

THE EFFECT OF HEDONIC VALUE AND SOCIAL VALUE ON STICKINESS OF INSTAGRAM USERS: THE MEDIATING ROLE OF TRUST

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Abstract: Due to the fast and sustainable development of information technology has made the internet an important tool for many people to communicate online. One of the social media that is growing fast now is Instagram. The purpose of this study is to examine the effect of hedonic value and social value on stickiness through the trust of Instagram users. The variables examined in this study are hedonic value, social value, trust and stickiness. The number of samples taken were 112 Instagram users with purposive sampling method that has criteria for having an Instagram account, using Instagram at least once a day, domiciled in Denpasar City, and have finished high school education. Data was collected through questionnaires. The analysis technique used is Sobel test and path analysis. Based on the results of the analysis, found that the hedonic value variable has a positive and significant effect on trust of Instagram users, social value variables have a positive and significant effect on trust of Instagram users, hedonic value has a positive and significant effect on stickiness of Instagram users, social value has a positive and significant effect on stickiness Instagram users, and the trust variable has a positive and significant effect on stickiness of Instagram users in Denpasar City. The suggestion that can be given to Instagram is that they can create new features such as fun photo and video editing that makes users feel relaxed, making premium services that offer users to take precedence to enter other users "explore" so the content that they share is more accessible to other people, pay attention to the integrity of the information shared, improve Instagram's security system, and motivate the influencers by compensating if they can create content that went "viral" to maximize users to stick on Instagram.

Keyword: Hedonic Value, Social Value, Trust, Stickiness, Instagram.

1. INTRODUCTION

Due to the fast and sustainable development of information technology has made the internet as an important tool for many people to communicate online (Yang and Lin, 2014).. One of the social media that is developing very fast now is Instagram (Wagner, 2015). Instagram is a social media that can display photos, videos and social networking services that allow users to share their photos or videos to other platforms (Frommer, 2010). Instagram active users in September 2017 have reached 800 million active users per month, up from 600 million in December 2016. A total of 500 million of that number are Instagram daily active users once a day. Indonesia is ranked fourth with 54% active users (Kantar TNS, 2017).

Social media is open and independent, users can switch to other social media with similar content, products, or services and that means it is not easy to keep users to "stick" to certain social media (Lu and Lee, 2010). It is very important for researchers and practitioners to understand what factors allow social media to retain users and continue to attract users to extend their stay on social media (Lin et al., 2016). The concept of stickiness refers to the individual's desire to keep using

certain social media (Karahanna et al., 2009; Lin, 2007). Stickiness is defined as the user's willingness to return and prolong its duration to an application or website (Yang and Lin, 2014). Three indicators are generally used to measure stickiness: duration, frequency and depth (Yang and Lin, 2014).

Stickiness is not an inherent characteristic of consumer behavior but stickiness is the result of trust (Liu et al., 2004). If the user believes in a particular social media platform, it will increase the frequency of visiting the platform (Chen et al., 2010). Trust refers to the willingness of a party to be vulnerable to the actions of another party, with the expectation that the party will not harm them, even though the party could do harm (Nakayachi and Watabe, 2005).

Stickiness can be generated from the value that users feel after using a social media. The perceived values or often to be called perceived value when using social media include hedonic value, social value, and epistemic value (Yang and Lin, 2014). Epistemic value refers to the value of a surprise or uniqueness and originality of a product. The high development of internet users has led to more and more emerging social media competitors such as Facebook, Twitter, Snapchat, and Path. In general, this epistemic value is not so capable of influencing users to stick to Instagram because of the many other similar social media that have sprung up so that both surprise and originality aspects are lacking (Lin et al., 2011). Unlike the epistemic value, values such as hedonic value and social value will be affected by the increasing number of competitors that make the perceived value of the user decrease which causes them to become less "stick" in using Instagram (Yang and Lin, 2014). So it is important for platform management to maximize the value that users feel when using Instagram to maintain the stickiness.

Hedonic value is a feeling of pleasure, comfort, and relaxation that is generated by using social media through conversations with other people on social media. When using social media. It was found that social media users get peer information that interests them (Tufekci, 2008). Social values are defined as social concepts that are recognized or enhanced by the use of product (Sweeney and Soutar, 2001). Users who feel the benefits of social value using social media, they may launch more intimate information because they can communicate with other users (Taddicken, 2014). Social value can influence users to remain loyal using social media (Karahanna et al., 2009). But this is contrary to the research of Yang and Lin (2014) who get results that social values have no significant effect on stickiness.

Previous research that raised this phenomenon was carried out by Yang and Lin (2014), Zhang et al. (2016), Rofianah et al. (2016), Chung et al. (2015a) and Goldbach and Benlian (2015). Based on the results of the pre-survey conducted on 30 respondents in Denpasar City, it can be seen that most of the biggest values are hedonic values and social values and they feel when they have trust in Instagram they will use it more often. But because the development of social media is currently very rapid which causes more and more competitors to cause perceived hedonic value and perceived social value can be reduced. So that in this study examine the independent variables hedonic values and social values and trust as mediating variables.

The purpose of this study are: (1) To explain the influence of hedonic value on trust of Instagram users, (2) to explain the influence of social values on trust of Instagram users, (3) to explain the effect of hedonic value on stickiness of Instagram users, (4) to explain social value influence on stickiness users Instagram, (5) To explain the influence of trust on Instagram users stickiness, (6) To explain the role of trust mediates the influence of hedonic value on stickiness of Instagram users, (7) To explain the role of trust mediates the influence of social value on user stickiness Instagram.

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

H₁: Hedonic value has a positive and significant effect on trust

H₂: Social value has a positive and significant effect on trust

H₃: Hedonic value has a positive and significant effect on stickiness

H₄: Social value has a positive and significant effect on stickiness

H₅: Trust has a positive and significant effect on stickiness

H₆: Trust can mediate the influence of hedonic value on stickiness

H₇: Trust can mediate the influence of social value on stickiness

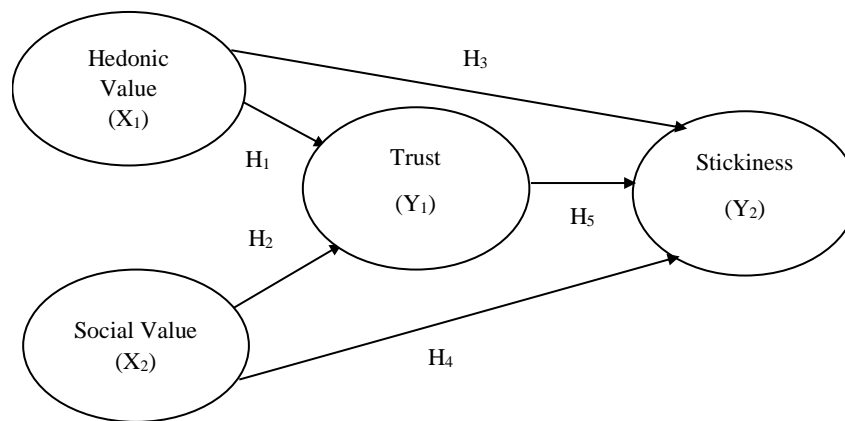


Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

This type of research is using associative methods. This is indicated by the research design that examine and explain the relationship between hedonic value and social value on stickiness in Instagram users mediated by the trust. The chosen research location is located in Denpasar City because it has population characteristics that are similar to the characteristics of Instagram users.

Variables that will be analyzed in this study are: (1) exogenous variables are hedonic value (X₁) and social value (X₂), (2) and endogenous variables are trust (Y₁) and stickiness (Y₂). Variables, dimensions, and indicators in this study are summarized in the following table.

TABLE 1: RESEARCH VARIABLE INDICATORS

Variable	Dimension	Indicator	Reference
Exogenous (X)			
Hedonic Value (X ₁)		1) Enjoyment (X _{1.1})	Zhang et al. (2016) ; Yang and Lin (2014)
		2) Excitement (X _{1.2})	
		3) Relax (X _{1.3})	
		4) Inspire (X _{1.4})	
Social Value (X ₂)		1) Social Image (X _{2.1})	Yang and Lin (2014) ; Cheung et al. (2009) ; Lim et al. (2015)
		2) Group Integration (X _{2.2})	
		3) Social Enhancement (X _{2.3})	
Endogenous (Y)			
Trust (Y ₁)	1) Trusting Belief (Y _{1.1})	1) Benevolence (Y _{1.11})	McKnight et al. (2002) dalam Adji and Semuel (2014)
		2) Integrity (Y _{1.12})	
	2) Trusting Intention (Y _{1.2})	3) Competence (Y _{1.13})	
		4) Willingness to depend (Y _{1.21})	
		5) Subjective probability of depending (Y _{1.22})	
Stickiness (Y ₂)		1) Duration (Y _{2.1})	Yang and Lin (2014); Hsu and Liao (2014); Karahanna et al. (2009)
		2) Frequency (Y _{2.2})	
		3) Depth (Y _{2.3})	
		4) Motivation to revisit (Y _{2.4})	

The population in this study were all Instagram users in Denpasar City whose numbers could not be determined (infinite). In this study, the sample determination method used is non-probability sampling. The non-probability sampling technique chosen is purposive sampling, which is the technique of determining samples with certain considerations. The criteria for determining the sample in this study are as follows: (1) Is a respondent who has an Instagram account, (2) Is a respondent who uses Instagram at least once a day, (3) Is a respondent who resides in Denpasar City, (4) Is a respondent who have finished high school education because it is considered able to understand and understand the contents of the questionnaire that will be given.

This study uses 112 respondents which are 16 indicators multiplied by 7, which means that it has met the criteria of at least 80 respondents and a maximum of 160 respondents. This study uses instrument analysis tools which consist of validity and reliability testing and data analysis tools, namely Path Analysis, and Sobel Test.

IV. RESEARCH FINDING AND DISCUSSION

Valid or not an instrument can be known by comparing the Pearson product moment correlation index which is the correlation method between the score of the question items with the total variable score. Compare the value of Correlated Item-Total Correlation with the calculation results of $r_{table} = 0$.

361. If r count is greater than r_{table} and positive value then the item or question or indicator is declared valid. The following are the results of the validity test on the expectation of the object of observation.

TABLE 2: VALIDITY TEST RESULT

Variable	Indicator	Correlation with Total Score	Description
Hedonic Value (X_1)	Enjoyment ($X_{1,1}$)	0.768	Valid
	Excitement ($X_{1,2}$)	0.872	Valid
	Relax ($X_{1,3}$)	0.815	Valid
	Inspire ($X_{1,4}$)	0.878	Valid
Social Value (X_2)	Social Image ($X_{2,1}$)	0.773	Valid
	Group Integration ($X_{2,2}$)	0.844	Valid
	Social Enhancement ($X_{2,3}$)	0.832	Valid
Trust (Y_1): Trusting Belief ($Y_{1,1}$) Trusting Intention ($Y_{1,2}$)	Benevolence ($Y_{1,11}$)	0.954	Valid
	Integrity ($Y_{1,12}$)	0.950	Valid
	Competence ($Y_{1,13}$)	0.950	Valid
	Willingness to depend ($Y_{1,21}$)	0.964	Valid
Stickiness (Y_2)	Subjective probability of depending ($Y_{1,22}$)	0.961	Valid
	Duration ($Y_{2,1}$)	0.809	Valid
	Frequency ($Y_{2,2}$)	0.904	Valid
	Depth ($Y_{2,3}$)	0.732	Valid
	Motivation to revisit ($Y_{2,4}$)	0.605	Valid

Source: Processed data, 2018

Reliability testing criteria is if the Cronbach's Alpha value is smaller than the minimum limit value of 0.6, then the item is not reliable, on the contrary if the Cronbach's Alpha value obtained is greater than 0.6 then the item is declared reliable. The following are the results of reliability testing.

TABLE 3: RELIABILITY TEST RESULT

Variable	Alpha Cronbach's Value	Description
Hedonic value	0.913	Reliable
Social Value	0.875	Reliable
Trust:		
Trusting Belief	0.973	Reliable
Trusting Intention	0.973	Reliable
Stickiness	0.851	Reliable

Source: Data processed, 2018

To find out the overall assessment of research variables, it will be seen from the average score with the following criteria: 1.00 - 1.79 = Very Bad / High. 1.80 - 2.59 = Bad / High. 2.60 - 3.39 = Pretty Good / High. 3.40 - 4.19 = Good / High. 4.20 - 5.00 = Very Good / High. Based on the results of the study can be seen the responses of respondents from each indicator of each variable as follows: Variable hedonic values, with a total average of 3.75 can be stated that in general respondents feel a high hedonic value. Social value variables, with a total average of 3.57 can be stated that in general respondents feel a high social value. The trust variable with the trusting belief and trusting intention dimensions has an average of 3.58 and 3.74 can be stated that in general the respondents have a high trust in Instagram. The average stickiness variable is 3.72, it can be stated that in general respondents have a good perception of stickiness towards Instagram.

TABLE 4: RESULT OF PATH ANALYSIS STRUCTURE 1

Variable	Standardized Coefficients	Std. Error	Statistic t	Sig. t
(Constant)		0,264	1,160	0,249
Hedonic Value (X1)	0,296	0,080	4,018	0,000
Social Value (X2)	0,573	0,076	7,795	0,000
R Square	0,617			
Statistic F	87,872			
Sig. F	0,000			

Source: Data processed, 2018

Based on the results of Table 4, the equation of structure 1 and the standard error value are as follows:

Structure 1

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + e_1$$

$$Y_1 = 0,296 X_1 + 0,573 X_2 + e_1$$

$$\begin{aligned} \varepsilon_1 (\text{error}_1) &= \sqrt{1 - R^2} \\ &= \sqrt{1 - 0,617} \\ &= 0,619 \end{aligned}$$

TABLE 5: RESULT OF PATH ANALYSIS STRUCTURE 2

Variable	Standardized Coefficients	Std. Error	t statistic	Sig. t
(Constant)		0,234	1,894	0,061
Hedonic Value (X1)	0,261	0,076	3,520	0,001
Social Value (X2)	0,278	0,084	3,336	0,002
Trust (Y1)	0,383	0,084	4,257	0,000
R Square	0,665			
F Statistic	71,468			
Sig. F	0,000			

Source: Data processed, 2018

Based on the results of Table 5, the equation of structure 2 and the standard error value are as follows:

Structure 2

$$Y_2 = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Y_1 + e_2$$

$$Y_2 = 0,261 X_1 + 0,278 X_2 + 0,383 Y_1 + e_2$$

$$\begin{aligned} e_2 (\text{error}_2) &= \sqrt{1 - R^2} \\ &= \sqrt{1 - 0,665} \\ &= 0,579 \end{aligned}$$

Direct effect: the effect of the hedonic value variable (X1) on trust (Y1) is $\beta_1 = 0.296$; the effect of social value variable (X2) on trust (Y1) is $\beta_2 = 0.573$; the effect of the hedonic value variable (X1) on stickiness (Y2) is $\beta_3 = 0.261$; the effect of social value variable (X2) on stickiness (Y2) is $\beta_4 = 0.278$; the effect of trust variable (Y1) on stickiness (Y2) is $\beta_5 = 0.383$.

Indirect effect; The influence of hedonic value (X1) on stickiness (Y2) with trust as mediating variable (Y1):

$$\begin{aligned} \text{Indirect effect} &= \beta_1 \times \beta_5 \\ &= 0,296 \times 0,383 \\ &= 0,113 \end{aligned}$$

Effect of social value (X2) on stickiness (Y2) with trust as mediating variable (Y1):

$$\begin{aligned} \text{Indirect effect} &= \beta_2 \times \beta_5 \\ &= 0,573 \times 0,383 \\ &= 0,219 \end{aligned}$$

Total effect; The total effect of hedonic value (X1) on stickiness (Y2) through the trust variable (Y1):

$$\begin{aligned} \text{Total effect} &= \beta_3 + (\beta_1 \times \beta_5) \\ &= 0,261 + (0,296 \times 0,383) = 0,374 \end{aligned}$$

The total effect of social value (X2) on stickiness (Y2) through the trust variable (Y1):

$$\begin{aligned} \text{Total effect} &= \beta_3 + (\beta_2 \times \beta_5) \\ &= 0,261 + (0,573 \times 0,383) = 0,497 \end{aligned}$$

Based on the calculation of the effect of error, the result of error effect 1 (Pe₁) is 0.619 and error effect 2 (Pe₂) is 0.579. The results of the total determination coefficient are as follows:

$$\begin{aligned} R^2_m &= 1 - (Pe_1)^2 - (Pe_2)^2 \\ &= 1 - (0,619)^2 - (0,579)^2 \\ &= 1 - (0,383) - (0,335) = 0,872 \end{aligned}$$

The total determination value of 0.872 means that 87.2 percent of stickiness variation is influenced by variations in hedonic value, social value, and trust, while the remaining 12.8 percent is explained by other factors not included in the model.

The p-value of F-test is ≤ 0.05 , so H1 is accepted, this means that hedonic value, social value, and trust have a simultaneous and significant effect on stickiness. So, it can be explained that the structural equation model has met the Goodness of Fit requirements through the F-test.

The results of the analysis of the effect of hedonic value on trust obtained a significance level of hedonic value lower than 0.05, with a beta coefficient value of 0.296, it can be shows that hedonic value has a positive and significant effect on trust of Instagram users in Denpasar City. The results of the analysis of the effect of social value on trust obtained a significance level of social value lower than 0.05, with a beta coefficient value of 0.573, it can be shows that social value has a positive and significant effect on trust of Instagram users in Denpasar City.

The results of the analysis of the effect of hedonic value on stickiness obtained a significance level of hedonic value lower than 0.05, with a beta coefficient value of 0.261, it can be shows that hedonic value has a positive and significant effect on stickiness of Instagram users in Denpasar City. The results of the analysis of the effect of social value on stickiness obtained a significance level of social value lower than 0.05, with a beta coefficient value of 0.278, it can be said that social value has a positive and significant effect on stickiness of Instagram users in Denpasar City. The results of the analysis of the effect of trust on stickiness obtained a level of significance of trust lower than <0.05 , with a beta coefficient value of 0.383, it can be shows that trust has a positive and significant effect on stickiness of Instagram users in Denpasar City. The results of path coefficients in the research hypothesis can be illustrated in Figure 2.

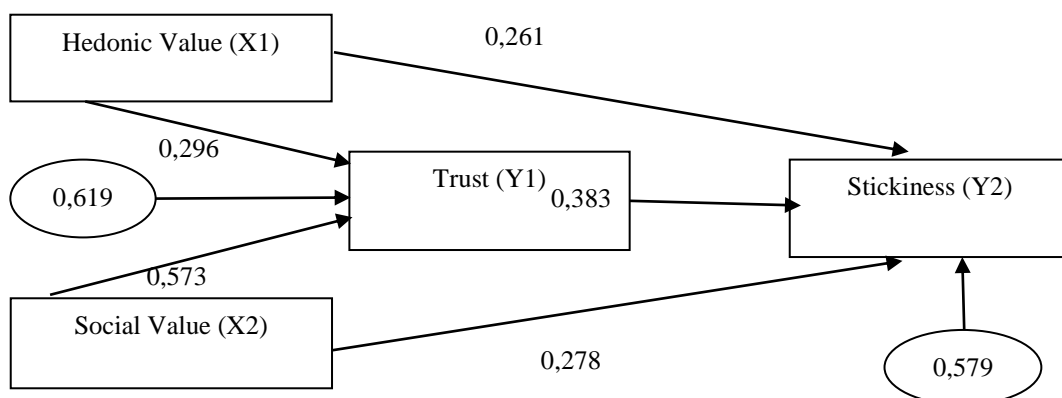


Figure 2: Final Path Diagram Model

Based on Figure 2 it can be seen that the social value variable has the greatest influence with the path coefficient value of 0.573 on the trust variable and social value variables also affect the stickiness variable with a path coefficient value of 0.278 and there is an indirect influence through trust variable with a path coefficient of 0.219 against stickiness variables. Based on Figure 2 it can also be seen that the hedonic value variable has an effect on the path coefficient of 0.296 on the trust variable and the hedonic value variable also affects the stickiness variable with a path coefficient of 0.261 and there is an indirect effect through trust variable with a path coefficient of 0.113 against stickiness variable.

Based on Table 6 the direct effect of hedonic value on trust is 0.296. There is no indirect effect so the total effect is 0.296. The direct effect of trust on stickiness is 0.383. There is no indirect effect so the total effect is 0.383. The direct effect of hedonic value on stickiness is 0.261. The indirect effect of hedonic value on stickiness through trust is obtained from $0.296 \times 0.383 = 0.113$. Therefore, the effect of the total hedonic value on stickiness through trust is $0.261 + 0.113 = 0.374$. This means that there is an indirect effect of the hedonic value variable on stickiness through trust.

TABLE 6: THE DIRECT EFFECT, INDIRECT EFFECT, AND TOTAL EFFECT OF HEDONIC VALUE (X1), TRUST (Y1), AND STICKINESS (Y2)

Relationship Between Variables	Direct Effect	Indirect Effect (ρ_{mx1}) x (ρ_{ym})	Total Effect
Hedonic Value → Trust	0,296	-	0,296
Trust →Stickiness	0,383	-	0,383
Hedonic Value→ Stickiness	0,261	0,113	0,374

Source: Data processed, 2018

TABLE 7: THE DIRECT EFFECT, INDIRECT EFFECT, AND TOTAL EFFECT OF SOCIAL VALUE (X2), TRUST (Y1), AND STICKINESS (Y2)

Relationship Between Variables	Direct Effect	Indirect Effect (ρ_{mx2}) x (ρ_{ym})	Total Effect
Hedonic Value → Trust	0,573	-	0,573
Trust →Stickiness	0,383	-	0,383
Hedonic Value→ Stickiness	0,278	0,219	0,497

Source : Data processed, 2018

Based on Table 7 the direct effect of social value on trust is 0.573. There is no indirect effect so the total effect is 0.573. The direct effect of trust on stickiness is 0.383. There is no indirect effect so the total effect is 0.383. The direct effect of social value on stickiness is 0.278. The indirect effect of social value on stickiness through trust is obtained from $0.573 \times 0.383 = 0.219$. Therefore, the effect of the total social value on stickiness through trust is $0.278 + 0.219 = 0.497$. This means that there is an indirect influence of social value variables on stickiness through trust.

The Sobel test is a method to test the significance of the indirect effect between the independent variable and the dependent variable mediated by the mediator variable. If the value of Z is greater than 1.96 (with a confidence level of 95 percent), the mediator variable is assessed significantly. The following table presents the results of the test results.

TABLE 8: SOBEL TEST RESULT

	Value	Description
Z ₁	2,26	Mediated
Z ₂	3,29	Mediated

Source : Data processed, 2018

Based on Table 8, shows that the Z value result of the Sobel test on the influence of hedonic value on stickiness mediated by trust is 2.24 or greater than 1.96, which means that the trust variable is considered to significantly mediate the hedonic value variable against stickiness. Z value result of the Sobel test on the influence of social value on stickiness mediated by trust is 3.29 or greater than 1.96, which means that the trust variable is considered to significantly mediate the social value variable against stickiness.

The Influence of Hedonic Value on Trust of Instagram User in Denpasar City:

The results of this research are in accordance with the formulation of a hypothesis which states that hedonic value has a positive and significant effect on trust of Instagram users in Denpasar City, which means that the higher hedonic value, the higher trust of Instagram users in Denpasar City. The results of this study support the research conducted by Danecli and Tosun (2014), Rouibah et al. (2016), Sulistiya (2013) and Laroche et al. (2012).

The Influence of Social Value on Trust of Instagram User in Denpasar City:

The results of this research are in accordance with the formulation of a hypothesis which states that social value has a positive and significant effect on trust of Instagram users in Denpasar City, which means that the higher social value, the higher trust of Instagram users in Denpasar City. The results of this study support the research conducted by Ha et al. (2016), Molinari et al. (2007) and Suratman (2015).

The Influence of Hedonic Value on Stickiness of Instagram Users in Denpasar City:

The results of this research are in accordance with the formulation of a hypothesis which states that hedonic value has a positive and significant effect on the stickiness of Instagram users in Denpasar City, which means that the higher hedonic value, stickiness of Instagram users in Denpasar City will be higher. The results of this study support the research conducted by Ramayah et al. (2015), Yang and Lin (2014), Chang et al. (2015), Zhang et al. (2016), Zhang et al. (2017), Utama et al. (2017) and Jochman et al. (2017).

The Influence of Social Value on Stickiness of Instagram Users in Denpasar City:

The results of this research are in accordance with the formulation of a hypothesis which states that social value has a positive and significant effect on the stickiness of Instagram users in Denpasar City, which means that the higher social value, the higher stickiness of Instagram users in Denpasar City. The results of this study are support the research conducted by Karahanna (2009), Ramayah et al. (2015), and Zhang et al., (2017).

The Influence of Trust on Stickiness of Instagram Users in Denpasar City:

The results of this research are in accordance with the formulation of a hypothesis which states that trust has a positive and significant effect on stickiness of Instagram users in Denpasar City, which means that the higher trust, stickiness of Instagram users in Denpasar City will be higher. The results of this study support the research conducted by Goldbach and Benlian (2015), Chung et al. (2015b), and Chung et al. (2015a).

Role of Trust in Mediating the Influence of Hedonic Value on Stickiness of Instagram Users in Denpasar City:

The sixth purpose of this research was to explain the mediating role of trust in the influence of hedonic value on stickiness of Instagram users in Denpasar City. The analysis result shows that the Z value is 2.26 or greater than 1.96, then the H₆ hypothesis is accepted which means that trust is able to significantly mediate the influence of hedonic value on stickiness. This shows that if the hedonic value increases, it will increase the user's trust, if the trust increases, it will indirectly increase the stickiness of Instagram users.

Role of Trust in Mediating the Influence of Social Value on Stickiness of Instagram Users in Denpasar City:

The seventh purpose of this research was to explain the mediating role of trust in the influence of social values on stickiness of Instagram users in Denpasar City. The analysis result shows that the Z value is 3.29 or greater than 1.96, then the H₇ hypothesis is accepted which means that trust is able to significantly mediate the influence of social value on stickiness. This shows that if social value increases, it will increase the user's trust, if the trust increases, indirectly it will increase the stickiness of Instagram users.

V. CONCLUSIONS AND SUGGESTIONS

The conclusions from this research are: 1) Hedonic value has a positive and significant effect on trust of Instagram users in Denpasar City. This shows that the higher the user feels the hedonic value, the higher the user's trust in Instagram. 2) Social value has a positive and significant effect on trust of Instagram users in Denpasar City. This shows that the higher the user feels the social value, the higher the user's trust in Instagram. 3) Hedonic value has a positive and significant effect on stickiness of Instagram users in Denpasar City. This shows that the higher the user feels the hedonic value, the higher stickiness of users will be on Instagram. 4) Social value has a positive and significant effect on stickiness of Instagram users in Denpasar City. This shows that the higher the user feels the social value, the higher stickiness of the

user towards Instagram. 5) Trust has a positive and significant effect on stickiness of Instagram users in Denpasar City. This shows that the higher the user trust with Instagram, the stickiness of Instagram user will be higher. 6) Trust significantly mediates the influence of hedonic value on stickiness of Instagram users in Denpasar City. This shows that Instagram user's hedonic value in Denpasar City will have a significant impact on user stickiness if it is mediated by trust, which means that stickiness of Instagram users in Denpasar City is very dependent on the level of hedonic value and also the level of trust. 7) Trust significantly mediates the influence of social value on stickiness of Instagram users in Denpasar City. This shows that Instagram user's social values in the Denpasar City have a significant impact on user stickiness if mediated by trust, which means that the stickiness of Instagram users in Denpasar City is very dependent on the level of social value and also the level of trust.

Hedonic value in this study was measured using four indicators and from the four indicators the user relaxed when using Instagram got the lowest average value. Instagram management can make fun photo and video editing features that make users feel relaxed when using Instagram. The social value in this study was measured using three indicators and from the three indicators the user felt their popularity increase if using Instagram got the lowest average value. Therefore, Instagram management can make premium services that offer users more priority to enter other users so that the content they share is more accessible to other users. Trust in this study consists of two dimensions, namely trusting belief and trusting intention. Trusting belief is measured by using three indicators and from the three indicators where trust in the integrity of information shared on Instagram gets the lowest average value. The management should be more attentive to the integrity of the information that is shared, besides that it can further appeal to users to always report to Instagram management if the user gets information that is deemed doubtful. Trusting intention is measured using two indicators and from these two indicators where users give actual information about themselves on Instagram get the lowest average value. Instagram management must make users believe by giving them a sense of security through improving their security system that Instagram can maintain the information properly and select users who use false information. Stickiness is measured using four indicators and from these four indicators where users explore Instagram in depth get the lowest average score. Instagram management can motivate influencers, for example, by compensating if they create "viral" content so that their users are not just passing content shared on their timeline.

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