



**“A STUDY ON THE ACCEPTANCE OF INSTAGRAM TOWARDS
ONLINE BUSINESS AMONG STUDENTS IN UiTM (MELAKA) CITY
CAMPUS”**

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ABSTRACT

The title of this research is “The Acceptance of Instagram towards Online Business among Students in UiTM (Melaka) City Campus”. First objective of this research is to determine the level of acceptance among performance expectancy, effort expectancy, social influences, and facilitating conditions toward acceptance of online business in Instagram. The next objective is to identify the relationship among performance expectancy, effort expectancy, social influences, and facilitating conditions toward acceptance of Instagram in online business. Four independent variables are identified, that influenced the acceptance of Instagram towards online business, which are Performance Expectancy, Effort Expectancy, Social Influences, and Facilitating Conditions. In order to complete the research, four hypothesis is constructed, focused on the determining the influence of the independent variables towards dependent variables. A total of 317 students have participated, from 1755 total of students, using convenience sampling. The researcher use primary data collection method, by questionnaire to collect data. All of the data obtained is analysed using with frequency analysis, descriptive statistical result, reliability analysis, Pearson’s correlation analysis, and multiple regression analysis. For Pearson’s correlation, all variables are significant, and have fair relationship strength toward acceptance of Instagram towards online business. For multiple regression analysis, only Performance Expectancy, Social Influences, and Facilitating Conditions influence the acceptance of Instagram towards online business and it can be conclude that hypothesis 1, 3 and 4 is supported, while other variable, which is Effort Expectancy does not influence acceptance of Instagram towards online business, thus hypothesis 2 is not supported.

KEYWORDS: UTAUT Model, Acceptance, Instagram