:*Performance Expectancy, Effort Expectancy, Social Influence, Behavioral Intention, Instagram.*

ABSTRACT

Mochamad Risman Purwanto Ramdhan (1104856). *The Influence of Performance Expectancy, Effort Expectancy, and Social Influence towards Instagram's Behavioral Intention (A Study about the use of UTAUT theory at followers of @infobdgcom)*. Under guidance of H. Mokh. Adib Sultan, ST., MT.

The role of social media Instagram in human interest, can make the activity of public, organization, or even the company are accessing internet, even though the total users of Instagram are still in a minority, the development of Instagram is increasing further than another social media. Based on this phenomenon, author want to know some factors which make people wants using Instagram, with UTAUT theory (Unified Theory of Acceptance and Use of Technology).

The study uses descriptive and verifiable approach by online survey and causal design methods at Performance Expectancy, Effort Expectancy, and Social Influence. Research data based on a 100 followers of @infobdgcom as the respondents. In this research, the author using the validity, reliability testing and classical assumption as the method of the test. Then multiple linear regression analysis was used to test the hypothesis.

Results of study showed that the level of Performance Expectancy, Effort Expectancy, Social Influence, and Behavioral Intention Instagram is already high. Then Results of multiple linear regression analysis showed that partially, it has significant positive effect between Performance Expectancy toward Behavioral Intention, and Social Influence toward Behavioral Intention. Besides that, Effort Expectancy hasn't significant positive effect toward Behavioral Intention Instagram. Then simultaneously, Performance Expectancy, Effort Expectancy, and Social Influence has significant positive effect toward Behavioral Intention Instagram.

Keywords: *Performance Expectancy, Effort Expectancy, Social Influence, Behavioral Intention, Instagram.*