

## **ABSTRACT**

### **ANALYSIS OF FACTORS INFLUENCING CONTINUED USE INTENTION OF TIKTOK THROUGH THE EXPECTATION-CONFIRMATION MODEL**

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*The development of social media has changed the paradigm of society in communicating and accessing information. TikTok is a social media platform that provides freedom for users to create and share short video content. TikTok, which continues to increase the number of users every day, especially among students, is expected to have a positive influence. This is influenced by several factors from users. Therefore, an analysis was conducted to find out what factors have a significant influence on the intention to use TikTok. The analysis was conducted using the Expectation-Confirmation Model (ECM) because the model is a model that aims to explain the user's intention to use the application on an ongoing basis. ECM has four variables that can indicate factors that influence continuance intention, namely confirmation, perceived usefulness, satisfaction, and continuance intention variables, as well as other factors that are included to become variables that are analyzed for their influence, namely compatibility, habit, and experience variables. SEM-PLS/SmartPLS calculations with outer model and inner model measurements were carried out to obtain the analysis results. The results for the validity test and reliability test get valid and reliable results on each variable, there is only one invalid variable item. Hypothesis testing obtained the results that six hypotheses, namely the confirmation, satisfaction, perceived usefulness, compatibility, and habit variables, were accepted because they had a significant value of P-value  $\leq 0.05$ , while three hypotheses with experience, experience x compatibility, and experience x habit variables were not accepted because the significant value of P-value  $> 0.05$ . The resulting recommendations include the hope that TikTok can regularly update the features used by users, ensure ease of use, and improve the security and privacy of users.*

**Keywords : ECM, Experience, Intention to use, TikTok**