ABSTRACT

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The Influence of Motives for Using Social Media and Quality of Instagram Account Information @Indozone.Id on the Satisfaction of Generation Z Followers in Obtaining Information.

Keywords: Influence, Media Usage Motives, Information Quality, Followers Satisfaction.

This study aims to determine whether there is an effect of the motive for using media (X1) and the quality of information on the Instagram account @Indozone.id (X2) on the satisfaction of generation z followers in obtaining information (Y). This study uses a quantitative approach with a survey method, namely by distributing questionnaires using a Likert scale to the population, namely generation z followers on the @Indozone.id Instagram account. The sample in this study were 385 respondents using purposive sampling technique and using the Paul Leedy formula. The theoretical approach in this research is the uses and gratifications theory. Testing the validity of the data in this study uses validity and reliability tests, while the data analysis technique uses the classical assumption test, and multiple linear regression. In testing the hypothesis using t test (partial), f test (simultaneous), double correlation test, and coefficient of determination test. Based on the results of the research analysis, (1) the motives for using media have a significant effect on followers' satisfaction, (2) the quality of information has a significant effect on followers' satisfaction, and (3) the motives for using media and the quality of information have a significant effect on followers' satisfaction. In this study, the determination of $R^2$ was 0.531 or 53.1%, this value explains that the satisfaction of generation z followers is influenced by the motive for using media and the quality of information is 53.1%.

Bibliography (1987-2018)