The Effect of Podcast Hosts on Youtube Channel Satisfaction

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Abstract

This study aims to investigate the effect of podcast hosts on the satisfaction of YouTube channel viewers. Using a sample of 250 participants, data were collected through an online survey that measured the participants' perceptions of podcast hosts and their satisfaction with the YouTube channel. The results of the study showed a positive relationship between the perceived attractiveness and expertise of podcast hosts and viewers' satisfaction with the YouTube channel. Additionally, the study found that the quality of the podcast's content moderated the relationship between the perceived attractiveness of the host and satisfaction with the YouTube channel. The findings of this study provide insights into the importance of the host's role in enhancing viewer satisfaction with the YouTube channel, particularly in the context of podcast content. Further research is recommended to explore the effects of other host characteristics and their impact on viewer satisfaction.

INTRODUCTION

Podcasts have become increasingly popular in Indonesia, with the country having the second-largest number of podcast listeners in the world. Listeners are drawn to the flexibility of access that podcasts offer, although there are differences between radio and podcast listeners in terms of listening behavior. Podcasts can be broadcast on personal websites or YouTube, with the latter being a popular platform for public figures to share their podcast content. However, while YouTube's algorithm tends to prioritize viral content, some video podcasts may feature controversial public figures. In addition, there is data from Daily social which collaborated with the JakPat mobile survey platform in 2018, there were 2,023 smartphone users, 67.97% of respondents knew podcasts, 65% of respondents are interested in podcast content where 62.69% is due to the flexibility of access (Chitra & Oktavianti, 2019; Cin & Utami, 2020. Podcast listeners must select the content and platform before they can listen to the podcast they want. 69% due to the flexibility of access (Chitra & Oktavianti, 2019; Cin & Utami, 2020.) Podcast which means doing a podcast in video form, and the other is a political podcast which is usually

delivered in a more relaxed manner.

In broadcasting the podcast, we have several media choices which of course can affect the way users or viewers of the podcast listen and subscribe, apart from the relevance between podcasts, social media and also users in sharing information can change the way audiences are involved in news activity (Keyling et al, 2015). The mobile podcast platform provides a form of interactivity, friendliness that is deliberately designed specifically for its users (Morris & Patterson, 2015).The success of a podcast depends on several factors, including creating innovative visual content, being able to listen flexibly and become a source of income for a public figure who regularly shares podcast content (Berry, 2016).that there has been no prior research on host attractiveness in English on YouTube, as there is a vast amount of academic literature on various aspects of YouTube and online video content in general. However, it is possible that specific research on host attractiveness in English on YouTube is limited or has not been conducted yet.

Based on the notion of emotion in each individual as the root of a cognitive assessment or evaluation of an event, it can be concluded that the Cognitive Appraisal Theory developed by Lazarus (1982) is a theory that can be used as the basis for this research. Cognitive Appraisal Theory or cognitive appraisal theory assumes that every positive or negative emotion from each individual towards a stimulus is the result of a cognitive evaluation of that stimulus (Smith & Lazarus, 1993). This research uses Youtube Channel Attributes in the context of podcasts and Host Attributes because Youtube Channel subscribers use digital channels and Hosts as things that are important to them and according to their wishes.

Youtube Channel Attributes

Youtube is one of the facilities used by online media users in which there are Youtubers and Subscribers with the same interests. Podcast itself is an audio broadcast that is displayed on the web or other media facilities, one of which is YouTube. Youtube Channel Attributes can be represented by the theory of uses and gratification, this theory explains how people use media to meet their specific needs to seek satisfaction (Maria & Stefanita, 2020).

Physical Attractiveness

Physical attractiveness can be said to be one of the factors how someone can pay attention to the party conveying a message or information. If a podcast communicator is someone who has high physical attractiveness, then they are considered more trustworthy, credible, persuasive and have good knowledge (Kim, 2021). A video podcast resource person who has relatively high physical attractiveness, then they are considered more reliable, credible, persuasive and has good knowledge (Kim, 2021), viewers will tend to be more comfortable enjoying the podcast they watch if they invite a resource person who having good physical attractiveness, this certainly has a positive effect on YouTube channel satisfaction.

H1:   Physical attractiveness positive effect on youtube channel satisfaction.

Social Attractiveness

Social attractiveness relates to how a communicator is liked and respected by others (Kim, 2021). This image will make the listeners of the communicator feel that they are getting information from the right communicator. Viewers tend to pay attention to who the host is whether he has good social attractiveness or not. Social attractiveness affects YouTube channel satisfaction.

H2:   Social attractiveness positive effect on youtube channel satisfaction.

Attitudes Homophily

Attitude homophily in this study discusses how homophile attitudes are related to the similarity of viewpoints between podcast listeners and related podcast communicators (Sokolova & Kefi, 2020). Homophily attitudes also help reduce ambiguity between listeners and podcast communicators alike. Attitude homophily relates to the similarity of point of view between podcast listeners and podcast communicators (Sokolova & Kefi, 2020).

H3:   Attitude Homophily Positive effect on youtube channel satisfaction.

Research Hypothesis Development

This study is based on cognitive appraisal theory with the assumption that the emotional state of viewers of the YouTube podcast channel Public Figure and their satisfaction are influenced by the evaluation of their own evaluation experience which is interpreted on the Youtube Channel Attribute and Host Attractiveness YouTuber (see Figure 1) (Lazarus, 1991).
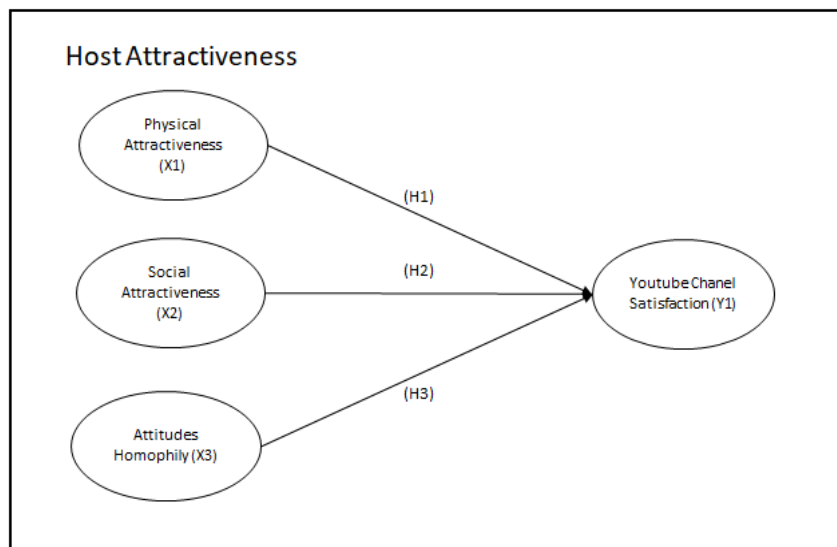

Figure 1. Research Model

METHOD

This research was conducted to test the hypothesis and prove the effect of the host attributes represented by physical attractiveness, social attractiveness and attitudes homophily which have an

influence on user satisfaction. YouTube social media, especially connoisseurs of podcast content. The sample in this study were respondents aged 18 years and over, male and female, students, employees, entrepreneurs, housewives, lecturers and others in the Jabodetabek area. The pattern used in this study uses a descriptive research pattern. Research that uses observation, interviews as preliminary interviews to determine the scope of research and questionnaires on current conditions, regarding the subject being researched is descriptive research (Resseffendi, 2010). This research is a quantitative research, whereas quantitative research is an investigation of social problems based on testing a theory consisting of variables, measured by numbers, and analyzed by statistical procedures to determine whether the predictive generalizations of the theory are correct (Cresswell, 1944).

There are various kinds of sampling techniques to determine the sample to be used in research. We used a purposive sampling technique to conduct this research and used Google Forms with the criteria for YouTube social media users with a target age of 18 years and over and living in the Jabodetabek area. The part of the population that is characteristically similar to the population itself is called the sample. In this study it was determined that the number of samples was 126 valid questionnaires according to predetermined criteria through 134 respondents. The minimum number of samples determined is at least 5 times the number of questionnaires or indicators used (Malhotra, 1996).

Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables of all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation and performing calculations to test the hypotheses that have been proposed. The scale used in the questionnaire in this study is the Likert scale. The scale is named after Rensis Likert, who published a report explaining its use.

RESULTS AND DISCUSSION

The study surveyed 250 people, with most of the respondents being aged 26-30 years, and there were more female respondents (159) than male (91). The majority of respondents had an undergraduate education, and most of them watch podcast content on YouTube less than 10 times a week.

The study used a 5-point Likert scale to measure 19 question items for 9 hypotheses related to social media that share podcast content. The measurement criteria were based on the reliability and validity of previous research, and each variable was properly conceptualized. The study tested two attributes, namely Youtube Channel Attributes and Host Attractiveness, and each attribute was tested through multiple dimensions. The survey was designed in a simple, specific, and concise manner to prevent response biases due to the redundancy and similarity of survey items. This was done to prevent respondents from being less thorough in giving answers due to redundancy and similarity of survey items (MacKenzie and Podsakoff, 2012).

Physical attractiveness (X1)

Figure 2 shows the results of analyzing data on the Physical attractiveness variable using three

indicators. The total average score for all three indicators is 4.13, which indicates a moderate level of physical attractiveness as perceived by the respondents. The PA2 indicator has the lowest average score of 4.02, and the PA3 indicator has the highest average score of 4.22, both falling in the medium interval. The data is based on questionnaire responses from a sample size of 250 individuals.

Indicator	Means	Intervals Category
PA1	4,14	Currently
PA2	4.02	Currently
PA3	4,22	Currently
Total Means	4,13	Currently
N = 250		

Figure 2. Mean Interval Categorization Table on Physical Attractiveness Variable (X1)

Social attractiveness (X2)

Figure 3 presents the average results from a questionnaire-based analysis of the Social attractiveness variable using five indicators. The overall average score for the Social attractiveness variable is 4.55, indicating a rather high level of social attractiveness as perceived by the respondents. The SA1 and SA2 indicators have the lowest average scores of 4.44, which are still in rather high intervals. The SA5 indicator has the highest average score of 4.75, which is also in a rather high interval.

Indicator	Means	Intervals Category
SA1	4,44	Somewhat High
SA2	4,44	Somewhat High
SA3	4.55	Somewhat High
SA4	4.58	Somewhat High
SA5	4.75	Somewhat High
Total Means	4.55	Somewhat High
N = 250		

Figure 3. Mean Interval Categorization Table on Physical Attractiveness Variable (X1)

Attitudes homophile (X3)

Figure 4 presents the average results from a questionnaire-based analysis of the Social attractiveness variable using five indicators. The overall average score for the Social attractiveness variable is 4.55, indicating a rather high level of social attractiveness as perceived by the respondents. The SA1 and SA2 indicators have the lowest average scores of 4.44, which are still in rather high intervals. The SA5 indicator has the highest average score of 4.75, which is also in a rather high interval.

Indicator	Means	Intervals Category
AH1	4.09	Currently
AH2	4,14	Currently
AH3	3.64	Currently
AH4	3.72	Currently
AH5	3.65	Currently
Total Means	3.85	Currently
N = 250		

Figure 4. Table of Categorization of Mean Intervals on Variable Attitudes homophily (X3)

Youtube channel satisfaction (Y1)

Figure 5 provides the average results of a questionnaire-based analysis of the Youtube channel satisfaction variable using three indicators. The overall average score for the Youtube channel satisfaction variable is 4.77, indicating a rather high level of satisfaction as perceived by the respondents. The YSS2 indicator has the lowest average score of 4.56, which is still in a rather high interval. The YSS1 indicator has the highest average score of 5.01, which is also in a rather high interval.

Indicator	Means	Intervals Category
YSS1	5.01	Somewhat High
YSS2	4.56	Somewhat High
YSS3	4.74	Somewhat High
Total Means	4.77	Somewhat High
N = 250		

Figure 5. Mean Interval Categorization Table on Variable Youtube channel satisfaction (Y1)

Structural Equation Model (SEM) Analysis

In this study there are 10 latent variables and 41 manifest variables. Testing the results of structural equation modeling (SEM) with the partial least squares (PLS) approach is carried out by looking at the results of the measurement model (outer model) and the results of the structural model (inner model) of the model being studied.

Measurement Model Testing (Outer Model)

Convergent validity relates to the principle that the manifest variables of a construct should be highly correlated. Convergent Validity with PLS software can be seen from the loading factor for each construct indicator, while to assess Convergent Validity the loading factor value must be more than 0.7, as well as the average extracted (AVE) and communality value must be greater than 0.5, the results are as follows following.

Factor Loading Table

Figure 6 provides information about the loading factor values for each manifest variable, the loading factor values of almost all indicators for the latent variables show >0.7, so the indicators are declared valid.

Variable	Indicator	Factor Loading
AH	AH1	0.862
	AH2	0.922
	AH3	0.875
	AH4	0.920
	AH5	0.903
PA	PA1	0.916
	PA2	0937
	PA3	0.907
SA	SA1	0.857
	SA2	0887
	SA3	0.916
	SA4	0.929
	SA5	0.862

Figure 7. Factor Loadin

Figure 7 shows the Average Variance Extracted (AVE) values for the four latent variables: Attitudes homophily (AH), Physical attractiveness (PA), Social attractiveness (SA), and Youtube channel satisfaction (YCS). All variables have AVE values greater than the recommended threshold of 0.5, which indicates that the variables are valid in explaining their respective latent variables. This also indicates that the manifest variables used in measuring these variables have fulfilled the AVE requirements and have met the convergent validity criteria. Convergent validity is established when the scores obtained from measuring concepts with different methods or instruments have a high correlation.

	Average Variance Extracted (AVE)
AH	0.804
PA	0.846
SA	0.793
YCS	0.696

Figure 8. Table AVE

Discriminant Validity

Discriminant Validity can be seen from the cross loading factor with the construct and the comparison of AVE with the correlation of latent variables. If the correlation between the construct and the main measurement (each indicator) is greater than the other construct measures, then the variable is said to have high discriminant validity. The cross loading value is presented in Figure 9.

Based on the PLS software results in Figure 8, it can be seen that the value of the cross loading factor correlation for each latent construct for the corresponding indicator is higher than for the other constructs, so it can be concluded that the indicators used to measure the latent variable meet the requirements.

Reliability Test

The reliability test in Partial Least Square (PLS) can use two methods namely Composite Reliability (CR) and Cronbach's Alpha, which are presented in Figure 10. From the test results, it can be seen that the Composite Reliability (CR) value is greater than 0.7 and the Cronbach's Alpha value is greater than 0.6, so it can be concluded that the data is reliable indicating that all indicators have consistency in measuring each variable.

	Cronbach's Alpha	Composite Reliability
AH	939	0.953
PA	0.909	0.943
SA	0.935	0.95
YCS	0.782	0.873

Figure 9. Table of Composite Reliability

Hypothesis test

The hypothesis in this study will be tested using the path coefficient values and t values to see whether there is a significant effect or not. In addition, the results of the path significance test also show the parameter coefficient values (original sample). Parameter coefficients show the significance value of the influence of each research variable.

Hypothesis	Coefficient	t count	p-value	Conclusion
PA -> YCS	0.1260	2.043	0.041	Accepted
SA -> YCS	0.1290	1.886	0.059	Rejected
AH -> YCS	0.2360	3.399	0.001	Accepted

Figure 10. Hypothesis test

The Effect of Physical Attractiveness on Youtube Chanel Satisfaction

To test the hypothesis above, a p-value is used to see the effect of Physical attractiveness on Youtube Chanel Satisfaction with a p-value of 0.041, this value is smaller than a = 0.05, so it can be concluded that H1 is accepted, meaning that there is a significant effect of Physical attractiveness Against Youtube Chanel Satisfaction. Physical attractiveness variable for Youtube Channel Satisfaction has an original sample of 0.126 with a positive direction meaning that the better the physical attractiveness, the Youtube Channel Satisfaction will also increase by 0.126. Physical attractiveness can infer qualities from credibility such as positive and logical information,

The Influence of Social Attractiveness on Youtube Chanel Satisfaction

To test the hypothesis above, a p-value is used to see the effect of Social attractiveness on Youtube Channel Satisfaction with a p-value of 0.059, this value is smaller than a = 0.05, so it can be concluded that H1 is rejected, meaning that there is no significant effect Social attractiveness Against Youtube Chanel Satisfaction. The social attractiveness variable for Youtube Channel Satisfaction has an original sample of 0.129 with a positive direction meaning that the better the social attractiveness, the Youtube Chanel Satisfaction will also increase by 0.129.

The Influence of Homophily Attitudes on Youtube Chanel Satisfaction

To test the hypothesis above, a p-value is used to see the effect of homophily Attitudes on Youtube Chanel Satisfaction with a p-value of 0.001, this value is smaller than a = 0.05, so it can be concluded that H1 is accepted, meaning that there is a significant influence on Attitudes homophily Against Youtube Chanel Satisfaction.Viewers will tend to watch the podcast if they feel there is an emotional bond and have something in common with the source, host or topic raised (Sokolova and Kefi, 2020). Attitudes homophily variable towards Youtube Channel Satisfaction has an original sample of 0.236 with a positive direction, meaning that the better the homophily, the Youtube Channel Satisfaction will also increase by 0.236.

R square test

The influence of the dependent variable can be shown by the R-square value in Figure 11. Through the value of the coefficient of determination (R-square) contained in Figure 11, it can be seen that in the first sub-structure, the acquisition of the R-square value for the Youtube Channel Satisfaction variable is 0.768, which shows that the Youtube Channel Satisfaction variable can be explained by 76.8% by the entertainment variable (X1) , visual content (X2), informativeness (X3), credibility (X4), irritation (X5), physically attractiveness (X6), social attractiveness (X7), homophily attitudes (X8). In the second sub-structure, the R-square value for the Behavioral Intention variable is 0.522, which indicates that Behavioral Intention can be explained by 52.2% by the Youtube Channel Satisfaction variable.

	R Square
YCS	0.768
BI	0.522

Figure 11. R Square

Predictive Relevance (Q2)

Q-square measures how well the observed values produced by the model and also the parameter estimates. A Q-square value greater than 0 (zero) indicates that the model has a predictive relevance value, while a Q-square value less than 0 (zero) indicates that the model has no predictive relevance

value. To calculate Q2, the following formula can be used:

Q2 =1-(1-R12) (1-R22)

Q2 = 1 – (1-0.768) (1-0.522)

Q2 = 0.889

(1)

The achieved Q2 value of 0.889 means that the Q2 value above zero provides evidence that the model has predictive relevance.

Discussion

The Effect of Physical Attractiveness on Youtube Chanel Satisfaction

Physical attractiveness can infer qualities from credibility such as positive and logical information, This study examined the impact of various video characteristics, including physical attractiveness, on viewer satisfaction. The results showed that physical attractiveness can affect viewer satisfaction with online video content (Chen et al, 2013). It is important to note that physical attractiveness is just one factor that can influence viewer satisfaction, and it is not the only determinant of viewer satisfaction. Other factors, such as the quality and relevance of the content, the credibility of the presenter, and the overall viewing experience, can also play a role in determining viewer satisfaction.

The Influence of Social Attractiveness on Youtube Chanel Satisfaction

While social attractiveness can potentially have an impact on viewer satisfaction with a YouTube channel, it is not a factor that has been extensively studied in the context of media content and viewer satisfaction. As a result, there may not be a large number of research articles or journals that specifically address the impact of social attractiveness on viewer satisfaction with YouTube channels.

We have conducted interviews with several respondents and the results are influential but not too significant. From the results of interviews that have been conducted, several respondents considered that watching a podcast is not always due to the image of a host to watch video podcasts on Youtube. An interesting and viral discussion is an indicator for respondents to watch video podcasts on the YouTube channel.

The Influence of Homophily Attitudes on Youtube Chanel Satisfaction

That H1 is accepted, meaning that there is a significant influence on Attitudes homophily Against Youtube Chanel Satisfaction.Viewers will tend to watch the podcast if they feel there is an emotional bond and have something in common with the source, host or topic raised (Sokolova and Kefi, 2020).

CONCLUSION

The study looks at the impact of YouTube Channel Attributes (entertainment, visual content, informativeness, credibility, and irritation) and Host Attractiveness (physical attractiveness, social attractiveness, and attitude homophily) on the viewers' behavioral intention to share or recommend the content. The study found that YouTube Channel Attributes affect the emotional satisfaction of the viewers, and Host Attractiveness, specifically physical attractiveness and attitude homophily, motivate viewers to engage with the content. The study highlights the importance of these factors in the context of public figure video podcasts in Indonesia. The article notes that previous research on social media has focused on different aspects and that viewers continue to watch video podcasts even when the content does not have a positive message. This study proposes a new aspect of digital attributes, especially in the context of public figure Youtube Video podcasts in Indonesia in measuring audience satisfaction with the YouTube content they follow. This study proposes that Youtube Channel Attributes affect Youtube Channel Satisfaction emotional states of satisfaction of YouTube podcast viewers, and motivate them to make recommendations or re-share the podcast content with others. However, previous research on social media has focused mainly on the effect of social media attributes on attitudes and behavioral intentions or the impact of attributes that influence a service offered (Habibi et al, 2016; Sokolova and Kefi, 2020).

The study can be useful for public figures and the public in producing and consuming content that has a positive influence on society, especially for active social media users in Indonesia. The author suggests that social media should be used as an interactive space that builds one another and provides knowledge and positive values in society.

The limitations of the study, and the author proposes some future research directions. This study did not consider other potential respondents based on demographic characteristics, such as location, age, and education level, which may influence the audience's satisfaction and behavioral intentions. the author suggests that future research should consider different levels of audience engagement behavior, including both active and passive forms of engagement behavior, to better understand the audience's engagement with social media content on YouTube podcasts.

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