



Correlation between @infobdg Twitter Account Information Quality with Information Needs Completion

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ABSTRACT	ARTICLE INFO
<p>This study discusses the information quality of the @infobdg Twitter account in fulfilling information needs. This study aims to determine whether there is a relationship between the information quality of the @infobdg Twitter account and the fulfillment of followers' information needs in Bandung city. This study adopts the theory of information quality from John Burch and Gary Grudnitski, which consists of 3 pillars: accuracy, timeliness, and relevance. The method used in this study is a quantitative correlational method. The sampling techniques used are simple random sampling techniques. The object of this study is @infobdg Twitter account followers who actively provided comments during the study period from February, 1 2020 – March, 21 2020, and included the residence domicile in Bandung on the user profile. The data collection techniques were derived from the primary data from questionnaires distributed to 82 respondents, and secondary data is literature studies. The analytical methods used are descriptive analysis and inferential analysis. The result of this insulation shows the significant relationship between the information quality of the @infobdg Twitter account, namely accuracy, timeliness, and relevance, by meeting the information needs of followers in Bandung city.</p> <p>© 2022 Edulib</p>	<p>Article History: <i>Submitted/Received 22 Jan 2022</i> <i>First Revised 25 Apr 2022</i> <i>Accepted 27 May 2022</i> <i>First Available online 27 May 2022</i> <i>Publication 31 May 2022</i></p> <hr/> <p>Keyword: <i>Information, Information Quality, Fulfillment Information Needs, Social Media.</i></p>

1. INTRODUCTION

Currently, society has entered the era of the millennial generation, where various information and communication have developed very rapidly. People can use multiple media to find information to meet their needs. Now with the presence of new media, the information needed can be available quickly. New media can be said as digital technology-based media (Alakrash & Razak, 2021; Eshet, 2002). New media involves the internet, is technology-based, prioritizes flexibility, can interact interactively, and can be used privately and publicly. The development of new media among the public is substantial, especially in internet technology. One of the internet technologies that is widely used by the community is social media (Mondry, 2008; Zhuravskaya et al., 2020). A person's motivation for using social media can vary.

According to the survey results of the Indonesian Internet Service Providers Association APJII (2017), the services most accessed by the Indonesian people are chat (89.35%), social media (87.13%), search engines (74.84%), view pictures/photos (72.79%), download videos (70.23%), view videos (69.64%), download pictures (56.77%), articles (55.30%), upload files (35.99%), e-mail (33.58%), buying goods (32.19%), registration (16.97%), selling goods (8.12%), and banking (7.39%).

Technological developments make information more abundant and spread quickly. Much information requires the public to play an active role in choosing appropriate information for consumption. This triggers the community to be wiser in choosing relevant information by considering the quality of the data (Rogova & Bosse, 2010; Zhang & Deng, 2018). Generally, we can use user satisfaction with quality information to decide. In essence, the quality of information plays a significant role in the success and happiness of information system users to meet their needs (Information System Success: The Quest for the Dependent Variable) (Abasi et al., 2015; DeLone & McLean, 1992; Holm et al., 2015). A piece of good quality information can provide satisfaction for the community, which of course, we can use the data to meet the need for information. The information needs in question must, of course, be able to meet the primary needs of the community. This is because the information has a considerable influence in supporting people's daily lives and needs. Krech et al., (in Yusup & Subekti 2010) said that information is not only limited to academic needs but more than that, such as monitoring activities and the demands of life that require searching for information. A person's curiosity arises because he always wants to increase his knowledge. Psychologically, information needs can be caused by various supporting factors, such as personal, situational, and cognitive factors. Krech et al., (in Yusup & Subekti, 2010) suggest that the emergence of one's life needs for information is undoubtedly influenced by other factors such as physiological conditions, situations, and cognition.

The need for information and technology can be said as an interrelated and inseparable unit. For Indonesian people, especially teenagers, accessing social media has become an obligation they must do every day. Within 24 hours, a person can get any information they want. Social media is now considered a very effective and efficient means of conveying information. Social media can connect everyone from the end of the world because, with social media, everyone can share various kinds of information and communicate without having to meet face to face (Brooks, 2015; Kargar & Zihayat, 2012; Kirtis & Karahan, 2011). As for this, it is constructive and beneficial for someone who needs information quickly without having to bother just by using a smartphone in which an information search application is available. Therefore, the ease and speed general due to social media make no boundaries between space and time in accessing information.

Worldwide, the total internet users have crossed the 4 billion mark (Kumar, et al., 2019). This use is influenced by various social media accessed by the public to meet information needs. These media certainly have their respective advantages in meeting user satisfaction. The social media are Blog, Facebook, Reddit, Youtube, Line, Skype, Pinterest, Zenly, Whatsapp, Flickr, Snapchat, Instagram, and Twitter. Twitter is currently one of the most widely used social media and is the fastest news channel (Inayah & Purba, 2020; Solihin et al., 2021).

Quoted from We Are Social and Hootsuite (2019), social media users in Indonesia reached 150 million, or 56% of the total population then. This number is up 20% from the previous survey. Twitter says there are 126 million active users every day. While in Indonesia, Twitter has 6.43 million active users every month. This number puts Indonesia in the top 10 countries with the most significant number of Twitter users worldwide.

Twitter has become an online medium used to share messages and information (Azmi, et al., 2021). Twitter has a word quota of 280 characters to support maximum message delivery (Dewi et al., 2021; Ramadani & Hilmiyah, 2019). Twitter users can write messages to share opinions or whatever they think and want to convey. Messages that are written are called tweets. The tweet will be shared with all followers who follow the account in question, from where information can spread quickly. Not only a place to share messages, but Twitter can also contain various photos and videos. Twitter provides diverse, exciting content, including economic, social, cultural, educational, and even entertainment (Dijck, 2011; Garcia & Berton, 2021; Tang & Hew, 2017).

One of the Twitter accounts currently being used as a medium for sharing information is the @infobdg Twitter account. The account contains the latest information related to the City of Bandung. The @infobdg Twitter account was created in 2010 and has been followed by 2,500,000 followers. In loading and disseminating information, the @infobdg Twitter account often uses hashtags tailored to the content. The main goal is to make it easier for users to search for information (Apriliani, 2015; Trisanda Putra, 2013).

The increasing use of Twitter from time to time as an information search media makes researchers want to know how the relationship between the quality of information on the @infobdg Twitter account, which includes accuracy, timeliness, and relevance of information with meeting the information needs of followers which consists of the needs of cognition, affection, personal integration, social integration, and fantasize. The selection of the @infobdg Twitter account is the medium to be researched because the @infobdg Twitter account has the highest number of followers compared to other similar Twitter accounts. The @infobdg Twitter account provides various information about traffic, weather, culinary, tourism, and social messages, which is undoubtedly very helpful in meeting the information needs of followers. In addition, Twitter has become a valuable medium for sharing information and communicating with the Indonesian people.

2. METHODS

This research refers to a quantitative approach with a correlational method. The correlational method aims to see the extent of the relationship between variables (Sugiyono, 2010). In this study, the author wants to test whether there is a relationship between the quality of the @infobdg Twitter account information and the fulfillment of information needs, including cognitive, affective, personal integration, social integration, and imagining followers in the city of Bandung.

The population in this study were followers of the @infobdg Twitter account who actively commented during the research period, namely on February 1, 2020 - March 21, 2020. They included the domicile of residence in the city of Bandung on the user profile, with a total of 428 active accounts.

Sampling used a simple random sample, a probability sampling method by randomly selecting active followers. The selection of the simple random sampling technique is intended so that the entire population has the same opportunity to be used as research samples (Meng, 2013; Olken & Rotem, 1986). Determined the choice of 428 active accounts through the latest activity of the account owner in commenting on the @infobdg Twitter account during the research period, namely on February 1, 2020 – March 21, 2020, and including the domicile of residence in Bandung City on the user profile. As for determining the number of samples, researchers used the Yamane formula (Rakhmat, 2012) with an error rate of 10% as follows.

$$n = \frac{N}{n \cdot (d^2) + 1}$$

Information :

n = Total Sample

N = Population

(d) = 10% error rate with 90% confidence level

$$n = \frac{428}{428 \cdot (0.1^2) + 1}$$

$$n = \frac{428}{5,28}$$

$$= 81,06060601$$

$$n = 82$$

Data collection in this study used primary data obtained from active followers of the @infobdg Twitter account, which actively provided comments during the research period, namely on February 1, 2020 - March 21, 2020. It included the domicile of residence in the city of Bandung on the user profile, while secondary data was obtained. Library references include books, articles, journals, print, and other electronic sources. Acquired data collection techniques in this study from questionnaires and a literature study.

3. RESULTS AND DISCUSSION

From the data that has been collected, from 82 respondents who were selected, there were 48 male respondents (58.54%) and 34 female respondents (41.46%), with the majority aged 21- 25 years, as many as 62 people (75, 61%), and the majority have been followers of the @infobdg Twitter account for more than five years as many as 49 people (59.76%). By fulfilling the information needs of followers in the city of Bandung, the researchers chose data analysis using the Pearson correlation coefficient (r). The calculation results can be seen in the table below.

3.1 The Relationship Between Information Quality With Information Needs

Table 1. The Relationship Between Information Quality With Information Needs.

Variable	R	thitung	ttable	Decision
X - Y	0,708	8,964	1,990	Ho Rejected

In the table above, we can see that the Pearson correlation coefficient (r) is 0.708. The significance test results obtained the value of t_{hitung} is 8,964 and the value of t_{table} with $\alpha = 5\%$ and $dk = n - 2 = 80$ is 1,990. So, it can conclude that $t_{hitung} (8,964) > t_{table} (1,990)$. So H_0 is rejected. It can be concluded that there is a significant relationship between the quality of the @infobdg Twitter account information and the fulfillment of the information needs of followers in the city of Bandung. The correlation coefficient of 0.708 shows the close relationship between the quality of information on the @infobdg Twitter account and the fulfillment of the information needs of followers in the city of Bandung is high. As for this, it can be interpreted that the higher the quality of the @infobdg Twitter account information, the more fulfilled the information needs of followers in the city of Bandung.

3.2 Relationship Between Accuracy and Information Needs

Table 2. The Relationship Between Information Quality With Information Needs

Sub-Variable	R	thitung	ttable	Decision
X1 - Y	0,621	7,084	1,990	Ho Rejected

From the table above, we can see that the Pearson correlation coefficient (r) is 0,621. The results of the significance test obtained the value t_{hitung} is 7,084 and the value of t_{table} with $\alpha = 5\%$ and $dk = n - 2 = 80$ is 1,990 then it can be seen that $t_{hitung} (7,084) > t_{table} (1,990)$. So H_0 is rejected. The decision is that there is a significant relationship between the accuracy of the @infobdg Twitter account information and meeting the information needs of followers in the city of Bandung. The correlation coefficient of 0.621 indicates that the close relationship between the accuracy of the @infobdg Twitter account information and meeting the information needs of followers in the city of Bandung is moderate. As for this, we can interpret that the accuracy of the @infobdg Twitter account information is sufficient to meet the information needs of followers in the city of Bandung, but the current relationship shows that the accuracy of the information cannot always meet the information needs of followers.

3.3 The Relationship Between Timeliness and Information Needs

Table 3. The Relationship Between Timeliness and Information Needs

Sub Variabel	R	thitung	ttable	Decision
X2 - Y	0,497	5,128	1,990	Ho Rejected

In the table above, we can see that the Pearson correlation coefficient (r) is 0,497. The results of the significance test obtained the value t_{hitung} is 5,128 and the value t_{table} with $\alpha = 5\%$ and the $dk = n - 2 = 80$ is 1,990 then it can be seen that $t_{hitung} (5,128) > t_{table} (1,990)$. So H_0 is rejected. It is resulting in a decision that there is a significant relationship between the timeliness of the @infobdg Twitter account information and meeting the information needs of followers in the city of Bandung. The correlation coefficient of 0.497 indicates that

the close relationship between the timeliness of the @infobdg Twitter account information and the fulfillment of the information needs of followers in the city of Bandung is moderate. As for this, we can interpret that the timeliness of the @infobdg Twitter account information in conveying information is sufficient to meet the information needs of followers in the city of Bandung, but the current relationship shows that the timeliness of information can not always meet the information needs of followers.

3.4 The Relationship Between Relevance and Information Needs

Table 4. The Relationship Between Relevance and Information Needs

Sub Variabel	R	thitung	ttable	Decision
X3 - Y	0,587	6,490	1,990	Ho Rejected

In the table above, it can be seen that the Pearson correlation coefficient (r) is 0,587. The results of the significance test obtained the value t_{hitung} is 6,490 and the value of t_{table} dengan $\alpha = 5\%$ and $dk = n - 2 = 80$ is 1,990 then it can be seen that $t_{hitung} (6,490) > t_{table} (1,990)$ So H_0 is rejected. The decision is that there is a significant relationship between the relevance of the @infobdg Twitter account information and the fulfillment of the information needs of followers in the city of Bandung. The correlation coefficient of 0.587 indicates that the close relationship between the relevance of the @infobdg Twitter account information and the fulfillment of the information needs of followers in the city of Bandung is moderate. As for this, we can interpret that the relevance of the @infobdg Twitter account information is sufficient to meet the information needs of followers in the city of Bandung, but the current relationship shows that the relevance of information does not always meet the information needs of followers.

4. CONCLUSION

There is a relationship between the quality of the @infobdg twitter account information and the fulfillment of the information needs of followers in the city of Bandung, based on the study above the quality of @infobdg Twitter account information significantly related to the fulfillment of information needs of followers in the city of Bandung, with a high closeness of the relationship. This shows that the higher the quality of the @infobdg Twitter account information, the more fulfilling followers' news needs in Bandung. The accuracy of the @infobdg Twitter account information is significantly related to meeting the information needs of followers in the city of Bandung, with a moderate relationship. This shows that the accuracy of the @infobdg Twitter account information can complete the information needs of followers in the city of Bandung. The timeliness of the @infobdg Twitter account information is significantly related to meeting the information needs of followers in the city of Bandung, with a moderate relationship. This shows that the timeliness of the @infobdg Twitter account information can complete the information needs of followers in Bandung. The relevance of the @infobdg Twitter account information is significantly related to meeting the information needs of followers in the city of Bandung, with a moderate relationship. This shows the relevance of the @infobdg Twitter account information that is currently able to meet the information needs of followers in the city of Bandung.

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