The Influence of Motives to Watch Podcast Warung Kopi (PWK) on Viewing Satisfaction among has Creative Subscribers

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ABSTRACT

Keywords

Podcast Warung Kopi
Viewing Motives
Viewing Satisfaction
Has Creative
Youtube Subscriber

The digital age has brought about profound changes in the way we access, consume, and interact with media. The high popularity of podcasts in Indonesia is certainly not without reason. The diversity of content genres is one of the main factors that allow listeners to freely choose content according to their respective preferences. This study aims to examine the effect of viewing motives on satisfaction in watching the Podcast Warung Kopi (PWK) among HAS Creative Subscribers. This study uses an explanatory research method and a quantitative approach. This study uses a technique of distributing questionnaires in this study using an online system. The intended online system is to distribute questionnaires using the Google form feature with 400 respondents. Data analysis in this study used a simple regression analysis technique. From the results of this study, it can be seen that the mean score on the independent variable Gratification Sought (motive for watching) is greater than the mean score of the dependent variable Gratification Obtained (satisfaction obtained), where the Gratification Obtained score is smaller than the Gratification Sought score, meaning that the satisfaction received is smaller than the motive for use. Simple linear regression analysis shows that motive has a significant influence on satisfaction. The correlation coefficient (R) of 0.614 indicates a reasonably strong relationship between motive and satisfaction, with a coefficient of determination (R Square) of 0.377, meaning 37.5% of the variability in satisfaction can be explained by motive. The regression model is statistically significant, with a calculated F value of 240.830 and a significance level of 0.000. The positive regression coefficient of 0.454 indicates that an increase in motive will be followed by a rise in satisfaction. The significance value for the regression coefficient of motive being less than 0.05 confirms that the effect of motive on satisfaction is statistically significant.

1. Introduction

The digital age has brought about profound changes in the way we acces, consume and interact with media (Petra et al., 2019). The digital era has significantly changed the paradigm of information and entertainment consumption (Rahmad et al., 2020).
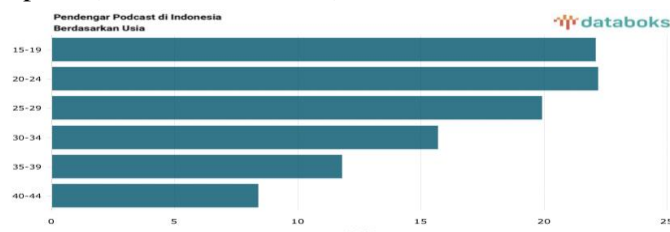

Figure 1. Podcast listener data in Indonesia
Source: databoks (https://databoks.katadata.co.id/pendengar-podcast-di-indonesia)

The high popularity of podcasts in Indonesia is certainly not without reason. The diversity of content genres is one of the main factors; listeners can freely choose content according to their preferences. The majority of them are young people. According to Jakpat's research, 22.2% of podcast listeners in Indonesia are 20-24 years old, while another 22.1% are 15-19 years old.

Podcast Warung Kopi (PWK) is one of the programs on the HAS Creative channel hosted by Padang-based comedian Pras Teguh. This podcast has a setting that is like being in a coffee shop. The property in this podcast is actually made to be eaten, the guest stars will be offered and choose the food and drinks they want themselves. The HAS Creative channel has currently reached 3.35 million subscribers and always gets millions of views for each video. The most views in PWK content reached 10 million views.
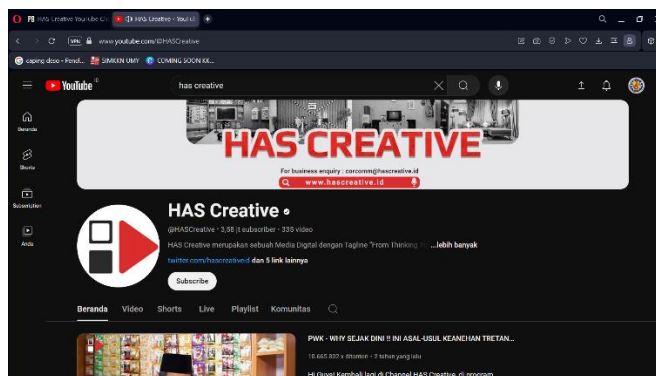

Figure 2. Profile channel Has Creative
Source: Youtube (HAS Creative - YouTube)

HAS Creative aims to entertain and educate viewers with the primary target audience being Millennials and Gen Z. By its target audience, Has Creative has the most significant viewers in these groups with 43.4% of viewers aged 25-34 years and 40.7% of viewers aged 18-24 years.

The PWK program is a comedy-themed podcast that provokes laughter from the audience with spontaneous jokes thrown by the host and guest stars. In addition, this podcast can also be a place to discuss with friends who have all aspirations, criticize a problem, share motivation, and express and share experiences.

Uses and Gratification Theory says there is a desire and need from each individual to get information or anything according to their wishes (Handinata, 2018). In this theory, we can look at the audience who are thought to be active and have the independence to short out which media to use. Because each person is estimated to have been accustomed to determining for themselves which media to use to meet their needs. They do not want to be lured into media that does not fulfill their desires (Wirawan et al., 2019).

Therefore, this study uses the concept of Uses and Gratification Theory to see how much influence the motives for watching the Podcast Warung Kopi (PWK) have on viewing satisfaction. Satisfaction. Satisfaction is taken from the word satisfied, meaning, there is a sense of pleasure in him, because his desires or desires have been fulfilled (Ariani & H. Nurmariati, 2022).

In this context, research on the impact of watching podcasts on consumer behavior is becoming increasingly important. With more and more people watching podcasts, it is relevant to dig deeper into how this media influences the views and behavior of its audience. Therefore, this study examines the influence of motives for watching the Podcast Warung Kopi (PWK) on viewing satisfaction among Has Creative subscribers.

2. Method

This study uses an explanatory research method and a quantitative approach. The problems raised in this study are about the influence of the motive for watching the Podcast Warung Kopi (PWK) on viewing satisfaction among HAS Creative Subscribers. This research connects two independent and dependent variables that are causal in nature (Kriyanto, 2014). According to Hasan (Hasan, 2004), explanatory research is a type of research that explains the causal relationship between variables

through hypothesis testing. This research was conducted on Has Creative YouTube channel subscribers. The research schedule was carried out for one month, which took place in May 2024.

This study uses data collection techniques in the form of distributing questionnaires or questionnaires with an online system. The intended online system is the distribution of questionnaires using the Google form feature. The questions in the questionnaire are questions that support the object of research (Favorable). The purpose of the questions in this questionnaire is to find out the motives and satisfaction of watching the Podcast Warung Kopi (PWK). The data collected can be used, processed, and analyzed first so that it can be used as a basis for decision-making later. Data analysis in this study used a simple regression analysis technique.

Population. Population is a generalization area consisting of subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The research population is the entire object of research with the same characteristics to be studied which consists not only of humans, but other objects as a target data source (Kriyanto, 2014). As for this study, the population to be studied is all subscribers to the HAS Creative Youtube channel, which totals 3.35 million.

Sample. Samples are part of the number and characteristics possessed by the population, or a small part of the population members taken according to certain procedures so that they can represent the population (Siyoto & Sodik, 2015). Samples are used to streamline research and minimize the limitations of funds, time, and energy because the population is too large to allow researchers to study as a whole (Sugiyono, 2021).

In this study, we will use the convenience sampling technique. Convenience sampling or accidental sampling refers to sampling from individuals by chance; that is, anyone who happens to meet can be used as a sample (Sanusi: 2014). The main factor in this research is HAS Creative subscribers, totaling 400 respondents. According to (Sugiyono, 2013) a good sample is in the range of 30-500 respondents, in this study it will use 400 respondents.

In this study, the population is known, so sampling is done using the Slovin formula. Researchers must use a representative sample or be able to represent the entire population of users on buying interest by analyzing the number of users as many as 3.35 million subscribers.

The sample size is calculated using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = 399,95$$

(To reduce the failure rate, it will be rounded up to 400 respondents)

3. Result and Discussion

3.1. Results

Respondent Data Description. Respondents in this study are subscribers to the HAS Creative YouTube channel. 400 respondents participated in this study. Respondents obtained, 238 of them were aged 18-24 years. Then 25-30 years old as many as 99 respondents, 33 respondents aged> 30 years, and 30 respondents aged <15-17 years. So, it can be concluded that the majority of subscribers to the HAS Creative YouTube channel are 18-24 years old, which is the age of late adolescence. The data obtained shows that as many as 62% or 248 subscribers on the HAS Creative YouTube channel are male, while as many as 38% or 152 other subscribers are female. It can be concluded that the majority of Has Creative YouTube channel subscribers are male, with a total of 248 subscribers.

3.2. Data Analysis

Validity Test. The validity test was carried out using SPSS 27 for windows, this test uses Confirmatory Factor Analysis (CFA) analysis is one of the multivariate analyzes based on the relationship or correlation between variables. Variables that have a high correlation will produce a new pattern (factor).

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.542
Bartlett's Test of Sphericity	Approx. Chi-Square	1155.389
	Df	435
	Sig.	.000

Source: primary data 2024

Based on the table above, it can be concluded that the Kaiser Meyer Oikin Measure of Sampling Adequacy (KMO MSA) value is 0.542>0.50. With these results, it can be concluded that factor analysis can be done.

Table 2. Validity Test Results

	Component								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	
X1.1		.928							Valid
X1.2		.956							Valid
X1.3		.958							Valid
X2.1					.956				Valid
X2.2					.958				Valid
X2.3					.921				Valid
X3.1						.822			Valid
X3.2						.771			Valid
X3.3						.681			Valid
X3.4						.820			Valid
X4.1			.703						Valid
X4.2			.840						Valid
X4.3			.651						Valid
X4.4			.785						Valid
X4.5			.674						Valid
Y1.1								.794	Valid
Y1.2								.627	Valid
Y1.3								.776	Valid
Y2.1							.872		Valid
Y2.2							.848		Valid
Y2.3							.843		Valid
Y3.1				.873					Valid
Y3.2				.766					Valid
Y3.3				.718					Valid
Y3.4				.765					Valid
Y4.1	.929								Valid
Y4.2	.929								Valid
Y4.3	.953								Valid
Y4.4	.933								Valid
Y4.5	.875								Valid

Source: primary data 2024

From the table above, it can be seen that the correlation of each item to the total score of each statement for all variable items all produce a Factor Loading value> 0.50. Thus, all statement items are consistent in this variable.

Reliability Test. The reliability of measuring instruments is the suitability of measuring instruments to what is measured, so that measuring instruments can be trusted or relied upon (Bungin, 2010). If the measuring instrument is declared valid, then its reliability is tested. Reliability indicates an understanding that an instrument is reliable enough to be used as a data collection tool that is not tendentious or directs respondents to choose certain answers (Sudarmanto, 2005). To carry out this calculation, the researcher used the Cronbach Alpha formula.

For the instrument reliability test, the closer the reliability coefficient is to 1.0, the better. In general, a reliability of less than 0.6 is considered poor, a reliability range of 0.6 to 0.7 is acceptable, and a reliability level of more than 0.8 is good. The following is a table of Cronbach's alpha values for each instrument.

Table 3. Reliability Test Results

Cronbach's Alpha	N of Items
.805	30

Source: primary data 2024

Based on the table of reliability test results, it shows that all variables have a large enough alpha coefficient, which is above 0.60 so that it can be said that all variables from the questionnaire are reliable. all statements on the questionnaire are considered reliable because the Cronbach's Alpha value on each variable is> 0.60.

Simple Linear Regression Analysis. To test whether the two variables have an effect, namely between the motives for watching the Podcast Warung Kopi (PWK) and the level of viewing satisfaction among Has Creative subscribers, hypothesis testing will be carried out using statistical analysis using a simple linear regression formula, with the formula as follows:

$$Y = a + \beta X + e$$

Description:

Y : Interest in watching the Podcast Warung Kopi Audience

X : Viewing satisfaction among HAS Creative subscribers

β : Regression Coefficient

a : Constant

e : Standard Error

Table 4. Variables Entered/Removed analysis results

Model	Variables Entered	Variables Removed	Method
1	Motif[b]	.	Enter

a. Dependent Variable: Satisfaction

b. *All requested variables entered.*

Source: primary data 2024

The table above explains the variables entered and the method used. In this case, the variables entered are the Motive variable as the independent variable and Satisfaction as the Dependent variable and the method used is the enter method.

Table 5. Summary Capital analysis results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614a	.377	.375	4.08268

a. Predictors: (Constant), Motif

Source: primary data 2024

The results of the table above explain the magnitude of the correlation/relationship value R, which is 0.614. From this output, the coefficient of determination (R Square) is 0.375, which means

that the effect of the independent variable (Motive) on the participation variable (Satisfaction) is 37.5% which is categorized as weak.

Table 6. Anova analysis results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4014.210	1	4014.210	240.830	.000[b]
	Residual	6633.967	398	16.668		
	Total	10648.178	399			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Motive						

Source: primary data 2024

From the output results above, it is known that the calculated F value is 240,830 with a significance level of 0.000 <0.05. So the regression model can be used to predict the satisfaction variable or in other words, there is a significant effect of the Motive variable (X) on the Satisfaction variable (Y).

Table 7. Coefficients analysis results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	36.246	1.852		19.574	.000
	Motif	.454	.029	.614	15.519	.000
a. Dependent Variable: Satisfaction						

Source: primary data 2024

From the output results above, it is interpreted that the costanta of 36.246 means that the consistent value of the Satisfaction variable is 36.246. While the X regression coefficient of 0.454 states that every 1% increase in the value of the motive, the satisfaction value increases by 0.454. The regression coefficient is positive, so it can be interpreted that the direction of the influence of variable X on Y is positive.

Based on the significance value of table 3.20, the significance value is 0.000 <0.05, so it can be concluded that the Motive variable (X) has an effect on the Satisfaction variable (Y).

3.3. Discussion

This study identifies the characteristics and motives of HAS Creative YouTube channel users, consisting of 400 respondents. The majority of respondents were aged 18-24 years old (59.5%) and dominated by men (62%).

Motive analysis showed that information, personal identity, social interaction, and entertainment motives had high mean values, indicating significant levels of importance and satisfaction among respondents.

The results of the questionnaire validity and reliability tests, as well as statistical analysis using SPSS 27, showed that the majority of respondents gave high scores (4 and 5 points) to all motive categories, reflecting the strong relevance and appeal of HAS Creative's content.

Overall, this study shows that HAS Creative successfully fulfills the information, personal identity, social interaction and entertainment needs of its users, with the majority of respondents expressing high satisfaction with the content provided.

Based on the results of the simple linear regression analysis presented, several significant scientific conclusions can be drawn. First, in the Entered/Removed Variables Table, it can be seen that the independent variable included in the model is "Motive", while the dependent variable is "Satisfaction", and the method used to enter this variable is the enter metho.

The Modal Summary table, which summarizes the model, shows that the correlation coefficient (R) between Motive and Satisfaction is 0.614. This indicates a relatively strong relationship between the two variables. The coefficient of determination (R Square) of 0.375 indicates that about 37.5% of

the variability in Satisfaction can be explained by Motive, while the rest is explained by other variables not included in this study, such as moderating, intervening, and control variables.

The analysis of variance (ANOVA) presented shows a calculated F value of 240.830 with a significance level of 0.000, which is much smaller than the 0.05 threshold. This indicates that the regression model used is statistically significant, meaning that Motive has a significant influence on Satisfaction.

Next, the Coefficients Table displays the regression coefficients. The constant of 36.246 indicates the value of Satisfaction when Motive is zero. The regression coefficient for the Motive variable is 0.454, which indicates that every one-unit increase in Motive will increase Satisfaction by 0.454 units. This positive regression coefficient indicates that the direction of the effect of Motive on Satisfaction is positive, meaning that an increase in motive will be followed by an increase in satisfaction.

The significance value for the regression coefficient of Motive is 0.000, which is smaller than 0.05, confirming that the effect of Motive on Satisfaction is statistically significant. Thus, it can be concluded that the Motive variable significantly influences the Satisfaction variable.

4. Conclusion

The results of the analysis found in the study of the effect of the motive for watching the Podcast Warung Kopi (PWK) on viewing satisfaction among Has Creative subscribers and are the result of simple linear regression data processing using SPSS 27 for windows, showing the following results:

Simple linear regression analysis shows that motive has a significant effect on satisfaction. The correlation coefficient (R) of 0.614 shows a fairly strong relationship between motive and satisfaction, with a coefficient of determination (R Square) of 0.375, which means 37.5%, meaning that there is a weak influence between the motive for watching Podcat Warung Kopi (PWK) on viewing satisfaction among Has Creative subscribers. The regression model is statistically significant with a calculated F value of 240.830 and a significance level of 0.000. The positive regression coefficient of 0.454 indicates that an increase in motive will be followed by an increase in satisfaction. The significance value for the regression coefficient of motive being less than 0.05 confirms that the effect of motive on satisfaction is statistically significant. Thus, it can be concluded that HAS Creative successfully fulfills the information, personal identity, social interaction, and entertainment needs of its users, and users' motives significantly influence their level of satisfaction.

5. Acknowledgement

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