

## ABSTRACT

*The research is proceeded based on the rise of the internet that has penetrated the world of online buying and selling. Online shop success, is determined in part by whether consumers trust seller and products they cannot see or touch, and electronic system with which they have no previous experience, is the risk incurred high if you buy with an online system. This research describes a theoretical model for investigating the influences of ease of use ( $X_1$ ), perceived risk ( $X_2$ ) and trust ( $X_3$ ) towards the customers purchase intention of online fashion using instagram.*

*The sampling is non-probability with purposive sampling technique. Samples were collected from 108 respondents who have instagram account and following or and have visited at the least one online fashion shop account.*

*Analysis method used here is regression which includes validity test, reability test, t-test, f-test and determination test. The result showed the ease of use, and trust has positive and significant influences towards the customers purchase intention, while perceived risk has negative and significant influences towards the customers purchase intention. Of the three independent variables, trust is the greatest influence towards the customers purchase intention, followed by the ease of use and finally the perceived risk in the opposite direction.*

*Keywords : Ease of use, perceived risk, trust, purchase intention, instagram, social media, online shopping*