

ABSTRACT

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The Effect of Information Quality and Motives for Using Social Media Instagram Account @menjadimania.id on Followers' Satisfaction

Keywords: Information Quality, Motive for Use, Social Media, Influence, Satisfaction

(xiv + 134 + attachment)

Social media is a communication tool with various types of interactions that were previously unavailable. The @menjadimania.id account is a medium for those who want to share and listen to stories about life. The information presented is useful to add insight, especially about mental health. The purpose of this study was to determine whether there is an effect of information quality and motives for using social media for the @menjadimania.id Instagram account on follower satisfaction. The research method used is a quantitative method by conducting survey techniques distributing questionnaires to respondents. Data analysis techniques in this study, using multiple linear regression analysis. Respondents in this study were Instagram followers @menjadimania.id with the total number of samples calculated using the Slovin calculation formula obtained by 400 respondents. The variables used in this study are information quality, motives for using social media and follower satisfaction using the Uses and Gratification theory. The results of this study indicate that there is a positive and significant influence between the influence of information quality and the motive for using social media on the Instagram account @menjadimania.id on follower satisfaction.

Bibliography (1993-2022)