ABSTRACT

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The Influence of the Quality of Rintik Sedu Podcast Content on Spotify and Listening Motives on the Satisfaction Level of Generation Z Listeners.

Keyword: Generation Z, Content Quality, Listening Motives, Rintik Sedu, Listener Satisfaction Levels, Uses and Gratifications Theory

(xiii + 127 + *Appendices*)

The presence of the internet has greatly contributed to the development of the modern technology world, not only influencing daily life and habits but also dominating the space of human interaction. The emergence of the internet has also begun to shift mass media and force them to digitize. This media digitization has then resulted in new media that can be accessed anywhere and anytime, namely podcasts. Spotify has become one of the most favored platforms for listening to podcasts. Rintik Sedu is the most popular podcast and ranks at the top on Spotify. The aim of this research is to determine whether there is an influence of the Content Quality of the Rintik Sedu podcast on Spotify and Listening Motives on the Satisfaction Level of Generation Z listeners. The theory used in this study is the Uses and Gratifications theory. The method employed is quantitative with purposive sampling techniques. Data collection was carried out by distributing questionnaires. The population in this study consists of Generation Z listeners of the Rintik Sedu podcast aged 12-27 years, with a total of 400 respondents calculated using Slovin's formula. The results of this research indicate a significant influence of X1 and X2, both partially and simultaneously, on Y, leading to the acceptance of hypotheses Ha1, Ha2, and Ha3. The R2 test results show a value of 45.9%, which means there is a moderate level of correlation, while the remaining 54.1% is influenced by other variables or factors not examined in this study.

Bibliography (1989 – 2024)