

ABSTRACT

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The Influence of Social Media Usage and Information Quality on the TikTok Account @vmuliana Toward Fulfilling Followers' Information Needs

Keywords: TikTok, social media, information quality, information needs

(xiv +97+ appendices)

This study aims to determine the influence of social media usage and information quality on the TikTok account @vmuliana toward fulfilling the information needs of its followers. The research method used is quantitative with a survey approach, involving 400 respondents who are active TikTok users and followers of @vmuliana. The sampling technique applied is purposive sampling. The theoretical framework employed is the Uses and Gratification Theory, which explains that individuals actively select media to fulfill specific needs. The results of the validity and reliability tests indicate that all questionnaire items are valid and reliable. Multiple linear regression analysis shows that both social media usage and information quality have a positive and significant effect on information needs fulfillment, with information quality being the most dominant variable. The R Square value of 0.492 indicates that both independent variables contribute 49.2% to the dependent variable. These findings suggest that TikTok, particularly the @vmuliana account, serves not only as an entertainment platform but also as a valuable and relevant source of information for its users.

Bibliography (2004-2025)