

## **ABSTRACT**

Nowadays, the utilization of social media is not a strange thing for its users. As the social media with more than 19 million users in Indonesia, Telkomsel's customers use Twitter as the information source. The objective of this study is to determine how much influence of Twitter usage on the information need fulfillment of Telkomsel's customers, using the approach of Twitter usage which evaluated from three aspects: Twitter's perceived value, perceived ease of use and perceived usefulness.

This was a causal quantitative study, data analysis techniques that used in this study was path analysis to simultaneously and partially test the hypotheses. The population was the followers of Telkomsel's Twitter account. Using the simple random sampling technique, this study gathered 400 sample data. The results showed that only perceived value and perceived usefulness give significant effect on the information need fulfillment of Telkomsel's customers.

Based on the result, Telkomsel's Twitter account is expected to provide more detailed information when overcoming customer's troubleshoot in using Telkomsel's products or services. Future studies are expected to examine the different aspects of Twitter such as the contents and also examine others media that are used by Telkomsel as information distribution to its customers.

***Keywords: Social Media, Twitter, Information Need, Telkomsel***