

ABSTRACT

This study aims to analyze the influence of Instagram promotion to the purchase intention (case study in Affairs Store Yogyakarta). This study uses two variable, Instagram promotion and purchase intention. Four elements applied in this study: Promotion through Instagram—which include up to date, informative, convenience—and purchase intention. The data were collected through questionnaires and implemented to 50 customers, as well the Instagram account followers of Affairs Store as the study sample.

Informative and convenience variables in this study have positive results in this case, apart from those two variables, the up to date variable also plays a positive role in determining such strategy. However, it is not as high as the other two. The purchase intention aspect also has a positive results, as the respondents affirm about their intention to buy in this study.

Keywords : Affairs Store, Promotion, Instagram, Purchase Intention