

ABSTRACT

The emergence of uncertainty makes someone have to look for something that will fulfill the information needs they want. The uncertainty that occurs in the news of whoosh ticket prices makes routine users of the Jakarta - Bandung train unfulfilled the need for the information they want. The purpose of this study was to determine how much influence the uncertainty of the whoosh ticket price news had on fulfilling the information needs of routine users of the Jakarta - Bandung train. The method used in this research is quantitative. The data analysis techniques used in this study are simple linear regression analysis, t-test, and coefficient of determination test. Data collected by researchers online using questionnaires and distributed to 400 respondents who are routine train users. Sampling technique used by researchers is non-probability sampling type purposive sampling. The results of this study indicate that the amount of influence on the variable uncertainty of price reporting on the variable fulfillment of information needs of routine users of the Jakarta -Bandung train is 47,5%, while 52,5% is influenced by other factors outside this study.

Keywords: Uncertainty, Uncertainty Reduction, Information Needs, Whoosh, Price