

**PENGARUH *GAMIFICATION* DAN *SOCIAL INFLUENCE*
TERHADAP NIAT KEBERLANJUTAN PENGGUNA
TIKTOK MELALUI PENDEKATAN *TECHNOLOGY*
*CONTINUANCE THEORY***

SKRIPSI



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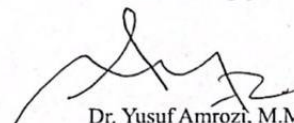
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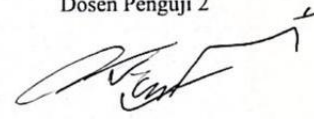
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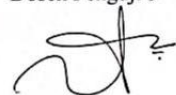
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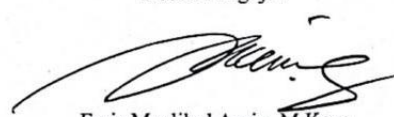
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ABSTRAK

PENGARUH *GAMIFICATION* DAN *SOCIAL INFLUENCE* TERHADAP NIAT KEBERLANJUTAN PENGGUNA TIKTOK MELALUI PENDEKATAN *TECHNOLOGY CONTINUANCE THEORY*

Oleh:

Afreza Restu Firmansyah

Keterlibatan intens Generasi Z dalam platform media sosial berbasis video pendek mendorong pentingnya pemahaman terhadap faktor-faktor yang memengaruhi keberlanjutan penggunaan teknologi digital dalam jangka panjang. Penelitian ini bertujuan menganalisis pengaruh *gamification* dan *social influence* terhadap *continuance intention* pengguna aktif TikTok Generasi Z melalui pendekatan *Technology Continuance Theory* (TCT). Penelitian menggunakan pendekatan kuantitatif dengan penyebaran kuesioner kepada 240 responden Generasi Z yang merupakan mahasiswa aktif di berbagai perguruan tinggi di Surabaya. Data dianalisis menggunakan metode *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *perceived usefulness*, *perceived ease of use*, *confirmation*, *satisfaction*, *attitude*, *gamification*, dan *social influence* secara umum memiliki peran dalam menjelaskan *continuance intention* pengguna TikTok. Dari lima belas hipotesis yang diajukan, dua belas hipotesis diterima dan tiga hipotesis ditolak, yaitu pengaruh *perceived usefulness* terhadap *continuance intention*, *social influence* terhadap *attitude*, serta *gamification* terhadap *perceived usefulness*. Selain itu, *gamification* dan *social influence* terbukti memiliki pengaruh tidak langsung terhadap *continuance intention* melalui konstruk-konstruk TCT. Temuan ini menunjukkan bahwa keberlanjutan penggunaan TikTok lebih dipengaruhi oleh kesesuaian antara harapan dan pengalaman penggunaan, kepuasan, serta sikap positif pengguna dibandingkan oleh pengaruh sosial maupun persepsi manfaat secara langsung. Penelitian ini merekomendasikan pengembangan fitur *gamification* yang lebih relevan, penguatan pengalaman pengguna melalui personalisasi layanan, serta pengembangan model penelitian dengan menambahkan variabel lain yang sesuai dengan karakteristik penggunaan TikTok untuk meningkatkan kemampuan model dalam menjelaskan *continuance intention*.

Kata Kunci: *Gamification*, *Social Influence*, *Continuance Intention*, *Technology Continuance Theory*, TikTok, Generasi Z, PLS-SEM.

ABSTRACT

THE INFLUENCE OF GAMIFICATION AND SOCIAL INFLUENCE ON TIKTOK USERS' CONTINUANCE INTENTION THROUGH THE TECHNOLOGY CONTINUANCE THEORY APPROACH

By:

Afreza Restu Firmansyah

The intense involvement of Generation Z in short video-based social media platforms encourages the importance of understanding the factors that influence the long-term sustainability of digital technology use. This study aims to analyze the influence of gamification and social influence on the continuance intention of active TikTok users of Generation Z through the Technology Continuance Theory (TCT) approach. The study used a quantitative approach by distributing questionnaires to 240 Generation Z respondents who were active students at various universities in Surabaya. Data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. The results showed that perceived usefulness, perceived ease of use, confirmation, satisfaction, attitude, gamification, and social influence generally play a role in explaining the continuance intention of TikTok users. Of the fifteen hypotheses proposed, twelve were accepted and three were rejected: the influence of perceived usefulness on continuance intention, social influence on attitude, and gamification on perceived usefulness. In addition, gamification and social influence were shown to have an indirect influence on continuance intention through TCT constructs. These findings indicate that continued TikTok use is more influenced by the congruence between expectations and user experience, satisfaction, and positive attitudes than by social influence or direct perceptions of benefits. This study recommends developing more relevant gamification features, enhancing the user experience through service personalization, and developing the research model by adding other variables relevant to TikTok usage characteristics to enhance the model's ability to explain continuance intention.

Keywords: *Gamification, Social Influence, Continuance Intention, Technology Continuance Theory, TikTok, Generation Z, PLS-SEM.*

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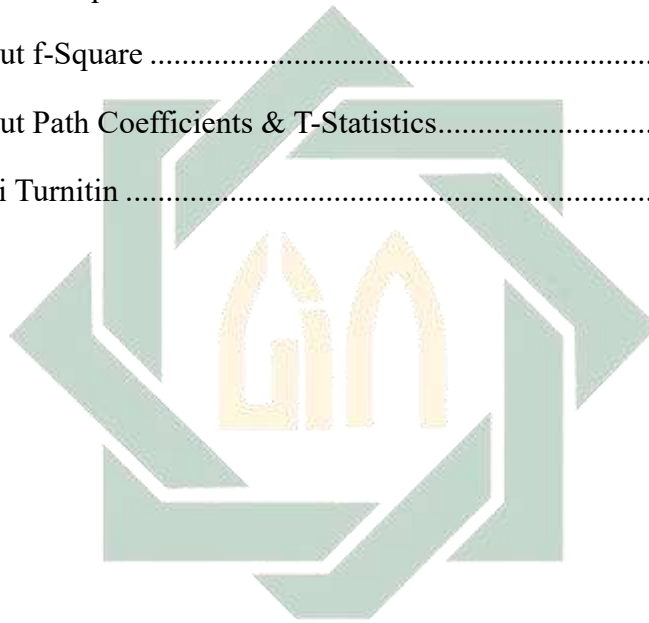
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