

Influence of Life Style and Attitude Toward Trust and Repeat Purchase Intentions on Social Media Users (Study On Instagram Users in Malang)

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ABSTRACT

This research is discussed about Lifestyle and trust influenced by Repurchase intention through attitude. The aims of this research is to understand Influence of life style on the intention repurchasing consumers, Effect of trust on the intention repurchasing consumers, Influence of attitudes toward the purchase intention of re-consumers, Influence of life style to the attitude of repeat purchases of consumer, Effect of trust on the attitudes of repeat purchase consumer, the effect of life style of the consumer repeat purchase intention mediated by the attitude of the people of Malang City, the influence of trust on consumer repeat purchase intention mediated by attitude. Data analysis using Partial Least Square (PLS) analysis methods toward Malang Citizen. This result research has shown that Life style variable has a positive and significant effect on the Buying Intention, trust has a positive and significant impact on the Buying Intention, attitude variable has a positive and significant impact on the Buying Intention, lifestyle have positive and significant effect to consumer attitude, trust has a positive and significant impact on consumer attitudes, attitude is indirectly able to influence the relationship between Life style and Intention Purchase, attitude is indirectly able to influence the relationship between Trust and Intention Purchase.

Keywords: *LifeStyle, Trust, Attitude, Repurchase Intentions, Social Media, Instagram*

INTRODUCTION

Technology is evolving more rapidly at this time. Technological developments led to a lot of things can be done easily, one of them is in terms of communicating. In ancient times, people communicate by way of face to face directly in order message yang disampaikan be well received, other things with people today who do not harusbertatap face to face to be able to communicate, but can use a variety of gadgets (technology) advanced as phone, email, bbm (blackberry messenger), and others so that communication can take place more easily with the technology.

Technology has been developed by scientists to enable people to communicate. Shape the development of technologies such as radio, telephone, television and the Internet, which causes people to communicate with anyone, anytime and anywhere. Bisaterjadi communication through one-way communication like television and radio as well as two-way communication such as phone and email.

Technology in the form of radio and the Internet allows communication difficult to be able to do. One of the products of telecommunication technology innovation is the internet. The Internet is a connection between networks.

Internet applications are now at various segments of human activities, both in the sectors of political, social, cultural, and economic and business. Internet comes from the word Interconnection Networking, which means a kind of network that is capable of connecting a person with information about the world and the global community. Internet is widely used and has become part of modern society life. Some of the benefits of the Internet among others analyze products and markets, rapid communication and delivery of documents at reasonable cost, access to information and the dissemination of information, new business opportunities, providing business information to consumers and society at large, used as a means of selling a product or point of transaction and many other advantages that can be obtained from the internet.

The rapid growth of information technology has created new business opportunities in the pursuit of its business success. Internet technology is the one that has

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made the business today become borderless and timeless (without borders and without a time limit). According to research [1], the business turnover in 2003 is estimated at about 3.2 trillion dollars, and referring to reports [2], the global online sales in 2011, has recorded 763 trillion dollars. More than 2.4 billion users of social media in 2012, indicating that the use of the internet could be a promising alternative business infrastructure.

According to [3] the online business communication system is the only means capable of sending messages to customers most exhaustive such as awareness, knowledge, liking, preference, conviction and purchase. Other communication systems are not able to provide as well as the completeness of this online communication system. With the phenomenon of the businesses strive to offer their products online

Malang is the second city in East Java with the biggest internet user after Surabaya. Internet users in Malang reach 160,000 people and will continue to grow every year. Increasing Internet users increase online market share in Indonesia. Based on [4] the value of online transactions reached 3.56 billion US dollars in 2015 or equivalent to 49.13 trillion. This amount is expected to reach 68 trillion by the end of 2016.

One of the new forms of communication offered in the internet world is social media. Where by using social media, users can expand the words or things experienced. Based from [5] points out, social media is "an application-based networking group based on the internet built on technology, so as to enable users to create and replace distributed content." Instagram is one form of social media that allows users to share photos, videos, and various information.

Shopping online is currently being enjoyed by most people, because in this new way people do not have to feel difficult again to obtain the desired goods. Choosing whatever item you want, simply by selecting the image available in Instagram online shop account and ordering it directly, pay by way of direct transfer, and ordered products sent immediately to the address of the buyer, it is very easy to do. This is what Instagram appeal apart from sharing photos.

According to [6] the factors that make online seller use Instagram as a promotional media, this will be discussed with the type of requirement according to Uses & Gratification theory, namely: Cognitive (knowledge), Affective (experience), Personal integration, Social

Integration (social identity), and release of tension (entertainment).

Instagram is not just a media sharing, but also as a medium for measuring the level of social class of the lifestyle displayed in the gallery of its users [7]. This means that there is no direct connection between the message and the effect, but in the process of media communication, the use of the message as a variable between the effects. The message in question in this case is the photos of products sold in the online shop. This message is delivered to the audience and cause a consumptive effect to create a lifestyle envy. Instagram seller online here has an indirect role to provide the needs people want to climb to a higher caste, or at least look that way from the photos uploaded in Instagram gallery.

With the phenomenon, the consumer requires a trust when doing transactions online. Where trust by [8] is a person's willingness to be sensitive to the actions of others based on the hope that others will take certain actions on those who believe in them, regardless of their ability to monitor and control them. The higher the level of consumer confidence, the lower the level of perception of risk in transactions. Past research that examines trusts according to [9] which results in the finding that trusts affect the intention of repeat purchases in e-shopping. According to [10] also suggested that the Trust in online stores is the most influential factor on the intention of buying back on the online store. Based on [11] resulted in the finding that the Trust affects repurchase intention.

Different results of research presented by [12] which shows Trust (trust) has no significant effect on the intentions of online repeat purchase. This is reinforced by [13] research which also resulted in the finding that the Trust has no effect on online purchasing behavior. Due to the inconsistency of the results obtained studies, this will be the research gap of this research.

With an explanation of the empirical results, the trust variable becomes the variable to be studied against the repurchase intention through Instagram social media account, trust becomes one of the psychological factors affecting consumers to make purchases [14]. According to [15] Repurchase Intention is the intention to repurchase a product twice or more, both on the same or different products. This repurchase includes 2 characteristics of intention (Intention) and behavior (behavior). Repurchase intention is closely related to consumer attitudes

toward consumer objects and attitudes toward previous behavior.

According to [16] defines attitude as a person's cognitive judgment of likes or dislikes, emotional feelings whose actions tend toward various objects or ideas.[17] also asserted that consumer attitudes today are, of course, the result of their previous experience, in this research the previous experience is the experience of buying products online. If the performance of an Instagram account is considered good and meets the expectations of the consumer then the consumer will intend to re-transact through the Instagram account (repurchase intention), otherwise if during the transaction the consumer is disappointed that can be caused by fraud at the transaction, then repurchase intention (Intention) will not happen. Therefore, the researcher makes attitude as the variable studied this time to repurchase intention and make attitude as mediation variable between trust on repurchase intention.

According to [18] showed an attitude of having influence on repurchase intention (repurchase intention). With result indicate that attitude variable have an effect on repurchase intention then this research want to prove whether research result about attitude toward repurchase intention online shopping in Malang city will also support previous research or vice versa. Based on [19] suggests that factors other than trusts that make consumers repurchase intention are personalities, one of which is the lifestyle of the consumer (lifestyle). According to [20] is the lifestyle of someone in the world who expresses a person in the activities, interests, and opinions. Lifestyle describes the "whole person" in interacting with the environment. Based on [21], this research shows that Lifestyle has a positive effect on buying behavior through internet, this result also supported by [22] research showing Life style (Shopping experience variable) positively affects the future of e-commerce commodity purchases (repurchase). Research also shows the Life style (Shopping experience) positively affect the attitude of purchasing through e-commerce.

The results of different studies are presented from [23] which shows that Lifestyle (Fashion Involvement) has no effect on purchase intentions online. The inconsistency of the results obtained from previous research is a research gap or gap, which is then filled in by inserting consumer attitudes attitude (ATD) as a mediation variable. With reference to previous studies by

[24], [25], [26], [27], [28] and [29] which shows that attitudes affect the intention of repurchase.

Based on the background, some business phenomenon and Research Gap mentioned above, then the formulation of the problem to be in carefully are:

1. Does the life style affect the intention of repurchasing consumers in the community of Malang?
2. Does the trust affect the intention of repurchasing consumers in the community of Malang?
3. Does the attitude affect the intention of repurchasing consumers in the city of Malang?
4. Does the life style affect the attitude of repurchasing consumers in the community of Malang?
5. Does the trust affect the buying attitude of consumers in the community of Malang?
6. Does life style affect the consumer repurchase intention that is mediated by attitude on society of Malang City?
7. Does the trust affect the repurchase intention of consumers mediated by attitudes on the people of Malang?

Research Analysis

Based on the above problem formulation, the purpose of this research are:

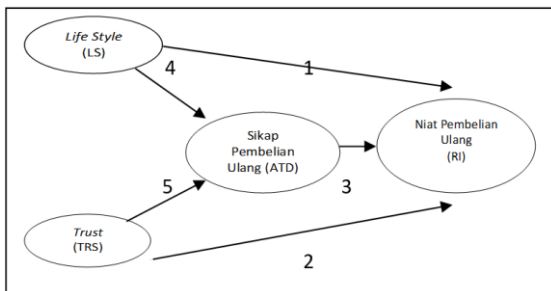
1. Effect of life style on consumer buying intention in Malang City society.
2. Effect of trust on consumer buying intention in Malang City society.
3. The influence of cycles on the intention of repurchasing consumers on the people of Malang.
4. The influence of life style on consumer buying attitude in Malang City society.
5. Effect of trust on consumer buying attitude in Malang City society.
6. The influence of life style on consumer repurchase intention which is mediated by attitude on society of Malang City.
7. Effect of trust on consumer repurchase intention mediated by attitude on society of Malang City.

MATERIAL AND METHOD

This study uses a survey type of research, ie research conducted by taking samples from a population and memakaisebuah questionnaire as the main data collection instrument. Thus, this research is categorized as explanatory research, Singarimbun and Effendi, (2006) explains that

explanatory research is a type of research that explains the causal relationship between research variables through hypothesis testing. This study was conducted in Malang, East Java, with 140 respondents. The data analysis tool used in this research is Partial Least Square (PLS). PLS is a SEM (Structural Equation Modeling) equation model based on components or variants. According to [30] suggests that PLS is an alternative approach that shifts from a Covarian-based SEM approach to a variance-based.

PICTURE 1.1 CONCEPTUAL FRAMEWORK RESEARCH



Data Collection

Sources of data used in this study consisted of primary data and secondary data. Primary data is the main data obtained by researchers from the first source of Malang society.

Secondary data according to [31] is research data obtained by researchers indirectly through media intermediaries. In this study secondary data obtained from various appropriate external sources such as newspapers, literature review, and some previous research.

To get the data in accordance with the purpose of research that has been determined, then the technique used for data collection is by using a questionnaire, the questionnaire closed. According to [32] closed questionnaire is a questionnaire that already provides a choice of answers so that respondents just choose the answers that have been available in the questionnaire. In relation to this study, researchers distributed a closed questionnaire to 140 respondents. This study uses a questionnaire prepared in a statement sentence. Respondents were asked to provide their responses by selecting one of the available answer options in the form of a cross (X) or tick (V) on the provided skory. The answers of qualitative respondents are translated into quantitative. The determination of the value of each question item on the problem under study was measured using the Likert scale, by Likert scale (Likert scale) designed to examine how

strongly the subject agreed or disagreed with the statement on a 5-point scale with a strongly disagreeable arrangement, , Quite agree, agree, and strongly agree that each given a score of 1,2,3,4,5[33].

RESULT AND DISCUSSION

Table 1.1 Characteristics of Respondents

No	Subject	%
1	Gender	
	Man	39
	Women	61
	Total	100
2	Age	
	<20 years	13
	21-35 years old	59
	36 - 50 years	26
	> 50 years	2
	Total	100
3	Type of product purchased	
	Clothes	50
	Jewelry	22
	Bag	24
	Cosmetics	2
	Shoes	2
	Total	100
4	Work	
	Civil servants	15
	entrepreneur	21
	Student / student	48
	Private employees	16
	Total	100
5	Revenue Per Month	
	<\$ 1,000	18
	Rp 1,000,000 - Rp 3,000,000	63
	Rp 3,000,000 - Rp 5,000,000	13
	> Rp 5.000.000	6
	Total	100
6	How many times buy a product in Instagram	
	1-5 times	25
	6-10 times	18
	> 10 times	57
	Total	100

Table 1.1 above explains that gender characteristics show more women at 61%, because Instagram provides more variety of products for women, thus causing women to prefer shopping through Instagram. The majority of respondents aged 21 to 35 years, in a relatively young age then the desire to buy a product is greater. The price of products sold in Instagram is relatively cheaper than offline stores. Price factor is an important thing that needs to be scrutinized,

because consumers are price sensitive. Based on Table 1.1 above explained that with the price of Instagram products are relatively cheap than buying products in the store then consumers who earn between Rp 1,000,000, - up to Rp. 3.000.000, - per month can make an online purchase in Instagram repeatedly.

The types of products purchased by respondents indicate that clothing products are more in demand by respondents because they are much more attractive, fashionable, follow the trend, the choices are varied and much cheaper than in stores. Based on the type of work, students show the highest number, because students have more free time to search for product information online, unlike civil servants, private employees and self-employed people who have little time to look for product information and generally time only on return Work or weekend (weekend). How many times respondents buy products online through Instagram shows the majority have already bought more than 10, this can be interpreted that currently respondents prefer to shop online through Instagram because the price is cheaper, the product offered varies, the product follows the trend of today, The transaction is more secure. The result of description description of respondent characteristic above explains that intention of re-purchase through Instagram in Malang city is high.

Examination of Research Instruments

Examination Construct Validity

Table 1.2 Test Results Convergent Validity

Variabel	Item	Loading Factor	t-statistik	Information
Purchase Attitude (ATD)	ATD 1	0.933	77.024	Valid
	ATD 2	0.911	52.114	Valid
	ATD 3	0.933	77.024	Valid
	ATD 4	0.860	47.089	Valid
Life style (LS)	LS1	0.918	64.724	Valid
	LS2	0.867	25.658	Valid
	LS3	0.931	82.523	Valid
	LS4	0.906	47.564	Valid
	LS5	0.863	31.494	Valid
	LS6	0.646	7.695	Valid
Repurchase intent (RI)	RI1	0.959	169.400	Valid
	RI2	0.953	123.765	Valid
	RI3	0.842	39.662	Valid

Trust (TRS)	TRS1	0.917	86.253	Valid
	TRS2	0.730	20.065	Valid
	TRS3	0.553	7.155	Valid
	TRS4	0.816	14.919	Valid
	TRS5	0.821	32.209	Valid
	TRS6	0.865	26.680	Valid
	TRS7	0.561	8.627	Valid
	TRS8	0.581	8.011	Valid

Source: Primary Data Processed (2016)

In table 1.2 can be explained that the results of each latent variable analysis obtained loading factor of each item more than 0,500 and the value of t-statistics more than 1,960 which means that each indicator is able (valid) form a latent variable well. Further discriminant validity is measured using cross loading by criterion if the value of loading factor in a corresponding variable is greater than the correlation value of the indicator on the other variable then the indicator is declared valid in measuring the corresponding variable.

Evaluation of construct validity is done by using convergent validity and discriminant validity. Convergent validity of measurement model with reflexive indicator is judged by correlation between item score / component score estimated with PLS Software. Individual reflexive sizes are said to be high if they correlate more than 0.70 with measured constructs. However, according to [34] for the initial stage of development of the scale of measuring the loading values of 0.5 to 0.6 is considered sufficient. In this research will be used the load factor limit of 0.50.

Examination Construction Reliability

Table 1.3 Test Results of Construction Reliability

Variabel	Composite Reliability
Attitude (ATD)	0.950
Lifestyle (LS)	0.944
Repurchase intent (RI)	0.942
Trust (TRS)	0.905

Source: Primary Data Processed (2016)

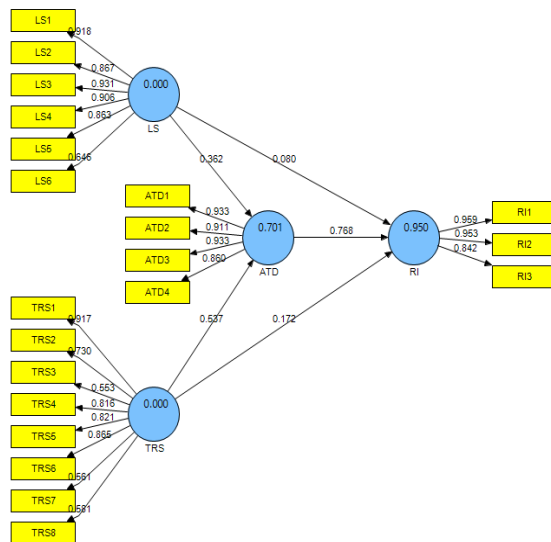
Table 1.3 shows Calculations that can be used to test construct reliability is composite reliability. The test criteria states that if the composite reliability is greater than 0.7 then the construct is declared reliable. In table 1.3 Results of construct reliability of latent variables obtained value of composite reliability greater than 0.70.

Calculation that can be used to test the reliability of a construct is composite reliability. The test

criteria states that if the composite reliability is greater than 0.7 then the construct is declared reliable.

Partial Least Square Analysis (PLS) Line Chart Development

Picture 1.2 Goodness of Fit Inner Model



In Picture 1.2 it is explained that the overall indicators of each latent variable result in a larger loading factor compared to cross loading in other variables. Thus it can be stated that each indicator is able to measure the latent variables corresponding to the indicator.

Goodness of Fit Model

Table 1.4 Goodness of Fit Model

Variabel	R ²
Purchase Attitude(ATD)	0.701
Repurchase intent (RI)	0.950
$Q^2 = 1 - (1 - R_1^2) \times (1 - R_2^2)$ $Q^2 = 1 - (1 - 0.701) \times (1 - 0.950)$ $Q^2 = 1 - 0.015$ $Q^2 = 0.985$	

Source: Primary Data is processed (2016)

In Table 1.4, the structural model of research is formed by four latent variables, namely life style (LS), trust (TRS), consumer attitudes (ATD), and repurchase intention (RI). Consumer attitude is influenced by the life style and trust with the coefficient of determination (R square) of 0.701. This shows that 70.1% of consumer attitude factors are influenced by life style and trust, while other factors influencing consumer attitudes are 29.9% exposed by other factors.

Repurchase intention is influenced by life style, trust, and consumer attitude with the coefficient of determination (R square) of 0.950. This indicates that 95% of repurchase intention factors are influenced by life style, trust, and consumer attitudes, while other factors affecting repurchase intention by 5% are caused by other factors.

Examination of goodness of fit inner other models can use the coefficient of determination total (Q²) which shows the structural model that is formed able to represent the existing data.

Based on the calculation in table 1.4 it is explained that the value of the coefficient of determination total of 0.985 means that the structural model formed able to explain about 98.5% variance of research data. Or it can be said also that the level of accuracy of the PLS model is 98.5%.

Examination of goodness of fit inner other models can use the coefficient of determination total (Q²) which shows the structural model that is formed able to represent the existing data.

Direct Effect Hypothesis Testing&Indirect Effect Hypothesis Testing**Tabel 1.5 Direct &Indirect Effect Testing Results**

Variable Effect	Path Coefficient	Value t Count	Value t Tabel	Information
Life Style – NiatPembelianUlang	0.080	2.370	1,960	Signifikan
Trust– NiatPembelianUlang	0.172	5.442	1,960	Signifikan
Life Style – NiatPembelianUlangmelaluiSikap	0.278	4.900	1,960	Signifikan
Trust – NiatPembelianUlangmelaluiSikap	0.412	7.726	1,960	Signifikan

Sumber: Data Primer yang diolah (2016)

In table 1.5 Can be explained that the Life style variable has a positive and significant impact on the Buying Intention. Then table 1.5 explains that the trust variable has a positive and significant effect on the Buying Purpose. Table 1.5 also explains that attitudes have a positive and significant effect on the Buying Purpose. From the results of hypothesis testing in table 1.5 shows that the lifestyle has a positive and significant impact on consumer attitudes. Then trust variable have positive and significant influence to consumer attitude. Life style to the Buying Ability in Instagram through attitude has a positive and significant influence. So the result implies that attitude is indirectly able to influence the relationship between Life style and Intention Purchase in Instagram. Trust of the Buying Purposes in Instagram through attitudes have a positive and significant influence. So that result implies that attitude is indirectly able to influence the relationship between Trust and Intention Purchase in Instagram.

The basis of decision making for hypothesis testing is to use the t statistics, where the statistical t value greater than the value of t-table 1.96 shows a significant effect.

To know the indirect influence of Lifestyle variable and Trust variable is by first passing consumer attitude variable, which further influence to variable of repurchase intention. The results of the tests of these direct and indirect effects can be summarized as follows:Testing the indirect effect of lifestyle and trust variables on repurchase intention through attitude. First tested by knowing the effect of attitudes (ATD) on the intention of repurchase (RI).

CONCLUSION

Based on the problem formulation, the purpose and discussion in this research about Switching Behavior influenced by Customer Satisfaction either directly or indirectly through Service Quality, Financial Considerations, and Convenience variables can be concluded:

1. From the results of hypothesis testing proved that the Life style variable has a positive and significant effect on the Buying Intention. The higher the Lifestyle owned by the consumer online, the higher the Repurchase Intention in Instagram Shop Online. Substantially the results of this study indicate that some aspects such as activities, interests and opinions increase the intention to buy back. Based on the average perception shows that consumers use Instagram when making purchases online

because social media is quite effective in introducing products sold because sellers can show examples of images of products sold so as to increase consumer intention to buy back the goods on instagram, then Using Instagram when buying a unique item that is not in the store because the emergence Instagram as a trading platform also changed the way consumers in shopping. Before the era of the online shop if consumers need something, consumers will go to the store to buy the items needed. Now with the rise of buying and selling online through instagram, the majority of consumers prefer to find the required products through various social media platforms one of which is Instagram, so the intention of re-purchase through Instagram can happen. Interest is the desire of consumers of a good or service or other hobbies. Here respondents interested in having Instagram account then respondents interested in making a purchase through Instagram because through social media this seller shows a sample image of the product so that potential buyers can see clearly the product offered, then Seller gives effect to the product image so as to increase the intention of the prospective buyer to make a purchase on Products offered so that the intention of re-purchase through Instagram can happen. Opinion in this research is self concept formed from environmental influence. Here the respondents have an opinion that buying a

product online through Instagram is very easy for consumers because consumers do not have to bother out of the house to buy a product and do not need to be caught in the street and the payment is easy just a transfer does not need to queue at the cash register like shopping in general Besides not Need to go out of the house or office to find the necessary goods, consumers now also feel more comfortable shopping online, because the goods can be sent directly to the home so as to save time and energy so that consumers intend to make a purchase via Instagram.

2. From the results of hypothesis testing proved that the variable trust has a positive and significant impact on the Buying Intention. The higher the trust that consumers have on instagram, the higher the Intention of Buying Through Online Shop Instagram. Substantially the results of this study indicate that some aspects such as comfort, satisfaction and responsibility increase the intention to buy back. The fact that the convenience of online shopping is offered to consumers who only have limited time to shop and the availability of product information, reviews and price comparison is the main driver of re-purchase intention through social media. Satisfaction here is a form of customer satisfaction to the sellers in the online shop via Instagram. Here the respondents are satisfied to transact via Instagram because the sellers meet what the customer wants, the seller provide the best service to its customers. So the intention of re-purchase through Instagram can happen.
3. From the results of hypothesis testing proved that attitude variable has a positive and significant impact on the Buying Intention. The higher the attitude that consumers have toward instagram, the higher the Intention of Buying Through Online Shop Instagram. Substantially the results of this study indicate that some aspects such as positive thinking, believe increase the intention of repeat purchase. Positive thinking here is the impression consumers feel about Instagram. Here respondents feel positive and positive thinking to shop online via Instagram because of the various advantages of Instagram so that intention of re-purchase through Instagram can happen. Believe here is a form of trust by respondents to Instagram. Respondents believe that Instagram has high reliability and credibility for its customers so that consumers believe and intend to buy back through

Instagram. This is reinforced by the results of respondents' characteristic that shows how many times the respondents bought the product online through Instagram shows that most of them have buy more than 10, it can be interpreted that the respondent has positive perception on instagram, and is interested in using instagram so purchase intention Birthday happens.

4. From result of hypothesis test proved that variable of lifestyle have positive and significant effect to consumer attitude. This means that a high lifestyle will lead to increased consumer attitudes towards instagram. Substantially the results of this study show that some aspects such as activities, interests and opinions increase consumer attitudes towards instagram. Based on the average perception shows that when consumers will make purchases of products online then consumers prefer instagram because it is effective in offering products sold because sellers post images of existing goods make consumers think positive with the advantages that are not owned by other social media so consumers Interested in having an instagram account in order to shop online through instagram. Then, consumers have positive thoughts and are interested in having Instagram account because through this social media seller upload product photos so that potential buyers can see clearly the goods offered and the price offered, then Seller gives effect to the product photo so as to increase the positive impression to the prospective buyer. Consumer opinion that buying a product online through Instagram is very easy for consumers because consumers do not have to bother out of the house to buy a product and do not need to be caught in the street and the payment is easy just a transfer does not need to queue at the cash register like shopping in general In addition to not need to go out home or office to find needed goods, today's consumers also feel more comfortable shopping online, because the goods can be sent directly to the home affects respondents to think positively about Instagram and believe in the purchase online through Instagram.
5. From the results of hypothesis testing proved that the variable trust has a positive and significant impact on consumer attitudes. This means that high trust will lead to increased consumer attitudes towards instagram. Substantially the results of this study indicate

that some aspects such as comfort, satisfaction and responsibility increase consumer attitudes towards Instagram. Convenience is the convenience of online shopping is offered for consumers who only have limited time to shop and the availability of product information, reviews and price comparison is the main driver of consumers to trust online shopping through Instagram so consumers are interested in having an Instagram account. Satisfaction here is a form of customer satisfaction to the sellers in the online shop via Instagram. Based on the results of the study of respondents satisfied transactions via Instagram because the seller meet what is in the desire by the customers, the seller provides the best service to its customers make consumers have good thoughts on Instagram so interested in having Instagram account. Responsibility here is a form of responsibility felt by respondents from existing seller Instagram. Respondents responded that the sellers at Instagram were able to provide good quality products to be sold to their customers, then the seller in Instagram was able to provide security in transactions and after the transaction was completed the seller confirmed pengiriman products on time and give the receipt of the receipt number to its customers to make consumers have an impression Positive to Instagram so interested in having Instagram account.

6. The result of Life Style's impact test on Purchase Intention in Instagram through attitude has positive and significant influence. So the result implies that attitude is indirectly able to influence the relationship between Life style and Intention Purchase in Instagram. Substantially It shows that respondents' attitude about the interest of using Instagram, the advantages of Instagram that give positive impression to online shopping, believe Instagram has high reliability and credibility, and consider the positive and negative side of Instagram use indirectly influence respondents to have Instagram account, Interested in making purchases through Instagram, using Instagram when making an online purchase, using Instagram when want to buy a unique item and not available in the store into consideration consumers in re-purchase on Instagram.
7. The test results of Trust's influence on the Buying Purposes in Instagram through

attitudes have a positive and significant influence. So that result implies that attitude is indirectly able to influence the relationship between Trust and Intention Purchase in Instagram. Substantially this shows that the respondent's attitude about the interest of using Instagram, the advantages of Instagram that cause a positive impression to shop online, believe Instagram has high reliability and credibility, and consider the positive and negative side of Instagram use indirectly affect the comfort of respondents in the transaction, Satisfaction of respondents because the service and responsibility of the seller in Instagram become material consideration of consumer in buying back at Instagram.

SUGESTIONS

Based on the results of the research and the conclusion above, the suggestions that can be presented in this research are:

For Seller on Instagram:

1. To Raise Trust from buyers, The seller in Instagram should make the image / video uploaded to Instagram as interesting as possible to attract interest from the follower to make buyers through their Instagram account.
2. To improve trust, The sellers should pay attention to the confidence of consumers who are sure to buy their products through Instagram. For example, sellers provide complete information about products that are sold from the price, how to purchase and payment, and immediately send goods on time and always provide receipt as proof of delivery of goods so that consumers believe in Instagram account.
3. The seller should still pay attention to Instagram activity in response to comments and questions from Instagram users who want to know more details about the products sold by the seller. Consumers will feel satisfied if the questions and comments are directly addressed so that consumers feel confident and clear about the products advertised by the sellers in Instagram and will immediately make a purchase.

For Instagram Users:

1. To Raise Lifestyle, Instagram users should be smart buyers, not easily affected advertising in social media and still buy goods as needed in making an online shop as a shopping media.

2. To raise the attitude to Instagram users should always pay attention to the credibility of the sellers in Instagram when they want to make an online purchase transaction, by looking at the testimony of customers who have been shopping online in the Instagram.
3. To improve repurchase intention on Instagram, users should not directly buy many items at once in one Instagram account, but test first by trying to buy one item of goods first, if the service is satisfactory and proven seller in Instagram is not a fraud, then please the buyer make the next transaction.

For The Next Research:

1. The next researcher is also suggested to enrich the research area by adding the variables that have not been tested in this research, for example among other variables purchase decision, consumer satisfaction, product attribute, product advertisement through endorsement artist through Instagram.
2. The next researcher should expand the object of research, considering not only in Malang City that many conduct online transactions through Instagram, so that the results of this study can be more generalized.
3. The importance of using qualitative approaches to explore more comprehensive information so that the accuracy of research findings is better.

Limitations of Research

This study has several limitations that may affect research results. Limitations are as follows: This study only examines one research object, namely Social Media Instagram, while there are some famous Online Shop that is also in demand by the people in the city of Malang. Lack of understanding of the respondents to the statements in the questionnaire as well as the attitude of care and seriousness in answering all the statements that exist to be an obstacle in this study. This is acknowledged by researchers as a limitation because the researchers did not use the method of in-depth interviews with all respondents in this study. This research uses data collection method in the form of questionnaire with interval scale in the form of rating (Likert scale) as measurement scale. The Likert scale used in this research is 5, which strongly agree, agree, neutral, disagree, and strongly disagree. The tendency of questionnaires using the odd scale is that respondents who do not understand the

statements in the questionnaire are likely to give neutral answers.

ACKNOWLEDGEMENT

The author would like to thank Mrs. Prof. Dr. Noermijati, SE., MTM and Mr. Ananda Sabil Hussein, SE., M.Com., Ph.D who has patiently guided the preparation of this writing to completion on time. The authors would also like to thank Mr. Dodi W.Irawanto, SE., M.Com., Ph.D and Ms. Christin Susilowati, SE., M.Si for evaluation of inputs and suggestions in this paper

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