ABSTRACT

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The Effect of Information Quality and Credibility of @abouttng Instagram Accounts on Fulfilling Followers' Information Needs

Keywords: @abouttng, Instagram, Account Credibility, Information Quality, Information needs fulfillment

This study was conducted to determine the effect of information quality and credibility of the @abouttng Instagram account on fulfilling the information needs of its followers. This study uses the Uses and Gratification theory which explains media users who play an active role in choosing and using media according to their specific needs and users have chosen the @abouttng Instagram account to satisfy and fulfill their information needs by also looking at the quality of information and the credibility of the account. The approach in this study uses a quantitative research approach. The paradigm used in this research is the positivism paradigm. The data collection method in this study was a questionnaire method distributed to 400 respondents as a sample with a non-probability sampling technique. The type of non probability sampling technique used is purposive sampling. The results of this study indicate that there is an effect of the information quality of the @abouttng Instagram account on fulfilling the information needs of followers. This can be explained from the results of the T test, namely the obtained significance value of 0.004, meaning that the value is smaller than 0.05, it can be concluded that Ho1 is rejected and Ha1 is accepted. This study also shows that there is an effect of the credibility of the @abouttng Instagram account on fulfilling the information needs of followers. This can be explained from the results of the T test, namely the obtained significance value of 0.000, which means that the value is smaller than 0.05, it can be concluded that Ho2 is rejected and Ha2 is accepted. And from the results of the coefficient of determination test, it shows that the quality of information and the credibility of the @abouttng Instagram account have an influence of 23.4% on fulfilling the information needs of its followers.

Bibliography (2001 – 2023)