

Generation Z Satisfaction with the Government's First 100 Days: The Mediating Role of Perceptions of Public Opinion on Social Media

Dian Amalia Putri¹, Putriaji Hendikawati²

^{1,2} Faculty of Mathematics and Natural Sciences, Universitas Negeri Semarang,
Central Java, Indonesia

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ABSTRACT

The first 100 days of the Kabinet Merah Putih administration represent the initial phase of implementing the *Asta Cita* national development agenda. This period provides an important opportunity to evaluate public responses, particularly among Generation Z, a digitally active demographic that plays a strategic role in contemporary democracy. This study examines the influence of perceived government policies implemented during the first 100 days on Generation Z's political satisfaction, with perceptions of public opinion on social media serving as a mediating variable. A quantitative research design was employed using path analysis, with mediation effects assessed through the Sobel test. Data were collected from 400 Generation Z respondents residing in Semarang City and Semarang Regency. The results indicate that perceived government policies have a significant positive direct effect on Generation Z's political satisfaction. In contrast, perceptions of public opinion on social media significantly mediate this relationship through a negative indirect effect. These findings underscore the pivotal role of social media in shaping political evaluations and influencing the perceived legitimacy of government policies, highlighting the importance of effective digital communication strategies in strengthening public trust during the early stages of government.

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Corresponding Author:

Putriaji Hendikawati

Faculty of Mathematics and Natural Sciences, Universitas Negeri Semarang, Central Java, Indonesia
Jalan Raya Sekaran, Gunungpati, Kota Semarang, Jawa Tengah

Email: putriaji.mat@mail.unnes.ac.id

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1. Introduction

The inauguration of Prabowo Subianto and Gibran Rakabuming Raka as President and Vice President of Indonesia for the 2024–2029 term marked the beginning of a new national development agenda based on the *Asta Cita* vision. *Asta Cita* comprises eight strategic priorities, namely strengthening national ideology and democracy, enhancing national resilience, creating employment opportunities, developing human resources, promoting industrial downstreaming, advancing village development, reforming bureaucracy and the legal system, and fostering social and environmental harmony as the foundation for sustainable development (Tlogopayung, 2024). The initial implementation of this vision was reflected in the government's first 100 days in office, beginning on October 20, 2024, which served as an early indicator of the administration's commitment to fulfilling its political promises.

During the government's first 100 days, several priority programs were introduced, including the Free Nutritious Meals Program, debt relief programs for micro, small, and medium enterprises (MSMEs) and farmers, accelerated school rehabilitation, and village empowerment initiatives. These programs reflected several objectives of the *Asta Cita* agenda, particularly those related to economic development, education, and community welfare (Pratiwi, 2024). However, these policies did not receive uniformly positive public responses. Criticism emerged regarding their effectiveness and financing, particularly the Free Nutritious Meals Program, which was considered to require substantial public expenditure amid fiscal constraints, thereby creating a gap between public expectations and policy implementation.

Generation Z, generally defined as individuals born between the mid-1990s and the early 2010s, is widely recognized as a digitally native generation with extensive exposure to online information. Their political participation is particularly important because they will experience the long-term consequences of current government policies. Nevertheless, this generation continues to face several challenges, including limited political education, widespread exposure to misinformation, and increasing distrust of political institutions (Setiawan & Djafar, 2023). Within the context of the

Kabinet Merah Putih administration's first 100 days, Generation Z's perceptions of the initial implementation of the *Asta Cita* agenda are likely to shape evaluations of government legitimacy.

Social media has become the primary platform through which Generation Z accesses political information, expresses opinions, and participates in public discourse. Platforms such as X, TikTok, and Instagram function as spaces for political discussion, civic participation, and collective opinion formation (Putricia et al., 2024; Suryawijaya et al., 2024). Data from Kemp (2024) show that 68% of Generation Z in Indonesia rely on social media as their primary source of information. Public discourse surrounding the Free Nutritious Meals Program illustrates the coexistence of supportive and critical narratives, particularly concerning its nutritional benefits and budget efficiency. From the perspective of Agenda-Setting Theory, dominant narratives circulating on social media may strengthen or weaken public perceptions of government legitimacy (Kim & Chen, 2016). Accordingly, perceptions of public opinion on social media constitute an important mediating mechanism linking government policies with political satisfaction.

Generation Z's political satisfaction was selected as the dependent variable because of its strategic importance in strengthening democratic legitimacy in the digital era. This generation is characterized by critical thinking, innovation, and high expectations regarding government transparency, professionalism, and responsiveness (Kadir, 2022). Political satisfaction is reflected in individuals' evaluations of policy impacts on welfare and education, the effectiveness of government communication through social media, and the government's responsiveness to public criticism. According to the Central Statistics Agency (2025), Generation Z represents 27.94% of Indonesia's total population, making their level of political satisfaction an important indicator for evaluating the government's early performance.

This study is grounded in four complementary theoretical perspectives. First, Agenda-Setting Theory explains that the intensity of discussions surrounding government policies on social media influences public perceptions of policy issues (McCombs & Shaw, 2023). Second, Uses and Gratifications Theory argues that Generation

Z actively utilizes social media to fulfill its information needs, including obtaining political information (Katz et al., 1973). Third, Political Trust Theory proposes that public perceptions of government performance shape political trust and broader political evaluations (Hetherington, 1998). Finally, Public Satisfaction Theory explains that citizens' satisfaction results from comparisons between their expectations of government and their perceptions of actual government performance (Oliver, 1980). Collectively, these theoretical perspectives provide the conceptual foundation for examining the influence of the government's first 100-day policies on Generation Z's political satisfaction through the mediating role of perceptions of public opinion on social media.

Semarang was selected as the research setting because of its urban characteristics and high level of digital connectivity. As the capital of Central Java Province and one of Indonesia's major educational centers, Semarang has a large population of young people who actively use the internet and social media (Aminudin et al., 2025). Previous studies have reported relatively high levels of internet penetration and social media engagement among Semarang residents (Sulistyaningsih et al., 2017). Moreover, Generation Z in Semarang demonstrates a relatively high level of digital literacy and relies extensively on digital media to obtain information, including political news and government policy updates (Fariha et al., 2023). These characteristics make Semarang an appropriate empirical setting for examining Generation Z's political satisfaction with the government's first 100 days through perceptions of public opinion on social media.

Despite Generation Z's significant role in the 2024 Indonesian General Election, empirical studies examining the relationship between government policies during the first 100 days of the Kabinet Merah Putih administration, perceptions of public opinion on social media, and Generation Z's political satisfaction remain limited. Previous studies have generally examined social media as an intervening mechanism linking government policies to the political attitudes or satisfaction of young voters (Putri & Wibawa, 2023), but few have specifically investigated this relationship within the context of the new administration's first 100 days. Accordingly, this study integrates perspectives from public policy and digital democracy by

empirically examining the mediating role of perceptions of public opinion on social media. Specifically, this study investigates Generation Z in the urban context of Semarang, where digital literacy and social media usage are relatively high. The study aims to analyze the influence of government policies implemented during the first 100 days of the Kabinet Merah Putih administration on Generation Z's political satisfaction through the mediating role of perceptions of public opinion on social media. The findings are expected to contribute theoretically to the literature on political satisfaction among younger generations while providing practical insights for improving government policy communication strategies in the era of digital democracy.

2. Method

This study was conducted between May and June 2025 and involved Generation Z respondents residing in Semarang City, Central Java, Indonesia. A quantitative research design with a causal approach was employed to examine the influence of government policies implemented during the first 100 days of the Kabinet Merah Putih administration on Generation Z's political satisfaction, with perceptions of public opinion on social media serving as the mediating variable. Path analysis was used to examine both the direct and indirect relationships among the independent, mediating, and dependent variables.

2.1. Research Variables

1) Dependent Variable (Y)

Generation Z's political satisfaction refers to the degree of satisfaction with government policies and public services, particularly regarding the implementation of government programs during the first 100 days of the Kabinet Merah Putih administration.

2) Independent Variable (X)

The independent variable represents government policies implemented during the first 100 days following the inauguration of the Kabinet Merah Putih administration in October 2024.

3) Mediating Variable (M)

Perceptions of public opinion on social media refer to the way Generation Z forms and evaluates public opinion through interactions and information exchanges on social media platforms.

The indicators of Generation Z's political satisfaction were developed based on Expectancy–Performance Theory (Oliver et al., 1980), the concept of public service performance (Mahmudi, 2010), and Political Support Theory (Easton, 1957). Indicators measuring the government's first 100-day policies were adapted from the public policy process model (Howlett & Ramesh, 1995) and the public policy decision framework proposed by Dye (2020). Indicators of perceptions of public opinion on social media were developed based on Agenda-Setting Theory (McCombs & Valenzuela, 2007) and Spiral of Silence Theory (Noelle-Neumann, 1983).

2.2. Sampling Technique

The target population consisted of Generation Z citizens born between 1997 and 2012 who were eligible to vote and had exercised their voting rights in the 2024 Indonesian General Election. According to data published by the General Elections Commission (KPU) in 2023, the estimated number of Generation Z voters in Indonesia reached approximately 46.8 million.

A purposive sampling technique was employed to select respondents based on the following criteria: (1) residing in Semarang City or Semarang Regency; (2) being eligible to vote and having participated in the 2024 General Election; and (3) actively using social media, which serves as the primary platform for obtaining political information and forming public opinion regarding government policies.

The required sample size was determined using the Slovin formula with a 5% margin of error:

$$n = \frac{N}{1 + Ne^2} = \frac{46,800,000}{1 + (46,800,000 \times 0.05^2)} = 399.999 \approx 400.$$

Accordingly, a total of 400 respondents were included in the study.

2.3. Data Collection

Primary data were collected through an online self-administered questionnaire distributed to eligible respondents. The questionnaire

consisted of closed-ended statements measured using a five-point Likert scale and included indicators assessing government policy, perceptions of public opinion on social media, and Generation Z's political satisfaction (Kline, 1991). Prior to the main survey, the questionnaire underwent validity and reliability testing to ensure the adequacy of the measurement instrument. The measurement indicators were primarily derived from Expectancy-Performance Theory (Oliver et al., 1980).

2.4. Data Analysis

Although Structural Equation Modeling (SEM) is widely recognized as a standard analytical approach for examining causal relationships among latent constructs (Hair et al., 2011; Hair et al., 2019), this study employed path analysis because the proposed conceptual model involved observed variables and a single mediating construct. Path analysis was conducted to estimate and test both direct and indirect causal relationships among the research variables (Hamid et al., 2019; Auliasari, 2020). This approach enables the examination of mediation effects while providing a clear representation of the causal structure among variables. The conceptual relationships among the variables are illustrated in the research framework using directional arrows that indicate the hypothesized paths (Widi, 2018).

2.5. Instrument Testing

Prior to data collection, the research instrument was pilot-tested using responses from 30 participants. Three research variables were measured, each represented by seven indicators, as presented in Table 3. The validity test indicated that all item correlation coefficients exceeded the critical Product-Moment correlation coefficient ($r = 0.361$) at the 5% significance level. Furthermore, the reliability analysis showed that all variables achieved Cronbach's alpha coefficients greater than 0.70 (Ghozali, 2018), indicating satisfactory internal consistency and confirming that the research instrument was reliable.

3. Results And Discussion

3.1. Descriptive Analysis

The sampel of this study is Generation Z respondents residing in Semarang City and Regency selected using purposive sampling based on several criteria. Respondent characteristics were analyzed

descriptively to provide a representative sample of the Generation Z population, known for their active digital interactions and responsiveness to political issues. Demographic data were collected through an online questionnaire and presented in table 1.

Tabel 1. Distribution of Respondent Characteristics

| Characteristics | Categories | Frequency | % |
|-------------------------------|------------|-----------|-------|
| Age | 17 – 20 | 58 | 14,5 |
| | 21 – 24 | 301 | 75,25 |
| | 25 – 28 | 41 | 10,25 |
| Gender | Male | 114 | 28,5 |
| | Female | 286 | 71,5 |
| Education | Junior HS | 4 | 1 |
| | Senior HS | 277 | 69,25 |
| | Diploma | 21 | 5,25 |
| | Bachelor | 92 | 23 |
| | Magister | 6 | 1,5 |
| Social Media Platforms | Twitter/X | 68 | 17 |
| | Instagram | 162 | 40,5 |
| | TikTok | 156 | 39 |
| | Others | 14 | 3,5 |
| Intensity of Social Media Use | < 1 hour | 12 | 3 |
| | 1 – 3 hour | 94 | 23,5 |
| | 4 – 6 hour | 163 | 40,75 |
| | > 6 hour | 131 | 32,75 |

This study involved four hundred of Generation Z in Semarang with the criteria of being 18–27 years old, voters in the 2024 election, and active social media users. The majority of respondents were 21–24 years old (75.25%), female (71.5%), and had a high school education (69.25%). The dominant social media platforms were Instagram (40.5%) and TikTok (39%). These characteristics reflect the digitally active urban Generation Z, relevant to examining Perception of Public Opinion in Social Media and satisfaction with government policies.

To interpret the high and low levels of respondents' responses to the questionnaire instrument, a class interval scale was used. This grouping refers to the interval scale formula proposed by Sugiyono (2014). Table 2 shows the interval scale for interpreting the questionnaire statement values.

Tabel 2. Class Intervals

| No | Criteria | Mean Score |
|----|-----------|-------------|
| 1 | Very Low | 1,00 – 1,75 |
| 2 | Low | 1,76 – 2,51 |
| 3 | High | 2,52 – 3,27 |
| 4 | Very High | 3,28 – 4,00 |

Based on Table 3, it is known that all aspects of Generation Z Satisfaction are in the low category, which means that government policies need to be improved in various aspects. This can also be seen that the policy indicators for the first 100 days of the Kabinet Merah Putih are in the low category, which means that the policy process for the first 100 days of the Kabinet Merah Putih has not met the expectations of Generation Z. Different opinions are observed in Generation Z's Perception of Public Opinion in Social Media, and this variable is in the very high category in almost all indicators, which shows that social media plays a very large role in shaping Generation Z's perceptions and political participation.

Tabel 3. Descriptive Analysis of Research Variables

| No | Indicator | Mean Score | Criteria |
|---|--|------------|----------|
| Generation Z Satisfaction (Y) | | | |
| 1 | Clarity of Information | 2,4 | Low |
| 2 | Speed of Service | 2,2 | Low |
| 3 | Professionalism of Civil Servants | 2,2 | Low |
| 4 | Alignment between Expectations and Policy Implementation | 2 | Low |
| 5 | Level of Trust in the Government | 2,2 | Low |
| 6 | Support for Policies | 2,2 | Low |
| 7 | Channels of Participation and Response to Aspirations | 2,3 | Low |
| Policy in the First 100 Days of the Kabinet Merah Putih (X) | | | |
| 1 | Problem Identification | 2,1 | Low |
| 2 | Policy Formulation | 2,2 | Low |
| 3 | Policy Adoption | 2,3 | Low |
| 4 | Policy Implementation | 2,3 | Low |
| 5 | Initial Evaluation | 2 | Low |
| 6 | Government Activities | 2,3 | Low |
| 7 | Response to Criticism and Input | 2,4 | Low |

| Perception on Public Opinion on Social Media (M) | | | |
|--|---|-----|-----------|
| 1 | Exposure to Political Content on Social Media | 3,5 | Very High |
| 2 | Perceptions of Dominant Opinions | 3,5 | Very High |
| 3 | Participation in Political Discussions on Social Media | 3,5 | Very High |
| 4 | Trust in Information on Social Media | 3,3 | Very High |
| 5 | The Influence of Trends and Buzzers | 3,4 | Very High |
| 6 | The FoMo Phenomenon in Political Consumption | 3,4 | Very High |
| 7 | Perceptions of Government Transparency through Social Media | 2,9 | High |

The path analysis stages were carried out according to Kline (2023) described below.

3.2. Classical Assumption Test

The results of the normality test using regression analysis of the first and second model equations shown on Figure 1.

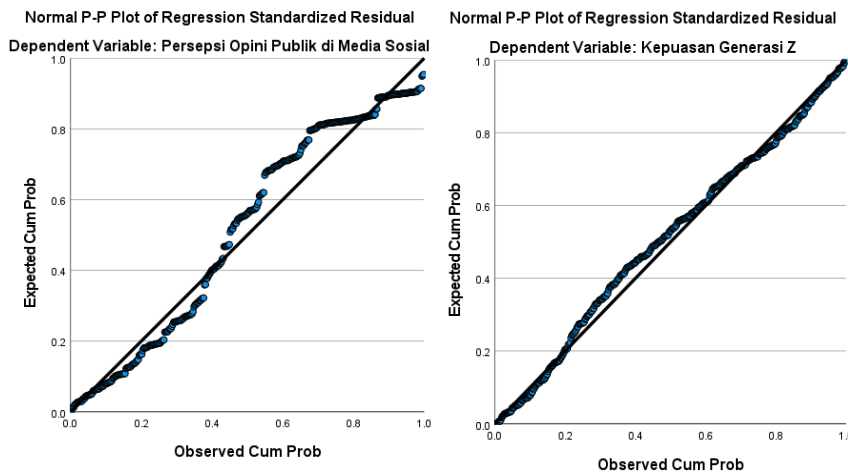


Figure 1. (a) Normality Test for Equation 1; (b) Normality Test for Equation 2

From Normal P-P plot it can be concluded that the distribution of points following the direction of the diagonal line in the histogram shows a normal distribution pattern.

Tabel 6. Linearity Test Results of X against M
Variable Deviation Value from Linearity

| | |
|-------------------|-------|
| $X \rightarrow M$ | 0.662 |
| $M \rightarrow Y$ | 0.893 |
| $X \rightarrow Y$ | 0.096 |

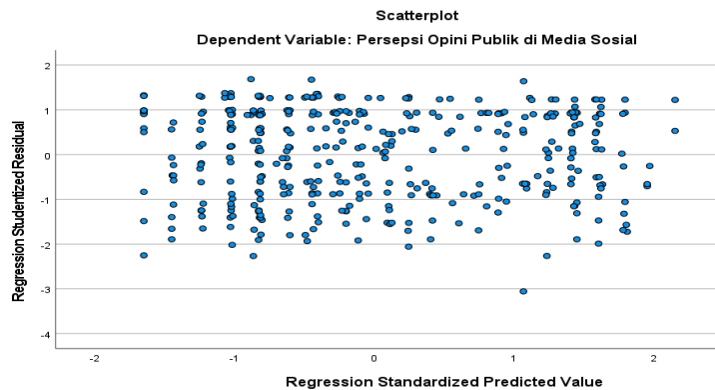
Based on Table 6, the Sig. value of Deviation on Linearity is > 0.05 . This indicates that there is a significant linear relationship between the tested variables.

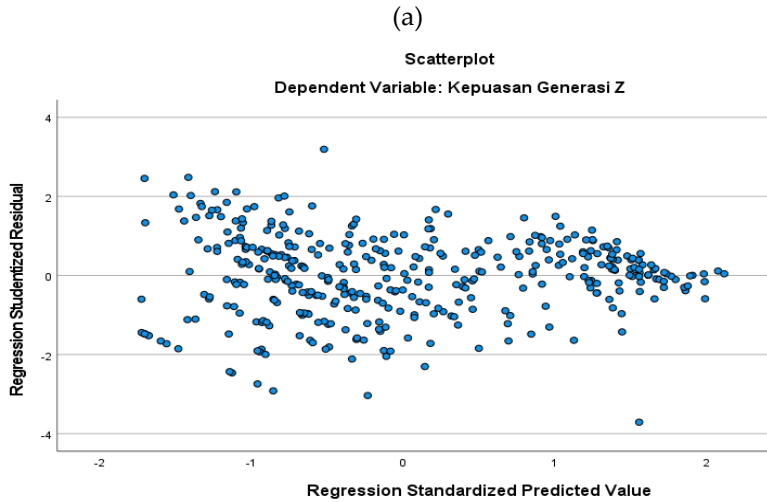
Tabel 7. Multicollinearity Test

| Variable | Tolerance | VIF |
|---|-----------|-------|
| Equation 1 $X \rightarrow Y$ | 1,000 | 1,000 |
| Equation 2 $X \rightarrow M \rightarrow Y$ | 0,612 | 1,633 |

Based on the multicollinearity test results in Table 7, both data models in this study are free from multicollinearity. This is evident from the VIF value < 10 and the tolerance value > 0.10 .

The heteroscedasticity test using scatterplots in Figures 2, shows that points in Y-axis spread above and below the number 0. Therefore, it is concluded that there is no heteroscedasticity between the dependent and independent variables.





(b)

Figure 2. Heteroscedasticity Test for (a) Equation 1; (b) Equation 2

3.3. Model Accuracy Test

Tabel 8. The Determination Coefficient Test

| Variable | R^2 | Adjusted R^2 |
|---|-------|----------------|
| Equation 1 $X \rightarrow Y$ | 0,388 | 0,386 |
| Equation 2 $X \rightarrow M \rightarrow Y$ | 0,745 | 0,743 |

Based on Table 8, the results of the R^2 test for Equation 1 show that the independent variables can explain the dependent variable by 0.388, or 38.8%. Meanwhile, for Equation 2, the R^2 value is 0.745, or 74.5%. Therefore, it can be said that all independent variables can explain the dependent variable by 74.5%.

Tabel 9. Partial Test

| Variabel | β | Sig. |
|-------------------|---------|---------|
| Equation 1 | | |
| $X \rightarrow M$ | 0,017 | < 0,001 |
| Equation 2 | | |
| $M \rightarrow Y$ | -0,066 | 0,045 |
| $X \rightarrow Y$ | 0,025 | 0,000 |

Based on Table 9, in Equation 1 the results of testing variable X against M can be explained with a significance level of $0.001 < 0.05$ with coefficient 0.017. This indicates that the policies of the first 100 days of the Kabinet Merah Putih have a positive effect on Perception of Public Opinion in Social Media. In Equation 2, the test results for variable M against Y show a significance level of $0.045 < 0.05$ with coefficient -0.066. This indicates that Perception of Public Opinion in Social Media have a significant effect on Generation Z satisfaction. However, the direction of the effect is negative. The test results for variable X against Y show a significance level of $0.000 < 0.05$ with coefficient 0.025. This indicates that the policies of the first 100 days of the Kabinet Merah Putih have a significant effect on Generation Z satisfaction.

Tabel 10. Simultaneous Test

| Variable | F | Sig. |
|---|---------|-------|
| Equation 1 $X \rightarrow Y$ | 252,087 | 0,000 |
| Equation 2 $X \rightarrow M \rightarrow Y$ | 578,577 | 0,000 |

From the simultaneous test results in table 10, in Equation 1 X against M have a significance level of $0.000 < 0.05$. Meanwhile, in Equation 2, X and M against Y simultaneously have a significance level of $0.000 < 0.05$. So both models have a significant effect on the dependent variable.

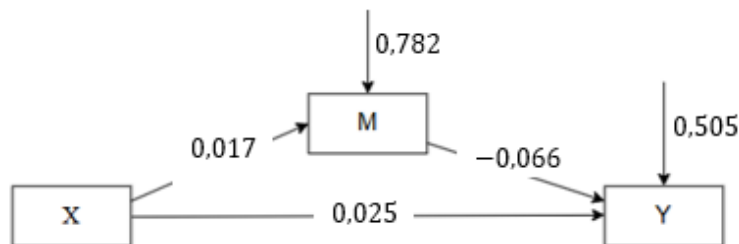


Figure 3. Path Analysis Model

Figure 3 shows the magnitude of the path coefficient value for each independent variable with respect to the dependent variable.

Thus, according to the partial test results in table 9, the equation for the path diagram above can be formulated as follows.

$$M = 24,250 + 0,017X + e_1$$
$$Y = 2,396 + 0,025X - 0,066M + e_2$$

Based on the equations obtained, the following conclusions can be:

- (1) If the policy of the first 100 days of the Kabinet Merah Putih changes, it will cause a change in the Perception of Public Opinion in Social Media. A positive sign indicates a change in the same direction.
- (2) If the value of Perception of Public Opinion in Social Media changes, it will cause a change in the satisfaction of Generation Z. A negative sign indicates a change in opposite direction.
- (3) If the policy of the first 100 days of the Kabinet Merah Putih changes, it will cause a change in the satisfaction of Generation Z. These results align with Anderson & Jiang (2018) research that found how Generation Z's perspectives and level of satisfaction with institutions are greatly influenced by the information and viewpoints shared on social media, including evaluations of social and political issues (Turner, 2015) and government performance (Ekman & Amnå, 2012). Hal ini juga sesuai dengan temuan peneliti sebelumnya, dimana media sosial dapat membentuk (Gil de Zúñiga, et al, 2012; Van Djiçt & Poell, 2013) serta mempengaruhi persepsi publik (Boulianne, 2015; Mergel, 2016).

This study uses the Sobel test to test the significance of the indirect relationship between the independent and dependent variables mediated by the intervening variable. The Sobel test was conducted via the website <https://quantpsy.org/sobel/sobel.htm> and the results can be seen in Figure 4. The Sobel test concluded that perceptions of public opinion on social media can mediate, with a p-value (two-tailed) of $0.047 < 0.05$.

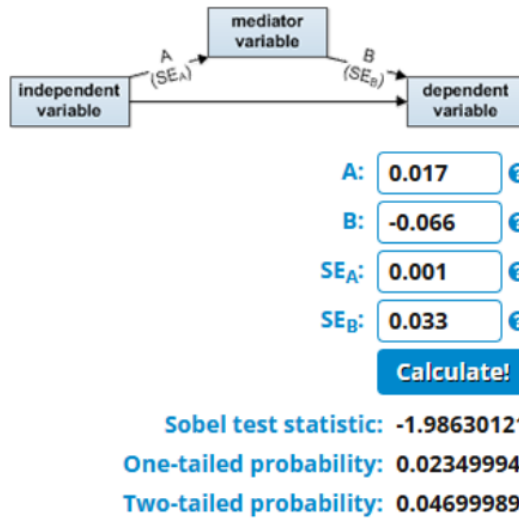


Figure 4. Sobel Test

Calculation with the Sobel test $S_{ab} = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$ gives a standard error of the indirect effect of 0.00056 and a t-statistic value of -1.986.

3.4. Discussion

Based on the results of the t-test in Equation I, the First 100 Days of the Kabinet Merah Putih Policy (X) have a positive and significant effect on Public Opinion Perception on Social Media (M). This indicates that the more positive the public's perception of the initial policies of the Kabinet Merah Putih Policy, the better the perception formed on social media. This finding confirms that policy communication in the digital space greatly influences the formation of Generation Z's opinions. As active users of social media, Generation Z not only receives information, but also forms and disseminates it. Positive narratives about policies such as the Free Nutritional Meal Program (MBG) or the cancellation of MSME debt can strengthen public support, conversely, negative narratives can weaken the legitimacy of the policy. Thus, it can be concluded that the success of a policy is not only determined by its substance, but also by the government's ability to strategically manage digital communication, especially among Generation Z who are very responsive to narratives on social media.

Perception of Public Opinion on Social Media (M) significantly influences Generation Z Satisfaction (Y) but the direction of the effect is negative. This finding indicates that opinions developing on social media can actually decrease Generation Z's satisfaction with the government, especially when dominated by negative narratives or disinformation. Generation Z is highly exposed to viral and emotional content that does not always reflect the objective reality of policy. Theoretically, this phenomenon aligns with the Spiral of Silence Theory, where social pressure in digital media encourages the dominance of certain opinions. Therefore, managing digital communication is key to maintaining public satisfaction, particularly among Generation Z.

The Kabinet Merah Putih First 100-Day Policies (X) have a positive and significant effect on Generation Z's satisfaction (Y). This means that the more positive the perception of government policies, the higher the satisfaction experienced by Generation Z. This finding suggests that concrete programs such as the MBG, debt relief for MSMEs, and strengthening education have a direct impact on public perception and satisfaction, particularly among the younger generation. Generation Z assesses policies not only for their practical benefits but also for their alignment with values such as social justice and transparency. Therefore, the successful implementation and communication of policies in the first 100 days are crucial in building Generation Z's trust and satisfaction with the government. The government's consistency and openness will determine the sustainability of this positive perception.

The path analysis indicate that the First 100-Day Policy of the Kabinet Merah Putih (X) has a significant negative direct effect on Generation Z Satisfaction (Y). These findings suggest that negative perceptions developing on social media can undermine the positive effects of policies, even if the policy's substance is pro-people. Generation Z is highly exposed to digital opinions shaped by media narratives, influencers, and political actors. Therefore, the government needs to strengthen policy communication in the digital space to ensure public perception of pro-people programs remains positive and is not distorted by counterproductive narratives.

One of the study's most significant conclusions is the detrimental mediating influence of public opinion perception on social media. While Generation Z satisfaction is directly increased by the Kabinet Merah Putih's First 100-Day Policies, this positive relationship seems to be weakened by the social media environment. This finding implies that public opinion that circulates on digital platforms may alter and even mislead citizens' assessments of public policies in addition to reflecting government performance. The phenomenon of negativity bias, which postulates that people often focus more on bad information than positive information, is one potential explanation (Saroka, 2014). On social media, negative news, criticism, and debate over governmental policies frequently garner more attention and interaction than favorable policy results. As a result, negative storylines may be more important to Generation Z than the real advantages of government initiatives. Negative political content frequently spreads faster than neutral or positive information, potentially influencing Generation Z's political evaluations. In this context, the public perception formed on social media may become disconnected from the actual implementation and outcomes of government policies.

The presence of echo chambers on social media provides another argument. Users are frequently exposed to content on digital sites that supports their preexisting opinions and preferences (Sunstein, 2017). As a result, people might come across similar political viewpoints on a regular basis, which would reinforce unfavorable attitudes of government policies even in cases where they function well objectively. Political polarization can also be used to understand the results. Partisan narratives and ideological differences are becoming more prevalent in social media political discourse. Consequently, evaluations of government policies may be influenced not only by policy performance but also by political identity, group affiliation, and online social pressure (Tucker, 2018). This condition may explain why perception on public opinion on social media significantly reduce satisfaction despite the positive effects of government policies. Therefore, the negative mediation identified in this study indicates that social media functions not only as a channel for policy communication but also as an independent political environment that

shapes, filters, and sometimes weakens the effects of government policies on public satisfaction. The findings of this study indicate that social media is not only a mediator but can also act as a mechanism that weakens the positive influence of government policies on Generation Z satisfaction.

4. Conclusion

This study shows that the Kabinet Merah Putih's First 100-Day Policies had a beneficial impact on Generation Z's satisfaction with government performance as well perception on public opinion on social media. The results show that successful government initiatives can directly raise Generation Z's level of satisfaction. However, it was discovered that Generation Z satisfaction was adversely impacted by social media impressions of public opinion. This implies that adverse viewpoints, false information, and negative narratives spreading on digital media could lessen the beneficial effects of governmental initiatives. Additionally, although the mediating effect is negative, perception on public opinion on social media somewhat mediates the association between government policies and Generation Z satisfaction. These findings emphasize the importance of effective and strategic public communication management in the digital space to ensure that the developing narrative does not actually obscure the positive perception of the policies implemented by the government. The government should not only focus on policy substance but also manage public communication in the digital sphere to maintain positive perceptions and strengthen Generation Z satisfaction with government performance.

This study has several limitations. First, the research was limited to Generation Z respondents in Semarang, which may restrict the generalizability of the findings to other regions and demographic groups. Second, the cross-sectional design only captures perceptions at a single point in time, whereas public opinion and political satisfaction are dynamic and may change over time. To better understand the relationship between government policies, perception on public opinion on social media, and Generation Z satisfaction, future research is encouraged to use longitudinal designs, broaden the study area, include social media sentiment analysis, and look at other

factors like political trust, digital literacy, political polarization, and media exposure.

Declaration of Conflicting Interest

No potential conflict of interest was reported by the author(s).

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