ANALYSIS OF FACTORS AFFECTING SOCIETY IN INTENTION TO USE INSTAGRAM AS ONLINE SALES STALLS

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ABSTRACT

The purpose of this research is to analyze the factors that affecting society in intention to use Instagram as online sales stalls in Indonesia. In this research, quantitative research method is used with 100 business actors who use Instagram as online sales stalls to sell various products as respondents. The structural model of this research includes various variables such as User Experience, Facilitating Condition, Reputation, and Enjoyment, based on related research, to analyze the factors that affecting society in Intention to Use Instagram as online sales stalls. Based on research results, Facilitating Condition and Reputation have significant effect on affecting society in intention to use Instagram as online sales stalls. All variables used in this research explain the variability in Intention to use of 62,6%.

Keywords: *Analysis Factors, Intention to Use, Instagram, Business Actors, Online Sales Stalls*

1. INTRODUCTION

Along with the development of times, technology is increasingly advanced with many new innovations that exist. These technological developments trigger the evolution of the internet so that it can develop rapidly. The development of the internet has had many impacts on other sections. One of the sections that is affected and is directly related to the internet is business. The development of the internet triggers existing business processes, to be able to follow the changes that occur from the evolution of the internet from time to time.

A series of activities in an organizational and technical environment that work together to achieve predetermined business goals can be referred to as a business process [1]. It is important for a company to see that business processes are a core component of the function of an organization, in which there are main processes composed of various processes, not only limited to products and services [2]. Changes that occur in the main process, lead every actor in business, both organizations and individuals, to understand well about the key

instruments that are growing rapidly. With changes in business processes that follow the development of the internet, certainly changing the pattern of doing business for business actors to be able to carry out business processes in accordance with the development of the internet.

The internet is a global information system based on Internet Protocol (IP), which is connected to a logically unique address, to support communication using TCP/IP, provide, utilize, and can be accessed through specific or general means [3]. By using the internet, can help its users to reach millions of people around the world that are not closely tied to millions of other networks in a computer. The initial purpose of the establishment of the internet was to be used to access various data from computers by researchers. However, at this time, the internet has deviated far from its original purpose by becoming a place where communication can be carried out very effectively [4]. The development of the internet also has an impact on the emergence of various social media, such as Instagram, Twitter, Facebook, and others. Social media is an option to communicate with the involvement of two parties, namely web publishers

who provide collaborative information in a space so that collective interaction and participation can be carried out with its users, as the one other party [5]. Thus, the main function of social media is to connect one individual to another through an internet connection. With the main function of social media, certainly will enhance the number of internet users, especially for social media users in Indonesia, that is increasing from year to year.

According to data from Statista, the number of internet users in Indonesia, which is projected until 2025, will continue to increase [6]. The data provided from 2015 to 2025 shows that there is a constant increase in users from year to year which proves that the development of the internet is occurring rapidly with the number of new users growing every year.

According to Hootsuite, of the total population of Indonesia of 274,9 million in 2021, 202,6 million are internet users and 170 million are social media users [7]. This states that 73,7% of the total population in Indonesia are internet users and 61,8% are social media active users. With this percentage, it can be concluded that the use of the internet and social media is very massive in Indonesia. From the same source, it is also stated the data about social media platforms with the most users in Indonesia as of 2021, namely YouTube (93,8%), WhatsApp (87,7%), Instagram (86,6%), and Facebook (85,5%). This makes those 4 social media platforms becoming the leading social media platforms in Indonesia.

At first, social media platforms were designed for users to be able to interact online between one individual and another. However, along with the developments that occur rapidly, existing social media platforms have also evolved by providing various services that make it easier for users to carry out daily activities. Users are the cynosure of existing social media platforms to create the best services and solutions. For this reason, users of social media continue to increase every year. The evolution of social media makes social media users able to maximize the services and solution provided. One of which is to use existing social media to sell their products and services. Instagram is becoming one of the social media that is widely used by sellers as their online sales stalls. Instagram, as one of the social media platforms that has the most users in Indonesia, has the number of users reaching 85 million people with the

percentage of female users at 52,4% and male users at 47,6% [7].

According to the Buy & Send Insights report released by Paxel, in collaboration with data analysis company Provetic, social media is mostly used by sellers or business actors as online sales stalls compared to marketplace platforms. Instagram (81%) and WhatsApp (84%) are the social media platforms that dominate use for online selling, followed by Shopee (53%), Facebook (36%), Tokopedia (29%), and Bukalapak (18%) [8]. From the survey results, it is stated that Instagram is chosen as the main platform as online sales stalls for doing business. In addition, as many as 66% of the respondents who participated gave the opinion that having an offline store is not a must because online sales can be done. From the report, it can be concluded that the development of social media has brought new changes to existing business patterns. In addition, social media platforms, especially Instagram, is becoming the main platform as online sales stalls for selling online.

The COVID-19 pandemic that hit the world, including Indonesia, also had a significant impact. Technological developments are accelerating due to the COVID-19 pandemic which requires individuals to wear masks, keeping distance between one another, and wash hands regularly so as not to contract the corona virus, that leads to the implementation of work from home, that resulting in the maximizing the use of digital era to support daily needs. The pandemic that occurred also encouraged existing business patterns to change and began to maximize the use of social media as online sales stalls. With the current pandemic and the development of existing social media, it is increasingly encouraging business actors to start selling online using social media platforms, especially Instagram to be used as online sales stalls. Based on a survey by Kantar Consulting Firm, Instagram usage increased by more than 40% during the COVID-19 pandemic [9]. Based on the research by Sea Insights, the utilization of social media platform by business actors or sellers increased by 70% during the COVID-19 pandemic to run their business [10]. This has become a phenomenon among the society, during the COVID-19 pandemic, to not only maximize the function of social media as a means of interacting with one another, but also to become online sales stalls to sell various products.

Through the data and information stating that the utilization of Instagram in Indonesia is very massive and the intention of business actors or sellers to use Instagram as their online sales stalls, therefore the researchers want to conduct research related to the factors affecting society in Indonesia, in intention to use Instagram as online sales stalls. The results of the research carried out are expected to provide new insights and knowledge related to the factors that affecting society in intention to use Instagram as online sales stalls. As technology developed rapidly from time to time, has given a positive impact to the development of social media, especially Instagram, in being used as online sales stalls. By conducting this research, can be used as a means for Instagram to be able to determine and develop which software programs is the priority to be developed, based on the related factors that affecting society in intention to use Instagram as online sales stalls for technological advancements.

The purpose of the research is to find out the factors that affecting society in intention to use Instagram as online sales stalls in Indonesia and how much the factors that have been identified in affecting society in intention to use Instagram as online sales stalls. The research parameters are limited to society in Indonesia who use Instagram as online sales stalls, as an individual or personal, to sell a wide variety of products. The quantitative research method will be used in this research. The information and data required to assist the research will be obtained through articles and journals related to the research that will be carried out.

2. LITERATURE REVIEW & HYPOTHESIS

2.1 Selling

In living daily life, selling becomes an activity that cannot be separated and exists in every sector of life. Sales and purchases are a major activity in daily activities. Sales also become a thing that must be done in the process of doing business. By doing sales, it can generate profits that can be used in running the business cycle by business actors or sellers.

Sales is a nominal amount from the sale of goods and services, either through credit or cash, which is charged to the buyer [11]. The imposition of a sum of money for a service or item that is sold to buyer can also be called as sales. Other explanation about sales is a transaction of rights to an object, thus sales have a target to transfer goods and services

from producers to consumers according to a predetermined price [12]. With all the explanation about sales, it can be concluded that selling is a transaction carried out by the buyer and the seller with the interaction to exchange goods or services in accordance with the previously agreed nominal.

2.2 Selling through Online Marketing

As technology develops, change the business patterns to be able to follow these developments. Technological developments have a major influence on the emergence of social media as a digital platform to be used by users in interacting and selling. In recent years, selling through online marketing has become something that can be found easily on the internet market [13].

For a profit-oriented business, marketing is an inseparable part. Strategy in marketing has gone through several evolutionary processes over time to be more focused and centered on consumer needs. Marketing through the internet is the result of this evolution which is a marketing method known to the wider community as the internet marketing. It is also important to meet what consumer needs as strategies in marketing methods to be able to generate profit of sales. The concept of online marketing is supported by the online marketing itself. Everything related to selling and promotion of a product or service using internet is included in the modern marketing concept [14]. Based on this understanding, selling through online marketing is a sales strategy process that has been planned using modern marketing concepts via the internet, following the development of existing technology through social media, for selling products by individuals or groups in buying and selling transactions.

2.3 Social Media

Social media is a means to exchange information in the form of images, text, video, and audio from one user to another or to a company and vice versa [15]. Social media is a group of applications built on the ideology and technology of web 2.0 as a basis, which allows exchange and creation of user-generated content based on the internet [16]. Through web 2.0, it is easy for users to make interconnectivity and participation on the web. The ability to share more open information is a major functionality of web 2.0 [17]. This is what is used by various users to maximize the capabilities that exist on social media. Social media leads to

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computerized technology, which through virtual communities and networks, that can enable the creation and delivery of ideas, career interests, information, and other forms of expression [18]. Social media provides facilities for communication and networking on social networking sites through videos, pictures, blogs, status updates, and pictures [19]. As time goes by, social media is increasingly being used to do business by being used as online sales stalls. By utilizing all services on social media, it can help business actors or sellers to maximize their business in the business world through the various facilities provided.

Selling a product to consumers is considered to success achievement using social media in doing business. Therefore, recently, there has been an increase in the use of social media as a means of doing business [20]. By using social media as a means for selling online, various content can be created and shared with consumers regarding the offers they want to provide. The use of social media also provides various advantages. Social media is used to improve information to followers or friends, which by nature can make the recipient of the message become more curious when launching a product or brand [21]. By utilizing of this, certainly it can be a driving force in running sales through social media. Instagram, as one of the social media platforms, has also become one of the platforms with the most users in Indonesia by utilizing the platform as online sales stalls. This phenomenon cannot be separated from the increasing number of Instagram users that continue to increase rapidly.

2.4 User Experience in Intention to Use

User Experience is a perception and response from a person resulting from the use or anticipated use of a system, product, or service [22]. User Experience can also be described as the quality of experience a person gets when he or she interacts with a particular design in a system [23]. By looking at the explanation, User Experience can be interpreted as an important component in a system that is directly related to the user. Having a good User Experience of a system can attract users to use the system in their daily lives. User Experience can be measured by how attractive it is, how easy it is to understand and learn, the usefulness it provides, and the achievement of expectations from its users [24].

H1: User Experience (X1) affects society in Intention to Use (Y) Instagram as online sales stalls.

2.5 Facilitating Condition in Intention to Use

Facilitating Condition is a level of individual perception of the organizational and technical infrastructure for the new system [25]. Facilitating Condition emphasizes the extent to which a person can trust that the infrastructure can be used to support the use of the system. These factors are believed to influence a person's use of an information technology [26]. Through the available resources and support, such as the internet and smartphones that can be used, it will affect the perception of users to be able to conduct behavior and use an information technology [27]. With this explanation, the Facilitating Condition can be used as a benchmark in seeing the conditions that facilitate a person so that it affects the intention to use for an information technology [28]. Facilitating Conditions can be measured through ownership of a smartphone, ownership of a good internet network, having the knowledge and expertise to use a system, and the suitability of system in meeting the needs [29].

H2: Facilitating Condition (X2) affects society in Intention to Use (Y) Instagram as online sales stalls.

2.6 Reputation in Intention to Use

The company's reputation is a consumer's point of view about the company's ability to be able to provide the best service, or an assessment of what has happened in the past and the future about the quality provided by the company [30]. The reputation of the company can also be interpreted as a form of overall evaluation of the stakeholders to the company concerned [31]. Through this statement, it can be concluded that reputation becomes a very important thing for a company to be able to attract the intention of users to be able to use the services provided. By having a good reputation for a company, users can understand an added value from the company that can trigger a desire to be able to use the services or products provided. In this study, the research will focus on users or what is known as Customer-Based Reputation (CBR), by focusing on business actors or sellers as customers in assessing the various services and products presented. Reputation can be measured through how well known a company is

by users, the development of innovative services on a regular basis, concern with being user-oriented, and how the company's opportunities are in reaching a wider market [32].

H3: Reputation (X3) affects society in Intention to Use (Y) Instagram as online sales stalls.

2.7 Enjoyment in Intention to Use

Enjoyment is a condition in carrying out an activity on a system, which is considered enjoyable by the perpetrators of the activity, regardless of the performance consequences of the system used [33]. When a system can provide convenience for its users, it can help increase the intention to use the system even more. Enjoyment is also a significant factor in determining one's intention to use a system. Through the convenience provided by a system, it can also increase user acceptance in using the system. Through this statement, enjoyment can be interpreted as an important thing to be in a system to increase the intention to use of its users. Enjoyment can be measured through whether users can feel pleasure, the system can provide interesting things to users, can provide a good level of excitedness, and whether the system can be enjoyed by users [34].

H4: Enjoyment (X4) affects society in Intention to Use (Y) Instagram as online sales stalls.

2.8 Intention to Use in Selling

A person's desire to perform a certain action or behavior that is considered right can be referred to as intention to use [35]. Intention can be defined as the strength of an individual's behavior to carry out an activity that has been intended consciously [36]. By looking at the statement, it can be concluded that the intention to use is a behavior that exists in a person to be able to use a technology to achieve a goal that has been targeted. In this case, behavior plays an important role in someone's intention to use something new. Behavior is the actual action of the individual caused by various influencing factors [37]. With the factors that influence as a sales media, then an individual can change their behavior to take an action, such as in selling, in accordance with the goals that have been set. Intention to Use can be measured through a person's desire to use a system, recommend the system to others, provided information regarding the usefulness of the system without hesitation, and optimize the services provided by the system [38].

2.9 Related Research

In Coa & Setiawan' (2017) research entitled "Analyzing Factors Influencing Behavior Intention to Use Snapchat and Instagram Stories", aims to analyze the factors that may influence behavioral intentions to use Snapchat and Instagram Stories among Generation Z. Perceived Enjoyment, Perceived Ease of Use, Perceived Usefulness, Social Presence, Attitude Towards Using, Behavioral Intention to Use were the research variables used. The results obtained include 5 accepted variables (Perceived Enjoyment, Social Presence, Perceived Ease of Use, Attitude Towards Using, Behavioral Intention to Use) and 1 rejected variable (Perceived Usefulness) for Instagram Stories Analysis, while 4 variables accepted (Perceived Enjoyment, Social Presence, Attitude Towards Using, Behavioral Intention to Use) and 2 rejected variables (Perceived Ease of Use and Perceived Usefulness) for Snapchat Analysis [39]. In Al-Shukri & Udayanan's (2019) research entitled "Factors Influencing Online Shopping Intention: A Study among Online Shoppers in Oman", aims to analyze the factors that may influence online shopping intentions in Oman by focusing on B2C transactions. User Experience, Web Trust, Perceived Risk, and Security were the research variables used. The results obtained revealed that User Experience, Perceived Risk, Privacy, and Web Trust determine online shopping intentions by consumers [40]. In Pauzi et al.'s (2017) research entitled "Factors Influencing Consumers Intention for Online Grocery Shopping – A Proposed Framework", aims to explore factors such as Facilitating Conditions, Social Influences, Hedonic Motivations, Perceived Risk, and Perceived Trust that influence consumer spending intentions to buy groceries online. Facilitating Conditions, Social Influences, Hedonic Motivations, Perceived Risk, Perceived Trust, and Online Grocery Purchase Intention were the research variables used. The results obtained were an important framework for retailers to be able to identify important factors in increasing consumer intention to buy groceries online [41]. In Bounkhong's (2017) research entitled "Factors Affecting Intentions to Use Social Commerce in Shopping for Fashion Products", aims to analyze the factors that may influence millennial attitudes and intention to purchase fashion products through social commerce. Enjoyment, Perceived Ease of Use, Usefulness, Attitudes Toward Social Commerce, and Intentions to Use Social Commerce

were the research variables used. The results obtained revealed that Enjoyment, Perceived Ease of Use, and Usefulness have a positive influence on millennial intentions and attitudes in spending using social commerce [42]. In Dachyar & Banjarnahor's (2017) research entitled "Factors Influencing Purchase Intention towards Consumer-to-Consumer E-Commerce", aims to explore the factors that influence consumer spending intentions in 3 E-Commerce companies in Indonesia. Reputation, Trust, Risk, Perceived Ease of Use, Perceived Usefulness, Familiarity, Benefit, and Purchase Intention were the research variables used. The results obtained revealed that different significant factors were found in influencing consumer spending intentions at each company. Reputation, Trust, Familiarity, and Risk had a significant effect on Purchase Intention in company A. Perceived Usefulness had a significant effect on company B and Benefits had a significant effect on company C [38].

The related research which has been stated above show the miscellaneous of research variables that pointed to the intention to use of a system that has a connection to this research. Thus, the comparison of each variable has become a means for the construction of structural model of this research to find out the factors that affecting society in intention to use Instagram as online sales stalls in Indonesia.

3. RESEARCH METHODOLOGY

In this research, quantitative research methods will be used. The theoretical framework used in this research consists of 4 independent variables and 1 dependent variable. The 4 independent variables are User Experience, Facilitating Condition, Reputation, and Enjoyment. The 1 dependent variable is the Intention to Use variable. Research variables are decided through comparisons of previous studies that have succeeded in using these variables in measuring the intention to use of a system. Through the determination of the variables in this research, it shows the novelty given from this research that collaborates the 4 independent variables to be able to see how the affect given to the society in the intention to use Instagram as online sales stalls.

The data collection method will be done through sampling and distributing questionnaires. Sampling will be conducted by using random sampling. Random sampling is a technique in taking samples where all individuals in a population are given the same opportunity to be selected as sample members. In this research, the population is society who use Instagram as online sales stalls. Therefore, the sampling technique will be carried out randomly on people who use Instagram as online sales stalls in Indonesia. The research data will be obtained from the results of online questionnaires distributed using Google Form. The measurement scale used to measure indicators on predetermined variables is the Likert Scale, which the respondents can respond to the 5 choices given including strongly agree, agree, not decide, disagree, and strongly disagree from 1 to 5.

In the data analysis method, after the data is successfully obtained, data processing will be carried out using Smart PLS. Partial Least Square or PLS is a strong method in carrying out the analysis that is being processed by reason of shortage of dependency on the measurement scale, sample size, and residual distribution [43]. In this research, the correlation between one variable and another variable will be measured through the validity test and reliability test. Validity test will be measured by using Pearson Correlation (loading factor) with a limit of 0,7 and a limit of Average Variance Extracted (AVE) of 0,5. If the loading factor shows ≥ 0,7 and Average Variance Extracted (AVE) shows ≥ 0,5, it can be concluded that the indicators studied are valid. Reliability test will be measured by using Cronbach's Alpha with a limit of 0,7 and a limit of Composite Reliability of 0,7. If the Cronbach's Alpha shows ≥ 0,7 and Composite Reliability shows ≥ 0,7, it can be concluded that the variables studied are reliable [44]. In the hypothesis test, the relationship between variables will be measured through the value of T-Statistic and P-Value generated in the Path Coefficient. If the T-statistic shows > 1,96 and P-Value shows < 0,05, then the hypothesis can be accepted [45].

By looking at the explanation that has been stated, the data collection in this research will be carried out using Google Form to distribute the questionnaires online. Respondents of this research are society in Indonesia that use Instagram as online sales stalls to sell their products. As for data collection that has been carried out through distributing questionnaires online resulted in 100 respondents that participated, thus, the total respondents used in this study are 100 respondents.

3.1 Structural Model

In the research structural model, it is shown that the Intention to Use variable (Y) is measured by 4 other variables, namely User Experience (X1), Facilitating Condition (X2), Reputation (X3), and Enjoyment (X4). Each variable has its own indicators that represent the variable itself. The relationship between each variable and the indicators therein is connected by using the arrows to show the connectivity that occurs. The structural model in this research is shown through Smart PLS in figure 1 as follows:
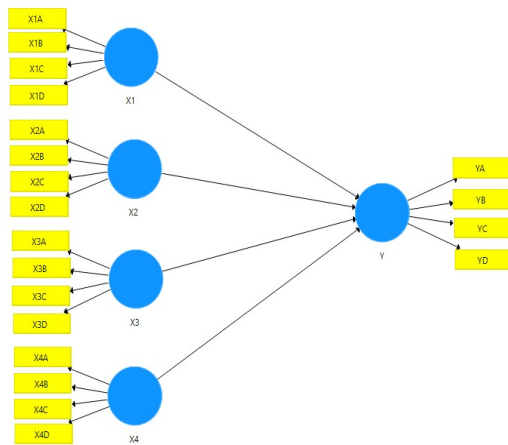

Figure 1: Structural Model

3.2 Validity Test (Loading Factor and Average Variance Extracted)

Validity test will be measured by using Pearson Correlation (loading factor) with a limit of 0,7 and a limit of Average Variance Extracted (AVE) of 0,5. If the loading factor shows ≥ 0,7 and Average Variance Extracted (AVE) shows ≥ 0,5, then the indicators can be declared valid.

Table 1: Loading Factor and Average Variance Extracted

Research Variable	Indicators	Outer Loading	Average Variance Extracted
User Experience (X1)	X1A	0,827	0,678
	X1B	0,845	
	X1C	0,851	
	X1D	0,767	
Facilitating Condition	X2A	0,826	0,628
	X2B	0,770	

(X2)	X2C	0,714	
	X2D	0,852	
Reputation (X3)	X3A	0,781	0,678
	X3B	0,867	
	X3C	0,800	
	X3D	0,842	
Enjoyment (X4)	X4A	0,835	0,723
	X4B	0,866	
	X4C	0,878	
	X4D	0,822	
Intention to Use (Y)	YA	0,835	0,653
	YB	0,803	
	YC	0,811	
	YD	0,782	

From the table 1 above, the value of Outer Loading and Average Variance Extracted (AVE) of this research shows ≥ 0,7 and Average Variance Extracted (AVE) shows ≥ 0,5. From these results, all indicators can be declared valid, as there are no indicators that produce a loading factor value below 0,7 and AVE below 0,5.

3.3 Discriminant Validity Test

In the discriminant validity test, the test is carried out by looking at the value of the cross-loading measurement of the construct or latent variables. When the measurement model has a relationship between constructs or latent variables with each own indicator higher than the relationship with each indicator of the construct or other latent variables, it can be assessed that the measurement model has good discriminant validity.

Table 2: Cross Loading

Indicator	Variable				
	X1	X2	X3	X4	Y
X1A	0,827	0,603	0,597	0,518	0,528
X1B	0,845	0,623	0,647	0,542	0,583
X1C	0,851	0,699	0,600	0,602	0,596
X1D	0,767	0,699	0,627	0,678	0,571
X2A	0,688	0,826	0,572	0,666	0,565
X2B	0,603	0,770	0,446	0,551	0,541
X2C	0,527	0,714	0,421	0,613	0,458
X2D	0,697	0,852	0,618	0,621	0,639
X3A	0,529	0,479	0,781	0,425	0,575
X3B	0,642	0,579	0,867	0,583	0,660

X3C	0,674	0,484	0,800	0,551	0,533
X3D	0,633	0,608	0,842	0,579	0,637
X4A	0,664	0,703	0,615	0,835	0,519
X4B	0,577	0,687	0,491	0,866	0,524
X4C	0,642	0,673	0,557	0,878	0,544
X4D	0,543	0,562	0,551	0,822	0,560
YA	0,541	0,531	0,615	0,503	0,835
YB	0,492	0,573	0,492	0,509	0,803
YC	0,637	0,629	0,698	0,570	0,811
YD	0,555	0,521	0,538	0,449	0,782

From the table 2, it can be seen that the largest cross loading value of each research variables used is found in each indicator of the research variable formed by itself compared to the cross-loading value of other variables. Based on these results, it can be stated that each indicator used has good discriminant validity.

3.4 Reliability Test (Cronbach's Alpha)

In the reliability test, the test is carried out by looking at the results of the value of Cronbach's Alpha. A variable can be declared reliable if it has a Cronbach's Alpha value ≥ 0.7.

Table 3: Cronbach's Alpha

Research Variable	Cronbach's Alpha
User Experience (X1)	0,841
Facilitating Condition (X2)	0,801
Reputation (X3)	0,841
Enjoyment (X4)	0,872
Intention to Use (Y)	0,823

From the table 3 of reliability test results, it can be seen that the value of Cronbach's Alpha for each variable has a value ≥ 0.7. Based on these results, it can be stated that all the variables used in this research are valid and reliable.

3.5 Composite Reliability Test

In the composite reliability test, the test is carried out by looking at the results of the value of composite reliability. A variable can be declared reliable if it has a composite reliability value ≥ 0.7.

Table 4: Composite Reliability

Research Variable	Composite Reliability
User Experience (X1)	0,894
Facilitating Condition (X2)	0,870
Reputation (X3)	0,894
Enjoyment (X4)	0,913
Intention to Use (Y)	0,883

From the table 4 of composite reliability test results, it can be seen that the value of composite reliability for each variable has a value ≥ 0.7. Based on these results, it can be stated that all variables used in this research have a substantial level of reliability.

4. RESULT AND DISCUSSION

The result of this research can be seen by looking at the coefficient of determination (R-Square) and the significance value of the path coefficient. The following are the results of the coefficient of determination (R-Square) and the significance value of the path coefficient. The determination test or the R-Square value in this research is shown as follows:

Table 5: Coefficient of Determination (R-Square)

	R *Square*	R *Square Adjusted*
Intention to Use	0,626	0,610

From the table 5 of the R-Square value results, it can be seen that the variation in Intetion to Use (Y) is explained by the variation in the independent variables of 0,626 (62,6%). The rest, which is 37,4% is conveyed by the independent variables that are not included in the structural model of the research.

The following is the result of the path coefficient value in the evaluation of the structural model in this research:

Table 6: Path Coefficient

Hypothesis	Original Sample	T Statistics	P Values	Result
X1 -> Y	0,083	0,778	0,437	Not Significant
X2 -> Y	0,309	2,256	0,025	**Significant**
X3 -> Y	0,434	4,670	0,000	**Significant**
X4 -> Y	0,052	0,444	0,657	Not Significant

H1: User Experience (X1) affects society in Intention to Use (Y) Instagram as online sales stalls.

In the test of hypothesis 1, it is stated that User Experience (X1) affects society in Intention to Use (Y) Instagram as online sales stalls. From the results of the tests that have been carried out and results obtained, it is found that the relationship between User Experience (X1) and Intention to Use (Y) has a T-Statistic value < 1,96 of 0,778 and a P-Value > 0,05 of 0,437. Based on these results, it can be seen that there is no significant effect from X1 to Y. Thus, it can be stated that H1 is rejected where User Experience (X1) does not affect society in Intention to Use (Y) Instagram as online sales stalls.

H2: Facilitating Condition (X2) affects society in Intention to Use (Y) Instagram as online sales stalls.

In the test of hypothesis 2, it is stated that Facilitating Condition (X2) affects society in Intention to Use (Y) Instagram as online sales stalls. From the results of the tests that have been carried out and results obtained, it is found that the relationship between Facilitating Condition (X2) and Intention to Use (Y) has a T-Statistic value > 1,96 of 2,256 and a P-Value < 0,05 of 0,025. Based on these results, it can be seen that there is a positive and significant effect from X2 to Y. Thus, it can be stated that H2 is accepted where Facilitating Condition (X2) affects society in Intention to Use (Y) Instagram as online sales stalls.

H3: Reputation (X3) affects society in Intention to Use (Y) Instagram as online sales stalls.

In the test of hypothesis 3, it is stated that Reputation (X3) affects society in Intention to Use (Y) Instagram as online sales stalls. From the results of the tests that have been carried out and results obtained, it is found that the relationship between Reputation (X3) and Intention to Use (Y) has a T-Statistic value > 1,96 of 4,670 and a P-Value < 0,05 of 0,000. Based on these results, it can be seen that there is a positive and significant effect from X3 to Y. Thus, it can be stated that H3 is accepted where Reputation (X3) affects society in Intention to Use (Y) Instagram as online sales stalls.

H4: Enjoyment (X4) affects society in Intention to Use (Y) Instagram as online sales stalls.

In the test of hypothesis 4, it is stated that Enjoyment (X4) affects society in Intention to Use (Y) Instagram as online sales stalls. From the results of the tests that have been carried out and results obtained, it is found that the relationship between Enjoyment (X4) and Intention to Use (Y) has a T-Statistic value < 1,96 of 0,444 and a P-Value > 0,05 of 0,657. Based on these results, it can be seen that there is no significant effect from X4 to Y. Thus, it can be stated that H4 is rejected where Enjoyment (X4) does not affect society in Intention to Use (Y) Instagram as online sales stalls.

5. CONCLUSION

Based on the research results obtained from this research related to analysis of factors affecting society in intention to use Instagram as online sales stalls in Indonesia, the following conclusions can be drawn:

1. From the research results, it is found that User Experience on Intention to Use has a T-Statistic value < 1,96 of 0,778 and a P-Value > 0,05 of 0,437. Thus, it can be concluded that User Experience has no significant effect on affecting society in Intention to Use Instagram as online sales stalls.

2. From the research results, it is found that Facilitating Condition on Intention to Use has a T-Statistic value > 1,96 of 2,256 and a P-Value < 0,05 of 0,025. Thus, it can be concluded that Facilitating Condition has significant effect on affecting society in Intention to Use Instagram as online sales stalls.

3. From the research results, it is found that Reputation on Intention to Use has a T-Statistic value > 1,96 of 4,670 and a P-Value < 0,05 of 0,000. Thus, it can be concluded that Reputation has significant effect on affecting society in Intention to Use Instagram as online sales stalls.

4. From the research results, it is found that Enjoyment on Intention to Use has a T-Statistic value < 1,96 of 0,444 and a P-Value > 0,05 of 0,657. Thus, it can be concluded that Enjoyment has no significant effect on affecting society in Intention to Use Instagram as online sales stalls.

5. Through all research results obtained, it can be concluded that Facilitating Condition and Reputation have a positive and significant effect on affecting society in Intention to Use Instagram as online sales stalls. Furthermore, on User Experience and Enjoyment, the results are not significant. Thus, it can be concluded that User Experience and Enjoyment does not affect society in Intention to Use Instagram as online sales stalls.

6. Overall, the User Experience, Facilitating Condition, Reputation, and Enjoyment variables, explain the variability in the dependent variable of 62,6% in affecting society in Intention to Use Instagram as online sales stalls. The remaining 37,4% is explained by other independent variables that are not included in the structural model of this research.

From the results of the research, it can be stated that Facilitating Condition and Reputation have a positive and significant effect in affecting society in Intention to Use Instagram as online sales stalls. Thus, it can be used for Instagram to be able to magnify and maximize the services provided based on these factors, through good adjustments made to the needs of online sales and to continue to thrive forward on developing various innovative services, for users or business actors to maximize the use of Instagram as online sales stalls.

For further research, to be able to conduct the research with a wider scope and to use another various factor that are not included in this research, where based on the results obtained, there are 37,4% explained by other variables, in order to utilize the variability in the dependent variable that has not been explained by the independent variables in this research.

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