

ABSTRACT

Snapchat is a new medium of communication that are famous use among students. This study discusses the influence of Use Snapchat against Telkom University Student Satisfaction with graduate work at the University Student Telkom force in 2012 that use Snapchat. The aim of research to determine the effect of Use Snapchat to the satisfaction of students who use Snapchat. Measurements were performed by measuring the variables of Use Snapchat as variables X and Student Satisfaction as a variable Y. There is no indicator variable X measured is the motive of information, personally identifiable motif, motif integration and social interaction, and entertainment motif. Indicator variable Y measured cognitive needs, affective needs, personal needs are intergratif, social needs are intergratif, and needs release. The samples are 95 respondents who use Snapchat particularly Telkom University Students forces in 2012.

The research method is quantitative-descriptive method. The data in this study using simple linear regression analysis, analysis Pearson product, normality test, determination using SPSS 20. The result of the calculation is simple linear regression analysis showed $Y = 11.982 + 0.495 X$. The regression coefficient is positive, it means use of Snapchat leave positive effects on student satisfaction, the influence of the variables of Use Snapchat Student Satisfaction is at 38.6%.