

ABSTRAK

PENGARUH KARAKTERISTIK MEDIA SOSIAL TERHADAP *ELECTRONIC WORD OF MOUTH* DAN DAMPAKNYA PADA CITRA MEREK

(Kasus Pada Pengguna Tiktok *Shop* di Tasikmalaya)

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Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis bagaimana Karakteristik media sosial (Karakteristik Kepribadian, Karakteristik Sosial, Karakteristik Informasi), *Electronic Word of Mouth* dan Citra Merek pada Konsumen Tiktok *Shop* di Indonesia. Penelitian ini dirancang sebagai jenis *survey method* dengan melakukan penyebaran angket kepada 225 responden yang merupakan pengguna Tiktok *Shop* di Indonesia pada periode tahun 2022 wilayah Kota Tasikmalaya, dengan menggunakan teknik *purposive sampling*. Alat analisis yang digunakan dalam penelitian ini yaitu *Structural Equation Modeling* (SEM). Hasil penelitian membuktikan bahwa karakteristik kepribadian dan karakteristik sosial memiliki pengaruh positif dan signifikan terhadap *Electronic Word of Mouth*. Artinya semakin baik penerapan Karakteristik Kepribadian dan Karakteristik Sosial maka *Electronic Word Of Mouth* akan meningkat, karakteristik informasi terbukti tidak memiliki pengaruh terhadap *Electronic Word of Mouth*. Artinya semakin tidak baik penerapan Karakteristik Informasi, maka *Electronic Word Of Mouth* akan menurun. Kemudian *Electronic Word of Mouth* terbukti memiliki dampak pengaruh terhadap citra merek. Artinya semakin baik penerapan *Electronic Word Of Mouth*, maka Citra Merek akan meningkat

Kata kunci : Karakteristik Kepribadian, Karakteristik Sosial, Karakteristik Informasi, *Electronic Word of Mouth* dan Citra Merek

ABSTRACT

***THE INFLUENCE OF SOCIAL MEDIA CHARACTERISTICS ON
ELECTRONIC WORD OF MOUTH AND ITS IMPACT ON BRAND IMAGE
(Case of Tiktok Shop Users in Tasikmalaya)***

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The aim of this research is to find out and analyze the characteristics of social media (Personality Characteristics, Social Characteristics, Information Characteristics), Electronic Word of Mouth and Brand Image among Tiktok Shop Consumers in Indonesia. This research was designed as a type of survey method by distributing questionnaires to 225 respondents who were Tiktok Shop users in Indonesia in the 2022 period in the Tasikmalaya City area, using a purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM). The research results prove that personality characteristics and social characteristics have a positive and significant influence on Electronic Word of Mouth. This means that the better the application of Personality Characteristics and Social Characteristics, the Electronic Word of Mouth will increase. Information characteristics are proven to have no influence on Electronic Word of Mouth. This means that the worse the implementation of Information Characteristics, the Electronic Word of Mouth will decrease. Then Electronic Word of Mouth is proven to have an impact on brand image. This means that the better the implementation of Electronic Word of Mouth, the Brand Image will improve.

Keywords : Personality Characteristics, Social Characteristics, Information Characteristics, Electronic Word of Mouth and Brand Image