Analysis of Satisfaction of Followers of College Menfess Twitter Account as a Container for Information Exchange in Indonesia with Servqual Method

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Abstract: Collegemenfess is an autobase that provides its followers to share or discuss anonymously. This study aims to identify what collegemenfess needs to improve in increasing followers' satisfaction with the services provided andalso to measure the GAP in collegemenfess account services. This research uses the servqual method using a Likert scale. Based on the results of this study, it is known that the highest attribute GAP is the 12th attribute with a value of -1.54 and based on the highest dimensional GAP, collegemenfess needs to improve services, especially in the dimension of responsiveness with a value of -0.76. From the ASC results it is known that collegemenfess performance has met 89% of followers' expectations.

Keyword: Collegemenfess, Followers, Statisfaction, Performance, Expectation, GAP, Servqual

Introduction:

In recent years, information technology has evolved and resulted in the emergence of various types of information that can be easily accessed from various sources. With just the help of social networks and the right keywords, we can access information anywhere easily online. The source of information itself can be obtained in various forms of information such as by the interaction between users and information systems, the emergence of interactions between users and information systems can be referred to as information search behavior[1]. One of information system that can be accessed online by various users both to communicate and share information is social media. Social media is an online media that helps individuals to get and convey information. Social media can be utilized as a means to do business and can form a community[2]. Twitter is a social media platform for online communication that is quite popular among internet users today. Twitter was founded by Jack Dorsey in March 2006 and the social networking site was launched in July 2006 [3]. Twitter is a social media platform that allows you to post short 280-character messages called tweets[4]. There are three types of tweets: original tweets, replies, and retweets. Original tweets are posted on the sender's profile page and can be replied to or retweeted by other users. Users can also mention other users using the @ symbol

followed by a specific username. Words beginning with the # symbol are known as hashtags and are mostly used to assign tweets to specific topics. By clicking on a hashtag, users can track all tweets on a particular topic[5].Twitter users can enjoy free content created by users they actively follow. In addition to following influential or well-known personalities, with Twitter users can present themselves to the community, develop a personal brand, communicate with people within and outside of the user's interests, create or join new neighborhoods and more[6]. Based on data, until the end of 2022, it is known that the number of Twitter users in Indonesia will reach 24 million users or around 8.7 percent of the total population [7].In addition to following influential or famous personalities, Twitter users can present themselves to the community, develop a personal brand, communicate with people within and outside their interests, create or join new communities, and more[6].

In Indonesia, Twitter has developed quite a bit. One of the Twitter phenomena that was born and developed in Indonesia is the emergence of automated fanbase accounts or what is commonly referred to as autobase. Autobase is an account where people with similar interests gather to share information or send messages[8]. Menfess or mention confess is usually used by Twitter users to confess anonymously. One of the autobase accounts that is now quite famous among students is collegemenfess. Collegemenfess aims to provide a forum for Indonesian students to communicate, share stories, information, and discuss about student life and lectures. Currently, collegemenfess itself has 1.1 million followers and 54,000 accounts followed as of December 1, 2022 quoted from the collegemenfess account. For approximately 4 years, collegemenfess has posted 1.7 million tweets, which means there are approximately 1.7 million messages from 54,000 followers that have been served by collegemenfess [9]..

When using collegemenfess itself, this base is quite interesting and very helpful in college life. But sometimes the automenfess feature of collegemenfess is not active and there is no notification whether menfess can be sent or not. So we as users cannot use the base properly. Questions that have been posted are not necessarily answered by followers or get the desired answers. With all the advantages and disadvantages of collegemenfess services, it will certainly determine the satisfaction of collegemenfess base users.

Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product with the expected performance. Satisfying customer needs is what every company wants to achieve. To compete, you need a brand image. The value that customers want is formed when they form a perception of how good or bad a product is[10].

Developed in 1985 for the non-medical industry, Servqual was created by Zeithamlai, Parasuraman, and Barry with the goal of evaluating service quality using defined parameters. The method's creators made the assumption that there will be differences (gaps) between the expected and actual levels of service. There is a difference in the quality of service when a customer's expectations are higher than their actual

experiences. Finding these gaps or inconsistencies could assist reduce the dissonance between a client's expectations and views of the quality of the service they received, which could lead to higher customer satisfaction and better service quality[11].

Methodology:

This research was conducted on the collegemenfess Twitter account. This research uses secondary and primary data. Secondary data in this study is semi-open questionnaire response data, which will be used to determine the attributes of statements for closed questionnaires. This type of questionnaire gives respondents the opportunity to use alternative answers. The use of alternative answers is necessary when the available answers do not meet the respondents' wishes [12]. A closed questionnaire, on the other hand, is a questionnaire in which alternative answers have been provided[13]. Questionnaire response data, which includes followers' perceptions and expectations of collegemenfess accounts, is the primary data in this study.

Validity and reliability tests are necessary before processing the data. Validity testing determines whether each question represents the intended research element. This is done by correlating the item score on the questionnaire with the total score. If the corrected item-total correlation value is greater than 0.098, then the question is considered valid [14]. To determine the reliability of the test, Cronbach's alpha value should be greater than 0.6 and composite reliability should be greater than 0.7[15}.

The study employs the Service Quality (Servqual) method for data processin.. This method compares the perceived service received by customers with their expected service. It is important to note that Servqual is a subjective evaluation and should be clearly marked as such[16].Sugiyono in 2013 says that the Servqual model measures service quality using a multi-item scale that assesses customer expectations and perceptions, as well as the gap between them across five dimensions of service quality [17].

The dimensions of service quality itself consist of five:

1. Tangible, refers to the attractiveness of the facilities, equipment, and materials used by the company, as well as the appearance of its employees.
2. Reliability, Regarding the company's ability to provide accurate and efficient service from the first interaction with the customer, it is important to avoid mistakes and to clearly explain the company's services within the agreed timeframe.
3. Empathy, Additionally, empathy towardscustomers is crucial, meaning that the company should understand their problems and provide special attention, including convenient service operating hours.
4. Responsiviness, responsiveness is key.This section pertains to the employees' ability and attitude in promptly providing information about the availability of services.
5. Assurance, The assurance aspect refers to the behaviour and services provided by employees, including their politeness, skill, and intelligence in answering customer

queries. These factors can instil trust in the company and provide a sense of security for its customers[16].

In addition to the gap, the Actual SERVQUAL Score (ASC) is also calculated as it represents the actual value of the services that have been provided so far. The formula for calculating ASC is[18][19][20]:

$$ASC = \left(\frac{Perception\ Score}{Expectation\ Score}\right) \times 100\%$$

Result and Discussion:

The research commences with the compilation of a semi-open questionnaire to determine the attributes of the questions that will be used in the closed questionnaire. The results of distributing semi-open questionnaires were used to determine the following variables:

Questionnaire Recapitulation

No	Statement Variables
1	Uploaded menfess appear on the ollegemenfess timeline
2	Menfess has no word limit
3	Menfess can be responded to by all Twitter users
4	There is no time limit for uploading Menfess
5	Uploaded Menfess can be withdrawn
6	Have clear rules for sending Menfess
7	If the menfess has been sent, a DM reply will be received
8	Followers can send Menfess in the form of images
9	Collegemenfess admin often interacts with followers
10	Collegemenfess admin responds to mentions or reports from followers
11	Menfess is uploaded to the Collegemenfess profile immediately after being sent
12	Uploading menfess does not need to wait for the queue
13	Followers can submit anonymous Menfess after receiving a follow-back
14	There is no unfollow rule if followers do not send menfess within a certain period time

15	Collegemenfess maintains the confidentiality of the Menfess sender
16	Collegemenfess maintains the confidentiality of the identity, institution, and personal information of the uploaded menfess
17	Collegemenfess provides several conditions for getting a follow-back
18	Collegemenfess holds several follow-back sessions each month
19	Have a backup account just in case
20	Collegemenfess backup accounts can receive menfess from accounts that have not received a follow-back

GAP Score for Each Attribute

After determining the performance and expectation values for each attribute, the difference between the two is then calculated and sorted as follows:

GAP Score for Each Atrtribute

No	Attribute	GAP Score	Ranking
12	Uploading menfess does not need to wait for the queue	-1,54	1
2	Menfess has no word limit	-1,31	2
20	Collegemenfess backup accounts can receive menfess from accounts that have not received a follow-back	-1,29	3
14	There is no unfollow rule if followers do not send menfess within a certain period time	-1,05	4
5	Uploaded Menfess can be withdrawn	-0,86	5
19	Have a backup account just in case	-0,70	6
9	Collegemenfess admin often interacts with followers	-0,61	7
11	Menfess is uploaded to the Collegemenfess profile immediately after being sent	-0,53	8
4	There is no time limit for uploading Menfess	-0,50	9
10	Collegemenfess admin responds to mentions or reports from followers	-0,38	10

18	Collegemenfess holds several follow-back sessions each month	-0,38	11
3	Menfess can be responded to by all Twitter users	-0,31	12
15	Collegemenfess maintains the confidentiality of the Menfess sender	-0,22	13
17	Collegemenfess provides several conditions for getting a follow-back	-0,18	14
16	Collegemenfess maintains the confidentiality of the identity, institution, and personal information of the uploaded menfess	-0,17	15
6	Have clear rules for sending Menfess	-0,15	16
7	If the menfess has been sent, a DM reply will be received	-0,14	17
13	Followers can submit anonymous Menfess after receiving a follow-back	-0,13	18
8	Followers can send Menfess in the form of images	-0,07	19
1	Uploaded menfess appear on the ollegemenfess timeline	-0,01	20

According to the table above, the 12th attribute is ranked first, indicating that it has the lowest performance according to the followers' expectations.

GAP Score for Each Dimension

After determining the performance and expectation values for each dimension, the difference between the two is then identified and sorted as follows.:

GAP Score for Each Dimension

No	Dimension	GAP Score	Ranking
3	Responsiviness	-0,76	1
5	Empathy	-0,64	2
1	Tangible	-0,54	3
4	Assurance	-0,39	4
2	Reliability	-0,34	5

According to the table above, the 3rd dimension is ranked first, indicating that the attributes in this dimension have the lowest performance according to the expectations of followers.

Actual Servqual Score (ASC)

The actual servqual score (ASC) percentage value is a comparison between the perceived value of the actual performance of collegemenfess services and the expected value. After finding the performance and expectation values for each dimension, the GAP between the two is then searched and sorted as follows:

Actual Servqual Score (ASC)

No	Dimension	ASC
1	Tangible	89%
2	Reability	93%
3	Responsiviness	84%
4	Assurance	92%
5	Empathy	87%
Mean		**89%**

The data processing results show that the average ASC is 89%, indicating that the quality of collegemenfess services has met 89% of customer expectations.

Conclusion:

The research results lead to the conclusion that:

1. Collegemenfess should improve its services, particularly in terms of responsiveness. This includes improving admin interactions with followers, responding promptly to mentions or reports from followers, and enhancing the features of the platform to provide a better user experience.

2. According to the results of the highest attribute GAP measurement, the 12th attribute that affects followers' satisfaction with the quality of Collegemenfess account services is "Uploading menfess does not need to wait for the queue", with a value of -1.54. The highest dimension based on the GAP is responsiveness, with a value of -0.76. The percentage value of the level of consumer satisfaction (ASC) indicates an average satisfaction level of 89% of followers' expectations. The effect of GAP on followers' satisfaction reveals that collegemenfess' performance has met 89% of followers' expectations. To meet follower satisfaction expectations, focus on improving attributes in the responsiveness dimension and maximising the 12th attribute, "Uploading menfess does not need to wait for the queue." This will have a positive impact on the Collegemenfess account. It is important to avoid subjective evaluations and use clear, objective language with precise word choice. The text should also adhere to conventional structure and formal register, while maintaining grammatical correctness and avoiding bias.

Suggestions for improving the responsiveness dimension, which has the largest gap value, should be prioritised as reliability is directly felt by consumers or college

followers. It is important to compete with other autobase accounts. To enhance performance, the college menfess administration should consider which features require improvement or addition. For instance, menfess could be uploaded in real-time, eliminating the need to wait for a queue break every 5 minutes. Additionally, notifications could be provided when the college menfess account is down or unable to send menfess, ensuring that consumers or followers feel more comfortable when using college menfess account services.

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