***ABSTRACT***

**Vania Baby Chiquita / 61150528 / 2019 / *The Correlation Between Motives and Satisfaction of the Use of Zomato Applications in East Jakarta Students* / *Advisor*: Rizal Yusacc S.Sos., M.Si.**

*The development of information technology in the culinary field by using a smartphone was one of the emerging mobile applications that provided information about various restaurants and foods. One application that provided information about culinary is "Zomato". The researcher conducted research about the correlation of motives and satisfaction of Zomato usage among East Jakarta students. The purpose of this study was to find how much the motives, satisfaction and the correlation between the two in the use of the Zomato application among East Jakarta students.*

*This study used the uses and gratification theory which stated that people actively searched for certain media and certain content to produce satisfaction (or results). The researcher used the uses and gratification theory to find out whether the motives and satisfaction which are possessed by the students on using this Zomato application. Motives and satisfaction categories that would be used, are diversion, personal relationships, personal identity, surveillance. These four basic divisions would be the benchmark of research regarding the motives and satisfaction of students in East Jakarta.*

*In this study, Researcher used a quantitative approach with correlational methods. The sampling technique used a probability sample with cluster sampling method. The reason Researcher used this technique was because this study had a fairly homogeneous population and a very large population. In collecting data, Researcher used a survey method using questionnaires which are distributed to 171 respondents. Data analysis technique used validity test, reliability test, normality test, correlation analysis.*

*Based on data processing carried out, this study obtained the results that correlation between the motive and satisfaction variables was strong with a number of 0.775. The results obtained from this study were among the four motives, the highest average score was found in the surveillance motif. In the satisfaction variable the highest average score was also found in surveillance satisfaction.*

*The conclusion of this study was there was motive that encouraged Budhaya 2 Santo Agustinus High School students to use the application and in terms of satisfaction showed that there was a gap between motives and satisfaction. The correlation between motive and satisfaction variables had a strong correlation. Suggestions for the research on similar topics was the later research could use the qualitative research methods by analyzing technological developments in the culinary field, which have emerged, could use other medias besides culinary search media and the Researcher hope that people can create similar applications which could reach wider areas in Indonesia.*

***Keywords: Zomato, Motives, Satisfaction, Correlation***