

# Analisis Pengaruh Personality Traits dan Aktivitas Media Sosial Instagram terhadap Word-of-Mouth pada Industri Sustainable Fashion = Analysis of the Influence of Personality Traits and Instagram Social Media Activity on Word-of-Mouth in the Sustainable Fashion Industry

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## Abstrak

Perkembangan industri fesyen memberikan dampak signifikan bagi seluruh orang di dunia, namun tanpa disadari perkembangannya menimbulkan permasalahan lingkungan yang cukup besar. Terdapat banyak upaya yang dilakukan untuk mengurangi dampak lingkungan tersebut, salah satunya adalah dengan mengencangkan pemasaran sustainable fashion melalui word-of-mouth. Beberapa studi empiris telah mengkonfirmasi bahwa personality traits, aktivitas media sosial, dan perilaku eco-friendly merupakan faktor yang dapat mempengaruhi penyebaran word-of-mouth pada industri sustainable fashion. Untuk itu, penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh personality traits terhadap aktivitas media sosial Instagram yang berujung pada penyebaran word-of-mouth pada industri tersebut. Penelitian ini dilakukan dengan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan teori big five personality traits. Penelitian ini melibatkan total 208 responden yang merupakan warga negara Indonesia, telah mengikuti akun Instagram salah satu brand sustainable fashion, serta pernah melakukan pembelian produk tersebut. Dari hasil penelitian ditemukan personality traits openness yang paling signifikan mempengaruhi individu secara positif dalam melakukan aktivitas media sosial. Aktivitas media sosial Instagram juga mempengaruhi secara positif signifikan perilaku eco-friendly seseorang sehingga mereka akan memilih produk sustainable fashion dan menyebarkan word-of-mouth yang positif terkait industri sustainable fashion.

.....The development of the fashion industry has had a significant impact on all people in the world, but unknowingly its development has created significant environmental problems. There have been many efforts made to reduce the environmental impact, one of which is to intensify marketing of sustainable fashion through word-of-mouth. Several empirical studies have confirmed that personality traits, social media activities, and eco-friendly behavior are factors that can influence the spread of word-of-mouth in the sustainable fashion industry. For this reason, this study aims to determine how much influence personality traits have on Instagram social media activities which lead to the spread of word-of-mouth in the industry. This research was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the big five personality traits theory. This research involved a total of 208 respondents who are Indonesian citizens, have followed the Instagram account of one of the sustainable fashion brands, and have purchased this product. From the results of the study it was found that the personality traits of openness most significantly influence individuals positively in carrying out social media activities. Instagram social media activity also significantly influences a person's eco-friendly behavior so that they will choose sustainable fashion products and spread positive word-of-mouth regarding the sustainable fashion industry.