

ABSTRACT

This research aims to be analyze the influence of ease of use, risk and trust towards the customer's purchase intention of online fashion using Instagram as media.

The sampling method used on this research is non-probability sampling with snowball sampling technique. Samples were collected from 100 respondents who have instagram account and following at least one online fashion shop account. Analysis method used here is regression analysis which includes validity test, reliability test, t-test, f-test and determination test.

The result showed that ease of use, risk and trust has significant influence towards the customer's purchase intention.

Keywords: *ease of use, risk, trust, purchase intention, instagram, social media*