

## KORESPONDENSI PAPER

**Judul Paper:** The Influence of Trust, Convenience, and Social Influencer on Online Purchasing Decisions Taken by Yogyakarta Students, with Instagram Social Media

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Bermula ada informasi di Instagram mengenai webinar tentang Majelis Mengaji Jurnal yang diselenggarakan oleh GoAcademica, Research & Publishing pada tanggal 2 Mei 2020. Bukti mengikuti webinar terlampir. Setelah webinar selesai, panitia menawarkan bimbingan untuk publikasi paper ke jurnal internasional bereputasi. Kemudian saya mendaftar.

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**AVID LEONARDO SARI**

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- Pertama: Setelah saya dibimbing, saya kirim paper (Penulis pertama dari 2 penulis), paper saya direview dan dikoreksi. Melalui dua kali proses review paper, panitia mengirim paper saya tersebut ke jurnal: *International Journal of Advanced Science and Technology* (IJAST). Editor IJAST menyarankan sedikit perbaikan terutama yang terkait dengan bahasa dan keterkaitannya dengan teknologi komunikasi.
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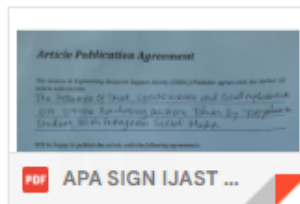
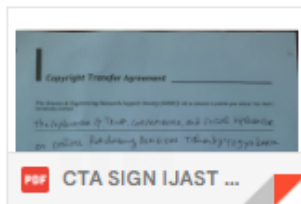
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- Kelima: Kemudian sebulan kemudian, saya dapat informasi bahwa paper saya telah terbit.



Date: 18.05.2020

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Paper Title : THE INFLUENCE OF TRUST, CONVENIENCE, AND SOCIAL INFLUENCER ON ONLINE PURCHASING DECISIONS TAKEN BY YOGYAKARTA STUDENTS, WITH INSTAGRAM SOCIAL MEDIA

Dear : Miswanto & Silvia Praptiwi

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## **The Influence of Trust, Convenience, and Social Influencer on Online Purchasing Decisions Taken by Yogyakarta Students, with Instagram Social Media**

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### ***Abstract***

*The development of digital technology on social media has advanced. Online purchasing decisions are increasingly being made through Instagram. The aims this study test: (1) the influence of trust on decisions of online purchasing, (2) the effect of convenience on decision of online purchasing, (3) the influence of social influences on decisions of online purchasing. Purchase on line is using Instagram social media .This research was conducted in Yogyakarta. The research sample was Yogyakarta students who made online purchases. The sampling method uses nonprobability sampling with purposive sampling. The number of respondents is 140 students. Analysis model used is multiple linear regression a. All research hypotheses are supported. The findings of this study are trust, convenience, and social influencers have a positive effect on decisions of online purchasing.*

**Keywords:** *Trust, Convenience, Social Influencer, Decisions of Online Purchasing.*