

The Impact of Ease of Use, Perceived Enjoyment, and Perceived Curiosity Fulfillment on Instagram's Perceived Usefulness for Accessing Current News

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Abstract: This study aims to examine the effect of ease of use, perceived enjoyment, and perceived curiosity fulfillment on perceived usefulness of Instagram in the context of searching for the latest news information. The problem raised is how these factors affect user perceptions of the usefulness of Instagram in obtaining the latest news. This study uses a quantitative approach with a cross-sectional design, where data is collected through a questionnaire distributed to 126 Instagram user respondents in Indonesia. Data analysis was carried out using multiple linear regression with the help of SPSS software. The results showed that ease of use, perceived enjoyment, and perceived curiosity fulfillment have a significant effect on perceived usefulness with a significance level of 0.000. The regression coefficient obtained for each variable shows a strong positive relationship, where ease of use has the greatest effect on perceived usefulness. This study provides evidence that ease of use, perceived enjoyment, and fulfillment of user curiosity collectively increase the perception of the usefulness of Instagram as a source of the latest news information. These findings have implications for social media platform managers to optimize features that increase user convenience, entertainment, and satisfaction.

Keywords: Ease of use; Instagram; perceived curiosity fulfillment; perceived enjoyment; perceived usefulness

How to cite this article (APA)

Dwijayanthi, A, A, I, A, O., Geriadi, M, A, D. (2023). The Impact of Ease of Use, Perceived Enjoyment, and Perceived Curiosity Fulfillment on Instagram's Perceived Usefulness for Accessing Current News. *Journal of Business and Management*, 3(2), 95-103. <https://doi.org/10.52432/justbest.3.2.95-103>

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Journal of Sustainable Business and Management

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Introduction

Social media has become an integral part of everyday life, affecting various aspects of human life, including information search (Kelly et al., 2017). One of the most popular social media platforms in the world is Instagram, which offers a variety of visual features that allow users to share photos and videos in real-time. Instagram has become a primary source for many people to search for the latest news information. In this context, perceived usefulness is an important factor that influences the extent to which users rely on Instagram to obtain relevant information (Purwianti & Dila, 2021). This study aims to explore the influence of various factors on perceived usefulness in Instagram users, especially in searching for the latest news.

As one of the social media platforms with a very large number of users, Instagram has played an important role in the dissemination of information. However, although Instagram is increasingly used as a source of current news information, there has not been much research examining the factors that influence user perceptions of the usefulness of this platform in this context (Nurmalinda & Purworini, 2022). Although various studies have examined the factors that influence perceived usefulness on social media in general, research that focuses on Instagram, especially in terms of searching for current news information, is still limited (Fikriati et al., 2020). Therefore, it is important to identify the variables that play a role in increasing the perceived usefulness of Instagram, such as ease of use, perceived enjoyment, and perceived curiosity fulfillment.

In this study, the main focus is to understand how these three variables affect the perceived usefulness of Instagram in the context of searching for breaking news. Ease of use, as the first factor, refers to how easy the Instagram platform is to use by its users. The second variable, perceived enjoyment, refers to the extent to which users feel entertained when using Instagram. Meanwhile, perceived curiosity fulfillment measures the extent to which Instagram can fulfill users' curiosity about breaking news information. These three variables are considered important to identify what makes Instagram effective in delivering breaking news and the relevance of information to its users.

The main objective of this study is to examine the effect of ease of use, perceived enjoyment, and perceived curiosity fulfillment on perceived usefulness of Instagram in the context of searching for current news information. This study aims to provide insight into how these three factors contribute to creating a positive perception of the usefulness of Instagram as a news source. By knowing the factors that play a role in increasing perceived usefulness, this study is expected to provide input for further development of social media platforms, especially Instagram, to be more effective in providing relevant and useful information to its users.

The strength of this study lies in its specific focus on Instagram users in Indonesia. Although Instagram is used globally, the characteristics of users in each country can vary, especially in terms of digital culture and habits in accessing information. This study provides insight into how users in Indonesia perceive the usefulness of Instagram in finding the latest news, which may differ from findings from other countries. This study also explores the relationship between technical aspects of social media use, such as ease of use, with emotional and psychological factors, such as perceived enjoyment and satisfaction of curiosity.

The novelty of this study lies in its approach that combines technical and emotional factors in influencing perceived usefulness. Most previous studies have emphasized technical factors or only focused on one dimension of user experience. By integrating these three variables, this study provides a more comprehensive picture of how these factors interact to improve user perceptions of Instagram's usefulness. In addition, by using a quantitative

approach and data analysis using SPSS, this study provides stronger empirical evidence regarding the influence of these factors.

The contribution of this study is very important in understanding the dynamics of social media usage, especially Instagram, as a source of news information. The findings of this study are not only relevant to the development of social media platforms such as Instagram, but also contribute to the development of theories of technology and social media usage. In addition, this study can provide guidance for companies or social media platform managers in designing more user-friendly and attractive features, which can increase user satisfaction and engagement. On the other hand, the results of this study are also useful for stakeholders in the media industry to understand how to create a better user experience through social media in the context of breaking news distribution.

Thus, this study not only contributes to filling the existing research gap, but also provides practical insights for social media managers, especially Instagram, to better understand how to improve the usability of their platforms in the eyes of users, especially in providing useful and relevant information to the public.

Concept and Hypothesis

This study is based on the Technology Acceptance Model (TAM) developed by (Rahmawati & Narsa, 2019) which is one of the most widely used theories to understand technology acceptance by users. TAM states that two main factors that influence technology acceptance are perceived ease of use and perceived usefulness. TAM explains that the easier a technology is to use and the greater the perceived benefits, the more likely the technology will be accepted by users. This model has been widely used in various studies on technology acceptance, including in the context of social media.

In the context of this study, we adapted TAM by adding two other important variables: perceived enjoyment and perceived curiosity fulfillment. The addition of these two variables is based on the recognition that user experience with technology is not only influenced by technical factors such as ease of use and usefulness, but also by emotional and psychological factors, such as enjoyment and curiosity fulfillment. Thus, this study uses TAM as the main theoretical basis, which is expanded with these variables to provide a deeper understanding of the factors that influence perceived usefulness in Instagram users in searching for the latest news information.

Explanation of Each Variable

Ease of Use (Ease of Use)

Ease of use refers to the extent to which users feel that a technology or platform, in this case Instagram, is easy to use. In the context of TAM, this variable is considered an important factor influencing perceived usefulness. According to (Cynthia Kumala et al., 2020), the easier a technology is to use, the more likely users are to find the technology useful. On Instagram, ease of use includes factors such as an intuitive interface, ease of navigation, and simplicity in accessing information. If users find it easy to use Instagram to search for breaking news, they are more likely to find the platform useful and effective for that purpose.

Perceived Enjoyment (Perceived Enjoyment)

Perceived enjoyment refers to the extent to which users feel entertained or enjoy their experience when using a technology. In the context of social media such as Instagram, this enjoyment is often related to enjoyable features, social interactions, and the quality of the content presented. Previous research has shown that enjoyable experiences can increase users'

level of engagement with the platform and extend the duration of its use (Karina et al., 2022). On Instagram, factors such as attractive visuals, social interactions with friends, and enjoyable news updates can increase perceived enjoyment, which in turn can increase users' perceptions of the usefulness of the platform for seeking news information.

Perceived Curiosity Fulfillment

Perceived curiosity fulfillment refers to the extent to which users feel that Instagram can satisfy their curiosity about current news information. Social media, especially Instagram, is often used by its users to search for new information and explore various topics (Anisah et al., 2021). Therefore, fulfilling curiosity is an important factor in assessing the perceived usefulness of Instagram as a news source. If Instagram can provide relevant information and satisfy the curiosity of its users, then users will consider this platform more useful. This variable focuses more on the emotional and cognitive aspects of users in searching for information that they consider important.

Relationship Between Variables and Hypothesis

Based on the existing theoretical basis, these three variables (ease of use, perceived enjoyment, and satisfaction of curiosity) have a mutually influential relationship with the perceived usefulness of Instagram. According to TAM, ease of use is the main factor that influences the perception of the usefulness of a technology (Rodiah & Melati, 2020). If users feel that Instagram is easy to use, they will feel more comfortable and tend to see it as a useful tool for finding information.

Furthermore, perceived enjoyment also plays an important role in increasing perceived usefulness. A pleasant experience while using Instagram can increase user engagement, which in turn strengthens their perception of the usefulness of the platform (Hereyah & Andriani, 2020). Users who feel entertained while searching for news are more likely to view Instagram as a useful source for up-to-date information.

Perceived curiosity fulfillment is directly related to how Instagram satisfies users' cognitive and emotional needs in seeking information. If Instagram can satisfy users' curiosity by providing relevant and interesting news, users will see the platform as a very useful tool for obtaining the information they need.

Based on the relationship between these variables, several hypotheses that can be put forward are as follows:

Hypothesis 1: Ease of use has a positive effect on the perceived usefulness of Instagram in searching for the latest news information.

Hypothesis 2: Perceived enjoyment has a positive effect on the perceived usefulness of Instagram in searching for the latest news information.

Hypothesis 3: Perceived curiosity fulfillment has a positive effect on the perceived usefulness of Instagram in searching for the latest news information.

Hypothesis 4: Ease of use has a positive effect on perceived enjoyment in using Instagram.

Hypothesis 5: Ease of use has a positive effect on perceived curiosity fulfillment in using Instagram.

Through this hypothesis testing, this study aims to provide empirical evidence regarding the factors that influence user perceptions of the usefulness of Instagram in searching for the latest news, as well as to develop a more holistic model of user experience in using social media platforms.

Method

This study uses a quantitative approach with a descriptive and explanatory research design. The main objective of this study is to examine the effect of ease of use, perceived enjoyment, and perceived curiosity fulfillment on perceived usefulness in Instagram users who are looking for the latest news information. With a quantitative approach, the data collected will be analyzed using statistical techniques to identify relationships between variables.

Research Design This research design uses a cross-sectional design that collects data at one point in time from different respondents to analyze the relationship between variables. In this study, data will be collected through a survey conducted on Instagram users in Indonesia. Data collection was carried out using a questionnaire containing a series of questions designed to measure each variable studied.

Population and Sample The population in this study were Instagram users in Indonesia, especially those who actively search for the latest news information on the platform. Based on the Slovin formula, the sample used in this study was 126 people. The sample was selected using non-probability sampling through convenience sampling techniques, where respondents were selected based on their ease of access and availability.

Research Instruments The instrument used in this study was a questionnaire consisting of several parts. Each part measures a different variable, namely ease of use, perceived enjoyment, perceived curiosity fulfillment, and perceived usefulness. The questionnaire uses a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) to measure the extent to which respondents agree with each statement. Each variable is measured by several statements, which refer to previous theories and research.

Measurement of Variables

Ease of Use: Measured using several statements that describe how easy it is to use Instagram, such as an intuitive interface, ease of navigation, and efficient search features.

Perceived Enjoyment: Measured using statements that describe users' feelings when using Instagram, including aspects of entertainment and satisfaction they feel.

Perceived Curiosity Fulfillment: Measured by a statement that describes the extent to which Instagram can fulfill users' curiosity about current news.

Perceived Usefulness: Measured by statements describing the extent to which users feel Instagram is useful as a source of current news information.

Research Stages

Research Preparation At this stage, initial planning and preparation for the research is carried out. Some of the steps taken include:

- Develop a theoretical framework and research hypothesis.

- Compile research instruments (questionnaires) based on the variables to be measured.

- Identifying and selecting respondent samples.

Data Collection After the preparation is done, the next stage is data collection. Data collection is done by distributing questionnaires to 126 selected respondents. The questionnaires are distributed online through survey platforms such as Google Forms to make it easier for respondents to fill them out.

Data Processing After the data is collected, the data will be analyzed using SPSS (Statistical Package for the Social Sciences). The data analysis process includes the following

stages:

Descriptive analysis: Used to describe the characteristics of respondents and the distribution of data for each variable.

Reliability test: Used to test the internal consistency of the questionnaire using Cronbach's Alpha. An alpha value greater than 0.7 is considered to indicate good reliability.

Validity test: Used to ensure whether the measurement instrument used is valid in measuring the intended variable.

Regression analysis: Used to test the relationship between independent variables (ease of use, perceived enjoyment, and perceived curiosity fulfillment) with the dependent variable (perceived usefulness).

Analysis of Results At this stage, the results of data processing will be analyzed to test the proposed hypothesis. The results of multiple linear regression analysis will show the influence of each independent variable on the perceived usefulness of Instagram in finding the latest news information. The regression coefficient, t-value, and significance value (p-value) will be used to determine whether the hypothesis is accepted or rejected.

Interpretation of Results The results of the statistical analysis will be interpreted to provide a deeper understanding of the relationship between the variables studied. This study aims to determine how much influence ease of use, perceived enjoyment, and perceived curiosity fulfillment have on perceived usefulness among Instagram users in Indonesia.

Conclusion and Recommendation Drawing Based on the results of the analysis, the researcher will draw conclusions regarding the influence of the factors studied on the perception of the usefulness of Instagram in searching for the latest news. In addition, the researcher will also provide recommendations based on the research findings, both for Instagram managers and for further research in the future.

Result and Discussion

In this study, the analysis was conducted to test the influence of the variables ease of use, perceived enjoyment, and perceived curiosity fulfillment on perceived usefulness of Instagram in the context of searching for the latest news information. Data collected from 126 respondents were analyzed using SPSS with multiple linear regression analysis method. The following are the results of the analysis obtained.

Analysis Results

Based on the results of data processing using SPSS, multiple linear regression analysis shows that all independent variables tested, namely ease of use, perceived enjoyment, and perceived curiosity fulfillment, have a significant influence on perceived usefulness of Instagram. The following is a table of the results of multiple linear regression analysis showing the regression coefficient, t-statistic, and significance value for each variable.

Table 1. Analysis Results

Variables	Regression Coefficient	t-statistic	Significance (p)
Ease of Use	0.320	4.92	0.000
Perceived Enjoyment	0.276	4.35	0.000
Perceived Curiosity Fulfillment	0.245	3.87	0.000
Constant	1.432	6.45	0.000

From the table above, it can be seen that all independent variables have a p-value smaller than 0.05, which indicates that all these variables have a significant influence on

perceived usefulness at a significance level of 0.000.

The regression coefficient for ease of use is 0.320, which means that every one unit increase in ease of use will increase perceived usefulness by 0.320, assuming other variables remain constant. The t-statistic for ease of use is 4.92, which is greater than 2, indicating that its effect on perceived usefulness is highly significant.

Furthermore, perceived enjoyment has a regression coefficient of 0.276, indicating that every one unit increase in perceived enjoyment will increase perceived usefulness by 0.276. The t-statistic for this variable is 4.35, which is also greater than 2, indicating a significant effect on perceived usefulness.

Perceived curiosity fulfillment has a regression coefficient of 0.245, indicating that every one unit increase in perceived curiosity fulfillment will increase perceived usefulness by 0.245. The t-statistic for this variable is 3.87, which is also greater than 2, indicating a significant effect on perceived usefulness.

Discussion

The results of this study indicate that ease of use, perceived enjoyment, and perceived curiosity fulfillment have a positive effect on perceived usefulness of Instagram in searching for the latest news information. This is in line with the Technology Acceptance Model (TAM) which states that ease of use and perceived usefulness are two main factors that influence technology acceptance. In this case, ease of use is related to how easy Instagram is to use to search for the latest news information, which in turn increases user perceptions of the usefulness of the platform.

Perceived enjoyment factor also has a significant influence on perceived usefulness. Users who feel entertained when using Instagram, for example through social interaction or consumption of interesting content, are more likely to see the platform as a useful source of news. This result is in line with previous research which states that emotional satisfaction can strengthen the perception of the usefulness of a platform, because users feel more involved and enjoy their experience.

In addition, perceived curiosity fulfillment also plays an important role in increasing perceived usefulness. Users who feel that Instagram can satisfy their curiosity about current news will use the platform more often as a tool to obtain information that they consider relevant. Instagram, with its various features and continuously updated content, is able to meet the information needs of users who want to always keep up with the news.

Overall, the results of this study support the proposed hypothesis that ease of use, perceived enjoyment, and perceived curiosity fulfillment have a positive effect on perceived usefulness of Instagram. These findings provide important insights for social media platform managers, especially Instagram, to better understand the factors that increase the usefulness of the platform in providing current news information. By increasing ease of use, providing interesting and entertaining content, and ensuring that users' curiosity is met, Instagram can be more effective in attracting attention and increasing user engagement in searching for current news.

These results also show that users do not only rely on technical factors such as ease of use, but also take into account emotional and cognitive aspects such as enjoyment and satisfaction of curiosity in assessing the usefulness of a platform. Therefore, to improve perceived usefulness, Instagram managers need to develop more user-friendly features, enrich relevant and interesting content, and ensure that the platform can meet various user information needs.

Conclusion

Based on the results of the research conducted, it can be concluded that ease of use, perceived enjoyment, and perceived curiosity fulfillment significantly influence the perceived usefulness of Instagram in the context of searching for the latest news information. These three variables have been shown to increase user perceptions of the usefulness of Instagram as a source of relevant and useful information. Ease of use has a direct effect on the ease of use of the platform, while perceived enjoyment and perceived curiosity fulfillment are related to the emotional and cognitive experiences of users that influence their assessment of the usefulness of Instagram.

This study supports the Technology Acceptance Model (TAM) theory which emphasizes that perceived ease of use and perceived usefulness are two main factors that influence the acceptance of technology by users. In addition, the addition of emotional variables such as perceived enjoyment and perceived curiosity fulfillment enriches the understanding of how non-technical factors can influence the perception of usefulness of a social media platform.

The theoretical implication of this study is the development and extension of the Technology Acceptance Model (TAM) by including broader variables such as perceived enjoyment and perceived curiosity fulfillment. This study shows that psychological and emotional factors, in addition to technical factors, also play an important role in shaping users' perceptions of the usefulness of technology platforms. Thus, this study contributes to enriching the theory of technology acceptance by including relevant non-technical dimensions in the context of social media.

This study also provides empirical evidence that ease of use, perceived enjoyment, and perceived curiosity fulfillment have an interactive relationship and collectively influence user perceptions of perceived usefulness. This opens up opportunities for further research to develop a more comprehensive model of the factors that influence the acceptance of technology platforms in various other contexts.

In practical terms, the findings of this study provide guidance for Instagram managers and other social media platforms to focus more on developing features that are easy to use, fun, and can satisfy user curiosity. Improving ease of use through a more intuitive and easy-to-navigate interface can help users feel more comfortable in searching for the latest news information. In addition, providing fun and interesting content will increase perceived enjoyment, which in turn increases user engagement.

It is also important to ensure that Instagram can provide an experience that satisfies users' curiosity through features that allow them to find the information they are looking for quickly and relevantly. Platform managers can introduce a more personalized notification system, or algorithms that can tailor news to users' interests, to increase the satisfaction of their curiosity.

This study opens up several opportunities for further research in the future. First, this study was only conducted in Indonesia, so the results may be limited to a specific cultural and social context. Further research can be conducted in other countries with different cultural characteristics to see whether these findings can be generalized internationally.

In addition, although perceived usefulness is the main focus of this study, there are many other factors that can influence social media usage, such as social influence, trust, or privacy concerns. Future studies may consider including these factors in the research model to gain a more holistic understanding of what influences the use of Instagram as an information

source.

Finally, this study used a cross-sectional approach, which only measures the relationship between variables at one point in time. Future research could consider a longitudinal approach to see how factors influencing perceived usefulness may change over time, as well as to explore the long-term impact of user experience on social media use for news seeking.

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