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ANALISIS PERILAKU LIKING DAN COMMENTING PADA HALAMAN INSTAGRAM MEREK WARDAH (@WARDAHBEAUTY)
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Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *extraversion, neuroticism, openness to experience, broadcasting*, dan *communicating* terhadap perilaku *liking* dan *commenting* di halaman Instagram merek Wardah (@wardahbeauty). Perilaku *liking* dan *commenting* merupakan wujud dari *engagement* di media sosial. Sampel yang digunakan dalam penelitian ini adalah pengikut Instagram Wardah dengan rentang usia 18-38 tahun. Jumlah sampel dalam penelitian ini sebanyak 201 responden . Metode analisis yang digunakan adalah *partial least square* (PLS). Hasil penelitian ini menunjukkan bahwa variabel *broadcasting* memiliki pengaruh positif dan signifikan terhadap perilaku *liking* dan *commenting*. Lebih lanjut, *neuroticism* dan *openness to experience* memiliki pengaruh signifikan terhadap variabel *broadcasting* dan *communicating.* Untuk variabel *communicating* tidak ditemukan adanya pengaruh signifikan terhadap perilaku *liking* dan *commenting*. Selanjutnya, variabel *extraversion* tidak berpengaruh terhadap variabel *broadcasting.*

Kata kunci: *consumer engagement, liking, commenting, broadcasting, communicating, extraversion, neuroticism, openness to experience,* Instagram, wardahbeauty

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ABSTRACT

This research aims to analyze the influence of extraversion, neuroticism, openness to experience, broadcasting, and communicating towards the behavior of liking and commenting on the Wardah brand Instagram page (@wardahbeauty). Liking and commenting behavior are the forms of engagement in social media. The Sample used in this research is Wardah Instagram followers who are of 18–38 years old. This research took 201 respondents as its sample. The analysis method used was Partial Least Square (PLS). Results indicated that the broadcasting variable had a positive and significant influence on liking and commenting behavior. Moreover, neuroticism and openness to experience had a significant effect on the broadcasting and communicating variable. For the communicating variable, no significant impact was found on liking and commenting behavior. Consequently, the extraversion variable did not affect the broadcasting variable.

Keywords: *consumer engagement, liking, commenting, broadcasting, communicating, extraversion, neuroticism, openness to experience,* Instagram, wardahbeauty