

ABSTRACT

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The Influence of Source Credibility and Information Quality of the YouTube Channel "Jagat Review" on Fulfilling Gadget-Related Information for Viewers

Keywords: *Source Credibility, Information Quality, Jagat Review, YouTube, Information Fulfillment, Gadget, Viewers.*

(x + 95 + ATTACHMENT)

This study aims to analyze the influence of source credibility and information quality on the YouTube channel "Jagat Review" in fulfilling gadget-related information needs for viewers, using the Uses and Gratifications theory framework. This theory emphasizes individual motivation and satisfaction in using media to meet informational, entertainment, and personal needs. Source credibility is measured through the indicators of trustworthiness, expertise, and reliability, while information quality encompasses relevance, completeness, and understandability. Information fulfillment is assessed using the Current Need Approach, Everyday Need Approach, Exhaustive Need Approach, and Catching Up Approach. The study employs a quantitative-survey method, involving 100 respondents who are viewers of the YouTube channel "Jagat Review." Data were collected using a Google Forms questionnaire and analyzed with multiple linear regression techniques in SPSS 27. The results partially and simultaneously reveal that source credibility and information quality have a very strong influence on fulfilling gadget-related information needs, contributing 82.4%. These findings indicate that source credibility and information quality play crucial roles in satisfying viewers' information needs related to gadgets.

Bibliography (2006 – 2024)