

BAB V

PENUTUP

Bab ini berisi kesimpulan dari hasil penelitian yang telah dilakukan yang disertai penjelasan implikasi manajerial terkait dengan masing-masing hasil yang diperoleh dari penelitian ini. Pada bab ini juga dijelaskan mengenai keterbatasan penelitian serta saran yang sekiranya diperlukan bagi penelitian selanjutnya.

5.1 Kesimpulan

Pada bagian ini akan dijelaskan kesimpulan tentang topik yang diangkat dalam penelitian ini yaitu pengaruh karakteristik penggunaan media sosial Sociolla terhadap e-WOM, kepercayaan, dan ekuitas merek. Berdasarkan hasil dan pembahasan yang telah diuraikan pada bab sebelumnya, didapat kesimpulan sebagai berikut:

1. Dari hasil penelitian dapat disimpulkan bahwa karakteristik kepribadian penggunaan media sosial memiliki pengaruh yang signifikan terhadap e-WOM. Hal ini berarti bahwa semakin tinggi karakteristik kepribadian yang dimiliki konsumen Sociolla, maka konsumen juga akan semakin menggunakan e-WOM sebagai salah satu alat komunikasi pemasaran.
2. Dari hasil penelitian dapat disimpulkan bahwa karakteristik sosial penggunaan media sosial memiliki pengaruh yang signifikan terhadap e-WOM. Hal ini berarti bahwa konsumen Sociolla mampu membentuk dan mempertahankan modal sosial yang menjembati dan mengikat sehingga dapat memengaruhi e-WOM yang dilakukan konsumen.

3. Dari hasil penelitian dapat disimpulkan bahwa karakteristik informasi penggunaan media sosial memiliki pengaruh yang signifikan terhadap e-WOM. Hal ini berarti jika kuantitas informasi, keandalan informasi, dan kualitas informasi pada Instagram Sociolla baik maka akan meningkatkan jumlah ulasan online pada Instagram Sociolla dan akan menghasilkan e-WOM yang lebih luas dan penjualan yang lebih tinggi juga.
4. Dari hasil penelitian dapat disimpulkan bahwa e-WOM memiliki pengaruh yang signifikan terhadap kepercayaan. Hal ini berarti bahwa semakin positif e-WOM yang bisa berupa komentar ataupun rekomendasi tentang Sociolla di Instagram maka kepercayaan konsumen yang lebih tinggi juga akan didapatkan oleh Sociolla.
5. Dari hasil penelitian dapat disimpulkan bahwa e-WOM memiliki pengaruh yang signifikan terhadap kesadaran merek. Hal ini dapat diartikan bahwa semakin sering konsumen Sociolla membagikan informasi atau rekomendasi positif menggunakan e-WOM pada orang lain di akun Instagramnya masing – masing, maka akan semakin meningkat juga kesadaran merek konsumen pada Sociolla.
6. Dari hasil penelitian dapat disimpulkan bahwa e-WOM memiliki pengaruh yang signifikan terhadap citra merek. Hal ini dapat diartikan bahwa e-WOM secara langsung mengubah citra merek. Semakin banyak konsumen yang membagikan informasi atau rekomendasi positif menggunakan e-WOM pada akun Instagramnya masing-masing, maka citra merek Sociolla akan semakin baik mengikuti persebaran informasi dari e-WOM tersebut.

7. Dari hasil penelitian dapat disimpulkan bahwa kepercayaan memiliki pengaruh yang signifikan terhadap kesadaran merek. Hal ini berarti bahwa semakin tinggi kepercayaan konsumen pada Sociolla dalam hal keandalan Sociolla, keterbukaan Sociolla akan informasi penting perlu konsumen ketahui, dan janji Sociolla pada konsumen maka semakin tinggi juga kesadaran merek konsumen akan Sociolla.
8. Dari hasil penelitian dapat disimpulkan bahwa kepercayaan memiliki pengaruh yang signifikan terhadap citra merek. Hal ini berarti bahwa semakin tinggi kepercayaan konsumen pada Sociolla maka akan semakin baik juga citra merek yang dimiliki Sociolla di mata konsumen.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, implikasi manajerial yang dapat diberikan adalah sebagai berikut:

1. Sociolla harus mempertimbangkan e-WOM sebagai media pemasaran yang paling utama, yang berarti Sociolla perlu meningkatkan pengalaman positif pelanggan supaya semakin positif e-WOM yang bisa berupa komentar ataupun rekomendasi tentang Sociolla di Instagram maka kepercayaan konsumen yang lebih tinggi juga akan didapatkan oleh Sociolla.
2. Manajer pemasaran Sociolla dapat melakukan investasi untuk mengumpulkan dan menganalisis data secara konsisten guna mempelajari karakteristik informasi pada setiap informasi yang disampaikan Sociolla. Hal tersebut dilakukan supaya kuantitas, keandalan dan kualitas informasi mampu

menghasilkan e-WOM yang positif dari konsumen.

3. Setelah melakukan analisis Sociolla dapat menetapkan strategi perusahaan yang memperhatikan aktivitas dan perilaku pemasaran media sosial. Hal tersebut dilakukan untuk meningkatkan kepercayaan konsumen yang sekaligus meningkatkan kesadaran merek konsumen.

5.3 Keterbatasan Penelitian & Saran

Berdasarkan hasil penelitian yang telah dilakukan, maka terdapat beberapa keterbatasan yaitu:

1. Penelitian hanya ditujukan pada konsumen dan pengikut Instagram Sociolla.
2. Dalam proses mencari data, peneliti hanya memfokuskan pada Pulau Jawa dan tidak menjangkau daerah lain di luar Pulau Jawa.
3. Penelitian ini hanya berfokus pada media sosial Instagram Sociolla tetapi tidak menjangkau situs web dari Sociolla.

Berdasarkan hasil penelitian yang telah dilakukan, maka saran yang dapat penulis berikan adalah sebagai berikut:

1. Peneliti selanjutnya dapat melakukan penelitian dengan menggunakan banyak *e-commerce* lainnya.
2. Dalam proses mencari data, penelitian bisa dilakukan untuk menjangkau menjangkau daerah lain di luar Pulau Jawa bahkan lingkup seluruh Indonesia.
3. Situs web Sociolla juga bisa dijadikan objek penelitian, karena situs web Sociolla juga berperan penting dalam kegiatan pemasaran Sociolla.

DAFTAR PUSTAKA

- Alan, A. K., & Kabadayı, E. T. (2016). The Effect of Personal Factors on Social Media Usage of Young Consumers. *Procedia - Social and Behavioral Sciences*, 235(October), 595–602.
<https://doi.org/10.1016/j.sbspro.2016.11.086>
- Chen, C. C., & Tseng, Y. De. (2017). Quality evaluation of product reviews using an information quality framework. *Decision Support Systems*, 50(4), 755–768. <https://doi.org/10.1016/j.dss.2010.08.023>
- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does brand trust matter to brand equity? *Journal of Product and Brand Management*, 14(3), 187–196. <https://doi.org/10.1108/10610420510601058>
- Duan, J., & Dholakia, R. R. (2017). Posting purchases on social media increases happiness: the mediating roles of purchases' impact on self and interpersonal relationships. *Journal of Consumer Marketing*, 34(5), 404–413.
<https://doi.org/10.1108/JCM-07-2016-1871>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55.
<https://doi.org/10.1016/j.chb.2016.03.003>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence

- on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Goyette, I., Ricard, L., & Bergeron, J. (2010). *e-WOM Scale : Word-of-Mouth Measurement Scale for e-Services Context* *. 23, 5–23.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management* (Fifth). Pearson Education Limited.
- Kim, B., & Kim, Y. (2017). College students' social media use and communication network heterogeneity: Implications for social capital and subjective well-being. *Computers in Human Behavior*, 73, 620–628. <https://doi.org/10.1016/j.chb.2017.03.033>
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmr.2015.03.005>
- Park, H., & Kim, Y. K. (2016). Proactive versus reactive apparel brands in sustainability: Influences on brand loyalty. *Journal of Retailing and Consumer Services*, 29, 114–122. <https://doi.org/10.1016/j.jretconser.2015.11.013>
- Seo, E. J., Park, J. W., & Choi, Y. J. (2020). The effect of social media usage characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media. *Sustainability (Switzerland)*, 12(4).

<https://doi.org/10.3390/su12041691>

Su, C. C., & Chan, N. K. (2017). Predicting social capital on Facebook: The implications of use intensity, perceived content desirability, and Facebook-enabled communication practices. *Computers in Human Behavior*, 72, 259–268. <https://doi.org/10.1016/j.chb.2017.02.058>

Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.

Williams, D. (2016). On and off the 'Net: Scales for Social Capital in an Online Era. *Journal of Computer-Mediated Communication*, 11(2), 593–628. <https://doi.org/10.1111/j.1083-6101.2006.00029.x>

LAMPIRAN 1 KUESIONER

Kuesioner Penelitian

Profiling :

Jenis Kelamin :

- a. Laki-laki
- b. Perempuan

Usia :

Apakah Anda berdomisili di Pulau Jawa, Indonesia?

- a. Ya
- b. Tidak

Domisili di Pulau Jawa:

- a. DKI Jakarta
- b. DI Yogyakarta
- c. Jawa Barat
- d. Banten
- e. Jawa Tengah
- f. Jawa Timur

Pertanyaan Umum/Filter:

1. Apakah anda memiliki akun Instagram?
 - a. Ya
 - b. Tidak
2. Apakah anda mengetahui akun Instagram Sociolla?
 - a. Ya
 - b. Tidak
3. Apakah anda mengikuti akun Instagram Sociolla?
 - a. Ya
 - b. Tidak
4. Tujuan Anda menggunakan akun Instagram Sociolla

- a. Mencari promo suatu produk
 - b. Mencari informasi suatu produk
 - c. Mencari ulasan suatu produk
 - d. Sebagai hiburan
 - e. Lainnya
5. Seberapa sering Anda mengakses Instagram Sociolla?
- a. Setiap hari
 - b. 2 – 3 hari sekali
 - c. 3 – 6 hari sekali
 - d. Lebih dari 6 hari sekali

No	Pernyataan	Keterangan				
		STS	TS	N	S	SS
A. Karakteristik Kepribadian Penggunaan Media Sosial						
Neuroticism						
1	Saya memiliki karakteristik yang tenang.					
2	Saya stabil secara emosional.					
3	Saya tidak mudah marah.					
Ekstroversi						
1	Saya ekstrover.					
2	Saya antusias.					
3	Saya aktif.					
Keterbukaan						
1	Saya menyukai jenis pengalaman baru.					
2	Saya suka perubahan.					
3	Saya kreatif.					
Persetujuan						
1	Saya baik hati.					
2	Saya murah hati.					
3	Saya suka berinteraksi secara emosional dengan orang lain.					
Kehati-hatian						
1	Saya tulus.					

2	Saya dapat dipercaya.					
3	Saya memiliki kebiasaan siap.					
4	Saya memiliki kebiasaan tepat.					
B. Karakteristik Sosial dari Penggunaan Instagram						
Bridging Social Capital						
1	Instagram Sociolla membuat saya tertarik dengan berita yang berhubungan dengan kecantikan dan perawatan kulit.					
2	Instagram Sociolla membuat saya penasaran dengan dunia kecantikan dan perawatan kulit					
3	Instagram Sociolla membuat saya ingin mencoba sesuatu yang baru.					
4	Instagram Sociolla membuat saya menjadi perhatian bagi orang-orang yang berpikiran berbeda dari saya.					
Bonding Social Capital						
1	Instagram Sociolla adalah kandidat yang baik untuk direkomendasikan bagi pengguna produk kecantikan dan informasi mengenai kecantikan dan perawatan kulit.					
2	Instagram Sociolla memberi saya saran dalam membuat keputusan penting tentang penggunaan produk kecantikan dan perawatan kulit.					
3	Instagram Sociolla sangat membantu dalam memecahkan masalah yang berkaitan dengan kecantikan dan perawatan kulit.					
4	Instagram Sociolla berguna ketika penggunaan produk kecantikan dan perawatan kulit beserta informasinya dicari dengan tergesa-gesa.					
C. Karakteristik Informasi Penggunaan Media Sosial						
Kuantitas Informasi						
1	Instagram Sociolla memiliki banyak informasi.					
2	Instagram Sociolla memiliki banyak informasi tentang produk kecantikan dan					

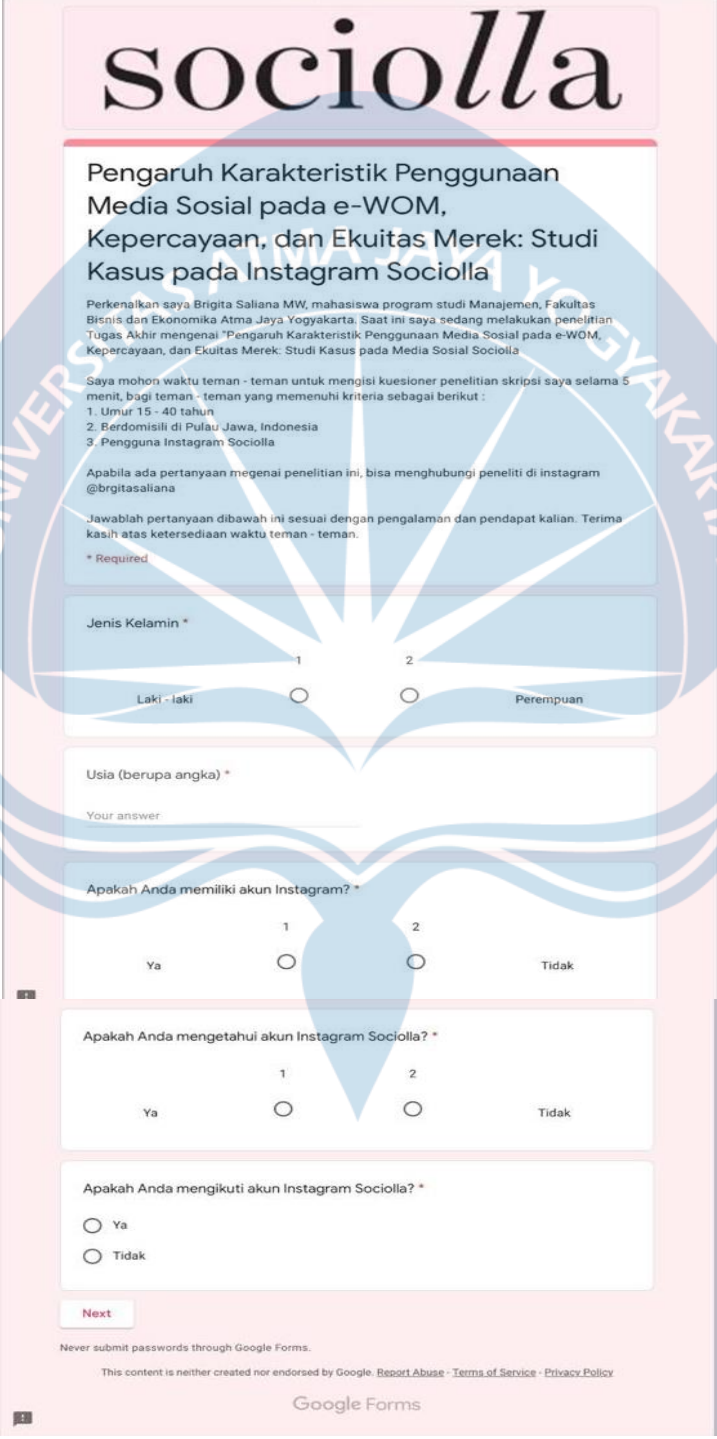
	perawatan kulit.					
3	Banyak orang memposting informasi tentang produk kecantikan dan perawatan kulit di Instagram.					
Keandalan Informasi						
1	Menurut saya informasi di Instagram Sociolla dapat dipercaya.					
2	Menurut saya informasi di Instagram Sociolla akurat.					
3	Menurut saya informasi di Instagram Sociolla berpengaruh.					
Kualitas Informasi						
1	Menurut saya informasi di Instagram Sociolla mudah dipahami.					
2	Menurut saya informasi di Instagram Sociolla adalah pasti.					
3	Menurut saya, secara umum kualitas informasi di Instagram Sociolla sangat baik					
D. e-WOM						
1	Saya akan memposting komentar positif tentang Sociolla di Instagram saya.					
2	Saya akan merekomendasikan untuk menggunakan Sociolla melalui Instagram saya.					
3	Saya akan merekomendasikan untuk menggunakan Sociolla kepada kenalan saya di Instagram.					
E. Kepercayaan						
1	Sociolla dapat diandalkan.					
2	Sociolla secara terbuka menyampaikan informasi penting yang perlu saya ketahui					
3	Saya yakin Sociolla menepati janjinya.					
F. Ekuitas Merek						
Kesadaran Merek						
1	Saya selalu dapat mengenali merek Sociolla.					
2	Saya mengetahui karakteristik merek					

	Sociolla.					
3	Saya pasti ingat logo Sociolla.					
Citra Merek						
1	Sociolla adalah yang terdepan di bidangnya					
2	Saya memiliki pengalaman yang mengesankan dengan Sociolla.					
3	Sociolla adalah perusahaan yang berpusat pada konsumen.					



LAMPIRAN 2

KUESIONER DARING



sociolla

Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Instagram Sociolla

Perkenalkan saya Brigita Salliana MW, mahasiswa program studi Manajemen, Fakultas Bisnis dan Ekonomika Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian Tugas Akhir mengenai "Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Media Sosial Sociolla".

Saya mohon waktu teman-teman untuk mengisi kuesioner penelitian skripsi saya selama 5 menit, bagi teman-teman yang memenuhi kriteria sebagai berikut :

1. Umur 15 - 40 tahun
2. Berdomisili di Pulau Jawa, Indonesia
3. Pengguna Instagram Sociolla

Apabila ada pertanyaan mengenai penelitian ini, bisa menghubungi peneliti di Instagram @brgitasalliana

Jawablah pertanyaan dibawah ini sesuai dengan pengalaman dan pendapat kalian. Terima kasih atas ketersediaan waktu teman-teman.

** Required*

Jenis Kelamin *

1 2

Laki-laki ☐ Perempuan ☐

Usia (berupa angka) *

Your answer

Apakah Anda memiliki akun Instagram? *

1 2

Ya ☐ Tidak ☐

Apakah Anda mengetahui akun Instagram Sociolla? *

1 2

Ya ☐ Tidak ☐

Apakah Anda mengikuti akun Instagram Sociolla? *

☐ Ya

☐ Tidak

Next

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) · [Terms of Service](#) · [Privacy Policy](#)

Google Forms

sociolla

Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Instagram Sociolla

* Required

Untitled Section

Apakah Anda Berdomisili di Pulau Jawa, Indonesia?

☐ Ya

☐ Tidak

Domisili di Pulau Jawa

☐ DKI Jakarta

☐ DI Yogyakarta

☐ Jawa Barat

☐ Banten

☐ Jawa Tengah

☐ Jawa Timur

☐ Other: _____

Tujuan Anda mengikuti akun Instagram Sociolla: *

☐ Mencari Promo suatu Produk

☐ Mencari Informasi suatu Produk

☐ Mencari Ulasan suatu Produk

☐ Sebagai Hiburan

☐ Other: _____

Seberapa sering Anda Mengakses Instagram Sociolla? *

☐ Setiap hari

☐ 2 - 3 hari sekali

☐ 4 - 6 hari sekali

☐ Lebih dari 6 hari sekali

[Back](#) [Next](#)

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. Report Abuse - Terms of Service - Privacy Policy

sociolla

Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Instagram Sociolla

* Required

Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Pengguna Instagram Sociolla

Karakteristik Kepribadian Penggunaan Media Sosial

Menggunakan Skala Likert :

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Netral
4. Setuju
5. Sangat Setuju

Neuroticism

Saya memiliki karakteristik yang tenang *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya stabil secara emosional *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya tidak mudah marah *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Ekstroversi

Saya ekstrover *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya antusias *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya aktif *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Keterbukaan

Saya menyukai jenis pengalaman baru *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya suka perubahan *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya kreatif *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Persetujuan

Saya baik hati *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya murah hati *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya suka berinteraksi secara emosional dengan orang lain *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Kehati - hatian

Saya tulus *

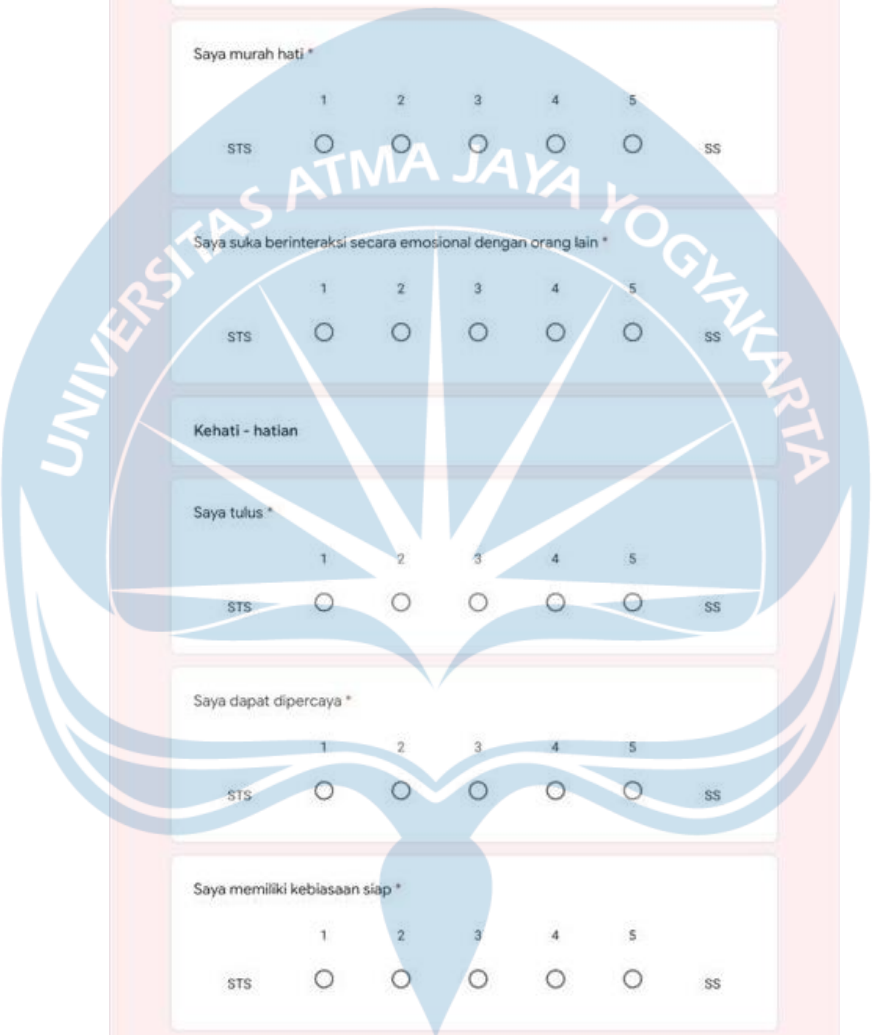
	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya dapat dipercaya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya memiliki kebiasaan siap *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS



sociolla

Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Instagram Sociolla

* Required

Karakteristik Sosial dari Penggunaan Instagram

Bridging Social Capital

Instagram Sociolla membuat saya tertarik dengan berita yang berhubungan dengan kecantikan dan perawatan kulit *

STS 1 2 3 4 5 SS

☐ ☐ ☐ ☐ ☐

Instagram Sociolla membuat saya penasaran dengan dunia kecantikan dan perawatan kulit *

STS 1 2 3 4 5 SS

☐ ☐ ☐ ☐ ☐

Instagram Sociolla membuat saya ingin mencoba produk atau sesuatu yang baru *

STS 1 2 3 4 5 SS

☐ ☐ ☐ ☐ ☐

Instagram Sociolla membuat saya menjadi perhatian bagi orang-orang yang berpikiran berbeda dari saya *

STS 1 2 3 4 5 SS

☐ ☐ ☐ ☐ ☐

Bonding Social Capital

Instagram Sociolla adalah kandidat yang baik untuk direkomendasikan bagi pengguna produk kecantikan dan informasi mengenai kecantikan dan perawatan kulit *

1 2 3 4 5

STS ☐ ☐ ☐ ☐ ☐ SS

Instagram Sociolla memberi saya saran dalam membuat keputusan penting tentang penggunaan produk kecantikan dan perawatan kulit *

1 2 3 4 5

STS ☐ ☐ ☐ ☐ ☐ SS

Instagram Sociolla sangat membantu dalam memecahkan masalah yang berkaitan dengan kecantikan dan perawatan kulit *

1 2 3 4 5

STS ☐ ☐ ☐ ☐ ☐ SS

Instagram Sociolla berguna ketika penggunaan produk kecantikan dan perawatan kulit beserta informasinya dicari dengan tergesa-gesa *

1 2 3 4 5

STS ☐ ☐ ☐ ☐ ☐ SS

[Back](#) [Next](#)

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

Google Forms

sociolla

Pengaruh Karakteristik Penggunaan
Media Sosial pada e-WOM,
Kepercayaan, dan Ekuitas Merek: Studi
Kasus pada Instagram Sociolla

* Required

Karakteristik Informasi Penggunaan Instagram

Kuantitas Informasi

Instagram Sociolla memiliki banyak informasi *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Instagram Sociolla memiliki banyak informasi tentang produk kecantikan dan perawatan kulit *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Banyak orang memposting informasi tentang produk kecantikan dan perawatan kulit di Instagram *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Keandalan Informasi

Menurut saya informasi di Instagram Sociolla dapat dipercaya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Menurut saya informasi di Instagram Sociolla akurat *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Menurut saya informasi di Instagram Sociolla berpengaruh *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Kualitas Informasi

Menurut saya informasi di Instagram Sociolla mudah dipahami *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Menurut saya informasi di Instagram Sociolla adalah pasti *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Menurut saya, secara umum kualitas informasi di Instagram Sociolla sangat baik *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

[Back](#) [Next](#)

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) · [Terms of Service](#) · [Privacy Policy](#)

Google Forms

sociolla

Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Instagram Sociolla

* Required

Electronic Word of Mouth

Saya akan memposting komentar positif tentang Sociolla di Instagram saya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya akan merekomendasikan untuk menggunakan Sociolla melalui Instagram saya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya akan merekomendasikan untuk menggunakan Sociolla kepada kenalan saya di Instagram *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

[Back](#)
[Next](#)

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) · [Terms of Service](#) · [Privacy Policy](#)

Google Forms

sociolla

Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Instagram Sociolla

* Required

Kepercayaan

Sociolla dapat diandalkan *

	1	2	3	4	5
STS	☐	☐	☐	☐	☐
SS					

Sociolla secara terbuka menyampaikan informasi penting yang perlu saya ketahui *

	1	2	3	4	5
STS	☐	☐	☐	☐	☐
SS					

Saya yakin Sociolla menepati janjinya *

	1	2	3	4	5
STS	☐	☐	☐	☐	☐
SS					

[Back](#) [Next](#)

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

Google Forms

sociolla

Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Instagram Sociolla

* Required

Ekuitas Merek

Kesadaran Merek

Saya selalu dapat mengenali merek Sociolla *

STS

1

2

3

4

5

SS

Saya mengetahui karakteristik merek Sociolla *

STS

1

2

3

4

5

SS

Saya pasti ingat logo Sociolla *

STS

1

2

3

4

5

SS

Back
Next

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

sociolla

Pengaruh Karakteristik Penggunaan Media Sosial pada e-WOM, Kepercayaan, dan Ekuitas Merek: Studi Kasus pada Instagram Sociolla

* Required

Citra Merek

Sociolla adalah yang terdepan di bidangnya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya memiliki pengalaman yang mengesankan dengan Sociolla *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Sociolla adalah perusahaan yang berpusat pada pelanggan *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

Google Forms

LAMPIRAN 3
KUESIONER ASLI

Personality Characteristics of Social Media Usage
Neuroticism
I have calm characteristics.
I am emotionally stable.
I do not become angry easily
Extroversion
I am extroverted.
I am enthusiastic.
I am active.
Openness
I like new kinds of experience.
I like change.
I am creative.
Agreeableness
I am kind.
I am generous.
I like emotional interaction with others.
Conscientiousness
I am sincere.
I am trustworthy.
I have habits of readiness and strict.
Social Characteristics of Social Media Usage
Bridging Social Capital
Airline social media makes me to be interested in news
Airline social media makes me to be curious about another world.
Airline social media makes me to want to try something new
Airline social media makes me to be attention to people who think differently from me
Bonding Social Capital
Airline social media is a good candidate to be recommended for airline usage and travel information.
Airline social media advises me in making important decisions about airline usage and travel information
Airline social media is helpful in solving problems related to airline usage and travel information.
Airline social media is helpful when airline usage and travel information are sought in a hurry

Information Characteristics of Social Media Usage
Information Quantity
Airline social media has a high amount of information.
Social media has high amount of information about airlines.
Many people post much information about airline on social
Information Reliability
I think that the information on airline social media is credible.
I think that the information on airline social media is accurate.
I think that the information on airline social media is influential.
Information Quality
I think that the information on airline social media is easy to understand.
I think that the information on airline social media is certain
I think that the quality of information on airline social media is excellent in general.
e-WOM
I will post positive comments about this airline on my social media
I will recommend to use this airline through my social media
I will recommend to use this airline to my social media acquaintances.
Trust
This airline is reliable.
I think that this airline does not hide the important information I needs to know.
I believe this airline respects its promises.
Brand Equity
Brand Awareness
I can always recognize this airline brand.
I am familiar with this airline characteristic
I remember this airline logo certainly
Brand Image
This airline is a leading one in their industry
I have an impressive experience of this airline.
The airline is a customer-centered company

Sumber: Seo et al., (2020)

LAMPIRAN 4
DATA RESPONDEN DAN JAWABAN PERTANYAAN

DATA RESPONDEN:

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
1	2021/04/07 12:10:20 PM GMT+7	2	20	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Lebih dari 6 hari sekali
2	2021/04/07 12:15:03 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
3	2021/04/07 12:19:18 PM GMT+7	2	18	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
4	2021/04/07 12:23:01 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
5	2021/04/07 12:29:20 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
6	2021/04/07 12:31:04	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo	2 - 3 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	PM GMT+7								suatu Produk	
7	2021/04/07 12:48:25	2	20	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
8	2021/04/07 12:50:50 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
9	2021/04/07 12:52:06 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
10	2021/04/07 12:56:16 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Asal follow	Setiap hari
11	2021/04/07 1:10:26 PM GMT+7	2	23	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
12	2021/04/07 1:17:11 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Iseng	4 - 6 hari sekali
13	2021/04/07 2:24:58 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Setiap hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
14	2021/04/07 3:45:27 PM GMT+7	2	19	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
15	2021/04/07 3:49:34 PM GMT+7	2	25	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
16	2021/04/07 3:51:57 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
17	2021/04/07 3:53:22 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
18	2021/04/07 3:56:18 PM GMT+7	2	20	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Setiap hari
19	2021/04/07 3:59:35 PM GMT+7	2	20	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	Setiap hari
20	2021/04/07 4:04:37 PM GMT+7	2	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
21	2021/04/07	2	22	Ya	DI	Ya	Ya	Ya	Mencari	2 - 3 hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	5:08:03 PM GMT+7				Yogyakarta				Promo suatu Produk	sekali
22	2021/04/07 5:29:11 PM GMT+7	2	19	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
23	2021/04/07 7:40:14 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
24	2021/04/07 9:28:38 PM GMT+7	2	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
25	2021/04/07 9:42:35 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
26	2021/04/07 9:42:53 PM GMT+7	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Sebagai Hiburan	4 - 6 hari sekali
27	2021/04/08 4:26:26 AM GMT+7	2	22	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
28	2021/04/08 9:22:19 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu	2 - 3 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
									Produk	
29	2021/04/08 10:56:07 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Kepengen	2 - 3 hari sekali
30	2021/04/09 10:35:14 AM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
31	2021/04/09 11:39:52 AM GMT+7	2	22	Ya	Banten	Ya	Ya	Ya	Penasaran	2 - 3 hari sekali
32	2021/04/09 11:55:37 AM GMT+7	2	19	Ya	Jawa Timur	Ya	Ya	Ya	Sebagai Hiburan	2 - 3 hari sekali
33	2021/04/09 7:15:43 PM GMT+7	2	22	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
34	2021/04/09 7:26:54 PM GMT+7	2	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Setiap hari
35	2021/04/15 10:19:28 AM GMT+7	2	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
36	2021/04/21 8:14:20 PM GMT+7	2	21	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
37	2021/04/21 8:16:25 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
38	2021/04/21 8:30:19 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
39	2021/04/21 8:30:55 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
40	2021/04/21 8:33:47 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
41	2021/04/21 9:00:28 PM GMT+7	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
42	2021/04/21 9:09:02 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
43	2021/04/21	2	19	Ya	Jawa	Ya	Ya	Ya	Mencari	4 - 6 hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	9:17:22 PM GMT+7				Tengah				Ulasan suatu Produk	sekali
44	2021/04/21 9:22:14 PM GMT+7	2	20	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
45	2021/04/21 9:25:54 PM GMT+7	2	21	Ya	Banten	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
46	2021/04/21 9:27:03 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	Lebih dari 6 hari sekali
47	2021/04/21 11:01:14 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Lebih dari 6 hari sekali
48	2021/04/21 11:06:09 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Sebagai Hiburan	4 - 6 hari sekali
49	2021/04/22 6:59:42 AM GMT+7	2	21	Ya	Banten	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
50	2021/04/22 9:00:51	2	21	Ya	Banten	Ya	Ya	Ya	Mencari Informasi	2 - 3 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	AM GMT+7								suatu Produk	
51	2021/04/22 9:04:58 AM GMT+7	2	23	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
52	2021/04/22 9:10:04 AM GMT+7	2	21	Ya	Banten	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
53	2021/04/22 10:02:52 AM GMT+7	2	23	Ya	Banten	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
54	2021/04/22 10:43:54 AM GMT+7	2	22	Ya	Jawa Timur	Ya	Ya	Ya	Sebagai Hiburan	Lebih dari 6 hari sekali
55	2021/04/22 11:18:08 AM GMT+7	2	23	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
56	2021/04/22 11:27:21 AM GMT+7	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Lebih dari 6 hari sekali
57	2021/04/22 1:02:36 PM GMT+7	2	20	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Informasi suatu	2 - 3 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
									Produk	
58	2021/04/22 2:47:59 PM GMT+7	2	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
59	2021/04/22 3:01:53 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
60	2021/04/22 3:48:28 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Lebih dari 6 hari sekali
61	2021/04/22 4:18:24 PM GMT+7	2	19	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
62	2021/04/22 6:54:11 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
63	2021/04/22 6:54:37 PM GMT+7	2	20	Ya	Jawa Tengah	Ya	Ya	Ya	Sebagai Hiburan	2 - 3 hari sekali
64	2021/04/22 7:10:55 PM GMT+7	2	20	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
65	2021/04/22 7:35:37 PM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Sebagai Hiburan	2 - 3 hari sekali
66	2021/04/22 8:30:04 PM GMT+7	2	19	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
67	2021/04/23 11:04:38 AM GMT+7	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
68	2021/04/23 11:09:38 AM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	Lebih dari 6 hari sekali
69	2021/04/23 4:23:00 PM GMT+7	2	20	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
70	2021/04/23 10:00:16 PM GMT+7	2	20	Ya	Jawa Tengah	Ya	Ya	Ya	Sebagai Hiburan	Lebih dari 6 hari sekali
71	2021/04/24 7:39:51 AM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
72	2021/04/24 11:42:15	2	20	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan	2 - 3 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	AM GMT+7								suatu Produk	
73	2021/04/24 3:19:01 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	Setiap hari
74	2021/04/25 1:23:32 AM GMT+7	2	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	Setiap hari
75	2021/04/26 8:18:27 AM GMT+7	2	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
76	2021/04/26 8:20:00 AM GMT+7	2	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
77	2021/04/26 8:24:34 AM GMT+7	2	21	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
78	2021/04/26 8:27:09 AM GMT+7	2	21	Ya	Jawa Timur	Ya	Ya	Ya	Sebagai Hiburan	Setiap hari
79	2021/04/26 8:37:05 AM	2	18	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu	4 - 6 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	GMT+7								Produk	
80	2021/04/26 8:44:01 AM GMT+7	2	31	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
81	2021/04/26 8:50:45 AM GMT+7	2	19	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
82	2021/04/26 9:00:32 AM GMT+7	2	25	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
83	2021/04/26 9:06:44 AM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
84	2021/04/26 9:07:48 AM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
85	2021/04/26 9:09:12 AM GMT+7	2	26	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	Setiap hari
86	2021/04/26 9:09:22 AM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
87	2021/04/26 9:10:51 AM GMT+7	1	22	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
88	2021/04/26 9:13:27 AM GMT+7	2	23	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
89	2021/04/26 9:15:14 AM GMT+7	2	31	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
90	2021/04/26 9:16:10 AM GMT+7	2	17	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
91	2021/04/26 9:16:52 AM GMT+7	2	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
92	2021/04/26 9:18:27 AM GMT+7	2	33	Ya	DI Yogyakarta	Ya	Ya	Ya	Sebagai Hiburan	Setiap hari
93	2021/04/26 9:20:13 AM GMT+7	1	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
94	2021/04/26	2	22	Ya	Jawa	Ya	Ya	Ya	Mencari	Setiap hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	9:21:17 AM GMT+7				Tengah				Informasi suatu Produk	
95	2021/04/26 9:21:25 AM GMT+7	1	23	Ya	Jawa Tengah	Ya	Ya	Ya	Sebagai Hiburan	Setiap hari
96	2021/04/26 9:22:23 AM GMT+7	2	21	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Setiap hari
97	2021/04/26 9:22:57 AM GMT+7	2	17	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
98	2021/04/26 9:23:55 AM GMT+7	1	23	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
99	2021/04/26 9:24:01 AM GMT+7	2	31	Ya	Jawa Timur	Ya	Ya	Ya	Sebagai Hiburan	2 - 3 hari sekali
100	2021/04/26 9:25:16 AM GMT+7	1	20	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
101	2021/04/26 9:26:40	2	24	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Ulasan	Setiap hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	AM GMT+7								suatu Produk	
102	2021/04/26 9:32:07 AM GMT+7	1	34	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	Setiap hari
103	2021/04/26 9:33:40 AM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
104	2021/04/26 9:34:47 AM GMT+7	1	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Sebagai Hiburan	Setiap hari
105	2021/04/26 9:37:07 AM GMT+7	1	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
106	2021/04/26 9:38:04 AM GMT+7	2	33	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
107	2021/04/26 11:57:17 AM GMT+7	2	22	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
108	2021/04/26 1:41:39 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu	4 - 6 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
									Produk	
109	2021/04/26 2:24:15 PM GMT+7	1	17	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
110	2021/04/26 2:42:04 PM GMT+7	2	21	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Lebih dari 6 hari sekali
111	2021/04/26 11:37:27 PM GMT+7	2	25	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
112	2021/04/27 3:16:28 PM GMT+7	2	20	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
113	2021/04/27 10:48:21 PM GMT+7	2	32	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Promo suatu Produk	Lebih dari 6 hari sekali
114	2021/04/29 8:45:35 PM GMT+7	2	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
115	2021/04/29 8:58:37 PM GMT+7	2	21	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Promo suatu Produk	Lebih dari 6 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
116	2021/04/29 8:58:55 PM GMT+7	1	20	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
117	2021/05/01 7:24:45 PM GMT+7	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
118	2021/05/03 11:04:07 AM GMT+7	2	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
119	2021/05/03 11:03:50 PM GMT+7	1	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Promo suatu Produk	Lebih dari 6 hari sekali
120	2021/05/03 11:18:58 PM GMT+7	2	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
121	2021/05/03 11:22:44 PM GMT+7	1	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
122	2021/05/04 12:13:03 AM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
123	2021/05/04	1	23	Ya	DI	Ya	Ya	Ya	Mencari	4 - 6 hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	12:14:52 AM GMT+7				Yogyakarta				Informasi suatu Produk	sekali
124	2021/05/04 12:16:21 AM GMT+7	2	24	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
125	2021/05/04 12:17:45 AM GMT+7	1	25	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Lebih dari 6 hari sekali
126	2021/05/04 12:19:14 AM GMT+7	2	20	Ya	Banten	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
127	2021/05/04 9:02:52 AM GMT+7	2	21	Ya	Banten	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
128	2021/05/04 10:10:53 AM GMT+7	2	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
129	2021/05/04 10:13:13 AM GMT+7	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
130	2021/05/04 10:16:44	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan	4 - 6 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	AM GMT+7								suatu Produk	
131	2021/05/04 10:18:44 AM GMT+7	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	Lebih dari 6 hari sekali
132	2021/05/04 2:42:28 PM GMT+7	2	21	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
133	2021/05/04 2:45:12 PM GMT+7	1	22	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
134	2021/05/04 2:47:35 PM GMT+7	2	20	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
135	2021/05/04 4:40:04 PM GMT+7	2	22	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
136	2021/05/04 4:42:40 PM GMT+7	2	21	Ya	Banten	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
137	2021/05/04 5:24:15 PM GMT+7	2	21	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Informasi suatu	2 - 3 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
									Produk	
138	2021/05/04 5:25:35 PM GMT+7	1	22	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
139	2021/05/04 5:25:46 PM GMT+7	2	20	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
140	2021/05/04 5:27:20 PM GMT+7	1	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Sebagai Hiburan	4 - 6 hari sekali
141	2021/05/04 5:28:15 PM GMT+7	2	24	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	Setiap hari
142	2021/05/04 5:28:25 PM GMT+7	1	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
143	2021/05/04 5:29:30 PM GMT+7	1	20	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
144	2021/05/04 5:30:06 PM GMT+7	2	21	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	Lebih dari 6 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
145	2021/05/04 7:23:27 PM GMT+7	1	34	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
146	2021/05/04 7:30:10 PM GMT+7	2	35	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
147	2021/05/04 7:30:44 PM GMT+7	2	35	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
148	2021/05/04 7:33:18 PM GMT+7	2	34	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
149	2021/05/04 8:07:53 PM GMT+7	1	33	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
150	2021/05/04 8:43:18 PM GMT+7	2	22	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
151	2021/05/04 8:58:34 PM GMT+7	1	26	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
152	2021/05/04	2	28	Ya	DKI	Ya	Ya	Ya	Mencari	Setiap hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	8:59:28 PM GMT+7				Jakarta				Promo suatu Produk	
153	2021/05/04 9:27:32 PM GMT+7	2	23	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Lebih dari 6 hari sekali
154	2021/05/04 9:30:25 PM GMT+7	2	33	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
155	2021/05/04 9:31:03 PM GMT+7	1	26	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
156	2021/05/04 9:37:34 PM GMT+7	2	25	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	Setiap hari
157	2021/05/04 9:58:04 PM GMT+7	2	21	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
158	2021/05/04 10:42:49 PM GMT+7	1	32	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
159	2021/05/04 10:45:17	1	22	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo	Setiap hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	PM GMT+7								suatu Produk	
160	2021/05/04 10:47:32 PM GMT+7	1	34	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
161	2021/05/04 10:49:31 PM GMT+7	2	35	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
162	2021/05/04 10:51:42 PM GMT+7	2	32	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
163	2021/05/04 10:52:28 PM GMT+7	2	22	Ya	Banten	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
164	2021/05/04 10:53:35 PM GMT+7	1	27	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	2 - 3 hari sekali
165	2021/05/04 10:55:42 PM GMT+7	2	18	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
166	2021/05/04 10:56:41 PM	1	24	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu	2 - 3 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	GMT+7								Produk	
167	2021/05/04 10:57:47 PM GMT+7	1	17	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
168	2021/05/04 10:59:19 PM GMT+7	2	24	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
169	2021/05/04 10:59:47 PM GMT+7	1	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
170	2021/05/04 11:01:54 PM GMT+7	1	22	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
171	2021/05/04 11:03:17 PM GMT+7	1	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Setiap hari
172	2021/05/04 11:04:02 PM GMT+7	1	23	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
173	2021/05/04 11:05:37 PM GMT+7	2	25	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	Setiap hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
174	2021/05/04 11:06:47 PM GMT+7	2	24	Ya	DKI Jakarta	Ya	Ya	Ya	Cuma follow aja	Setiap hari
175	2021/05/04 11:07:30 PM GMT+7	2	21	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
176	2021/05/04 11:09:42 PM GMT+7	2	26	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	Setiap hari
177	2021/05/04 11:09:48 PM GMT+7	2	24	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
178	2021/05/04 11:11:57 PM GMT+7	2	18	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
179	2021/05/04 11:14:32 PM GMT+7	2	23	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi suatu Produk	2 - 3 hari sekali
180	2021/05/04 11:14:35 PM GMT+7	2	17	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
181	2021/05/04	2	24	Ya	Jawa Barat	Ya	Ya	Ya	Mencari	Setiap hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	11:18:42 PM GMT+7								Informasi suatu Produk	
182	2021/05/04 11:23:01 PM GMT+7	2	25	Ya	Jawa Barat	Ya	Ya	Ya	Iseng	Setiap hari
183	2021/05/04 11:26:45 PM GMT+7	2	24	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Setiap hari
184	2021/05/04 11:31:23 PM GMT+7	2	23	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	4 - 6 hari sekali
185	2021/05/04 11:40:37 PM GMT+7	2	25	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	2 - 3 hari sekali
186	2021/05/04 11:47:12 PM GMT+7	2	24	Ya	DI Yogyakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
187	2021/05/04 11:52:30 PM GMT+7	2	28	Ya	Jawa Timur	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
188	2021/05/05 12:00:41	1	18	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Informasi	Setiap hari

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	AM GMT+7								suatu Produk	
189	2021/05/05 7:08:11 AM GMT+7	2	24	Ya	DKI Jakarta	Ya	Ya	Ya	Sebagai Hiburan	Setiap hari
190	2021/05/05 10:34:59 AM GMT+7	2	22	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
191	2021/05/05 10:37:51 AM GMT+7	2	24	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Setiap hari
192	2021/05/05 10:40:13 AM GMT+7	2	23	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Ulasan suatu Produk	Setiap hari
193	2021/05/05 10:42:57 AM GMT+7	2	21	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Informasi suatu Produk	4 - 6 hari sekali
194	2021/05/05 10:45:09 AM GMT+7	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Follow aja	2 - 3 hari sekali
195	2021/05/05 10:47:52 AM	2	24	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Ulasan suatu	2 - 3 hari sekali

No	Timestamp	Jenis Kelamin	Usia (berupa angka)	Apakah Anda berdomisili di Pulau Jawa, Indonesia?	Domisili di Pulau Jawa	Apakah Anda memiliki akun Instagram?	Apakah Anda mengetahui akun Instagram Sociolla?	Apakah Anda mengikuti akun Instagram Sociolla?	Tujuan Anda mengikuti akun Instagram Sociolla:	Seberapa sering Anda Mengakses Instagram Sociolla?
	GMT+7								Produk	
196	2021/05/05 10:51:54 AM GMT+7	2	25	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
197	2021/05/05 10:53:47 AM GMT+7	2	23	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
198	2021/05/05 10:55:54 AM GMT+7	2	22	Ya	Jawa Tengah	Ya	Ya	Ya	Mencari Promo suatu Produk	Setiap hari
199	2021/05/05 11:00:37 AM GMT+7	2	19	Ya	DKI Jakarta	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali
200	2021/05/05 11:00:37 AM GMT+7	2	19	Ya	Jawa Barat	Ya	Ya	Ya	Mencari Promo suatu Produk	4 - 6 hari sekali

No	Karakteristik Kepribadian Pengguna Instagram Sociolla															
	NEU1	NEU2	NEU3	EKS1	EKS2	EKS3	KTb1	KTb2	KTb3	PSJ1	PSJ2	PSJ3	KHT1	KHT2	KHT3	KHT4
1	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4
2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	4	4	4	4	4	3	3	3	4	3	4	3	3	3	3	3

No	Karakteristik Kepribadian Pengguna Instagram Sociolla															
	NEU1	NEU2	NEU3	EKS1	EKS2	EKS3	KTb1	KTb2	KTb3	PSJ1	PSJ2	PSJ3	KHT1	KHT2	KHT3	KHT4
4	3	4	3	4	3	3	3	4	4	4	4	4	4	4	4	4
5	2	3	3	2	2	2	2	3	2	2	3	2	2	3	2	2
6	4	3	2	3	4	4	4	4	3	4	4	4	4	3	4	4
7	3	3	4	3	3	3	4	4	3	3	3	4	4	4	4	4
8	4	4	4	4	5	4	5	4	4	4	5	4	4	5	4	4
9	4	4	5	4	5	4	4	4	4	4	5	4	5	4	4	4
10	4	4	5	4	4	4	4	4	4	5	4	4	5	5	5	4
11	4	4	4	4	4	4	4	4	3	4	3	4	3	3	4	3
12	4	5	4	4	4	5	4	4	5	5	5	4	4	4	4	5
13	5	5	5	4	4	3	4	4	4	4	4	3	4	4	4	4
14	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4
15	4	5	4	4	3	4	4	4	4	4	4	4	4	5	4	4
16	4	3	4	4	4	5	4	4	4	4	4	4	4	4	4	4
17	4	4	4	4	3	4	3	4	3	3	4	4	3	4	4	4
18	4	5	4	5	4	5	5	5	4	4	4	4	4	5	4	5
19	4	4	4	4	4	4	5	4	3	4	4	4	4	3	4	5
20	4	4	4	4	4	4	5	4	3	4	4	4	4	3	4	5
21	4	4	4	4	5	4	3	4	3	4	3	3	4	4	3	4
22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
23	4	5	5	4	3	4	5	5	5	4	4	3	4	5	3	4
24	3	3	3	2	4	4	4	4	4	4	4	4	4	4	4	3
25	5	5	5	4	4	4	4	4	4	3	3	4	4	4	5	5
26	4	4	4	5	5	5	5	4	4	5	5	5	4	4	4	3
27	3	3	3	3	3	4	4	4	2	4	4	4	4	4	2	3
28	4	4	4	5	5	5	5	4	4	5	5	5	4	4	4	3
29	4	4	4	5	5	5	5	4	4	5	5	5	4	4	4	3
30	4	4	4	4	3	4	3	4	4	4	3	4	4	4	4	4

No	Karakteristik Kepribadian Pengguna Instagram Sociolla															
	NEU1	NEU2	NEU3	EKS1	EKS2	EKS3	KTb1	KTb2	KTb3	PSJ1	PSJ2	PSJ3	KHT1	KHT2	KHT3	KHT4
31	4	4	4	4	5	4	5	5	5	5	5	5	5	5	5	5
32	5	4	3	4	5	3	5	4	3	4	5	5	5	4	4	5
33	4	4	4	4	4	4	5	5	3	3	3	3	4	4	4	4
34	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
35	4	4	4	4	4	3	4	4	4	3	4	4	4	4	2	3
36	4	4	3	4	3	4	4	4	4	3	3	4	4	4	4	4
37	3	2	3	2	2	2	2	3	2	3	3	3	2	2	2	3
38	5	5	5	5	5	5	5	5	5	4	3	5	5	5	5	5
39	3	3	3	4	4	4	4	4	3	4	4	3	4	4	4	4
40	3	4	3	4	4	4	4	3	4	4	4	5	4	5	5	4
41	4	4	3	3	2	3	4	4	4	4	4	3	4	4	4	4
42	3	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4
43	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
44	4	4	4	4	4	4	5	4	4	5	4	5	4	5	4	5
45	5	5	5	5	5	5	5	5	5	4	3	5	5	5	5	5
46	3	3	4	3	4	3	4	4	3	4	4	4	4	4	4	4
47	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3
48	3	4	4	4	4	4	5	5	5	4	4	5	5	5	4	5
49	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	4
50	4	4	4	5	5	5	4	3	5	5	5	4	5	5	4	4
51	2	3	2	2	2	3	2	2	2	3	2	2	3	2	2	3
52	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
53	3	3	3	5	5	5	4	4	4	3	3	3	3	4	4	4
54	3	4	4	3	3	3	4	4	5	4	5	1	4	5	5	5
55	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
56	3	4	3	4	5	5	3	3	4	3	3	4	4	4	3	5
57	4	4	4	4	4	5	4	4	3	5	3	4	3	5	5	5

No	Karakteristik Kepribadian Pengguna Instagram Sociolla															
	NEU1	NEU2	NEU3	EKS1	EKS2	EKS3	KTb1	KTb2	KTb3	PSJ1	PSJ2	PSJ3	KHT1	KHT2	KHT3	KHT4
58	4	3	3	4	5	4	4	5	5	5	4	4	4	5	5	4
59	3	3	3	3	3	4	4	4	3	5	3	4	3	5	5	5
60	3	4	4	4	3	3	4	4	4	5	5	4	5	5	4	4
61	3	4	3	4	4	5	5	4	4	5	4	4	4	5	4	5
62	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4
63	3	4	3	5	4	4	4	5	4	4	5	4	5	4	4	5
64	4	4	3	4	3	4	4	5	5	5	4	3	4	5	4	4
65	3	3	4	4	4	5	5	2	3	4	5	5	4	4	4	5
66	4	4	4	4	5	5	4	5	4	4	4	5	4	5	5	4
67	4	3	4	3	4	4	4	4	4	5	4	4	5	5	4	5
68	4	3	3	5	4	4	4	4	5	4	5	4	4	4	5	4
69	4	4	4	4	4	4	5	4	4	4	5	3	5	4	4	4
70	3	4	3	5	5	4	4	4	4	5	4	4	4	5	4	5
71	4	5	4	5	4	5	4	4	5	4	5	5	4	4	4	5
72	4	5	4	4	3	3	5	4	4	4	3	4	3	4	4	4
73	3	4	3	3	5	5	5	5	5	5	5	5	5	5	4	4
74	3	4	4	3	3	4	2	4	5	4	5	2	5	5	5	3
75	4	4	3	4	5	5	5	5	5	5	5	4	5	5	5	5
76	5	3	4	3	4	3	4	4	3	4	4	4	2	2	4	4
77	4	4	4	3	4	4	3	4	3	4	4	2	4	4	4	4
78	3	3	3	3	4	4	3	4	4	4	3	4	3	4	4	4
79	4	3	4	4	3	3	4	4	4	4	5	5	5	5	5	5
80	4	4	5	4	5	4	4	3	3	3	4	3	5	4	5	5
81	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
82	2	3	2	2	2	3	2	2	2	2	3	2	2	2	3	2
83	3	4	3	3	2	3	3	2	2	2	3	2	3	2	3	3
84	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5

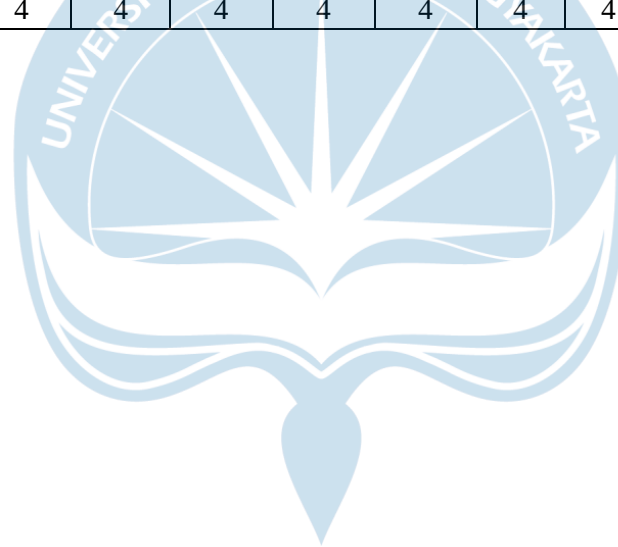
No	Karakteristik Kepribadian Pengguna Instagram Sociolla															
	NEU1	NEU2	NEU3	EKS1	EKS2	EKS3	KTb1	KTb2	KTb3	PSJ1	PSJ2	PSJ3	KHT1	KHT2	KHT3	KHT4
85	4	3	3	4	4	4	4	4	4	5	4	4	4	3	4	3
86	4	3	4	4	3	3	4	3	4	4	3	4	3	3	4	4
87	4	4	5	4	3	3	5	4	4	4	4	4	4	3	4	4
88	3	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3
89	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4
90	2	2	3	2	2	3	2	2	3	2	2	2	2	3	2	2
91	4	4	4	4	4	4	4	4	5	4	4	4	4	5	4	3
92	4	4	4	5	4	5	4	4	5	4	5	4	4	4	5	3
93	4	4	3	3	3	3	3	3	3	4	4	4	4	4	5	4
94	4	4	5	4	4	4	5	5	5	4	4	2	4	5	3	3
95	1	1	1	1	1	2	2	1	2	2	2	2	2	2	2	2
96	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
97	4	2	2	3	2	3	3	3	3	3	4	3	3	4	3	4
98	4	4	3	3	4	3	2	3	4	3	4	5	4	4	4	4
99	4	4	5	4	4	5	5	4	4	4	3	3	4	4	3	3
100	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
101	3	3	2	3	2	3	2	3	2	2	2	3	2	2	3	2
102	3	4	4	5	5	5	5	5	5	5	4	2	5	4	3	4
103	4	3	5	4	4	4	4	4	5	4	5	4	4	4	5	4
104	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
105	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
106	3	3	3	4	5	4	4	4	4	4	5	4	4	5	4	5
107	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
108	2	3	2	2	2	2	2	2	3	2	2	2	2	2	2	3
109	3	3	3	4	4	3	3	3	3	3	4	4	3	3	3	4
110	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4
111	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3	4

No	Karakteristik Kepribadian Pengguna Instagram Sociolla															
	NEU1	NEU2	NEU3	EKS1	EKS2	EKS3	KTB1	KTB2	KTB3	PSJ1	PSJ2	PSJ3	KHT1	KHT2	KHT3	KHT4
112	4	4	4	4	4	5	4	4	3	4	4	4	4	4	4	4
113	3	4	4	4	3	3	2	2	3	3	3	3	2	2	2	2
114	2	2	2	2	3	2	2	2	3	2	2	2	3	2	3	2
115	3	3	4	3	4	4	5	4	3	3	4	3	3	4	5	4
116	3	3	4	2	4	5	4	4	3	5	3	4	3	5	5	5
117	4	4	4	4	4	4	4	4	3	5	5	5	5	5	5	4
118	2	3	2	2	3	2	2	2	2	3	2	3	2	2	3	2
119	4	4	5	5	4	4	5	3	3	4	4	4	4	4	4	4
120	3	3	4	4	3	4	4	4	4	4	4	3	4	4	3	3
121	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	3
122	4	5	4	4	4	4	4	5	4	5	4	4	4	4	4	5
123	4	4	4	3	3	3	4	4	3	4	4	4	4	4	4	4
124	3	3	3	2	3	2	2	2	2	2	3	2	3	2	3	2
125	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4
126	3	3	3	3	3	2	3	2	2	3	2	2	3	2	2	2
127	3	3	3	4	4	5	4	4	4	4	4	4	4	4	4	4
128	3	3	3	3	2	2	3	2	2	3	2	3	2	2	3	2
129	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4
130	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
131	2	3	2	2	2	2	3	2	2	2	3	2	2	3	2	2
132	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
133	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
134	5	4	4	4	4	5	4	4	4	5	5	5	4	4	4	4
135	4	4	4	4	4	5	4	4	4	5	5	5	5	5	5	5
136	4	5	4	4	5	5	4	4	4	4	4	4	5	5	5	5
137	4	4	5	4	4	5	4	4	4	4	4	4	5	5	4	5
138	4	4	5	4	4	4	4	5	4	4	4	4	4	4	5	4

No	Karakteristik Kepribadian Pengguna Instagram Sociolla															
	NEU1	NEU2	NEU3	EKS1	EKS2	EKS3	KTb1	KTb2	KTb3	PSJ1	PSJ2	PSJ3	KHT1	KHT2	KHT3	KHT4
139	3	2	3	2	2	2	3	2	2	3	2	2	3	2	3	2
140	5	4	5	5	4	5	5	5	4	4	4	5	5	4	4	5
141	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4
142	4	4	4	5	5	4	4	5	5	5	4	5	5	4	5	5
143	4	4	4	4	5	4	4	4	4	4	5	4	4	4	4	4
144	5	4	5	5	5	4	4	4	5	4	5	5	5	5	5	4
145	5	5	5	5	5	4	5	4	4	5	5	4	4	4	4	5
146	5	5	5	5	5	4	5	4	4	4	4	4	4	5	5	5
147	3	3	5	4	3	4	4	4	3	5	5	3	5	5	5	5
148	4	4	3	5	5	5	4	4	4	3	3	3	4	4	5	5
149	3	3	3	3	4	5	5	5	5	5	5	4	5	5	5	5
150	2	2	2	3	2	2	3	2	3	2	2	3	2	2	2	2
151	4	5	4	4	5	5	5	4	5	5	5	4	5	5	2	5
152	4	3	3	3	3	3	4	4	3	4	4	4	4	5	3	3
153	3	3	3	3	3	3	3	3	3	4	3	4	4	4	4	4
154	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
155	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
156	3	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4
157	2	3	2	2	2	3	2	2	2	3	2	2	2	2	3	2
158	3	4	3	4	4	4	4	3	3	4	3	2	4	4	5	5
159	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5
160	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3
161	3	3	4	4	3	3	4	3	3	4	4	3	4	3	3	4
162	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4
163	2	3	2	2	3	2	3	2	3	2	2	3	2	3	2	2
164	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	3
165	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5

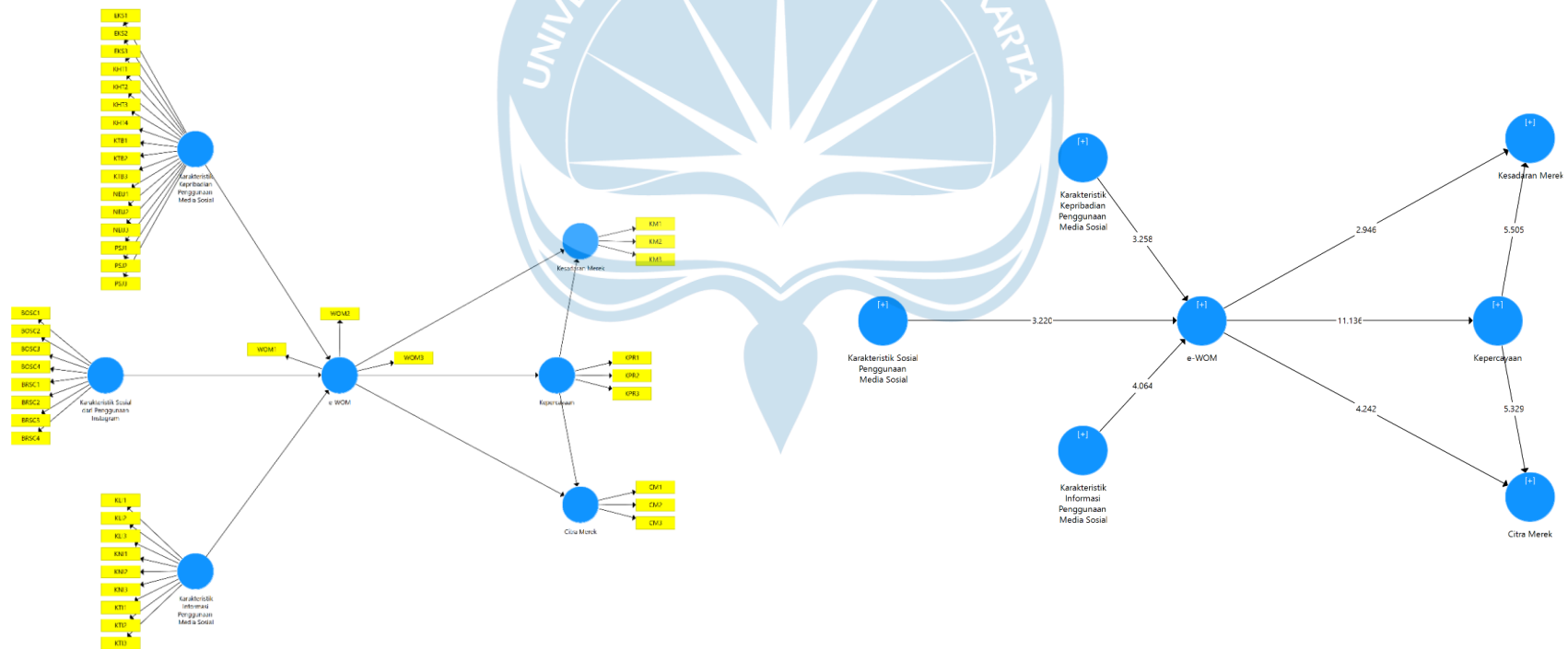
No	Karakteristik Kepribadian Pengguna Instagram Sociolla															
	NEU1	NEU2	NEU3	EKS1	EKS2	EKS3	KTb1	KTb2	KTb3	PSJ1	PSJ2	PSJ3	KHT1	KHT2	KHT3	KHT4
166	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
167	4	4	3	3	4	4	4	4	4	4	3	3	4	3	4	4
168	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3
169	2	3	2	2	3	2	2	2	3	2	2	2	3	2	2	2
170	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5
171	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4
172	3	3	4	4	3	3	4	3	3	5	4	3	4	5	4	4
173	4	5	5	5	5	4	5	4	4	5	4	5	5	5	5	5
174	4	4	4	5	4	4	4	4	5	5	4	4	5	4	3	4
175	5	5	5	4	4	4	5	4	4	4	4	4	4	5	5	5
176	4	4	5	5	4	4	5	4	3	3	4	5	4	3	3	4
177	4	5	4	4	5	4	4	4	4	4	5	4	4	5	4	4
178	2	3	2	2	3	2	2	2	3	2	2	2	3	2	2	3
179	3	3	3	3	4	3	4	3	3	3	4	4	4	4	4	3
180	5	4	4	4	5	4	4	4	4	4	5	4	4	4	3	3
181	4	3	5	4	4	4	4	5	5	4	5	3	4	4	5	4
182	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
183	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
184	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
185	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
186	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4
187	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
188	4	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4
189	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4
190	4	4	4	4	4	3	3	3	3	3	3	3	4	4	4	4
191	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
192	2	3	2	2	3	2	3	2	2	2	3	2	2	2	2	2

No	Karakteristik Kepribadian Pengguna Instagram Sociolla															
	NEU1	NEU2	NEU3	EKS1	EKS2	EKS3	KTb1	KTb2	KTb3	PSJ1	PSJ2	PSJ3	KHT1	KHT2	KHT3	KHT4
193	2	2	3	2	2	2	3	2	2	2	2	3	2	2	3	2
194	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	3
195	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
196	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
197	4	4	4	4	3	3	4	5	5	5	5	5	5	5	5	5
198	4	5	4	4	4	4	5	4	3	3	4	4	4	4	5	4
199	4	5	4	5	4	4	4	4	4	4	5	4	4	5	5	4
200	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	3



LAMPIRAN 5 HASIL OLAH DATA SMARTPLS

1. Model Diagram Jalur



2. Nilai Outer Loadings

Outer Loadings

	Citra Merek	Karakteristik Informasi	Karakteristik Kepribadian	Karakteristik Sosial	Kepercayaan	Kesadaran Merek	e-WOM
BOSC1				0,842			
BOSC2				0,840			
BOSC3				0,839			
BOSC4				0,798			
BRSC1				0,793			
BRSC2				0,785			
BRSC3				0,824			
BRSC4				0,706			
CM1	0,884						
CM2	0,886						
CM3	0,890						
EKS1			0,823				
EKS2			0,807				
EKS3			0,823				
KHT1			0,852				
KHT2			0,836				
KHT3			0,749				
KHT4			0,778				
KLI1		0,877					
KLI2		0,810					
KLI3		0,884					
KM1						0,929	
KM2						0,906	
KM3						0,912	
KNI1		0,870					
KNI2		0,844					
KNI3		0,905					
KPR1					0,913		
KPR2					0,893		
KPR3					0,878		
KTB1			0,829				
KTB2			0,864				
KTB3			0,799				
KT11		0,824					
KT12		0,805					
KT13		0,856					
NEU1			0,772				
NEU2			0,712				
NEU3			0,744				
PSJ1			0,829				
PSJ2			0,801				
PSJ3			0,735				
WOM1							0,888
WOM2							0,922
WOM3							0,902

3. Konstruksi Reliabilitas dan Validitas

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Citra Merek	0,864	0,864	0,917	0,786
Karakteristik Informa	0,953	0,956	0,960	0,728
Karakteristik Kepriba	0,962	0,970	0,966	0,637
Karakteristik Sosial	0,922	0,928	0,936	0,647
Kepercayaan	0,875	0,876	0,923	0,800
Kesadaran Merek	0,904	0,905	0,940	0,839
e-WOM	0,888	0,890	0,931	0,818

4. Path Coefficients

Path Coefficients

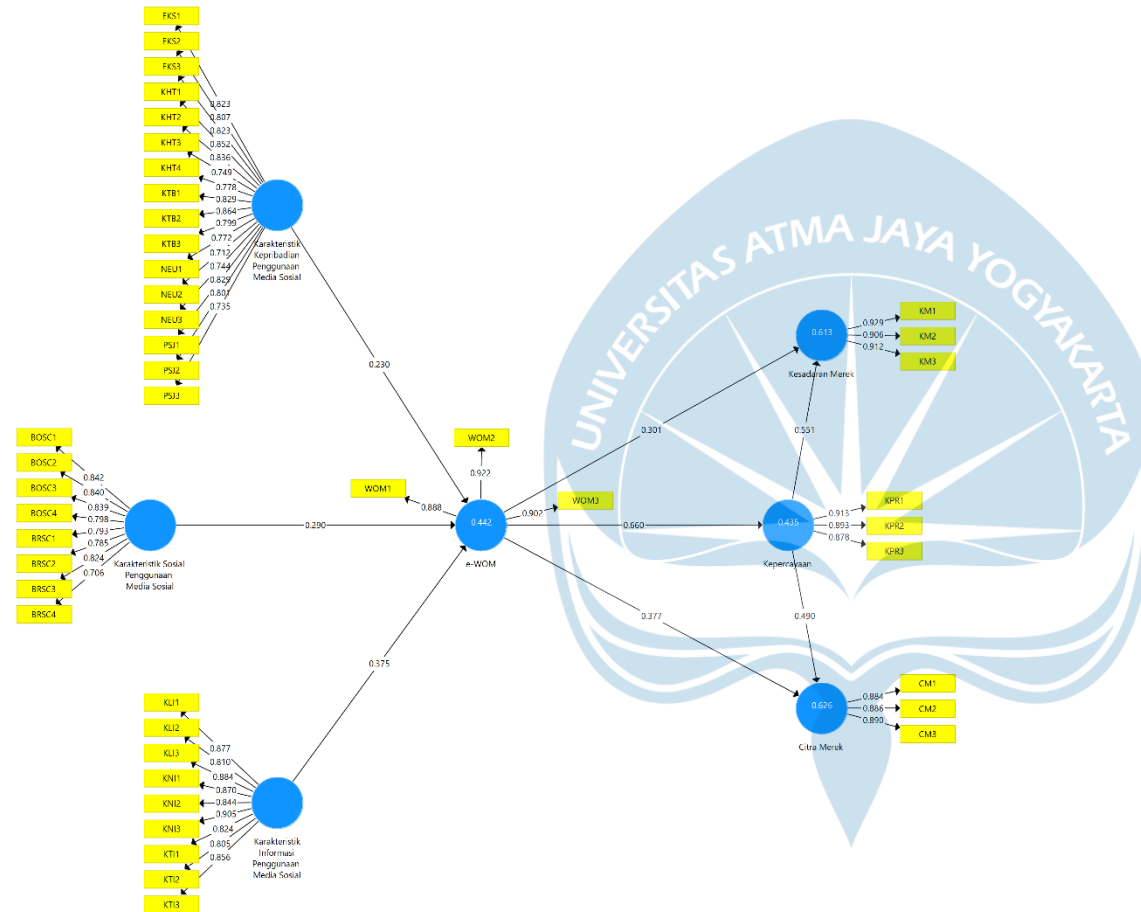
Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples		
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Karakteristik Informasi Penggunaan Media Sosial -> e-WOM	0.375	0.379	0.092	4.064	0.000
Karakteristik Kepribadian Penggunaan Media Sosial -> e-WOM	0.230	0.235	0.071	3.258	0.001
Karakteristik Sosial Penggunaan Media Sosial -> e-WOM	0.290	0.291	0.090	3.220	0.001
Kepercayaan -> Citra Merek	0.490	0.489	0.092	5.329	0.000
Kepercayaan -> Kesadaran Merek	0.551	0.548	0.100	5.505	0.000
e-WOM -> Citra Merek	0.377	0.380	0.089	4.242	0.000
e-WOM -> Kepercayaan	0.660	0.660	0.059	11.136	0.000
e-WOM -> Kesadaran Merek	0.301	0.303	0.102	2.946	0.003

5. Nilai Cross Loading

Cross Loadings

	Citra Merek	Karakteristik Informasi	Karakteristik Kepribadian	Karakteristik Sosial Penggunaan Med	Kepercayaan	Kesadaran Merek	e-WOM
BOSC1	0,442	0,484	0,115	0,842	0,456	0,331	0,518
BOSC2	0,411	0,476	0,174	0,840	0,429	0,304	0,478
BOSC3	0,403	0,473	0,074	0,839	0,383	0,292	0,465
BOSC4	0,356	0,443	0,038	0,798	0,293	0,263	0,408
BRSC1	0,395	0,491	0,132	0,793	0,337	0,294	0,378
BRSC2	0,311	0,462	0,144	0,785	0,374	0,302	0,364
BRSC3	0,326	0,488	0,096	0,824	0,329	0,318	0,407
BRSC4	0,244	0,357	0,073	0,706	0,219	0,203	0,381
CM1	0,884	0,558	0,170	0,445	0,655	0,650	0,658
CM2	0,886	0,443	0,085	0,365	0,671	0,570	0,603
CM3	0,890	0,481	0,079	0,397	0,638	0,620	0,599
EKS1	0,103	0,091	0,823	0,117	0,158	0,158	0,263
EKS2	0,145	0,159	0,807	0,209	0,115	0,176	0,298
EKS3	0,178	0,133	0,823	0,133	0,153	0,139	0,259
KHT1	0,115	0,165	0,852	0,136	0,119	0,189	0,312
KHT2	0,090	0,154	0,836	0,101	0,107	0,162	0,239
KHT3	0,063	0,128	0,749	0,089	0,043	0,140	0,222
KHT4	0,089	0,117	0,778	0,075	0,055	0,098	0,217
KLI1	0,468	0,877	0,100	0,451	0,466	0,460	0,498
KLI2	0,499	0,810	0,051	0,532	0,466	0,416	0,480
KLI3	0,525	0,884	0,084	0,509	0,504	0,491	0,508
KM1	0,633	0,469	0,169	0,299	0,673	0,929	0,605
KM2	0,596	0,473	0,137	0,318	0,673	0,906	0,581
KM3	0,670	0,531	0,192	0,370	0,712	0,912	0,638
KNI1	0,525	0,870	0,089	0,443	0,479	0,467	0,498
KNI2	0,510	0,844	0,079	0,466	0,485	0,493	0,524
KNI3	0,510	0,905	0,133	0,507	0,454	0,481	0,501
KPR1	0,671	0,475	0,092	0,366	0,913	0,684	0,582
KPR2	0,618	0,454	0,058	0,418	0,893	0,656	0,555
KPR3	0,690	0,493	0,167	0,410	0,878	0,671	0,629
KTb1	0,126	0,099	0,829	0,095	0,138	0,214	0,286
KTb2	0,088	0,064	0,864	0,113	0,092	0,140	0,251
KTb3	0,032	0,091	0,799	0,140	0,088	0,138	0,197
KTi1	0,351	0,824	0,122	0,512	0,356	0,414	0,422
KTi2	0,382	0,805	0,183	0,514	0,382	0,408	0,410
KTi3	0,480	0,856	0,200	0,471	0,456	0,479	0,524
NEU1	0,004	0,005	0,772	0,035	0,000	0,051	0,179
NEU2	0,094	0,086	0,712	0,083	0,087	0,092	0,172
NEU3	0,039	0,044	0,744	0,101	0,042	0,124	0,175
PSJ1	0,166	0,139	0,829	0,118	0,155	0,190	0,352
PSJ2	0,117	0,103	0,801	0,101	0,116	0,152	0,299
PSJ3	0,058	0,050	0,735	-0,033	-0,016	0,056	0,201
WOM1	0,595	0,510	0,325	0,434	0,546	0,583	0,888
WOM2	0,659	0,517	0,284	0,531	0,612	0,623	0,922
WOM3	0,643	0,523	0,259	0,481	0,629	0,596	0,902

6. Model Struktural SmartPLS Algorithm



7. R-Square

Quality Criteria

R Square

	R Square	R Square Adjusted
Citra Merek	0,626	0,622
Kepercayaan	0,435	0,432
Kesadaran Merek	0,613	0,609
e-WOM	0,442	0,434

8. Q- Square

	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Awareness	600.000	297.243	0.505
Brand Image	600.000	308.600	0.486
Information Characteristics	1800.000	1800.000	
Personality Characteristics	3200.000	3200.000	
Social Characteristics	1600.000	1600.000	
Trust	600.000	393.658	0.344
WOM	600.000	388.727	0.352



Article

The Effect of Social Media Usage Characteristics on e-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media

Eun Ju Seo ¹, Jin-Woo Park ^{2,*} and Yu Jin Choi ³

¹ International Service Office Incheon, Asiana Airlines, Incheon 22382, Korea; seoej@flyasiana.com

² School of Business, Korea Aerospace University, Goyang-si 10540, Korea

³ Airport Industry Technology Research Institute, Incheon International Airport Corporation, Incheon 22384, Korea; cyj@airport.kr

* Correspondence: jwpark@kau.ac.kr

Received: 6 January 2020; Accepted: 21 February 2020; Published: 24 February 2020

Abstract: Brand equity is a valuable intangible asset for companies, yet is increasingly difficult in managing in an era with hard to control social media. The purpose of this study was to investigate the effect of social media usage characteristics on electronic word-of-mouth (e-WOM), trust, and brand equity by dividing the characteristics to personality, social, and information. A survey was administered to 430 respondents who had experience of using airline social media and the collected data was analyzed using structural equation modeling. The results showed that the personality and informational characteristics from social media usage had statistically significant effects on e-WOM. It was found that the e-WOM had significant effects on trust and also on brand awareness. The trust was shown to have a statistically significant effect on brand awareness and brand image. Therefore, this study categorizes social media usage characteristics into three characteristics: personality characteristics, social characteristics, and information characteristics, and each of these usage characteristics present a strategy to improve actual brand equity of airline through e-WOM and trust in empirical methods. The findings of this study are expected to provide fundamental data for the development of strategies related to airline social media. In addition, this study has implications for suggesting to improve brand equity through e-WOM and trust.

Keywords: social media usage characteristics; Big Five personality traits; personality characteristics; social characteristics; information characteristics; e-WOM; trust; brand equity; brand awareness; brand image

1. Introduction

Social media is a space that allows consumers to discuss freely exchanged opinions. These interactions between consumers in social media are fundamentally changing the

communication between brands and customers [1,2]. Social media has dramatically changed the process for how brand contents is created distributed and consumed, and has made it possible for the brand images created by marketers to be delivered online via consumers [2–4]. Social media is also fundamentally changing the way consumers acquire the information they want, how they buy products, and how they discuss social issues and pursue social change.

In the past, the public mostly relied on the service of travel products offered by travel agencies for overseas trips, but nowadays, the range of choices for travel destinations, hotel reservations, and flight ticket purchases have become diversified and subdivided through social media and the Internet. There has been a rapid increase in the number of cases where travel plans are set up, flight tickets are purchased, and hotel rooms are reserved through various travel information delivered through social media. In addition, information can be viewed and shared at any time or place so people are making faster decisions while preparing for overseas trips.

According to Socialbakers' statistics on usage levels of social media in the aviation industry based on Facebook fans as of June 2019, Qatar Airways has the world's largest number of fans, at 14 million followed by KLM with about 13 million. Compared to foreign cases, the usage of social media in marketing and the awareness of its importance in Korean airlines seem to be very low, considering the small size of fans (Asiana Airlines 570,000, Jeju Air 500,000, and Eastar Airlines 470,000). Thus, the use of social media by airlines in Korea is limited compared to that of overseas airlines. Major Korean airlines have official social media accounts, but their activities and marketing are less active than overseas. The use of airline social media by passengers is likely to increase continuously and so will the importance of social media in airline marketing.

Unlike other industries, the products of the airline industry consist of seats and service, which are material and intangible as comprehensive service ones, so there are no leftover stocks and the produced amount cannot be controlled. Even if products are not made or sold, it carries a unique characteristic where a definite amount of expense is spent, so it is important to attract potential customers through different marketing activities and, in the long term, enhance brand values. Seo and Park [5] examined the influence of corporate social media activities on customer response through brand equity in the social media marketing aspect of the airline industry. Studies on social media have been being actively conducted, however few studies have been conducted that systematically characterize the use of social media [6–10]. In particular, there is still a lack of research on how the use of social media can have an effect on corporate performance. This study shows that the characteristics of personality, social, and information characteristics in terms of users of social media examined the impact on companies through electronic word-of-mouth (e-WOM). The studies to identify the factors in characteristics of airline social media usage and how those characteristics affect airlines are likely to provide very important implications for developing strategies related to airline social media. The purpose of this study was, therefore, to analyze empirically the effects of the characteristics of airline social media usage on electronic word-of-mouth (e-WOM), trust, and brand equity.

2. Theoretical Background

“Media” is a collective term for tools that mediate human communication [11]. Social media is a concept that encompasses social network services (SNSs) such as Facebook, Twitter, and LinkedIn that share the connections formed through registered personal profiles [12] and is one of the interactive media that has enhanced the function of

producing and sharing contents, in addition to the network function of existing SNS [13]. Richter and Koch [14] defined social media as “an online application, platform, and media that facilitate the interaction, collaborative work, and contents sharing”. The marketing activities using social media provide companies with the opportunities to build individual relationships with consumers and to reach closer to them [15]. Social media studies in the tourism industry may be divided, by their perspectives, into consumer and supplier ones, or, by the variables, into ones to identify the prerequisites for using social media and the impact of social media [16,17]. The e-WOM in social media varies depending on the personality characteristics of individual users, social networks, and information characteristics provided. This study, following the findings of previous studies, defines social media usage characteristics as personality, social, and information ones.

The study of personality characteristics centers on predictions of consumer reactions and behaviors in specific consumption situations and has been actively performed in the field of consumer behaviors and consumer psychology [18]. In the field of personality psychology, researchers have studied to discover universal and important characteristics that can distinguish individual differences in human personality, and there are various theories of physiological and developmental aspects of personality characteristics [19,20]. Although the theoretical and methodological underpinnings of the Big Five model are not completely without dispute [21], it is regarded as acknowledging at least some of the essential aspects of personality [22].

Neuroticism is defined as a “measurement of controlling emotion and feeling” [22]. A low level of neuroticism indicates easy control of feelings, while a high level includes acute sensitivity, nervousness, and concern [23]. Extroversion is the positive emotions and feelings that occur in social situations. Those who have low Extroversion (Introversion) tend to be shy and respond in an introversion fashion when meeting or socializing with people [18]. Openness to Experience is an attitude to novel experiences. Those who have a high level of openness are curious, creative and innovative, while those who have a low level show a clear preference for being customary and consistent, and practical and traditional [24,25]. Agreeableness is a concept meaning trust, concern, and generous sentiment toward others or the degree of maintaining a comfortable and harmonious relationship with others. This trait is expressed as trust, empathy, and is contrasted with cynicism, disrespect, and hostility [26]. Conscientiousness refers to the individual tendency to keep rules, norms, principles, and others of the organization. Higher Conscientiousness is associated with stronger self-restraint, ambition, and hard-work [27], and a stronger willingness to complete a task [28].

All members of society may build trust within relationships with their families, work colleagues, neighborhoods, and community groups, and through these social networks, increase their quality of life and reach social achievement. Social capital is formed through these interpersonal or intergroup relationships, a concept that has been studied in many disciplines related to social networks, trust, mutual cognition, and emotional support [29–32]. Bridging social capital refers to a human network created through voluntary engagement in relationships between individuals from different backgrounds and enables connections between employers regardless of race, gender, occupation, income, and religion [31]. Structural holes are created between members who are not tangled with each other based on interest. Such members do not have a direct relationship and provide a variety of non-overlapping information to each other, and are thus likely to acquire useful new information and knowledge [33]. In contrast, a social network composed of people with similar backgrounds and characteristics, such as family and friends, is referred to as bonding social capital. This relationship is closely linked by sticky emotion, providing

emotional support and practical assistance to each other [34]. In this kind of relationship, members are linked by strong internal ties, deep trust, mutual dependence, and active emotion [35]. Bridging social capital is helpful for smooth social activities, while bonding social capital strengthens one's identity and is essential for complementary relationships [36]. Information can be defined as data where analyzed or contextualized messages are conveyed and differences follow depending on the recognition of the recipients [37], and due to the recent development of social media, the public can approach information more freely so it results in the production and delivery of information that is incomparably massive in quantity compared to the past [38]. The information quantity signifies the actual amount of information [39,40], and it has mostly been researched in two aspects, including the number of choices or the amount of information that is provided for each decision [41]. The information credibility is the most fundamental element of the personal persuasion process [42] and can be defined as the extent to which the recipients recognize that the origin of information has knowledge, skills, and experience related to the product or service and will provide unbiased opinions and objective information [43]. The information quality is the extent to which the corresponding information helps a decision maker in evaluating a product or service and defined as the usefulness of the information in decision-making [44].

e-WOM has long been regarded as an influential marketing tool [45] and social media is recognized as the best platform for e-WOM [46,47]. E-WOM is similar to the traditional offline WOM in that it is an interactive communication process for exchanging experiences and information about products or services, while differing from offline WOM in that it is based on the Internet [48]. e-WOM is generally defined as the act of meeting and sharing opinions with each other on the Internet and exchanging the ratings for services [49–51], which provide usability, accessibility, and persistence for information that were unavailable in traditional offline WOM [52]. Consumers search for information posted by people who have used a product or service they are planning to purchase in attempts to reduce fear or anxiety about failures by verifying relevant information [53]. The information disseminated through these

WOMs tends to be accepted as fair and unexaggerated one [54]. WOM is very important because it shapes consumers' attitudes toward brands [55]. e-WOM considers positive WOM as expressed in customers' willingness to recommend the product to others in this study.

Trust is a concept that plays an important role in social and economic interactions in which uncertainty and dependence exist and have been widely studied in various social sciences [56]. Robinson [57] argued that trust is the expectation and belief future behaviors of others will be favorable or, at least, non-hostile. In contrast with these definitions of trust in terms of emotion or psychological state, there are other definitions from the behavioral perspective. Mishra [58] defined trust as a party's willingness to be vulnerable to another party based on the belief that the other party is competent, open, concerned, and reliable. Trust is basically defined as taking risks, and in some situations, choosing one option in spite of the possibility of loss by others [59]. Consequently, trust has two components as the confident expectations of the brand's reliability and good intentions to the brand even in unexpected problems [60]. Trust in service providers is an essential factor in determining the quality of successful relationships [61] and is an important variable in forming relationships with customers [62].

The groundwork for customer-based brand equity (CBBE) was set in the early 1990s by Aaker [63] and Keller [64,65] and has received ample attention in many different fields.

Keller [64] insisted that customer-based brand equity occurs when the customer is familiar with the brand, and this gives the customers a favorable, powerful, and/or unique memory about the brand image. Keller [64], accordingly, defined brand equity as the customer's response to brand knowledge and presented the components of brand equity as brand awareness including brand recall, brand recognition, and brand image including the type, preference, strength, and uniqueness associated with the brand. Brand equity may be, therefore, defined as a measure of the favorable outcome in a market that would not have occurred if the product or service had no such brand. Brand equity is formed when customers are aware of the brand and have a unique and positive image associated with the brand [63]. Therefore, brand equity is an important intangible asset of a company and is a higher level of concept than other concepts related to the brand, such as brand love or brand loyalty. In previous studies [66,67], the influence of brand love and brand loyalty on brand equity as parameters were conducted.

Brand awareness is often regarded as a fundamental concept of brand equity because it is an important starting point and the basis of forming brand loyalty by familiarity with a brand generated by brand awareness [68]. Aaker [69] defines brand awareness as a concept that represents the degree to which consumers perceive a brand differently from other brands, and Keller et al. [70] explained that brand awareness is the ability of potential customers to recognize and recall a particular brand in a product category. Brand awareness refers to the consumer's ability to identify a brand under different environmental conditions, that is, the ability to remember a brand [71], which forms the basis for building an image, attitude, and trust in the brand and is a very important concept in that it is the first step in the purchase where a product or service is included in the consumer's consideration sets. Brand awareness, therefore, plays a role in providing consumers with confidence in the quality of products with the brand [72].

Brand image is a positive or negative feeling that a consumer has about a brand, confidence in the brand, or a psychological structure of the consumer, and is defined as a set of beliefs that the consumer has about the brand [73]. Low and Lamb [74] insisted that brand image is a belief about the function and symbol of a brand' and is composed of a symbolic, social, and psychological image. Dobni and Zinkhan [75] defined brand image as logical or emotional perception reflecting the brand association of the consumer. The positive brand image is made possible by a marketing program that connects strong, favorable, and unique associations with the brand in the memory of the consumer and may be generated by, in addition to the information controlled by the marketing manager, various channels such as the direct experiences of consumers, opinions, and WOM of other consumers [65]. Brand image is composed of a combination of physical, emotional, and psychological elements of the consumer, and is created by combining associations with the brand [64].

Consumers with different personalities may respond differently to an identical product or service [76]. Noh et al. [77] examined the influence of WOM by inputting personality traits of users using online in their 20–30s as situation variables. Ju and Suh [78] examined consumer commitment to an online shopping-mall and its effects on WOM intention and reported that the Big Five Personality traits (excluding Openness) had a significant effect on WOM intention through commitment. Bachrach et al. [79], in their study on Facebook and personality factors, investigated the personality, Facebook profile, network size, photos, and number of events and reported that Extroversion was the strongest predictor of WOM intention and followed by Neuroticism, Openness, Conscientiousness, and Agreeableness. This study, based on these previous studies, developed the following hypothesis about the effect of personality characteristics of social media usage of

consumers.

Hypothesis 1 (H1). *The personality characteristics of social media usage have a significant positive effect on e-WOM.*

The management of e-WOM through social media has a complicated structure inevitably because the users as consumers simultaneously produce the value and meaning of marketing information [80]. It was also suggested that this variable should be measured and expanded at the individual and social levels because the consumers, in e-WOM processes, jointly produce and share social capital [81]. Ellison et al. [12] investigated whether offline social capital is generated also through online tools and demonstrated that SNS plays a role in shaping and maintaining social capital accumulated through relationships between people. Lee [82] studied, focusing on the comparison between Facebook and Twitter, the e-WOM behaviors and demonstrated that the bridging and bonding social capitals had a significant effect on e-WOM where the former had a stronger effect. This study, based on these previous studies on social characteristics, developed the following hypotheses about the effect of social characteristics of social media usage of consumers.

Hypothesis 2 (H2). *The social characteristics of social media usage have a significant positive effect on e-WOM.*

Information and consumers have significant effects on e-WOM [83]. As has already been demonstrated in several studies, greater amounts of online reviews lead to more information that consumers acquire about the product or service, resulting in more pervasive e-WOM and higher sales [83–86]. Wen [87] set online information characteristics as accuracy, vividness, and neutrality in the study on the effect of e-WOM information characteristics on WOM acceptance, WOM spread, and purchase intention by product type, and reported that the accuracy of the information had effects on WOM acceptance, and consequently on WOM spread and purchase intention. In a study measuring the effect of tourism e-WOM information quality and reliability and community interaction on the usefulness of WOM and the WOM effect, it was found that the information quality and information reliability had a positive effect on WOM [88]. This study, based on these previous studies, developed the following hypothesis about the effect of the information characteristics of social media usage of consumers.

Hypothesis 3 (H3). *The information characteristics of social media usage have a significant positive effect on e-WOM.*

WOM forms the attitude of consumers toward a brand [55] and the information disseminated through WOMs tends to be accepted as fair and unexaggerated [54]. e-WOM may have a stronger effect compared to offline WOM in some situations. e-WOM is regarded as a reliable and fair source of information, shaping consumer expectations, affecting attitudes, purchasing decisions, and post-evaluation [89]. Ladhari and Michaud [90] studied the influence of e-WOM on hotel booking intentions, attitudes, trust, and website rating, and demonstrated that more positive WOM for hotels has an association with higher trust in hotels. Cha [91] studied the development of a communication paradigm model for the e-WOM of restaurant information and argued that positive e-WOM builds confidence in the sender. Bickart and Schindler [45] investigated Internet forums and reported that Power Blogs act as leaders in online oral communication and that consumers trust information gained from Power Blogs more compared to those from

typical company websites, resulting in some **effect** on brand evaluation.

The most important feature of social media is that users, without constraint on time and place, directly produce and consume desired content. This means that more active and vigorous participation of consumers than company-led one-way communication is possible, and such participation is likely to have strong **effects** on consumers' awareness and attitudes toward the brand. The recommendation to other consumers about their experiences after online purchasing or using products or services is a typical process of e-WOM in this digital age and has been continuously expanded [92]. The studies on the relationship between e-WOM and brand equity factors have been performed continued in the service field. Yim [93] demonstrated that e-WOM had a significant **effect** on brand awareness in a study of family restaurant brands. Kim [94] confirmed that positive WOM activities of marketing communication in the relationship between marketing communication and service brand equity factors had a positive **effect** on brand awareness and brand image. Godey et al. [6] investigated luxury brands' social media marketing **efforts** and demonstrated that e-WOM influenced brand awareness and brand image by classifying the e-WOM as a social media marketing factor. In the aviation industry field, Lee [95] conducted a study on the influence of WOM activities on brand image and brand awareness. This study, based on these previous studies, developed the following hypothesis about the **effect** of e-WOM.

Hypothesis 4 (H4). *The e-WOM has a significant positive effect on trust.* **Hypothesis 5**

(H5). *The e-WOM has a significant positive effect on brand awareness.* **Hypothesis 6**

(H6). *The e-WOM has a significant positive effect on brand image.*

According to Forunier et al. [96], as with people engaging with each other in everyday life, consumers engage in personal relationships with the brands they purchase. The trust is part of the brand and consumer relationship and is one of the most influential factors in actual online consumption. Trust is the willingness to trust in, rely on, and exchange with others and, in the situation of dangerous and uncertain services, is a valuable factor for successful long-term relationships [97]. Consumers have a rigid characteristic of not participating in behaviors that they consider to be worthless [98]. Trust is formed through the entire process of recognizing, purchasing, using, and experiencing the brand and is an interaction between consumer and brand at equal positions. Kim et al. [99], in their study on hospital service, argued that brand equity could be formed through customer satisfaction, trust, and commitment, and had a positive **effect** on improving the overall image of the hospital. Han et al. [100] studied brand equity, brand reputation, and brand trust, and reported that brand awareness had a positive **effect** on brand trust through brand reputation. Fatma et al. [101], in a study of company reputation and brand equity through company social responsibility activities, found a significant **effect** of trust on brand equity. Loureiro [102] investigated the brand equity and demonstrated that trust has a positive **effect** on brand awareness. This study, based on these previous studies, developed the following hypothesis about the **effect** of trust.

Hypothesis 7 (H7). *The trust has a significant positive effect on brand awareness.*

Hypothesis 8 (H8). *The trust has a significant positive effect on brand image.*

3. Methodology

The purpose of this study was to identify the influence of personality, social, and information characteristics of social media usage on brand equity through e-WOM and trust. For the purpose, the empirical analysis method using structural equations was performed and, as shown in Figure 1, the research model is presented.

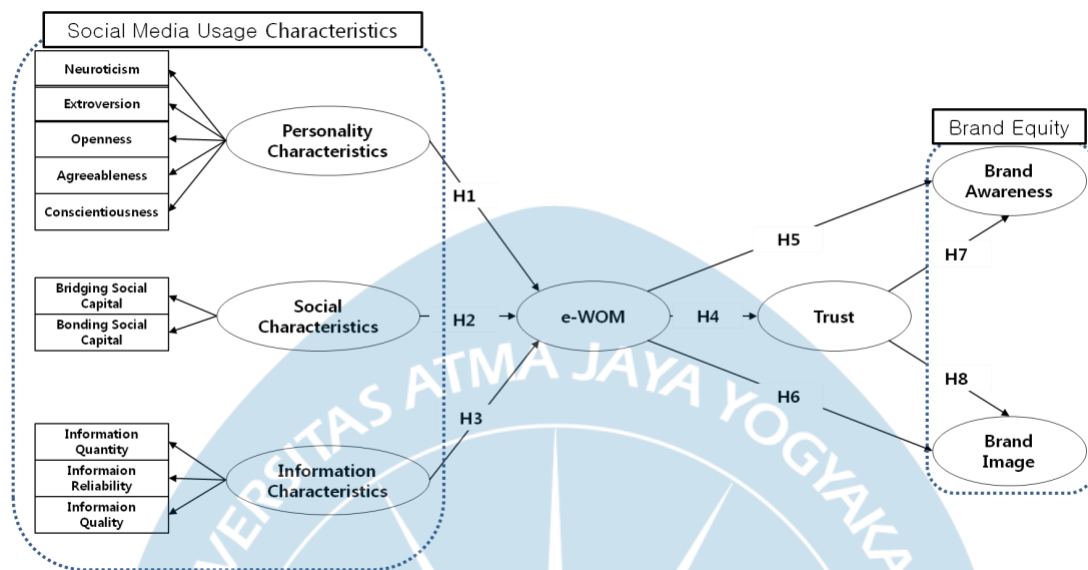


Figure 1. Research model.

The questionnaire used in this study was prepared by conducting a preliminary survey based on existing literature studies, supplementing, and revising. The items of the questionnaire were classified into personality characteristics (15), social characteristics (8), information characteristics (9), e-WOM (3), trust (3), brand awareness (3), and brand image (3). A total of 44 items were asked. Royse [103] compared the pros and cons of quantitative research and qualitative research, and while quantitative research secures objectivity through theory-based research results, qualitative research overly depends on subjective judgment and the research results show a lack of objectivity. Therefore, this study started research about social media characteristics and the theoretical background of e-WOM and gathered structured questionnaires as the data in order to identify a universal law. In addition, the demographic characteristics and airline usage were also asked. The survey scale was the Likert five-point scale, with five being very true and one being not at all. The survey was conducted on Koreans who had experience of using airlines using the convenience sampling method, from Aug. 11 to Sep. 15, 2017. In this study, non-probabilistic sampling was used. This is a common technique in social science and statistical research. Based on the probability sampling method, there are advantages including how it is relatively easy to carry out a very difficult investigation and useful to quickly comprehend certain trends [104]. Sampling was difficult to investigate because we chose a specific target. The investigation took about a month. The statistical analysis method of this study is considered very appropriate. Non-probability sampling methods have been used in various fields for longer than probability sampling, and the use of non-probability sampling methods is increasing. Non-probability sampling methods are widely used in research and research fields [105].

The random sampling method was applied in this study to ensure internal consistency and solve sample selection bias-related issues. In order to obtain a genuine response, the researcher collected a sample with data by conducting a face-to-face survey. Through this process, a total of 450 questionnaires were distributed and 442 of them were collected.

After excluding twelve ones with missed or inappropriate data, 430 questionnaires were used in the final analysis. This is because when the data is systematically lost due to omission, the results may not characterize the population and also be affected by validity and reliability [106]. The items of the questionnaire are shown in Table 1.

Table 1. Questionnaire items.

Variable	Item	Related Studies
Personality Characteristics of Social Media Usage	Neuroticism I have calm characteristics. I am emotionally stable. I do not become angry easily.	Alan, A. K., and Kabadayi, E. T. (2016) [7]
	Extroversion I am extroverted. I am enthusiastic. I am active.	
	Openness I like new kinds of experience. I like change. I am creative.	
	Agreeableness I am kind. I am generous. I like emotional interaction with others.	
	Conscientiousness I am sincere. I am trustworthy. I have habits of readiness and strict.	
	Bridging Social Capital Airline social media makes me to be interested in news, Airline social media makes me to be curious about another world. Airline social media makes me to want to try something new. Airline social media makes me to be attention to people who think differently from me.	
	Bonding Social Capital Airline social media is a good candidate to be recommended for airline usage and travel information. Airline social media advises me in making important decisions about airline usage and travel information Airline social media is helpful in solving problems related to airline usage and travel information. Airline social media is helpful when airline usage and travel information are sought in a hurry.	
Social Characteristics of Social Media Usage		Su, C. C., and Chan, N. K (2017). [8]; Kim, B., and Kim, Y. (2017). [9]

Table 1. Cont.

Variable	Item	Related Studies
Information Characteristics of Social Media Usage	Information Quantity media. Airline social media has a high amount of information. Social media has high amount of information about airlines. Many people post much information about airline on social	Erkan, I., and Evans, C. (2016). [10]
	Information Reliability I think that the information on airline social media is credible. I think that the information on airline social media is accurate. I think that the information on airline social media is influential.	
	Information Quality I think that the information on airline social media is easy to understand. I think that the information on airline social media is certain. I think that the quality of information on airline social media is excellent in general.	
	e-WOM I will post positive comments about this airline on my social media. I will recommend to use this airline through my social media. I will recommend to use this airline to my social media acquaintances.	
	Trust This airline is reliable. I think that this airline does not hide the important information I need to know. I believe this airline respects its promises.	
Brand Equity	Brand Awareness I can always recognize this airline brand. I am familiar with this airline characteristic. I remember this airline logo certainly.	Delgado-Ballester, E., and Munuera-Alemán, J. L. (2005). [60] Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., and Singh, R. (2016). [6]
	Brand Image This airline is a leading one in their industry. I have an impressive experience of this airline. The airline is a customer-centered company.	

This study, to identify characteristics of passengers who have experience using airline social media, analyzed data using the SPSS 21.0 program and AMOS 20.0 program, which have been widely used as statistical packages of social sciences. The frequency analysis was conducted to identify the characteristics of the sample, and confirmatory factor analysis was performed to further analyze the validity of the measurement model. The secondary forms of concepts that are composed of sub-factors were each analyzed by confirming factor analysis to verify the internal validity and then converted to the primary form. In addition, Using Cronbach's α , by scales, the refinement of the scale was carried out. The concentration and discriminant validity were verified, and the hypothesis of this study model was verified through structural equations.

4. Empirical Analysis

The valid samples of this study are 430 subjects, and Table 2 shows the demographic characteristics of the subjects. The females were somewhat higher, with $n = 235$ (54.7%) and males were $n = 195$ (45.3%). The most frequent age group was $n = 159$ (37.0%) for 31–40 years old and followed by $n = 149$ (34.6%) for 21–30, $n = 75$ (17.4%) for 41–50 years old, $n = 30$ (7.0%) for 51 years old or older, and $n = 17$ (4.0%) for younger than 20 years old. This confirmed that those in their 20s and 30s who are active in social and economic activities are the main generations of using social media. The distribution of airlines that subjects have experience of using social media showed $n = 188$ (43.7%) for Korean Air, $n = 154$ (35.8%) for Asiana Airlines, $n = 72$ for low-cost domestic airlines (16.7%), $n = 11$ for foreign airlines (2.6%), and $n = 5$ (1.2%) for foreign low-cost airlines (1.2%), indicating that major airlines are focusing on SNS as part of their marketing strategy.

Table 2. Demographic characteristics of subjects.

	Variable Percentage (%)	Frequency (n)	
Gender	Male	195	45.3
	Female	235	54.7
Age	Under 21	17	4.0
	21–30	149	34.6
	31–40	159	37.0
	41–50	75	17.4
	51 and Over	30	7.0
Purpose of Using Airline	Work or Business	34	7.9
	Tour and Vacation	367	85.3
	Education and Meeting	9	2.1
	Visiting Friend and Relatives	15	3.5
	Others	5	1.2
Social Media Usage	Asiana Airlines	154	35.8
	Korean Air	188	43.7
	Foreign Airlines	11	2.6
	Domestic Low-Cost Airlines	72	16.7
	Foreign Low-Cost Airlines	5	1.2
Frequency of Using Airlines per Year	1	149	34.6
	2–3	163	37.9
	4–5	77	17.9
	6–7	14	3.3
	8–9	7	1.6
	10 and Over	20	4.7

As the results of confirmatory factor analysis to verify the single-dimensionality, conceptual validity and reliability of the measurement items are shown in Table 3. The Squared Multiple Correlations (SMC) value of all the measured items except Image 2 appeared to be 0.5 or more, and the standardized factor loadings of the measured items were 0.7 or more, ensuring the concentration validity [108]. In addition, all Cronbach' α values were more than 0.7, ensuring content validity. For the result of confirmatory factor analysis for each item, $\chi^2 = 552.814$, $df = 168$, $CMIN/DF = 3.291$, $p = 0.000$, $GFI = 0.889$, $NFI = 0.890$, $IFI = 0.920$, $CFI = 0.920$, $RMR = 0.04$, and $RMSEA = 0.073$, indicating that the research model of this study is fit.

Table 3. Results of confirmatory factor analysis.

Construc s		Variable	SMC	Regression Coefficient (C.R.)	S.C.R	α
Characteristics of social Media	Personality	Neu.	0.417	1.357(6.287)	0.553	0.734
		Ext.	0.535	1.489(5.971)	0.657	
		Ope.	0.420	1.000(Fix)	0.561	
		Agr.	0.711	1.997(6.955)	0.843	
		Con.	0.601	1.765(6.897)	0.775	
	Social	Bridging	0.624	0.939(16.688)	0.79	0.830
		Bonding	0.809	1.000(Fix)	0.899	
	Information	Quantity	0.446	0.799(15.351)	0.668	0.828
		Reliability	0.787	1.000(Fix)	0.887	
		Quality	0.72	0.941(21.416)	0.848	
Trust	Trust 1	0.519	1.000(Fix)	0.72	0.834	
	Trust 2	0.674	1.294(15.689)	0.821		
	Trust 3	0.735	1.25(16.178)	0.857		
e-WOM	e-WOM1	0.681	1.000(Fix)	0.825	0.908	
	e-WOM2	0.875	1.163(23.663)	0.935		
	e-WOM3	0.75	1.051(21.767)	0.866		
Brand Equity	Awareness	Awe. 1	0.617	1.000(Fix)	0.786	0.820
		Awe. 2	0.553	1.096(14.985)	0.743	
		Awe. 3	0.654	1.204(16.135)	0.809	
	Image	Image 1	0.461	0.929(12.91)	0.729	0.663
		Image 3	0.532	1.000(Fix)	0.679	

To test the hypotheses of this study, the structural equation model analysis was performed. The estimated fit and path coefficient of the structural model were $\chi^2 = 688.229$, $df = 178$, $CMIN/DF = 3.866$, $p < 0.001$, $GFI = 0.863$, $AGFI = 0.822$, $RMR = 0.062$, $CFI = 0.894$, $TLI = 0.875$, and $RMSEA = 0.082$, indicating a satisfactory level of fitness when compared with the general criteria. The structural model presented in this study is considered as appropriate, and the hypothesis testing results are presented in Figure 2.

Among the characteristics of social media usage, only personality and information

characteristics are showed significant influence on e-WOM. In particular, it was confirmed that the information characteristics showed more influence than the personality characteristics because the information characteristics were $\beta = 0.472$ and C.R. = 5.598 ($p < 0.001$). In other words, if the information quantity, reliability, and quality of airline social media are good, it can be seen that they leave a positive review online. However, social characteristics were found to have no significant effect on e-WOM. The relationship between e-WOM and brand equity (brand awareness, brand image) yielded different results. The e-WOM had a significant effect on brand awareness, but not on the brand image. The hypothesis that e-WOM has a significant effect on trust was supported with $\beta = 0.562$ and C.R. = 10.036 ($p < 0.001$). The relationship between trust and brand equity was found to be statistically significant.

The influence of trust on brand awareness amongst brand equity was $\beta = 0.492$, CR = 7.241 ($p < 0.001$), and it was displayed as $\beta = 0.91$ and CR = 12.263 ($p < 0.001$) for brand image, supporting both H7 and H8. Accordingly, this shows that brand image is built through trust. The explanatory power was 38.8% and 77.6%, respectively.

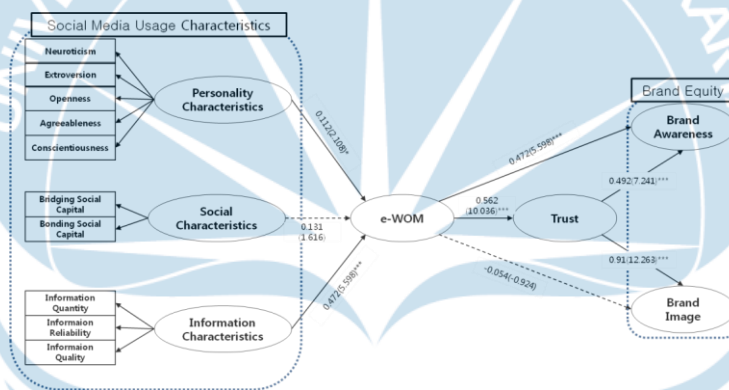


Figure 2. Results of testing hypotheses. * $p < 0.05$, *** $p < 0.01$.

5. Conclusions

The purpose of this study was to investigate the influence of social media usage characteristics on brand awareness and brand image of brand equity through e-WOM and trust. Through previous studies, social media usage characteristics were derived into personality characteristics (Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism), social characteristics (bridging social capital and bonding social capital), and information characteristics (information quantity, Reliability, and quality). The results of this study are consistent with the previous studies in a large context [90,101,109], but the differences are shown according to the characteristics of the samples and the market situation [7,82,88].

In order to present the empirical results, a survey of 430 passengers with experience using airline social media was analyzed. First, personality characteristics among social media usage characteristics were found to have a significant effect on e-WOM. Airlines should apply customers' social media activities and online conversations to understand customer preferences and also manage customer data. Protection of personal information is an important issue for this, but the future lies in ensuring that airlines can use social media

data and convert them into actionable insights that will yield closer relationships with customers through greater personalization. For this to be achieved, airlines are required to make a significant investment in resources and professional training, especially with regards to the application of social media data. Second, the social characteristics of social media did not have a significant effect on e-WOM. This means that the personality or disposition of the individual affects the e-WOM, but the social connection or cohesion does not affect the e-WOM in relation to the characteristics of the airline's use of social media. It may be interpreted that any distortions or intentions due to social relationships have no effects on the e-WOM. Third, the information characteristics of social media have a significant effect on e-WOM. Contrary to social characteristics, and information characteristics have a close effect on e-WOM. This indicates that the higher quality, reliability, and amount of information are associated with a more active role of e-WOM. Accordingly, the airlines should reinforce the functions of the links for the information in the technical aspect and also deliver news through various social media channels and constantly provide events in order to attract interest from potential customers.

Plenty of high quality and reliable information should be provided to customers, both quickly and actively, to strengthen the sales strategies of direct sales without distributors. Fourth, e-WOM has a significant effect on trust, suggesting that the more positive WOM about the airline in social media is associated with higher trust in that airline. Many studies have already demonstrated how important trust is to brands and consumer relationships, which gives directions on how airlines should use social media marketing. Fifth, e-WOM had a significant effect on brand awareness, but not on brand image, indicating that the e-WOM does not directly change the image of airline brands, but has a direct effect on brand awareness. It was also found that the building of trust using e-WOM may have an effect on brand image. Lastly, trust has a significant effect on both brand awareness and brand image of brand equity. Trust has already been shown to be a decisive factor in boosting brand equity and that brand equity has a direct bearing on consumer purchase intentions. This shows that e-WOM generated through the use of social media has a significant impact on airline brand equity through trust.

The airline industry is a part of the service division that plays an important role in the tourism and air transport industry and shows consistent growth through technological and economic development. However, the emergence of a mega carrier due to the merger between former airlines and the market share of low-cost carriers is causing fierce competition in the industry. Airlines need new ways to create competitive advantage and various strategies are required in order for the airlines to attract and maintain more customers. Based on the circumstances, the following is the significance of this study. This study focused on investigating the application of social media in the airline industry in regard to how this particular field turned to the researches done by other industries due to the lack of research about social media targeted on the airline industry. This study analyzed the influence of the users' personality characteristics, social characteristics, and information characteristics on e-WOM, trust, and brand equity in respect of social media application. The study provides an academic base on social media in the airline industry henceforward.

The following is a suggestion for the specific practice. First, the importance of social media

marketing should be recognized and dedicated personnel and division should be designated to focus on social media marketing. Second, social media marketing that customers can join should be implemented and attention should be provided to the data collection and management of the users. Third, various reliable information should be provided and marketing activities should be executed to activate e-WOM and create differentiation that is worthy of gaining trust as well as construct brand equity that can make way for cognitive and emotional experiences to the consumers.

As a result, this study suggests that companies should consider customers' personality characteristics for social media marketing activities and also apply the information quantity, reliability, and quality to make e-WOM active and gain trust. The marketing manager and decision maker should make investments to consistently collect and analyze data in order to learn customers' personal tastes and preferences, and if sufficient amount of information and credible data are provided to the customers through social media, then significant synergy effect can be expected to construct advanced brand equity. Therefore, the result of this study provides support to establish operational strategies as to how airline companies should give attention to social media marketing activities and conduct research about the strategies of the application measures along with the methods that should be applied to build positive word-of-mouth online and reliability about the company.

The limitations of this study and future research subjects are as follows. First, the survey was conducted only on Korean passengers of domestic airlines and lacked representativeness of the sample. That 7.9% of the surveys were included using foreign airline social media is insignificant. In the future, comprehensive studies should be conducted on foreign cases and airlines. Second, the definition of e-WOM was studied as a positive meaning, so it could display preponderance in the research. It is anticipated for future research to consider the directivity of e-WOM and the differences that follow the varied characteristics. Third, although empirical studies demonstrated that social media marketing activities have a significant effect on e-WOM or trust, there is a lack of studies on how these results affect to make the actual profit or management performance of companies. The overcome of these

limitations in future studies is expected to be greatly helpful not only to aviation companies but also to marketers in all areas concerned with social media marketing strategies and decision-making. The results of this study confirm how social media usage characteristics affect brand equity through e-WOM and trust, and demonstrate the importance of using social media in corporate activities of airlines. Despite the limitations of this study, it theoretically and statistically was confirmed that results will have great significance in future social media research directions, and proposals for airline operation strategies will be of practical help to management.

Author Contributions: Conceptualization, E.J.S. and J.-W.P.; methodology, E.J.S., J.-W.P. and Y.J.C.; data collection and analysis, E.J.S. and Y.J.C.; supervision of the research, J.-W.P.; writing-original draft, E.J.S.; writing-review & editing E.J.S., J.-W.P. and Y.J.C. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflicts of interest.

References

1. Gallauter, J.; Ransbotham, S. Social Media and Customer Dialog Management at Starbucks. *MIS Q. Exec.* **2010**, *9*, 197–212.
2. Kaplan, A.M.; Haenlein, M. Users of the World, Unite! The Challenges and Opportunities of Social Media. *Bus. Horizons* **2010**, *53*, 59–68. [[CrossRef](#)]
3. Kietzmann, J.; Hermkens, K.; McCarthy, I.; Silvestre, B.S. Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media. *Bus. Horizons* **2011**, *54*, 241–251. [[CrossRef](#)]
4. Hanna, R.; Rohm, A.; Crittenden, V.L. We're All Connected: The Power of the Social Media Ecosystem. *Bus. Horizons* **2011**, *54*, 265–273. [[CrossRef](#)]
5. Seo, E.-J.; Park, J.-W. A Study on the Effects of Social Media Marketing Activities on Brand Equity and Customer Response in the Airline Industry. *J. Air Transp. Manag.* **2018**, *66*, 36–41. [[CrossRef](#)]
6. Godey, B.; Manthiou, A.; Pederzoli, D.; Rokka, J.; Aiello, G.; Donvito, R.; Singh, R. Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior. *J. Bus. Res.* **2016**, *69*, 5833–5841. [[CrossRef](#)]
7. Alan, A.K.; Kabadayı, E.T. The Effect of Personal Factors on Social Media Usage of Young Consumers. *Procedia Soc. Behav. Sci.* **2016**, *235*, 595–602. [[CrossRef](#)]
8. Su, C.C.; Chan, N.K.; Chao, C.S.; Keung, C.N. Predicting Social Capital on Facebook: The Implications of Use Intensity, Perceived Content Desirability, and Facebook-Enabled Communication Practices. *Comput. Hum. Behav.* **2017**, *72*, 259–268. [[CrossRef](#)]
9. Kim, B.; Kim, Y. College students' Social Media Use and Communication Network Heterogeneity: Implications for Social Capital and Subjective Well-Being. *Comput. Hum. Behav.* **2017**, *73*, 620–628. [[CrossRef](#)]
10. Erkan, I.; Evans, C. The Influence of EWOM in Social Media on consumers' Purchase Intentions: An Extended Approach to Information Adoption. *Comput. Hum. Behav.* **2016**, *61*, 47–55. [[CrossRef](#)]
11. Kim, J.T. *Media and Man. Communication Books*; SEL: Seoul, Korea, 1998.
12. Boyd, D.M.; Ellison, N. Social Network Sites: Definition, History, and Scholarship. *J. Comput. Commun.* **2007**, *13*, 210–230. [[CrossRef](#)]
13. Safko, L.; Brake, D. *The Social Media Bible: Tactics, Tools and Strategies for Business Success*; Wiley: New York, NY, USA, 2009.
14. Richter, A.; Koch, M. *Social Software-Status Quo and Zukunft, Fak. Fur Informatik*; University der Bundeswehr München: Munich, Germany, 2007.
15. Kelly, L.; Kerr, G.; Drennan, J. Avoidance of Advertising in Social Networking Sites. *J. Interact. Advert.* **2010**, *10*, 16–27. [[CrossRef](#)]
16. Leung, D.; Law, R.; Van Hoof, H.; Buhalis, D. Social Media in Tourism and Hospitality: A Literature Review. *J. Travel Tour. Mark.* **2013**, *30*, 3–22. [[CrossRef](#)]
17. Zeng, B.; Gerritsen, R. What Do We Know about Social Media in Tourism? A Review. *Tour. Manag. Perspect.* **2014**, *10*, 27–36. [[CrossRef](#)]
18. Costa, P.T.; McCrae, R.R. *The Revised NEO Personality Inventory (NEO-PI-R)*; SAGE Publications: Southend Oaks, CA, USA, 2012; pp. 179–198. [[CrossRef](#)]
19. Min, K. *Personality Psychology*; Bobmunsa: Paju, Korea, 2002.
20. Liu, D.; Campbell, W.K. The Big Five Personality Traits, Big Two Metatraits and Social Media: A Meta-Analysis. *J. Res. Pers.* **2017**, *70*, 229–240. [[CrossRef](#)]

21. Block, J. The Five-Factor Framing of Personality and Beyond: Some Ruminations. *Psychol. Inq.* **2010**, *21*, 2–25. [\[CrossRef\]](#)
22. Hughes, D.J.; Rowe, M.; Batey, M.; Lee, A. A Tale of Two Sites: Twitter Vs. Facebook and the Personality Predictors of Social Media Usage. *Comput. Hum. Behav.* **2012**, *28*, 561–569. [\[CrossRef\]](#)
23. McCrae, R.R.; Costa, P.T., Jr. *The Five-Factor Theory of Personality*; Guilford Press: New York, NY, USA, 2008.
24. John, O.P.; Srivastava, S. The Big Five Trait Taxonomy: History, Measurement, and Theoretical Perspectives. In *Handbook of Personality: Theory and Research*; Pervin, L.A., John, O.P., Eds.; Guilford Press: New York, NY, USA, 1999; pp. 102–138.
25. Ryan, T.; Xenos, S. Who Uses Facebook? An Investigation into the Relationship Between the Big Five, Shyness, Narcissism, Loneliness, and Facebook Usage. *Comput. Hum. Behav.* **2011**, *27*, 1658–1664. [\[CrossRef\]](#)
26. Costa, P.T.; McCrae, R.R. The Five-Factor Model and the NEO Inventories. *Oxf. Handb. Personal. Assess.* **2009**, 299–322. [\[CrossRef\]](#)
27. McCrae, R.R.; Costa, P.T., Jr. *Personality in Adulthood*; Informa UK Limited: Colchester, UK, 2003. [\[CrossRef\]](#)
28. Chan, D.; Schmitt, N. Situational Judgment and Job Performance. *Hum. Perform.* **2002**, *15*, 233–254. [\[CrossRef\]](#)
29. Adler, P.S.; Kwon, S.-W. Social Capital: Prospects for a New Concept. *Acad. Manag. Rev.* **2002**, *27*, 17–40. [\[CrossRef\]](#)
30. Lin, N. *Social Capital: A Theory of Social Structure and Action*; Cambridge University Press: New York, NY, USA, 2002.
31. Etzioni, A.; Putnam, R.D. Is Bowling Together Sociologically Lite? Bowling Alone: The Collapse and Revival of American Community. *Contemp. Sociol. A J. Rev.* **2001**, *30*, 223. [\[CrossRef\]](#)
32. Williams, D. On and Off the 'Net: Scales for Social Capital in an Online Era. *J. Comput. Commun.* **2006**, *11*, 593–628. [\[CrossRef\]](#)
33. Burt, R.S. The Contingent Value of Social Capital. *Adm. Sci. Q.* **1997**, *42*, 339. [\[CrossRef\]](#)
34. Steinfield, C.; Ellison, N.; Lampe, C. Social Capital, Self-Esteem, and Use of Online Social Network Sites: A Longitudinal Analysis. *J. Appl. Dev. Psychol.* **2008**, *29*, 434–445. [\[CrossRef\]](#)
35. Briggs, X.D.S. Brown Kids in White Suburbs: Housing Mobility and the Many Faces of Social Capital. *Hous. Policy Debate* **1998**, *9*, 177–221. [\[CrossRef\]](#)
36. Wilken, R. "Bonds and Bridges: Mobile Phone Use and Social Capital debates." *Mobile Communication: Bringing Us Together and Tearing Us Apart*; Transaction Publishers: New Brunswick, NJ, USA, 2011.
37. Ahituv, N.; Riley, H.N.; Neumann, S. *Principles of Information Systems for Management*; McGraw-Hill Professional: Columbus, OH, USA, 1993.
38. A Thelwall, M.; Buckley, K.; Paltoglou, G. Sentiment Strength Detection for the Social Web. *J. Am. Soc. Inf. Sci. Technol.* **2011**, *63*, 163–173. [\[CrossRef\]](#)
39. Chewing, E.G.; Harrell, A.M. The Effect of Information Load on Decision makers' Cue Utilization Levels and Decision Quality in a Financial Distress Decision Task. *Account. Organ. Soc.* **1990**, *15*, 527–542. [\[CrossRef\]](#)
40. Eppler, M.J.; Mengis, J. The Concept of Information Overload: A Review of Literature from Organization Science, Accounting, Marketing, MIS, and Related Disciplines. *Inf. Soc.* **2004**, *20*, 325–344. [\[CrossRef\]](#)
41. Chen, Y.-C.; Shang, R.-A.; Kao, C.-Y. The Effects of Information Overload on consumers'

- Subjective State towards Buying Decision in the Internet Shopping Environment. *Electron. Commer. Res. Appl.* **2009**, *8*, 48–58. [\[CrossRef\]](#)
42. Wathen, C.N.; Burkell, J. Believe It or Not: Factors Influencing Credibility on the Web. *J. Am. Soc. Inf. Sci. Technol.* **2002**, *53*, 134–144. [\[CrossRef\]](#)
 43. Pan, X.; Ratchford, B.T.; Shankar, V. Can Price Dispersion in Online Markets Be Explained by Differences in E-Tailer Service Quality? *J. Acad. Mark. Sci.* **2002**, *30*, 433–445. [\[CrossRef\]](#)
 44. Chen, C.C.; Tseng, Y.-D. Quality Evaluation of Product Reviews Using an Information Quality Framework. *Decis. Support Syst.* **2011**, *50*, 755–768. [\[CrossRef\]](#)
 45. Bickart, B.; Schindler, R.M. Internet Forums As Influential Sources of Consumer Information. *J. Interact. Mark.* **2001**, *15*, 31–40. [\[CrossRef\]](#)
 46. Canhoto, A.; Clark, M. Customer Service 140 Characters at a Time: The users' Perspective. *J. Mark. Manag.* **2013**, *29*, 522–544. [\[CrossRef\]](#)
 47. Erkan, I. The Influence of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions. Ph.D. Thesis, Brunel University, London, UK, June 2016.
 48. Katz, E.; Lazarsfeld, P.F.; Roper, E. *Personal Influence: The Part Played by People in the Flow of Mass Communications*; Routledge: London, UK, 2017.
 49. King, R.A.; Racherla, P.; Bush, V.D. What We Know and Don't Know About Online Word-of-Mouth: A Review and Synthesis of the Literature. *J. Interact. Mark.* **2014**, *28*, 167–183. [\[CrossRef\]](#)
 50. Yoon, S.J. A Social Network Approach to the Influences of Shopping Experiences on e-WOM. *J. Elec. Comm. Res.* **2012**, *13*, 213–223.
 51. Barreto, A.M. The Word-of-Mouth Phenomenon in the Social Media Era. *Int. J. Mark. Res.* **2014**, *56*, 631–654. [\[CrossRef\]](#)
 52. Cheung, C.M.; Lee, M.K. What Drives Consumers to Spread Electronic Word of Mouth in Online Consumer-Opinion Platforms. *Decis. Support Syst.* **2012**, *53*, 218–225. [\[CrossRef\]](#)
 53. Pitta, D.A.; Fowler, D. Online Consumer Communities and Their Value to New Product Developers. *J. Prod. Brand Manag.* **2005**, *14*, 283–291. [\[CrossRef\]](#)
 54. Murali, M.; Laroche, M.; Pons, F. Antecedents of Consumer Relative Preference for Interpersonal Information Sources in Pre-Purchase Search. *J. Consum. Behav.* **2005**, *4*, 307–318. [\[CrossRef\]](#)
 55. O'Cass, A.; Grace, D. Service Brands and Communication Effects. *J. Mark. Commun.* **2004**, *10*, 241–254. [\[CrossRef\]](#)
 56. Gefen, D.; Drexel University. Customer Loyalty in E-Commerce. *J. Assoc. Inf. Syst.* **2002**, *3*, 27–53. [\[CrossRef\]](#)
 57. Robinson, S.L. Trust and Breach of the Psychological Contract. *Adm. Sci. Q.* **1996**, *41*, 574. [\[CrossRef\]](#)
 58. Mishra, A.K. *Organizational Responses to Crisis; Trust in Organizations*: Sage, CA, USA, 1996.
 59. Luhmann, N. Familiarity, Confidence, Trust: Problems and Alternatives. In *Trust: Making and Breaking Cooperative Relations*; Basil Blackwell: Oxford, UK, 2000; pp. 94–107.
 60. Ballester, E.D.; Munuera-Alemán, J.L. Does Brand Trust Matter to Brand Equity? *J. Prod. Brand Manag.* **2005**, *14*, 187–196. [\[CrossRef\]](#)
 61. E Swan, J.; Bowers, M.R.; Richardson, L.D. Customer Trust in the Salesperson. *J. Bus. Res.* **1999**, *44*, 93–107. [\[CrossRef\]](#)
 62. Jang, H. A Comparative Study on the Structural Interactionns Among Customer Satisfaction, Trust, Loyalty Based on Types of Internet Shopping Mall. *J. Global Acad. Mark. Sci.* **2007**, *17*, 23–49.

63. Aaker, D.A. Measuring Brand Equity Across Products and Markets. *Calif. Manag. Rev.* **1996**, *38*, 102–120. [\[CrossRef\]](#)
64. Keller, K.L. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *J. Mark.* **1993**, *57*, 1–22. [\[CrossRef\]](#)
65. Keller, K.L. Brand Synthesis: The Multidimensionality of Brand Knowledge. *J. Consum. Res.* **2003**, *29*, 595–600. [\[CrossRef\]](#)
66. Sallam, M.A.; Wahid, N.A. The Effects of Satisfaction and Brand Identification on Brand Love and Brand Equity Outcome: The Role of Brand Loyalty. *Eur. J. Bus. Soc. Sci.* **2015**, *4*, 42–55.
67. Machado, J.C.; De Carvalho, L.V.; Azar, S.L.; André, A.R.; Dos Santos, B.P. Brand Gender and Consumer-Based Brand Equity on Facebook: The Mediating Role of Consumer-Brand Engagement and Brand Love. *J. Bus. Res.* **2019**, *96*, 376–385. [\[CrossRef\]](#)
68. Sen, S. The Effects of Brand Name Suggestiveness and Decision Goal on the Development of Brand Knowledge. *J. Consum. Psychol.* **1999**, *8*, 431–455. [\[CrossRef\]](#)
69. Shocker, A.D.; Aaker, D.A. Managing Brand Equity. *J. Mark. Res.* **1993**, *30*, 256. [\[CrossRef\]](#)
70. Keller, K.L.; Parameswaran, M.G.; Jacob, I. *Parameswaran, and Isaac Jacob. Strategic Brand Management: Building, Measuring, and Managing Brand Equity*; Pearson Education: London, UK, 2011.
71. Percy, L.; Rossiter, J.R. A Model of Brand Awareness and Brand Attitude Advertising Strategies. *Psychol. Mark.* **1992**, *9*, 263–274. [\[CrossRef\]](#)
72. Heo, J.H. The Effects of Brand Awareness, Perceived Service Quality and Physical Environment on Congruity and Purchase Intention: Focusing on Coffee Shop. Master's Thesis, Sejong University, Seoul, Korea, 2012.
73. Kotler, P.; Armstrong, G. *Principles of Marketing*; Pearson Education: London, UK, 2010.
74. Low, G.S.; Lamb, C.W. The Measurement and Dimensionality of Brand Associations. *J. Prod. Brand Manag.* **2000**, *9*, 350–370. [\[CrossRef\]](#)
75. Dobni, D.; Zinkhan, G.M. In Search of Brand Image: A Foundation Analysis. *Adv. Consum. Res.* **1990**, *17*, 110–118.
76. Ajzen, I. The Theory of Planned Behavior. *Organ. Behav. Hum. Decis. Process.* **1991**, *50*, 179–211. [\[CrossRef\]](#)
77. Noh, J.-E.; Choi, Y.-S.; Choi, S.-D. The Impact of Tourism Information Characteristics and Information Seeker Personality Variables on Word-of-Mouth Effects Throughout the Online Environment: Focusing on Internet Users in the Age Groups of the 20s and 30s. *J. Tour. Sci.* **2016**, *40*, 43–62. [\[CrossRef\]](#)
78. Ju, H.; Suh, H. Relationships Among Personality, Commitment and Word-of-Mouth Insertion in Online Shopping. *Glob. E-Bus. Assoc.* **2015**, *16*, 29–50.
79. Bachrach, Y.; Kosinski, M.; Graepel, T.; Kohli, P.; Stillwell, D. Personality and Patterns of Facebook Usage. In *the 3rd Annual ACM Web Science Conference*; Association for Computing Machinery (ACM): New York, NY, USA, 2012; pp. 24–32. [\[CrossRef\]](#)
80. Wang, T.; Yeh, R.K.-J.; Chen, C.; Tsydypov, Z. What Drives Electronic Word-of-Mouth on Social Networking Sites? Perspectives of Social Capital and Self-Determination. *Telemat. Inform.* **2016**, *33*, 1034–1047. [\[CrossRef\]](#)
81. Chung, N.; Koo, C. The Use of Social Media in Travel Information Search. *Telemat. Inform.* **2015**, *32*, 215–229. [\[CrossRef\]](#)
82. Lee, S.N. The Study on the Effect of Personal Characteristics, Interpersonal Influence and Social Capital on Online Word of Mouth on SNS: Mainly about Comparison between

- Facebook and Twitter. Master's Thesis, Hanyang University, Seoul, Korea, June 2013.
83. Knoll, J. Advertising in Social Media: A Review of Empirical Evidence. *Int. J. Advert.* **2015**, *35*, 266–300. [[CrossRef](#)]
 84. Bowman, D.; Narayandas, D. Managing Customer-Initiated Contacts with Manufacturers: The Impact on Share of Category Requirements and Word-of-Mouth Behavior. *J. Mark. Res.* **2001**, *38*, 281–297. [[CrossRef](#)]
 85. Duan, W.; Gu, B.; Whinston, A.B. Do Online Reviews Matter? — An Empirical Investigation of Panel Data. *Decis. Support Syst.* **2008**, *45*, 1007–1016. [[CrossRef](#)]
 86. Liu, Y. Word of Mouth for Movies: Its Dynamics and Impact on Box Office Revenue. *J. Mark.* **2006**, *70*, 74–89. [[CrossRef](#)]
 87. Wen, X. The Effect of the Characteristic of Online Word-of -Mouth on Word of Mouth Acceptance, Word of Mouth Spread and Purchase Intention. Master's Thesis, Kyung Hee University, Seoul, Korea, Suwon, Korea, 2015.
 88. Kim, N.; Kim, M.H. The Impact of Tourism e-WOM Information Characteristics and Community Interactivity on E-WOM Information Usefulness and e-WOM Effects. *Korea Serv. Manag. Soc.* **2010**, *11*, 17–44.
 89. Litvin, S.W.; Goldsmith, R.E.; Pan, B. Electronic Word-of-Mouth in Hospitality and Tourism Management. *Tour. Manag.* **2008**, *29*, 458–468. [[CrossRef](#)]
 90. Ladhari, R.; Michaud, M. EWOM Effects on Hotel Booking Intentions, Attitudes, Trust, and Website Perceptions. *Int. J. Hosp. Manag.* **2015**, *46*, 36–45. [[CrossRef](#)]
 91. Cha, S.M. Developing Word-of-Mouth(WOM) Communication Paradigm Model of Restaurant Information. Master's Thesis, Yonsei University, Seoul, Korea, 2006.
 92. Sénécal, S.; Nantel, J. The Influence of Online Product Recommendations on consumers' Online Choices. *J. Retail.* **2004**, *80*, 159–169. [[CrossRef](#)]
 93. Yim, S.H. Research on Influence to Brand Equity and Revisit Intention by On/Off-Line Word of Mouth: Based on Family Restaurant Brands. Master's Thesis, Tourism Kyung Hee University, Seoul, Korea, Suwon, Korea, 2009.
 94. Kim, J.-W. The Relation Between of Marketing Communication and Service Brand Equity. *J. Korea Contents Assoc.* **2008**, *8*, 150–163. [[CrossRef](#)]
 95. Lee, S.H. The Effects of Airline Marketing Communications on Brand Knowledge and Core Customer-Based Brand Equity. Ph.D. Thesis, Sejong University, Seoul, Korea, 2012.
 96. Fournier, S.; Dobscha, S.; Mick, D.G. Preventing the Premature Death of Relationship Marketing. *Harv. Bus. Rev.* **1997**, *76*, 42–51.
 97. Moorman, C.; Deshpandé, R.; Zaltman, G. Factors Affecting Trust in Market Research Relationships. *J. Mark.* **1993**, *57*, 81–101. [[CrossRef](#)]
 98. Moorman, C.; Zaltman, G.; Deshpande, R. Relationships Between Providers and Users of Market Research: The Dynamics of Trust Within and Between Organizations. *J. Mark. Res.* **1992**, *29*, 314–328. [[CrossRef](#)]
 99. Kim, K.H.; Kim, K.S.; Kim, D.Y.; Kim, J.H.; Kang, S.H. Brand Equity in Hospital Marketing. *J. Bus. Res.* **2008**, *61*, 75–82. [[CrossRef](#)]
 100. Han, S.H.; Nguyen, B.; Lee, T. Consumer-Based Chain Restaurant Brand Equity, Brand Reputation, and Brand Trust. *Int. J. Hosp. Manag.* **2015**, *50*, 84–93. [[CrossRef](#)]
 101. Fatma, M.; Rahman, Z.; Khan, I. Building Company Reputation and Brand Equity through CSR: The Mediating Role of Trust. *Int. J. Bank Mark.* **2015**, *33*, 840–856. [[CrossRef](#)]
 102. Loureiro, S.M.C. The Effect of Perceived Benefits, Trust, Quality, Brand Awareness/Associations and Brand Loyalty on Internet Banking Brand Equity. *Int. J. Electron. Commer. Stud.* **2013**, *4*, 139–158. [[CrossRef](#)]

103. Royse, D. *Research Methods in Social Work*. Cengage Learning, 5th ed.; Thomson Learning: Belmont, CA, USA, 2008.
104. Given, L. The SAGE Encyclopedia of Qualitative Research Methods. *SAGE Encycl. Qual. Res. Methods* **2008**. [[CrossRef](#)]
105. Baker, R.; Brick, J.M.; Bates, N.A.; Battaglia, M.; Couper, M.P.; Dever, J.A.; Gile, K.J.; Tourangeau, R. Summary Report of the AAPOR Task Force on Non-Probability Sampling. *J. Surv. Stat. Methodol.* **2013**, *1*, 90–143. [[CrossRef](#)]
106. McKnight, P.E.; McKnight, K.M.; Sidani, S.; Figueredo, A.J. *Missing Data: A Gentle Introduction*; Guilford Press: New York, NY, USA, 2007.
107. Goyette, I.; Ricard, L.; Bergeron, J.; Marticotte, F. e-WOM Scale: Word-of-mouth Measurement Scale for e-services Context. *Can. J. of Adm. Sci./Rev. Can. Sci. De l'Adm.* **2010**, *27*, 5–23. [[CrossRef](#)]
108. Song, J.J. *SPSS/AMOS Statistical Analysis Method*; 21C: Paju, Korea, 2015; ISBN 978-898-468-618-2.
109. Augusto, M.; Torres, P. Effects of Brand Attitude and EWOM on consumers' Willingness to Pay in the Banking Industry: Mediating Role of Consumer-Brand Identification and Brand Equity. *J. Retail. Consum. Serv.* **2018**, *42*, 1–10. [[CrossRef](#)]

© 2020 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).



© 2020. This work is licensed under <http://creativecommons.org/licenses/by/3.0/> (the “License”). Notwithstanding the ProQuest Terms and Conditions, you may use this content in accordance with the terms of the License.