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The Effect of Information Quality On The Twitter Social Media Account @Discountfess On Fulfilling The Information Needs Of Followers.

Keywords : Twitter, Sosial Media , @discountfess, Uses and Gratification, Fulfilling Needs, Quality of information

(xiii + 80 + attachments)

The aim of this research is to investigate the effect of information quality on the Twitter account @discountfess in fulfilling the information needs of followers using the uses and gratification theory. The method used in this research is a quantitative approach with a positivist paradigm. The researcher used a survey method by administering questionnaires to respondents using a purposive sampling technique. The study used a sample of 100 respondents using the Taro Yamane formula. The results of the research showed that the quality of information on the @discountfess Twitter account has an influence of 56.8% on fulfilling the information needs, while the remaining 43.2% is influenced by other variables not included in this study. This proves that the information quality has a strong relationship with fulfilling the information needs and there is a significant effect of the information quality of the @discountfess Twitter account on fulfilling the information needs of followers.

(Bibliography 2008 – 2022)