Uses and Gratification Social Media X @Statsrawon to Fulfilment Information Needs of Followers

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Abstract
This study explores the effect of the @Statsrawon social media X account on follower satisfaction by meeting their information demands against the backdrop of an increasing dependency on social media for information consumption. The research, which is based on the Uses and Gratifications theory, attempts to investigate how particular content dimensions—reliability, assurance, empathy, and responsiveness—affect followers' satisfaction levels. A structured questionnaire was used to collect data from a purposive sample of 100 followers using a quantitative research methodology in order to examine the relationship between content features and satisfaction results. The results highlight a strong positive relationship between @Statsrawon content and meeting followers' information needs, highlighting the critical function that personalized matter plays in raising satisfaction levels. The study emphasizes the significance of producing pertinent and interesting content to favorably impact follower satisfaction and recommends for the enlargement of sample size and the addition of qualitative methodologies to enhance insights into follower engagement with social media content.

Keywords: Follower Satisfaction, Information Needs Fulfilment, Quantitative Research, Social Media, Uses and Gratifications Theory

Abstrak
Penelitian ini mengeksplorasi pengaruh akun media sosial X @Statsrawon terhadap kepuasan pengikutnya dalam memenuhi kebutuhan informasi mereka dengan latar belakang meningkatnya ketergantungan pada media sosial untuk konsumsi informasi. Penelitian ini, yang didasarkan pada teori Uses and Gratifications, mencoba untuk menyelidiki bagaimana dimensi konten tertentu—keandalan, jaminan, empati, dan daya tanggap—mempengaruhi tingkat kepuasan pengikut. Kuesioner terstruktur digunakan untuk mengumpulkan data dari sampel purposif sebanyak 100 pengikut dengan menggunakan metodologi penelitian kuantitatif untuk memeriksa hubungan antara fitur konten dan hasil kepuasan. Hasilnya menyoroti hubungan positif yang kuat antara konten @Statsrawon dan kepuasan kebutuhan informasi para pengikutnya, menyoroti betapa penting dari materi yang dipersonalisasi dalam meningkatkan tingkat kepuasan. Studi ini menekankan pentingnya memproduksi konten yang relevan dan menarik untuk memberikan dampak positif pada kepuasan pengikut dan merekomendasikan untuk memperbesar ukuran sampel dan penambahan metodologi kualitatif untuk meningkatkan wawasan tentang keterlibatan pengikut dengan konten media sosial.

Kata kunci: Kepuasan Pengikut, Kuantitatif, Media Sosial, Pemenuhan Kebutuhan Informasi, Teori Uses and Gratifications Theory
INTRODUCTION

Communication is critical to human society, and the mass media has evolved from traditional print and electronic forms to internet-based platforms, meeting diverse community needs (Flew & Smith, 2014). Social media’s rise has facilitated content sharing and information access, reducing uncertainty (Pruitt & Kressel, 1985). Information needs vary by demographics and individual characteristics, influenced by available services, intended use, user background, and socio-political context (Prasad, 2000).

The global passion for football, with over 200 million active players, underscores the need for information in sports, with injury prevention becoming increasingly important (Dvorak et al., 2004). FIFA data shows a fan base of five billion globally, with significant numbers in Latin America, the Middle East, and Africa (publication.fifa.com, n.d.).

The platform "X" has emerged as a prominent social media and microblogging site, with 353.9 million users worldwide as of October 2023 (Bankmymcell.com, 2023). The platform is widely used for personal and public communication (Raamkumar et al., 2018). In Indonesia, X is used by 60.2% of the population, alongside other popular social media platforms (Riyanto, 2023). Despite competition from new platforms, X remains popular for its quick information sharing (Wearesocial.com, 2022).

Regarding sports, X serves as a key source for updates, particularly for Indonesian football. Accounts like Stats Rawon (@StatsRawon) specialize in information about Persebaya FC and have significant followings. Persebaya Surabaya, a storied Indonesian football team, has a passionate fan base and a history of league success (Alamsyah & Prasetyo, 2018; Romadhon, 2018).

Stats Rawon, founded in 2019, combines statistical analysis with cultural references, aiming to provide data-driven content to its 23.9 thousand followers. It focuses on enhancing literacy and engagement through information and puzzles, despite mixed reactions from the audience. The X Stats Rawon account’s influence and follower interaction are the subjects of this study, seeking to understand followers’ satisfaction and motivations for engaging with the content.

A study by Johnson and Kim found that X users’ satisfaction with football information is influenced by both social and informational factors. Johnson’s study, which involved 242 users using the snowball technique, found that social motives include fun, entertainment, and maintaining relationships, while informational motives involve information, advice, and sharing. The study also found a significant difference between desired and actual motives for various X measurement items (Johnson, 2009). Kim’s study, titled "The Uses and Gratifications of Sports Media Audiences," examined the satisfaction and use of sport media and the factors influencing users’ satisfaction.

Figure 1. @StatsRawon X Profile (researcher screenshot)
of sports media audiences in watching live NFL matches and using social media platforms like X. The results showed a relationship between motivation and satisfaction when watching sports matches in groups and using X, suggesting social media can provide additional satisfaction for NFL game viewers (Kim, 2013).

The formulation of the problem in this study is, what is the level of satisfaction of the X Stats Rawon account followers with the content shared by the X Stats Rawon account? The purpose of this study was to determine the effect of X Stats Rawon account information content on follower satisfaction. Followers in this study are millennial generation groups born in 1981-1996 and Gen Z born in 1997-2010.

Based on previous research, a hypothesis is needed to determine the variables to be tested, including Ho and Ha. Ho states that there is no influence of the social media platform X @StatsRawon on fulfilling the information needs of its followers. Ha states that there is an influence of the social media platform X @StatsRawon on fulfilling the information needs of its followers.

THEORITICAL REVIEW

SOCIAL MEDIA

Social media platforms are designed to facilitate content sharing among users through profile creation and registration. Users have the option to control the visibility of their profiles and content, choosing to make them public or restrict access to specific audiences (Osterrieder, 2013). Social media has become integral to human life, embodying the principles of social interaction, sharing, and speed, and enabling communication, collaboration, and virtual connections among users.

Dijck and Poell describes social media as a platform that focuses on user presence, fostering activities and collaborations and strengthening relationships and social bonds among users (Dijck & Poell, 2013). It functions as an online medium that promotes interactive social engagement, allowing users to share information in various formats, including text, images, audio, and video.

Social media is categorized into different types based on its characteristics, as outlined by Kaplan and Haenlein. These categories include collaborative projects, blogs, microblogs, content communities, social networking sites, virtual gaming worlds, and virtual social worlds, each serving specific purposes and fostering unique forms of interaction (Kaplan & Haenlein, 2010).

The characteristics of social media platforms contribute to the formation of new user behaviors in the online social sphere (Weakland, 1967). Social media’s influence extends beyond behavior formation, impacting various aspects of individuals’ lives and fulfilling diverse needs, desires, and expectations (Tarigan et al., 2023).

Popular social media platforms such as X, known for its focus on football-related content, offer unique features and functions that cater to user needs and preferences (Hidayati, 2021; Kunucen, 2016). Users actively engage with social media content, seeking gratification and fulfilling personal needs within the framework of the uses and gratifications theory (Bahfiarti & Arianto, 2022).

USES AND GRATIFICATION

Michael Gurevitch, along with Elihu Katz, Jay G. Blumler, and others, developed the theory of uses and gratification, which suggests that individuals consume media to satisfy their needs and derive gratification from its content. According to Katz, uses and gratification theory is based on five fundamental assumptions, which are active audience, variety of needs and interest, media and content preferences, rejecting over-generalization, suspension of value judgement (Katz et al., 1973).

The Uses and Gratifications theory is a research methodology in mass communication that explores the active involvement of audiences in media consumption, focusing on the characteristics of engaged
audiences, the influence of gratification orientation, societal media needs and usage, and audience perceptions of media content (Blumler, 1979).

According to Philip Palmgreen, uses and gratifications approach examines audience motivations, expectations, and behaviors related to mass media consumption, focusing on personal needs, social and psychological origins, and media consumption’s impact on satisfaction. It divides satisfaction into gratification sought and obtained (Palmgreen, 1984).

The uses & gratification theory suggests that individual needs influence media choices, emphasizing that media must meet individual needs and wants (Kasirye, 2022). Meanwhile, according to Hussain, uses and gratifications theory suggests that individuals utilize media to fulfill their cognitive needs and achieve satisfaction through their use (Hussain et al., 2020).

**RESEARCH METHOD**

The study adopts a quantitative research methodology, focusing on investigating the influence of the information content of the “Stats Rawon” X account on followers' satisfaction levels. This type of research involves testing hypotheses, measuring variables, and analyzing numerical data patterns (Scharrer & Ramasubramanian, 2021). The research objective is to understand how content on the @StatsRawon account affects both large and small populations of followers, particularly those who support Persebaya Surabaya.

The research utilized a questionnaire to gather data from followers of @StatsRawon, who are fans of Persebaya Surabaya. The population studied consists of the account's 23.9 thousand followers. Purposive sampling was employed to select a representative sample aligned with research objectives (Levine, 2013). To determine the number of samples, this study used the Slovin formula where the calculation results are 100 samples. Data collection occurred from November 20, 2023, to December 4, 2023, utilizing Google Forms for questionnaire distribution.

Primary data collected directly from participants through the questionnaire, focusing on followers' satisfaction levels, including dimensions like reliability, assurance, empathy, and responsiveness. Likert scales were used to measure responses quantitatively (Joshi et al., 2015). Secondary data from literature studies augmented the research findings, providing context and validating results (Slater & Gleason, 2012).

Validity and reliability tests were conducted to ensure the accuracy and consistency of the research instrument, with Cronbach’s alpha coefficient used to assess reliability (Taherdoost, 2016). Data analysis techniques included Pearson correlation, simple linear regression analysis, and T-tests to examine relationships between variables and test hypotheses (Sugiyono, 2016). The study's comprehensive approach aimed to provide insights into the impact of @StatsRawon’s content on follower satisfaction.

**RESULT AND DISCUSSION**

**RESULT**

Research on uses and gratification social media X @StatsRawon to fulfilment information needs of followers was conducted using quantitative research methods. In determining the sample, the one used in this research is "purposive sampling". The sample selection technique through the Slovin formula approach The number of samples in this study was 100 people. The subjects of this study involved X @StatsRawon followers with an age range of 16-45 years.

This study involved 94 male respondents and 6 female respondents, with an age range that can be seen in the table below:
Table 1. Age range of the research respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20</td>
<td>6</td>
</tr>
<tr>
<td>21-25</td>
<td>31</td>
</tr>
<tr>
<td>26-30</td>
<td>22</td>
</tr>
<tr>
<td>31-35</td>
<td>23</td>
</tr>
<tr>
<td>36-40</td>
<td>14</td>
</tr>
<tr>
<td>41-45</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data processing results of research data 2024

This research was conducted using one independent variable (X) and one dependent variable (Y). The results of research related to variable X about @StatsRawon content can be seen in table 2.

Table 2. Distribution of Variable X, Stats Rawon’s content

<table>
<thead>
<tr>
<th>No.</th>
<th>Question</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I feel that X @StatsRawon can provide benefits towards fulfilling</td>
<td>63</td>
<td>34</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>information needs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I find using X easy to learn</td>
<td>49</td>
<td>50</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3.</td>
<td>I feel that although not paid, the information from @StatsRawon is</td>
<td>60</td>
<td>38</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>more than enough</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I find @StatsRawon's content interesting</td>
<td>56</td>
<td>41</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5.</td>
<td>I feel that the information provided by @StatsRawon is valid</td>
<td>41</td>
<td>41</td>
<td>17</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>6.</td>
<td>I find @StatsRawon's messages easy to understand</td>
<td>30</td>
<td>52</td>
<td>13</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>7.</td>
<td>I find @StatsRawon's content using #hashtags interesting</td>
<td>34</td>
<td>34</td>
<td>28</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>8.</td>
<td>I feel @StatsRawon's content contains interesting writing and photos</td>
<td>50</td>
<td>43</td>
<td>7</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>9.</td>
<td>I feel that @StatsRawon's content contains interesting videos</td>
<td>33</td>
<td>34</td>
<td>26</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>10.</td>
<td>I'm sure if @StatsRawon's content is from a trusted source</td>
<td>50</td>
<td>35</td>
<td>13</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Primary data processing results of research data 2024
Based on table 2, the respondents felt that the Perceived Usefulness, Perceived Ease of Use, Perceived Price, Message Content, Message Structure, Message Format, Message Source of the X @StatsRawon account were in a good position. Of the ten statement indicators presented, all are positive indicators.

Table 3. Distribution of Variable Y, Followers satisfaction level

<table>
<thead>
<tr>
<th>No.</th>
<th>Question</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I am satisfied with the speed of news updates on @StatsRawon</td>
<td>49</td>
<td>38</td>
<td>12</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2.</td>
<td>I am satisfied with the accuracy of @StatsRawon match news updates</td>
<td>48</td>
<td>41</td>
<td>10</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>3.</td>
<td>I am satisfied with @StatsRawon discussing a news rumour</td>
<td>54</td>
<td>38</td>
<td>7</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>4.</td>
<td>I'm sure the @StatsRawon admin is knowledgeable about football</td>
<td>65</td>
<td>33</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5.</td>
<td>I have faith in the @StatsRawon admin regarding the veracity of a news story</td>
<td>46</td>
<td>41</td>
<td>12</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>6.</td>
<td>I am satisfied with the communication with followers by @StatsRawon admins</td>
<td>56</td>
<td>32</td>
<td>12</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7.</td>
<td>I love being able to interact with other followers on @StatsRawon</td>
<td>46</td>
<td>33</td>
<td>20</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>8.</td>
<td>I love being able to interact with other followers on @StatsRawon</td>
<td>59</td>
<td>34</td>
<td>7</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>9.</td>
<td>I am satisfied with the data and information that @StatsRawon made easy to understand</td>
<td>47</td>
<td>44</td>
<td>8</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>10.</td>
<td>I am satisfied with @StatsRawon's problem-solving with followers or other accounts</td>
<td>48</td>
<td>38</td>
<td>14</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Primary data processing results of research data 2024

Based on the table 2, respondents are satisfied with the reliability, assurance, empathy, responsiveness indicators of the X @StatsRawon account. Of the ten statement indicators presented, all are positive indicators.

To find out if there is a relationship between content and the satisfaction of followers of account X @StatsRawon, conducted with the Pearson correlation test.
The Pearson Correlation Test assesses the significance value to determine the correlation between variables. A significance value (2-tailed) of <0.05 indicates a correlation, while >0.05 indicates no correlation. In this study, the correlation coefficient between variable X and variable Y is 0.775 with a significance value of 0.000, indicating a strong positive relationship between content and follower satisfaction. Consequently, the hypothesis (Ha) proposing a relationship between content and follower satisfaction is accepted, while the hypothesis (Ho) is rejected. This suggests a unidirectional relationship where interesting content increases follower satisfaction, while uninteresting content decreases it.

To determine whether or not there is a significant influence between content and the satisfaction of @StatsRawon account followers can use a simple linear regression test, with the following results:

- Before being influenced by content variable (X), the follower satisfaction level variable (Y) for @StatsRawon account has a value of 10.544. With a 1% increase in the content variable (X), follower satisfaction level increases by 0.777. This demonstrates the significant role of @StatsRawon's content in meeting followers' information needs and enhancing their satisfaction level.
Figure 4. Normality test (Primary data processing results of research data 2024)

The normality test in this case uses the Kolmogorov-Smirnov (K-S) test with the condition that if the Asymp. Sig. (2-tailed) > 0.05, then the data population is declared normally distributed. Based on the one-sample Kolmogorov-Smirnov Test output, the results show an Asymp. Sig value of 0.200, where the result is greater than the significance level of 0.05. It is stated that the data is normally distributed and the model can be used in regression testing.

Figure 5. Linearity test (Primary data processing results of research data 2024)

Based on the ANOVA Table output above, the F value in deviation from linearity is 2.966 with a sig value of 0.063. The sig value is greater than \( \alpha = 5\% = 0.05 \), so it can be concluded that there is a significant linear relationship between variable X (content content) and variable Y (the level of satisfaction of X @StatsRawon account followers).

Figure 6. T test (Primary data processing results of research data 2024)

The T (partial) test has measurement provisions based on the significance value. If the significance value is <0.05, it means that the independent variable has a significant effect on the dependent variable. Based on the coefficients output above, it is known that the t value is 12.148 and the significance value is 0.000. At the 5% significance level, the sig value (0.000) < \( \alpha = 5\% = 0.05 \), so it can be concluded that the parameter coefficient is appropriate, or it can be said that variable X (content content) has a significant effect on variable Y (the level of satisfaction of X @StatsRawon account followers).

Figure 7. Coefficient of determination test (Primary data processing results of research data 2024)

The Model Summary table above displays the R value, which is a symbol of the correlation coefficient value. This shows how much influence the content variable (X) has on the satisfaction level of the X
Based on the model summary table, the correlation value is 0.775. This value can be interpreted as indicating that the relationship between research variables is in the strong category. The R square value of 0.775 can also be interpreted as indicating that the content variable (X) has a contribution effect of 77.5% on the satisfaction level of the X @StatsRawon account (Y), while the remaining 22.5% is influenced by other factors outside of variable X that are not examined in this study.

**DISCUSSION**

The study examines how social media platform X @StatsRawon is being used by followers to meet their information demands, offering insights into audience engagement and satisfaction levels within the realm of social media consumption. The study examined the satisfaction levels of X @StatsRawon account followers with the content shared, aligning with the concept of audience engagement on social media platforms (Flew & Smith, 2014). Engaging with the audience is essential in social media interactions as it helps build relationships between content authors and followers. The substantial correlation coefficient of 0.775 between the content variable (X) and follower satisfaction highlights a significant relationship (Joshi et al., 2015).

The study's research approach is based on the uses and gratifications theory, which suggests that people utilize media to satisfy their wants and find enjoyment in the content (Katz et al., 1973). The study examines how the information shared on the @StatsRawon account influences follower satisfaction, in line with the fundamental principles of the uses and gratifications theory.

Social media platforms are important for sharing content and interacting with users (Kaplan & Haenlein, 2010). The study's results highlight the importance of engaging and relevant material (X) in influencing the satisfaction levels of @StatsRawon account followers. The study focuses on how social media content affects follower satisfaction, aligning with wider conversations on social media's influence on audience perceptions and engagement.

The research findings can be evaluated in terms of audience motives and media consumption habits (Hussain et al., 2020). The study's evaluation of follower satisfaction levels and the impact of @StatsRawon material on addressing information demands is consistent with the uses and gratifications theory's audience-centric approach. Understanding how followers interact with social media stuff to meet their information needs is critical for both content authors and platform owners.

**CONCLUSION**

The study of the X Stats Rawon account has offered useful insights into how content shared on social media platforms affects follower satisfaction and information needs fulfillment. The study's results show that the X Stats Rawon account has successfully engaged its followers and fulfilled their information demands, as indicated by good ratings in categories such as Perceived Usefulness, Perceived Ease of Use, and Message Content. This highlights the significance of creating compelling and pertinent material to impact follower satisfaction levels, in accordance with the principles of the uses and gratifications theory.

The study confirmed that the social media site X Stats Rawon has a significant impact on meeting the information requirements of its followers, therefore validating the alternative hypothesis (Ha) and rejecting the null hypothesis (Ho). The content posted on the X Stats Rawon account significantly contributes to addressing followers' information demands and increasing their satisfaction levels.

It is crucial to recognize the constraints of the study. The study's sample size of 100 individuals, mainly from the millennial and Gen Z age groups, might not completely represent the diverse followers of the X Stats Rawon account. Moreover, the dependence on quantitative methods would have restricted the
thoroughness of insights that could have been gained via qualitative approaches like interviews or focus groups.

To overcome these constraints and improve future research efforts, it is advised to increase the sample size and provide a more varied demographic representation to gain an in-depth understanding of follower perceptions and satisfaction levels. Combining qualitative methods with quantitative analysis can offer more comprehensive insights into the details of follower engagement and satisfaction with social media content. Studying the long-term impacts of social media content on follower behavior and engagement could provide significant information for content creators and platform owners.

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