**ABSTRAK**

**PERAN *ONLINE ENGAGEMENT* PADA PENGARUH TIPE *POST* DAN WAKTU *POST* DI *INSTAGRAM* TERHADAP MINAT BELI**

Studi Kasus pada *Online Shop @cheesycrazysolo*

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Penelitian ini bertujuan untuk mengetahui apakah: 1) ada pengaruh signifikan antara tipe *post* dan waktu *post* di *instagram* dengan *online engagement*. 2) ada pengaruh signifikan antara tipe *post*, waktu *post*, dan *online engagement* dengan minat beli. 4) *online engagement* memoderasi hubungan antara tipe *post* dan waktu *post* terhadap minat beli. Teknik pengambilan sampel menggunakan sampling aksidental, dimana sampel yang diambil sebanyak 76 responden dari 321 *follower* dengan cara membagikan kuesioner secara *online*. Teknik analisis data dalam penelitian ini adalah *partial least square* dengan aplikasi *Warp PLS* 5.0.

Hasil penelitian ini menunjukkan bahwa: 1) tipe *post* berpengaruh signifikan terhadap *online engagement*. 2) waktu *post* tidak berpengaruh terhadap *online engagement*. 3) tipe *post* tidak berpengaruh terhadap minat beli. 4) waktu *post* berpengaruh signifikan terhadap minat beli. 5) *online engagement* berpengaruh positif signifikan terhadap minat beli. 6) *online engagement* memoderasi (memperkuat) hubungan antara waktu *post* dan minat beli.

Kata kunci: Tipe *Post*, Waktu *Post*, *Online Engagement*, Minat Beli.

**ABSTRACT**

**THE ROLE OF ONLINE ENGAGEMENT ON THE EFFECT OF POST TYPES AND POST TIME IN INSTAGRAM ON INTEREST TO BUY**

A Case Study at @cheesycrazysolo

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*This research aims to determine whether: 1) post types and post time in instagram influence online engagement significantly. 2) post types, post time, and online engagement influence interest to buy significantly. 4) online engagement moderates the relationship between post types and post time to interest to buy. Sampling technique used accidental sampling which consists of 76 respondents out of 321 followers and done by distributing online questionnaires. Data analysis technique in this research is Partial Least Square with Warp PLS 5.0 application.*

*The results of this research showed that: 1) the post types influenced to online engagement significantly. 2) the post time had no influence to online engagement. 3) the post types had no influence to interest to buy. 4) the post time influenced to the interest to buy significantly. 5) online engagement influenced to the interest to buy positively. 6) online engagement moderated (strengthened) the connection between the post time and the interest to buy.*

*Keywords: Post Types, Post Time, Online Engagement, Interest to Buy.*