



**THE INFLUENCE OF EASE OF USE AND SOCIAL PERCEPTION ON THE
POPULARITY OF CANVA APPLICATION WITH USER SATISFACTION AS AN
MEDIATING VARIABLE**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi**

By:

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**FACULTY OF SOCIAL SCIENCE AND EDUCATION
COMMUNICATION STUDY PROGRAM**

CIKARANG

SEPTEMBER, 2025

The Influence of Ease of Use and Social Perception on the Popularity of the Canva Application With User Satisfaction as a Mediating Variable

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Abstract

This research examines the effects of Ease of Use (X1) and Social Perception (X2) on the Popularity (Y) of the Canva application, with User Satisfaction (Z) as a mediating variable. The study is theoretically grounded in the Uses and Gratifications Theory (UGT) and the Communication Accommodation Theory (CAT), both of which emphasize how communicative needs and social adjustments influence media adoption and popularity. Using a quantitative approach with a sample of 240 active Canva users, data were collected through structured online questionnaires that measured the four research variables with validated instruments. The analysis employed multiple linear regression, a statistical method that estimates the relationship between multiple independent variables and a dependent variable simultaneously. This method allows researchers to test both direct and indirect effects among variables, providing insight into how different communicative factors interact to influence popularity. The results indicate that the direct effects of Ease of Use and Social Perception on Popularity are stronger than their indirect effects through User Satisfaction. In other words, while satisfaction contributes as a mediating factor, Canva's popularity is more powerfully shaped by users' perceptions of its simplicity and by how it is socially validated and accepted in communicative contexts. Based on these findings, future studies are recommended to employ more varied research designs, with broader and more representative samples, and to explore additional variables such as digital literacy, communication styles, and cultural context, to deepen understanding of digital communication technologies.

Keywords: Ease of Use; Social Perception; User Satisfaction; Popularity; Canva Application; Multiple Linear Regression

Acknowledgement

First of all, I would like to express my deepest gratitude to God for His endless love, strength, and guidance throughout this journey. Every step of this process, from the beginning until the end, has only been possible because of His blessings. Without His support, I would not have had the ability or perseverance to complete this work.

I would also like to sincerely thank my supervisors, Mr. Achmad and Mr. Haris, for their continuous guidance, patience, and valuable input. Your advice and corrections have greatly helped me to improve this thesis, and your encouragement has motivated me to keep moving forward whenever I faced difficulties. I truly appreciate the time and effort you both have given to support me during this academic journey.

For Mr. Raudy, as the Head of Program, and to all the lecturers who have taught me, including Mr. Abhirama, Mr. Shihab, Ms. Thisi, Mr. Hari, Ma'am Marin, and others who guided me tirelessly from the very first semester until the one just before I embarked on my thesis journey, I extend my heartfelt gratitude. Thank you also to Mrs. Meri who has assisted me throughout the process of arranging my defense.

To my family, Papa, Mama, Bang Ki, Ester, and Tian. I am forever grateful for your unconditional love and support. Papa and Mama, thank you for your prayers, and constant faith in me. Your encouragement has been the biggest strength that kept me going, especially during the most challenging times.

To my friends, Dhea, Maulid, and Lady, I want to thank you for always being there for me. Your laughter, encouragement, and willingness to listen have made this process more bearable. You reminded me that true friendship is not only about sharing good moments but also about standing together through challenges and difficulties.

Lastly, I would like to thank myself, Stephany, for staying strong and committed throughout this process. Completing this thesis was not an easy task, but I managed to overcome the sleepless nights, self-doubt, and moments of wanting to give up.

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