

## EXPLORING THE IMPACT OF TIKTOK AS A NEWS PLATFORM ON GEN Z'S INFORMATION-SEEKING BEHAVIOR: A QUANTITATIVE STUDY

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**Abstrak:** Studi ini menyelidiki faktor-faktor yang memengaruhi motivasi Generasi Z untuk menggunakan TikTok sebagai sumber berita, dengan membahas pergeseran signifikan dalam konsumsi media ke platform sosial. Meskipun TikTok sebagian besar dikenal sebagai hiburan, perannya dalam penyebaran informasi berkembang pesat, terutama di kalangan audiens yang lebih muda. Penelitian ini mengintegrasikan Model Penerimaan Teknologi (TAM) dan Teori Difusi Inovasi (IDT) untuk mengeksplorasi bagaimana Kegunaan yang Dirasakan (UOT), Kemudahan Penggunaan yang Dirasakan (EUT), dan Kompatibilitas (COT) memengaruhi Motivasi Penggunaan TikTok (MUT) Generasi Z untuk berita. Pendekatan kuantitatif digunakan, mengumpulkan data primer melalui kuesioner yang diberikan kepada 121 pengguna TikTok Generasi Z aktif di Yogyakarta, Indonesia, yang dipilih melalui purposive sampling. Data dianalisis menggunakan analisis regresi. Temuan penelitian mengungkapkan bahwa Kemudahan Penggunaan (EUT) dan Kompatibilitas (COT) memiliki pengaruh yang signifikan dan positif terhadap motivasi penggunaan TikTok. Kompatibilitas muncul sebagai prediktor paling dominan, menunjukkan bahwa keselarasan TikTok dengan gaya hidup digital, nilai-nilai, dan preferensi konten Gen Z merupakan pendorong utama keterlibatan mereka. Sebaliknya, Perceived Usefulness (UOT) TikTok sebagai platform berita tidak menunjukkan dampak signifikan terhadap motivasi pengguna. Studi ini menyimpulkan bahwa bagi Gen Z, daya tarik TikTok sebagai sumber berita lebih terletak pada pengalaman pengguna yang mulus dan integrasinya yang sempurna ke dalam kehidupan sehari-hari mereka daripada utilitas fungsionalnya. Temuan ini menawarkan wawasan penting bagi organisasi media, kreator konten, dan pemasar yang ingin melibatkan Gen Z di platform media sosial.

**Kata Kunci:** TikTok, Generasi Z, Media Sosial, Konsumsi Berita, Model Penerimaan Teknologi.

**Abstract:** This study investigates the factors influencing Generation Z's motivation to use TikTok as a news source, addressing the significant shift in media consumption towards social platforms. While TikTok is predominantly known for entertainment, its role in information dissemination is rapidly growing, particularly among younger audiences. This research integrates the Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT) to explore how Perceived Usefulness (UOT), Perceived Ease of Use (EUT), and Compatibility (COT) affect Gen Z's Motivation to Use TikTok (MUT) for news. A quantitative approach was employed, collecting primary data through a questionnaire administered to 121 active Gen Z TikTok users in Yogyakarta, Indonesia, selected via purposive sampling. The data was analyzed using regression analysis. The findings reveal that Ease of Use (EUT) and Compatibility (COT) have a significant and positive influence on the motivation to use TikTok. Notably, Compatibility emerged as the most dominant predictor, indicating that TikTok's

*alignment with Gen Z's digital lifestyle, values, and content preferences is the primary driver of their engagement. Conversely, the Perceived Usefulness (UOT) of TikTok as a news platform did not show a significant impact on user motivation. This study concludes that for Gen Z, the appeal of TikTok as a news source lies less in its functional utility and more in its seamless user experience and its perfect integration into their daily lives. These findings offer crucial insights for media organizations, content creators, and marketers aiming to engage Gen Z on social media platforms.*

**Keywords:** TikTok, Generation Z, Social Media, News Consumption, Technology Acceptance Model.

## INTRODUCTION

Internet is an important place as a "source of expanding horizons", the network provides fast access to information technology in various fields (Szymkowiak et al., 2021). With the advent of the internet, media consumption patterns have undergone a transformation over the past few decades (Thi Nguyet Trang et al., 2025). This shift is especially evident among Generation Z (Gen Z), who grew up in an era of almost constant connectivity (Twenge et al., 2019). This trend is driven by rapid technological adoption, high device usage, and a youth-dominated population.

A survey from Indonesian Internet Penetration Survey conducted by the Indonesian Internet Service Providers Association (APJII) noted that internet users in Indonesia in 2017 were 221,563,479 people. Of that number, Generation Z (born 1997-2012 aged 12-27 years) is the age group that is most connected to the internet compared to other age groups, the figure reaching 34.4 percent (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024).

Generation Z in Indonesia, currently aged 13-28, exhibits tech-savvy behaviors, relies heavily on devices for entertainment and information, and aligns with global Gen Z trends such as short attention spans and a preference for audiovisual content. (Thi Nguyet Trang et al., 2025). Social media can be used to explore to share information where text and image posts are generally shared between users (Mude & Undale, 2023).

The proliferation of information and resources, driven by revolutionary technological advancements, has fundamentally altered the ways individuals acquire knowledge, conduct commercial activities, foster relationships, and retrieve information with remarkable speed and efficacy (Brüns & Meißner, 2023). Generation Z's interests transcend predefined issues and topics; they exhibit an awareness of emergent phenomena, privilege self-authority, and engage with a wide spectrum of global concerns, ranging from localized incidents or peer-shared news

to remarkable narratives unfolding across the glob (Scholz & Vyugina, 2019). According to research findings from Indonesia Indicator (I2), TikTok emerged as the most prevalent social media platform throughout 2024. TikTok garnered the highest usage, accumulating 107,998,788 user-generated posts and generating 17,329,380,404 interactions (Indonesia Indicator, 2024).

This study endeavors to ascertain TikTok's influence on the information-seeking behaviors of Generation Z, with a specific focus on their news consumption habits. The central hypothesis posits that TikTok transcends its role as a mere entertainment platform, significantly impacting the mechanisms by which Generation Z seeks and acquires news. Consequently, this research is poised to offer valuable insights into the ramifications of social media on news consumption paradigms and its evolution into a foundational information conduit for younger demographics.

The significance of this study stems from its capacity to yield profound insights into the information behaviors of Generation Z, an demographic exhibiting escalating dependence on social media platforms such as TikTok. Moreover, this research is anticipated to advance the formulation of efficacious communication and marketing strategies pertinent to social media platforms, concurrently facilitating opportunities for media industry stakeholders to tailor their methodologies for news dissemination to younger audiences

## LITERATURE REVIEW

### News Consumption Habits of Generation Z

The proliferation of social media exerts a profound influence on Generation Z, potentially reshaping their lifestyles and behaviors (Bhattacharya, 2024). This embracement of digital platforms pervades Gen Z's news consumption, embodying a more extensive transformation in their information acquisition patterns (Thi Nguyet Trang et al., 2025). Specifically, Generation Z exhibits a substantial reliance on social media and online platforms for news access (Chen & Ha, 2023). This demographic demonstrates a distinct preference for digital over traditional media, coupled with a perpetual demand for diverse forms of information (Szymkowiak et al., 2021).

Social media has emerged as a preeminent news source for Generation Z, with diverse platforms such as Facebook, Instagram, and TikTok functioning as conduits for news content, which may take the form of entertainment or even humorous formats like memes and various short-form videos (Salikhova & Vyugina, 2022). This paradigm shift in news consumption towards social media has reshaped Generation Z's disposition towards news and their process of becoming informed (Thi Nguyet Trang et al., 2025).

Contemporary studies reveal that Generation Z's news consumption patterns are predominantly centered on social and mobile media platforms (Battocchio et al., 2023). This inclination towards more subjective content corresponds with their propensity for news consumption via social media, where personal opinions and commentaries frequently accompany journalistic reports (Thi Nguyet Trang et al., 2025).

Research conducted by Oeldorf-Hirsch & Srinivasan, (2022) substantiates that 71% of Generation Z primarily obtain their daily news via social media, whereas 17% identify mobile applications as their principal news source, and a mere 12% designate other media formats, such as websites, as their dominant news source. This observation constitutes a central focus of our current investigation, thereby informing our initial hypothesis regarding the pervasiveness of news consumption habits among Generation Z.

## TikTok as a Platform for News Seeking and Access

TikTok (known as DouYin in Mandarin), formerly musical.ly, currently stands as one of the most globally successful Chinese social media applications (Montag et al., 2021). News organizations are increasingly producing and distributing news content across various social media platforms, including TikTok (Hendrickx, 2023). The distinctive features offered by this platform—such as concise video clips, advanced audio-visual editing tools, and a highly influential algorithm—have fundamentally transformed information consumption patterns (MacKinnon et al., 2021). TikTok presents avenues for transcending localized connections and engaging broader audiences (Haitao et al., 2024). The platform's algorithmic features, notably the "For You Page (FYP)," are instrumental in curating information tailored to individual user preferences. The FYP can be efficaciously leveraged to enhance visibility and propagate information concerning brands and products (Gustano & Rubiyanti, 2023). This efficacy stems from users' recognition that the algorithm consistently presents a diverse array of content aligning with their interests, even without explicit account subscriptions (Klug et al., 2021). This feature contributes to a sense of personalized gratification among the platform's users.

Moreover, TikTok exerts a substantial influence on news dissemination; however, its impact demonstrates variability across diverse topics and user demographics (Thi Nguyet Trang et al., 2025). Collectively, TikTok's innovative format, expansive global reach, and engaging functionalities position it as a potent instrument for news propagation. Nonetheless, the platform's role as a news source also presents challenges, including the proliferation of hoaxes, disinformation, and deficiencies in media literacy. Consequently, it is imperative to conduct further quantitative research to ascertain how the utilization of TikTok as a news source modifies information-seeking patterns among Generation Z.

## Theoretical Framework

The theoretical framework for this study integrates a technology behavior perspective by combining the Technology Acceptance Model (TAM) (Davis, 1989b) with the Innovation Diffusion Theory (IDT) (Rogers, 2003). This integrated approach aims to comprehensively understand the determinants influencing the intention and actual adoption of TikTok as a news source among Generation Z. The conceptual model herein delineates the following predefined variables: Usefulness of TikTok (UOT), Compatibility of TikTok (COT), Ease of Use of TikTok (EUT), and Motivations to Use TikTok (MUT).

### Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is an information systems theory primarily concerned with how users perceive and subsequently adopt a given technology (Davis, 1989a). TAM serves as a widely recognized theoretical framework, elucidating the mechanisms by which users embrace and employ technology (Musa et al., 2024).

The Technology Acceptance Model (TAM), conceptualized by Davis (1989), postulates that technology adoption is primarily driven by two seminal factors: perceived usefulness (UOT) and perceived ease of use (EUT). Within the specific context of TikTok's role as a news platform, UOT denotes Generation Z's perception that TikTok confers discernible advantages, such as expedited access to pertinent and timely news content (Moore & Benbasat, 1991).

Generation Z regards TikTok as both beneficial and informative, primarily owing to its concise, visual content format and the support of an algorithm that tailors itself to individual user preferences (Khalid et al., 2023). It is anticipated that UOT will positively influence IUT (intention to use TikTok as a news source) and, consequently, directly impact TU (the actual usage of the platform) (Davis, 1989b).

EUT encapsulates the perception of TikTok's user-friendliness, characterized by an intuitive interface and straightforward navigation. Consistent with TAM's tenets, ease of use exerts an influence on both perceived usefulness and the intention to utilize a given technology (Davis, 1989b). which, in the case of Generation Z, reinforces their intent to leverage this platform for news acquisition.

H1 : The Impact of Perceived Usefulness of TikTok (UOT) on Motivations to Use TikTok (MUT)

H2 : The Impact of Perceived Ease of Use of TikTok (EUT) on Motivations to Use TikTok (MUT)

## Innovation Diffusion Theory (IDT)

Grasping how innovations in news consumption habits resonate with Generation Z's lifestyle necessitates an understanding of innovation characteristics (Thi Nguyet Trang et al., 2025). Consequently, the Innovation Diffusion Theory (IDT) underscores the salience of perceived innovation attributes (Rogers, 2003). Compatibility, in this context, denotes the degree to which a novel technology aligns with pre-existing lifestyles and values (Richter et al., 2023).

This theory elucidates the diffusion process of innovations (e.g., the adoption of TikTok for news) across a population over time. A pivotal innovation characteristic influencing the rate of adoption is Compatibility (COT): defined as the extent to which an innovation is perceived to be congruent with existing values, prior experiences, and the requirements of prospective users (Rogers, 2003). Within the domain of social media as a news source, compatibility encompasses its coherence with digital lifestyles, the preference for succinct content, and the information consumption behaviors of Generation Z. IDT augments TAM by introducing contextual and social dimensions concerning the congruence of innovations with users.

H3 : The Impact of Perceived Compatibility of TikTok (COT) on Motivations to Use TikTok (MUT)

## RESEARCH METHOD

This research is projected to span a three-month period, commencing in March 2025 and concluding in May 2025. The study will be executed in Indonesia, with a particular focus on the Special Region of Yogyakarta. Adopting a quantitative research design, this investigation

will utilize primary data, with individuals serving as the unit of analysis. The target population comprises Generation Z within the Special Region of Yogyakarta, specifically those aged 13 to 28 years. A non-probability sampling technique, specifically purposive sampling, will be employed. The sample will consist of Generation Z individuals characterized by their active engagement with TikTok.

## RESULTS AND DISCUSSION

### Validity and Reliability Test

In this study, validity was tested using IBM SPSS Statistics 25 for Windows. Variable measurements were performed using 12 questionnaire items administered to respondents. The results of the validity test are presented in the table below. With a total of 121 respondents (n), the degrees of freedom (df) were calculated as  $121 - 2 = 119$ . At a 5% significance level, the r-table value was found to be 0.179. The following is the result of the validity instrument test: (Table 1).

**Table 1. Validity Test Results**

Variable	Item	R Calculated	R Table
Useful of Tiktok (UOT) (Davis, 1989; Moore & Benbasat, 1991)	I perceive TikTok as possessing a distinct advantage in conveying succinct news compared to alternative platforms.	0.769	0.179
	The news disseminated via TikTok is, in my opinion, perceived as notably more relevant and realistic.	0.703	0.179
	Engaging with news content through short-form videos on TikTok improves my capacity for information retention.	0.742	0.179
Compatibility of TikTok (COT) (Moore & Benbasat, 1991;	The content on TikTok is congruent with my news consumption behaviors (e.g., utilizing mobile devices for news access, rapid	0.804	0.179

Richter et al., 2023)	content scrolling, consuming short-form videos).		
	TikTok is harmonious with my established news consumption routines (e.g., accessing the latest news without cost).	0.824	0.179
	TikTok's content accommodates my requirements for news engagement (e.g., providing ubiquitous viewing opportunities).	0.862	0.179
Ease of use of TikTok (EUT)	I experienced a rapid learning curve in becoming proficient with TikTok	0.756	0.179
(Davis, 1989; Moore & Benbasat, 1991)	The TikTok application is characterized by its user-friendliness.	0.821	0.179
	TikTok's interface features intuitive and unambiguous controls.	0.810	0.179
Motivations to use TikTok (MUT) (Katz et al., 1973; Dhir et al., 2017; Camilleri & Falzon, 2021)	I utilize TikTok during my leisure periods.	0.704	0.179
	TikTok serves as a principal entertainment application for me.	0.816	0.179
	TikTok has demonstrably altered my prior news and entertainment consumption patterns.	0.778	0.179

Source: Processed primary data, 2025.

As evinced by the reliability test results presented in the table, all variables exhibited Cronbach's alpha values exceeding 0.60. Consequently, it can be concluded that all the aforementioned variables demonstrate reliability. (Table 2).



**Table 2. Reliability Test Results**

Variable	<i>Cronbach's Alpha</i>	Critical Value
Useful of Tiktok (UOT)	0.848	0.6
Compatibility of TikTok (COT)	0.882	0.6
Ease of use of TikTok (EUT)	0.885	0.6
Motivations to use TikTok (MUT) Y	0.841	0.6

Source: Processed primary data, 2025.

### Respondent Characteristics

During the data screening process, researchers asked respondents several qualifying questions, including "Are you an active TikTok user?" and "Are you Gen Z (born between 1997 and 2012)?" Out of 175 respondents who completed the questionnaire, 155 answered "Yes" to being active TikTok users, and 137 answered "Yes, born between 1997-2012" for the Gen Z criteria. Consequently, from the initial 175 respondents, the sample was narrowed down to 121 respondents based on the data screening results.

The data on respondent characteristics by gender shows that 34 respondents (28%) are male, and 87 respondents (72%) are female. This indicates that the majority of respondents by gender are female, accounting for 72% of the sample.

After data screening, 100% of the respondents in this study were confirmed to be Gen Z, or individuals born between 1997 and 2012. Regarding the last completed education level, 83 respondents (68%) reported their highest education as SMA/SMK (high school/vocational high school). Seven respondents (6%) completed a D3 degree, while 29 respondents (24%) held a D4/S1 (bachelor's) degree. Two respondents (2%) had an S2 (master's) degree. Therefore, it can be concluded that the majority of respondents, based on their last completed education, are those with an SMA/SMK background, making up 68% of the sample.

**Table 3. Respondent Characteristics**

Characteristics	Amount	%
Gender	Male	34 28%

	FFemale	87	72%
Usia	13>28 years	121	100%
Last Education	High School/Vocational High School	83	68%
	Diploma 3 (D3)	7	6%
	Bachelor's Degree (D4/S1)	29	24%
	Master's Degree (S2)	2	2%
	Other	0	0%

Source: Processed primary data, 2025.

### Pengujian Hipotesis

**Table 4. Hypothesis Testing**

Variable Relationship	T- Calculated	T- Table	Sig.
Useful of Tiktok (UOT)	1.557	1.980	0.122
Ease of use of TikTok (EUT)	3.229	1.980	0.002
Compatibility of TikTok (COT)	4.584	1.980	0.000

Source: Processed primary data, 2025.

Based on the regression analysis results presented in Table 4: Hypothesis Testing, we can ascertain the factors that significantly influence Motivations to Use TikTok (MUT) among Generation Z. Utilizing a significance level ( $\alpha$ ) threshold of 0.05, the critical t-table value is 1.980. This implies that any variable with an absolute t-calculated value exceeding 1.980 will be considered to exert a statistically significant influence on the motivation to use TikTok.

Initially, the Useful of TikTok (UOT) variable yielded a t-calculated value of 1.557 with a significance (Sig.) level of 0.122. When compared against the t-table value (1.980), the t-calculated for UOT (1.557) falls below the established significance threshold. This is further corroborated by a significance value of 0.122, which is greater than 0.05. Consequently, it can

be deduced that the perceived usefulness of TikTok as a news platform does not individually demonstrate a statistically significant influence on Generation Z's motivation to utilize TikTok. While TikTok may indeed offer utility, the singular factor of perceived usefulness is insufficient to substantially propel or enhance their motivation for platform engagement.

Subsequently, the Ease of Use of TikTok (EUT) variable presented a t-calculated value of 3.229 with a significance (Sig.) level of 0.002. The t-calculated value for EUT (3.229) distinctly surpasses the t-table value (1.980), and its significance value of 0.002 is markedly lower than 0.05. These findings unequivocally indicate that the ease of use of TikTok as a news platform exerts a positive and significant influence on Generation Z's motivation to use TikTok. This underscores that an intuitive interface, straightforward navigation, and a seamless user experience are pivotal factors that compel Generation Z to continue their usage and motivation with TikTok.

Finally, the Compatibility of TikTok (COT) variable recorded the highest t-calculated value of 4.584 with a significance (Sig.) level of 0.000. The t-calculated value for COT (4.584) is substantially greater than the t-table (1.980), and the significance value of 0.000 (implying  $p < 0.001$ ) is considerably below the 0.05 threshold. This result affirms that the compatibility of TikTok with Generation Z's values, preferences, and lifestyle possesses a profoundly strong and significant influence on their motivation to use TikTok. This suggests that TikTok has transcended its role as a mere application, becoming an integral component of Generation Z's digital life, harmonizing with their social, cultural, and informational requisites, which in turn powerfully motivates their continued engagement with the platform.

This research underscores that within the domain of TikTok usage motivation among Generation Z, ease of use (EUT) and, critically, compatibility (COT) are the foremost drivers demanding attention. Conversely, while perceived usefulness (UOT) may exist, it does not significantly impact platform usage motivation. These findings furnish crucial implications for platform developers, content providers, and marketers to prioritize seamless user experience and the creation of content that is genuinely resonant and congruent with the Generation Z audience to foster enhanced engagement and sustained usage motivation.

## Discussion

H1 : The Influence of Usefulness of TikTok (UOT) on Motivations to Use TikTok (MUT)

The analysis results demonstrate that Perceived Usefulness of TikTok (UOT) does not exert a statistically significant influence on Motivations to Use TikTok (MUT). This is

substantiated by a t-calculated value of 1.557, which is inferior to the t-table value of 1.980, and a significance (Sig.) value of 0.122, which exceeds the 0.05 threshold. This finding suggests that Gen Z's perception of TikTok's utility as a news platform, when considered in isolation, is insufficient as a primary determinant for enhancing their overall motivation for TikTok engagement. While TikTok may indeed facilitate information provision, the sole dimension of perceived usefulness may not encapsulate the multifaceted factors that drive motivation for engagement with multidimensional social media platforms. Existing research indicates that the perceived benefits of TikTok do not significantly impact user motivation for platform engagement, suggesting that alternative factors, such as entertainment and social interaction, may hold greater salience in fostering user involvement (Wang et al., 2025).

## H2 : The Influence of Ease of Use of TikTok (EUT) on Motivations to Use TikTok (MUT)

Conversely, Perceived Ease of Use of TikTok (EUT) demonstrated a positive and statistically significant influence on Motivations to Use TikTok (MUT), as evidenced by a t-calculated value of 3.229, which exceeded the t-table value of 1.980, and a significance value of 0.002 ( $p < 0.05$ ). This outcome highlights that TikTok's ease of use represents a critical determinant that substantially augments Generation Z's motivation for platform engagement. An intuitive interface design, straightforward navigation, and a seamless user experience directly contribute to Gen Z's propensity for continued TikTok usage. Perceived ease of use is a paramount factor in the adoption and sustained utilization of technological platforms, including social media applications such as TikTok. TikTok's concise, visual, and interactive content format mitigates cognitive burden, thereby facilitating user navigation and engagement with the platform (Wang et al., 2025). This research corroborates existing findings that TikTok's short, visual, and interactive content format minimizes cognitive load, consequently simplifying user interaction and navigation within the platform (Sharabati et al., 2022).

## H3 : The Influence of Compatibility of TikTok (COT) on Motivations to Use TikTok (MUT)

The Compatibility of TikTok (COT) variable demonstrated a profoundly strong and statistically significant influence on Motivations to Use TikTok (MUT), evidenced by the highest t-calculated value of 4.584 and a significance value of 0.000 ( $p < 0.001$ ). This constitutes the most salient finding of this study, indicating that the degree to which TikTok aligns with Generation Z's personal values, lifestyle, and inherent needs fundamentally shapes their intrinsic motivation for platform utilization. Compatibility encompasses the platform's

adaptation to Gen Z's multitasking tendencies, their predilection for visual and concise content, and their requirements for social interaction and self-expression. This finding corroborates the results of prior research by Thi Nguyet Trang et al., (2025) which similarly reported a very strong and significant influence of TikTok's compatibility on motivations for its use.

In sum, this research underscores that within the domain of TikTok usage motivation among Generation Z, Perceived Ease of Use (EUT) and, critically, Compatibility (COT) serve as the predominant drivers that warrant significant consideration. Concurrently, while Perceived Usefulness (UOT) may be present, it does not significantly impact platform usage motivation. These findings yield substantial implications for platform developers, content providers, and marketers, mandating a strategic focus on fostering a seamless user experience and producing content that is genuinely resonant and congruent with the Generation Z audience to cultivate enhanced engagement and sustained usage motivation

## CONCLUSION

Based on the analysis of the hypothesis testing results concerning factors influencing Motivations to Use TikTok (MUT) among Gen Z, we can draw several key conclusions. First, the hypothesis stating that Usefulness of TikTok (UOT) significantly impacts Motivations to Use TikTok (MUT) was not supported. This finding indicates that while TikTok might offer information, the perceived usefulness of it as a news platform, when viewed partially, isn't yet a significant primary driver for Gen Z's sustained motivation to use the app. This suggests that Gen Z's motivation to use TikTok might not be solely based on its informational utility, but rather a more complex combination of other factors relevant to this generation's characteristics.

Second, this study's results clearly show that Ease of Use of TikTok (EUT) has a positive and significant influence on Motivations to Use TikTok (MUT). The inherent ease of use in TikTok's design and functionality, such as its intuitive interface and simple navigation, substantially contributes to increasing Gen Z's motivation to use the platform. This conclusion reinforces the argument that in a dynamic digital ecosystem, a seamless and unhindered user experience is key to attracting and retaining user engagement, especially for a generation so familiar with technology.

Finally, and most prominently, Compatibility of TikTok (COT) proved to have a very strong and significant influence on Motivations to Use TikTok (MUT). This confirms that how well TikTok aligns with Gen Z's personal values, lifestyle, and specific needs—including their preference for short visual content, need for self-expression, and social interaction—is the

dominant factor that triggers and strengthens their motivation to keep using the platform. TikTok doesn't just function as a tool; it has successfully integrated itself as an inseparable part of Gen Z's digital identity and habits, making it a highly relevant and appealing platform

## Recommendations

Drawing from the key findings of this study, several recommendations can be proposed for platform developers, content providers, and marketers aiming to maximize engagement with Gen Z via TikTok. First, although the Usefulness of TikTok (UOT) hasn't been individually proven to significantly motivate usage, it's advised that news content creators continue to focus on presenting concise, relevant, and visually engaging information. This ensures the basic informational needs of Gen Z are met. This strategy must be integrated with the understanding that informational utility alone might not suffice; it needs to be framed within a user experience that aligns with Gen Z's preferences, such as short, interactive video formats that don't feel like mere "traditional news."

Second, given the strong significance of Ease of Use of TikTok (EUT), platform developers and content creators should continuously prioritize and optimize the user experience. This includes maintaining a simple and intuitive interface, ensuring fast content loading, and minimizing complicated steps in searching for or consuming information. Innovations in new features should always be tested to ensure they don't compromise ease of use, as this factor is a fundamental motivator for Gen Z in choosing and sticking with a digital platform.

Lastly, and most crucially, based on the dominant influence of Compatibility of TikTok (COT), all stakeholders must deeply understand and internalize Gen Z's values and lifestyle. This means creating news content that is not only informative but also aligns with pop culture, current trends, and Gen Z's need for entertainment and social interaction. Content strategies should reflect authenticity, creativity, and the ability to adapt to dynamic visual narratives. By doing so, TikTok will not merely be seen as a news source, but as a natural extension of Gen Z's digital life, intrinsically motivating them to continue its use

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