

ABSTRACT

Indonesia's e-commerce market is growing from year to year in the past four years. Sociolla is one of the e-commerce that growing exponentially. The evidence of the industry's intense competition can be seen from the volatility of Sociolla website visitor's. In the third quarter of 2019, Sociolla named as the e-commerce list with the highest average monthly visitors with 3.988.300 monthly web visitors.

The tight competition Sociolla confront causing the decrease in the number of Sociolla's web visitors since the second quarter to the end of 2019. To maintain customer loyalty, Sociolla focused on perfecting the Customer Relationship Management (CRM) strategy. In CRM implementation, one of Sociolla's advantages is the beauty journal feature by Sociolla, which provides a place for Sociolla's consumers to interact with each other and provide product reviews named as SO.CO review.

To determine a good CRM strategy is driven by a good approach by the company to consumers. By understanding the personality of the customer, the company can find out the tendency of the customer purchase intention, so the company can carry out product marketing activities that are tailored to the tendency of the customer's personality to increase customer engagement.

This research was conducted to determine the personality of specific customers from several Sociolla products by using an ontology model approach. Personality is measured based on words and phrases given by customers through the SO.CO review feature with the help of the Big Five Personality theory in the classification process.

The results of this study indicate that personality measurements using ontology models of users of the SO.CO review page on Wardah, Emina, and Pixy lipcream products tend to have agreeableness, openness, and extraversion personalities. The personality can be used as a foundation by the company in determining and establishing customer relationship management strategies to help the company approach on customers. Personality differences in customers requires companies to make different CRM strategies in each customer group, for example the CRM approach that is appropriate for groups of customers with high agreeableness personality is CRM referrals with the aim of building interpersonal relationships between one customer and potential customers. A good interpersonal relationship can form a strong electronic word of mouth to enlarge the company's market share

Kata kunci: Online Review, Customer Relationship Management, Personality Measurement, Ontology Model.