

ABSTRAK

VITO DAUD (01011200007)

“ANALISIS FAKTOR-FAKTOR YANG MEMENGARUHI KEPUASAN PENGGUNA TIKTOK DIDALAM DUNIA DIGITAL”

Di era Industri 4.0 saat ini, kemajuan teknologi *digital* telah mengubah dan berdampak pada banyak aspek kehidupan manusia, termasuk dunia industri dan bidang pendidikan. Seiring berjalannya waktu, semakin banyak orang yang menggunakan *social media* TikTok. Namun dengan bermunculannya efek negatif, memunculkan pertanyaan apakah pengguna Tiktok baik itu pengguna baru maupun pengguna lama akan terus tetap menggunakan TikTok. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi kepuasan pengguna TikTok di dalam dunia digital. Data penelitian diperoleh dari kuesioner dengan 29 indikator, dan disebarikan kepada 200 responden. Responden dalam penelitian ini merupakan pengguna aplikasi TikTok. Pengolahan data menggunakan PLS-SEM pada SmartPLS. Hasil dari penelitian ini menunjukkan bahwa *TikToker attractiveness* tidak berpengaruh positif terhadap *Informational social influence*, *TikToker attractiveness* berpengaruh positif terhadap *Normative social influence*, *Co-viewer participation* tidak berpengaruh positif terhadap *Informational social influence*, *Co-viewer participation* tidak berpengaruh positif terhadap *Normative social influence*, *Platform reputation* tidak berpengaruh positif terhadap *Informational social influence*, *Platform reputation* berpengaruh positif terhadap *Informational social influence*, *Content appeal* berpengaruh positif terhadap *Informational social influence*, *Content appeal* berpengaruh positif terhadap *Normative social influence*, *Informational social influence* berpengaruh positif terhadap *Continuous intention*, *Normative social influence* berpengaruh positif terhadap *Continuous intention*.

Kata Kunci: *TikToker attractiveness, Co-viewer participation, Platform reputation, Content appeal, Informational social influence, Normative social influence, Continuous intention.*



ABSTRACT

VITO DAUD (01011200007)

“ANALYSIS OF FACTORS THAT INFLUENCE TIKTOK USER SATISFACTION IN THE DIGITAL WORLD”

In the current Industry 4.0 era, advances in digital technology have changed and impacted many aspects of human life, including the industrial world and the educational sector. As time goes by, more and more people are using the social media TikTok. However, with the emergence of negative effects, it raises the question of whether TikTok users, both new and old users, will continue to use TikTok. This research aims to analyze the factors that influence TikTok user satisfaction in the digital world. Research data was obtained from a questionnaire with 29 indicators, and distributed to 200 respondents. Respondents in this study were users of the TikTok application. Data processing uses PLS-SEM on SmartPLS. The results of this research show that TikToker attractiveness has no positive effect on Informational social influence, TikToker attractiveness has a positive effect on Normative social influence, Co-viewer participation has no positive effect on Informational social influence, Co-viewer participation has no positive effect on Normative social influence, Platform reputation has no positive effect on Informational social influence, Platform reputation has a positive effect on Informational social influence, Content appeal has a positive effect on Informational social influence, Content appeal has a positive effect on Normative social influence, Informational social influence has a positive effect on Continuous intention, Normative social influence has a positive effect towards Continuous intention.

Keywords: TikToker attractiveness, Co-viewer participation, Platform reputation, Content appeal, Informational social influence, Normative social influence, Continuous intention.