

# Analysis of Content Quality and Social Media Functionality in Business Using the EUCS Method

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## Abstract

This study aims to analyze the influence of content quality and social media functionality on user satisfaction in the content of digital business using the End User Computing Satisfaction (EUCS) method. Three social media platforms analyzed are Facebook, Instagram, and X. Data was collected through surveys involving 100 active respondents for each platform, evaluated based on five EUCS dimensions: content, accuracy, format, ease of use, and timeliness. The analysis results show that Instagram achieved the highest performance on content quality, while Facebook excelled in terms of ease of use. This study provides valuable insights for business actors in selecting the most effective platform for promotional strategies and engagement.

**Keywords:** EUCS, content quality, social media, functionality, digital business, user satisfaction

## 1. Introduction

Social media has become an integral part of digital business strategies due to its ability to reach consumers widely and efficiently. In this context, content quality and platform functionality are the key factors in shaping user satisfaction. This study employs the EUCS method to measure and compare the service quality of three of the most popular social media platforms: Facebook, Instagram, and X. The main focus is to evaluate how the content elements and technical features of each platform can influence user experience in a business context. Social media is a digital platform that allows users to create, share, and exchange information, ideas, multimedia content, and other forms of communication online. The rapid growth of social media, driven by the internet and mobile technologies, enables people to connect and interact without geographical boundaries. Platforms such as Facebook, Instagram, Twitter, and LinkedIn are among the most popular worldwide. The main function of social media is to facilitate real-time communication and information sharing, making it easier for users to obtain and distribute information.

Content quality refers to the value and effectiveness of the information presented to the audience. High-quality content is accurate, relevant, engaging, and easy to understand, aligning with the needs and expectations of the audience. Functionality refers to the extent to which a system, product, or service operates as intended and provides the desired benefits to users. In the context of social media, functionality relates to the technical features and ease of use of the platform. Machine learning is a branch of artificial intelligence that develops systems capable of learning from data and making predictions or decisions. This approach includes supervised learning, unsupervised learning, and reinforcement learning.

Business is an activity involving individuals or organization in producing, selling, or distributing products and services with the aim of generating profit. In general, business encompasses all forms of efforts carried out to create economic value by meeting consumer needs and desires. Business can operate in various sectors, ranging from manufacturing and trade to services, and may take the form of large corporations, small enterprises, or even individual ventures. Essentially, the primary goal of business is to create sustainable financial profit, although some business entities also pursue social or environmental missions.

## 2. Literature Review

Social media is a digital platform that allows users to create, share, and exchange information, ideas, multimedia content, and other forms of communication online. Social media has rapidly developed with the advancement of the internet and mobile technology, enabling people to connect and interact with one another without geographical limitations. Platforms such as Facebook, Instagram, Twitter, and LinkedIn are examples of popular social media used worldwide. The main function of social media is to facilitate communication and real-time information sharing, making it easier for users to obtain and distribute information. Content quality refers to the value and effectiveness of

the information presented to the audience. High-quality content is not only informative but also tailored to audience needs, interests, and expectations. It should be accurate, relevant, and engaging, presented in an easy-to-understand format that benefits users [2].

Business is an activity involving individuals or organizations that produce, sell, or distribute products and services with the aim of generating profit. Businesses may operate in various sectors, from manufacturing to services, and may be large companies or small enterprises. The primary objective is sustainable financial gain, though some businesses also pursue social or environmental missions [5]. Functionality refers to the extent to which a system or platform can operate effectively to meet user needs. In the context of social media, functionality involves the features, usability, and reliability of the platform [6]. The End-User Computing Satisfaction (EUCS) method was introduced by Doll and Torkzadeh (1988) to measure user satisfaction with information systems. It evaluates five dimensions: content, accuracy, format, ease of use, and timeliness. These factors help identify whether a platform effectively supports user needs [7].

### 3. Methodology

This research used a quantitative survey approach to analyze the role of social media platforms in business. A questionnaire based on EUCS indicators was distributed to 100 respondents for each platform (Facebook, Instagram, X). Respondents rated platform performance on a Likert scale (1–5). The data were collected, processed, and analyzed using descriptive statistics and visualized to compare results across platforms.

The stages of research include:

1. Problem identification
2. Questionnaire design
3. Data collection
4. Data analysis
5. Conclusion formulation

### 4. Results and Discussion

The results are divided into two categories: content quality and functionality. Each category was evaluated across the five EUCS dimensions. Tables 1 and 2 present the average scores. The analysis demonstrates Instagram's strength in content quality, Facebook's ease of use, and X's balance in timeliness.

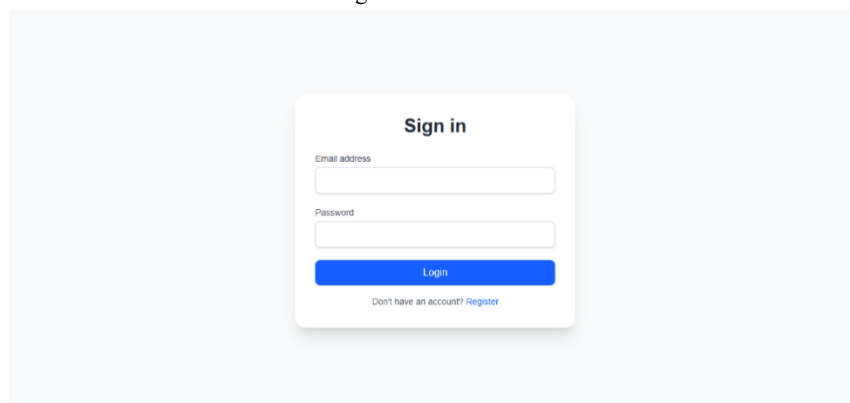
**Table 1: Average Scores for Content Quality**

Platform	Content	Accuracy	Format	Ease of Use	Timeliness
Facebook	2.89	1.89	3.01	2.14	2.75
Instagram	4.29	2.31	4.43	4.47	3.03
X	3.21	3.25	3.31	3.46	4.25

**Table 2: Average Scores for Functionality**

Platform	Content	Accuracy	Format	Ease of Use	Timeliness
Facebook	3.27	3.25	2.97	4.46	2.77
Instagram	3.48	2.95	4.38	4.15	3.25
X	2.98	3.45	2.46	3.21	4.54

#### 1. Graphical Results of EUCS Assessment for Instagram



**Fig. 1: Login Menu Display**

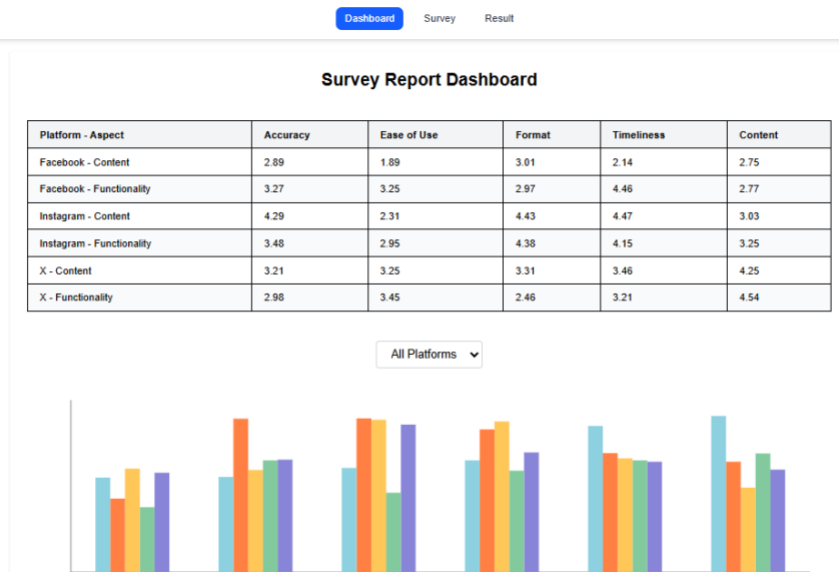


Fig.2 : Survey Report Dashboard

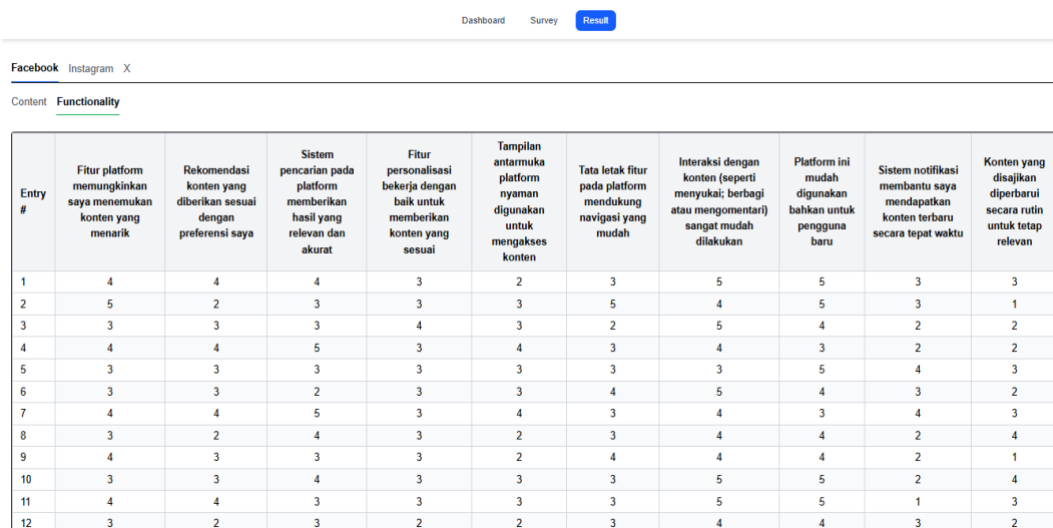


Fig. 3: Functionality Questionnaire Results

Instagram excels significantly in the Content Quality category, achieving the highest scores across all aspects. This indicates that users are more satisfied with the content presented on this platform. This can be seen in the figure below

2. Graphical Results of the EUCS Assessment for Instagram

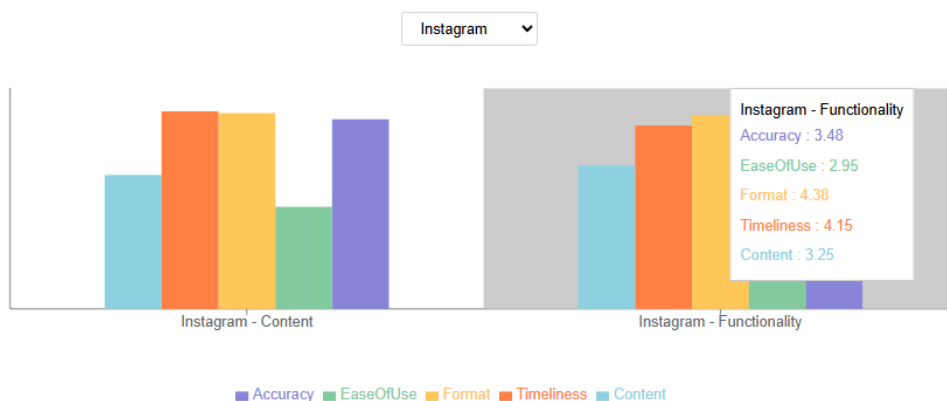


Fig. 3: Graphical Results of EUCS Assessment for Facebook

Facebook shows lower scores, particularly in the aspects of Accuracy and Timeliness. This indicates that Facebook's content may be perceived by users as less relevant or not delivered in a timely manner. The results can be seen in the figure below.

### 3. Graphical Results of the EUCS Assessment for Facebook

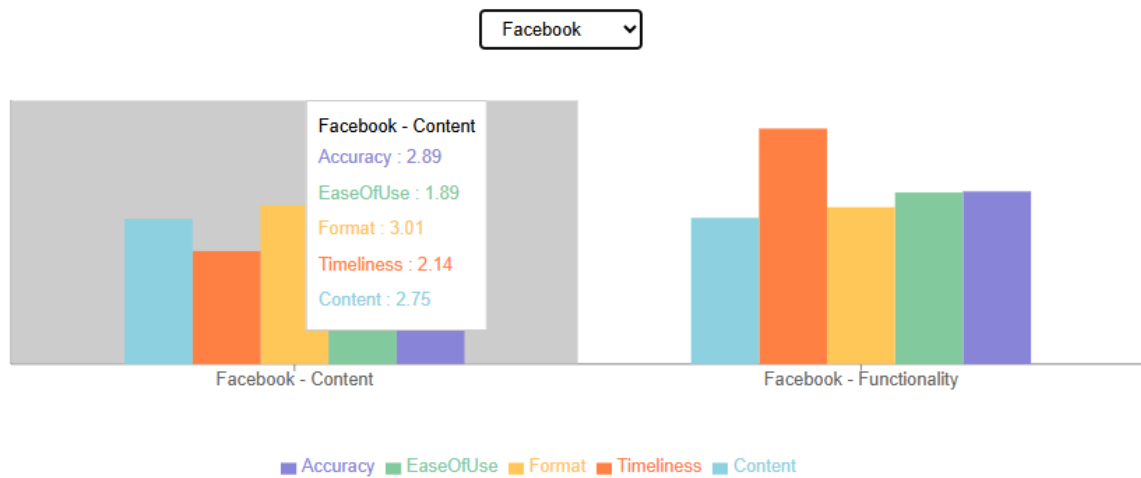


Fig. 4: Graphical Results of the EUCS Assessment for Facebook

X has moderate scores, but still higher than Facebook, with balanced values across all aspects as shown in the figure below

### 4. Graphical Results of the EUCS Assessment for X

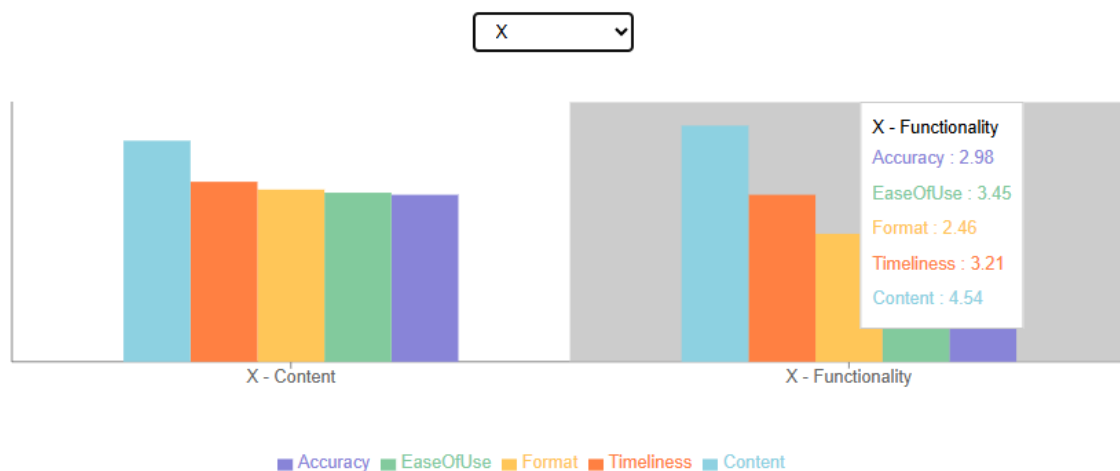


Fig. 5: Graphical Results of the EUCS Assessment for X

## 5. Conclusion

Based on the results of the study and data analysis using the EUCS method, several conclusions can be drawn as follows:

1. Instagram demonstrates the best performance in terms of content quality, followed by X, and lastly Facebook.
2. Facebook shows the best functionality, particularly in the aspect of Ease of Use.
3. Ease of Use and Format are the EUCS dimensions that most strongly influence users' positive perceptions.
4. The EUCS method is proven effective for evaluating and comparing user satisfaction across social media platforms

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