

ABSTRACT

The fundamental source of changes like social media user satisfaction is the media technology itself. New media such as TikTok with its short video characteristics have created new satisfactions from the user experience thereby creating a shift in the way individuals view and use social media. This research aims to test whether new satisfaction arises from users' experiences when using TikTok, by considering the role of mediation through the use of the TikTok platform. Survey and questionnaire methods were used to collect data from 213 respondents who actively use TikTok. The results of this research prove that the satisfaction obtained is not always based on existing needs or innate motives of people using media. Based on the results of the mediation test, this research proves that the user experience when using new media, especially TikTok, determines user satisfaction more than a person's inherent motives for using media.

Keywords: *Social Media Tiktok, Communication Technology ,Young Adults*