



## The Effect of Media Synchronicity on IndonesiaBaik.id Followers Satisfaction

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### Abstract

The growing number of social media users in Indonesia has become an opportunity for the government to promote its reputation. Social media have an important role in relationship between government and citizen as a communication channel. Social media as a communication channel has an ability to make communication successful. Through its ability, media synchronicity can support communication process that is conveyance and convergence. Previous research found that citizen satisfaction could be influenced by their perception on utilitarian, hedonic, and social values of the government social media; mediated by media synchronicity. This research aims to explain how those variables influence citizen satisfaction in the case of IndonesiaBaik.id social media. Using survey, we asked 195 participant of IndonesiaBaik.id training program who are also follower of IndonesiaBaik.id social media accounts to fill in our questionnaire. The data were analyzed using path analysis. This research found that the effect of utilitarian, hedonic, and social values to satisfaction is higher when mediated by mediasynchronicity, than without media synchronicitymediation. The relationship between utilitarian value, hedonic value and social value to satisfaction were increased by media synchronicity. The research also found that utilitarian value has the highest effect on satisfaction. If follower have a good utilitarian value, satisfaction will be more increasing. Media synchronicity help the effect of utilitarian value to satisfaction through its capability supporting the communication process that is conveyance and convergence. The effect of media synchronicity on satisfaction must be considered for any organization to communicate with their public, especially in the utilitarian value.



Keywords: Media synchronicity; utilitarian value; hedonic value; social value; satisfaction

## Introduction

Internet penetration influence behavior of internet user in Indonesia. Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) stated that in 2017 internet users increased to 143,26 million or 54,68% of the total population of 262.000.000 population (2018, p. 6). Internet utilization for accessing social media become lifestyle in 87.13% internet users from all total respondents (APJII, 2018, p. 32).

The potential of internet penetration and the behavior of internet user in Indonesia, especially social media, become an opportunity to link organizations to the public. Graham (2014) proved that Facebook and Twitter can be used to promote programs and activities, crises, and engage and interact with the public. Vela et al (2016) proved that social media can help government to reach young people promoting healthy habits among urban youth.

Social media utilization for public information needs related to governance can affect cognition in public perception and satisfaction with the government. Porumbescu (2016) showed that government social media utilization have an effect on public trust. Song dan Lee (2016) showed that government social media have positive relationship with public perception.

Perceived value in various studies have an effect on satisfaction. Park et al (2016) proved that perceived value through social media can influence satisfaction. Hsu dan Chen (2007), Lin dan Lu (2015) dan Lee dan Wu (2017) use utilitarian value, hedonic values and social values as a variables for explaining perceived values concept as satisfaction predictors.

The government social media accounts should have a role that can influence public perceptions (Porumbescu, 2016) (Song & Lee, 2016). It is needed for influencing public satisfaction (Yaghoubi, Haghi, & Asl, 2011) (Shuqin, Mastoi, & Gul, 2016). Park et al (2016) examines characteristics of media synchronicity through the effect of social media role for increasing public satisfaction on government social media services. Park et al (2016) found that social media acts as a communication channel increasing public satisfaction in government social media services that depend on perceived value. Perceived value consist of utilitarian, hedonic and social values (Park, Choi, & Rho, 2016). The utilitarian value assumes that social media can alter people's expectations of government work. The hedonic value assumes that the joint reciprocity of social media is closely related to the holder social media account who is attract public. The social value considers that the government public information media improves self-concept. How does the effect of media synchronicity on the relationship between utilitarian, hedonic, social values and satisfaction in social media of government public information services?



Based on the research problem, this research has two research objectives. First, this study aims to explain the effect of utilitarian value, hedonic value, and social value to community satisfaction in social media of government public information services. Second, this study aims to explain the effect of utilitarian value, hedonic value, and social value on satisfaction through media synchronicity.

The role of social media in influencing public is utilized by the Ministry of Communications and Information Technology to establish relationships with citizen in accordance with one of duties and functions as the coordinator of government public relations (GPR) in Indonesia. *Government Public Relation* (GPR) program aims to build interactive communication between government and citizen (Direktorat Jenderal Informasi dan Komunikasi Publik, 2017) through one of government program, *IndonesiaBaik.id*. *IndonesiaBaik.id* aims to pack government data as a soft campaign of priority programs and government policies (Subdirektorat Pengolahan Informasi, Direktorat Pengolahan dan Penyediaan Informasi, Direktorat Jenderal Informasi dan Komunikasi Publik, 2017). *IndonesiaBaik.id* has an account page @IndonesiaBaikId on Facebook, Instagram, Twitter and Youtube.



Figure 1. Logo IndonesiaBaik.id  
(Sumber : [www.IndonesiaBaik.id](http://www.IndonesiaBaik.id))

*IndonesiaBaik.id* try to build interactive communication between government and citizen through the citizen involvement both online and offline. *IndonesiaBaik.id* has a SOHIB Berkelas program (Sobat Hebat *IndonesiaBaik.id* Berkegiatan di Kelas) that is digital information production training (Nisa', 2018). This training is one of the government's efforts for building citizen involvement in dissemination of good digital information participation. SOHIB Berkelas provide online training with live streaming on their social media accounts. SOHIB Berkelas also provides offline graphics production training in various cities in Indonesia.

## Literature Review

### *Utilitarian Value*

The utilitarian value is overall consumer evaluation or assessment of product or service advantages and disadvantages based on profit functionality related to the



achievement of individual specific goals(Lee & Wu, 2017, p. 2454)(Lin & Lu, 2015, p. 109)(Yen, 2013, p. 386). Elements of utilitarian value are tasks (such as shopping), economic value (such as money savings), convenience, and time savings (Lee & Wu, 2017),(Yen, 2013), (Ha & Jang, 2010). Park et al(2016, p. 296)identified utilitarian value in government social media utilization related to information sharing from functional side, dissemination, quality and convenience.

### ***Hedonic Value***

The hedonic value is a reflection of the potential entertainment and emotional value of the shopping itself(Lee & Wu, 2017, p. 2455)(Lin & Lu, 2015, p. 110).Emotional value is utility derived from feelings or affective statements generated by the service or product (Shoki, Fen, & Ismail, 2012, p. 127). Park et al (2016, p. 296) viewed hedonic value formed by the experience of continuous exchange relationships and patronizing compliance with expectations based on hedonic value core concepts, namely reciprocity.

### ***Social Value***

Park et al (2016, p.296) viewed that social value captures social self-concept improvement as it derives usefulness from a service's ability. Individuals improve their self-concept if they use a perceived product or service as up to date thing and innovative. In addition to the perception of others, users of information technology services or products also take into account the social image to gain respect and admiration from peers in the social environment. This social environment pressure is a factor that can influence people to participate in government social media services in Park et al's research(2016).

### ***Synchronicity Media***

Media synchronicity is media capabilities support on the pattern of coordinated sharing behaviors among individuals(Dennis, Fuller, & Valacich, 2008). The communication process, as the focus of media synchronicity, deepens media effect on communication performance through media synchronicity (Tang & Wang, 2011). Conveyance leads to individual understanding, while the convergence process leads to mutual understanding (Park, Choi, & Rho, 2016). Hassel (2016, p. 3)complements that conveyance is when the media is inherently better at transmitting large amounts of information, whereas convergence is when the media exchanges information quickly in small numbers well. Conveyance describes transmission from information, especially raw information in large quantities, from the sender to the recipient requiring interpretation and understanding of the information(Wang, Pauleen, & Zhang, 2016). Convergence is a discussion prior to processing information about the individual interpretation of a situation (Dennis, Fuller, & Valacich, 2008, p. 580).



### ***Satisfaction***

Lee & Wu (Lee & Wu, 2017, p. 2457) defines satisfaction as customer satisfaction level derived from product, service or shopping experiences during consumption process. Olsen (2014, p. 71) defines satisfaction as an outcome of customer evaluation from product or service performance. Fransi et al completes satisfaction definition with an assessment or affective state following customer during consumption process (2017, p 238). Park et al's (2016) study used feelings indicators such as satisfaction, wisdom, and correctness to measure the satisfaction variables of government social media information services.

### ***Relationship between Utilitarian, Hedonic, and Social Value on Satisfaction through Media Synchronicity***

Media synchronicity becomes an important key of successful communication performance through media ability in conveyance and convergence of information. Münzer (2009) states that media synchronicity is well suited for understanding cognitive-related matters. Conveyance of information through social media is accepted by individual cognitions which will result individual understanding. This individual understanding will result perceived value, in particular utilitarian and hedonic value, in which the individual views the usefulness and enjoyment of an information for himself. The convergence process of information through social media is common process of common understanding of a message in which the individual perceives social value in the group.

The linkage between utilitarian, hedonic and social value, media synchronicity and satisfaction rests on successful communication performance. Lee (2017, p. 7) argued that value of experience becomes an important and useful element for satisfaction. Some researchers suggest that the utilitarian and hedonic value of shopping experience is positively related to customer satisfaction level of service or goods (Lee & Wu, 2017), (Carpenter, 2008). The effect of social media synchronicity in cognition, in particular perceived value, will affect communication performance in relationship between government to citizen. The successful communication performance, that gained from the effect of media synchronicity on perceived value, will lead to individual affection as satisfaction.

Based on the research problem and concept explanation, there are two hypotheses in this study. First, utilitarian, hedonic and social value have a significant effect to public satisfaction on social media of government public information services. Second, the effect of utilitarian, hedonic, social value to public satisfaction on social media of government public information services is greater if through Media Synchronicity.

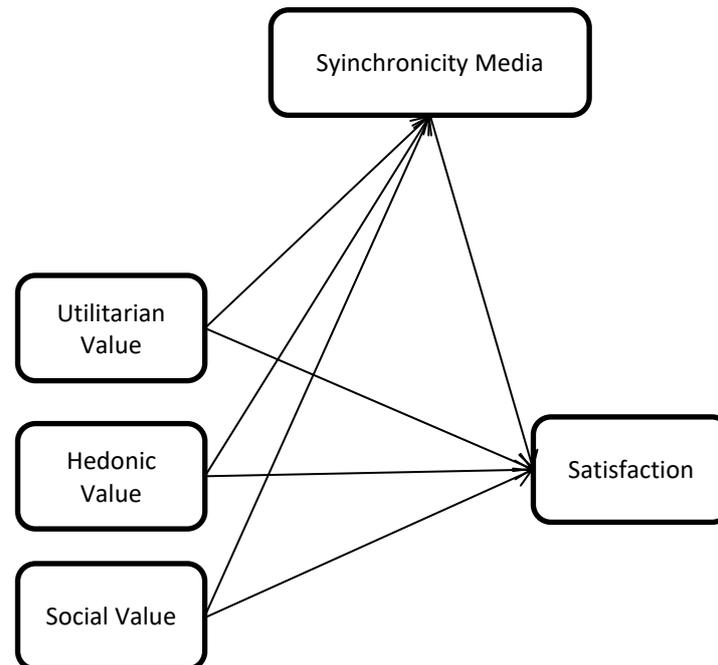


Figure 1. Analysis Model

### Research Methodology

Using survey, we asked 195 participant of IndonesiaBaik.id graphic training who are also follower of IndonesiaBaik social media accounts to fill in our questionnaire. The collected data were analyzed using path analysis, after we checked the normality and multicollinearity of the data. Before the analysis, we also test the data validity and reliability using Cronbach's Alpha with 5% significance level. Correlation coefficient table value is 0.250. Based on the result of validity test and reliability of research instrument conducted on 60 respondents by SPSS 22, the value of Cronbach's alpha is greater than 0.7 and the value of  $r_{\text{value}} > r_{\text{tabel}}$ , it refers that all items declared valid, so it can be used as an instrument in research. The reliability value of each variable is greater than 0.70. Therefore, it refers that the instrument of this study is reliable.

Utilitarian value refers to merging of cognitive aspects from attitudes including economic value, easiness and time-saving e.g. I can get a lot of government information from government social media. Hedonic value refers to individual emotions and affective responses related to pleasant and enjoyment of customer subjective experience e.g. I feel happy when I get information from government social media. Social value is utility derived from the service's ability to enhance social self-concept. Social value describes self-concept improvement which is non-instrumental driver for the adoption of a product or service e.g. I access government social media to get a good impression from others. Media synchronicity is ability of media that can adjust with basic communication process, namely conveyance and convergence e.g. I tend to access government social media to get information in large quantities with a short time. Satisfaction is level of customer



satisfaction derived from product, service or shopping experience during the consumption process. It measured through overall level of social media satisfaction, wisdom judgment and truth opinion e.g. Overall, I am satisfied with the social media of government public information services.

### Result

Based on questionnaire, this research have respondents profil data such as gender, education level, job status, living area, age and frequency of social media accessing. The comparison of gender respondent is 46 % male and 54% female. Most of respondent education level are SLTA (91,8%) and the rest are S1 (7,7%) and DI/DII/DIII (0,5%). Research respondent are dominated by student (99%) and the rest are staff (1%) and entrepreneur (1%). Respondents are come from Palembang City (41%) and other area in Sumatera and Java Island (59%). Age of respondent are from 17 to 29 years old dominated by 20 years category (32%). 114 respondents often access social media from 7 to 9 times in a day.

Table 1. Summary of Calculation and Path Coefficient Test Results of Utilitarian, Hedonic and Social Value and Media Synchronicity Level on Satisfaction Level.

Model	Path Coefficient	T <sub>hitung</sub>	T <sub>tabel</sub> (α = 0,05)	P	R <sup>2</sup>
X <sub>1</sub> (pX <sub>4</sub> X <sub>1</sub> )	0,237	3.275	1,972	0,001	0,742
X <sub>2</sub> (pX <sub>4</sub> X <sub>2</sub> )	0,293	3.848	1,972	0,000	
X <sub>3</sub> (pX <sub>4</sub> X <sub>3</sub> )	0,048	1.142	1,972	0,255	
X <sub>5</sub> (pX <sub>5</sub> X <sub>4</sub> )	0,369	5.037	1,972	0,000	

Based on table 1, gained direct effect of utilitarian, hedonic and social value path score. Utilitarian value path score (β) is 0,237 with significant score 0,001 < 0,05. It can be conclude that utilitarian value (X<sub>1</sub>) has direct effect significantly on satisfaction level (X<sub>4</sub>). Hedonic value path score (β) is 0,293 with significant score 0,000 < 0,05. It can be conclude that hedonic value (X<sub>2</sub>) has direct effect significantly on satisfaction level (X<sub>4</sub>). Social value path score (β) is 0,048 with significant score 0,255 > 0,05. It can be conclude that social value (X<sub>3</sub>) has no effect significantly on satisfaction level (X<sub>4</sub>). Synchronicity media level path score (β) is 0,369 with significant score 0,000 < 0,05. It can be conclude that Synchronicity media level (X<sub>5</sub>) has direct effect significantly on satisfaction level (X<sub>4</sub>).

Table 2. Summary of Calculation and Path Coefficients Tests Results of Utilitarian, Hedonic, and Social Value to Media Synchronicity Level.

Model	Path Coefficients	T <sub>hitung</sub>	T <sub>tabel</sub> ( $\alpha = 0,05$ )	P	R <sup>2</sup>
X <sub>1</sub> (pX <sub>6</sub> X <sub>1</sub> )	0,435	6,778	1,972	0,000	0,747
X <sub>2</sub> (pX <sub>6</sub> X <sub>2</sub> )	0,426	6,208	1,972	0,000	
X <sub>3</sub> (pX <sub>6</sub> X <sub>3</sub> )	0,114	2,792	1,972	0,006	

Based on table 2, gained direct effect of utilitarian, hedonic and social value path score. Utilitarian value path score ( $\beta$ ) is 0,435 with significant score  $0,000 < 0,05$ . It can be conclude that utilitarian value (X<sub>1</sub>) has direct effect significantly on synchronicity media level (X<sub>5</sub>). Hedonic value path score ( $\beta$ ) is 0,426 with significant score  $0,000 < 0,05$ . It can be conclude that hedonic value (X<sub>2</sub>) has direct effect significantly on synchronicity media level (X<sub>5</sub>) Social value path score ( $\beta$ ) is 0,114 with significant score  $0,006 < 0,05$ . It can be conclude that social value (X<sub>3</sub>) has direct effect significantly on synchronicity media level (X<sub>5</sub>).

Table 3. The Total Effect of Inter-Variable Relationships.

Variabel	Direct Effect on X <sub>4</sub>	Indirect Effect on X <sub>4</sub> through X <sub>5</sub>	Total Effect on X <sub>4</sub> through X <sub>5</sub>
Utilitarian Value	0,435	$(0,435 \times 0,369) = 0,161$	$(0,435 + 0,369) = 0,804$
Hedonik Value	0,426	$(0,426 \times 0,369) = 0,157$	$(0,426 + 0,369) = 0,795$
Social Value	0,114	$(0,114 \times 0,369) = 0,042$	$(0,114 + 0,369) = 0,483$

Based on table 3, gained totaleffect of utilitarian, hedonic and social value on satisfaction level through media synchronicity with path coefficient calculation of utilitarian value (X<sub>1</sub>), hedonic value (X<sub>2</sub>) and social value (X<sub>3</sub>) on satisfaction level (X<sub>4</sub>) through media synchronicity level (X<sub>5</sub>). The total effect of utilitarian value on satisfaction level through media synchronicity level is 0.804. The score of the total effect is  $0.804 > 0.237$  from direct effect score of utilitarian value variables on satisfaction level. The total effect of hedonic value on satisfaction level through media synchronicity level is 0.795. The score of total effect is  $0.795 > 0.293$  from direct effect of hedonic value variables on satisfaction level. The total effect of social value on satisfaction level through media synchronicity level is 0.483. The score of the total effect is  $0.483 > 0.048$  from direct effectscore of social value variables on satisfaction level. Therefore, it can be concluded that the effect of Utilitarian Value (X<sub>1</sub>), Hedonic Value (X<sub>2</sub>), Social Value (X<sub>3</sub>) on



Satisfaction ( $X_4$ ) of society on public social media of public information service is greater if through Media Synchronicity ( $X_5$ ).

### Discussion

Based on theoretical explanation, utilitarian, hedonic and social value have an effect on satisfaction through media synchronicity. This research is conducted in the context of the relationship between government and citizen. The government acts as a provider of public information services that citizen needed. The citizen acts as customers that need public information. The findings of this study indicate that social values have no significant effect on satisfaction without helped by media synchronicity. However, there are similar research findings in this study that media synchronicity increases the effect of utilitarian, hedonic and social value on satisfaction, even encouraging social values to be significantly influential on satisfaction.

The role of media synchronicity as a driver of the relationship between utilitarian, hedonic and social value to satisfaction has the highest satisfaction predictor of hedonic value. In line with Lee and Wu's study (Lee & Wu, 2017), utilitarian value has a greater effect on satisfaction than hedonic value in the context of online stores. This is because of online stores customers, include rational customers, can not provide aspects of interest compared to physical stores. However, online stores can provide convenience and cost-efficiency that can increase utilitarian value. Similarly in this research, convenience and time savings and costs of obtaining public information become great benefit aspect for IndonesiaBaik.id social media followers compared to the effect of fun accessing online information experience. Social media account of IndonesiaBaik.id is able to provide information in large quantities, efficient and beneficial that is easily obtained by social media IndonesiaBaik.id followers and facilitate interaction between government and citizen.

### Conclusion

Another interesting finding from this research is the role of media synchronicity that encourages the relationship of utilitarian, hedonic and social value on satisfaction in the context of social media. The ability of the media to support the communication process (conveyance and convergence) becomes important key for communication successfulness. The effect of utilitarian value and hedonic value on satisfaction increase as it passes through media synchronicity. Media synchronicity not only increases path coefficient score of social value, but also makes social value significantly influence satisfaction. This is in line with Park's research (2016) that social media has an effect in relationship between value perception and satisfaction. The success of communication performance through social media is characterized by increasing effect of utilitarian, hedonic and social value on satisfaction in this research. Media synchronicity capable in delivering large amounts of information and enable its users to understand well-



uploaded information. This is in line with Hassel's study (2016) that media synchronicity reduces the messaging process but enhances the convergence process.

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