

ABSTRACT

This study aimed to analyze the influence the perception of risk, ease and benefit toward online purchasing decisions in instagram. Subjects in this study were students Muhammadiyah University of Yogyakarta have ever made a purchase online in Instagram. In this study sample of 100 respondents were selected using purposive sampling method. The analysis tool used is the Statistical Package For Social Sciences (SPSS)

Based on the analysis that has been done shows that the perception of the risk of a significant negative effect on purchasing decisions, perceived ease of positive and significant impact on purchasing decisions, the perception of the benefits of positive and significant impact on purchasing decisions.

Keywords: Risk Perception, Perceived Ease, Perceived Benefits and Purchase Decision