

ABSTRACT

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The Impact of Information Quality and Communication Style of TikTok Account @Raniaayamin on Viewer Satisfaction

Keywords : Communication style, information quality, satisfaction, social media, and TikTok

(xii + 96 + Attachment)

This study aims to determine the impact of information quality and communication style on satisfaction. It employs a quantitative approach with a positivist paradigm. Data collection was conducted using an online questionnaire. The sample for this study was calculated using the Lemeshow formula with purposive sampling, resulting in 400 respondents who are viewers of TikTok account @raniaayamin. The variables used in this study include the effects of information quality, communication style, and viewer satisfaction, based on the uses and gratifications theory. The results indicate that information quality and communication style significantly affect viewer satisfaction. Therefore, it can be concluded that TikTok account @raniaayamin has a positive and significant impact on viewer satisfaction.

Bibliography (2006 – 2024)