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The Implementation of S-O-R Framework (Stimulus, Organism, and Response) in User Behavior Analysis of Instagram Shop Features on Purchase Intention

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Abstract		Original Research Article

The primary purpose of this study is to analyze the application of the S-O-R Framework (Stimuly, Organism, and Response) in the Analysis of User Behavior of the Instagram Shop Feature on Purchase Intention. This study is a causality study, which was conducted to determine the effect of one or more independent variables (exogenous variables) on the dependent variable (endogenous variables) using Structural Equation Modeling (SEM). The population used in this study are all Instagram users who live in Greater Jakarta and have used or transacted (purchased goods) through the Instagram Shop. At the same time, the sample used in this study is Instagram users who have transacted at the Instagram Shop, which is the millennial generation or generation Y. This study shows that perceived information quality, online promotion, and trust have a positive and significant effect on satisfaction. In addition, security has a significant positive effect on trust, and trust has a significant positive effect on purchase intention. On the other hand, this study shows that Perceived information quality and online promotion have no significant effect on trust. Furthermore, security has no significant effect on satisfaction, and satisfaction has no significant effect on purchase intention.

Keywords: S-O-R Framework, perceieved information quality, security, online promotion, trust, satisfaction, dan purchase intention.

INTRODUCTION

The internet world's development is increasingly massive and reaches various groups. Most users are the younger generation or what is now referred to as the millennial generation. The millennial generation, also known as Gen Y, was born between 1981 and 1996 (Munsch, 2021). They were born in an era of advanced technology, where computers, cellphones, smartphones were created. They are a generation that prefers an instant way of doing work. Moreover, their youth is presented with various technologies that can access any information in the world, namely internet technology (Lissitsa & Kol, 2016).

An addition, based on research from the MarkeWatch firm, millennials tend to dare to take risky decisions, including those related to their financial condition. Millennials can also quickly provide their personal information, such as their email address or mother's name. This is what online fraud perpetrators often take advantage of (Eckleberry-Hunt & Tucciarone, 2011). This causes the millennial generation to be the most vulnerable to cybercrime, especially fraud when shopping online. Along with the increasing trend of online shopping or online shopping, there are many cases related to fraud committed by online shop owners, one of which is on the Instagram platform. Based on this, in March 2019, Instagram as a social commerce platform officially launched the Instagram Shop feature in Indonesia, as one of the online shopping features on Instagram that can guarantee security due to regulations that must be met by business people who want to register their business with this feature.

In using Instagram shopping, business actors or online shops are required to submit an account review before successfully creating an official store on Instagram. The entire review process for Shopping

applications is carried out by the user, not the machine, thereby minimizing approval errors. Instagram requires the shop feature to be connected to the website, and later Instagram will review the store and give approval. This Instagram shop is one of the social-commerce or what can be called s-commerce. The difference with e-commerce is that in e-commerce, the user needs to visit the website or application first. Because of this integration feature, users can market their products very efficiently on Instagram. The products offered in this feature are not only in the form of a storefront with a long description but can also be displayed like ordinary user posts. This is what drives the interest of Instagram users to make purchases or purchase intentions. According to Kotler & Kevin lane keller (2017), a purchase intention is a form of consumer behavior who wishes to buy or choose a product based on experience, use, and desire.

One of the obstacles that online shop business people generally experience is related to the problem of trust or trust in prospective customers. The level of consumer trust in the seller or seller is one indicator that deserves to be studied more deeply. Trust is one of the important issues in the online shopping environment (Hajli *et al.*, 2017). Trust is a key factor that affects online buying and selling transactions in e-commerce. This is because they only get information on goods and sellers but do not know the seller's credibility. Without the trust of buyers, online transactions cannot occur.

Ghasemaghaei & Hassanein, (2015) suggest that the quality of information positively impacts consumer satisfaction. Kim & Lennon, (2010) claim that the quality of online information helps increase product satisfaction and helps consumers make more informed decisions about their online shopping. Consumer trust and satisfaction as a factor organism in the SOR framework in the online environment plays an important role, which is the basis for forming long-term relationships between online consumers and business people that can influence customer purchase intentions for products of certain brands or brands.

Another stimulus factor that can affect purchase intention behavior towards a brand is the security (Zhu *et al.*, 2020). The increase in trust is strongly influenced by the feeling of security they have to use the system provided on the online store interface. Security in using technology can prevent consumers from a high risk of fraud, hacking to phishing. In the s-commerce environment, especially on Instagram Shopping, security issues are a matter of concern, especially in guaranteeing the security and confidentiality of data for its users. The millennial generation is critical and has good knowledge of security in digital transactions. Apart from that, the rise of e-commerce and s-commerce further strengthens their belief in the security of users in transactions (Attar *et al.*, 2021).

Zhu *et al.*, (2020) also stated that the stimulus factor that can encourage purchase intention is online promotion. Promotion is the primary marketing strategy to attract new customers, encourage existing customers to repurchase, and persuade customers to switch. Promotion in discounts, coupons, bonus packages, refunds are a wide-scale implementation among business people (Huang *et al.*, 2014). The results of a study on the behavior of Indonesian people shopping in S-Commerce and e-commerce are dominated by the millennial generation. This is closely related to the relationship between the millennial generation and digital technology (Moon *et al.*, 2018). As a young and technology-savvy generation, this generation certainly likes the various online promotions offered by online stores. The application of online promotion must be adequately made and appropriate. For example, the promotion that is carried out must not contain empty or inappropriate promotions. The promotional information provided must be by the actual situation because this can affect consumers' level of trust and satisfaction.

This study aims to examine the SOR framework more deeply with an indicator of the expanded trust dimension to help organism variables in the SOR model and examine the stimulus factors related to the purchase intention of Instagram Shop users. One of the stimulus factors that is thought to affect purchase intention is perceived information quality. Perceived information quality in online reviews is a type of product-related information made by people who have used the product. In the S-commerce environment, product reviews made by online users are not only in the form of products but also features offered on S-commerce. This strongly impacts someone's buying decision, especially for the millennial generation. This generation prefers online shopping activities compared to other generations (Y. Chen & Xie, 2008).

LITERATURE REVIEW
SOR Model (*Stimulus, Organism, Response*)
The SOR model was initially proposed by (Nagoya *et al.*, 2021) to demonstrate the mechanisms of the environment that influence human behavior. In the SOR framework, the stimulus is conceptualized as an influence that affects an individual's internal organs. The organism is a consumer's internal state related to cognitive and emotional systems, including perception, experience, and evaluation *(Zhang et al.*, 2018). Organisms are described by cognitive and affective, which are implemented with intermediaries and processes that mediate the relationship between stimulus and response or individual response. This organism process is a response or response from consumers that come in various forms, ranging from conscious to the subconscious and internal to external (Buxbaum, 2016). The response is the result of the consumer behavior approach.

Perceived Information Quality as a Stimulus

In terms of the e-commerce and social commerce environment, online reviews are the primary source of information for online consumers to make purchasing decisions. Xu *et al*., (2013) show that the perceived quality of information is the consumer's evaluation of the expression and knowledge of their communication. Perception is receiving, selecting, organizing, and giving meaning to something received by a stimulus or stimulus. *Perceived information quality* is defined as information suitable for use by users of the information. In the S-O-R model, the stimulus refers to instructions and signals from the online store to the external environment of its customers. Therefore, online reviews' perceived quality of information is a stimulus factor (S) for consumers (Zhu *et al*., 2020).

In this study, perceived information quality is measured based on 10 (ten) dimensions: adequacy, depth, reliability, relevance, understandability, conciseness, completeness, accuracy, factuality, and diagnosticity (Almahamid *et al*., 2010). The details related to the definition of each dimension of perceived information quality are described as follows:

1. Adequacy is the level of detail on the quality of information to meet user needs for the information.
2. Depth is the extent to which the information is presented in sufficient detail to fulfill specific tasks
3. Reliability is how the information presented can be trusted and credible.
4. Relevancy is the level of consistency between the information contained in the review and the information requested by the recipient
5. Understandability is the extent to which the information contained in the review is easy to understand.
6. Conciseness is an opinion on the effect presented from information on reviews from users
7. Completeness is whether the information contains the required details and is presented completely
8. Accuracy is the opinion of users about the truth of the information they receive or obtain.
9. Factuality is a level of logic based on product/service-specific facts without subjective reviews.
10. Diagnosticity is how users can make decisions based on: information provided by online reviews.

Security as a Stimulus

Security is defined as the ability of online stores to control and maintain security for data transactions. As a new marketing channel, s-commerce contains more uncertainty and risk than conventional purchases. This is because the seller and the buyer do not meet each other during the transaction. Security is an essential factor in online shopping activities. Therefore, the security or sense of security offered by the Instagram shopping feature that consumers can feel is a stimulus factor (S). In this study, security is measured based on 2 (two) dimensions: guarantees of security and data confidentiality.

The descriptions related to each security dimension are as follows

1. Safety guarantee
   Security guarantees play an essential role in reducing consumer concerns about the misuse of personal data and data transactions that are easily corrupted. When security guarantees can be accepted and meet consumer expectations, consumers will be willing to disclose their personal information and buy with a feeling of security.
2. Data Confidentiality
3. In the dimension of data confidentiality, the value of consumer data confidentiality is significant, especially in conducting online transactions. Data that falls into the hands of other parties can cause harm to the owner of the information. For this reason, the confidentiality of consumer data really must be maintained (Rafidah & Djawoto, 2017).

Online Promotion as a Stimulus

Online promotion is one way to attract new consumers because they have easy access to the internet, for example, through smartphones and various other gadgets. If potential consumers want to know more about the products and services offered through the Instagram shopping feature, they only need to click on the Shop now link available in the ad. It will be directed directly to the online store's website. In this case, online promotion can stimulate potential consumers to ultimately increase purchase intention for a product offered through Instagram Shopping (Luo *et al*., 2021).

Trust as a Organism

Trust is the main element that underlies every transactional activity, where trust can be defined as the willingness of one party (trustor) to depend on another party's actions. In this study, trust is measured based on 2 (two) dimensions which include trust in seller (Hajli *et al*., 2017) and trust in s-commerce (Qalati *et al*., 2021). The description related to the definition of each dimension of trust is described as follows:

Trust in Seller

Trust in the seller dimension is always crucial in most economic and social transactions, especially in online contexts where there may be much uncertainty. With the increase in social technology and the interconnectivity of people on the Internet comes the need for trust and security that will allow two parties to reduce the risk they feel in a transaction (Hajli *et al*., 2017).

Trust in S-Commerce

Trust in the seller dimension is always crucial in most economic and social transactions, especially in online contexts where there may be much uncertainty. With

the increase in social technology and the interconnectivity of people on the Internet comes the need for trust and security that will allow two parties to reduce the risk they feel in a transaction (Sohaib, 2021). In an online context, trust is based on belief in the trustworthiness of the exchange party and the characteristics of ability, integrity, and benevolence (S. Kim & Park, 2013).
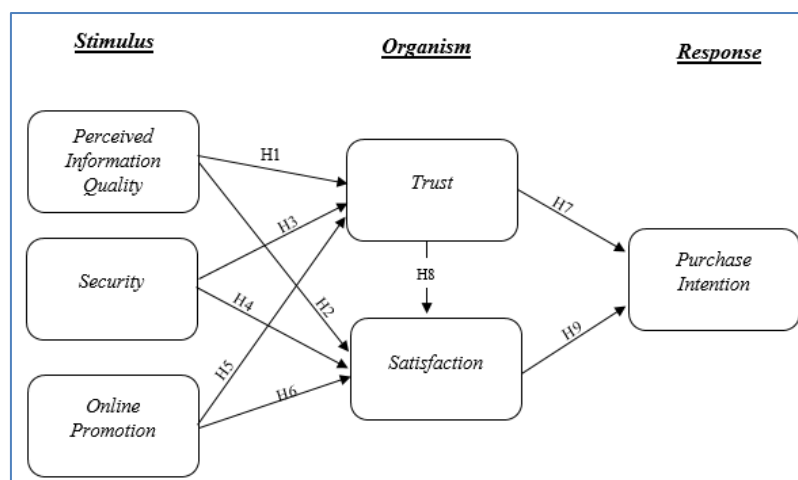
Satisfaction as a *Organism*

Satisfaction is the number of feelings or attitudes of a person in response to various factors that affect the situation in a particular situation. Usually, in information management, personal satisfaction is a measure of the success or effectiveness of the information system. In the s-commerce environment, satisfaction represents the emotional state of affective reactions to online shopping experiences *(Alam et al.*, 2020). Therefore, in the s-commerce environment, satisfaction is the emotional state of the consumer and another factor organism (O) for the consumer.

Purchase Intention as a *Response*

Purchasing intention of consumers comes from external influences, awareness of needs, product introduction, and evaluation of alternatives. This external influence consists of marketing efforts and existing cultural factors. Consistent with the S-O-R framework, Response represents the result and user decisions based on cognitive and affective responses, including proximity or avoidance behavior (rehman *et al.*, 2019). The purchase decision is a very, very important final behavior. Purchase intention is the subjective tendency of consumers to buy products, which is the main indicator of consumer behavior. Research related to purchasing intention has been widely discussed in the previous discussion of the literature (Kian *et al.*, 2019; Tran, 2020; Xiao *et al.*, 2019), which states that purchase intention is a response factor in the S-O-R framework. Therefore, in the s-commerce environment, purchase intention is a response factor (R) for consumers.

Research Model

H1: The effect of perceived information quality as a stimulus to trust which is an organism in the SOR Model
H2: The effect of perceived information quality as a stimulus to satisfaction which is an organism in the SOR Model
H3: The effect of security as a stimulus to trust which is an organism in the SOR Model
H4: The effect of security as a stimulus to satisfaction which is an organism in the SOR Model
H5: The influence of online promotion as a stimulus to trust which is an organism in the SOR Model
H6: The effect of online promotion as a stimulus to satisfaction which is an organism in the SOR Model
H7: The effect of trust as an organism on purchase intention which is a response in the SOR Model
H8: The effect of trust as an organism on satisfaction which is an organism in the SOR Model

H9: The effect of satisfaction as an organism on purchase intention which is a response in the SOR Model

RESEARCH METHOD

This research is classified as research that uses the descriptive analysis method. The descriptive analysis method is a method that is used to explain and analyze a research result. This study uses a quantitative approach. The population used in this study are all Instagram users who live in Greater Jakarta. The sample used in this study is Instagram users who are Millennial Generation or Generation Y, namely consumers born from 1981-to 1996 (Munsch, 2021). This research uses the non-probability sampling method. In this study, the sampling technique used is non-probability sampling with purposive sampling technique. Researchers will distribute questionnaires through the Google Form platform, which will be distributed by researchers to the target sample of this research, namely Instagram social

media users who have transacted at the Instagram Shop who was born in 1981-1996 (Munsch, 2021).

The data analysis method used in this research is Structural Equation Modeling. The use of indicator variables, latent variables, and measurement errors are characteristics of the statistical techniques used in this method (Hooper *et al.*, 2008). The data analysis technique was carried out using the Partial Least Square (PLS) method using SmartPLS version 3. PLS is a method of solving Structural Equation Modeling (SEM), which in this case is more than other SEM techniques. SEM has a higher degree of flexibility in research that connects theory and data. It can perform path analysis with latent variables, so researchers who focus on social sciences often use it. Partial Least Square (PLS) is a fairly analytical solid method because it is not based on many assumptions. The data also does not have a multivariate normal distribution (indicators with categorical, ordinal, interval to ratio scales can be used in the same model); the sample does not have to be large (Schamberger *et al.*, 2020).

The selection of the Partial Least Square (PLS) method is based on the consideration that in this study, there are five latent variables formed by reflexive indicators and the variables measured by the reflexive second-order factor approach. The reflexive model assumes that the construct or latent variable affects the indicator, where the direction of the causal relationship is from the construct to the indicator or manifest (Schamberger *et al.*, 2020), so that confirmation of the relationship between latent variables is needed.

RESULT AND DISCUSSION
Evaluation of the Measurement Model (Outer Model)

Data analysis was carried out by entering all the data from the questionnaire and testing the validity and reliability. The validity test is carried out with convergent validity and discriminant validity.

At the same time, the reliability test was measured by composite reliability and Cronbach alpha. Validity measurement includes testing how well the value of an instrument developed in measuring a study is. The results of the validity test for each research variable are presented as follows:

Table-4. 26: Validity Test Results of Perceived Information Quality Variables

Variable Dimension	*Item*	*Loading Factor*	Criteria	Description
Adequacy	PIQ-1	0,759	> 0,70	Valid
	PIQ-2	0,772	> 0,70	Valid
Depth	PIQ-3	0,743	> 0,70	Valid
	PIQ-4	0,726	> 0,70	Valid
	PIQ-5	0,762	> 0,70	Valid
Reliability	PIQ-6	0,763	> 0,70	Valid
	PIQ-7	0,760	> 0,70	Valid
	PIQ-8	0,705	> 0,70	Valid
Relevancy	PIQ-9	0,788	> 0,70	Valid
	PIQ-10	0,791	> 0,70	Valid
	PIQ-11	0,812	> 0,70	Valid
Understandibility	PIQ-12	0,776	> 0,70	Valid
	PIQ-13	0,759	> 0,70	Valid
	PIQ-14	0,839	> 0,70	Valid
Conciseness	PIQ-15	0,738	> 0,70	Valid
	PIQ-16	0,761	> 0,70	Valid
	PIQ-17	0,789	> 0,70	Valid
Completeness	PIQ-18	0,804	> 0,70	Valid
	PIQ-19	0,798	> 0,70	Valid
	PIQ-20	0,776	> 0,70	Valid
Accuracy	PIQ-21	0,793	> 0,70	Valid
	PIQ-22	0,768	> 0,70	Valid
	PIQ-23	0,789	> 0,70	Valid
Factuality	PIQ-24	0,781	> 0,70	Valid
	PIQ-25	0,817	> 0,70	Valid
	PIQ-26	0,811	> 0,70	Valid
Diagnosticity	PIQ-27	0,759	> 0,70	Valid
	PIQ-28	0,751	> 0,70	Valid
	PIQ-29	0,757	> 0,70	Valid

Source: Primary Data Processed, SPSS 23

Based on the results of the validity test above, it is known that each item in each dimension of the perceived information quality variable has a loading factor value greater than 0.70. So it can be concluded that the statement items in each dimension of the perceived information quality variable are presented in the questionnaire in the study. This is already valid.

Table-4.27: Security Variable Validity Test Results

Variable Dimension	Item	Loading Factor	Criteria	Description
Security Guarantee	SEC-1	0,821	> 0,70	Valid
	SEC-2	0,834	> 0,70	Valid
	SEC-3	0,870	> 0,70	Valid
Data confidentiality	SEC-4	0,815	> 0,70	Valid
	SEC-5	0,777	> 0,70	Valid
	SEC-6	0,768	> 0,70	Valid

Source: Primary Data Processed, SPSS 23

Based on the results of the validity test above, it is known that each item in each dimension of the security variable has a loading factor value greater than 0.70 so it can be concluded that the statement items in the questionnaire used in this study are valid.

Table-4.28: Online Promotion Variable Validity Test Results

Variable Dimension	Item	Loading Factor	Criteria	Description
Online Promotion	OP-1	0,857	> 0,70	Valid
	OP-2	0,911	> 0,70	Valid
	OP-3	0,845	> 0,70	Valid

Based on the results of the validity test above, it is known that each item on the online promotion variable has a loading factor value greater than 0.70 so it can be concluded that the statement items on the questionnaire used in this study are valid.

Table-4.29: Test Results of the Validity of the "Trust" Variable

Variable Dimension	Item	Loading Factor	Criteria	Description
Trust in Seller	TRU-1	0,917	> 0,70	Valid
	TRU-2	0,857	> 0,70	Valid
	TRU-3	0,827	> 0,70	Valid
	TRU-4	0,828	> 0,70	Valid
Trust in S-Commerce	TRU-5	0,815	> 0,70	Valid
	TRU-6	0,786	> 0,70	Valid
	TRU-7	0,817	> 0,70	Valid
	TRU-8	0,847	> 0,70	Valid
	TRU-9	0,783	> 0,70	Valid

Based on the results of the validity test above, it is known that each item in each dimension of the trust variable has a loading factor value greater than 0.70 so it can be concluded that the statement items in the questionnaire used in this study are valid.

Table-4.30: Validity Test Results for Satisfaction Variables

Variable Dimension	Item	Loading Factor	Criteria	Description
Satisfaction	SAT-1	0,863	> 0,70	Valid
	SAT-2	0,841	> 0,70	Valid
	SAT-3	0,843	> 0,70	Valid

Source: Primary Data Processed, SPSS 23

Based on the results of the reliability and validity tests above, it is known that each item on the satisfaction variable has a loading factor value greater than 0.70 so it can be concluded that the statement items on the questionnaire used in this study are valid.

Table-4.31: Results of Purchase Intention Variable Validity Test

Variable Dimension	Item	Loading Factor	Criteria	Description
Purchase Intention	PI-1	0,850	> 0,70	Valid
	PI-2	0,815	> 0,70	Valid
	PI-3	0,806	> 0,70	Valid

Source: Primary Data Processed, SPSS 23

Based on the validity test results above, it is known that each item on the purchase intention variable has a loading factor value greater than 0.70, so it can be concluded that the statement items on the questionnaire used in this study are valid. Overall, it can be concluded that all questionnaire items on all research variables, which include perceived information quality, security, online promotion, trust, satisfaction, and purchase intention, have passed the validity test, which means that all statement items in the questionnaire can be used in this study.

The next or third test is done by looking at each research construct's Average Variance Extracted (AVE) value. Constructs with good validity are required to have an AVE value above 0.50. The details of the AVE value are described in the table as follows.

Table-4.32: Average Variance Extracted

	Average Variance Extracted
Perceived Information Quality	0,600
Security	0,664
Online Promotion	0,760
Trust	0,692
Satisfaction	0,721
Purchase Intention	0,679

Source: Primary data processed, 2022

Based on the table above, it can be seen that the Average Variance Extracted value of each construct has a value greater than or above 0.50. So it can be concluded that all constructs have met the requirements of good discriminant validity.

The reliability test was conducted to prove the instrument's accuracy, consistency, and accuracy in measuring the construct. In PLS-SEM using the SmartPLS 3.0 program, it can be done by calculating the composite reliability and Cronbach alpha values to measure the reliability of a construct with reflexive indicators. Based on the calculation results, the composite reliability values obtained are as follows:

Table-4.33: Cronbachs Alpha and Composite Reliability

|	Cronbahs Alpha	Composite Reliability
Perceived Information Quality	0,976	0,978
Security	0,898	0,922
Online Promotion	0,844	0,905
Trust	0,944	0,953
Satisfaction	0,807	0,886
Purchase Intention	0,765	0,864

Source: Primary data processed, 2022

From the value of composite reliability and Cronbach's alpha for all exogenous constructs, all endogenous constructs are very reliable because they have values above 0.70. So it can be concluded that perceived information quality, security, online promotion, trust, satisfaction, purchase intention have good validity and reliability.

Structural Model Evaluation (Inner Model)

After examining the measurement, the model is fulfilled; the next step is to examine the structural model. The structural or Inner model is used to analyze the relationship between the existing latent variables by the proposed hypothesis. Structural modeling can only be done when the analysis of the measurement model has been carried out and specifically about the validity and reliability of the measuring instrument is met. The results of the bootstrapping process model on the structural model can be seen in the following figure:

Output Boothstrapping Model – SmartPLS
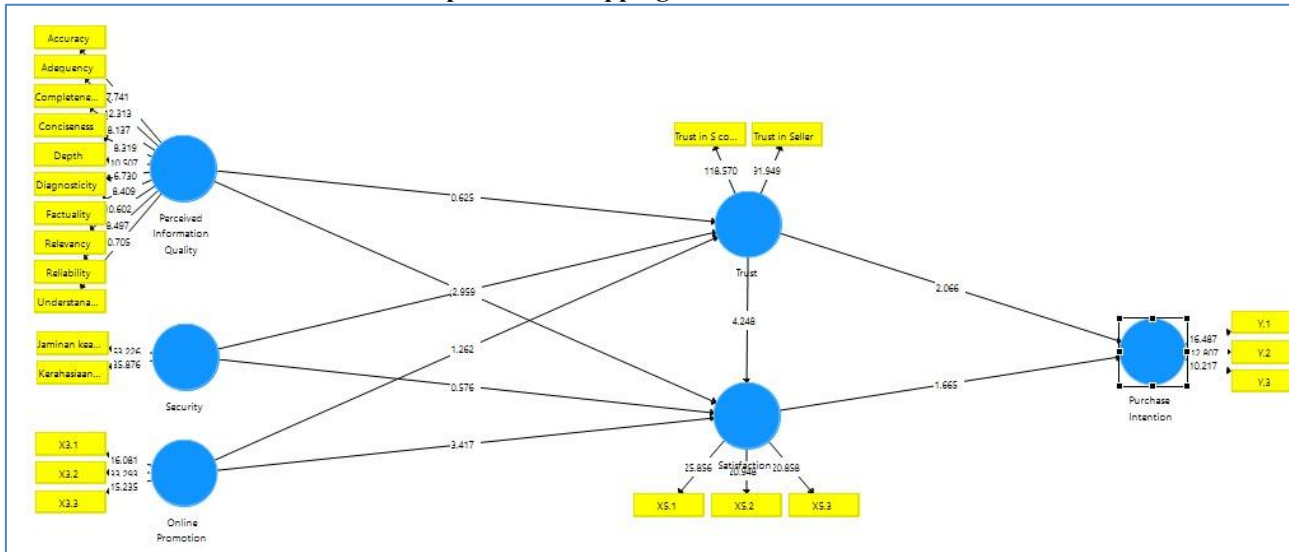
The hypothesis testing of this research was carried out with the help of the SmartPLS (Partial Least Square) 3.0 software. The rule of thumb used in this study was t-statistic > 1.96 with a significance level of p-value 0.05 (5%). The value of testing the hypothesis of this study can be shown in Table 4.6 as follows.

Table-4: Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistic (O/STERR)	P-Value	Description
H1:*Perceived Information Quality → Trust*	0,064	0,081	0,092	0,696	0,487	Rejected
H2:*Perceived Information Quality → Satisfaction*	0,193	0,215	0,082	2,364	0,018	Accepted
H3: *Security → Trust*	0,334	0,330	0,110	3,043	0,002	Accepted
H4: *Security → Satisfaction*	-0,042	-0,040	0,071	0,594	0,553	Rejected
H5: *Online Promotion → Trust*	0,140	0,140	0,115	1,217	0,224	Rejected
H6:*Online Promotion → Satisfaction*	0,239	0,242	0,074	3,238	0,001	Accepted
H7:*Trust → Purchase Intention*	0,250	0,269	0,118	2,127	0,034	Accepted
H8: *Trust → Satisfaction*	0,435	0,429	0,102	4,278	0,000	Accepted
H9:*Satisfaction → Purchase Intention*	0,215	0,210	0,125	1,711	0,087	Rejected

Perceived Information Quality Has No Significant Effect on Trust

Based on the results of this study, it can be concluded that the perceived information quality in the form of online reviews obtained by consumers has no effect on the trust that consumers have in the Instagram Shop feature. This shows that the perceived information quality or the quality of the information received in the form of good or bad online reviews related to products offered through the Instagram Shop feature does not affect the trust of potential consumers. Both trust sellers who use the Instagram Shop feature in offering their products and on the s-commerce platform, namely Instagram Shop itself. In addition, this result is because most respondents in this study were respondents born in the range of 1993-1996 or aged 25-28 years, namely 57

respondents or 57% of the total number of respondents. Respondents with this age range are more focused on security when using the Instagram Shop feature than paying attention to reviews related to the feature. They are more concerned with security when using these features in data confidentiality or security guarantees for their data not to be misused. This is supported by research conducted by (Choi & Nazareth, 2014) which states that security affects consumer trust when shopping online. Good or bad information obtained by potential consumers regarding those who have made buying and selling transactions through the Instagram Shop feature cannot convince potential consumers to transact through this feature. In this study, consumer confidence is divided into 2 dimensions of measurement. The first is consumer confidence in

sellers who use the Instagram Shop feature and consumer confidence in the s-commerce platform, which is the Instagram Shop in this study.

Perceived Information Quality Has a Significantly Positive Effect on Satisfaction

Perceived information quality in the form of online reviews can affect consumer satisfaction. Ghasemaghaei & Hassanein, (2015) suggest that good perceived information quality has a positive impact on consumer satisfaction in using the features presented in s-commerce. Since online shoppers cannot touch physical products, they usually seek more information in the form of high-quality product reviews that are complete, clear and transparent to reduce the risk of different perceptions of the products they will buy (C. C. Chen & Chang, 2018). The results of this study are also supported by research conducted by J. H. Kim & Lennon, (2010) which states that perceived information quality helps increase consumer satisfaction when using features presented in s-commerce and helps consumers make more reasonable decisions about online shopping. Based on the statement above, it can be concluded that consumers are satisfied with using the Instagram Shop because the information provided in online reviews can help consumers evaluate products at the Instagram shop, which will create a sense of pleasure for the products and features offered through the Instagram Shop feature. Reviews of high-quality information can increase consumer satisfaction using the Instagram shop feature. The better the information in an online review, the more satisfied and happy consumers will be when using the Instagram Shop feature.

Security Has a Significantly Positive Effect on Trust

Within the scope of s-commerce, security is considered one of the most important facilitators of consumer trust (Salimon *et al.*, 2015). The sense of security consumers strongly influences the increase in trust to have in using the system provided by the s-commerce (Flavián & Guinalíu, 2006). (Zhu *et al.*, 2020) refer to security as the use of advanced technology that can prevent consumers from being at high risk of fraud, hacking, or phishing. Implementing security in s-commerce based on security techniques is mainly to protect consumers from illegal access to data, minimize data misuse and ensure safe data storage on servers or computers. Based on the statement above, it can be concluded that Instagram as a platform that offers the Instagram shop feature can convince consumers that Instagram will protect consumers when making transactions through the Instagram Shopping feature. The emergence of this sense of security creates a sense of confidence in consumers towards shops that use the Instagram shop feature in marketing their products. Security is one of the most influential factors in increasing consumer confidence, especially when shopping online. The higher the level of security given to an S-commerce, the higher the trust or trust that arises in consumers.

Security Has No Significant Effect on Satisfaction

Based on the results of this study, it can be concluded that security in the form of security guarantees and data confidentiality offered by the Instagram Shop feature does not affect their satisfaction when using the Instagram Shop feature. Based on the characteristics of respondents, it can be seen that the majority of respondents in this study were dominated by 61% women or as many as 61 respondents compared to men, who only as much as 39%. So it can be concluded that most respondents in this study were women. Based on these results, it can be seen that female respondents are not too concerned with security guarantees to increase their satisfaction when using the Instagram Shop feature. The results of this study are supported by research conducted by (Liu *et al.*, 2008) which states that security does not affect satisfaction. The higher level of online security provided by the Instagram shop feature does not significantly increase customer satisfaction when using the Instagram feature. Although it has no influence, Instagram Shop is sufficient to maintain data confidentiality and always guarantees the integrity of personal data for Instagram users so that other parties do not easily misuse it.

Online Promotion Has No Significant Effect on Trust

Based on the results of this study, it can be concluded that online promotion in the form of online reviews has no impact on consumer trust. This shows that the online promotion carried out by online stores on the Instagram shop feature does not affect the trust of potential consumers, both trust in sellers who use the Instagram Shop feature in offering their products and on the s-commerce platform, namely the Instagram Shop itself. Various online promotions carried out by online shops through the Instagram shop feature do not seem to have been able to increase consumer confidence in these features. The application of online promotion in the form of promos or discounts does not affect the level of trust of Instagram users when using the Instagram shop feature itself. Based on the characteristics of the respondents, it can be seen that the largest proportion of respondents is those who work as private employees, namely 57 respondents or 57% of the total number of respondents. Then based on the last education owned by the respondents, it was dominated by those who had the latest education Strata 1 as many as 70 respondents or 70% of the total respondents. Based on the characteristics of these respondents, it can be seen that respondents who work as private employees and have the latest education at the S1 level do not think about the online promotion of the Instagram shop. Because they already have their income and knowledge, they are more concerned with quality than promotions in the form of discounts that are not necessarily true. Respondents in this study did not feel that the various online promotions they saw on the Instagram shop feature would affect their trust while using the feature. This may be because consumers pay more attention to other things considered more

important than online promotions in the form of discounts, namely security. Consumers are more concerned with security when transacting so that, in the end, it will create trust in these features.

Online Promotion Has a Significantly Positive Effect on Satisfaction

Based on the hypothesis test results above, it can be concluded that consumers are interested in the discounts offered by the online shop through the Instagram shop, thereby creating a feeling of pleasure with the products offered through the Instagram shop feature. This pleasure will also trigger consumer satisfaction. With various online promotions such as giving discounts, one of which is displayed on the display of online stores that use the Instagram shop feature, making consumers are interested and happy with the information related to the discount. This triggers a sense of satisfaction when using the Instagram Shop feature. Because through this feature, consumers can get information related to promotions that an online store is carrying out. So it can be concluded that the better the online promotion carried out by the online shop presented on the Instagram Shop feature, the more consumer satisfaction will increase when using this feature.

Trust Has a Significantly Positive Effect on Purchase Intention

Based on the study results, it can be concluded that consumers believe in stores that use the Instagram Shop feature in marketing their products, giving rise to a strong desire to buy products from online stores that are seen through the Instagram Shop feature. *Consumer trust* is defined as the perception of strength from the consumer's point of view based on the experience of a transaction or interaction characterized by the fulfillment of expectations for product performance and satisfaction (Ganguly *et al*., 2009). Based on research by (Ling *et al*., 2010), perceived trust significantly affects consumer purchase intentions. In addition, research conducted by (Dachyar & Banjarnahor, 2017) found that trust is an essential factor in influencing consumer purchase intention. When consumers have a higher level of trust in sellers or online stores, consumers' buying interest will also increase.

Trust Has a Significantly Positive Effect on Satisfaction

Based on the study results, it can be concluded that consumers believe in stores that use the Instagram shop feature for marketing their products to feel happy with the products and features offered through the Instagram shop feature, creating consumer satisfaction. Consumer trust is a form of consumer support for their efforts to get everything they want. In s-commerce, trust is a level of trust or certainty that customers have in conducting transactions. (Frik & Mittone, 2019) said that the higher the trust or trust that consumers have the higher the satisfaction because trust will create a feeling

of satisfaction for customers. In the implementation of Instagram Shopping, consumer confidence that arises in choosing Instagram shopping as s-commerce in online shopping through various features offered to consumers, especially in terms of security, will increase consumers' satisfaction when doing online shopping activities through Instagram shopping. So it can be concluded that the higher the trust that consumers have in the Instagram Shopping feature, the more satisfaction will increase while using the Instagram Shopping feature.

Satisfaction Has No Significant Effect on Purchase Intention

Based on the results of this study, it can be concluded that customer satisfaction when using the Instagram shop feature does not affect buying interest. The results of this study are in line with research conducted by Ha, (2012), which states that satisfaction does not affect purchase intention. This shows that the better the satisfaction felt by consumers, it does not impact consumer buying interest through the Instagram Shop feature.

Consumer satisfaction when using the Instagram shop feature is reflected through a sense of satisfaction, pleasure, and fulfillment of their information needs when using the Instagram shop feature. However, this satisfaction is, in fact, not able to influence consumers' purchase intentions. A sense of comfort when using these features may only be felt when using these features, but when they want to make purchases through these features, consumers are more concerned with other things than satisfaction when using these features—examples such as trust (Okada *et al*., 2019).

Consumers tend to be more concerned with trust before making a purchase decision than satisfaction. So it can be concluded, how happy and satisfied consumers are when using the Instagram shop feature does not affect their buying interest. This might happen because consumers only look at these products in online shop windows that use the Instagram shop feature in offering their products.

CONCLUSION

Based on the research results that have been done, there are 5 (five) accepted hypotheses and 4 (four) rejected hypotheses. Based on the hypothesis test, the results obtained that perceived information quality, online promotion, and trust positively affect satisfaction. In addition, security has a significant positive effect on trust, and trust has a significant positive effect on purchase intention. On the other hand, this study shows that Perceived information quality and online promotion have no significant effect on trust. Furthermore, security has no significant effect on satisfaction, and satisfaction has no significant effect on purchase intention.

Based on this research, it can be concluded that consumers are satisfied with using the Instagram Shop because the information provided in online reviews can help consumers to evaluate products at the Instagram shop, which in turn will create a sense of pleasure for the products and features offered through the Instagram Shop feature. In addition, in terms of security, potential consumers feel that Instagram as a platform that offers the Instagram shop feature can convince consumers that Instagram will protect consumers when making transactions through the Instagram Shopping feature. In further research, it is expected to be able to develop or add stimulus and organism variables and can change response measurements other than purchase intention. The next researcher can use a re-purchase order as a response in S-O-R Mode.

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