The Influence of Motivation, Gratification, and Consumption Patterns on Listener Satisfaction of RRI Batam On-Demand

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Abstract

The rapid development of digital technology has significantly transformed media consumption patterns, including the way audiences engage with radio content. The emergence of radio on-demand services offers flexibility, content personalization, and user control over time and content selection, reflecting a paradigm shift from passive to active media consumption. This research took into Radio Republik Indonesia (RRI) Batam, as a public service broadcaster operating in a border region such as Batam, Indonesia, it served a diverse audience. Also, this study has a research gap by examining how motivation, consumption patterns, and the gap between gratification sought and gratification obtained influenced listener satisfaction with RRI Batam's radio on-demand services. This research using a quantitative method with using survey method involving 355 purposively selected respondents who listened to RRI Batam's on-demand content. The data were collected by online questionnaires using a five-point Likert Scale. Also the analysis included validity, and reliability testing, descriptive statistics, multiple linear regression, and discrepancy analysis to assess the alignment between expected and actual gratifications. The findings reveal a moderate discrepancy between gratification sought and gratification obtained, although the indicating that RRI Batam meets some audience needs, gaps remain. Motivation and consumption patterns were found affect the listener satisfaction, gaps remain. The relevance of Uses and Gratifications theory in understanding audience engagement with public radio in the digital era. This research contributes to the academic discourse based on the Uses and Gratifications framework in public media contexts and offers practical recommendations for optimizing radio on-demand services to border regions. Theoretically and practically by providing how public radio can adapt to changing audience behaviors and digital expectations while maintaining of heterogeneous audience as a social mission in the digital era.

Keywords: radio on-demand, RRI Batam, audience motivation, listener satisfaction, consumption pattern, uses and gratifications

Introduction

Radio on-demand has transformed the way radio content is consumed, the shifting from a traditionally scheduled and mass-oriented format to more flexible and personalized experience, whereby listeners can access content according to their preferred time and location (Laor, 2022). Radio on-demand has characteristics which enable listeners to consume content flexibility in alignment with their desired time and place, help maintain the relevance of radio in the digital era (Putri et al., 2023). The use of radio on-demand increases daily listenership due to the absence of fixed schedules, flexibility, and the ability for listeners to seek content based on their individual need and interests (Laor, 2022).

This transformation in radio consumption behavior aligns with the uses and gratifications theory developed by Katz, Blumler, and Gurevitch, which means to emphasizes the active role of media users in selecting and utilizing media to satisfy specific needs through the analysis of the gap between gratification sought and gratification obtained (Katz & M., 1973; Kriswanto & Nurhasanah, 2024). Radio on-demand provides greater control to listeners through features such as time selection, pause, rewind, and segment-specific choices, allowing to choose their listening experience based on individual preferences, as well as to avoid irrelevant content such as advertisements (Laor, 2022).

In a significant study, Laor's research (2022), there is a study offers significant contributions to understanding the transformation of the radio consumption behavior from passive to active listeners who proactively seek and select content based on their specific needs. Laor's took a survey of 2.013 website users and in-depth interviews with 30 loyal listeners of Regional Radio 103 FM Israel, he found that 76,5% of respondents listened to live radio broadcasts at least once a week. The on-demand content consumption, data showed that 50,2% of respondents listened to archived programs, and 67,6% selected program segments via the website or application at least once a week. This research employed the uses and gratifications framework, emphasizing aspects of interactivity, demassification, and asynchronicity, demonstrating that commercial radio can meet listener needs through features such as ease of access, content, personalization, and time flexibility.

Motivations for using radio on-demand, Laor identified four primary reasons: availability of content according to needs (51%), overcoming reception issues (35,5%), repeating favorite content (44,2%), and accessing missed content (57%). Consumption patterns affirm listeners preference for program segments over complete programs for weekly consumption, reflected in the percentages of 67,6% versus 50,2%. Although Laor's study provides valuable insights into radio on-demand consumption habits, certain research gaps remain. Laor's focus was on commercial radio, it is identifying listener motivations and consumption patterns without deeply analyzing the influence of motivation and consumption patterns on listener satisfaction in the context of public radio. Additionally, Laor's research has limited to profit-and entertainment-oriented commercial radio, whereas

public radio has distinct characteristics and a mission centered on serving public interests.

Based on the identified research gap, it makes author's want to seek of the research gap, RRI Batam, as a public broadcasting institution, presents a relevant context for further investigation. RRI Batam has adopted radio on-demand services to facilitate easier access to content for listeners with diverse characteristics. As the eighth-largest city in Indonesia, Batam has experienced of the significant population growth, reaching 1,329,773 residents in 2018 (Muhammad, 2023). This demographic diversity creates the potential for varying motivations and consumption patterns in the use of radio on-demand services.

To bridge the identified research gap, this study selects Radio Republik Indonesia (RRI) Batam as the empirical context. As a public broadcasting institution, RRI Batam has adopted on-demand radio services to facilitate content access for listeners. The choice of Batam is highly relevant given its status as the eighth-largest city in Indonesia, with significant population growth and diversity reaching 1,329,773 inhabitants in 2018 (Muhammad, 2023). This demographic diversity inherently creates potential for varied motivations (GS) and consumption patterns in the use of on-demand services. Therefore, RRI Batam presents an ideal case to analyze in depth the extent to which gratification sought (GS) can be fulfilled (gratification obtained, GO) amid the challenges of public service and a heterogeneous audience.

Based on data provided by the Head of Broadcast Operations at RRI Batam, usage statistics from the station's radio on-demand services has significant growth, reinforcing the relevance of this study. Between June 3rd and June 21st 2024, PRO 1 RRI Batam recorded 3,084 unique users, 35,715 visits, 305,825 usage minutes and 54 pieces content as of June 21, 2024. During the same period, PRO 2 Batam reported 2,921 unique users, 12.115 visits, 76.841 usage minutes and 18 content items. This upward trend in user engagement reflects a notable adoption of on-demand technology among public radio audiences. However, it remains unclear how listener motivation and consumption patterns influence the level of satisfaction derived from these services.

(Table 1. RRI Batam On-Demand Usage Data – June 2024)

Tanggal	Pro 1 Batam				Pro 2 Batam			
	Visit	Usage (in minute)	Content	Unique User	Visit	Usage (in minute)	Content	Unique User
3 Juni 2024	34742	299164	54	3028	11710	74803	18	2831
9 Juni 2024	35028	300833	54	3046	11841	75151	18	2864
15 Juni 2024	35477	304549	54	3066	12041	76172	18	2905
21 Juni 2024	35715	305825	54	3084	12115	76841	18	2921

RRI Batam's transformation to an on-demand platform makes the RRI Batam expand the reach of its services and provide greater access flexibility to its listeners. To maintain a loyal audience, RRI Batam continuously strengthens its broadcast content by delivering accurate, relevant information connect to community needs, while enhancing engagement through interactive and participatory programs (Niko, et al., 2023). As a public radio station, RRI Batam also faces challenges in sustaining the relevance and appeal of its content amidst an increasingly competitive digital era (Harun, 2023).

The previous studies have shown that motivation and social interaction significantly enhance listener satisfaction with the information received (Lestari et al., 2019). The research gaps, make a deeper understanding of how listener motivation and consumption patterns influence satisfaction within the context of public radio. However, it is still not found from the research with specifically analyzed how radio on-demand affects the relationship between motivation, consumption patterns, and listener satisfaction in the public radio context. Understanding these dynamics is crucial for RRI Batam to design more effective broadcasting strategies that provide high-quality public radio services relevant to community needs (Zahara, 2020).

Therefore, this study employs the Uses and Gratifications framework to explore listener motivations in using RRI Batam's radio on-demand service and how their consumption patterns affect satisfaction levels. Unlik Laor's research, which focused on commercial radio, this study centers on public radio, which carries a mission to serve the public interest. As a public broadcasting institution, RRI Batam has the responsibility to provide accurate, balanced, and quality information as part of its public service mandate (Zahara, 2020). The changing media consumption patterns brought about by the advent of radio on-demand necessitate and understanding of the relationship between motivation, consumption patterns, and listener satisfaction to ensure the effectiveness of public radio services.

To main the loyalty among the diverse audience, it is essential to comprehend the needs related to individual preferences, motivations, and consumption patterns in seeking information or entertainment, where fulfilling these needs enhances listening intensity, which reflects listener satisfaction (Putri & Yudiningrum, 2022). Also, this study is expected to provide strategic recommendations for the development of RRI Batam's radio on-demand service, aligning with listener needs and preferences while optimizing its role as a public service media (LPP RRI Batam 2023).

Based on the background outline above, this study focuses on The Influence of Motivation, Gratification, and Consumption Patterns on Listener Satisfaction of RRI Batam on-Demand Radio. The research questions are as follows: Is there an effect of the gap between gratification sought and gratification obtained on listener satisfaction of RRI Batam on-demand?; Does motivation influence satisfaction of RRI Batam On-Demand?; Does consumption pattern affect listener satisfaction of RRI Batam On-Demand?; Do motivation and consumption patterns simultaneously

influence listener satisfaction of RRI Batam On-Demand?. The research objectives contain: To analyze the gap between gratification sought and gratification obtained among RRI Batam On-Demand listeners; To examine the influence of motivation on listener satisfaction of RRI Batam On-Demand; To investigate the impact of consumption patterns on listener satisfaction of RRI Batam On-Demand; To analyze the simultaneous effect of motivation and consumption patterns on listener satisfaction on RRI Batam On-Demand. As significance of the study such as theoretical benefits which are to contribute to the development of *uses and gratifications* theory within the context of radio on-demand media, particularly in public radio; To expand understanding of the relationship between motivation, consumption patterns, and listener satisfaction in radio on-demand contexts; To develop insights into the differing characteristics of media consumption between commercial and public radio in the digital era. For the practical benefits it contains: To provide strategic recommendations for RRI Batam in developing and optimizing radio on-demand services that align with listener needs and preferences; To assist RRI Batam in enhancing the effectiveness of public radio services and improving listener satisfaction through a better understanding of listener motivation and consumption patterns; To serve as a reference for other public broadcasting institutions in formulating more effective digital broadcasting strategies; To serve as a reference for future research related to listener satisfaction, media consumption

motivation, and consumption patterns in the context of radio on-demand and public radio.

From the literature review, motivation in radio on-demand consumption is the internal drive for influences a person to engage with media to fulfill psychological, cognitive, or emotional needs. According to McQuail (2011). Motivation in media consumption can tak vary forms, such as for entertainment, information, social integration, or personality identity. In the context of radio on-demand, motivation plays a key role in determining the intensity and pattern of media consumption, as listeners actively seek content that aligns with their individual interests and routines (Laor 2022).

The previous studies have shown that motivation is significantlu associated with satisfaction. Listener wo are driven by intrinsic motivations such as enjoyment, information seeking, and emotional connection, tend to report higher satisfaction with on-demand audio services (Lestari, et al., 2019). This is in line with the *uses and gratifications* theory, which posits that audiences actively choose media based on expected gratifications (Katz et al., 1973).

Next, gratification sought (GS) *versus* gratification obtained (GO). The concept of gratification is central to understanding media use and its outcomes. Gratification sought refers to the expectations or needs that a user aims to fulfill through media usage, while gratification obtained (GO) refers to the actual fulfillment experienced (Ruggiero, 2000). A congruence between GS and GO indicates user satisfaction, whereas a discrepancy suggests unmet expectations. The research by Laor (2022)

radio on-demand service found that although listeners sought specific gratifications such as convenient access, replay options, and segment selection, the actual experience sometimes fell short, especially in terms of content relevance and accessibility. This mismatch underscores the need for broadcasters to better understand and meet audience expectations.

In the public broadcasting context, satisfaction is not only influence by the availability of content but also by how well the content aligns with public needs and values. Therefore analyzing the GS-GO gap becomes essential for improving listener experience in public radio services like RRI Batam.

Media consumption patterns refer to how, when, and why users engage with media content. In the digital age, these patterns characterized by flexibility, mobility, and personalization. The shift from linear to on-demand content has empowered users to tailor their media experiences choosing what to consume, when and how (Putri & Yudiningrum, 2022). For radio on-demand platforms, consumption patterns include frequency of listening, preference for segments or genres, duration of engagement, and platform of access (e.g., mobile app, website). These patterns are influenced by user motivation and directly impact the level of satisfaction (Laor, 2022).

Understanding consumption behavior is essential for public broadcasting institutions such as RRI Batam. Unlike commercial media, which prioritizes monetization, public radio focuses on fulfilling the public's needs for information, education, and civic engagement. Thus, studying consumption behavior can guide public radio institutions in providing content that is relevant, accessible, and engaging in line with their content. Listener satisfaction in public broadcasting refers to the emotional or cognitive response resulting from media use that meets or exceeds expectations. In public broadcasting, listener satisfaction is influenced by content quality, trust, accessibility, and the degree to which programming meets societal needs (Zahara, 2020).

Studies have shown that higher satisfaction correlates with increased engagement, loyalty, and long-term support for media platforms (Lestari et al., 2019). For RRI Batam, understanding what drives satisfaction among radio on-demand users is crucial for sustaining its public service mandate and ensuring continued audience relevance. Also, this study is grounded in the Uses and Gratifications Theory (UGT), which emphasizes the active role of media users in selecting content based on personal needs. Katz et al. (1973) identified five main categories of media gratification: cognitive (information), affective (emotions), personal integrative (credibility), social integrative (relationships), and tension release (escape).

In the digital media landscape, Ruggiero (2000) extended UGT by incorporating new dimensions such as interactivity, demassification, and asynchronicity. These aspects are highly relevant to radio on-demand platforms, where users can interact with content, select specific segments, and listen at their convenience. By applying UGT, this study aims to explore how listener motivation, media consumption patterns, and the GS-GO gap influence satisfaction

within the context of RRI Batam›s radio on-demand service.

Methods

This study using a quantitative research approach using a survey method to examine the influence of motivation, gratification, and consumption patterns on listener satisfaction with RRI Batam on-demand radio. Quantitative methods are appropriate for measuring relationships between variables using statistical analysis (Sugiyono, 2010). The quantitative method is applied to examine four main aspects: 1. Analyzing the gap between gratification sought and gratification obtained among RRI Batam On-Demand listeners; 2. Examining the influence of motivation on listener satisfaction; 3. Analyzing the effect of consumption patterns on listener satisfaction, and evaluating the simultaneous impact of motivation and consumption patterns on listener satisfaction.

The quantitative approach was selected because it enables objective and systematic measurement of variables through comprehensive statistical analysis, particularly in assessing the gap between gratification sought and gratification obtained. This method also facilitates the generalization of findings to a broader population, thereby offering a comprehensive understanding of public radio listener behavior within the context of on-demand services. Furthermore, the quantitative approach allows for the empirical and measurable testing of causal relationships between motivation, consumption patterns, and listener satisfaction. Grounded in the *uses and gratifications* theory this study analyzes listener satisfaction through four dimensions: informational satisfaction, personal identify satisfaction, social integration and interaction satisfaction, and entertainment satisfaction. The findings are expected to contribute to RRI Batam's strategic development in delivering on-demand content that aligns with audience needs, as part of optimizing its role as a public service broadcaster.

A population is defined as the overall group of objects or subjects that share specific quantities and characteristics, as determined by the researcher for the purpose of study and drawing conclusions (Sugiarto, 2017). The population in this study consists of all RRI Batam listeners who access radio on-demand content. This research focuses specifically on PRO 1 RRI Batam, as it offers a more diverse range of content (54 content items) compared to PRO 2 (18 content items), and demonstrates significantly higher usage duration (305,825 usage minutes versus 76,841 usage minutes). This makes PRO 1 a more suitable unit for analysis, providing richer variations in listener responses regarding motivation and consumption patterns. According to RRI Batam›s analytics report as of June 21, 2024, the total number of unique users for PRO 1 was 3,084.

A sample is a subset of the population, consisting of a number of objects or subjects along with their characteristics. The information obtained from the sample can be generalized to represent the entire population. Therefore, the selected sample must truly represent the broader population to ensure that the research findings can be appropriately applied (Suriani et al., 2023).

The population in this study consists of all respondents who access Pro 1 Batam on-demand radio content at least once a week. The researcher will then determine the research sample using Slovin's formula with a margin of error of 5%. The minimum required sample size is calculated as follows:.

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

Where:
n = Sample size
N = Population size
e = Margin of error tolerated in sample selection, set at 5%

Thus, the calculation is as follows:

$$= \frac{3084}{1 + 3084(0,05^2)}$$

$$n = \frac{3084}{1 + 3084(0,0025)}$$

$$n = \frac{3084}{8,71}$$

$$n = 354,07$$

$$n \approx 355$$

Based on the calculation, the minimum required sample size is 355 out of a total population of 3.084 RRI Batam listeners who access radio on-demand content.

This study employs primary data collected directly through the distribution of questionnaires to listeners of RRI Batam's on-demand radio services. The primary data serve as the main foundation for analyzing the gap between Gratification Sought (GS) and Gratification Obtained (GO) among listeners of RRI Batam's on-demand radio services. The questionnaire was specifically designed to gather information based on four key indicators: Gratification sought and gratification obtained from on-demand radio content; Listeners' motivation in consuming on-demand radio content; Listeners' consumption patterns of on-demand content; Listeners' satisfaction with RRI Batam's content.

After data were collected from the sample calculated using Slovin's formula, The sample in this research consists of 355 respondents, the data were analyzed using IBM SPSS Statistics 25. The measurement scale of the instrument employed a Likert scale with the following weight distribution:

Table 2. Likert Scale

Jawaban	Nilai/Bobot Skala
Sangat Setuju	5
Setuju	4
Netral	3
Tidak Setuju	2
Sangat Tidak Setuju	1

The questionnaire, which had been tested for validity and reliability, was then distributed to respondents via the Google Form platform to facilitate data collection from the selected respondents. Validity test ensures that the research instruments produce accurate, consistent, and reliable results. This process involves statistical analysis and qualitative evaluation to determine whether the instrument truly measures the intended variable. The Pearson Product-Moment correlation is used for the validity test. If the calculated correlation coefficient (r_{count}) is greater than the critical value

(r_{table}), the item is considered valid. The critical value (r_{table}) is determined using the formula for degrees of freedom, $\alpha = 0.05$ and df = n - 2.

Before conducting full-scale data collection, a validity test of the instrument was carried out with a group of respondents. A total of 44 respondents participated in this test. The choice of 44 respondents was based on the recommendation by Ghozali (2016, in Masiaga et al., 2022), who suggests that a minimum of 30 participants is needed for a validity test to achieve a distribution that approximates normality.

Data for the validity test were collected through an online questionnaire distributed to RRI Batam listeners who accessed on-demand radio content. Respondents were selected using purposive sampling, applying the same criteria as the main study sample:

1. Respondents are listeners of RRI Batam who access on-demand content from Pro 1 Batam.
2. Respondents listen to RRI Batam's radio on-demand content at least once per week.

After data collection, the validity analysis was conducted using IBM SPSS Statistics 25, by correlating the score of each item with the total score for each variable. An instrument is considered valid if the r_{count} exceeds the r_{table} at a significance level of 0.05. With a sample size of n = 44, the degree of freedom (df = n - 2 = 42), and $\alpha = 0.05$, the critical value (r_{table}) is 0.297.

The results of the validity test for the Gratifiation Sought (GS) variable are presented in the following table:

Table 3. Validity Test Results for Gratification Sought Variable

Item	r hitung	r tabel	Signifikansi	Keterangan
GS.1	0,559	0,297	0,000	Valid
GS.2	0,75	0,297	0,000	Valid
GS.3	0,818	0,297	0,000	Valid
GS.4	0,773	0,297	0,000	Valid
GS.5	0,832	0,297	0,000	Valid
GS.6	0,851	0,297	0,000	Valid
GS.7	0,806	0,297	0,000	Valid
GS.8	0,805	0,297	0,000	Valid
GS.9	0,785	0,297	0,000	Valid

The table above shows that all statement items under the Gratification Sought variable have Pearson Correlation Coefficients great The table above shows that all statement items under the Gratification Sought (GS) variable have Pearson correlation coefficients greater than the critical value r_{table} (0.297), with p-values < 0.05. Item GS.6 has the highest correlation with the total score (0.851), while item GS.1 has the lowest correlation (0.559). Therefore, all statement items for the GS variable are considered valid and can be used in this research.

The results of the validity test for the Gratification Obtained (GO) variable are presented in the following table:

Table 3.1 Validity Test Result for Gratification Obtained Variable

Item	r hitung	r tabel	Signifikansi	Keterangan
GO.1	0,693	0,297	0,000	Valid
GO.2	0,85	0,297	0,000	Valid
GO.3	0,836	0,297	0,000	Valid
GO.4	0,812	0,297	0,000	Valid
GO.5	0,885	0,297	0,000	Valid
GO.6	0,853	0,297	0,000	Valid
GO.7	0,836	0,297	0,000	Valid
GO.8	0,855	0,297	0,000	Valid
GO.9	0,951	0,297	0,000	Valid

All statement items under the Gratification Obtained (GO) variable have Pearson correlation coefficients greater than the critical value rtable (0,297) with the p<0,05. Item GO.9 shows the highest correlation with the total score (0,951). This indicates that all statement items for the GO variable are valid and can be used in this research.

The results of the validity test for the Consumption Motivation (X1) variable are presented in the following table:

Table 3.2 Validity Test Result for Consumption Motivation Variable

Item	r hitung	r tabel	Signifikansi	Keterangan
X1.1	0,695	0,297	0,000	Valid
X1.2	0,564	0,297	0,000	Valid
X1.3	0,722	0,297	0,000	Valid
X1.4	0,709	0,297	0,000	Valid
X1.5	0,631	0,297	0,000	Valid
X1.6	0,603	0,297	0,000	Valid
X1.7	0,723	0,297	0,000	Valid
X1.8	0,858	0,297	0,000	Valid
X1.9	0,836	0,297	0,000	Valid
X1.10	0,843	0,297	0,000	Valid

All statement items under the Consumption Motivation Variable (X1) have Pearson Correlation Coefficients greater that the critical value rtable (0,297) with p-values <0,05 item X1.8 shows the highest correlation with the total score (0,858), while X1.2 has the lowest correlation (0,564). Therefore, all statement items for the X1 variable are considered valid.

The results of the validity test for the Audience Consumption Behaviour (X2) variable are presented in the following table:

Table 3.3 Validity Test Result for Audience Consumption Behaviour Variable

Item	r hitung	r tabel	Signifikansi	Keterangan
X2.1	0,898	0,297	0,000	Valid
X2.2	0,933	0,297	0,000	Valid
X2.3	0,856	0,297	0,000	Valid
X2.4	0,867	0,297	0,000	Valid
X2.5	0,895	0,297	0,000	Valid
X2.6	0,848	0,297	0,000	Valid

All statement items under the Audience Consumption Behaviour (X2) have Pearson Correlation Coefficients greater that the critical value rtable (0,297) with p-values <0,05 item X2.2 shows the highest correlation with the total score (0,933). This indicates that all statement items for the X2 variable demonstrate strong validity and can be used in this research.

The results of the validity test for the Listener Satisfaction (Y) variable are presented in the following table:

Table 3.4 Validity Test Result for Listener Satisfaction Variable

Item	r hitung	r tabel	Signifikansi	Keterangan
Y.1	0,87	0,297	0	Valid
Y.2	0,841	0,297	0	Valid
Y.3	0,869	0,297	0	Valid
Y.4	0,869	0,297	0	Valid
Y.5	0,916	0,297	0	Valid
Y.6	0,893	0,297	0	Valid
Y.7	0,901	0,297	0	Valid
Y.8	0,866	0,297	0	Valid

All statement items under the Listener Satisfaction (Y) have Pearson Correlation Coefficients greater that the critical value rtable (0,297) with p-values <0,05 item Y.5 shows the highest correlation with the total score (0,916). Therefore, all statement items for the Y variable are considered valid and suitable for use in this research. indicates that all statement items for the X2 variable demonstrate strong validity and can be used in this research. Based on the results of the validity test, it can be concluded that all questionnaire items in this research are valid and can be used for data collection on a larger research sample.

Reliability testing is employed to assess the dependability of measurement instruments for variables (Subhaktiyasa, 2024). It constitutes a statistical procedure utilized to evaluate the consistency and stability of an instrument in measuring the intended construct. Among the various methods available, Cronbach's Alpha is commonly applied to determine internal consistency reliability. This method calculates a reliability coefficient that reflects the degree to which the items within a measurement instrument consistently represent the underlying construct. In the present study, reliability analysis was

conducted on the questionnaire employed for data collection. Cronbach's Alpha was utilized to estimate the internal consistency of the instrument by computing the reliability coefficient, which provides insight into the extent to which individual items exhibit homogeneity and collectively measure the targeted variable.

Cronbach's Alpha is widely recognized as a robust method for assessing reliability in social science research. The coefficient quantifies the interrelatedness among the items and the coherence of the instrument as a unified measure of the construct. The coefficient ranges from 0 to 1, with higher values indicating greater reliability. A Cronbach's Alpha value exceeding 0.7 is generally deemed acceptable, whereas values below 0.5 suggest inadequate reliability of the measurement instrument (Hair, Black, Babin, & Anderson, 2014).

This study's reliability test involved 44 respondents, identical to those included in the validity assessment. Data collection for reliability and validity tests was conducted concurrently. Respondents were selected using purposive sampling based on predetermined criteria. The sample size of 44 was considered sufficient to yield stable and reliable estimates, consistent with recommendations in the literature (Hair et al., 2014).

Reliability testing was conducted using IBM SPSS Statistics version 25. The research instrument is considered reliable if the Cronbach's Alpha coefficient exceeds 0.6. The following are the reliability test results for all research variables:

Table 3.5 Results of The Reliability Test

Variabel	Cronbach's Alpha	Jumlah Item	Keterangan
Gratification Sought (GS)	0,918	9	Sangat Reliabel
Gratification Obtained (GO)	0,948	9	Sangat Reliabel
Motivasi Konsumsi (X1)	0,892	10	Sangat Reliabel
Pola Konsumsi (X2)	0,943	6	Sangat Reliabel
Kepuasan Pendengar (Y)	0,957	8	Sangat Reliabel

Based on the table above, all research variables show Cronbach's Alpha values above 0.7, with each coefficient exceeding 0.8, thereby indicating a very high level of reliability. Listener Satisfaction (Y) obtained the highest reliability coefficient ($\alpha = 0.957$), followed by Gratification Obtained (GO) ($\alpha = 0.948$) and Consumption Pattern (X_2) ($\alpha = 0.943$). Gratification Sought (GS) achieved 0.918 across nine items, demonstrating highly satisfactory reliability and excellent internal consistency of the GS measurement instrument. The Consumption Motivation (X_1) variable produced a Cronbach's Alpha of 0.892 across ten items, reflecting strong internal consistency despite encompassing the largest number of items.

Therefore, it can be concluded that all measurement instruments employed in this study possess excellent internal consistency and are reliable for data collection. These high reliability coefficients further suggest that the instruments were well-designed and that respondents clearly understood the questionnaire items, providing confidence that data collected from the larger sample (n = 355) will maintain a high level of reliability for subsequent analysis and inference.

After the questionnaire was tested for validity and reliability, it was distributed to the research population. Data from each completed form were collected electronically. This process included the automatic recording of the date and time

of each submission, categorization of respondents based on radio channel and location, as well as the secure and well-documented storage of data in a database. Gratification sought refers to the motives or goals that drive listeners to consume media, whereas gratification obtained represents the actual satisfaction experienced after media consumption (Lathif & Sugandi, 2020). Both gratification sought and gratification obtained were measured using four indicators: informational satisfaction, personal identity satisfaction, social integration satisfaction, and entertainment satisfaction.

The operational definitions of gratification sought and gratification obtained in this study are based on a Likert scale comprising nine question items, designed to assess listeners perceptions and the extent to which their expectations regarding RRI on-demand content are fulfilled. To determine the degree to which listener expectations are met, a discrepancy model is applied using the following formula:

$$D = \frac{\sigma(i - j)}{n}$$

Where:
D = Discrepancy Value
i = Gratification Sought
j = Gratification Obtained
n = Number of Respondents

Discrepancy analysis helps author's understand whether the media used meets listeners' expectations. The results of the discrepancy are interpreted through indicators that describe the level of gap or satisfaction experienced by the listeners. These indicators are as follows:

a. Low, if the satisfaction gap percentage is between 0–10%
b. Moderate, if the satisfaction gap percentage is between 11–20%
c. High, if the satisfaction gap percentage is between 21–100%

The motivation to consume radio content on demand is a concept consisting of five dimensions: Entertainment, Information, Escapism, Personal/Communal Identification, and Friendship/Connection (Chan-Olmsted et al., 2019). Consumption motivation in this study refers to 10 items that measure listeners› perceptions of their motivation for consuming RRI Batam on-demand content. Listener consumption patterns refer to the behavior exhibited by the audience in consuming RRI Batam on-demand content (Chan-Olmsted & Wang, 2019). Meanwhile, consumption patterns will be analyzed from 6 items to measure the amount of content listened to per week, the duration per listening session, and the number of programs subscribed to. Listener satisfaction is the level of satisfaction felt by listeners towards RRI Batam›s on-demand content (Parasuraman et al., 1988; Oliver, 1980). The operational definition of listener satisfaction in this study refers to a Likert scale consisting of 8 items, which measure satisfaction with information, personal identity, social integration and interaction, and entertainment.

In the analysis process, there are two main approaches used. Discrepancy analysis is used to measure the gap between the satisfaction sought and the satisfaction obtained by RRI Batam On-Demand listeners in the context of public radio services. Multiple linear

regression analysis is performed using SPSS statistical software to evaluate the effect of independent variables, namely motivation and consumption patterns, on the dependent variable, namely listener satisfaction. The purpose of regression analysis is to determine the extent to which each independent variable affects the dependent variable. In addition, this analysis aims to identify which independent variables have the most dominant influence on listener satisfaction.

The normality test is used to determine whether the variables in the regression model are normally distributed. A regression model is considered valid if the residuals are normally distributed (Ghozali, 2016). In this study, the One-Sample Kolmogorov-Smirnov (K-S) test was applied to assess normality. This test compares the observed cumulative frequency distribution with the expected cumulative frequency distribution.

The Kolmogorov-Smirnov test is a two-tailed test where the obtained probability (p-value) is compared to the significance level (α = 0.05). The decision criterion for determining normality is based on the significance value: if the p-value is greater than 0.05, the data are considered to be normally distributed. The calculations and testing procedures were conducted using SPSS software.

The multicollinearity test aims to detect whether there is a high or perfect correlation between independent variables in a regression model. One common approach to detect multicollinearity is by using the Tolerance and Variance Inflation Factor (VIF) values. According to Ghozali (2017, p. 36), tolerance measures the variability of a selected independent variable that is not explained by other independent variables. Therefore, a low tolerance value corresponds to a high VIF value.

The assumptions for detecting multicollinearity using Tolerance and VIF are as follows:

1. If VIF > 10 and Tolerance < 0.10, multicollinearity is present
2. If VIF < 10 and Tolerance > 0.10, there is no indication of multicollinearity.

The heteroscedasticity test aims to examine whether there is a variance inequality of residuals across observations within the regression model (Ghozali, 2018, p. 120). In this study, heteroscedasticity was tested using the Harvey Test, which involves regressing the absolute values of the residuals on the independent variables (Ghozali, 2018, p. 137).

The decision criteria are as follows:

1. If the p-value ≥ 0.05, the null hypothesis (H_0) is not rejected, indicating no heteroscedasticity.
2. If the p-value ≤ 0.05, the null hypothesis (H_0) is rejected, indicating the presence of heteroscedasticity.

Regression analysis is a statistical technique used to evaluate and model the relationship between variables. Multiple regression is commonly used to analyze problems involving two or more independent variables (Satria, 2012). The multiple linear regression model in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:
Y = Listener Satisfaction
α = Constant
β_1, β_2 = Regression Coefficients

X_1 = Motivation

X_2 = Consumption Pattern

e = Error Term

The t-test is employed to examine the partial effect of each independent variable within the multiple linear regression model. The results of the t-test can be observed in the coefficient table under the "Sig." column, using the following criteria (Darma, 2021):

1. If the p-value < 0.05, it indicates a significant partial effect of the independent variable on the dependent variable.

2. If the p-value > 0.05, it suggests that the independent variable does not significantly influence the dependent variable.

The F-test (simultaneous test) is used to determine whether all independent variables collectively have a significant effect on the dependent variable. The statistical test employed is ANOVA. Decisions are based on the F-value found in the ANOVA table and a significance level of 0.05. The criteria are as follows (Ghozali, 2016)

The coefficient of determination (R Square or R^2) is used to determine the magnitude of the contribution of the independent variables to the dependent variable, expressed as a percentage. It is calculated by squaring the correlation coefficient (R). The Adjusted R Square value is used to assess the explanatory power of the regression model while accounting for the number of predictors. The R^2 value ranges between 0 and 1.

Discussion

The findings of this study align with the core assumptions of the *uses and gratification* theory (Katz et al., 1973), which posits that media users actively seek content to fulfill specific needs such as information, entertainment, personal identity, and social integration. The analysis revealed a low discrepancy level between gratification sought and gratification obtained. The analysis process was carried out by looking at the gap values as follows:

$$D = \frac{\Sigma(i-j)}{n}$$

$$D = \frac{3.656,5}{355} = 10,3$$

This indicates that RRI Batam's on-demand radio platform low level effectively fulfills the needs and expectations of its audience, especially in informational and entertainment dimensions. The relatively small gap (10,3%) indicates that the content offered through the on-demand platform has successfully met the listeners' expectations across informational, personal identity, social, and entertainment dimensions. Furthermore, the dominant influence of motivation highlights the importance of understanding why audiences engage with media. This supports Laor's (2022) findings, which noted that flexibility, content control, and on-demand access increase listener satisfaction.

Also, the results show that consumption motivation has a significant dominant influence on listener satisfaction. Listeners who consume on-demand content for entertainment, information, escapism, and companionship tend to report higher satisfaction levels. This finding is consistent with Lestari et al. (2019), who found that entertainment and social interaction motivations positively impact media

satisfaction. In the context of public radio, this emphasizes the importance of developing content that not only informs but also entertains and emotionally engages listeners.

Consumption patterns also have a statistically significant effect on listener satisfaction, albeit to a lesser degree than motivation. Listeners who access content more frequently, for longer durations, and with selective listening habits demonstrate greater satisfaction, supporting Chan-Olmsted & Wang (2019), who emphasized personalization and control as key elements in digital audio satisfaction. The ability to pause, rewind, and choose specific segments gives users a sense of autonomy, which contributes to the gratification obtained.

Unlike commercial radio, RRI Batam operates within the mandate of public service broadcasting. Thus, the ability of RRI Batam to maintain high satisfaction levels through digital on-demand platforms shows that public media can remain relevant and competitive in the digital age, provided it adapts to audience preferences and digital consumption behaviors. Zahara (2020) asserts that public broadcasters must prioritize quality, balanced, and accessible content, which this study affirms.

Conclusion

This study concludes that both motivation and consumption patterns significantly influence listener satisfaction with RRI Batam's on-demand radio services. The relatively low level of gratification discrepancy indicates that the content offered through the on-demand platform has successfully met the listeners' expectations

across informational, personal identity, social, and entertainment dimensions. Furthermore, the dominant influence of motivation highlights the importance of understanding why audiences engage with media. These insights are particularly critical for public broadcasters like RRI Batam to develop more relevant, accessible, and engaging programming that aligns with listeners' evolving media needs in the digital age. The findings also suggest the need for continuous innovation in content delivery and a stronger emphasis on interactivity and personalization. Future research could expand on this study by exploring qualitative aspects of listener engagement and comparative analyses between public and commercial radio audiences in the on-demand ecosystem

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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