

**PENGARUH KEPERCAYAAN DALAM MEDIASI
PERCEIVED RISK TERHADAP NIAT BERTRANSAKSI
BELANJA *ONLINE* MELALUI MEDIA SOSIAL INSTAGRAM
(STUDI KASUS WANITA KOTA PADANG)**

TESIS

*Disusun dan diajukan untuk memenuhi salah satu syarat dalam
Mencapai derajat sarjana srata -2Magister Manajemen*



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Instagram Online Shopping through factors of Trust, Risk and Intention to use

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Abstract—This paper presents the study related online shopping via Instagram. This study investigates the influence of trust in the mediation on perceived of risk and the intention to use Instagram. A-130 the research female respondent using the convenience sampling in survey approach had been presented. The data obtained was analyzed using Structure Equation Modeling (SEM) and Smart PLS program. The result of this study is that trust factor on the intention to transaction online shopping via Instagram has the positive and significant relationships. However, trust factor has a negative and significant impact on perceived risk on online shopping using Instagram. In the meantime, perceived of risk has a negative and significant effect on the intention of transacting online shopping through Instagram. Additionally, related to the indirect influence, the trust factor influences the intention to use Instagram through the perceived of risk as mediating variable. Finally, the further research and contribution has added in this paper.

Keywords: *Trust, Perceived Risk and Intention to Use, SEM/PLS*

