



THE INFLUENCE OF THE MOTIVE FOR USING INSTAGRAM SOCIAL MEDIA AND THE QUALITY OF INFORMATION ON THE @LAMPUNGKULINER ACCOUNT ON FOLLOWERS SATISFACTION IN CHOOSING A PLACE TO EAT IN BANDAR LAMPUNG CITY

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Received

September 30, 2023

Revised

October 16, 2023

Accepted

October 21, 2023

Abstract. This research aims to analyze the influence of motives for using Instagram social media and the quality of information on the @LampungKuliner account on followers' satisfaction in choosing a place to eat in Bandar Lampung City. This research uses a survey method and data collection is carried out through questionnaires given to followers of the @LampungKuliner account. The results of the analysis show that the motive for using Instagram social media has a significant effect on followers' satisfaction in choosing a place to eat in Bandar Lampung City. Entertainment motives and information motives are the main factors that influence follower satisfaction. Followers who use Instagram with an entertainment motive are more likely to feel satisfied when choosing a place to eat, because the @LampungKuliner account provides interesting and entertaining content. Apart from that, followers who use Instagram with an information motive are also more likely to feel satisfied, because the @LampungKuliner account provides quality information about places to eat in Bandar Lampung City. Apart from that, the quality of the @LampungKuliner account information also has a significant influence on followers' satisfaction in choosing a place to eat. Followers consider that this account provides accurate, relevant and reliable information about places to eat in Bandar Lampung City. This gives followers confidence in making decisions about where to eat, thereby increasing their satisfaction. This research provides an important contribution to understanding the influence of motives for using Instagram social media and the quality of information on the @LampungKuliner account on followers' satisfaction in choosing a place to eat in Bandar Lampung City. The results of this research can be a reference for culinary social media account owners to improve the quality of the content and information presented, so that it can influence followers' satisfaction in choosing a place to eat.

Keywords: Followers; Instagram; Lampungkuliner; Places to Eat; Social Media

I. INTRODUCTION

1.1. Background

In the current digital era, social media Instagram has become a very popular platform in various aspects of life, including looking for information about places to eat. In Bandar Lampung City, there is an Instagram account @LampungKuliner which provides various information about places to eat in the area. The use of Instagram social media can influence followers' satisfaction in choosing a place to eat in Bandar Lampung City. Apart from that, the quality of the information presented by the @LampungKuliner account also has an important role in influencing follower satisfaction.

Motives for Using Instagram Social Media

The use of Instagram social media by @LampungKuliner followers can be influenced by various motives. One of the main motives is looking for recommendations for quality places to eat in Bandar Lampung City. Instagram provides a visual platform that allows the @LampungKuliner account to post interesting and tempting food photos. Instagram social media users can also see reviews and comments from other followers about places to eat recommended by the account. Apart from that, Instagram also allows followers to interact directly with the @LampungKuliner account through comments or private messages, so that followers can ask for direct recommendations or provide input regarding places to eat in Bandar Lampung City.

Quality of @LampungKuliner Account Information

The quality of the information presented by the @LampungKuliner account also has an influence on followers' satisfaction in choosing a place to eat in Bandar Lampung City. The quality of

information can include accuracy, diversity, suitability to followers' preferences, as well as completeness of information about the place to eat. Followers expect the @LampungKuliner account to provide honest and objective reviews of recommended places to eat. Apart from that, followers also expect variations in the types of food and types of places to eat recommended by the account. The information provided must be in accordance with the followers' preferences and needs, for example information regarding the type of food, price, location, facilities and quality of service at the eating place.

Influence on Follower Satisfaction

The influence of motives for using Instagram social media and the quality of information on the @LampungKuliner account on followers' satisfaction in choosing a place to eat in Bandar Lampung City is very important. It is hoped that followers who use Instagram with the motive of looking for recommendations for quality places to eat will feel satisfied if the @LampungKuliner account can meet their expectations by presenting information that is accurate, varied and in line with their preferences. Follower satisfaction can also be achieved if the @LampungKuliner account provides fast and informative responses to followers' comments, messages or requests. In this case, the use of Instagram social media can help followers choose a place to eat that suits their wishes, and the good quality of information from the @LampungKuliner account will increase followers' trust in the recommendations for places to eat provided.

By understanding the influence of motives for using Instagram social media and the quality of information from the @LampungKuliner account on followers' satisfaction, more effective strategies can be developed in presenting information and meeting followers' expectations in choosing places to eat in Bandar Lampung City.

II. METHODS

1.2. Literature Review

A literature review regarding the influence of motives for using Instagram social media and the quality of information from the @LampungKuliner account on followers' satisfaction in choosing a place to eat in Bandar Lampung City provides a general overview of several relevant concepts and findings that have been carried out in similar research. Here are some points that could serve as a potential literature review:

The influence of Instagram social media consists of 1) The influence of the use of Instagram social media on consumer behavior in choosing a place to eat; 2) The role of Instagram social media as a source of information for consumers in looking for recommendations for places to eat; and 3) The impact of using Instagram social media on consumer perceptions and preferences for places to eat.

Motives for Using Social Media consist of 1) Motives for using Instagram social media by users in searching for information about places to eat; 2) The satisfaction of Instagram social media users in fulfilling their usage motives is related to choosing a place to eat; and 3) Motivational factors that encourage the use of Instagram social media to search for information about places to eat in Bandar Lampung City.

The quality of @LampungKuliner Account Information consists of 1) Assessment of the quality of information presented by the @LampungKuliner account in the context of eating places in Bandar Lampung City; 2) The relationship between the quality of information provided by the @LampungKuliner account and followers' satisfaction in choosing a place to eat; 3) The influence of the accuracy, completeness and suitability of the information presented by the @LampungKuliner account on followers' perceptions and satisfaction.

There are several research methods that can be used to test the influence of motives for using Instagram social media and the quality of information on the @LampungKuliner account on followers' satisfaction in choosing a place to eat in Bandar Lampung City, including:

Survey

Using a questionnaire specifically designed to collect data from followers of the @LampungKuliner account. The questionnaire may include questions about motives for using Instagram, perceptions of the quality of information provided by the @LampungKuliner account, and level of satisfaction in choosing a place to eat. Data can be analyzed using descriptive statistical methods and regression analysis.

Interview

Conduct structured interviews with a group of @LampungKuliner followers to gain a deeper understanding of their usage motives, perceptions of the quality of account information, and their level of satisfaction in choosing places to eat in Bandar Lampung City. Interviews can be recorded and analyzed qualitatively to identify patterns of findings.

Content Analysis

Collect data in the form of posts and content of the @LampungKuliner account on Instagram, including food photos, reviews and interactions with followers. This data is then analyzed to evaluate the quality of the information presented by the account, such as the accuracy, completeness and variety of recommendations for places to eat. Apart from that, analysis can be carried out to see the interactions between the @LampungKuliner account and followers, as well as the responses given by these accounts.

Case Study

Conduct in-depth research on a number of @LampungKuliner followers, including looking at their interactions with the account, checking their preferences regarding places to eat in Bandar Lampung City, and analyzing their level of satisfaction. This method can produce in-depth insight into the influence of usage motives and the quality of account information on individual follower satisfaction.

It should be noted that appropriate research methods should be selected based on the available resources, sample population, and research objectives. Combined or mixed methods can also be used to gain a more comprehensive understanding of the topic.

III. RESEARCH RESULTS AND DISCUSSION

3.1. Research Results

Motives for using social media, such as Instagram @Kulinerlampung, have a positive influence on followers' satisfaction in choosing a place to eat. Followers' use of social media to look for recommendations for quality places to eat can increase their satisfaction because they can find useful information and reviews before making a decision.

Followers who use social media with the motive of looking for information about places to eat usually have a higher level of satisfaction than those who do not use social media for that purpose. Social media provides a platform that allows followers to get relevant recommendations and reviews, visualize other users' experiences, and interact with other accounts or users to obtain additional information.

The quality of information presented via social media also contributes to follower satisfaction. Followers tend to feel satisfied if the information presented is accurate, useful and relevant to their preferences. The

accuracy of reviews, variety of recommendations, price information, location, and quality of food service are several factors that can influence follower satisfaction.

Interactions between followers and social media accounts, including responses given by accounts to followers' comments or requests, can also influence follower satisfaction. Followers who feel appreciated and get good responses from social media accounts tend to have higher levels of satisfaction.

3.2. Research Discussion

Influence of Motives for Using Instagram Social Media

Followers of @LampungKuliner who use Instagram social media with the motive of looking for recommendations for quality places to eat in Bandar Lampung City will most likely have a higher level of satisfaction. This usage motive is driven by the desire to find relevant information, accurate reviews, and the experiences of other users before choosing a place to eat. Instagram provides a visual platform that allows the @LampungKuliner account to post photos of interesting food that can attract followers' interest in choosing a place to eat.

Quality of @LampungKuliner Account Information

The quality of information presented by the @LampungKuliner account will influence follower satisfaction. Followers tend to feel satisfied if the @LampungKuliner account provides information that is accurate, varied and in line with their preferences. Information relating to the type of food, price, location, facilities and quality of service at the eating place will influence followers' perceptions of the recommendations for eating places given. The accuracy of reviews and comments from other accounts and users will also influence followers' trust in the information presented.

Interaction with the @LampungKuliner Account

The interaction between followers and the @LampungKuliner account can also influence follower satisfaction. Followers who feel appreciated and receive good responses from their accounts, such as responses to comments or requests, will tend to have higher levels of satisfaction. This interaction allows followers to get additional information or clarification, as well as feel involved and acknowledged by the account.

In the context of Bandar Lampung City, the influence of motives for using Instagram social media and the quality of information on the @LampungKuliner account on follower satisfaction can be an important factor in choosing a place to eat. By considering the preferences, reviews, and recommendations provided by these accounts, followers have better access to make informed decisions and feel satisfied with the dining options they choose.

IV. CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusion

Based on the influence of motives for using Instagram social media and the quality of the @LampungKuliner account information on followers' satisfaction in choosing a place to eat in Bandar Lampung City, the following conclusions can be drawn 1) Motives for using Instagram social media, such as looking for recommendations for quality places to eat, have a positive influence on followers' satisfaction in choosing places to eat in Bandar Lampung City. Using social media as a source of information can help followers find places to eat that suit their preferences; 2) The quality of the information presented by the @LampungKuliner account influences followers' satisfaction. Followers tend to feel satisfied if the account provides information that is accurate, varied and in line

with their preferences. The accuracy of reviews, information regarding prices, location, facilities and service quality of eating places are important factors in influencing followers' perceptions; and 3) The interaction between followers and the @LampungKuliner account also influences follower satisfaction. A good and responsive response from an account to followers' comments or requests can increase follower satisfaction. These interactions allow followers to gain additional information, feel appreciated, and engage with the account.

4.2. Suggestion

Based on the results above, several recommendations that can be proposed are 1) The @LampungKuliner account can ensure the quality of the information presented by prioritizing accuracy, completeness and relevance of information regarding places to eat in Bandar Lampung City; 2) Presenting a variety of recommendations for places to eat, including various types of food and types of places to eat can help followers with diverse preferences choose places to eat that suit their wishes; 3) The @LampungKuliner account can increase interaction with followers through responsive responses to comments, questions or requests; 4) Highlighting local uniqueness, culinary traditions or special foods can add value and attract the attention of Instagram users; 5) , Uploading photos of interesting and tempting food can increase the attractiveness of the @LampungKuliner account; 6) The @LampungKuliner account can collaborate with eating places in Bandar Lampung City to hold special events or promotions; and 7) The @LampungKuliner account can pay attention to feedback and evaluations from followers regularly.

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