

Satisfaction of Catholics in Surabaya In Accessing Church Social Media

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Abstract

This study focuses on the satisfaction of Catholics in Surabaya in accessing the church's Youtube. The COVID-19 pandemic that has hit the world has also changed how religious people worship. Researchers measure motives and satisfaction with using Youtube. This research was conducted using a quantitative approach with descriptive study and survey research methods conducted online with a sample of 100 Catholics in Surabaya who will be taken using the purposive sampling technique. Respondents are satisfied using the church's Community Social Service Youtube of 2.85. The highest position of respondents lies in the information search indicator; the church's Community Social Service Youtube provides satisfaction in finding information for respondents. While respondents are not satisfied with social interaction indicators, the church's Community Social Service Youtube does not give pleasure when used to fulfil information in establishing social relationships. Academically, the benefits of this research can enrich the study of media communication, mainly social media Youtube. Practically, this research is helpful for the Surabaya Catholic Church Social Commission managers to manage the church's YouTube social media.

Keywords: Satisfaction; Youtube; Church; Catholic

Abstrak

Penelitian ini berfokus mengetahui kepuasan umat Katolik di Kota Surabaya dalam mengakses Youtube gereja. Pandemi Covid 19 yang melanda dunia turut mengubah tata cara beribadat umat beragama. Fenomena ini menarik untuk diteliti karena umat memerlukan sapaan rohani untuk bisa merasakan kehadiran Gereja di tengah pandemi Covid-19. Peneliti mengukur antara motif dan kepuasan penggunaan Youtube. Penelitian ini dilakukan dengan pendekatan kuantitatif dengan jenis penelitian deskriptif dan metode penelitian survey yang dilakukan secara online dengan sampel 100 orang yang merupakan umat Katolik di Surabaya yang akan diambil dengan teknik penarikan sampel purposive sampling. Secara umum responden puas dengan penggunaan Youtube Komsos gereja sebesar 2.85. Kepuasan tertinggi responden terletak pada indikator information seeking, Youtube Komsos gereja memberikan kepuasan dalam pencarian informasi bagi responden. Sementara responden tidak puas pada indikator social interaction, artinya Youtube Komsos gereja tidak memberikan kepuasan ketika digunakan untuk memenuhi informasi dalam menjalin hubungan sosial.

Kata Kunci: Kepuasan; Youtube; Gereja; Katolik

INTRODUCTION

Covid-19, as a plague and pandemic, has swept the world and managed to change all orders of human life. The activities of individuals, communities and organisations are forced to adapt quickly to the development of digital technology. This includes the procedures for worship undertaken by people from various religions worldwide. Face-to-face worship rituals have shifted to virtual worship rituals. As a result, digital media and social networks have played an essential role while transforming the activities of churches and people during the pandemic (Dox, 2020; Lowenthal et al., 2020; Parish, 2020; Sabaté

Gauxachs et al., 2021b). The same thing happened to Catholics in the Surabaya area. Therefore, Catholic churches in the city of Surabaya are asked to be able to present all their ritual and non-ritual activities using social media, such as Youtube, so that sacramental services can still run normally. It is interesting to examine further because, in principle, Catholics need a spiritual touch to accept the presence of the Church during the Covid-19 outbreak.

Youtube itself plays a vital role in communication amid a pandemic. We Are Social and Kepios research shows that out of 191.4 million social media users in Indonesia, Youtube had 139 million users in early 2022 (Kemp, 2022). This finding indicates that Youtube, on the one hand, has succeeded in becoming one of the social media platforms that attract the most attention from social media users (Burnaz & Acikgoz, 2021). On the other hand, the presence of YouTube has presented religious representation in a new way that shapes spiritual relationships, engagement and innovation in church ministry (Burnaz & Acikgoz, 2021; Singarimbun, 2021).

In exploring the relationship mechanism above, the Uses and Gratification Theory is used to question what the media does to fulfil needs (Rakhmat, 2018). The uses and gratifications theory focuses on audiences consuming mass media based on specific motives (Kriyantono, 2020). The media is expected to be able to fulfil the reasons of the audience. Media that can meet these needs will be effective. Like Youtube, with all its facilities, it can make consumers confident to fulfil the satisfaction that traditional media does not offer (Klobas et al., 2018; Park & Goering, 2016; Pasha et al., 2021). Palmgreen (in Kriyantono, 2020) formulates that the gratification sought is to recognise the satisfaction desired when consuming the media of choice. Gratification Obtained is the satisfaction that audiences have after watching impressions from the media of their choice (Kriyantono, 2020). Researchers will calculate Gratification Sought & Gratification Obtained. Through this calculation, it will be known that media users' satisfaction is based on the imbalance between Gratification Sought and Gratification Obtained. The discrepancy in gratifications means that the satisfaction results obtained between Gratification Sought and Gratification Obtained differ.

Furthermore, to explain the satisfaction of using Youtube social media, researchers use the Youtube social media satisfaction indicators used in the Journal article written by Anita Whiting and David Williams (Whiting & Williams, 2013).

In summary, there are seven factors of social media use by respondents, as shown in the following table:

Table 1. Indicators of satisfaction with the help of Youtube social media

No	Indicator	Description
1.	<i>Social Interaction</i>	Social media as a means of carrying out communication and interaction with others
2.	<i>Information Seeking</i>	Social media as a means to seek information and to educate oneself
3.	<i>Pass Time</i>	Social media as leisure and boredom relief
4.	<i>Entertainment</i>	Social media as a provider of entertainment and fun
5.	<i>Relaxation</i>	Social media is a daily stress reliever. Relaxation provides a sense of relief.
6.	<i>Communicatory Utility</i>	Social media as a facility to communicate and provide information yang dapat dibagikan kepada sesama
7.	<i>Convenience Utility</i>	Social media as a means to provide comfort and utility to others

Source: (Whiting & Williams, 2013b)

Furthermore, regarding satisfaction and motives, similar studies have been conducted. As in Arifin's study, media competition in fulfilling audience desires occurs in offline and online media (Arifin, 2013). Another researcher, Prastya, said that online media could be used to overcome organisational crises (Prastya, 2011). Furthermore, Supratman's research focuses on the motives of digital natives in accessing social media (Supratman, 2018). Finally, Nurhadi's research explains why high school students use Twitter

social media; apart from wanting to get the latest information, Twitter is a place to show self-existence and do business for students (Nurhadi, 2017).

Based on the four previous studies, this research is expected to complement studies focusing on measuring motives and satisfaction in using social media, especially Youtube, in the Catholic church community in Surabaya. Academically, this research's significance will enrich mass communication studies, especially Youtube social media. Practically, this research is helpful for Church Social Comms activists in managing the church's Youtube social media.

Research Methods

The research chose a quantitative approach, descriptive type (Kriyantono, 2020) because this research aims to describe the satisfaction of Surabaya Catholics in consuming the social media content of Youtube Social Communication in each church. The research method used in this research is the survey method. The survey is a method that can be used to obtain results from questionnaires as a data collection tool. The respondents are Catholics in the Surabaya Kevikepan area (Kriyantono, 2020). The research variable measured is satisfaction.

The conceptual definitions measured are Gratification Sought and Gratification Obtained. Palmgreen formulates Gratification sought to find out the desired or sought satisfaction seen when the audience is accessing or consuming the media of their choice. Gratification Obtained is the satisfaction obtained or obtained by the audience after watching or seeing the media broadcast of their choice (Kriyantono, 2020). The indicators are Social Interaction, Information Seeking, Pass Time, Entertainment, Relaxation, Communicatory Utility and Convenience Utility.

This research uses a population derived from the Catholics of Surabaya City. The number of people is 120804. The sample is a representative or selected part of the population (Silalahi, 2012). Researchers used an example of Surabaya Catholics totalling 100 people with the condition that they had accessed the church's Youtube Channel. This number is obtained from the Slovin Formula (Suryadi & Mulyadi, 2019).

The sampling technique chosen was purposive sampling with the criteria that respondents were parishioners of Catholic churches in Surabaya. Have accessed the church's Youtube Channel. At least have accessed it in the last three months.

Data analysis is done according to editing, coding, and tabulation stages. After the data change process, the satisfaction gap will be seen with the following information (Kriyantono, 2020):

1. If the mean score (average score) of GS is greater than the mean score of GO (mean score $GS >$ mean score GO), then there is a satisfaction gap because the needs obtained are less than the desired needs. The media needs to satisfy its audience.
2. If the mean score of GS is equal to the mean score of GO ($GS = GO$), then there is no satisfaction gap because the number of desired needs is all met.
3. If the mean GS score is less than the mean GO score ($GS < GO$), then there is a satisfaction gap because the needs obtained are more than the desired needs. In other words, the media satisfies the audience. Researchers use the discrepancy formula to analyse using SPSS24 with Crosstabulation. Each question item will be coded manually, and the results will be used to conclude the gap category for each indicator.

RESULTS AND DISCUSSION

In this section, all data were analysed by editing, coding and tabulating. The results are shown below:

Respondent Identity

Table 2: Identity Characteristics of Respondents

Respondent Identity Characteristics		Total
Age	Less than 12 years	1
	12 to 16 years	4
	17 to 25 years	46
	26 to 35 years	11
	36 to 45 years	13
	46 to 55 years	21
	56 to 60 years	2
Over 60 years old	2	
Total		100
Sex	Male	46
	Female	54
Jumlah		100
Jobs	College students	31
	Students	11
	Private Employee	37
	Self-employed	6
	Civil Servant	4
	Doctor	2
	Retired	1
	Freelance	1
	Housewife	6
	Teacher	1
Jumlah		100
Education	SD	3
	SLTP	3
	SLTA	45
	D1/D2/D3	4
	S1/S2/S3	45
Total		100
Family expenses per month	< Rp 2.200.000	31
	Rp > 2.200.000 – Rp. 3.500.000	11
	> Rp 3.500.000 - Rp 4.600.000	27
	> Rp 4.600.000 – Rp 8.000.000	16
	> Rp 8.000.000	15
	Total	

Source: Processed by Researcher

Table 2 shows the identity characteristics of the respondents in this research. Most respondents are 17-25 years old, female, private sector employees, have a high school education, have an average monthly expenditure of less than IDR 2,200,000, and with monthly internet costs of more than IDR 100,000.

Table 3. Parish Origin of Respondents

Parish Origin	Total
Katedral Surabaya HKY	6
Santo Yohanes Pemandi	6
Keveikepan South Surabaya	6
Roh Kudus	6
Gembala Yang Baik	6
Total	24
Santo Aloysius Gonzaga	5

Kevikepan West Surabaya	Redemptor Mundi	6
	Santo Yakobus Citraland	6
	Santo Yosef	6
	Santo Stefanus	6
	Sakramen Maha Kudus	6
Total		35
Kevikepan North Surabaya	Kelahiran Santa Perawan Maria Kepanjen	6
	Santo Mikael	6
	Santo Vincentius	6
	Santo Marinus Yohanes	5
	Ratu Pecinta Damai	6
	Kristus Raja	6
Santa Maria Tak Bercela	6	
Total		41

Sumber: Olahan Peneliti

Table 3 explicitly displays the data processing results based on the respondent's parish of origin. Surabaya has 17 parishes spread across West Surabaya, South Surabaya, and North Surabaya. 6 respondents sampled each parish in this research.

Table 4. Frequency of Watching Church Youtube in a Week

Frequency	Total
1 to 2 times	80
3 to 6 times	17
More than 6 times	3
Never	0
Total	100

Source: Processed by Researcher

Table 4 displays data regarding the frequency of respondents accessing Youtube for the Komsos church division, the majority of which are 1 to 2 times a week.

Gratification Sought (Satisfaction sought) Youtube

Table 5. GS Social Interaction

No	Question	STS	TS	S	SS	Total	Mean
<i>Social Interaction</i>							
1.	I want to watch the video content of the Komsos Church Youtube channel because I want to connect with people through live chat on Youtube.	10 10%	35 35%	44 44%	11 11%	100 100%	2.56
2.	I want to watch the video content presented by Komsos Gereja for conversations with the congregation.	6 6%	30 30%	52 52%	12 12%	100 100%	2.70
3.	I want to watch the live streaming content of the Komsos Church Youtube channel to be active in church activities (e.g. bible study activities, webinars or discussions).	0 0%	15 15%	65 65%	20 20%	100 100%	3.05
TOTAL MEAN							2.77

Source: Processed by Researcher

Table 5 presents the mean average for the social interaction motive is 2.77, with the highest mean score on the reason for wanting to watch live streaming content on the Youtube Komsos church channel because they want to connect with fellow believers in various church activities. Unlike face-to-face communities, online communities that use Youtube can have unlimited space and time as a means of social interaction. These interactions can be recorded and tracked (Sabaté Gauxachs et al., 2021a).

Table 6. *GS Information Seeking*

No.	Question	STS	TS	S	SS	Total	Mean
<i>Information Seeking</i>							
1.	I want to watch the video content on the Komsos Church Youtube channel to find information about the Eucharistic Celebration.	1 1%	1 1%	56 56%	42 42%	100 100%	2,87
2.	I want to watch video content on the Komsos Church Youtube channel to find information about church activities (e.g. Rosary Prayer, Lenten, Easter, Advent, etc.).	1 1%	7 7%	63 63%	29 29%	100 100%	3.30
3	Saya ingin menonton konten video di kanal Youtube Komsos Gereja karena saya ingin mencari informasi tentang panduan tata cara Misa di era new normal.	1 1%	60 60%	17 17%	22 22%	100 100%	2.63
TOTAL MEAN							2.93

Source: Processed by Researcher

In Table 6, the mean score for the information-seeking motive is 2.93, with the highest mean score on the reason for wanting to watch live streaming content on the Youtube channel of the church's Komsos because they want to find information about church activities (e.g. Rosary Prayer, Lenten activities, Advent activities, etc.). During the Covid-19 pandemic, Youtube is often the dominant platform for information sources (Li et al., 2020).

Table 7. *GS Pass Time*

No.	Question	STS	TS	S	SS	Total	Mean
<i>Pass Time</i>							
1.	I want to watch video content on Komsos Church Youtube to fill my free time well.	8 8%	30 30%	51 51%	11 11%	100 100%	2.65
2.	I want to watch video content on Youtube to pass the time.	11 11%	21 21%	52 52%	16 16%	100 100%	2.73
TOTAL							2.69

Source: Processed by Researcher

Table 7 shows that the mean average of the pass-time motive is 2.69, with the highest score for wanting to pass the time by watching live church events. This finding is in line with Balakrishnan and Griffiths' statement that satisfaction with Youtube content covers various genres, including engagement and collaboration, entertainment, ease of access and a passing time (Balakrishnan & Griffiths, 2017).

Table 8. GS relaxation

No.	Question	STS	TS	S	SS	Total	Mean
<i>Relaxation</i>							
1	I want to watch video content on Youtube Komsos Church to relax and gather with my family at home.	13 13%	34 34%	45 45%	8 8%	100 100%	2.48
2.	I want to watch video content on the church YouTube channel to release my fatigue or tiredness from working all day.	11 11%	34 34%	47 47%	8 8%	100 100%	2.52
3.	I want to watch video content on the church Youtube channel because it gives me a sense of relief and inner peace (e.g. daily devotionals).	4 4%	13 13%	62 62%	21 21%	100 100%	3.00
TOTAL							2.67

Source: Processed by Researcher

Table 8 shows that the average mean score for the relaxation motive is 2.67, with the highest mean score for wanting to watch video content on Youtube churches because it gives a sense of relief and inner calm (e.g. daily devotionals). This motive is closely related to the subjective experience of individuals who use Youtube to relax. At this level, individuals use Youtube only to rest from frustrating routine work (Buie & Blythe, 2013).

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No.	Question	STS	TS	S	SS	Total	Mean
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1	I want to watch video content on Youtube Komsos Church to relax and gather with my family at home.	13 13%	34 34%	45 45%	8 8%	100 100%	2.48
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3.	I want to watch video content on the church Youtube channel because it gives me a sense of relief and inner peace (e.g. daily devotionals).	4 4%	13 13%	62 62%	21 21%	100 100%	3.00
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Source: Processed by Researcher

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Table 9. GS Communication Utility

No.	Question	STS	TS	S	SS	Total	MEAN
<i>Communicatory Utility</i>							
1	I want to watch video content on Youtube because I want to comment on the comment section during live videos.	14 14%	43 43%	39 39%	4 4%	100 100%	2.33

2.	I want to watch video content on Youtube because I want to give feedback and suggestions in the comment section.	15 15%	36 36%	41 41%	8 8%	100 100%	2.42
3.	I want to watch video content on Youtube because I want to share the content (share) of church activities on social media or messaging applications such as Whatsapp.	5 5%	29 29%	58 58%	8 8%	100 100%	2.69
TOTAL							2.48

Source: Processed by Researcher

Table 9 shows that the mean average for the communicatory utility motive is 2.48, with the highest mean score on the reason of wanting to watch video content on Youtube because they want to share the content (share) of church activities on social media or messaging applications such as Whatsapp. This finding reflects that sharing content in the digital age is about the social exchange on the one hand and distribution and dissemination on the other (Villi & Noguera-Vivo, 2017). Users expect functional or psychological satisfaction from YouTube content (Balakrishnan & Griffiths, 2017).

Table 10. GS comfort utilities

No.	Question	STS	TS	S	SS	Total	MEAN
<i>Convenience Utility</i>							
1	I want to watch video content on Youtube because I want to watch impressions on the church's Youtube channel whenever and wherever I am.	6 6%	19 19%	57 57%	18 18%	100 100%	2.87
2.	I want to watch video content on Youtube because it can be easily accessed through my smartphone or laptop.	0 0%	5 5%	67 67%	28 28%	100 100%	3.23
MEAN							3.05

Source: Processed by Researcher

Table 10 shows that the mean average for the convenience utility motive is 3.05, with the highest mean score for wanting to watch video content on Youtube because these shows can be easily accessed via smartphone or laptop. This motive relates to accessibility, where users can easily access information and provides convenience due to unlimited reach to all content for anyone and anywhere (Sadiku et al., 2018).

Gratification Obtained (Satisfaction obtained) Youtube

Table 11. GO Social Interaction

No.	Question	STS	TS	S	SS	Total	MEAN
<i>Social Interaction.</i>							
1	After I watch the video content on the Komsos Church Youtube channel, I can interact with other believers through live chat on Youtube.	8 8%	37 37%	45 45%	10 10%	100 100%	2.57
2.	After I watch the video content presented by Youtube Komsos Church, I get material for conversations with fellow parishioners.	6 6%	28 28%	57 57%	9 9%	100 100%	2.69

3.	After I watch the live streaming content of the Youtube Komsos Church channel, I feel that I can be actively involved in church activities (for example, scripture study activities, webinars or discussions).	3 3%	17 17%	67 67%	12 12%	99 99%	2.86
TOTAL							2.70

Source: Processed by Researcher

Table 11 shows that the mean average for social interaction satisfaction is 2.70, with the highest mean score on satisfaction after watching Komsos Gereja Youtube channel live streaming content, feeling able to be actively involved in church activities (e.g. scripture study activities, webinars or discussions). This involvement shows that Youtube as social media has connectedness, which can facilitate the development of social networks by connecting people (Sadiku et al., 2018). As a result, it significantly influences social interaction (Yohanna, 2020).

Table 12: GO information search GO information search

No.	Question	STS	TS	S	SS	Total	MEAN
<i>Information Seeking</i>							
1	After I watched the video content on the Youtube channel, I got information about the Eucharistic Celebration.	1 1%	2 2%	69 69%	28 27%	100 100%	3.24
2.	After I watched the video content on the Youtube channel, I got information about church activities (e.g. Rosary Prayer, Lenten activities, Advent activities, etc.)).	3 3%	3 3%	67 67%	27 27%	100 100%	3.18
3.	After I watched the video content on the Youtube channel, I found information about the Mass protocol in the new normal era.	0 0%	12 12%	68 67%	20 20%	100 100%	3.08
TOTAL							3.12

Source: Processed by Researcher

Table 12 shows that the mean average for information-seeking satisfaction is 3.12, with the highest mean score on the satisfaction of getting information about the Eucharistic Celebration. Today, social media, such as YouTube, has become an essential source of information. Youtube's presence as the most popular video platform in the world makes it one of the most dominant sources of online information (Azak et al., 2022).

Table 13. GO Pass Time

No.	Question	STS	TS	S	SS	Total	MEAN
<i>Pass Time</i>							
1	After I watch video content on the Church's Youtube Channel, I can fill my free time well	8 8%	25 25%	54 54%	13 13%	100 100%	2.72
2.	After I watch video content on YouTube, I can spend my free time watching live church events.	9 9%	22 22%	58 58%	11 11%	100 100%	2.71
TOTAL							2.72

Source: Processed by Researcher

Table 13 shows the mean average for pass time satisfaction is 2.72, with the highest mean score on the satisfaction that can fill my free time well. This finding indicates that the tendency to view Youtube content is dominantly influenced by entertainment factors and to pass the time (Balakrishnan & Griffiths, 2017).

Table 14. GO Relaxation

No.	Question	STS	TS	S	SS	Total	MEAN
<i>Relaxation</i>							
1.	After watching video content on Youtube, the church can relax and gather with family at home	9 9%	25 25%	53 53%	13 13%	100 100%	2.70
2.	After watching video content on the church, Youtube can release fatigue or tiredness.	10 10%	25 25%	53 53%	12 12%	100 100%	2.67
3.	After watching video content on Youtube, I get a sense of relief and inner peace (e.g. daily devotionals).	2 2%	14 14%	70 70%	14 14%	100 100%	2.96
TOTAL							2.78

Source: Processed by Researcher

Table 14 shows that the mean average for relaxation is 2.78, with the highest mean score on the satisfaction of getting a sense of relief and inner calm (e.g. daily devotionals). This finding aligns with Poerio's study that YouTube users generally access content that can make them feel calm for rest and relaxed (Poerio, 2016).

Table 15. GO Communicatory Utility

No.	Question	STS	TS	S	SS	Total	MEAN
<i>Communicatory Utility</i>							
1	After watching video content on Youtube, I can comment on the comment field during live video	8 8%	37 37%	46 46%	9 9%	100 100%	2.56
2.	After watching video content on Youtube, I can provide feedback and suggestions in the comments column	8 8%	28 28%	55 55%	9 9%	100 100%	2.65
3.	After watching Youtube video content, it is easy to share the content (share) of church activities on social media or messaging applications such as Whatsapp.	2 2%	65 65%	16 16%	17 17%	100 100%	2.48
TOTAL							2.56

Source: Processed by Researcher

Table 15 shows that the mean average for communicatory utility satisfaction is 2.56, with the highest mean score on the satisfaction of being able to provide input and suggestions in the comments column. Communicatory utility in the digital era shows that social media such as Youtube can help develop better socialisation and communication skills (Appel et al., 2020; Baker & Algorta, 2016).

Table 16. *GO Convenience Utility*

No.	Question	STS	TS	S	SS	Total	MEAN
<i>Convenience Utility</i>							
1	After I watch video content on YouTube, I can watch shows on the church's YouTube channel whenever and wherever I am.	2 2%	8 8%	67 67%	23 23%	100 100%	3.11
2.	After I watched the video content on YouTube, I knew that it could be easily accessed through a smartphone or laptop.	0 0%	3 3%	67 67%	30 30%	100 100%	3.27
TOTAL							3.19

Source: Processed by Researcher

Table 16 shows that the average mean for convenience utility satisfaction is 3.19, with the highest mean score on satisfaction after watching video content on Youtube, knowing that these shows can be easily accessed via smartphone or laptop. Youtube is a platform due to digitalisation and has become a practical and easily accessible social media. This character provides comfort for its users (Wahyuningtyas et al., 2021).

To calculate satisfaction, the following interval measurement is used:

$(4-1) : 2 = 3; 2 = 1.5$

If the mean value is in the interval of 1 - 2.5, it is included in the dissatisfied category.

If the mean value is in the interval $<2.5 - 4$, it is included in the satisfied category.

Table 17. Comparison of Mean GS and Mean GO (Youtube)

Youtube Komsos Church					
Indicator	Mean GS		Mean GO	Difference	Description
<i>Social Interaction</i>	2.77	>	2.70	-0.07	Tidak puas
<i>Information Seeking</i>	2.93	<	3.12	0.19	Puas
<i>Pass Time</i>	2.69	<	2.72	0.03	Puas
<i>Relaxation</i>	2.67	<	2.78	0.11	Puas
<i>Communicatory Utility</i>	2.48	<	2.56	0.08	Puas
<i>Convenience Utility</i>	3.05	<	3.19	0.14	Puas
Mean	2.77	<	2.85	0.08	Puas

Source: Processed by Researcher

Table 17 presents the mean average satisfaction higher than the mean average motive so that it can be concluded that the Youtube channel Komsos Catholic church in Surabaya satisfies its users. One of the purposes of people accessing the internet is to find specific information or the latest information. Likewise, with Youtube, much information can be obtained by the audience regardless of whether the information is essential, valuable, up-to-date, true or false. Therefore, Youtube is qualified to fulfil the information satisfaction of its users. This is because Youtube is the most used and visited social media after Google, localised in 80 languages, free, audiovisual content, and used by various age groups, not only as a means of entertainment but also for education and religion (Amin & Naharuddin, 2020; Černá & Borkovcová, 2020).

CLOSING

The research results conclude that most of the selected respondents are aged 17 to 25 years, female, private employees, the last education is high school, the average monthly expenditure is less than Rp 2,200,000, and the monthly internet fee is more than Rp 100,000.

It can be concluded that respondents are satisfied with using Youtube church at 2.85. The highest satisfaction shows in the information-seeking indicator; youtube church provides satisfaction in finding information for respondents. However, respondents were not satisfied with the social interaction indicator, meaning that the Youtube church does not give satisfaction when used to fulfil information in establishing social relationships.

Further research development can expand the measurement of satisfaction and motives on types of church social media such as Instagram, Facebook, and websites.

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