Original Article

The Role of User's Attitude Mediating the Effect of Perceived Ease of use and Social Influence towards the Continuance usage Intention of TikTok

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Abstract - *TikTok is becoming a global phenomenon due to its popularity and the fastest-growing apps globally. This application's user growth is increasing very fast, that it reached as many as 200 million downloads. This study examines seven research questions to determine how attitude mediating the effect of perceived ease of use and social influence towards the continuance usage intention of TikTok. To validate the research model, the author used an online survey instrument by Google Form to collected data. Partial Least Squares Modeling was used to test the hypotheses. The findings reveal users' attitude determines that continued intention to use the TikTok application; attitude is affected by perceived ease of use and social influence, and both perceived ease of use and social influence affected the continuance usage intention of TikTok application.*

Keywords - *Perceived ease of use, Social influence, attitude, Continuance usage intention, TikTok.*

I. INTRODUCTION

Applications on smartphones have now become a necessity that is commonly found in the midst of society. People use various applications for various purposes, namely simply communicating, sharing news, photos, or just for fun. One of those applications is TikTok, which is an application for creating and sharing short video clips with a duration of fifteen to three minutes, accompanied by several creative features. In just a few months after its launch in 2016, TikTok has become one of the fastest-growing applications globally and has become a global phenomenon, with 500 million monthly active users (Yu, 2019). Based on metadata data, co. id (2020) in 2019, TikTok has been downloaded more than seven hundred million times. Thus, making TikTok one of the most prominent apps on Google Play and the App Store. TikTok's immense popularity reflects one of the most significant technology trends of the past decade. This also reflects changes in internet user behavior (Statista.com, 2020). Today's mobile users spend more time with video and entertainment applications, and the intensity has consistently increased from year to year.

In 2016, the percentage of users who use video and entertainment-based applications was 13 percent, then from 2017 to 2019, there was an increase of 16 percent, 20 percent, and 21 percent, respectively. The increase in the percentage of intensity of video and entertainment users based applications does not apply to other applications, such as social and communication applications, where the percentage of users has fluctuated from 2016 to 2019. Indonesia is one of ByteDance's main target countries, considering that Indonesia is the country with the fifth-highest number of internet users globally in 2019, with 143.6 million users after China, India, the United States, and Brazil (Katadata .id, 2019). The initial presence of TikTok in Indonesia did not receive public acceptance because some of its content was considered to have a bad influence on children. The peak of this controversy finally occurred in July 2018. The Ministry of Communication and Information Technology (Kemkominfo) officially blocked the TikTok application in Indonesia because it was considered uneducated (Kompas.com, 2018). Finally, the Ministry of Communication and Information reopened TikTok a few moments after it was blocked because TikTok had complied with the regulations and followed some directions from the Ministry of Communication and Information.

The success of an application and users who continuously use the application depends on whether or not an application is attractive so that users are willing to consistently invest their time in using the application (Ghazali et al., 2019). Not enough experience with technology, and service providers who cannot understand the user's needs for technology, can cause problems for both companies and users. Users who have low-quality experiences with technology can cause a loss of goodwill from customers (Leon, 2018). A person's acceptance of technology is related to two important things: perceived ease of use and perceived usefulness as described in the

TAM Theory. Several previous studies have adopted the Technology Acceptance Model (TAM) to investigate technological innovation acceptance. According to TAM, the adoption of technology use determined by perceived usefulness or perceived ease of use can then determine a person's attitude towards technology use (Chen and Lin, 2018). Several previous studies have obtained results that perceived ease of use has a positive and significant effect on continuance usage intention, such as research by Wang (2017), Shao (2018), and Hossain et al. (2020), which states that perceived ease of use is one of the factors that cause the continuance usage intention.

In the context of the TikTok application, which prioritizes user creativity in making short videos, the ease of using this application is an important factor in determining a positive attitude. Like one of the studies conducted by Wang (2017), Chen and Lin (2018), and Kim (2018) states that perceived ease of use has a significant effect on user attitudes in using technology. The continuance usage intention of the TikTok application, a short video sharing application, apart from being influenced by its ease of use, can also be influenced by social influences from the user's social environment. Filieri et al. (2017) stated that sociocultural factors such as friends and family influence could influence a person's intention to buy back a product. When someone shows a positive perception of new technology, they will be more enthusiastic about using it sustainably. Therefore, it is believed that when users have a positive attitude towards technology, they will have a strong interest in using it (Hossain et al., 2020). Apart from some of the studies above, there are also inconsistencies from several previous studies, which are gaps for further research. Research conducted by Wangpipatwong (2008) in his research shows that perceived ease of use has an indirect effect on continuance usage intention. The same thing was also expressed in research conducted by Liou et al. (2015), and Wang (2019) states that perceived ease of use does not significantly affect continuance usage intention.

The same thing was conveyed in the research results by Foroughi and Iranmesh (2019) and Khayer and Bao (2019), which stated that perceived ease of use had no direct influence on attitudes. It was also found that social influence did not always have a positive and significant effect on reuse. Research conducted by Wang (2017) found that the intention to reuse technology is determined by personal opinion when using the technology rather than friend's or colleagues' opinion. Penelitian oleh Kefi *et al.* (2010) menunjukkan bahwa *social influence* kurang tepat jika digunakan sebagai determinan untuk menentukan sikap pasca adopsi. Wu dan Chen (2016) dalam penelitiannya memperoleh hasil bahwa baik *social influence* maupun *perceived ease of use* tidak memiliki pengaruh positif dan signifikan terhadap sikap seseorang. Several previous studies have found many of the same topics but focused more on applications that offer cloud services, online courses, and online transportation. Given that TikTok is a new application based on entertainment and creative video creation and has gone viral, it is

necessary to research again regarding reusing this application.

II. LITERATURE REVIEW AND HYPOTHESIS
A. *Literature Review*
a) *Perceived Ease of Use*

One of the most popular and influential technologies adoption models is the Technology Acceptance Model, commonly called TAM (Muk and Chung, 2014). TAM has been researched in various information system models such as e-commerce, mobile commerce, and social media tools (Chong et al., 2012). This TAM model is based on the Theory of Reasoned Action (TRA), which shows that individual behavioral intentions produce actual behavior influenced by subjective norms and attitudes that can be influenced by individual beliefs (Ajzen and Fishbein, in Chawla and Joshi, 2019). TAM has also been studied to influence attitudes through perceived usefulness and ease of use (Alsaleh, 2019). Perceived ease of use is the extent to which users believe that using an information system will help their work and will spend minimal effort in its use (Davis, 1989). Perceived ease of use can be defined as a belief in the decision-making process when using information technology. A person's perception of the ease of use of technology shows how that person believes that using certain technology can facilitate job completion, which then this perception will influence user behavior (Supriyati and Cholil 2017). Perceived ease of use is one of the factors that has been tested in research conducted by Davis et al. (1989). The results of his research show that perceived ease of use is one reason someone uses certain information systems.

b) *Social Influence*

Social influence is defined as the extent to which an individual feels that he considers important trust to use the new system. This reflects a normative character that is in line with variables such as subjective norms, social factors, and social image (Martin and Herrero, 2012). According to several previous studies, social influence refers to the extent to which an individual feels that his social environment (family, peers, or other important people) thinks that the individual must perform certain behaviors. This means that people may find a system useful and choose to use it if their important reference thinks they should do it, even though they do not like the system in their minds (Zhang, 2020). Social influence can be a significant factor that can affect an individual's attitude (Chang et al., 2017). When faced with something new, individuals tend to need support from others. However, social influence can indirectly influence behavioral intention through attitude (Marakarkandy, 2017). Social influence is considered very significant in technology adoption (Akar et al., 2018).

c) *Attitude*

Attitude is a positive or negative feeling that is perceived by someone in taking action. Attitude is defined as the extent to which a person likes certain technology, and one's attitude towards that technology can be in the form of positive and negative attitudes. Therefore,

consumers will continue to use a specific technology when they have positive feelings about the technology (Fishbein & Ajzen, 1975). Attitudes are individual characteristics that describe positive or negative behavior and reflect feelings and knowledge of certain concepts or subjects (Hussein, 2017). Attitude can be a response given to an object or a brand. Attitudes depend on the standard of values given by an individual, which can represent personal standards of good or bad, right or wrong, and so on, where attitudes that are relevant to the behavior of consuming a product are formed from direct experience of using certain products (Putri, 2019). Attitudes can be influenced by perceptions of ease, which will later refer to a person's positive or negative attitudes, to engage in certain behaviors (Ifinedo, 2017). Previous experiences when using technology and attitudes towards technology can affect actual user behavior (Marakarkandy, 2017).

d) Continuance Usage Intention

The intention to reuse is also known as the use of post-adoption information systems, and refers to all forms of behavior that reflect the continued use of an information system, but can also end up with the end user's decision to stop using it (Donaldson and Duggan: 223). Based on the Theory of Planned Behavior (TPB), the main determinant of a person's behavior is their behavioral intention, which is influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. The continuance usage intention is a post-adoption behavior that shows users' dedication to reuse an information system (IS) after having a lot of experience using it (Osatuyi and Turel, 2018). In the context of using technology, a person's intention to use a particular product is strongly influenced by their satisfaction with previous use of these products and services (Bataineh et al., 2015). The continuance usage intention is described as three antecedent constructs, including user satisfaction with the technology, user confirmation of expectations after using technology, and the perceived usefulness of technology that represents post-adoption expectations (Zhang et al., 2015). A pleasant experience when using a technology tends to encourage users to continue using this technology (Ghazali et al., 2019).

B. Hypotheses

Wang (2017) states that perceived ease of use is one factor that causes the continuance usage intention. In addition, other research conducted by Zhen (2018) also obtained the same results, namely that perceived ease of use has a positive and significant effect on the intention to reuse. Several other studies that confirm the same thing are researched by Cheng (2018), Humbani and Wiese (2018), and Hossain et al. (2020).

H1: Perceived ease of use has a positive and significant effect on continuance usage intention.

Research by Filieri et al. (2017) states that several factors influence consumer intention to buy back a product, one of which is socio-cultural factors such as the influence of friends and family. Another study by Chang et al.

(2017), Osatuyi, and Turel (2018) also state the same thing: the use of social technology can be motivated by the social community's influence.

H2: Social influence has a positive and significant effect on continuance usage intention.

Research by Liou et al. (2015), Wang (2017), and Perry (2017) state that perceived ease of use has a positive and significant effect on user attitudes. When a person has no experience using a certain technology, the ease of using the application plays an important role in one's attitude. Another study conducted by Chen and Lin (2018) obtained ease of use positively and significantly contributes to individual attitudes in using an application.

H3: Perceived ease of use has a positive and significant effect on attitudes.

Social influence was a strong determinant of attitudes, one of which was research by Chang et al. (2017) and Farrag (2017). In their research, Bianchi and Andrews (2018) also found that engagement with a brand in certain social media is influenced by communication between colleagues.

H4: Social influence has a positive and significant effect on attitudes.

Liou et al. (2015), Sibona et al. (2017), and Datta et al. (2018), in their research, stated that attitudes have a significant positive effect on continuance usage intention. Ghazali et al. (2019), in their research, stated that one of the things that affect a person's intention to return using the application is a positive attitude from the user.

H5: Attitude has a positive and significant effect on continuance usage intention.

Several studies have obtained results that perceived ease of use has a significant positive effect on attitudes, including research by Wang (2017), Perry (2017), Leon (2018), Chen and Lin (2018), and Kim (2018). Research on the effect of attitude on reuse was also found to have a significant positive effect, such as research by Sibona et al. (2017), Datta et al. (2018), Oertzen and Schroder (2019), Yang (2019), and Ghazali et al. (2019).

H6: Attitudes mediate the effect of perceived ease of use toward continuance usage intention significantly.

Several studies have found that social influence has a significant positive effect on attitudes, including research by Chang et al. (2017), Farrag et al. (2017), Bohns et al. (2018), as well as Bianchi and Andrews (2018). Research on the effect of attitudes on the intention to reuse was also found to have a significant positive effect, including research by Sibona et al. (2017), Datta et al. (2018), Oertzen and Schroder (2019), Yang (2019), and Ghazali et al. (2019).

H7: Attitudes mediates the effect of social influence toward continuance usage intention significantly.
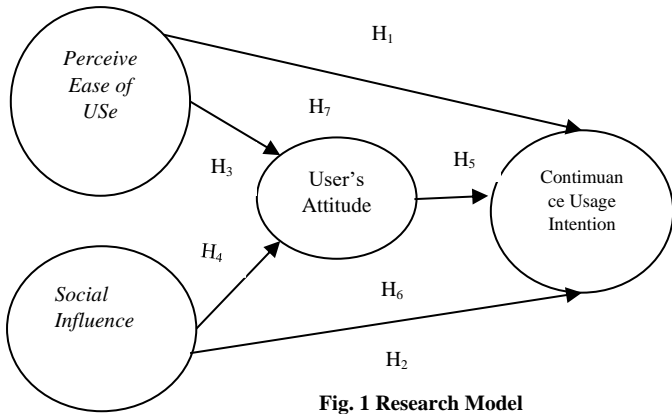
Fig. 1 Research Model

III. RESEARCH METHODOLOGY

A. Data Collection

Data collection in this study was conducted using a purposive sampling method by providing a questionnaire distributed through online media, namely, google form. Dissemination and data collection was carried out directly to the people of Denpasar City who were selected as the research sample, with a total sample size of 160 samples.

B. Measurement

In this study, all of the items were adapted from prior research. The initial items were in English, and it was translated into Bahasa Indonesia. The research instrument used is a questionnaire given to respondents, where the items of the statement were measured by a Likert scale. The assessment uses a score range of 1 to 5, where the value 1 shows the size of the strongly disagree statement (STS), value 2 shows the size of the statement disagree (TS), the value 3 shows the size of the neutral statement (N), the value 4 shows the statement of agreeing (S), and a value of 5 indicates strongly agree (SS).

IV. RESULT AND DISCUSSION

A. Results
a) Inner model testing and research hypotheses

The statistical test used is a statistic t or t test, with the condition that the t statistic> t table. T table is obtained through t table with a significant 0.05 and degrees of freedom N - k = 160 - 4 = 156 so that the t table value is 1.9752. Based on the t value of this table, it can be concluded that these results are significant. From the table above, it is known that the t statistical value is greater than the t value, it can be concluded that hypothesis 1 to hypothesis 5 can be accepted.

Table 1. Direct Effect Test Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Ease of Use (X_1) -> Continuance usage intention (Y_2)	0,204	0,205	0,070	2,920	0,004
Perceived Ease of Use (X_1) -> attitude (Y_1)	0,507	0,504	0,106	4,763	0,000
Attitude (Y_1) -> Continuance usage intention (Y_2)	0,400	0,398	0,070	5,700	0,000
Social Influence (X_2) -> Continuance usage intention (Y_2)	0,271	0,273	0,066	4,120	0,000
Social Influence (X_2) -> Attitude (Y_1)	0,287	0,290	0,081	3,558	0,000

Table 2. Indirect Effect Test Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Ease of Use (X_1) -> Attitude (Y_1) -> Continuance usage intention (Y_2)	0,203	0,199	0,053	3,852	0,000
Social Influence (X_2) -> Attitude (Y_1) -> Continuance usage intention (Y_2)	0,115	0,116	0,040	2,855	0,004

Based on the table above, it is known that the statistical value is greater than the t value, so the next two hypotheses, H6 and H7, can also be accepted. Attitudes can mediate the effect of perceived ease of use on continuance usage intention. Likewise, attitudes can mediate the influence of social influence on continuance usage intention.

B. Discussions

Based on the first hypothesis test results, it was found that perceived ease of use had a positive and significant effect on continuance usage intention. These results mean that the better the perceived level of convenience felt by users when using the TikTok application, the higher the user's intention to return to using the TikTok application. The results of this study are in accordance with the research of Wang (2017), Zhen (2018), Cheng (2018), and Humbani and Wiese (2018). Likewise, the influence of social influence on continuance usage intention was found to have a positive and significant effect, such as previous research conducted by Filieri et al. (2017), Chang et al. (2017), Osatuyi and Turel (2018), Zong et al. (2019), as well as Ghazali et al. (2019). The third hypothesis test results show that perceived ease of use has a positive and significant effect on attitudes. If an application is easy to use, it will impact a more positive user attitude. A positive attitude will arise when users find it easy to use an application. This is in line with the results of research by Liou et al. (2015), Wang (2017), Perry (2017), and Kim (2018). Based on the fourth hypothesis test results, it is found that social influence has a positive and significant effect on attitudes. This result means that users will be more interested in engaging or using the TikTok application when the people around them are also doing the same. This is supported by the results of previous studies by Chang et al. (2017), Farrag (2017), and Bianchi and Andrews (2018).

Based on the fifth hypothesis test results, the results show that attitudes have a positive and significant effect on continuity usage intention. These results mean that the better a person's attitude in using the TikTok application, the higher its intention to reuse the TikTok application. Entertaining content is one of the factors that increase the emergence of a positive attitude from application users. The results of this study are consistent with research from Sibona et al. (2017), Datta et al. (2018), Ghazali et al. (2019), as well as Oertzen and Schroder (2019). Based on the sixth hypothesis test results, it was found that the attitude of mediating partially the effect of perceived ease of use on the intention to reuse. This means that the better the level of convenience users feel on the TikTok application, it can increase the intention to reuse this application. Based on the seventh hypothesis test results, it is found that attitudes can partially mediate the influence of social influence on the intention to reuse. This means that the higher the social influence received by users for using the TikTok application, the higher the user's desire to reuse the TikTok application.

V. CONCLUSION AND RECOMMENDATION

A. Conclusions

Continuance usage intention of the TikTok application is positively and significantly influenced by perceived ease of use, social influence, and user attitudes. Perceived ease of use and social influence also influence user attitudes. In addition, partially mediating the effect of perceived ease of use and social influence on continuity usage intention. The respondent's answer with the highest score was in the statement "liked it when using TikTok as entertainment." This means that users feel that the content presented on TikTok can entertain users. Therefore the company needs to appreciate content creators to be more enthusiastic about creating because, with the content produced, other users can feel entertained.

B. Recommendations

This study still has several limitations; this study's scope is limited, so the results of the study cannot fully represent TikTok application users outside Denpasar City. Research is carried out at certain points in time. At the same time, the environment is dynamic, and technology will continue to develop. Hence, it is important to research the future by adding other variables such as perceived usefulness or enjoyment.

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