

WHY DO STUDENTS KEEP USING TIKTOK? EXAMINING THE ROLES OF INFORMATIVE VALUE, ENTERTAINMENT, SATISFACTION.

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Article Info	Abstract
<i>Article history:</i> <i>Received: 19 March 2026</i> <i>Accepted: : 29 March 2026;</i> <i>Published: 01 April 2026</i> <i>Keyword:</i> <i>Continuous Intention to Use;</i> <i>Entertainment; Informative Value;</i> <i>TikTok; User Satisfaction</i>	This study aims to analyze the effects of informative value and entertainment on user satisfaction and their influence on continuous intention to use TikTok among university students. A quantitative approach was employed using a survey method. Data were collected from 97 students of Universitas Negeri Jakarta who had been using TikTok for more than one year. The data were analyzed using statistical techniques in SPSS, including validity testing, reliability testing, and structural model analysis. The results show that informative value and entertainment have positive and significant effects on user satisfaction. Entertainment demonstrates a stronger influence, indicating that enjoyable and engaging content plays a major role in shaping positive user experiences. In addition, user satisfaction has a strong and significant effect on continuous intention to use TikTok, suggesting that satisfied users are more likely to continue using the platform over time. The study concludes that both informational and entertainment aspects are essential in enhancing user satisfaction and encouraging sustained usage behavior. These findings imply that digital platforms and content creators should balance informative and entertaining content to maintain user engagement and long-term platform sustainability.

1. INTRODUCTION

The rapid development of digital technology has significantly transformed the way individuals communicate, access information, and seek entertainment. Social media platforms have evolved from simple communication tools into complex ecosystems that integrate content consumption, content creation, and social interaction. Among these platforms, TikTok has emerged as one of the most dominant short-video applications globally, particularly among Generation Z users. Its algorithm-driven personalization system enables users to receive content aligned with their interests, thereby intensifying engagement and repeated usage.

Despite the growing number of competing short-video platforms such as Instagram Reels and YouTube Shorts, TikTok continues to maintain strong user engagement and daily active usage. This persistence raises an important academic question: what factors explain users' sustained engagement in an increasingly competitive digital environment? While previous studies have explored determinants such as entertainment motivation, information quality, and user satisfaction, most research tends to examine these factors separately or focuses on specific contexts such as TikTok Shop, adolescent populations, or commercial purchase intention.

Moreover, empirical findings remain inconsistent regarding the relative importance of cognitive versus affective gratification in shaping user satisfaction. Some studies emphasize entertainment as the primary driver of sustained engagement, suggesting that emotional stimulation dominates short-video usage behavior. In contrast, other research highlights the increasing role of informative content in enhancing perceived usefulness and satisfaction. This divergence suggests that the interplay between informative value and entertainment in shaping satisfaction and continuous intention remains insufficiently explored, particularly in the context of Indonesian university students.

Therefore, this study seeks to address this gap by integrating informative value and entertainment within a unified Uses and Gratifications framework to examine their effects on satisfaction and continuous intention to use TikTok. By focusing on students of Universitas Negeri Jakarta, this research provides contextual insight into how cognitive and affective gratifications operate simultaneously in shaping sustained digital platform usage behavior.

2. LITERATURE REVIEW

The development of digital technology and social media has transformed the way individuals obtain information, seek entertainment, and fulfill their daily psychological needs. Digital platforms no longer function solely as communication tools, but also as interactive environments that enable users to select, access, and participate in various types of content according to their preferences. In this context, user behavior cannot be separated from the motives, satisfaction, and values they derive from platform usage.

To understand these behavioral patterns, this study draws on several key concepts in communication and user behavior research. Uses and Gratifications Theory (UGT) provides a framework for explaining why individuals choose particular media based on their needs and motivations. Meanwhile, entertainment and informative value emerge as two important factors that often serve as primary drivers of digital content consumption. These aspects subsequently contribute to the formation of user satisfaction. In turn, satisfaction becomes a key factor influencing users' continuous intention to use a digital platform or service.

2.1 User and Gratification Theory

Uses and Gratifications Theory (UGT) posits that media users are active participants who intentionally select media to fulfill specific psychological needs. Unlike traditional media theories that portray audiences as passive recipients, UGT emphasizes user agency, motivation, and goal-directed behavior. These motivations commonly include cognitive needs (information seeking), affective needs (entertainment and emotional pleasure), social integrative needs, and escapism.

In digital environments, UGT becomes increasingly relevant due to algorithmic personalization and user-generated content features. Platforms such as TikTok allow users to curate their experiences through interaction patterns, which in turn influence content exposure. This dynamic strengthens the gratification process, as users continuously receive content aligned with their preferences. Consequently, satisfaction becomes a direct outcome of how effectively these gratifications are fulfilled.

2.2 Informative Value

Informative value refers to users' perception that a platform provides relevant, accurate, and beneficial information. Within UGT, this dimension corresponds to cognitive gratification. When users gain knowledge or practical insights, they experience a sense of utility that enhances their evaluation of the platform. Although TikTok is widely perceived as entertainment-oriented, its increasing diversity of educational, informational, and skill-based content challenges this assumption. However, prior findings are not entirely consistent. Some studies report that information quality significantly enhances satisfaction and behavioral intention, while others suggest that entertainment remains the dominant driver in short-video contexts. This inconsistency indicates the need to re-examine the role of informative value within platforms traditionally associated with leisure.

Theoretically, informative value may enhance satisfaction because users perceive their time investment as productive rather than merely recreational. When users feel that platform usage contributes to learning or self-development, satisfaction becomes more stable and cognitively grounded. Therefore, the following hypothesis is proposed:

H1: Informative value positively influences user satisfaction.

2.3 Entertainment

Entertainment represents affective gratification derived from enjoyment, relaxation, and emotional engagement. In short-video platforms, entertainment is delivered through dynamic visual stimuli, humor, music integration, and trend-based storytelling. These elements generate immediate emotional responses that can enhance user experience. Previous research consistently shows that entertainment strongly predicts user engagement. However, less attention has been given to whether entertainment influences continuous intention directly or indirectly through satisfaction. Theoretically, entertainment may first create positive emotional experiences, which are then cognitively evaluated as satisfying. In this sense, satisfaction acts as an evaluative bridge between emotional stimulation and sustained behavioral intention. Given the emotional nature of TikTok consumption, entertainment is expected to significantly influence user satisfaction.

H2: Entertainment positively influences user satisfaction.

2.4 Satisfaction and Continuous Intention to Use

User satisfaction is defined as an overall evaluation formed after repeated interactions with a platform. It reflects the degree to which user expectations are confirmed through actual experience. In digital behavior research, satisfaction is widely recognized as a strong predictor of loyalty and continuous intention. Continuous intention to use refers to the user's commitment to maintaining platform engagement in the future. While prior research confirms the positive relationship between satisfaction and continuance intention, limited studies examine this relationship

within a model that simultaneously incorporates both cognitive and affective gratifications. Integrating these dimensions provides a more comprehensive understanding of sustained digital behavior. Thus, the final hypothesis is formulated as follows:

H3: User satisfaction positively influences continuous intention to use.

2.5 Research Model

The research model explains that factors such as entertainment and informative value play a role in influencing the level of user satisfaction. Furthermore, this satisfaction serves as an important determinant that affects users' continuous intention to use the platform.

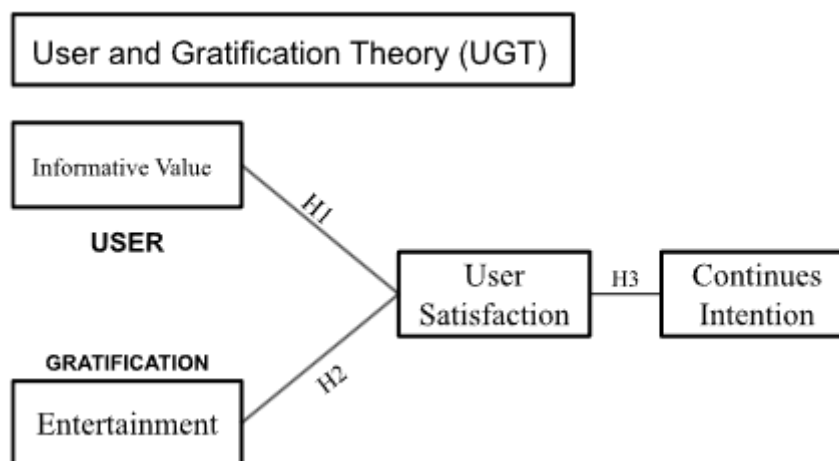


Figure 1. Research Model
Source: Authors (2025)

3. RESEARCH METHODOLOGY

This study employs a quantitative approach with a sampling method to statistically describe the factors influencing the sustainability of TikTok application usage at Universitas Negeri Jakarta. This method was chosen because it offers several advantages, such as being easier to implement, less prone to errors, and less influenced by subjectivity. In addition, data collection through this approach is more convenient, as it can be accessed anywhere via mobile devices, allowing for wider reach, greater practicality, and faster and easier implementation compared to other methods. Data collection was divided into two parts: secondary sources and primary sources. Secondary data were obtained by reviewing relevant literature and articles to build the theoretical framework and to identify findings from previous studies related to the selected topic. The survey instrument was designed and developed using Google Forms. The questionnaire was then distributed through several social media platforms, such as WhatsApp, Instagram, and Facebook groups, via a shared link to ensure easy access.

The survey consisted of two sections. The first section included screening questions, namely “Do you use the TikTok platform?” and “Have you been using the TikTok application for more than one year?” These criteria served as key requirements for participation in the study. In addition, demographic data were collected to validate the obtained responses. The questionnaire was specifically targeted at students of Universitas Negeri Jakarta. The second section consisted of 16 items, all of which were measured using a Likert scale ranging from “1” (strongly disagree) to “4” (strongly agree). The variables examined in this study included Informative Value, measured using four items, and Entertainment, also measured using four items. These indicators were selected and adapted from previous studies by Ng Wei Liang et al. (2024) and Grace et al. (2022). Furthermore, User Satisfaction was measured using four items, while Continuous Intention was measured using four items. All of these indicators were adapted from the studies conducted by Jinhua Shao et al. (2023) and Abdel Aziz (2022).

Data collection was conducted over a period of one week and four days; therefore, this study adopted a cross-sectional approach. A total of 102 questionnaires were collected. However, five respondents answered “No” to the screening questions regarding “Apakah Anda menggunakan aplikasi TikTok?” and “Apakah Anda telah menggunakan aplikasi TikTok selama lebih dari satu tahun?”. As a result, only 97 responses were deemed valid and included in further analysis. This number of respondents was considered sufficient, given that the study employed 16 questionnaire items. Based on a commonly used rule of thumb in research, which suggests that the minimum sample size should be five times the number of items, at least 80 respondents were required. Since this study involved 97 respondents, the sample size can be considered adequate. The data were subsequently analyzed using the Statistical Package for the Social Sciences (SPSS), as it is suitable for quantitative data analysis, including validity tests, reliability tests, and descriptive statistics.

Table 1. Measurements of Variables

Latent Variable	Manifesting Variable	Source
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Informative Value	IV1	I actively search for information on TikTok to learn about specific topics or issues.	Ng Wei Liang et al. (2024) and Grace et al. (2022)
	IV2	Information on TikTok tends to be more up-to-date and easy to access.	
	IV3	I learn new things every time I use TikTok.	
	IV4	The information presented in TikTok content is highly diverse.	
Entertainment	EN1	I find TikTok enjoyable and fun to use.	Ng Wei Liang et al. (2024) and Grace et al. (2022)
	EN2	I feel relaxed when using TikTok.	
	EN3	The content on TikTok entertains me.	
	EN4	I use TikTok to relieve fatigue or stress.	
Satisfaction	ST1	My experience using TikTok is very satisfying.	Jinhua Shao et al. (2023) and Abdel Aziz (2022)
	ST2	Using TikTok is the right choice for me.	
	ST3	Overall, I am satisfied with TikTok.	
	ST4	TikTok is able to meet my expectations as a user.	
Continuous Intention	CI1	I intend to continue using TikTok and have no plans to stop using it.	Jinhua Shao et al. (2023) and Abdel Aziz (2022)
	CI2	I would recommend TikTok to others.	
	CI3	I will continue to use TikTok in the future.	
	CI4	I believe TikTok will remain a platform that I use in my daily activities.	

Source : Adapted from Provided Sources

4. RESULT AND DISCUSSION

4.1 Demographic Analysis Sample

The survey requests respondents to define their age and gender. Table 1 shows that out of 102 participants, 96 participants are students of Universitas Negeri Jakarta, while 6 participants were not students. There are shows that 96 participants used tiktok and have been using the platform for more than one year, while 6 participants did not use tiktok. There are 49 (50.5%) females and 48 (49.5%) males, which means that the females exceeded the males in this survey. As for the respondents' ages, the majority were 18–25 years old, 96 (99%) respondents, while other ages made up 1%. Also, The majority of respondents were from the Faculty of Economics and Business (FEB), 59 participants (60.8%).

Table 2. Demographics Analysis of Sample.

Question	Dimension	Frequency	Percentage %
Are you an active student of Universitas Negeri Jakarta (UNJ)?	Yes	97	95,1
	No	5	4,9
	Total	102	100
Do you use the TikTok application?	Yes	97	95,1
	No	5	4,9
	Total	102	100
Have you been using the TikTok application for more than one year?	Yes	97	95,1
	No	5	4,9
	Total	102	100
Gender	Male	48	49,5

	Female	49	50,5
	Total	97	100
Age	< 18	1	1
	18 - 25	96	99
	> 25	0	0
	Total	97	100
Faculty	FEB	59	60,8
	FISH	12	12,4
	FT	7	7,2
	FIK	1	1
	FMIPA	8	8,2
	FIP	2	2,1
	FBS	6	6,2
	FPPsi	2	2,1
	Total	97	100

Source: Author 2025

4.2 Reliability and Validity Testing

Table 3. Reliability & Validity Testing

Items	Factor Loading	Eigen Value	Cumulative Explained	Item-to-total Correlation	Cronbach's Alpha
Informative Value		2.956	73.899%		0,822
IV1	0,902			0,813	Valid
IV2	0,814			0,679	Valid
IV3	0,880			0,776	Valid
IV4	0,840			0,715	Valid
Entertainment		2.348	78.281%		0,860
EN1	0,868			0,709	Valid
EN2	0,899			0,762	Valid
EN4	0,887			0,743	Valid
Satisfaction		3.203	80.080%		0,915
ST1	0,877			0,778	Valid
ST2	0,901			0,818	Valid
ST3	0,930			0,866	Valid
ST4	0,870			0,772	Valid
Continuous Intention		3.134	78.350%		0,906
CI1	0,915			0,839	Valid
CI2	0,868			0,764	Valid
CI3	0,907			0,823	Valid
CI4	0,848			0,736	Valid

Source: Author 2025

The validity test results show that the items measuring Informative Value (IV) have factor loading values ranging from 0.814 to 0.902 and item-to-total correlation values from 0.679 to 0.813, indicating that all IV items are valid. For the Entertainment (EN) variable, items EN1, EN2, and EN4 have factor loading values between 0.868 and 0.899 and item-to-total correlation values ranging from 0.709 to 0.762, and are therefore valid, while EN3 is not valid and was removed from further analysis. The Satisfaction (ST) variable shows factor loading values between 0.870

and 0.930 and item-to-total correlation values from 0.772 to 0.866, indicating that all ST items are valid. Similarly, the Continuous Intention (CI) variable has factor loading values ranging from 0.868 to 0.915 and item-to-total correlation values between 0.764 and 0.839, confirming that all CI items are valid. The reliability test results indicate that the Cronbach's Alpha values for Informative Value (0.822), Entertainment (0.860), Satisfaction (0.915), and Continuous Intention (0.906) all exceed the recommended threshold of 0.70.

4.3 Structural Model and Hypothesis Testing

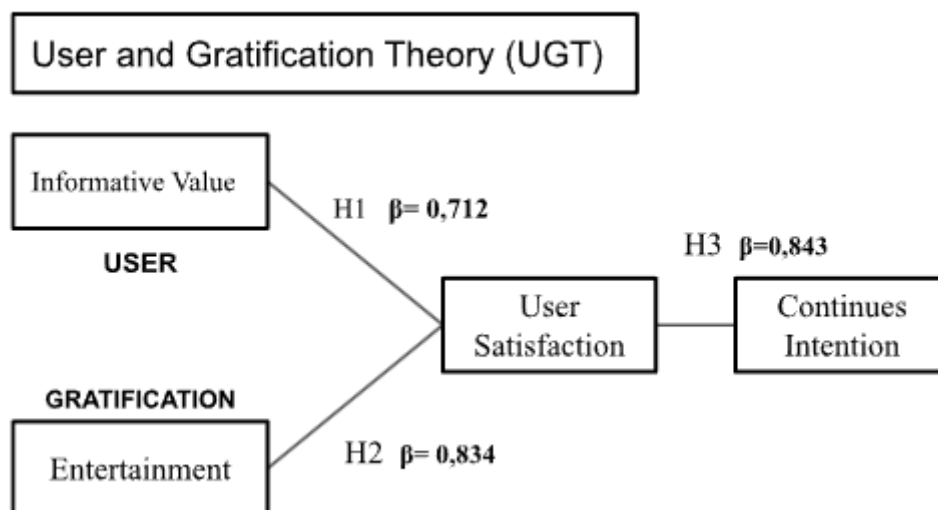


Figure 2. Result for the Theoretical Model

Source: Author 2025

Table 4. Path Coefficient

Hypothesis	Path	β	t-value	p-value	Result
H1	Informative Value $\rightarrow$ Satisfaction	0,712	9.876	<0,001	Supported
H2	Entertainment $\rightarrow$ Satisfaction	0,834	14.726	<0,001	Supported
H3	Satisfaction $\rightarrow$ Continuous Intention	0,843	15.271	<0,001	Supported

Source: Author 2025

The hypothesis testing results demonstrate that all proposed relationships among variables achieve strong statistical significance. Every structural path shows a positive coefficient, a t-value exceeding the critical threshold of 1.96, and a p-value well below 0.001. These outcomes confirm that all hypotheses are empirically supported. The findings indicate that the conceptual framework operates consistently and that the relationships among variables are not only theoretical but also validated empirically. The first hypothesis confirms a positive influence of Informative Value on Satisfaction. The beta coefficient of 0.712 reflects a substantial effect, indicating that improvements in informational quality correspond to higher levels of user satisfaction. A t-value of 9.876 signals strong explanatory power, while the p-value below 0.001 confirms statistical significance. This result suggests that content perceived as relevant, clear, and useful fulfills users' cognitive needs. When users obtain new knowledge or practical insights, satisfaction tends to increase. Informative Value serves as a core element shaping the overall user experience, particularly on content-driven digital platforms.

The second hypothesis establishes a positive relationship between Entertainment and Satisfaction. The beta coefficient reaches 0.834, indicating a stronger impact compared to Informative Value. The high t-value of 14.726 reinforces the robustness of this relationship, while the p-value below 0.001 confirms its significance. This finding highlights the dominant role of entertainment in shaping user satisfaction. Content that feels enjoyable, engaging, and emotionally appealing enhances the overall experience. Positive emotional responses contribute significantly to satisfaction, suggesting that affective engagement plays a crucial role alongside cognitive evaluation.

The third hypothesis verifies a positive effect of Satisfaction on Continuous Intention. A beta coefficient of 0.843 indicates a very strong relationship between satisfaction and the intention to continue using the platform. The t-value of 15.271 further strengthens empirical support, while the p-value below 0.001 confirms high statistical significance. This result emphasizes that satisfaction acts as a primary driver of sustained usage behavior. Users who experience high satisfaction are more likely to maintain long-term engagement. Satisfaction not only shapes attitudes but also translates into behavioral commitment over time.

Overall, the findings underscore the importance of Informative Value and Entertainment as key antecedents of Satisfaction, while Satisfaction itself plays a critical role in encouraging Continuous Intention. The combination of valuable information and engaging content creates a positive user experience that fosters sustained platform use.

These insights offer meaningful implications for digital content strategies that aim to strengthen long-term user engagement and retention.

4.4 Coefficient of Determination

The coefficient of determination (R^2) is used to assess the explanatory power of the research model. R^2 values are interpreted based on their magnitude, where values of 0.75 or higher indicate a strong explanatory level, values around 0.50 indicate a moderate level, and values around 0.25 indicate a weak level. This classification helps determine how well the exogenous variables explain the endogenous constructs.

Table 5. R-Square

Path	R-square	Result
Informative Value → Satisfaction	0,507	Medium
Entertainment → Satisfaction	0,695	Medium
Satisfaction → Continuous Intention	0,711	Medium

Source: Author 2025

The R^2 value for Satisfaction explained by Informative Value is 0.507, indicating that 50.7% of the variance in Satisfaction is explained by the model and categorized as a moderate effect. The relationship between Entertainment and Satisfaction shows an R^2 value of 0.695, meaning that 69.5% of the variance is explained, also falling under the moderate category. The R^2 value for Continuous Intention explained by Satisfaction is 0.711, indicating that 71.1% of the variance is accounted for by the model. Overall, all R^2 values demonstrate moderate explanatory power, suggesting that the proposed model has good predictive capability.

4.5 Discussion

4.5.1 Informative Value and Satisfaction

The findings show that informative value significantly influences user satisfaction. This indicates that TikTok is not perceived solely as an entertainment platform, but also as a source of practical and relevant information. For university students, access to concise and visually engaging informational content enhances perceived usefulness. From the perspective of Uses and Gratifications Theory (UGT), this result confirms the role of cognitive gratification in shaping evaluative outcomes. Users who feel that TikTok helps them gain knowledge or insights tend to evaluate the platform more positively. This finding challenges the assumption that short-video platforms are purely hedonic, suggesting that informational benefits remain an important determinant of satisfaction. Thus, informative value contributes to satisfaction not only through content quality but also through perceived relevance and efficiency in meeting users' informational needs.

4.5.2 Entertainment and Satisfaction

Entertainment shows a stronger influence on satisfaction compared to informative value. This suggests that affective gratification plays a dominant role in shaping overall user evaluation. TikTok's short-form, dynamic, and visually stimulating content generates positive emotions such as enjoyment and relaxation, which enhance the overall user experience. For students who face academic pressures, entertainment may function as a stress-relief mechanism. Positive emotional experiences strengthen users' attachment to the platform and increase satisfaction.

Theoretically, this finding reinforces the affective dimension of UGT by demonstrating that emotional fulfillment is a critical driver of platform evaluation. However, entertainment does not directly guarantee continued usage; rather, it enhances satisfaction, which then influences behavioral intention.

4.5.3 Satisfaction and Continuous Intention

The strong relationship between satisfaction and continuous intention confirms that positive experiences translate into sustained usage behavior. When users consistently perceive value—both informational and emotional, they develop a favorable evaluation of the platform. This finding aligns with expectation-confirmation logic, where satisfied users are more likely to continue using a service. In competitive digital environments with low switching costs, satisfaction becomes a key determinant of user retention. Overall, satisfaction acts as a mediating mechanism that connects gratification fulfillment (informative and entertainment value) with long-term behavioral intention.

5. CONCLUSION

5.1 Conclusion

This study aims to examine the factors influencing user satisfaction and continuous intention to use TikTok among students at Universitas Negeri Jakarta. The findings demonstrate that informative value and entertainment have positive and significant effects on user satisfaction. These results indicate that students use TikTok not only as an entertainment platform, but also as a source of relevant and useful information that supports their daily activities. Entertainment shows a stronger influence on satisfaction compared to informative value. This suggests that emotional enjoyment plays a dominant role in shaping positive user experiences on TikTok. Engaging, creative, and enjoyable

content contributes significantly to users' overall satisfaction. Nevertheless, informative value remains an important factor, as it provides cognitive benefits that enhance the perceived usefulness of the platform.

The findings also confirm that user satisfaction has a positive and significant effect on continuous intention to use. Satisfaction serves as a key determinant that encourages users to maintain long-term usage of TikTok. When users consistently experience positive interactions, they are more likely to integrate the platform into their daily routines and continue using it over time. Overall, the results highlight that a combination of informative and entertaining content contributes to user satisfaction, which subsequently drives continuous usage intention. The proposed research model offers a comprehensive understanding of TikTok usage behavior among Generation Z students and supports the continued relevance of Uses and Gratifications Theory in digital media contexts.

5.2 Limitations

This study has several limitations that should be acknowledged. First, the sample is limited to students from Universitas Negeri Jakarta, which restricts the generalizability of the findings. User behavior and preferences may differ across institutions, regions, or demographic groups, which may lead to different outcomes. Second, the study adopts a quantitative survey approach, relying on self-reported data. Such data may be influenced by respondents' subjective perceptions and may not fully capture the underlying motivations or experiences associated with TikTok usage. Future research could incorporate qualitative methods or mixed approaches to obtain deeper insights into user behavior.

Third, the variables examined are limited to informative value, entertainment, satisfaction, and continuous intention to use. Other factors such as social interaction, habit formation, perceived usefulness, or trust were not included in the model. Incorporating additional variables may provide a more comprehensive explanation of continuous usage behavior on digital platforms. Finally, the cross-sectional research design limits the ability to observe changes in user behavior over time. Longitudinal studies are recommended to examine how satisfaction and continuous intention evolve as users' experiences with the platform develop.

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