

## **ABSTRACT**

### **THE INFLUENCE OF ONLINE SHOP ON INSTAGRAM TOWARDS CONSUMING BEHAVIOR OF CIVIL SERVANTS (PNS) (STUDIES IN PNS COMMUNICATION SERVICES AND INFORMATICS LAMPUNG PROVINCE)**

by

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Media exposure is a condition which a person gets an information from media, whether it is for one time or daily time. In this case the online shop on instagram take a dominant role in order to promote their products to be spread to the consumers. There are lots of Online shop that people can find on Instagram in line with the growing of business and people need in the community. It can increase the consumer behavior, when individuals who receive the exposure can not control their needs. The media plays an important role in building the mind consumption activities, because the relationship between the media and lifestyle is very close.

The research was conducted in the Department of Communication and Information Technology Lampung Province in 2014/2015 which aims to determine the influence of the online shop in instagram on consumer behavior PNS Communications and Information Agency of Lampung Province. This study uses the theory of imitation by measuring the reinforcement using observational learning phases, namely attention, retention, motoric reproduction, and motivation. This study is a descriptive study using a survey method and the questionnaire test. To get the data, the researcher used simple regression test, and test T. The Samples were 30 persons of civil servants of Communications and Information Agency of Lampung Province, consisted 18 women and 12 men.

The results showed that the influence of the online shop in consumer behavior PNS instagram for Communications and Information Agency of Lampung Province 50.2%, while the remaining 49.8% is influenced by factors not examined in this study. The correlation between the exposure to the online shop on instagram and consumer behavior PNS Communications and Information Agency of Lampung Province is in the positive case and at the strong level, where the value koefisiem correlation (R) obtained at 0.708. There is the effect of exposure to the online shop on Instagram on consumer behavior PNS Communications and Information Agency of Lampung Province. This was proved by  $t_{hitung} = 5.310 > t_{table} = 1.697$ .

Keywords: instagram, online shop, PNS, consumer behavior