Journal of Business and Entrepreneurship, 6(2), November 2018, 46-57

EXPLORING THE FIVE-FACTOR PERSONALITY TRAITS ON THE USEFULNESS AND EASINESS PERCEPTIONS OF USING INSTAGRAM'S PAID PROMOTION

Christian Haposan Pangaribuan*
Sampoerna University

Ella Intan Anggraeni
Sampoerna University

Martinus Fieser Sitinjak
Bina Nusantara University

Instagram has become a popular tool to promote online businesses. Despite all that, not all online shop owners are aware of the purpose of the paid promotion on Instagram. Thus, the objective of this research is to find out the relationship between personality and technology acceptance to understand paid promotion on Instagram story using Big Five Factor Personality model (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism), perceived usefulness, and perceived ease of use. This research used quantitative method, while the questionnaires were distributed to 211 respondents in Jakarta, Bogor, Depok, Tangerang and Bekasi. The result of this research found that extraversion is the most influential factor towards perceived usefulness of Instagram story paid promotion. Moreover, the openness to experience is the most influential variable towards perceived ease of use. Also, perceived ease of use influences perceived usefulness.
Keywords: instagram, paid promotion, social media, personality traits, technology acceptance model

Instagram telah menjadi alat yang populer untuk mempromosikan bisnis online. Terlepas dari semua itu, tidak semua pemilik toko online mengetahui manfaat promosi berbayar di Instagram. Dengan demikian, tujuan dari penelitian ini adalah untuk mengetahui hubungan antara penerimaan kepribadian dan teknologi untuk memahami promosi berbayar di kisah Instagram menggunakan model Big Five Factor Personality (keterbukaan terhadap pengalaman, kesadaran, extraversion, kesesuaian, dan neurotisme), persepsi kegunaan, dan persepsi kemudahan penggunaan. Penelitian ini menggunakan metode kuantitatif, sedangkan kuesioner dibagikan kepada 211 responden di Jakarta, Bogor, Depok, Tangerang dan Bekasi. Hasil penelitian ini menemukan bahwa extraversion adalah faktor yang paling berpengaruh terhadap persepsi manfaat dari promosi berbayar Instagram. Selain itu, keterbukaan terhadap pengalaman adalah variabel yang paling berpengaruh terhadap persepsi kemudahan penggunaan. Juga, persepsi kemudahan penggunaan memengaruhi persepsi manfaat.
***Kata Kunci**: instagram, promosi berbayar, media social, karakter pribadi, technology acceptance model*

INTRODUCTION

In this digital era, companies are engaging in social media to communicate their products. Social media have various ways of expressing ideas of advertising. Instagram is one of the most popular ones for its photo and video features. The number of people who use Instagram has reached more than 800 million. Out of those, 500 million are active users (Instagram, 2017). In early

*Corresponding author. E-mail: christian.pangaribuan@sampoernauniversity.ac.id

August 2016, Instagram introduced their new feature, Instagram stories, that enables users to snap a picture or upload a video in the form of slideshows as much as they want through the day. By June 2018, the total number of monthly active Instagram users are 1 billion (Constine, 2018). There are more than 132 million Internet users in the world and 130 million of those are social media active users (We Are Social, 2018). With 49% penetration, it means that almost a half of total population in Indonesia are social media users by January 2018. Instagram has become the third most active social media in Indonesia. According to We Are Social (2018), the amount of Instagram users in Indonesia is ranked fourth worldwide after United States, India and Brazil.

According to Lestari & Aldianto (2016), there are three promotional tools that are used to seek information about a brand: hashtag, endorsement, and paid promotion. Paid promotion is a promotional tool where the company ask an administrator of a community who has many followers in their Instagram account to promote the company's product. In return, the company will pay cost to the account owner (Lestari & Aldianto, 2016). The paid promotion service providers are usually Instagram accounts that have an abundant number of followers, whether they belong to an artist (public figure), celebrity or others. Meanwhile, the users of the service are (online) business owners who want their products to be promoted. Abu-Rumman & Alhadid (2014) reported that a number of social media marketing tools that can be utilized in the mobile service providers' activities include online communities, interaction, sharing of content, accessibility, and credibility. Through social media, content sharing comprises activities of exchanging, distributing, and acquiring information (Fauzi, 2016). Paid promote help seller found the right consumer and increase the number of sales (Arifah & Mustikarini, 2016). However, the problem with social media platforms is that they are time-consuming (Katai, 2017). It means that people want to see, hear and learn more, but their time is limited. Lots of people know how to use social media features, but most of them do not really think hard about how to use them (Dredge, 2017). This indicates personality issues which end up with an individual's personal decisions to purchase a product. Therefore, a research in paid promotion of Instagram is important to measure the perceptions of usefulness and easiness to use in relations with personality traits.

The research questions of this study are (1) Does openness to experience personality influence perceived usefulness of Instagram story paid promotion? (2) Does openness to experience personality influence perceived ease of use of Instagram story paid promotion? (3) Does conscientiousness personality influence perceived usefulness of Instagram story paid promotion? (4) Does conscientiousness personality influence perceived ease of use of Instagram story paid promotion? (5) Does extraversion personality influence perceived usefulness of Instagram story paid promotion? (6) Does extraversion personality influence perceived ease of use of Instagram story paid promotion? (7) Does agreeableness personality influence perceived usefulness of Instagram story paid promotion? (8) Does agreeableness personality influence perceived ease of use of Instagram story paid promotion? (9) Does neuroticism personality influence perceived usefulness of Instagram story paid promotion? (10) Does neuroticism personality influence perceived ease of use of Instagram story paid promotion? (11) Does perceived ease of use influence perceived usefulness of Instagram story paid promotion?

LITERATURE REVIEW

Big Five Factors of Personality Model

Personality is described as the individual's responses to particular situations and it affects the whole life of an individual as a set of characteristics that differentiate him from the others (Ozbek et al., 2014). Goldberg (1990) discovered that most human character traits can be described using five dimensions: extraversion, neuroticism, openness to experience, agreeableness, and conscientiousness.

Recently, McElroy et al. (2007) explored the effect of personality on Internet use. One of the instruments measured Internet use including frequency and comfort in using different Internet services, for instance surfing, chatting and looking up information. One of the findings was

that the Big Five personality dimensions were a better factor of Internet use than cognitive style. They also suggested introducing Big Five personality factors into models of technology acceptance and adoption for further research. In later studies, the concept of perceptions has dominated the factors that were adopted for technology adoption, hence the more well-known models of the original technology acceptance model (TAM) and its revised form, TAM2 (Davis, 1989; Venkatesh & Davis, 2000). These models relied heavily on perceptions of the technology's usefulness and usage easiness.

Openness to experience

People who are high in openness tend to be creative, intellectual, and curious (Marshall et al., 2015). Ronsen and Kluemper (2008) stated that people who have openness to experience tend to be more curious than others, while they find new chance to share their ideas and love social networking. Also, individuals who are open to experience do not make significant impact to perceived usefulness. However, according to Sevendsen et al. (2013), openness to experience has a positive relationship with perceived ease of use. Khan et al. (2014) stated that openness to experience has an influence towards perceived usefulness and perceived ease of use. Based on the discussion above, we can hypothesize that:

H1: Openness to experience positively influences Perceived Usefulness of Instagram story paid promotion

H2: Openness to experience positively influences Perceived Ease of Use of Instagram story paid promotion

Conscientiousness

Conscientiousness describes people who are organized, responsible, and hard-working (Marshall et al., 2015). According to Ronsen and Kluemper (2008), conscientiousness is an individual who tends to be easy to follow the guidance. Punnoose (2012) found that conscientiousness gives positive impact on perceived usefulness. While a study by Khan et al. (2014) revealed that conscientiousness has a strong significant impact towards perceived usefulness and perceived ease of use. However, Özbek et al., (2014) found that conscientiousness does not have a significant relationship with perceived usefulness and perceived ease of use. Hence, based on the above discussion, this study hypothesizes that:

H3: Conscientiousness positively influences Perceived Usefulness of Instagram story paid promotion

H4: Conscientiousness positively influences Perceived Ease of Use of Instagram story paid promotion

Extraversion

People who are extraverted tend to be gregarious, talkative, and cheerful (Marshall et al., 2015). Previous studies found that extraversion has a significant impact on perceived usefulness and perceived ease of use (Khan et al., 2014; Ronsen & Kluemper, 2008; Sevendsen et al., 2013). However, Özbek et al., (2014) found that extraversion does not have a significant relationship with perceived usefulness and perceived ease of use. Thus, we can hypothesize:

H5: Extraversion positively influences Perceived Usefulness of Instagram story paid promotion

H6: Extraversion positively influences Perceived Ease of Use of Instagram story paid promotion

Agreeableness

Agreeableness describes people who tend to be cooperative, helpful, and interpersonally successful (Marshall et al., 2015). According to Ronsen and Kluemper (2008), this kind of people finds the usefulness of the technology to help them socialize. Özbek et al. (2014) found that agreeableness have a positive relationship to perceived ease of use, but not towards perceived usefulness. Further, Devaraj et al. (2008) found that agreeableness has a positive influence on perceived usefulness. In contrast, Ronsen and Kluemper (2008) found that agreeableness does not have a significant impact towards perceived usefulness. Therefore, the hypothesis of this study will be:

H7: Agreeableness positively influences Perceived Usefulness of Instagram story paid promotion

H8: Agreeableness positively influences Perceived Ease of Use of Instagram story paid promotion

Neuroticism

Neurotic individuals may be characterized by anxiety and sensitivity to threat (Marshall et al., 2015). Due to anxiety, the people who have this characteristic tend to find difficulty in trying or use new things (Ronsen & Kluemper, 2008). Özbek et al. (2014) found that neuroticism has negatively influenced perceived usefulness and it does not have significant relationship with perceived ease of use. On the other hand, neuroticism also does not influence perceived usefulness (Khan et al., 2014). Devaraj et al. (2008) found that neuroticism negatively influences perceived usefulness. Based on the discussion, we can hypothesize that:
H9: Neuroticism negatively influences Perceived Usefulness of Instagram story paid promotion
H10: Neuroticism negatively influences Perceived Ease of Use of Instagram story paid promotion

Perceived Usefulness and Perceived Ease of Use

According to Davis (1985), perceived usefulness is the degree that a person believes that his/her performance will improve by using a special system. In addition, perceived ease of use is the degree to which a person believes that *using* a particular system would be free from effort (Davis, 1985). According to previous studies, there is a significant relationship between perceived ease of use and perceived usefulness (Lim & Ting, 2012, Rahayu, 2015). Therefore, the hypothesis of this study will be:
H11: Perceived Ease of Use has positive influence towards Perceived Usefulness of Instagram story paid promotion

RESEARCH METHOD

The method used in this research was non-probability purposive sampling. The questionnaires were distributed during weekdays over a period from April 2018 to June 2018. The data were collected from people who were currently running a business or were planning to have a business. The group of population being the object in this study is people who resided in the city of Jakarta and its surrounding suburban areas of Bogor, Depok, Tangerang and Bekasi.

In this study, the determination of the number of sample needed was based on Hair et al.'s (2013) argument that to get representative samples from a population, the number of indicators had to be multiplied by 5-10. The number of respondents would depend on the number of indicators of the variables, and this study employed 28 variable indicators (see Table 1). Of the 215 distributed using Google Form, only 211 responses were valid, resulting in a response rate of 98.14%.

This study uses primary data collection where the questionnaire are created and distributed using an online survey platform named Qualtrics. The respondents were expected to fill out the questions provided on the questionnaire based on the guideline provided by the researchers. This kind of data gathering method was more efficient, paperless and faster.

The questionnaire was constructed by using Likert Scale. Likert Scale is the scaling method where are presented with one or more attitudinal statements and asked to score each statement on a multi-point scale (Mathers, Fox, & Hunn, 2009). In this research, the Likert Scale was used to measure the variables and in the questionnaire, a 5-degree scale was employed with the following measurements: Strongly Disagree is worth 1 point, Disagree is worth 2 points, Neutral is worth 3 points, Agree is worth 4 points, and Strongly Agree is worth 5 points.

Table 1. Variable Operationalization

Operational Variable for Openness to Experience (OPN)

Definition	Measurement Indicators
The openness to experience personality tends to be creative, intellectual, and curious (Marshall et al., 2015)	Vivid imagination (OPN1) Excellent ideas (OPN2) Quick to understand things (OPN3) Full of ideas (OPN4)

Operational Variable for Conscientiousness (CON)

Definition	Measurement Indicators
This personality tends to reflect someone who is organized, responsible, and hard-working (Marshall et al, 2015)	Always prepared (CON1) Pay attention to details (CON2) Like order (CON3) Follow a schedule (CON4)

Operational Variable for Extraversion (EXS)

Definition	Measurement Indicators
This personality tends to be gregarious, talkative, and cheerful (Marshall et al., 2015)	Start a conversation (EXS1) Feel comfortable around people (EXS2) Don't mind being the center of attention (EXS3) Talk to a lot of different people at parties (EXS4)

Operational Variable for Agreeableness (AGR)

Definition	Measurement Indicators
This personality tends to be cooperative, helpful, and interpersonally successful (Marshall et al., 2015)	Interested in people (AGR1) Sympathize with the feelings of other people (AGR2) Take time out for others (AGR3) Make people feel at ease (AGR4)

Operational Variable for Neuroticism (NEU)

Definition	Measurement Indicators
This personality tends to have anxiety and high sensitivity to threat (Marshall et al., 2015)	Seldom feel blue (NEU1) Easily disturbed (NEU2) Worry about things (NEU3) Relaxed most of the time (NEU4)

Operational Variable for Perceived Usefulness (PU)

Definition	Measurement Indicators
Perceived usefulness is the degree that a person believes that his/her performance will improve by using a special system (Davis, 1985).	Accomplish tasks more quickly (PU1) Easier to do job (PU2) Enhances effectiveness on the job (PU3) Useful (PU4)

Operational Variable for Perceived Ease of Use (PEOU)

Definition	Measurement Indicators
Perceived ease of use is the degree to which a person believes that using a particular system would be free from effort (Davis, 1985).	Clear and understandable (PEOU1) Easy to do what I want it to do (PEOU2) Easy to remember how to perform tasks (PEOU3) Easy to use (PEOU4)

RESULTS AND DISCUSSION

The researchers assessed the validity and reliability of the variables through a pre-test by getting inquiries from 36 respondents. The result can be seen in Table 2. The questionnaire consisted of 7 variables. In total, there are 28 items on the questionnaire. In order to check both validity and reliability, IBM SPSS Statistics version 24 was used. Validity and reliability test was conducted by using IBM SPSS version 24. Validity test was measured by Kaiser-Meyer-Olkin (KMO) and anti-image. The item questionnaires are considered valid if the value is more than 0.5 (Field, 2009). Next, the reliability test is measured by Cronbach Alpha. The item questionnaires will be reliable and acceptable if the value is more than 0.7 (Hair, 2013).

Table 2. Reliability & Validity Tests of the Variables

Factor	Item	KMO	Correlation Coefficient	Alpha	Note
Openness to Experience	OPN1	0.729	0.762	0.950	Valid
	OPN2		0.701		Valid
	OPN3		0.722		Valid
	OPN4		0.729		Valid
Consciousness	CON1	0.736	0.728	0.910	Valid
	CON2		0.708		Valid
	CON3		0.7764		Valid
	CON4		0.740		Valid
Extraversion	EXS1	0.821	0.835	0.926	Valid
	EXS2		0.808		Valid
	EXS3		0.847		Valid
	EXS4		0.800		Valid
Agreeableness	AGR1	0.815	0.854	0.946	Valid
	AGR2		0.769		Valid
	AGR3		0.878		Valid
	AGR4		0.777		Valid
Neuroticisms	NEU1	0.588	0.581	0.799	Valid
	NEU2		0.559		Valid
	NEU3		0.583		Valid
	NEU4		0.647		Valid
Perceived Usefulness	PU1	0.847	0.939	0.964	Valid
	PU2		0.846		Valid
	PU3		0.859		Valid
	PU4		0.864		Valid
Perceived Ease of Use	PEOU1	0.805	0.860	0.964	Valid
	PEOU2		0.803		Valid
	PEOU3		0.873		Valid
	PEOU4		0.717		Valid

The author has collected 211 respondents from Jakarta, Bogor, Tangerang, Depok and Bekasi (JABODETABEK) area that include gender, age, domicile, frequency of using Instagram in a day and frequency of online shopping in a month. The gender of respondent is divided into two options, which is male and female. The table and figure shows that mostly respondent are female then followed by male. As the majority, female respondents reach 134 or 63.5%, it is more than a

half of total respondent. Whereas, male respondents reached 77 or 36.5% from the total respondents. According to the data survey result, the age is classified in three. There are 18-21 years old, 22-25 years old and > 25 years old. The large number of respondent come from age 22-25 years old, which reach 123 or 58.3%. This number followed by age 18-21 years old, which reach 77 or 36.5% of total respondent. Last, the smallest number of respondent come from age above 25 reach 11 or 5.2 % from total respondent. The majority of respondents, 131 people (61.6%), come from Jakarta. While, Bogor reached 12 or 5.7%, Depok reached 41 or 19.4% respondent, Tangerang reached 14 or 6.6% and Bekasi reached 14 or 6.6%. Most of respondent using Instagram above two hours by the result of survey 140 or 66.4% from total respondent. It exhibited that more than a half of total respondent are using Instagram above two hours a day. Next, respondent who used Instagram for two hours reach 37 or 17.5%, while respondent who used Instagram from one hour reach 34 or 16.1% from total respondent. The majority come from group 1-3 times online shopping a month with 180 or 85.3% from total. It indicated more than three quarters are from 1-3 times online shopping group. Next, followed by group 4-5 times online shopping a month with 21 or 10% from total. The smallest is 10 or 4.7% from the above 5 times online shopping group. The results of respondent's demographic, socio-economic and geographic variables were summarized in Table 3.

Table 3. Demographic profiles

Variable	Description	Frequency	Percent
Gender	Male	77	36.50
	Female	134	63.50
Age	18-21	77	36.50
	22-25	123	58.30
	More than 25	11	5.20
Monthly	1-3 times	180	85.30
Online	4-5 times	21	10.00
Shopping	More than 5 times	10	47.00
Daily	1 hour	34	16.10
Instagram	2 hours	37	17.50
Use	More than 2 hours	140	66.40
	Tangerang	14	6.60
	Bekasi	14	6.60

The multicollinearity was measured by variance inflation factors (VIF) and tolerance to find out whether there was a high correlation between the independent variables. The relationship of the dependent variable was biased if there was a strong correlation between the independent variables. If *VIF* value is exceeding 4.0, or by tolerance less than 0.2, then there is a problem. The rule of thumb for multicollinearity test is considering both result of tolerance and VIF where if the tolerance above 0.1 and VIF is below 10, it means that the variable is free of multicollinearity. There was no significant collinearity detected and the results of models 1, 2, and 3 are represented in Table 4.

Table 4. Multicollinearity Tests

Model		Collinearity Statistics	
		Tolerance	VIF
1	OPN	0.618	1.618
	CON	0.713	1.402
	EXS	0.675	1.482
	AGR	0.474	2.109
	NEU	0.863	1.158
a. Dependent Variable: PU			
2	OPN	0.618	1.618
	CON	0.713	1.402
	EXS	0.675	1.482
	AGR	0.474	2.109
	NEU	0.863	1.158
a. Dependent Variable: PEOU			
3	PEOU	1.000	1.000
a. Dependent Variable: PU			

The R values for Model 1 (0.530), Model 2 (0.436), and Model 3 (0.602) in Table 5 indicate the strength of the overall linear relationship. The values of the coefficient of determination are higher than 0.1, meaning that the linear relationships are strong. To measure the proportion of variation in dependent variable towards all independent variables, the R square was used as the measurement, which is 0.281, 0.190, and 0.363 for Model 1, Model 2, and Model 3, respectively. For Model 1, this means that 28.1% of the dependent variable (PU) can be described through the 5 independent variables (OPN, CON, EXS, AGR, NEU). The rest of 71.9% was influenced by other factors excluded from the model. For the second model, 19.0% of PEOU can be described through the 5 independent variables (OPN, CON, EXS, AGR, NEU). For the third model, 36.3% of PU can be described through PEOU.

Table 5. Multi Regression Tests

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.530	0.281	0.264	0.80098
2	0.436	0.190	0.170	0.78825
3	0.602	0.363	0.360	0.74670

As seen in Table 6, the F-test result in Model 1 shows that the significant value is 0.000 that is considered less than alpha (< 0.05) which means that Model 1 is significant. The F-statistic result also shows higher number than F-table (16.027 > 2.26) which describes that H0 is rejected. For Model 2, the F-stat value is also higher than the F-table (9.631 > 2.26). For Model 3, the F-stat value is also higher than the F-table (119.102 >

2.26). In conclusion, the three models are significant.

Table 6. ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	51.412	5	10.282	16.027	0.000
	Residual	131.523	205	0.642		
	Total	189.935	210			
2	Regression	29.919	5	5.984	9.631	0.000
	Residual	127.373	205	0.621		
	Total	157.291	210			
3	Regression	66.406	1	66.406	119.102	0.000
	Residual	116.529	209	0.558		
	Total	182.935	210			

The t-test is used to measure the strength of each variable towards the impact to the dependent variable. To determine whether to reject the null hypothesis using the t-value, compare the t-value to the critical value. The critical value is $t_{\alpha/2,\ n-p-1}$, where α (alpha) is the significance level, n is the number of observations in our sample, and p is the number of predictors. The authors used α of 0.05 or 5%. Next, upper-tails area can be found by dividing the alpha by two (α / 2), so 0.05/2 equals to 0.025, while the df2 is 205 (211-5-1). Therefore, the t-table value or the critical value is 1.972. If the absolute value of the t-value is greater than the critical value, you reject the null hypothesis.

Hypothesis testing was done by using multiple regression analysis with SPSS version 24. In Hypothesis 1 test, the result for OPN (β = -0.058; t-value = -0.615; p = 0.539) showed that OPN did not have significant influence because t-value < 1.972. Hypothesis 4 test showed the same result, the AGR result (β = 0.222; t-value = 1.785; p = 0.076) implied that AGR also did not have significant influence. Hypothesis 5 also had a similar fashion, the result for NEU (β = 0.131; t-value = 1.392; p = 0.165) displayed that NEU did not have significant influence. Thus, we fail to reject the null hypothesis (we accept H0). However, the test on hypothesis 2 (CON) and hypothesis 3 (EXS) had the opposite result. The test result on CON (β = 0.232; t-value = 2.980; p = 0.003) and EXS (β = 0.300; t-value = 4.228; p = 0.000) showed that both of them have significant influence because t-value > 1.972, which means conscientiousness and extraversion had positive influence on perceived usefulness.

Based on the test result, hypotheses 1, 4, 5, 7, 8, 9, and 10 are not supported, meanwhile hypotheses 2, 3, 6, and 11 are supported (see Tables 7, 8, 9).

Table 7. Beta Coefficients for Model 1 (towards PU)

Model		Unstandardized Coefficients		Standardized Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.521	0.409		1.274	0.204
	OPN	-0.058	0.094	-0.046	-0.615	0.539
	CON	0.232	0.078	0.209	2.980	0.003

	EXS	0.300	0.071	0.305	4.228	0.000
	AGR	0.222	0.125	0.154	1.785	0.076
	NEU	0.131	0.094	0.089	1.392	0.165

Table 8. Beta Coefficients for Model 2 (towards PEOU)

Model		Unstandardized Coefficients		Standardized Coef.	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	1.046	0.403		2.596	0.010
	OPN	0.200	0.092	0.174	2.172	0.031
	CON	0.013	0.077	0.013	0.168	0.867
	EXS	0.134	0.070	0.146	1.910	0.058
	AGR	0.236	0.123	0.176	1.927	0.055
	NEU	0.088	0.093	0.064	1.947	0.345

Table 9. Beta Coefficients for Model 3 (towards PU)

Model		Unstandardized Coefficients		Standardized Coef.	t	Sig.
		B	Std. Error	Beta		
3	(Constant)	1.187	0.218		5.435	0.000
	PEOU	0.650	0.060	0.602	10.913	0.000

CONCLUSION

While people who are open to experience will find paid promotion on Instagram is easier to use. This result explained that openness to experience personality will find an Instagram story paid promotion to be fun and effortless. The research presented in this paper was designed to explore five factors personality in determining perceived usefulness and perceived ease of use in Instagram story paid promotion setting. The study's findings suggest that conscientiousness, extraversion, and perceived ease of use have significant effects on perceived usefulness. Openness to experience appears to have a significant influence on perceived ease of use. The results of this study have both theoretical and managerial implications, which are elaborated upon in greater detail in the following sections.

Theoretical Implication

From the theoretical perspective, one of the most important contributions of this study is its demonstration of a direct link between conscientiousness and perceived usefulness, thus suggesting that this personality trait, which comprises being prepared, paying attention to details, order, and timely schedule, have a significant and direct influence on perceived usefulness of paid promotion on Instagram. This finding is consistent with existing research that a conscientious individual finds the conveniences of e-learning, e.g. time saving, flexible learning, and lone learning, useful (Punnoose, 2012).

Furthermore, this study also finds that extraversion has an impact on perceived usefulness, thus signifying that this category of personality, which includes likely to start a conversation, feeling comfortable around people, likely to be the center of attention, and expected to talk to people at social gatherings, have a significant and direct influence on perceived usefulness of paid promotion on Instagram. This

result supports Rosen and Kluemper's (2008) study who found that social networking sites would be another way for extroverts to assert themselves and thus could be considered quite useful. The positive relationship between conscientiousness and extraversion personalities towards perceived usefulness can be implied that an individual who is sociable and detail about development of technology, especially on the Instagram development feature, will find a specific system to be more useful, than someone who is less sociable and detailed.

Another contribution of this study is the direct relationship between openness to experience and perceived ease of use. This suggests that this type of personality, which consists of someone who has vivid imagination, fast and full of excellent ideas, quick to understand things, have a significant influence on the easiness of using the Instagram feature. This finding corroborated Svendsen et al.'s (2013) that a person high in optimism or openness to experience is almost expected to evaluate a system as easier to use than a person low in these traits, especially for systems with which an evaluator has little experience. This study also found that perceived ease of use has a significant relationship with perceived usefulness, which is consistent with existing research (Rahayu, 2015; Lim & Ting, 2012).

Managerial Implication

Our findings highlight that individual differences, in terms of personality traits, may influence perceptions of the benefit of using technology as well as perceptions of the easiness of using one. Individuals with a high level of conscientiousness (who are assumed to be prepared, pay attention to details, like things in order, and follow the schedule) perceive paid promotion on Instagram to be useful. In other words, more conscientious individuals may be spending their time in more social activities that involve social media usage, particularly paid promotion on Instagram. Those who have a higher level of extraversion (who are assumed to start a conversation, feel comfortable around people, be the center of attention, and talk to people at social gatherings) perceive paid promotion on Instagram to be useful. This could mean that more extrovert individuals may have more free time to engage in paid promoting on Instagram or they may be more attracted to the feature because it is an activity where they can focus their attention and quietly immerse themselves in what is essentially interesting behavior. Emphasizing this to extrovert individuals would be more effective. They are more likely to consider ways in which the use of this Instagram feature would allow them to be more efficient and perform better.

Further, individuals with a higher level of openness to experience (who are imaginative, fast and full of excellent ideas, quick to understand things) have a higher propensity to perceive paid promotion on Instagram as more useful. This could be interpreted as individuals who are open to experience may be more attracted to the more structured environment of the Instagram with its rules and policies. Consideration of the factors identified should lead to more successful adoption of paid promotion on Instagram. Results suggest users' of this feature need to be provided with effortless and useful web interfaces and online technologies.

Limitation and Future Research

This research only provide two of TAM variables: perceived usefulness and perceived ease of use, and excluding the behavioral intention. Future research can further evaluate and analyze the technology acceptance of Instagram users from a larger perspective by extending the TAM to include other belief constructs, and the moderating effects of demographic variables on the technology acceptance relationships.

REFERENCES

Abu-Rumman, A.H., & Alhadid, A.Y. (2014). The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan. *Review of Integrative Business & Economics Research, 3*(1), 315-326.

Arifah, N., & Mustikarini, C.N. (2016). Paid Promote Sebagai Media Promosi Produk Delicy Dalam Meningkatkan Konsumen Potensial. *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis, 1*(3), 311-313.

Constine, J. (2018). *Instagram hits 1 billion monthly users, up from 800M in September*. Retrieved from https://techcrunch.com/2018/06/20/instagram-1-billion-users/

Davis, F.D. (1989). Perceived usefulness, Perceived Eease of Use, and User Acceptance of Information Technology. *MIS Quarterly, 13*(3), 319-340.

Devaraj, S., Crant, J.M., & Easley, R.F. (2008). How does personality matter? Relating the five-factor model to technology acceptance and use. *Information Systems Research, 19*(1), 93-105.

Dredge, S. (2017). *Ten tips that will make you a master of Instagram*. Retrieved from https://www.theguardian.com/technology/2017/jul/15/ten-ways-to-master-instagram

Fauzi, V.P. (2016). Pemanfaatan Instagram Sebagai Social Media Marketing Er-Corner Boutique Dalam Membangun Brand Awareness di Kota Pekanbaru. *JOM FISIP, 3*(1), 1-11.

Field, A. (2009). *Discovering Statistics Using SPSS 4th Editions.* London: SAGE Publications.

Goldberg, L.R. (1990). An Alternative "Description of Personality": The Big-Five Factor Structure. *Journal of Personality and Social Psychology, 59*(6), 1216-1229.

Hair, J., Black, W., Babin, B., & Anderson, R. (2013). *Multivariate Data Analysis (7th Edition).* Essex: Pearson Education Limited.

Instagram (2018). *Bringing Shopping to Instagram Stories*. Retrieved from https://instagram-press.com/blog/2018/06/12/shopping-in-instagram-stories/

Katai, R. (2017). 4 Benefits to Advertising on Instagram. Retrieved from https://nealschaffer.com/4-benefits-advertising-instagram/

Khan, M.R., Iahad, N.A., & Miskon, S. (2014). Exploring the Influence of Big Five Personality Traits towards Computer Based Learning (CBL) Adoption. *Journal of Information Systems Research and Innovation*, *8*(2014), 1-8.

Lestari, S., & Aldianto, L. (2016). Effect of Using Hashtag, Celebrity Endorsement, and Paid Promote to Achieve Promotion Objective in Instagram; Case Study: Women Fashion Brand. *The Journal of Innovation and Entrepreneurship*, *1*(1), 1-8.

Lim, W.M., & Ting, D.H. (2012). E-shopping: an Analysis of the Technology Acceptance Model. *Modern Applied Science, 6*(4), 50-52.

Marshall, T.C., Lefringhausen, K., & Ferenczi, N. (2015). The Big Five, self-esteem, and narcissism as predictors of the topics people write about in Facebook status updates. *Personality and Individual Differences, 85*(2015), 35-40.

Mathers, N., Fox, N., & Hunn, A. (2009). *Surveys and Questionnaires*. The NIHR RDS for the East Midlands/Yorkshire & the Humber, 1-48.

McElroy, J.C., Hendrickson, A.R., Townsend, A.M., & DeMarie, S.M. (2007). Dispositional Factors in Internet Use: Personality versus Cognitive Style. *MIS Quarterly, 31*(4), 809-820.

Özbek, V., Almacik, Ü., Koc, F., Akkilic, M.E., & Kas, E. (2014). The Impact of Personality on Technology Acceptance: A Study on Smart Phone Users. *Procedia - Social and Behavioral Sciences*, 543-549.

Punnoose, A. C. (2012). Determinants of Intention to Use eLearning Based on the Technology Acceptance Model. *Journal of Information Technology Education: Research, 11*(2012), 302-325.

Rahayu, I.S. (2015). Minat Nasabah Menggunakan Mobile Banking Dengan Menggunakan Kerangka Technology Acceptance Model (Studi Kasus PT Bank Syariah Mandiri Cabang Yogyakarta). *Jurnal Ekonomi Syariah Indonesia*, *5*(2), 139-146.

Rosen, P.A., & Kluemper, D.H. (2008). The Impact of the Big Five Personality Traits on the Acceptance of Social Networking Website. *AMCIS 2008 Proceedings*, 1-10.

Svendsen, G.B., Johnsen, J.-A.K., Almås-Sørensen, L., & Vittersø, J. (2013). Personality and technology acceptance: the influence of personality factors on the core constructs of the Technology Acceptance Model. *Behaviour & Information Technology, 32*(4), 323–334.

Venkatesh, V., & Davis, F.D.A. (2000). Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies, *Management Science, 46*(2), 186-204.

We Are Social (2018). *Digital in 2018: Q3 Global Digital Statshot.* Retrieved from https://www.slideshare.net/wearesocialsg/digital-in-2018-q3-global-digital-statshot