

ABSTRACT

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The Role of Personality Trait as Moderator in Relationship between SNS Usage with Friendship Quality for Millennial Generation. (Bonar Hutapea, S. Psi., M. Si.) Undergraduate Program in Psychology, Tarumanagara University. (i – xiii; 73 pages, P1- P6, Appdx L1-L22)

The purpose of this study was to determine the role of personality trait as moderator in Relationship between SNS usage with friendship quality for millennial generation. This study was conducted on 401 participant with technique purposive sampling. This research is non-experimental quantitative research. The collected data were analyzed using simple linear regression analysis with personality trait as moderator. The results show that the role of SNS usage toward friendship quality need to be moderated by personality trait. The strength of moderator affect the relationship of the SNS usage with friendship quality, for example personality trait in extraversion, and conscientiousness can weaken the relationship between SNS usage with friendship quality, however the personality trait in agreeableness can strengthen the relationship between SNS usage with friendship quality. The contribution of personality trait as moderator in relationship between sns usage and friendship quality can be different depends on that person's personality.

Keywords : big five personality, friendship quality, SNS usage, millennial generation.