

The Use of Social Media and the Quality of Information on the TikTok Account of Pandawara Group on Follower Satisfaction

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Abstract: This study aims to examine how the use of TikTok by the Pandawara Group specifically affects follower satisfaction levels. It will also investigate how the quality of information on the Pandawara Group's TikTok account affects follower satisfaction and how social media usage interacts with the quality of information on that account to influence overall follower satisfaction. The type of research is quantitative, sampling determination using probability sampling, through purposive sampling technique. The sample determination technique uses the Slovin's formula, with a margin of error of 0.5% and a sample size of 400 respondents who are users of the TikTok social media platform and followers of the Pandawara Group. Findings: Out of 400 people surveyed, 157 were men (or 39.3%), and 243 were women (or 60.8%). The researchers used Statistical Product and Service Solutions (SPSS) Version 27 to process the data. The Uses and Gratifications Theory, which states that media users actively choose and use media, was also utilized by the researchers. The research results indicate that Ho1, Ho2, and Ho3 were rejected, but Ha3 was accepted. These results indicate that follower satisfaction is influenced by social media usage and the quality of information on the TikTok account of the Pandawara Group. As a result, user satisfaction increased as a result of the combination of social media use and high-quality information. This study aims to provide new insights into the relationship between follower satisfaction and social media usage as well as content quality on the TikTok account of the Pandawara Group. Future researchers are advised to select diverse subjects and populations because this field has not been thoroughly studied in previous research. This will enrich the results of future studies.

Keywords: Social Media Usage, Information Quality, Follower Satisfaction, TikTok, Pandawara Group.

1. Introduction

In the Industrial Revolution 4.0, rapid technological advancements enable people to share data quickly, effectively, and easily. Humans can experience many benefits from the current technological advancements. Now, humans no longer have difficulty obtaining or accessing information; they can also experience ease in accessing information exchange and communication.

Previously, the exchange of information and access to information were difficult to reach, but now humans are greatly facilitated by this technological advancement. According to Turban, Potter, and Rainer (2005), the Internet is a vast network capable of connecting computers, enabling fast connections between organizational networks such as schools, governments, businesses, and other institutions. Modern human life, which makes it very easy to obtain information, is inseparable from the internet. The presence of the internet also greatly assists humans and paves the way for the emergence of new media. One of the uses of new media is to create social networks and virtual communication, which are currently utilized by people from all over the world, namely social media.

Social media is an internet platform that allows people to interact without the constraints of space and time, enabling them to present themselves, interact, collaborate, share, and communicate with others. According to Nasrullah (2015), social media is an internet platform that allows people to form social relationships virtually.

The rapidly developing internet technology has also successfully given birth to many social media applications, one of which is the TikTok application. TikTok is an application for creating and publishing various short videos, where users can interact with each other in the comments section or through private chat. According to the data above, TikTok is also among the top 4 most frequently accessed social media platforms by the Indonesian public. One of the educational TikTok accounts about environmental awareness that the researcher will discuss in this study is the TikTok channel "Pandawara Group" with 8.4 million followers and a total of 182 uploaded videos (as of December 7, 2023).

In this research, the researcher wants to study the Pandawara Group account because Pandawara Group is the first Gen-Z Influencer pioneer in Indonesia, discussing environmental and waste issues and raising awareness among the Indonesian public to protect the environment and directly engage in cleaning the environment with their followers. Because of their good intentions, Pandawara Group also received a lot of appreciation and positive responses from the community. Pandawara Group was also directly invited to Denmark, one of the cleanest countries in the world, to study waste management and environmental governance.

Pandawara Group was formed in mid-2022, consisting of five young individuals who share the same concern about the waste occurring in their environment. Then the idea emerged to create content about waste cleaning with the aim of raising environmental issues. They hope this can raise public awareness to be more concerned about the environment.

2. Literature Review

Mass Communication

Mass communication refers to communication aimed at many people and conducted through electronic or print media, reaching large groups or masses, which means the audience or public receiving the message. New media will be discussed in this research, particularly social media using the TikTok application.

New Media

New media, also known as "new media," is a category of communication technology that has been digitized so that it can be used directly as a communication tool (McQuail, 2011:148). New Media is also a development in communication technology created to facilitate communication and information exchange with a wide audience. With the emergence of this new media, communication barriers have been overcome.

Because with the advent of new media, society is greatly facilitated in the rapid exchange of information. New media can also be referred to as digital media that converts digital communication technology by entering the world of networks. One example of new media that is often used in daily life is the internet and social media. New media can also be utilized by the public as a medium for entertainment, information search, or information exchange.

Social media can be defined by Taprial and Kanwar (2012) as a platform used for socializing or building social relationships online by sharing content, news, photos, and other elements with others. Nabila et al. (2020) also state that social media is an online platform that uses web-based technology to transform communication into two-way or interactive dialogue. Social media, according to Andriansyah and Maharani (2021), is a two-way communication tool that allows people to interact with each other and build profiles and self-images.

TikTok

TikTok is a music video application or platform, according to Wiraso (2022), that allows users to create, edit, and upload short videos with interesting features ranging from 15 seconds to 10 minutes. TikTok is also a medium

application for creating and publishing various short videos, where users can interact with each other in the comments section or through private chat. TikTok also encourages its users to create short videos, do live videos, and TikTok stories.

Followers

Followers, or in Indonesian "pengikut," in the use of social media, are individuals who choose to follow other accounts and interact with those accounts. Followers also tend to have a desire to contribute to every activity of the account they follow. Followers on social media refer to people who choose to follow or subscribe to a user's account in order to see the posts or content shared by that user. The number of followers is also often used as a measure of someone's popularity or influence on social media platforms. Each social media platform has a different way of displaying the number of followers.

Use of Social Media

Social media users are people who utilize social media networks to interact with one another. Social media is defined by Boyd in Nasrullah (2015) as a collection of software that enables individuals and communities to gather, share, communicate, and even sometimes collaborate or work together on projects. The focus of this research is the use of the TikTok social media platform, particularly the TikTok account of the Pandawara Group. The use of social media can also be defined as social media users who exchange information, share text, videos, images, and also audio. The use of social media can also involve using a social media platform to build their own self-image or for commercial purposes.

Information

Data that has been processed to have meaning for the recipient and is useful for decision-making now and in the future is called information, according to Kelly (2011:10). This definition refers to the use of information in information systems. Information on social media is also important in its use; information on social media itself plays a crucial role for its users to exchange information with other users on that social media platform.

Quality of Information

The quality of information, according to O'Briens (in Mulyadi et al., 2018), is a measure that emphasizes the results produced by the system and the value of those results to the users. The quality of information on social media also involves the provision of information from one social media account to another social media account. In other words, the quality of information on social media creates an impression on the accounts followed by other accounts on social media. The higher the quality of information provided by an account, the better the feedback or impression it will receive.

Satisfaction

User satisfaction with social media is one of the important aspects of social media usage itself, as social media users will feel satisfied and happy with the information they receive and as a means of entertainment. User satisfaction has a positive impact on a media platform; the more users feel satisfied, the better the feedback the media will receive. According to Kotler and Keller (2016), satisfaction is the feeling of pleasure or disappointment that arises when someone compares the perceived performance or results of a product with their expectations. Gratification Obtained (GO), according to McQuail in (Kriyantono, 2010:213), is a set of real satisfactions obtained by someone or the fulfillment of certain needs or responses after someone uses or watches a media.

Pandawara Group

Pandawara Group is a group of young people from Bandung, consisting of Ikhsan Destian, Gilang Rahma, Muhammad Rifqi, Raffly Pasya, and Agung Permana, who are the five members of this group. Their goal is to raise public awareness about the environment and encourage people to take real action to avoid littering. To support their mission, Pandawara creates content on TikTok showcasing beach and surrounding area cleanups. They also

often invite people in the field to clean up trash. The heroic actions of the Pandawara Group have caught the attention of netizens. To raise awareness among the public and netizens about the importance of protecting the environment, Pandawara Group also invited the community to join in cleaning the environment together, and the community participated in the activity. Pandawara Group is a real action by the youth to raise awareness in the community about the importance of protecting the environment.

Theory of Uses and Gratification

According to the uses and gratifications theory, audiences use mass media for specific reasons. Media is considered effective if it can meet those reasons and, as a result, fulfill the audience's needs. Herbert Blumer and Elihu Katz introduced this theory in 1974 in their book "The Uses of Mass Communication: Current Perspectives on Gratification Research" (Samatan, 2014). This theory states that media users are active in selecting and using media according to their needs, and they strive to find the best media sources to meet those needs. In other words, the Uses and Gratifications theory posits that users have many options to satisfy their needs.

3. Operational Definition of Variables

Operational is a directive guideline for measurement methods. Research variables are everything that is studied by the researcher to gather information and draw conclusions about it (Samatan, 2017). Sugiyono (2015) defines the operationalization of variables as an effort to define variables more specifically and concretely by explaining the measurement process or observation methods that will be used.

Table 1. Operational Concept of Variables

Variabel	Indicator	Research Statement	Scale
Use of social media (X1), (Heuer, 2010)	Context, how to shape or frame a message or story. (Heuer, 2010)	1.I can understand the message conveyed by the Pandawara Group through their TikTok account. 2.In my opinion, the message in the TikTok content of Pandawara Group is educational. 3.The Pandawara Group successfully created an engaging message frame in the content they produced.	Likert (5,4,3,2,1)
	Communication, activities of sharing stories and interactive activities include listening, responding, and developing. (Heuer, 2010)	4. In my opinion, the language used by Pandawara Group successfully raises awareness about the environment. 5. The message conveyed by the Pandawara Group in their content is very interactive and captures my interest. 6. In my opinion, Pandawara Group is quick to accept suggestions given by its followers.	Likert (5,4,3,2,1)
	Connection, maintaining relationships to make media users feel more connected to a media. (Heuer, 2010)	7.As a follower, I feel close to Pandawara Group. 8.In my opinion, Pandawara Group maintains a good relationship with its followers. 9. I consider that Pandawara Group regularly communicates with its followers.	Likert (5,4,3,2,1)

	Collaboration, the collection of results from collective actions through interaction or conversation, the creation of cooperation, and collective action.	<p>10. In my opinion, Pandawara Group successfully collaborated with its followers in a joint environmental cleanup.</p> <p>11. I consider Pandawara Group successful in collaborating with its followers.</p> <p>12. I am interested in participating in the environmental cleanup activities organized by Pandawara Group.</p>	Likert (5,4,3,2,1)
Information Quality (X2), (McLeod & Schell 2007:64-65)	Accurate, information must have a certain level of accuracy so that its truthfulness is not in doubt. (McLeod & Schell 2007:64-65) (McLeod & Schell 2007:64-65)	<p>13. In my opinion, the information in the TikTok content of Pandawara Group regarding the environment or waste is accurate.</p> <p>14. In my opinion, Pandawara Group is very meticulous in conveying information in its content.</p> <p>15. I feel that the information provided by Pandawara Group is accurate and reflects the actual situation.</p>	Likert (5,4,3,2,1)
	On Time, the information received must not arrive late. (McLeod & Schell 2007:64-65)	<p>16. According to me, Pandawara Group is consistent in providing information.</p> <p>17. The Pandawara Group TikTok account provides information when needed.</p> <p>18. I can see the content of Pandawara Group whenever I want.</p>	Likert (5,4,3,2,1)
	Relevant, information must have a clear and significant meaning so that it does not cause doubt for the recipient. (McLeod & Schell 2007:64-65)	<p>19. The information provided by Pandawara Group regarding the environment or waste is very beneficial for me.</p> <p>20. I believe that negligence in waste disposal and negligence in maintaining the environment still occur around me</p> <p>21. The information conveyed by the TikTok account Pandawara Group made me more aware of the environment.</p>	Likert (5,4,3,2,1)
	Complete, Users should obtain information that provides a comprehensive overview of a specific problem or its solution. (McLeod & Schell 2007:64-65)	<p>22. I consider the TikTok account of Pandawara Group to provide accurate information.</p> <p>23. I consider the Pandawara Group TikTok account to convey information clearly.</p> <p>24. I consider information about the environment and invitations to clean the environment available on the Pandawara Group TikTok account.</p>	Likert (5,4,3,2,1)

<p>Followers' Satisfaction (Y), McQuail in (Kriyantono 2010)</p>	<p>Information Satisfaction, the use of media content to search for or obtain general information. McQuail in (Kriyantono 2010:213)</p>	<p>25. I am satisfied to receive information about waste and the environment from the Pandawara Group TikTok account.</p> <p>26. I feel satisfied getting motivation to protect the environment through the Pandawara Group TikTok account.</p> <p>27. I feel satisfied to have received information about the impact of environmental neglect.</p>	<p>Likert (5,4,3,2,1)</p>
	<p>Personal Identity Satisfaction, using media content to fulfill personal identity needs and enhance self-understanding. McQuail in (Kriyantono 2010:213)</p>	<p>28. I feel satisfied when the Pandawara Group invites its followers to clean the environment together.</p> <p>29. I am satisfied with the content of Pandawara Group because it enhances my understanding of environmental concerns.</p> <p>30. I feel satisfied knowing that I care about the environment through the TikTok content of Pandawara Group.</p>	<p>Likert (5,4,3,2,1)</p>
	<p>Satisfaction with Integration and Social Interaction, Using media content to strengthen social relationships, engaging in community activities, and gaining knowledge about the state of society. McQuail in (Kriyantono 2010:213)</p>	<p>31. I am satisfied with the content of Pandawara Group; I am aware that many environments are polluted by trash.</p> <p>32. I am satisfied with the actions of the Pandawara Group that care about the environment.</p> <p>33. I am satisfied with Pandawara Group for inviting their followers to directly participate in cleaning the environment.</p>	<p>Likert (5,4,3,2,1)</p>
	<p>Entertainment Satisfaction, using media as a means to seek entertainment. McQuail in (Kriyantono 2010:213)</p>	<p>34. I feel satisfied and entertained when watching Pandawara Group's content.</p> <p>35. I feel satisfied being able to enjoy my free time by watching TikTok content from Pandawara Group.</p> <p>36. I feel satisfied and entertained to see that there are still people who are enthusiastic about environmental cleanliness.</p>	<p>Likert (5,4,3,2,1)</p>

Source: Research Data Processing Results 2024

4. Results and Discussion

Validity Test

According to Samatan (2017), Azwar (1987) states that validity, derived from the word "validity," indicates how accurate and proficient a measuring instrument (test) is in performing its function. The validity test is a process used to determine the accuracy and legitimacy of a questionnaire in research. Here are the criteria to determine whether the decision on each question can be considered valid or not:

1. If r calculated $>$ r table, then the question is said to be valid (r calculated $>$ r table = valid)
2. If r calculated $<$ r table, then the question is considered invalid (r calculated $<$ r table = invalid)

Table 4.1 Table of Validity Test Results for Variable X1 (Social Media Usage)

No. Item	R Hitung	R Tabel	Keterangan
1	0,675	0,361	Valid
2	0,710	0,361	Valid
3	0,735	0,361	Valid
4	0,696	0,361	Valid
5	0,701	0,361	Valid
6	0,761	0,361	Valid
7	0,532	0,361	Valid
8	0,663	0,361	Valid
9	0,728	0,361	Valid
10	0,804	0,361	Valid
11	0,888	0,361	Valid
12	0,608	0,361	Valid

Source: Research Data Processing Results 2024

Table 4.2 Validity Test Table for Variable X2 (Information Quality)

No. Item	R Hitung	R Tabel	Keterangan
1	0,778	0,361	Valid
2	0,678	0,361	Valid
3	0,617	0,361	Valid
4	0,730	0,361	Valid
5	0,569	0,361	Valid
6	0,694	0,361	Valid
7	0,834	0,361	Valid
8	0,730	0,361	Valid
9	0,724	0,361	Valid
10	0,819	0,361	Valid
11	0,773	0,361	Valid
12	0,849	0,361	Valid

Source: Questioner Data Processing Results by Using SPSS 2024 by Researcher

Table 4.3 Validity Test Table for Variable Y (Followers' Satisfaction)

No. Item	R Hitung	R Tabel	Keterangan
1	0,858	0,361	Valid
2	0,747	0,361	Valid
3	0,696	0,361	Valid
4	0,754	0,361	Valid
5	0,825	0,361	Valid
6	0,838	0,361	Valid
7	0,859	0,361	Valid
8	0,756	0,361	Valid
9	0,808	0,361	Valid
10	0,629	0,361	Valid
11	0,582	0,361	Valid
12	0,813	0,361	Valid

Source: Research Data Processing Results 2024

The results of the validity test for each statement on the indicators of variables X1, X2, and Y are shown in Tables 4.1, 4.2, and 4.3. Statements are considered valid if the calculated r value is greater than the table r value.

Reliability testing is a procedure to evaluate the consistency of a questionnaire used as an indicator of a construct or variable. As long as the aspect being measured on the subjects remains unchanged, the measurement results are considered reliable if obtained relatively consistently over several measurements on the same group of objects (Samatan, 2017).

Table 4.4 Results of Reliability Test for Variable X1 (Social Media Usage)

Reliability Statistics	
Cronbach's Alpha	N of Items
.906	12

Source: Research Data Processing Results 2024

Table 4.5 Results of Reliability Test for Variable X2 (Information Quality)

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	12

Source: Research Data Processing Results 2024

Table 4.6 Results of the Reliability Test for Variable Y (Followers' Satisfaction)

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	12

Source: Research Data Processing Results 2024

The results of the reliability test in Tables 4.4, 4.5, and 4.6 show the Cronbach's Alpha reliability coefficient for X1 (calculated r) of $0.906 > 0.60$. For X2 (calculated r) of $0.914 > 0.60$, and for Y (calculated r) of $0.932 > 0.60$.

Therefore, it can be concluded that the research instrument items assessing variables X1, X2, and Y are reliable and can be applied in hypothesis testing.

Normality Test

The normality test is used to determine whether the data being studied has a normal distribution, according to Gujarati and Porter (2009). This is important because many statistical techniques, such as hypothesis testing and confidence interval formation, rely on the assumption that the residuals of the regression model have a normal distribution.

Table 4.7 Results of the Kolmogorov Sminov Normality Test

		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	,1310760
	Std. Deviation	1,73131737
Most Extreme Differences	Absolute	,036
	Positive	,028
	Negative	-,036
Test Statistic		,036
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

Source: Research Data Processing Results 2024

The results of the Kolmogorov-Smirnov normality test show a Sig value of 0.200. This is shown in Table 4.7. Because 0.200 is greater than 0.05, it can be concluded that the research data is normally distributed.

Heteroskedasticity Test

According to Husein Umar (2013:179), the heteroskedasticity test is used to determine whether there is a difference in residual variance in the regression model between two observations. The ideal model does not contain heteroscedasticity. The Glejser test, which regresses the absolute value of residuals against independent variables, can be used to determine whether there is heteroscedasticity. Heteroskedasticity is found if the significance value is above 0.05 and below 0.05 (Ghozali, 2018:142).

Table 4.8 Heteroskedasitas Test Result

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
1	(Constant)	1,639	2,038		,804	,422
	Penggunaan Media Sosial	,021	,067	,027	,306	,759
	Kualitas Informasi	,028	,063	,038	,441	,660

a. Dependent Variable: RES2

Source: Research Data Processing Results 2024

Table 4.8 shows that the points are scattered around the zero point without a specific dispersion pattern. The presence of heteroscedasticity was identified through the Glejser test. Heteroskedasticity was not found in cases where the significance value was greater than 0.05. The calculation results show that the Information Quality variable has a significance value of 0.660 and the Social Media Usage variable has a significance value of 0.759, both of which are higher than 0.05. Therefore, it can be concluded that the heteroscedasticity test of the regression model is met, or there is no heteroscedasticity.

Multicollinearity Test

The normality test, according to Ghozali (2017:145), is conducted to determine whether the residuals or disturbance variables in the regression model follow a normal distribution. If the distribution of the residuals is normal or close to normal, the regression model is considered good. Moreover, an ideal regression model should not show correlation between independent variables. The value of the variance inflation factor, or VIF, for each independent variable can be examined to test for multicollinearity:

1. If the VIF value < 10, it can be concluded that the data is free from multicollinearity symptoms.
2. If the VIF value > 10, it can be concluded that the data experiences multicollinearity issues.

Table 4.9 Multicollinearity Test Result

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	3,403	1,225		2,777	,006		
	Penggunaan Media Sosial	,274	,040	,275	6,820	,000	,303	3,297
	Kualitas Informasi	,673	,042	,654	16,225	,000	,303	3,297

a. Dependent Variable: Kepuasan Followers

Source: Research Data Processing Results 2024

There is no multicollinearity, as shown by the results presented in table 4.9. The values of each variable meet the criteria: Tolerance value greater than 0.10 and VIF value less than 10.00. The results of the research regression show a Tolerance value of 0.303 (more than 0.10) and a VIF value of 3.297. Therefore, it can be concluded that the data do not show multicollinearity.

Multiple Linear Regression Test

The statistical method known as multiple linear regression is used to assess the influence of one dependent variable on several independent variables. The purpose of this analysis is to measure the strength of the relationship between the dependent variable and several independent variables, as well as to estimate the value of the dependent variable based on the values of the independent variables. According to Gujarati (2004) in his book "Basic Econometrics."

Table 4.10 Compound Linearity Regression Test Result

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,403	1,225		2,777	,006
	Penggunaan Media Sosial	,274	,040	,275	6,820	,000
	Kualitas Informasi	,673	,042	,654	16,225	,000

a. Dependent Variable: Kepuasan Followers

Source: Research Data Processing Results 2024

Based on the explanation above, it can be concluded as follows:

1. The value of the variable coefficient for Followers Satisfaction (Y) is 3.403 based on the constant value (a) of 3.403.
2. The Social Media Usage Variable (X1) has a regression coefficient of 0.274 towards Followers' Satisfaction (Y), which indicates a positive coefficient sign. This indicates that the more social media is used, the more satisfied the followers of the Pandawara TikTok Group are.
3. The information quality variable (X2) has a regression coefficient of 0.673 on follower satisfaction (Y). This indicates a positive coefficient. As a result of this analysis, the regression equation ($Y = 3.403 + 0.274X1 + 0.673X2 + e$) shows that both social media usage and the quality of information on the TikTok account of Pandawara Group have a positive impact on follower satisfaction. This means that follower satisfaction will increase if the influence of social media usage and the quality of information increase, and conversely, if that influence decreases, follower satisfaction will also decrease.

Coefficient of Determination (R²) Test

The percentage of variation in the dependent variable (Y) that can be explained by the independent variable (X) is determined by the coefficient of determination (R²). A higher R² value indicates a greater percentage of variation in the dependent variable that can be explained by the independent variable, while a lower R² value indicates a lower percentage of variation. The coefficient of determination test was conducted on 400 individuals who are TikTok social media users and followers of the Pandawara Group account.

Table 4.11 Coefficient of Determination (R²) Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.804	.803	2,583

a. Predictors: (Constant), Kualitas Informasi, Penggunaan Media Sosial

Source: Research Data Processing Results 2024

To measure the extent of the influence of social media usage (X1) and information quality (X2) on the satisfaction of followers of the TikTok account Pandawara Group (Y), it can be seen that, according to Table 4.29 above:

1. The R value = 0.897. This means that the relationship between social media usage and information quality on follower satisfaction is 0.897 (89.7%). From the coefficient test results in this study, it can be stated that the relationship is very strong, because based on table 4.28 it falls within the range of 0.80 – 1.00, which means very strong.
2. The R Square value = 0.804. This means that the value indicates that the use of social media and the quality of information on follower satisfaction have an impact of 80.4% on the satisfaction of followers of the TikTok account Pandawara Group, while the remaining 19.6% is influenced by other factors outside this study. From the coefficient test results in this study, it can be stated that the level of correlation is very strong, because based on table 4.28 it falls within the range of 0.80 – 1.00, which means very strong.
3. Adjusted R Square = 0.803, when expressed as a percentage, indicates that 80.3% of the factors influencing follower satisfaction on the Pandawara Group TikTok account are affected by social media usage and information quality. Meanwhile, the remaining factors can be influenced by other elements outside this study.
4. The estimated standard error value, or standard deviation, measures the variation of the predicted values. The estimated standard error value is 2.583, which indicates that the model quality improves with a lower standard deviation value.

Hypothesis Testing (Partial T-Test)

The t-test is used to determine whether the variables of social media usage (X1), information quality (X2), and follower satisfaction (Y) significantly influence each other in this study. The researcher used the Statistical Package

for the Social Sciences (SPSS) version 27 to analyze the t-test results. Kuncoro (2013) states that the purpose of the t-test is to determine the extent of the influence of each independent variable on the dependent variable.

Table 4.11 Hypothesis Testing Result (Partial T-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,403	1,225		2,777	,006
	Penggunaan Media Sosial	,274	,040	,275	6,820	,000
	Kualitas Informasi	,673	,042	,654	16,225	,000

a. Dependent Variable: Kepuasan Followers

Source: Research Data Processing Results 2024

Based on the data in Table 4.11, it can be explained as follows:

1. The social media usage variable (X1) has a t-value of 6.820, which is greater than the t-table value of 1.966, and the significance value is 0.000, which is lower than 0.05. These results indicate that the dependent variable is partially influenced by the independent variable. As a result, H01 is rejected, and Ha1 is accepted. Thus, the variable of social media usage (X1) on the Pandawara TikTok group account has a positive and significant impact on follower satisfaction (Y).
2. For the information quality variable (X2) on the TikTok account of Pandawara Group against the follower satisfaction variable (Y), the t-value is 16.225 with a significance value of 0.000. The calculated t-value is greater than the table t-value of 1.966, and the significance value of 0.000 is lower than 0.05. This result shows that the dependent variable and the independent variable are partially influenced. As a result, H02 is rejected and Ha2 is accepted. Overall, it can be concluded that both the use of social media and the quality of information on the Pandawara Group TikTok account have a positive and significant impact on follower satisfaction (Y). The variable of information quality (X2) on the Pandawara Group TikTok account also has a positive and significant impact on follower satisfaction.

F-Test Table (Simultaneous Test).

The model feasibility test, or F-test, is used to evaluate the overall regression model by testing whether the independent variables simultaneously have a significant effect on the dependent variable. This test assesses how well the overall regression model explains the variation in the dependent variable.

Tabel 4.12 F-Test (Simultaneous Test) Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10878,518	2	5439,259	815,099	,000 ^b
	Residual	2649,232	397	6,673		
	Total	13527,750	399			

a. Dependent Variable: Kepuasan Followers

b. Predictors: (Constant), Kualitas Informasi, Penggunaan Media Sosial

Source: Research Data Processing Results 2024.

Table 4.12 shows the F test results, Ho3 is rejected and Ha3 is accepted because the calculated F value is 815.099 with a significance value of 0.000. The calculated F value is greater than the table F value of 3.018, and the significance value of 0.000 is less than 0.05. Therefore, the accepted hypothesis is Ha3: There is an influence of social media usage and the quality of information from the TikTok account Pandawara Group on follower satisfaction.

The Uses and Gratification Theory is related to the results of this research because, in this study, the researcher wants to understand the concepts of satisfaction (gratification sought) and (gratification obtained) found in the uses and gratification theory, which serve as the indicator factor Y (followers' satisfaction) in this research. On variable X1 social media usage, followers actively choose media based on their needs and desires such as information or entertainment, this relates to the uses and gratification theory where the audience selects media based on their needs and desires. On the variable X2 information quality, Pandawara Group provides accurate and credible information, which will increase follower satisfaction. This is also related to the uses and gratification theory, which involves the cognitive need for reliable information.

The results of the validity test given to the respondents are considered valid because the calculated r value in the Pearson correlation column is greater than the table r value. The table r value is calculated with $df = n - 2$, which is $df = 30 - 2 = 28$, and a significance level of 5% is used to determine the table r value. The value of the r table is 0.361. With a Cronbach's alpha value of 0.906 for variable X1, 0.914 for variable X2, and 0.932 for variable Y, the reliability test shows that each variable is highly reliable. The calculated alpha coefficient value greater than 0.60 indicates that this data can be used as a valid reference for further research.

According to the classical assumption test, the normality test is considered normal if the probability is greater than 0.05. In this study, a normality value of 0.200, which is greater than 0.05, was produced by the Kolmogorov-Smirnov test, indicating that the data is normally distributed. Meanwhile, the heteroscedasticity test shows that if the linearity value is greater than 0.05, there is a linear relationship, according to the classical assumption test. Based on the One-Sample Kolmogorov-Smirnov Output, it was found that the significance value in the R (Correlation Coefficient) calculation was 0.200, resulting in normally distributed data.

Additionally, in the heteroscedasticity test above, it can be seen that the result for the social media usage variable (X1) with a sig value of $0.759 > 0.05$ and the result for the information quality variable (X2) with a sig value of $0.660 > 0.05$ can be stated that there is no indication of heteroscedasticity because the sig values are > 0.05 . For the multicollinearity test, tolerance and VIF indicate that the regression results in this study show a tolerance value of $0.303 > 0.10$ and a VIF value of $3.297 < 10.00$, which means that there is no multicollinearity in the data.

According to the multiple linear regression analysis, the coefficient of determination for variables X1 and X2 against Y shows an R value of 0.897, which means 89.7%, and an R-squared value of 0.804, which means 80.4%. This indicates that the use of social media and the quality of information on the Pandawara Group TikTok account have a significant impact on follower satisfaction. The remaining percentage is influenced by additional variables that are not discussed in this study.

Each has a t-count value greater than the t-table (1.966), the variable of social media usage (X1) and the quality of information (X2) each have a positive influence on the satisfaction of followers of the TikTok account Pandawara Group. In this study, the t-value for X1 is 6.820 and the t-value for X2 is 16.225. Additionally, the F-test results show that the calculated F value is 815.099, greater than the F table value of 3.018, and has a significance value of 0.000, which is less than 0.05. As a result, H_0 is rejected and H_a is accepted, indicating that the use of social media and the quality of information on the Pandawara Group TikTok account affect follower satisfaction.

Conclusion

This research examines the influence of social media usage and the quality of information from the TikTok account Pandawara Group on follower satisfaction, based on the results and discussion presented, which involves statistical data analysis using SPSS version 27:

1. On the variable (X1) Social Media Use of the TikTok account Pandawara Group has an influence and a significant relationship with Follower Satisfaction on the variable (Y);
2. On the variable (X2) the Quality of Information from the TikTok account Pandawara Group has an influence and a significant relationship with the Followers' Satisfaction on the variable (Y).

3. The variables of Social Media Usage and Information Quality together have an influence and a significant relationship with Followers' Satisfaction.

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Table 1. models of measuring EI

MODEL	COMPONENTS	AUTHOR
Trait Meta Mood Scale	Attention, Clarity, Repair	Salovey et al. 1990
Emotional Quotient Inventory	Intra-personal components, Inter-personal components, adaptability, stress management, general mood.	Bar – On, 2000
Emotional Competence inventory	Awareness of emotions of self, Awareness of others’ emotions, management of emotions of self, management of other’s emotions.	Golemann 1998
Schutte Emotional Intelligence Score	Emotional perception, emotional regulation, and emotional utilisation	Schutte et al. 1998
Mayer – Salovey – Caruso Emotional Intelligence test	Emotional perception, using emotions to facilitate thought, understanding emotions management emotions.	Mayer – Salovey – Caruso (2000)

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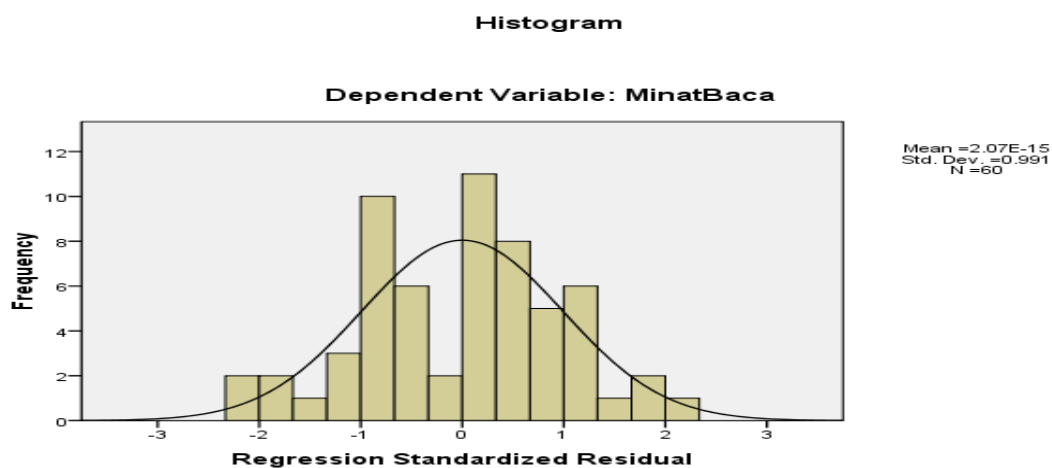


Figure 1. Data normality test diagram

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