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Determinants of Intention to Use the TikTok Application among Generation Z

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Abstract

The urgency of the study is to analyze the effect of perceived ease of use, perceived enjoyment, and facilitating conditions on the intention to use the TikTok application service in the generation Z group in Indonesia. This research instrument uses an online questionnaire distributed to 210 respondents who are none other than users of the TikTok application from the generation Z group. Next, the researchers tested the hypothesis using a variant-based Structural Equation Modeling (SEM) called Partial Least Square (PLS) and the SmartPLS version of the application. 3.0 as a tool to analyze it. The results of this research conclude that perceived ease of use, perceived enjoyment and facilitating conditions have a positive and significant effect on intention to use. The results of this research prove that factors such as perceived ease of use, perceived enjoyment, and facilitating conditions are important components in the formation of intention to use, so for TikTok application developers this can be taken into consideration for the improvement of TikTok application services in the future.

Keywords

TikTok application, intention to use, generation Z

Abstrak

Urgensi penelitian untuk menganalisis pengaruh *perceived ease of use*, *perceived enjoyment*, dan *facilitating conditions* terhadap *intention to use* layanan aplikasi TikTok pada kelompok generasi Z di Indonesia. Instrumen penelitian ini menggunakan kuesioner online yang dibagikan kepada 210 responden yang tidak lain adalah pengguna aplikasi TikTok yang berasal dari kelompok generasi Z. Selanjutnya peneliti menguji hipotesis menggunakan Structural Equation Modeling (SEM) berbasis varian yang disebut Partial Least Square (PLS) dan aplikasi SmartPLS versi 3.0 sebagai alat untuk menganalisisnya. Hasil dari riset ini menyimpulkan faktor *perceived ease of use*, *perceived enjoyment* dan *facilitating conditions* berpengaruh positif dan signifikan terhadap *intention to use*. Hasil riset ini membuktikan bahwa faktor seperti *perceived ease of use*, *perceived enjoyment*, dan *facilitating conditions* merupakan komponen penting dalam pembentukan *intention to use*, sehingga bagi pengembang aplikasi TikTok hal ini dapat dijadikan sebagai bahan pertimbangan guna penyempurnaan layanan aplikasi TikTok di masa yang akan datang.

Kata Kunci

Aplikasi TikTok, intention to use, generasi Z

Introduction

The development of technology and information in recent years and marked by the Industrial Revolution (RI 4.0) has changed the order of the whole world (Keng-Soon et al., 2019), including the running of organizations or companies. RI 4.0 which is marked by the combination of technology ranging from the Internet of Things (IoT), cyber-physical systems, and the Internet of Systems makes RI 4.0 very possible, and makes smart factories a reality (Purba et al., 2020). Therefore, organizations or companies must be able to

adapt to advances in technology and information immediately (Halim et al., 2020). Technological advancements and information make human life easier, more efficient, and effective because of automation in all aspects of human life related to technology (Sudirman, Wijaya, et al., 2021). This results in saving time and energy. With technological advances, it can also inspire people to live a better life and follow existing standards (Rezeki et al., 2021). The current generation is also very easy to adapt to the results of new inventions and automation, such as tablets, smartphones, smartwatches and other gadgets. The role of technology in increasing work productivity and reducing human saturation, for example, the use of information technology in image processing, number processing, and sound processing (Murdiyanto et al., 2022).

The development of technology and information also has several advantages. (Utami, 2021) stated the advantages of digital information technology, namely: a higher level of data accessibility. With digital information technology, data accessibility is higher than before (Garcia-Morales et al., 2018). Information becomes easier and more practical to obtain through the internet without having to come in person or buy books (Venkatesh et al., 2012). In addition, accessibility is obtained through the ease of accessing information in the field of education such as e-learning; Integrity of data transmission (Ghobakhloo et al., 2011). Another advantage of information technology is the integrity of the data that is sent quickly to the destination, for example when sending e-mail, so that the integrity of the data can create flexibility in data exchange (Basoeky et al., 2021). Likewise, sending and receiving data can be done quickly and, reducing costs; support economic development (Rumondang et al., 2020). The development of digital information technology can support economic development by creating new jobs for the community to reduce the number of unemployed in a country (Sudirman, Sholihah, et al., 2021). Jobs resulting from the development of information technology such as professions related to graphic designers, programmers, data science, application designers, data science, to social media influencers such as the Tiktok application (Oktania & Indarwati, 2022). According to (Lestari & Gunawan, 2021), 2016 is the most important year for short video marketing, including Tiktok. A short video platform introduced in September 2016 is today's most influential.

By bringing a vertical format, TikTok is here as a reformer in how we social media (Rachmah & Madiawati, 2022). TikTok users can freely choose much music and use filters, and can lipsync content plus the For your page algorithm that allows everyone to participate in creating content and can be seen by many people regardless of how many followers they have (Solikahan & Mohammad, 2019). This means that there will be endless content on TikTok because it will be interconnected to no end. Comparing TikTok with other platforms makes it even more unique, TikTok is like Youtube which is consistent in video content, TikTok is also like Facebook and Twitter whose main menu goes directly to other people's Feeds which on TikTok is also called the For menu. Your Page which is easy to enjoy (Haryanto et al., 2021). TikTok is like Netflix in providing content to its users through a recommendation algorithm rather than through Friends or Followers (Lestari & Gunawan, 2021). In the end, TikTok is a unique social media and the first social media platform that combines many other social media characteristics in one application, making TikTok a new air for the world of social media in this new decade (Rahman, 2021).

Previous research results have examined and studied how usage behavior adopts the Tiktok application. Study (Indrawati & Rizqullah, 2022), concluded that a person's behavior is addicted to playing the Tiktok application service due to users' diverse lifestyles and different attitudes when enjoying the service. Finding (Edriasa & Sijabat, 2022), shows that playing the Tiktok application is not just a matter of playing on a mobile device, but a mindset that supports mobility to change the nature of the game from its social aspect. Further, research results (Oktania & Indarwati, 2022), by using the TAM approach, it is estimated that the adoption of the use of the Tiktok application service is due to the effect of the enjoyment of playing the Tiktok application and the attitude of individuals accepting the game. Study (Fortuna, 2022), focusing on acceptance research, argues that intention to continue using the Tiktok application has been influenced by perceived enjoyment. This condition shows that the main construction of a person's willingness to accept the multiplayer Tiktok application is based on the convenience and enjoyment factor of the Tiktok application service feature. Research from (Saadah et al., 2022), also conveyed that facilitating conditions have a big role



in shaping usage behavior within a certain period.

This research is here to facilitate previous research relevant to adopting the Tiktok application service in the generation Z group. We believe that the characteristics of generation Z are a group of users who are sensitive to technological developments, especially on certain social media. This study explores the impact of the convenience offered by several Tiktok application services, the implications of perceived convenience when using the Tiktok application service, and additional features provided by the Tiktok application service. This construction is believed to be able to form a strong intention to use for the Z generation group for the adoption of the Tiktok application service. The urgency of research to analyze the effect of perceived ease of use, perceived enjoyment, and facilitating conditions for the intention to use TikTok application services in the Generation Z group in Indonesia. It is hoped that the research findings will contribute to the development of the social media industry in the country for the development and improvement of Tiktok application services.

Method

This study uses the causality quantitative approach to answer the formulation of research problems and hypotheses. The process and mechanism of data collection was carried out from February to April 2022 and then a questionnaire was used as an instrument of this research which was then distributed to respondents online. The population choice in this study were users of the TikTok application service among Generation Z in Indonesia. The sample size was determined by the purposive sampling method with a sample size of 210 respondents. Next, the researcher tested the hypothesis using Structural Equation Modeling (SEM) based on a variant called Partial Least Square (PLS) and the SmartPLS version 3.0 application as a tool to analyze it. This research variables operational definition consists of endogenous and exogenous variables (See Table 2). For endogenous variables, this study consists of intention to use which uses three indicators (Zhou, 2013). Furthermore, for exogenous variables consist of perceived ease of use using four indicators (Chawla & Joshi, 2019), perceived enjoyment using four indicators (Nguyen & Nguyen, 2020) and facilitating conditions using four indicators (Wang et al., 2019).

Results and Discussion

Results

Research data was collected online by distributing questionnaire links in the WhattApss and Telegram applications. 90 male respondents (642.86%) and 120 female respondents (57.14%) use the TikTok application service. Then it is known that Generation Z dominates most users of the TikTok application service with an age range of 24-26 years (28.57%). After that, it is known that users who have a professional background as students dominate the use of the TikTok application service (40.49%) with the frequency of using the Tiktok application more than 10 times a day (36.67%) (See Table 1).

Table 1
General Profiles of the Respondents

Category	Details	Frequency	Percentage (%)
Gender	Man	90	42.86
	Woman	120	57.14
Age	15-17 years	52	24.76
	18-20 years	48	22.86
	21-23 years	50	23.81
	24-26 years	60	28.57
Profession	Student	75	35.71
	College Student	85	40.49
	Employee	25	11.90
	Businessman	15	7.14
Frequency of Using TikTok App	Other	10	4.76
	1 time a day	25	11.90
	2-5 times a day	45	21.43
	6-9 times a day	63	30

> 10 times a day 77 36.67

Table 2
 Validity, reliability, and R-Square test

Research variable	Indicator	Outer Loading	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Perceived Ease of Use			0.634	0.772	0.785
	Easy to learn	0.729			
	Easy to understand	0.716			
	Easy to effortless	0.748			
Perceived Enjoyment	Easy to use	0.719			
			0.712	0.808	0.822
	Enjoyable	0.801			
	Fun	0.754			
Facilitating Conditions	Entertainment	0.770			
	Pleasant	0.732			
			0.742	0.813	0.818
	Resources necessary to use	0.771			
Intention to Use	Knowledge necessary to use	0.722			
	Compatible with other technologies	0.740			
			0.730	0.801	0.806
	Given the chance	0.721			
R-Square	Continue to use in the future	0.782			
	Intention to use	0.734			
			R-square	R-square Adjusted	
Intention to Use		0.533		0.524	

The value of each loading factor and AVE on the variable indicators of perceived ease of use, perceived enjoyment, facilitating conditions, and intention to use is above 0.7 for the loading factor and above 0.5 for AVE. Furthermore, the value for each of the above reliability values obtained for each research variable is above 0.7, and for Cronbach's alpha values, obtained values for each variable are above 0.60 this indicates that all research variables have good reliability values. Judging from the R-square value of the endogenous variables, according to the results of data analysis in table 2, the value is 0.533 for the intention to use variable, which shows the overall ability of the exogenous variable to explain the intention to use is moderate. (Ghozali, 2014).

Furthermore, a significance test was carried out to prove the hypothesis testing to determine the relationship between the exogenous variables and the endogenous variable. The significance criterion was seen from the p-value. With a significance level of 5%, if the p-value between the exogenous variables and the endogenous variable is less than 0.05, the exogenous variables significantly affect the endogenous variable. In contrast, if the value is higher than 0.05, the exogenous variables do not have a significant effect in building the endogenous variable. The results of the hypothesis test are presented in table 3 below:

Table 3
 Hypotheses Result

Hypotheses	Coefficients	t-Statistics	P-Value	Conclusion
Perceived Ease of Use → Intention to Use (H1)	0.277	4.038	0.000	Accepted
Perceived Enjoyment → Intention to Use (H2)	0.184	3.621	0.000	Accepted
Facilitating Conditions → Intention to Use (H3)	0.344	3.255	0.000	Accepted

Discussion

Following the test results on the first hypothesis (H1), the results of data analysis concluded that perceived ease of use had a positive and significant effect on usage intention. This means that the ease with which you can enjoy the TikTok application services will encourage strong usage intentions in the future. The majority of TikTok application service users who come from generation Z consider the existence of the current mobile game service to have met their expectations. The ease of accessing additional features in the TikTok



application service has formed a paradigm that leads to the process of justifying from within them that mobile game services are an alternative to fill their vacant time. Furthermore, the TikTok application launched a feature that can help users to take a break and take a break from using the application. The TikTok app previously provided a daily screen time usage feature, which could help users decide how long they can access TikTok daily. Therefore, the TikTok app will also introduce tools that allow users to control how much time they spend on the app in a single use by activating the screen time break feature regularly. This setting will remind the user to take a break after a certain time, which can be set according to the users choice. The TikTok app previously provided a daily screen time usage feature, which could help users decide how long they can access TikTok daily. Therefore, the TikTok app will also introduce tools that allow users to control how much time they spend on the app in a single use by activating the screen time break feature regularly. This setting will remind the user to take a break after a certain time, which can be set according to the users choice. The TikTok app previously provided a daily screen time usage feature, which could help users decide how long they can access TikTok daily. Therefore, the TikTok app will also introduce tools that allow users to control how much time they spend on the app in a single use by activating the screen time break feature regularly. This setting will remind the user to take a break after a certain time, which can be set according to the users choice. The TikTok app will also introduce tools that allow users to control how much time they spend on the app in a single use by regularly enabling the screen time break feature. This setting will remind the user to take a break after a certain time, which can be set according to the users choice. The TikTok app will also introduce tools that allow users to control how much time they spend on the app in a single use by regularly enabling the screen time break feature. This setting will remind the user to take a break after a certain time, which can be set according to the users choice.

Furthermore, the results of the second hypothesis (H2), stated that perceived enjoyment has a positive and significant effect on intention to use. These results prove that the convenience factor when using the TikTok application service is very important to encourage usage intentions, so the implication is the behavior of someone who wants to continue playing TikTok application games that spend much time and the individual concerned may be unable to control or control it. When playing the TikTok application, the comfort factor becomes the most important activity in an individuals life and dominates thoughts, feelings (always feel like doing it), and behavior (doing too much). This condition is certainly acceptable and reasonable considering that users of the TikTok application service are dominated by the Z generation who are very fond of the features available from the TikTok application service. When someone feels satisfaction when playing social media, that person tends to play it again in the future, because the higher the perception of the pleasure that a person feels, the higher the intention to use it again (Rajalie & Briliana, 2014). This situation reflects that the greater the time a person spends playing the TikTok application where virtual products are sold, the more likely that person will buy the products offered on the TikTok application.

The result of the next hypothesis is the third hypothesis (H3), concluding that facilitating conditions have a positive and significant effect on intention to use. In enjoying the TikTok application services, facilities are often presented with content that stimulates the adrenaline of its users. In addition, some challenges are constantly increasing in every feature available on the TikTok application. This is certainly an attraction and a risk for people who are psychologically happy to seek challenges. In addition, maximum facilities such as follower services and trending topics on the TikTok application are factors that cause TikTok application service users to intend to use them in the future. On the other hand, the TikTok app announced the addition of a new feature, allowing viewers to get auto-generated captions in a video. Previously, the caption feature on TikTok would only appear if the creator or video creator enabled auto-captions on content before they uploaded it. If the video creator does not enable it, auto-captions or captions cannot be added after the video is uploaded. Therefore, with the Auto-generated captions feature, viewers have the option to enable captions for videos, also helping to make entertaining content more accessible. In addition, the TikTok application also introduces several other new TikTok features, namely subtitles for text and video descriptions and subtitles for text stickers.

Conclusion

This study confirms that the three hypotheses developed can be accepted by showing significant results between perceived ease of use, perceived enjoyment, and facilitating conditions on intention to use. The availability of the

TikTok application service, which is free and without paying any service fees, makes the TikTok application service one of the prima donnas of users choices to fill empty time in everyday life. In addition, the TikTok application can increase its users effectiveness and work efficiency. The higher the effectiveness and user trust in the TikTok application, the higher the individuals performance. Trust here plays an important role so that users feel that the TikTok application can improve their performance to run their daily lives. The TikTok application can be interpreted as a part of the habits and needs of regular users that can be applied in product design and to gain new knowledge about something they do not know.

Managerial implications in this study conclude that the majority of Generation Z really likes to use the TikTok application due to the ease and condition of the TikTok application feature facilities which are very comfortable to use. In addition, the TikTok application is designed for a new generation of digital content and social media creators, Tik Tok allows users to easily create unique short videos and share them with friends around the world. By empowering more creative minds to be part of the content revolution, this app is a new cultural benchmark for global online content creators, including in Indonesia. This study has a weakness, namely for further research it can develop and explore matters relating to the variables of previous research, or it can also add other related variables that have not been used in this study. In addition, it can also use new theories to be used in research on digital wallet adoption, such as the theory of combined TAM and TPB, and UTAUT2.

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