

ABSTRACT

This study aims to assess the impact of using the Bandung Sadayana application on meeting the information needs of the residents of Bandung. The main objective is to evaluate the effectiveness of the application in fulfilling the information needs of the community. Additionally, the research aims to measure the extent to which the influence of the Bandung Sadayana application affects meeting the information needs of the population in Bandung, referring to the Uses and Gratification theory. The study employs a quantitative method, specifically a causal association research design, to identify relationships between two or more factors. The study population includes 11,000 individuals, with a sample of 101 people selected through total sampling using primary and secondary data, with a margin of error of 0.05 (5%). The results of the hypothesis testing indicate that in the partial t-test, the calculated t-value (15.012) exceeds the tabulated t-value (1.98422), suggesting a positive impact of the Bandung Sadayana application on meeting the information needs of the community in Bandung. Furthermore, the simultaneous F-test results show that the calculated F-value (225.363) is greater than the tabulated F-value (3.94). The simple linear regression test reveals a regression coefficient (X) of 1.128, implying that an increase in the application's usage would lead to a 112.3% improvement in meeting information needs. This is reinforced by the correlation coefficient test (R Square 0.695), confirming that the variable of application usage has a positive impact of 69.5% on meeting the information needs of the community in Bandung, both partially and simultaneously.

Keywords: Uses and Gratification theory, Application, Information, Bandung Sadayana, Influence.