

ABSTRACT

Tang Natasha Chrisanti Saputra / 67150142/ 2019 / *The Influence of Media Usage Motives on Satisfaction of New Wave International Ministry's Whatsapp Group Members/ Advisor: Siti Meisyaroh, S.Sos., M.Soc., Sc.*

This research has several objectives to explain the influence of various dimensions of the motive of media usage on the satisfaction of members of a community. The purpose of this study was the effect of surveillance motive on the satisfaction of New Wave International Ministry's WhatsApp group members, the influence of personal identity motive on the satisfaction of New Wave International Ministry's WhatsApp group members, the influence of personal relationship motive on the satisfaction of New Wave International Ministry's WhatsApp group members, and the influence of diversion motive on satisfaction of the New Wave International Ministry's WhatsApp group members.

The theory used in this study is the Uses and Gratifications Theory which assumes that media users are active and directed by the purpose of choosing media. There are various motives that encourage the use of a media, according to McQuail, there are Surveillance Motives, Personal Identity Motives, Personal Relationship Motives and Diversion Motives. These various motives can lead to satisfaction if the motive can be fulfilled by the media usage.

In this study, the method used is a quantitative method. The researcher obtained data using a saturated sampling technique by distributing questionnaires to 113 WhatsApp group members in the New Wave International Ministry. Data analysis techniques use validity test, normality test, correlation coefficient analysis, simple linear regression analysis, and t test.

The results of the study based on the average score show that the motive of surveillance has a sufficient influence on satisfaction of 18%, the motive of personal identity has sufficient influence on satisfaction at 12.2%, the motive of personal relationships has a strong influence of 29.3% on satisfaction, and diversion motives have enough effect with a percentage of 19.4% towards satisfaction.

This study concludes that there is a strong influence on personal relationship motive on the satisfaction of New Wave International Ministry's WhatsApp group members. While the other three motive dimensions, such as surveillance motive, personal identity motive, and diversion motive, have sufficient influence on the satisfaction of New Wave International Ministry's WhatsApp group members. All four dimensions has significant influence on the satisfaction of New Wave International Ministry's WhatsApp group members.

Keywords: Motive, Satisfaction, WhatsApp group