JUDUL : PENGARUH FREQUENCY, DURATION, RELEVANCY, BRAND COMMUNITY TERHADAP SATISACTION PADA PENGGUNA MEDIA SOSIAL INSTAGRAM DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *frequency, duration, relevancy, brrand community,* terhadap *satisfaction* pada pengguna media sosial *Instagram* di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis data berupa SEM *(Structural Equation Model).*

Pengolahan data penelitian ini menggunakan program AMOS 22.0. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan jumlah sampel 150 responden berusia 19 tahun hingga 26 tahun yang memiliki akun *instagram,* aktif menggunakan mdia sosial instagram dalam 1 tahun terakhir dan mengikuti *brand community* di Surabaya.

Hasil penelitian ini menunjukkan bahwa *frequency*, berpengaruh signifikan terhadap *relevancy*, *relevancy* berpengaruh signifikan terhadap *brand community, brand community* berpengaruh signifikan terhadap *satisfaction* pada media sosial *instagram* di Surabaya. Sedangkan *duration* berpengaruh negatif tidak signifikan terhadap *relevancy* padapengguna *instagram* di Surabaya.

Kata kunci : *Frequency, Duration, Relevancy, Brand Community, Satisfaction.*

THE EFFECT OF FREQUENCY, DURATION, RELEVANCY, BRAND COMMUNITY ON SATISACTION IN INSTAGRAM SOCIAL MEDIA USERS AT SURABAYA

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ABSTRACT

This study aims to determine the effect of frequency, duration, relevancy, brand community, on satisfaction in Instagram social media users at Surabaya. This study uses a quantitative approach with data analysis in the form of SEM (Structural Equation Model).

The data processing of this research uses AMOS 22.0 program. The sampling technique used was a non-probability sampling with a sample of 150 respondents aged 19 years to 26 years who had who had an Instagram account, actively used social instagram in the past 1 year and accepted the brand community in Surabaya.

The results of this study indicate that frequency, has a significant effect on relevance, relevance has a significant effect on brand community, brand community has a significant effect on satisfaction on Instagram social media in Surabaya. While duration does not have a significant negative effect on the relevance on social media Instagram at Surabaya.

Keywords : Frequency, Duration, Relevancy, Brand Community, Satisfaction