

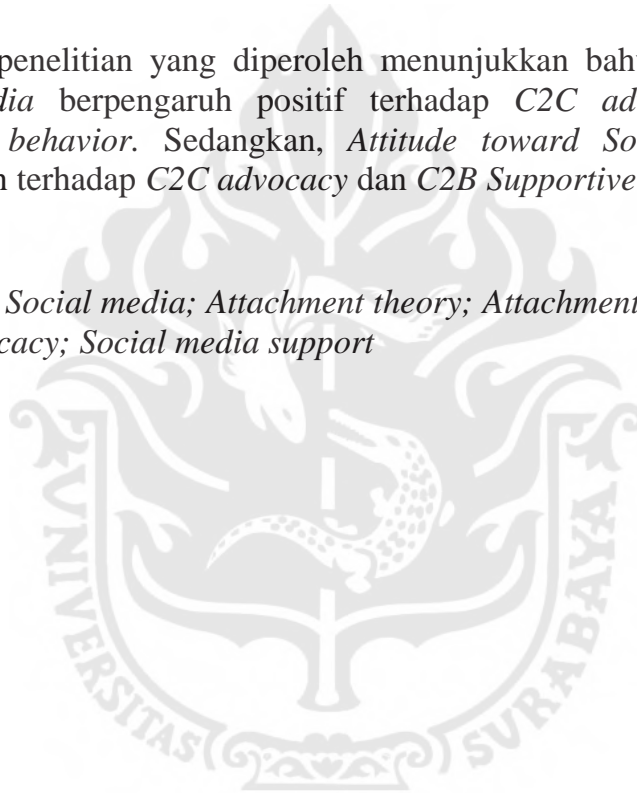
INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *Attachment to Social Media* dan *Attitude toward Social Media* terhadap *C2C advocacy* dan *C2B Supportive behavior* bagi pengguna media sosial Line di Surabaya.

Pengolahan data dilakukan dengan menggunakan SPSS 16.0 dan Lisrel 8.70. Teknik pengambilan sampel yang digunakan yaitu *non-probability sampling* dengan teknik *purposive sampling*. Jumlah Sampel yaang digunakan 331 responden yang telah memenuhi karakteristik populasi.

Hasil penelitian yang diperoleh menunjukkan bahwa *Attachment to Social Media* berpengaruh positif terhadap *C2C advocacy* dan *C2B Supportive behavior*. Sedangkan, *Attitude toward Social Media* tidak berpengaruh terhadap *C2C advocacy* dan *C2B Supportive behavior*.

Kata kunci: *Social media; Attachment theory; Attachment behaviors; Social media advocacy; Social media support*



ABSTRACT

This research purpose is to analyze the influence of Attachment to Social Media end Attitude toward Social Media for C2C advocacy end C2B Supportive behavior to users Social media Line in Surabaya.

Data processing was conducted using SPSS 16.0 and Lisrel 8.70 software. The sampling technique that used is non-probability sampling with purposive sampling type. The number of sample in this research is 331 respondent that has qualify the specified characteristics of the population.

The result of this research show that Attachment to social media influential positive on C2C Advocacy and C2B Supportive Behavior. While, Attitude Toward Social Media will not affect C2C Advocacy and C2B Supportive Behavior.

Keywords: Social media; Attachment theory; Attachment behaviors; Social media advocacy; Social media support

