The Influence of Following @KAI121'S X Account on Information Needs Fulfilment of PT KAI Customers

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Abstract
The increase in the number of motorized vehicles in Indonesia has led to an increase in the amount of congestion that occurs. One of the ways that the government uses to reduce the level of congestion is to reduce the use of private vehicles and switch to using public transportation. One of the ways that the government suggests is the train. PT KAI as a train service provider in Indonesia created a social media account as a means of education related to its services. One of the social media they have is social media X. This @KAI121 account provides information about PT KAI's services. In this study, it is intended to determine whether there is an effect of following PT KAI's X account, @KAI121, on fulfilling the information needs of its users.

Keywords:Social Media Usage, Information Needs, Social Media X.

Abstrak
Adanya peningkatan jumlah kendaraan bermotor di Indonesia memicu kenaikan jumlah kemacetan yang terjadi. Salah satu cara yang pemerintah gunakan untuk mengurangi tingkat kemacetan tersebut adalah dengan mengurangi penggunaan kendaraan pribadi dan beralih menggunakan kendaraan umum. Salah satu yang pemerintah sarankan adalah Kereta Api. PT KAI selaku penyedia layanan kereta api di Indonesia membuat akun media sosial sebagai salah satu sarana edukasi terkait layanannya. Salah satu media sosial yang mereka miliki adalah media sosial X. Akun @KAI121 ini menyediakan informasi seputar layanan milik PT KAI. Dalam penelitian ini, hendak diketahui apakah adanya pengaruh dari mengikuti akun X PT KAI yaitu, @KAI121, terhadap pemenuhan kebutuhan informasi para penggunanya.

Kata Kunci: Penggunaan Media Sosial, Kebutuhan Informasi, Media Sosial X.

I. INTRODUCTION

Transportation is a necessity in the modern era which glorifies the importance of time efficiency. According to Sani (2010), what is meant by transportation is the transfer of people or goods from one place to another, or from a place of origin to a destination, using the help of media or vehicles in the form of humans, animals or machines.

The number of private vehicles in Indonesia is increasing as the years go by. The National Police traffic corps (2023) noted that the number of private vehicles in Indonesia had reached 153,400,392 units. The increasing amount of transportation causes another drawback of transportation in human life, such as traffic jam. A long with its development and increasing number, transportation also has a negative impact on humans. In a journal entitled "Perencanaan dan Pengembangan Wilayah Wahana Hijau", Kadir (2009) said that some of the negative impacts of the development of transportation are the danger of human destruction, loss of individual and group characteristics, high frequency of accidents, increasing urbanization, increasing population density, and the elimination of home craft industries.

The Indonesian government has taken various ways to reduce the problem of traffic jams. One of them is by switching the use of private vehicles to public transportation. The Indonesian Ministry of Transportation stated that one of the public transportations that people can use to reduce traffic jams is trains. Danto Restyawan as Secretary of the Directorate General of Railways said that trains are a very efficient type of transportation to support people's

mobility and productivity. Using trains as public transportation can also encourage people to be more punctual, improve the culture of queuing and maintain cleanliness. Whether using long-distance trains or commuter lines such as MRT & LRT (Kementrian Perhubungan, 2018).

Railway use since then has seen a drastic increase in passenger number. Significance increasement keeps happen every year after that. In 2023, from January to August, the recorded number of train passengers has show huge number as shown in the image below by the Central Bureau of Statistics (2023).

Wilayah Kereta Api	Jumlah Penumpang Kereta Api (Ribu Orang)							
	2023							
	Januari	Februari	Maret	April	Mei	Juni	Juli	Agustus
Jabodetabek	22717	20811	23856	21402	23716	23292	25211	24979
Non Jabodetabek (Jawa)	5718	4933	5393	6329	6170	6287	7161	5763
Jawa (Jabodetabek+Non Jabodetabek)	28435	25744	29249	27731	29886	29579	32372	30742
Sumatera	582	515	571	594	648	658	576	581
Total	29017	26259	29820	28325	30534	30237	32948	31323
Sumber : PT Kereta Api Indonesia dan PT. KAI Commuter Jabodetabek								
Source Url: https://www.bps.go.id/indicator/17/72/1/jumlah-penumpang-kereta-api.html								

Figure 1 2023's Table Chart of the Number of Indonesian Train
Source: bps.go.id

The train is worth choosing as an alternative to using private vehicles and the right choice among other public transportation. Trains are a type of public transportation that has low emissions. The large number of vehicles certainly creates anxiety regarding the fuel consumed and the waste material produced. Private cars and airplanes produce five times more emissions than trains per 200 miles. The use of trains can reduce the amount of emissions emitted, as stated by the Directorate General of Railways, Zulfikri. Then trains are also a type of public transportation that can carry many passengers, ranging from 30 to 80 passengers, which means that in a day the train carries approximately 300 people to their destination. Lastly, trains are very space efficient for development. As is easy to see, motorized vehicles require paved roads as an area for them to function properly (Fakhrizal, 2022).

As part of the government's efforts to reduce existing congestion and provide alternative public transportation for long-distance travel, direct outreach alone is not enough to attract people's interest in using the train. By following the times and needs, KAI created a social media account to help train users and other people find out more information about railway information services. Among other social media used by KAI, one of them has been gaining attraction recently which is Twitter or its current name X.

In October 2022, twitter legally transferred ownership to Elon Musk, and since then many changes in ideas and policies were made. What surprised the public most, especially Twitter users, was the change in the name of the platform from Twitter to X. The results of this new policy sparked a lot of debate in the social community, especially Twitter users. Considering that Twitter is already famous for its iconic blue bird symbol, not a few users are reluctant to update so that the bird icon on the application installed on their cell phone is not changed to the X logo (Shah & Martin, 2023).

Created in March 2012, with @KAI121 as their username, KAI has been active on this platform for eleven years with a total of 1,219,873 followers noted per October 2023. In its use, KAI shares various information about train stations and the services provided through tweets shared via the X platform. With a large number of followers, the intensity of interaction carried out by the KAI's X account admin with its followers on platform X turned out to be very active in service. With the those features, as well as high intensity interaction with users, communication between KAI and their service users becomes more effective. With the @KAI121 account, the information services provided are decisive in deciding whether customers will use train services with the information displayed. The existence of a KAI social media account itself determines customers' buying interest. As Tubss & Moss say (in Aulian and Deni, 2022), effective communication is communication where the communicator is successful in conveying the meaning of the content of the message.

KAI is the only train service operating in Indonesia. Its long history and updated systems and services that continue to be upgraded every year are strong reasons why KAI is good to be used as the object of this research. Also, researcher see the need for research regarding the influence of following social media X of PT KAI,@KAI121, on fulfilling the information service needs of its users. Researchers are interested in doing additional research with the title "The Influence of Following @KAI121'S X Account on Information Needs Fulfilment of PT KAI Customers" based on the background that have been previously explained.

II. LITERATURE REVIEW

1. Communication

One of the most fundamental aspects of human life is communication. According to etymology, the Latin word "communicare" is the source of the English word "communication," which is derived from it (Weekly, 1967). Rogers and D. Lawrence Kincaid (1980) defined communication as the formation or exchange of information between two or more people that results in a profound understanding of one another. According to Shannon and Weaver (1949), communication is a type of human interaction in which people have an impact on one another, whether consciously or unconsciously. It extends beyond verbal communication to include facial expressions, painting, art, and technological advancements (Cangara, 2015).

2. Use and Grafitication

The uses and gratification theory are a development of the hypodermic needle theory or model. This theory was introduced by Herbert Blumer and Elihu Kartz in 1974 in their book The Uses on Mass Communication: Current Perspectives on Grativation Research. This theory says that media users play an active role in selecting and using media. Media users try to find the best media sources in an effort to fulfill their needs. This means that the uses and gratification theory assume that users have alternative choices to satisfy needs. According to Elihu Katz and Herbert Blumer, this theory examines the psychological and social origins of needs that give rise to certain expectations from the media. This is what leads to different patterns of media exposure or involvement in other activities and gives rise to need satisfaction and other consequences.

3. New Media

New media is a new communication technique that relies on digitalization. New media emerges from various technological innovations that develop every year. According to McQuail (in Helen & Rusdi, 2019) new media is a term used for various communication technologies with digitalization and their wide availability for personal use as a communication tool. The existence of new media does not mean that old media such as magazines, television and radio are eliminated. This new media works together with old media which is also slowly adapting to the needs of the times. Features of new media include hypertextuality, interactivity, and multimedia. New media communication is characterized by its openness, brevity, and rapidity in information dissemination.

4. Social Media

Social Media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form social bonds virtually (Nasrullah, 2015). Social Media also has several basic indicators as an identity that something can be categorized as social media. According to Chris Heuer, an innovator and founder of the Social Media Club, published in Solis's book Engage: The Complete Guide for Brands and Business to Build Cultivate and Measure Success on the Web (2010:263), there are four metrics, or more commonly known as the "4Cs," that can be used to gauge the effectiveness of social media as a marketing strategy, they are:

a. Context: The manner in which we present information to a group of people in a particular way. Emphasizes the use of colors, graphics, and appealing feature design. It refers to the process by which we create a narrative or message (information), including the message's structure, linguistic style, and message content.

b. Communication: The act of conveying or sharing information to audiences while also paying attention, reacting, and creating messages. In another words, it is how to share information in a way that makes users feel at ease and effectively communicates the message while also allowing us to hear, react, and grow.

c. Collaboration: Cooperating to ensure that the message is delivered more effectively and efficiently between the sender and the recipient. Specifically, by collaborating with a company's or account's users on social media to improve the efficacy and efficiency of good things.

d. Connection: A long-lasting connection between the message's sender and recipientis. It is also how to keep up the connections that have been made. Work on it with a sustainable action so that customers who use social media feel more connected to the business.

5. Information Needs

According to Kriklass, the concept of information needs can be generally understood as a gap between the knowledge structure that is owned and what should be owned. An uncertainty that arises in a person and is believed to be satisfied by information (It is when an uncertainty arises in the individual which the individual believes can be satisfied by information) (Rubin, 2004). However, this concept can also be differentiated between an information need and an information want. An Information Wants is a desire for information to eliminate doubts, while an Information Need is a condition, whether or not someone accepts/acknowledges the information needed to solve a problem (Rubin, 2004).

Bimalendu Guha in his book, Document and Information: Services, Techniques, and Systems (1978:40), states that there are various methods for assessing user information needs, including:

a. Current Need Approach: A method of responding to a user's demand for current information with the intention of expanding knowledge. Furthermore, a regular pattern of interaction is necessary between users and information systems. By using this strategy, each user will be encouraged to engage with the information system daily in an effort to find the most recent and accurate information.

b. Everyday Need Approach: A quick and focused process approach that incorporates customer requirements. Furthermore, the information pattern that users need is information that they frequently come across. In order to meet the needs of its users, this need requires the appropriate response from the information processing results.

c. Exhaustic Need Approach: Addressing the user's demand for comprehensive information. Information consumers rely heavily on pertinent, detailed, and comprehensive information that is needed.

d. Catching Up Need Approach: An approach to users for succinct information. But also comprehensive, particularly with regard to the most recent advancements in a topic of interest and pertinent issues.

III. RESEARCH METHODS

This research uses a quantitative research methodology to analyze populations or samples and gather data using research tools. To test predefined hypotheses, numerical data is gathered and statistical techniques are applied to analyze it. The goal of explanatory research is to clarify the relationships between the variables under study and how one variable affects another. To test the hypothesis put forth, this study employs an explanatory research approach, concentrating on the relationship between the independent and dependent variables. Association research is another type of research that questions the relationship between two or more variables, with three forms: symmetrical, causal, and interaction/reciprocity.

With cause or effect variables and effects or effects variables, causality is a heuristic regarding the impact of one variable on another. Social media usage is variable (X) in this study, and information need is variable (Y). The proposed hypothesis, which aims to explain the relationship between independent and dependent variables and its influence on hypotheses, is tested using the explanatory research method. Variables are characteristics of people and things that describe variations or differences between people or objects, according to Hatch and Farhady (Sugiyono, 2013) and Kerlinger (Sugiyono, 2013). Variables can be characteristics of a particular scientific activity or topic; Kerlinger defines variables as constructs or traits that need to be investigated.

By identifying research variables that are input into operational variables, the study's subject is determined to comprehend advertising and brand image. A sample must be representative of the population because it is a subset of the population and its characteristics. In this research the population is already known so the sampling formula will use Slovin. Result from the formulas, there will be a minimum of 100 sample taken for this research.

IV. RESULT AND DISCUSSION

1. Research Result

The characteristics of the respondents required in the research (title) were carried out by collecting primary data directly using a questionnaire as a data collection tool. The questionnaire was created using Google Form. The distribution of the questionnaire itself was carried out via social media applications, namely X, Whatsapp, Instagram private messages, and also Line online to 100 respondents who had been determined through a population sampling process using the Slovin formula. There are 100 research questionnaires that have been distributed with a total of 100 valid questionnaires. This means that all questionnaires distributed can be declared valid and can be used as primary data in this research. The results of the research questionnaire data are said to be valid and valid based on the

respondents' answers to the screening questions given. Some of the mandatory criteria for respondents contained in the screening question are following the X KAI account, which is @KAI121 and also having looked for information about KAI services on the X KAI account @KAI121.

a. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.99453961
Most Extreme Differences	Absolute		.041
	Positive		.041
	Negative		-.035
Test Statistic			.041
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.949
	99% Confidence Interval	Lower Bound	.943
		Upper Bound	.954

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

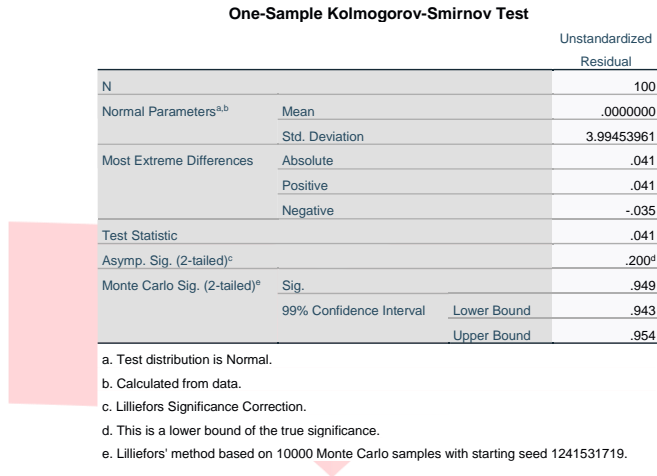e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1241531719.

Figure 2 Normality Test Result

Source: Author's Processed Data (2023)

The results of the Kolmogorov-Smirnov normality test state that the data can be said to be normally distributed if the data significance value is > 0.05. Meanwhile, data can be said to be not normally distributed if the data significance value is <0.05. The following are the results of the normality test of this research data using the Kolmogorov-Smirnov method using IBM SPSS software. The significant value that emerged from the normality test based on data processing via SPSS was 0.20. This figure is greater than the significant criteria set by Kolmogorov-Smirnov, namely 0.05. Therefore, this research data can be said to be normally distributed.
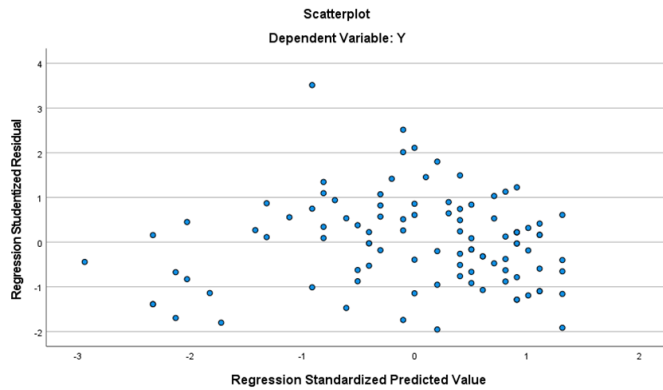
b. Heteroscedasticity Test

Figure 3 Heteroscedasticity Test Result

Source: Author's Processed Data (2023)

The scatterplot test results, based on the aforementioned image, indicate that the pattern is ambiguous because the pattern points are dispersed randomly. It is possible to conclude that there is no heteroscedasticity in the regression graph because it does not form a specific pattern, indicating that the regression graph is feasible to use.

c. Simple Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.055	1.802		1.695	.093
	X	.617	.041	.836	15.091	.000

a. Dependent Variable: Y

Figure 4 Simple Regression Analysis Test Result
Source: Author's Processed Data (2023)

From the results of data processing, the constant value a can be obtained, meaning that when X as social media (X) has a value of zero or (0) or information needs (Y) are not influenced by the use of social media, then the average information need will still have a value of 3,055 while the regression coefficient b means that if the variable social media use (X) increases by one unit, then the need for information will increase by 0.617. Apart from that, through the explanation explained by the researcher above, it can be seen that the regression coefficient is positive for information needs, which means that if the information provided by @KAI121's X account increases, it will increasingly meet the information needs needed regarding PT KAI services.

    d.   Correlation Coefficient Analysis Result

Correlations

		X	Y
X	Pearson Correlation	1	.836**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.836**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 5 Correlation Coefficient Test Result
Source: Author's Processed Data (2023)

Based on the figure above which shows the results of the correlation coefficient test using Pearson product moment correlation between variable So it can be concluded that the correlation coefficient test in this study is correlated because the significance value is <0.05 and has a correlation coefficient degree value of 0.836 so it can be said that the two variables have a very strong relationship.

    e.   Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836^a	.699	.696	4.015

a. Predictors: (Constant), X

b. Dependent Variable: Y

Figure 6 Coefficient of Determination Test Result
Source: Author's Processed Data (2023)

How to calculate r square using the coefficient of determination using the following formula:

$$KD = R^2 \times 100\%$$

Information:
KD: Coefficient of Determination

R2: Correlation coefficient

KD = 0.699 X 100%
     = 69.9%

These results show a coefficient of determination (KD) of 69.9%. This shows that the magnitude of the influence of the independent variable, following account X PT KAI (X), on information needs (Y) is 69.9%. The remainder was influenced by other factors outside the research, amounting to 30.1%.

    f.   Hypothesis Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.055	1.802		1.695	.093
	X	.617	.041	.836	15.091	.000

a. Dependent Variable: Y

Figure 7 T Test Result
Source: Author's Processed Data (2023)

Based on figure 7 above, which displays information on the results of calculations regarding the effect of following account X PT KAI @KAI121 on fulfilling the information needs of PT KAI customers, T count that obtained has 3.055 with 0.093 as significant number. With $\alpha = 5\%$ and $df = 100 - 2 = 98$, we also get a Ttable value of 1.98447. Because the Tcount result is greater than Ttable (3.055 > 1.98447), it means that H0 is rejected and H1 is accepted. So it can be concluded that there is an influence from following PT KAI's X account, @KAI121, on fulfilling the information needs of PT KAI users.

2. Research Discussion

Based on the research results in the previous sub-chapter, it can be said that there is an influence from this research, where the influence sought is the influence of following PT KAI's X account, @KAI121, on fulfilling the information needs of PT KAI customers. 100 respondents from the sample who had filled out the questionnaire showed that there was an influence from the variables X and Y in question. The characteristics of respondents start from the age of 13-50 years, where the dominance is owned by respondents aged 20-30 years. The dominance figure based by gender for male respondents reached 71% while women were at 29%. This character has entered the research criteria so it can be said to be suitable.

Based on the results of the normality test with the kolmogorov-smirnov method, the data used by the researchers got an Asypm Sig (2-tailed) value of 0.20. In accordance with the provisions if the significance value obtained exceeds 0.05, the data can be said to be normally distributed so that the data obtained can proceed to the simple linear regression test stage. Also the normality test results that can be seen in figure 4. 15 It is known that the distribution of data in the scatterplot shows that the pattern points spread randomly and the pattern can be said to be unclear so that it can be concluded that there is no heteroscedasticity in the data, therefore, regression models are feasible to use.

From the results of data processing, the constant value a can be obtained, meaning that when X as social media (X) has a value of zero or (0) or information needs (Y) are not influenced by the use of social media, then the average information need will still have a value of 3,055 while the regression coefficient b means that if the variable social media use (X) increases by one unit, then the need for information will increase by 0.617. Apart from that, through the explanation explained by the researcher above, it can be seen that the regression coefficient is positive for information needs, which means that if the information provided by @KAI121's X account increases, it will increasingly meet the information needs needed regarding PT KAI services.

The correlation coefficient test was carried out to connect the two variables which were then analyzed to find out how strong the relationship was. Based on the results of the correlation coefficient test obtained in table 4.12, the Pearson correlation value was 0.836 and the significance value obtained was 0.000. Based on the provisions on significance values, data can be correlated if they obtain a significance value below 0.05. From these results it can be concluded that the data for the two variables have a correlation which can be said to be very strong because it is in the value range (0.8 – 1)

In research recently conducted by researchers, new values were discovered. As noted in the coefficient test results sub-chapter, this research shows a coefficient of determination (KD) of 69.9%. This shows that the magnitude of the influence of the independent variable, following account X PT KAI (X), on information needs (Y) is 69.9%. The remainder was influenced by other factors outside the research, amounting to 30.1%. The differences in results and values from the previous research indicate that the research used is still relative..

In this study, researchers used simultaneous hypothesis testing (T test). In the T test Hypothesis Test, a hypothesis has been determined based on the formula used and based on table 4.14 of the T test hypothesis test, it can be seen that the significance result is 0.000 where this value is less than 0.05 so it can be concluded that the social media use variable has an influence on fulfilling information needs. Then we obtained a Tcount result of 3.055 and a Ttable result of 1.98447, so it can be seen that Tcount is greater than Ttable, which means H0 is rejected and H1 is accepted, so the social media usage variable influences the fulfillment of the information needs of PT KAI users.

V. CONCLUSIONS AND SUGGESTIONS

1. Conclusions

Based on research entitled "THE INFLUENCE OF FOLLOWING @KAI121'S X ACCOUNT ON INFORMATION NEEDS FULFILMENT OF PT KAI CUSTOMERS" it can be concluded that there is a very strong and significant influence from variable (X) social media usage to variable (Y) information needs. Which means that there is an influence from following the X PT KAI @KAI121 account (X) on fulfilling the information needs of PT KAI customers (Y). The simple regression results show that each increase of one unit in the variable use of social media @KAI121 will have an increasing influence of 0.617 units on the variable fulfillment of PT KAI customer information needs. In addition, through the results of the coefficient of determination test, the results state that the effect of using social media @KAI121 on fulfilling the information needs of PT KAI customers is 69.9% and the remaining 30.1% is another variable not examined in this study.

2. Suggestions

The following are suggestions that researchers can convey after conducting this research:

a. Theoretical Advice

This study only has two research variables where the research conducted is research on the use of social media through the influence of following the X PT KAI account, @KAI121, on fulfilling the information needs of PT KAI customers. It is recommended that further research can conduct research using the same other variables on similar information needs or other similar objects so that it can be a comparison to this research. It is also permissible to make comparisons based on this research, where the results of this study are 69.9% of the effect of using social media provably affects information needs. The remaining 30.1% is in variables that were not studied.

b. Practical Advice

In the research results it can be seen that the research ended with good results. This is a good value to prove that by following PT KAI's X account, namely @KAI121, there is a need to find inside information for customers. If each dimension in the use of social media is emphasized and highlighted, it is possible that the results will be greater than this study. It can start with the lowest dimension, namely communication. Increasing interaction and services via social media will be a good way to increase the level of customer dependence so that they feel that to get fast and precise PT KAI service information, following PT KAI's X account @KAI121 is the most appropriate step.

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