

# Pengaruh Perceived Usefulness, Perceived Enjoyment, Sense of Belonging, dan Social Ties Terhadap Continuance Intention pada Aplikasi Sosial TikTok = THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED ENJOYMENT, SENSE OF BELONGING, AND SOCIAL TIES TOWARD CONTINUANCE INTENTION ON SOCIAL APPS: TIKTOK

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## Abstrak

Pertumbuhan internet yang diikuti dengan munculnya berbagai aplikasi sosial menciptakan tuntutan agar aplikasi-aplikasi sosial dapat lama bertahan di pasar, salah satunya melalui kelanjutan penggunaan para penggunanya. Penelitian ini bertujuan untuk mengetahui pengaruh dari perceived usefulness, perceived enjoyment, sense of belonging, dan social ties terhadap continuance usage intention pada aplikasi sosial TikTok melalui mediasi dari satisfaction dan habit. Data dikumpulkan melalui kuisioner dan dianalisis menggunakan Structural Equation Modeling (SEM) untuk memeriksa kecocokan keseluruhan model dan menguji hubungan antar konstruk. Sebanyak 406 pengguna TikTok selama minimal enam bulan di Indonesia berpartisipasi menjadi sampel penelitian. Hasil penelitian ini mengungkapkan bahwa kelanjutan penggunaan secara langsung dipengaruhi oleh perceived usefulness. Mediasi penuh melalui satisfaction dan habit terdapat pada hubungan antara perceived enjoyment dan continuance intention. Sementara itu, mediasi parsial oleh variabel satisfaction terdapat pada hubungan antara perceived usefulness dan continuance intention serta oleh variabel habit pada hubungan antara social ties dan continuance intention. Implikasi manajerial terkait dengan perceived usefulness, perceived enjoyment, sense of belonging, social ties, satisfaction, habit, dan continuance intention juga akan dibahas dalam penelitian ini

.....The growth of the internet followed by the emergence of various social apps creates a pressure so that social applications can last a long time in the market, one of which is through the use of their users. This study aims to determine the effect of perceived usefulness, perceived enjoyment, sense of belonging, and social ties on continuance intention of using TikTok social application through mediation of satisfaction and habit. Data collected through questionnaires and analyzed using Structural Equation Modeling (SEM) is done to check the overall fit of the model and test the relationship between constructs. A total of 406 TikTok users for at least six months in Indonesia participated as the research sample. The results of this study reveal that continuance usage intention is directly influenced by perceived usefulness. Full mediation through satisfaction and habit lies in the relationship between perceived enjoyment and continuance intention. Meanwhile, partial mediation by the satisfaction variable is found in the relationship between perceived usefulness and continuance intention and the habit variable on the relationship between social ties and continuance intention. Managerial implications related to perceived usefulness, perceived enjoyment, sense of belonging, social bonding, satisfaction, habit, and sustained intention will also be discussed in this study.