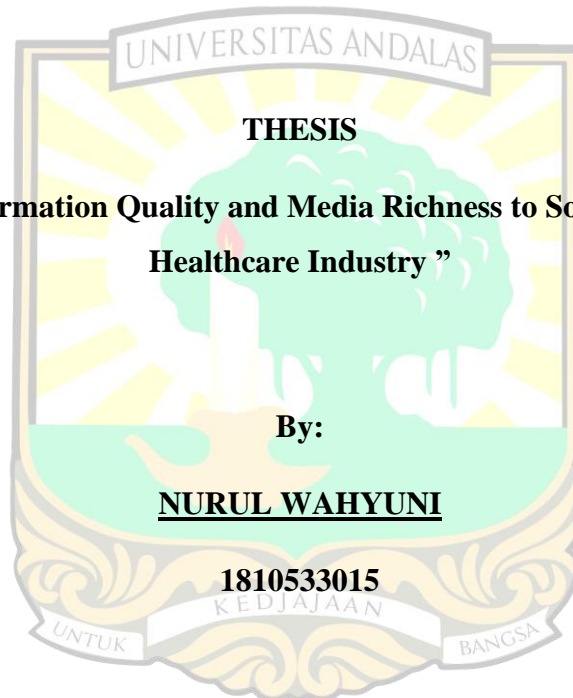




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**“The Effect of Information Quality and Media Richness to Social Media Fatigue in
Healthcare Industry ”**

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ABSTRACT

This study aims to know the effect of information quality and media richness to social media fatigue in healthcare industry. The type of research method used is survey method using a quantitative approach. The population in this study is entire patient and the patient's family. To address this, this study used the purposive sampling method with total 150 patients in Padang who uses WhatsApp application to booking in healthcare industry as sample in this study. The data collection uses questionnaires distributed through Google Form on several social media application. Through Partial Least Square Structural Equation Model (SEM-PLS), this study discovered finding that information quality and media richness have negatively affected and significant to the social media fatigue in healthcare industry.

Keywords: Information Quality, Media Richness, Social Media Fatigue, Management Information System

