

FACTORS AFFECTING PURCHASE BEHAVIOR FURNITURE IN INSTAGRAM (STUDY ON IFURNHOLIC CONSUMERS)

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ABSTRACT

Online purchases are currently an attractive choice amidst individual activities. People need to be careful and cautious when choosing and buying furniture. Purchasing furniture online makes consumers able to make perceptions based on images without seeing the physical furniture itself. This study uses the Ifurnholic Instagram account as an object in research. Ifurnholic is an Instagram account used to sell furniture with high sales turnover. The sale of furniture by Ifurnholic has a rapid development because it can sell 1000 furniture boxes at a price of one million. The researcher is interested in studying the factors that influence buying behavior on Ifurnholic Instagram. The purpose of this study is to determine the effect of behavioral attitudes significant on Infurnholic customer intentions, significant subjective norm influences on Infurnholic customer intentions and the significant influence of perceived behavior behavior on Infurnholic customer intentions. This study uses a quantitative approach. After having a set of classification schemes, the researcher measures the size or distribution of these traits among certain group members. The behavioral controls that Infurnholic's customers have are right because they have behavioral control to decide for themselves which products are good and which are not.

Keywords: Theory Planned Behavior, Furniture Online, Purchasing Behavior

INTRODUCTION

According to the data from the State Ministry of Communication and Information processed by the Indonesian Internet Service Providers Association (APJII) it is known that in Indonesia today internet users in Indonesia in 2010 reach 54.68% of the total population of Indonesia (Sumber APJII, 2017). In general, social media is defined as an online media that supports social interaction. Social media uses Web-based technology that transforms communication into interactive dialogue (Khairuni, 2016). Instagram is one of the social media applications that provide attractive services by showing various photos. One of the interesting features of Instagram is that photos on Instagram have a square shape and are similar to Kodak Instamatic and Polaroid. The image ratio on Instagram is very different from the general photo ratio of 16:9 as is usually used by cellphone cameras (Salbino, 2014).

Theory planned behavior (TPB) is an alternative approach to understanding planned consumer decision making (Ajzen, 2015). Behavioral plan theory explains several factors that influence buying behavior such as behavioral attitude, subjective norm, perceived behavioral control, intention purchase. The latter means buying behavior, process or activity that is carried out by

someone when searching, choosing, buying, using, and evaluating a product or service to meet their needs and desires (Gabriel & Kolapo, 2015). This study uses the Ifurnholic Instagram account as an object in research. Ifurnholic is an Instagram account used to sell furniture with high sales turnover. The sale of furniture by Ifurnholic has a rapid development because the company can sell 1000 boxes of furniture at a price of one million. Turban, *et al.*, (2004) describes the risks faced by consumers online. The first risk is the incompatibility of the product ordered with the image displayed. Online purchases are currently an attractive choice because of the busyness of individuals. On the other hand, to choose and buy furniture, consumers must be prudent and careful. Based on the description above, researchers are interested in studying the factors that influence buying behavior on Instagram Ifurnholic. The title of the research is "Factors that influence the buying behavior of furniture on Instagram (Study on Ifurnholic consumers)"

LITERATURE REVIEW

PREVIOUS STUDIES

Research by Furaiji, *et al.*, (2012) with the title An Empirical Study of the factors Influencing Consumer Behavior in the Electric Market Appliques is to determine the factors that influence consumer preferences and behavior in the electric equipment market in Iraq. The data used to analyze the factors that influence the consumer purchasing decision making process are obtained through a questionnaire. The research analysis technique is multiple linear regressions. This study shows that, social factors, physical factors, and marketing mix elements are strongly related to consumer buying behavior. This analysis makes it possible to find consumer decision-making rules. The results of this study can be used to help producers and retailers in understanding consumer behavior and increase customer satisfaction.

Wang (2014) conducted a study with the title Consumers' Purchase intentions of Shoes: Theory of Planned Behavior and Desires Attributes. This study aims to identify factors that influence consumer purchasing decisions. Wang's research data collection technique was obtained through a questionnaire involving 450 consumers from three different sales centers. The analysis technique is the Independent T-Test through the SPSS 17.0 application. Wang's research found that consumers who had higher buying intentions had better attitudes, subjective norms, and behavioral control compared to consumers who had a lower interest in buying. Based on this, the attitude, norms and control of consumer behavior can have an influence on purchase intentions.

LITERATURE REVIEW

Peter & Olson explained that behavioral intention is a plan to do one or more behaviors or commonly referred to as a decision plan (Eryadi & Yuliani, 2016). In the buying process, buying interest can be interpreted as a plan to make purchases in a product. Behavioral Attitude or attitude is defined as a state of mental readiness that is how individuals react or behave towards certain objects. Attitudes are often based on the intention to do or not do something. Attitude is a psychological tendency which is expressed by evaluating various specific entities through various measures such as feelings of liking or dislike (Kotler, 2016). Subjective norms (SN) are opinions that are close/important to individuals and who influences them in making their decisions. Subjective norms can influence behavior indirectly to shape attitudes (Kim & Han, 2010). Perceived behavioral control is an individual's perception of the difficulties of carrying out certain behaviors (Ajzen, 2015).

Perceived behavior control (BC) refers to an individual's perception of possible difficulties when performing behavior. The new mass media has several characteristics that are different from the previous mass media. New media is more individualized, more diversified and more interactive. One example of new media is the existence of the internet (Morissan, 2014).

Instagram is an online social media base where the participants can easily communicate by sharing pictures and photos. Instagram was discovered on October 6, 2010. Instagram means an application in a smartphone that contains photos and videos and is linked to social elements to share photos and videos. Instagram owners let others see photos and videos posted, like or comment on (Monocolumn, 2012 in Goenawan, 2015).

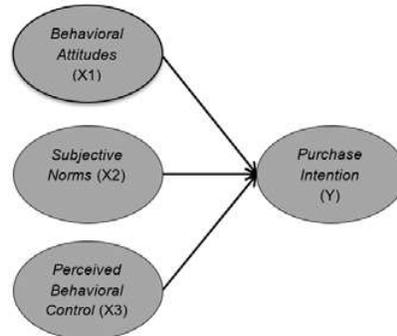


Figure 1 Analysis Model
Source: Primary Data, 2018.

Based on the formulation of the problem and the framework of this research, the authors formulate the following hypothesis:

- H1: Behavioral Attitudes significantly influence Purchase Intention
- H2: Subjective Norm has a significant effect on Purchase Intention
- H3: Perceived Behavior Control has a significant effect on Purchase Intention

RESEARCH METHODS

RESEARCH APPROACH

This study uses a quantitative approach, namely research that presents a further stage of observation. This type of research includes causal research.

PLACE AND TIME OF RESEARCH

The research was conducted in Surabaya took two months which took place from April 2018 to May 2018.

SAMPLE DETERMINATION METHOD

The population of this study is 475,000 Ifurnhollic Instagram followers at this time. This study has 3 independent variables and 1 dependent variable. Meanwhile, this study uses 80 samples.

SAMPLE TECHNIQUES

Data were collected through surveys on respondents using a questionnaire. The questionnaire consists of a set of questions formulated so that respondents record their answers openly and provide several alternative answers (Silalahi, 2012). In this study, the research instrument uses a Likert scale with a range of five: strongly agree, agree, neutral or doubtful or doubt, disagree, and strongly disagree.

DEFINITION AND MEASUREMENT OF VARIABLES

Table 1 Definition and Measurement of Variables

Variable	Indicators
Behavioral Attitude (X1) is a psychological tendency expressed by evaluating certain entities through various measures in the form of likes or not (Kotler, 2016).	<ol style="list-style-type: none"> 1. Interesting 2. Important 3. Usability 4. Fun 5. Suitability with business 6. Good idea 7. Good for me 8. Spending free time
Subjective norm (X2) is an opinion felt by others that is close/important to the individual and influences his decision making. (Kim & Han, 2010)	<ol style="list-style-type: none"> 1. Family perception 2. Friends 3. Other community members 4. Intensity of purchases made
Perceived behavioral control (X3) is an individual's perception of possible difficulties that can be faced when performing certain behaviors (Shin & Hancer, 2016)	<ol style="list-style-type: none"> 1. Control owned 2. Willingness to do something 3. Authority in doing something 4. Perceptions held about something
<i>Purchase Intention (Y) is a plan to do one or more behaviors or commonly referred to as a decision plan (Eryadi & Yuliani, 2016).</i>	<ol style="list-style-type: none"> 1. Product Information 2. Desire 3. Interested 4. Purpose of purchase

Source: Primary Data, 2018.

VALIDITY AND RELIABILITY TEST

The questionnaire is said to be valid (legitimate) if the questions in the questionnaire are able to express what is measured (Santoso, 2012: 271). After the r value (correlation coefficient) between the indicator and the total indicator is obtained, the next step is to compare the results of the calculation value with the r value in the crisis value table and at the significance level of 0.05 with the decision making criteria. The questionnaire can be said to be reliable (reliable) if someone's answer to the question is consistent or stable over time (Santoso, 2012: 271). The reliability test of this study uses the Alpha Cronbach approach with decision-making criteria.

DATA ANALYSIS

Multiple Linear Regression

The multiple linear regression model in this study was compiled using unstandardized regression coefficient B (for simultaneous influence analysis) and standardized beta (for partial influence analysis). The multiple linear regression formula is as follows (Hartono, 2013): $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

Classic assumption test

Normality test

The normality test is done to find out whether the residual is normally distributed or not. Data is said to be normally distributed if the significant value is greater than 0.05. Tests performed to see normality are using the Kolmogorov-Smirnov test.

Multicollinearity Test

A good regression model should not have an independent variable correlation. Multicollinearity test is done by looking at the value of tolerance and VIF (Variance Inflation Factor) through SPSS software. If the tolerance number is greater than 0.10 and has a VIF value of less than 10, then it is concluded that the data does not occur Multicollinearity (Soewito, 2013).

Heteroscedasticity test

Heteroscedasticity test is a condition where there is a variance inequality of residuals for all observations in the regression model. The method of testing heteroscedasticity of this study is the Glejser test. The Glejser test is carried out through the regression results of the independent variable of the absolute residual value. The provisions used are not heteroscedasticity if the significant value of the t test obtained is more than 0.05.

Autocorrelation Test

Autocorrelation test is used to determine whether or not there is a deviation from the classic autocorrelation assumption, namely the correlation that occurs between residuals in an observation with other observations in the regression model. If there is autocorrelation, the equation becomes unfit for use as a prediction. Whether or not autocorrelation is detected using the Durbin-Watson test, if the Durbin-Watson value is between $4 - d_u < \text{Durbin Watson} < 4 + d_u$, autocorrelation does not occur.

Linearity test

This test is conducted to determine whether the independent variable has a linear or non-linear influence on the dependent variable. If the linearity test results state that the regression line is linear, then the linear regression model can be used to analyze data. Linearity test is done by the Test for linearity contained in SPSS software. The decision making criteria use the price of the significance coefficient. If the significance value of linearity is less than 5%, then the relationship between variables is linear.

Hypothesis testing

Decision making with provisions 1) If the significance value according to the calculation results is greater than the value of the level of significance, H_0 is accepted and H_1 is rejected. 2) If the significance value according to the calculation results is smaller than the level of significance value, then H_0 is rejected and H_1 is accepted.

Decision Making F Test is 1) If the significance value according to the calculation results is greater than the value of the level of significance, H_0 is accepted and H_1 is rejected. 2) If the significance value according to the calculation results is smaller than the level of significance value, then H_0 is rejected and H_1 is accepted.

The coefficient of determination is used to show the magnitude of the contribution of variable X to variable Y. The value of R^2 is between 0 and 1 which means that if $R^2 = 1$, it means that the independent variable is able to explain the dependent variable 100% and the model approach used is appropriate. If $R^2 = 0$, it means that the independent variable is unable to explain the dependent variable. The higher the R^2 value and or the closer to 1, the better the model used

FINDINGS AND DISCUSSIONS

A GENERAL DESCRIPTION OF THE COMPANY

Ifurnholic is an Instagram account used to sell furniture with high sales turnover. The sale of furniture by Ifurnholic has a rapid development because it can sell 1000 furniture boxes at a

price of one million. Various furniture equipment for sale in Ifurnholic include cabinets, tables, chairs, beds, shelves, makeup, and many others.

RESEARCH RESULT
Test Validity and Reliability

Table 2 Test of Behavioral Attitude Validity (X1)

Question Item	<i>Pearson Correlation</i>	<i>Pearson Correlation significance</i>	Description.
I think making an ifurnholic purchase on Instagram is interesting	0.755	0.000	Valid
I think making an ifurnholic purchase on Instagram is very important	0.769	0.000	
I think Instagram has many uses, one of which can make ifurnholic purchases on Instagram	0.771	0.000	
I'm happy to buy ifurnholic on Instagram	0.696	0.000	
Purchasing ifurnholic on Instagram suits my business	0.798	0.000	Valid
I made an ifurnholic purchase on Instagram a good idea	0.804	0.000	
Ifurnholic sold on Instagram is good for me	0.706	0.000	
I did a look at Ifurnholic on Instagram to fill my free time	0.672	0.000	

Source: Primary Data, 2018.

Based on the results of the validity test in Table 5.8, it is known that the Pearson correlation significance value of each statement representing the Behavioral Attitude variable (X1) has a value less than the critical value used, which is 0.05 ($\alpha = 5\%$). These results indicate that each statement used to explain the Behavioral Attitude variable (X1) is a valid statement.

Table 3 Subjective Norm Validity Test (X2)

Question Item	<i>Pearson Correlation</i>	<i>Pearson Correlation significance</i>	Description.
My family's perception of ifurnholic purchases on Instagram is good	0.735	0.000	Valid
I bought ifurnholic on Instagram recommendations from friends	0.728	0.000	
People around my house often make ifurnholic purchases on Instagram	0.808	0.000	
I often make ifurnholic purchases on Instagram	0.655	0.000	

Source: Primary Data, 2018.

Based on the results of the validity test shown in Table 5.9, it is known that the Pearson correlation significance value indicated by each statement representing the Subjective Norm variable (X2) has a value less than the critical value used, i.e. 0.05 ($\alpha = 5\%$). It can be concluded that each statement used to explain the Subjective Norm (X2) variable is a valid statement.

Tabel 4 Uji Validitas Perceived Behavioral Control (X3)

Question Item	<i>Pearson Correlation</i>	<i>Pearson Correlation significance</i>	Description.
I have control to make infurnholic purchases on Instagram	0.811	0.000	Valid
I have the willingness to buy infurnholic on Instagram	0.788	0.000	
I have the authority to make infurnholic purchases on Instagram	0.745	0.000	
I have a good perception of infurnholic on Instagram	0.651	0.000	

Source: Primary Data, 2018.

Based on the results of the validity test shown in Table 5.10, it is known that the pearson correlation significance value indicated by each statement representing the Perceived Behavioral Control (X3) variable has a value less than the critical value used, i.e. 0.05 ($\alpha = 5\%$) It can be concluded that each statement used to explain the Perceived Behavioral Control (X3) variable is a valid statement.

Table 5 Purchase Intention (Y) Validity Test

Question Item	<i>Pearson Correlation</i>	<i>Pearson Correlation significance</i>	Description.
After getting various information about infurnholic on Instagram, made me want to buy	0.674	0.000	Valid
I will try to buy infurnholic on Instagram	0.738	0.000	
I am interested in buying furniture on Instagram	0.732	0.000	
I want to know more details related to Infurnholic purchases on Instagram	0.655	0.000	

Source: Primary Data, 2018.

Based on the results of the validity test shown in Table 5.11, it is known that the pearson correlation significance value indicated by each statement representing the Purchase Intention (Y) variable has a value less than the critical value used, i.e. 0.05 ($\alpha = 5\%$) . It can be concluded that each statement used to explain the Purchase Intention (Y) variable is a valid statement.

Tabel 6 Uji Reliabilitas Penelitian

Variable	Cronbach Alpha Values	Description
<i>Behavioral Attitude (X1)</i>	0.886	Reliable
<i>Subjective Norm (X2)</i>	0.708	Reliable
<i>Perceived Behavioral Control (X3)</i>	0.741	Reliable
<i>Purchase Intention (Y)</i>	0.644	Reliable

Source: Primary Data, 2018.

Referring to the results of the validity and reliability tests that have been explained in each statement in Behavioral Attitude (X1), Subjective Norm (X2), Perceived Behavioral Control

(X3), and Purchase Intention (Y) variables, it is known that all statements used in this study has fulfilled the requirements of validity and reliability. Statements in this study can be further analyzed.

Multiple Linear Regression Analysis

Table 7 Analysis of Multiple Linear Regression

Independent Variable	Regression Coefficient
<i>Constant</i>	0.582
<i>Behavioral Attitude (X1)</i>	0.177
<i>Subjective Norm (X2)</i>	0.205
<i>Perceived Behavioral Control (X3)</i>	0.533

Source: Primary Data, 2018.

Based on table 5.13 the regression equation is obtained as follows:

$$Y = 0,582 + 0,177X1 + 0,205X2 + 0,533X3$$

In accordance with the regression equation that has been formed can be explained that:

1. A constant value of 0.582 indicates the amount of purchase intention (Y) is not influenced by behavioral attitude (X1), subjective norm (X2), and perceived behavioral control (X3). That is, if purchase intention (Y) is not influenced by behavioral attitude (X1), subjective norm (X2), and perceived behavioral control (X3) equals zero, then purchase intention (Y) is 0.582.
2. Behavioral attitude (X1) regression coefficient value of 0.177 indicates a positive directional influence on behavioral attitude (X1) on purchase intention (Y). This means that if the behavioral attitude (X1) increases by one unit, then the purchase intention (Y) will increase by 0.177, with the assumption of subjective norm (X2) and perceived behavioral control (X3) is fixed.
3. The subjective norm (X2) regression coefficient value is 0.205. This shows the subjective norm (X2) gives a positive directional effect on purchase intention (Y). This means that if the subjective norm (X2) rises by one unit, then the purchase intention (Y) will increase by 0.205 with the assumption that the amount of behavioral attitude (X1) and perceived behavioral control (X3) are fixed.
4. The regression coefficient value of perceived behavioral control (X3) of 0.533 shows that perceived behavioral control (X3) has a positive directional effect on purchase intention (Y). If perceived behavioral control (X3) increases by one unit, then purchase intention (Y) will increase by 0.533 with the assumption that the amount of behavioral attitude (X1) and subjective norm (X2) are fixed.

Table 8 t test

Independent Variable	Regression Coefficient	Standard of Error	t _{hitung}	Sig. Values (0,05)
<i>Behavioral Attitude (X1)</i>	0.177	0.064	2.748	0.007
<i>Subjective Norm (X2)</i>	0.205	0.054	3.780	0.000
<i>Perceived Behavioral Control (X3)</i>	0.533	0.066	8.103	0.000

Source: Primary Data, 2018.

1. Based on the results of the t test it can be seen that partially the Behavioral Attitudes variable (X1) has a positive and significant effect on Purchase Intention (Y). This is because the

Behavioral Attitudes variable has a t-statistic value of 2.748 with a significance level of 0.007 which is less than 0.05.

2. Based on the results of the t test it can be seen that partially the Subjective Norm variable (X2) has a positive and significant effect on Purchase Intention (Y). This is because the Subjective Norm variable has a t-statistics value of 3.780 with a significance level of 0.000 which is less than 0.05.

3. Based on the results of the t test it can be seen that partially the Perceived Behavior Control variable (X3) has a positive and significant effect on Purchase Intention (Y) because because the Perceived Behavior Control variable has a t-statistic value of 8.103 with a significance level of 0.000 which is less than 0.05.

Tabel 9 F test

Model	Mean Square	Sig
Regression	7.919	0.000
Residual	0.044	

Source: Primary Data, 2018.

Based on Anova test, the calculated F value is 181.124. The significance value is 0,000 or less than 0.05. Thus it can be concluded that the suitability of variables can be explained by the Purchase Intention (Y) variable can be explained by Behavioral Attitudes (X1), Subjective Norm (X2), Perceived Behavior Control (X3) variables significantly influence the Purchase Intention (Y). Based on the table above, the significance value according to the calculation results is smaller than the level of significance value, then H0 is rejected and H1 is accepted.

Table 10 Determination Coefficients

Model	R	R Square
1	0.918	0.843

Source: Primary Data, 2018.

Based on the table above can be seen the magnitude of R2 is equal to 0.843 which means that 84.3% of Purchase Intention (Y) variables can be explained by Behavioral Attitudes (X1), Subjective Norm (X2), Perceived Behavior Control (X3) variables, while the remaining 15.7% is explained by other variables outside the model examined in this study. In addition, the R2 value is 0.843 or close to the number 1. This illustrates that the equation model built is good enough.

Classic Assumption Test

Table 11 Normality Test

	Unstandardized Residual
N	105
Kolmogorov Smirnov	1.055
Asymp.Sig	0.215

Source: Primary Data, 2018.

The results of the normality test showed the Kolmogorov Smirnov 1.055 value with a significant 0.215, where the value was greater than 0.05. So it can be concluded that the residuals are normally distributed.

Tabel 12 Multicollinearity Test

Independent Variable	VIF	Tolerance
<i>Behavioral Attitudes (X1)</i>	3.543	0.282
<i>Subjective Norm (X2)</i>	2.065	0.484
<i>Perceived Behavioral Control (X3)</i>	3.287	0.304

Source: Primary Data, 2018.

Based on Table 5.18 above, the tolerance value X1 is 0.282, X2 is 0.484 and X3 is 0.304. When viewed from the value of tolerance, those variables are free from multicollinearity. The VIF X1 value is 3.543, X2 is 2.065 and X3 is 3.287. Based on the results of the multicollinearity test shows the tolerance value ≥ 0.10 or $VIF \leq 10$. This means that the VIF value of each variable < 10 , the independent variable is free from multicollinearity

Table 13 Test of Heteroscedasticity

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Std. Error	Beta		
	(Constant)	0.227	0.082		2.764	0.007
1	Behavioral Attitudes	-0.020	0.037	-0.099	-0.533	0.595
2	Subjective Norm	0.032	0.031	0.146	1.033	0.304
3	Perceived Behavior Control	-0.030	0.038	-0.138	-0.776	0.440

Source: Primary Data, 2018.

Based on the results of the gletjer test the significance value is more than 0.05. This indicates that the data in this study has met the heteroscedasticity test. Therefore, it can proceed to testing the next classical assumption, namely testing the assumption of autocorrelation.

Tabel 14 Autocorrelation Test

Model	Durbin Watson	du	4-du
1	2.016	1.7617	2.2383

Source: Primary Data, 2018.

This autocorrelation test was carried out using the Durbin Watson Test method. Based on the table above, the durbin-watson value of 2.016 is between 1.7617 and 2.2383. This means that there is no autocorrelation in the research data.

Table 15 Linearity Behavioral Attitudes Test on Purchase Intention

			df	F	Sig.
Purchase Intention * Behavioral Attitudes	Between Groups	(Combined)	20	10.929	0.000
		Linearity	1	208.433	0.000
		Deviation from Linearity	19	0.534	0.939
	Within Groups		84		
	Total		104		

Source: Primary Data, 2018.

Based on Table 5.20, it is known that the relationship between Behavioral Attitudes to Purchase Intention has a significant effect of linearity <0.05 so it can be stated that there is a linear relationship between Behavioral Attitudes and Purchase Intention.

Table 16 Subjective Norm Linearity Test for Purchase Intention

			df	F	Sig.
Purchase Intention * Subjective Norm	Between Groups	(Combined)	11	17.265	0.000
		Linearity	1	156.589	0.000
		Deviation from Linearity	10	3.336	0.001
	Within Groups		93		
	Total		104		

Source: Primary Data, 2018.

Based on the Table 5.21, it can be seen that the relationship between the Subjective Norm to Purchase Intention has a significant value of linearity <0.05 so it can be stated that there is a linear relationship between the Subjective Norm and Purchase Intention.

Table 17 Perceived Behavior Control Linearity Test of Purchase Intention

			df	F	Sig.
Purchase Intention * <i>Perceived Behavior Control</i>	Between Groups	(Combined)	10	38.940	0.000
		Linearity	1	382.766	0.000
		Deviation from Linearity	9	0.737	0.674
	Within Groups		94		
	Total		104		

Source: Primary Data, 2018.

Based on Table 5.22, it can be seen that the relationship that occurs between Perceived Behavior Control on Purchase Intention has a significant value of linearity <0.05 . It can be stated that there is a linear relationship between Perceived Behavior Control and Purchase Intention.

THE EFFECT OF INTER VARIABLE

Based on the results of hypothesis testing shows that the purchase intention has a t-statistic value of 2.748 with a significance level of 0.007 which is less than 0.05. So it can be concluded that behavioral attitudes (X1) have a positive and significant effect on purchase intention (Y).

The results of this study are consistent with research conducted by Prasastyo (2015) which shows that behavioral attitudes have a significant effect on purchase intention. Because attitude can make individuals have thoughts and tendencies in themselves related to an object that is expressed with a feeling of likes or dislikes so that the purchase intention or purchase intention arises.

Based on the results of testing the hypothesis shows that the purchase intention has a t-statistics value of 3.780 with a significance level of 0.000 which is less than 0.05. It can be concluded that the subjective norm variable (X2) has a positive and significant effect on purchase intention (Y). The results of this study are in accordance with the research conducted by Wang, *et al.*, (2015) which shows that subjective norms have a significant effect on purchase intention. Consumer perceptions of the social pressures they derive from the social environment affect them on purchasing decisions. The desire to buy from Infurnholic consumers can arise due to several factors, one of which is due to recommendations from friends. Recommendations from friends make consumers more confident to buy furniture products from Infurnholic. They have the intention to buy these products.

Based on the results of hypothesis testing shows that the purchase intention has a t-statistic value of 8.103 with a significance level of 0.000 which is less than 0.05. It can be concluded that the perceived behavioral control (X3) variable has a positive and significant effect on purchase intention (Y). Perceived behavioral control has two aspects, namely how much the individual feels has control over behavior and how individuals feel they have the confidence to do or not do a behavior. The higher the control that an individual feels in making a purchase, the stronger the individual's behavior drives.

Table 18. Implikasi manajerial

Before Research	After Research
Subjective Norm.	
I think Instagram has many uses, one of which can make infurnholic purchases on Instagram	Instagram as an image-based social media, prioritizes visual communication. Then on every picture of uploaded furniture must be as attractive as possible. With Furniture photo shoot with certain themes and interesting Caption will make a positive netizen response.
I did a look at Infurnholic on Instagram to fill my free time	Need a more interesting concept on every post picture furniture. To attract more followers and consumers for Stalking on the Ifurnholic Instagram account. In the Research Results, the indicator "Filling your free time" gets a low score, this means netizens are less interested in stalking the Ifurnholic account. Like making a dramatic post, with an interesting and sequential storyline connecting in the next caption. This will make netizens curious to wait for the next Ifurnholic post.
Infurnholic sold on Instagram is good for me	Interactive to consumers needs to be done to get good feedback, consumers need to be assured that the furniture they choose is good for them. Trying to answer coment or greet customers in the private massage feature
Perceived Behavioral Control	
My family's perception of infurnholic purchases on Instagram is good	The results of the study showed that family perceptions, close friends, and other members of the community regarding furniture to be purchased influenced the purchasing decision. Therefore it is necessary to hold frequent exhibitions, open booths at bazaar events, to introduce more Ifurnholic products to the public. To be able to see the physical directly (offline).

	Ifurnholic customers also get influence from people around the house who have bought Ifurnholic products. So it is very important to pay attention to maintaining the quality of Ifurnholic products. This is used by customers to see directly the product to be purchased
People around my house often make infurnholic purchases on Instagram	Interactive with consumers via Instagram chat or promos through images posted to foster a good influence on Ifurnholic products. Make aftersales service with Whatsapp or email application service that contains update information directly to the customer's personal message.
Perceived Behavioral Control	
I have a good perception of ifurnholic on Instagram	The trust that the community has given by Ifurnholic must always be taken care of. From image quality on Instagram, Feedback to customer comments until the product sent must satisfy the customer. This makes the perception of Ifurnholic always good in society.
Purchase Intention	
I am interested in buying furniture on Instagram	Grow emotional ties with consumers through images on the Ifurnholic Instagram account. Making a really different concept about the promotion of its products, which can stimulate consumers to reply / comment on posting the promo. If consumers are more interested in the content presented, then consumers will increase their loyalty.
After getting various information about infurnholic on Instagram, made me want to buy	Picture information which is complete with the size of furniture and use must be considered more. To add information that can. for consumers. Posting pictures with detailed sizes of furniture and discounted prices will make the customer satisfied to know the product details.

CONCLUSIONS AND SUGGESTIONS

CONCLUSION

This study concludes 1) behavioral attitude has a significant effect on Infurnholic customer purchase intention. 2) subjective norms have a significant influence on Infurnholic customer purchase intention. 3) perceived behavioral control has a significant influence on Infurnholic customer purchase intention.

SUGGESTIONS

The suggestions for this research are as follows: 1) Control of Infurnholic customers' behavior is right, this is because customers can decide for themselves which products are good and which are not. 2) This research must also be refined by further research. Improvements include adding respondents. This is because the population of the Ifurnholic Instagram account continues to grow rapidly. In addition, the area for distributing questionnaires needs to be expanded to get better research results.

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