

DAFTAR PUSTAKA

- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep Umum Populasi dan Sampel dalam Penelitian. *Jurnal Pilar*, 14(1), 15–31.
- Astuti, S. W., & Subandiah, D. S. (2021). Pengaruh Intensitas Penggunaan Tik Tok Terhadap Gratifikasi Penggunaanya. *Promedia (Public Relation Dan Media Komunikasi)*, 7(1), 79–107. <https://doi.org/10.52447/promedia.v7i1.4459>
- Bae, M. (2017). *Understanding the effect of the discrepancy between sought and obtained gratification on social networking site users' satisfaction and continuance intention*. <https://doi.org/10.1016/j.chb.2017.10.026>
- Eryc. (2022). The Impact of Tik-Tok Use on Self-Expression by Generation-Z users. *Journal of Information System, Applied, Management, Accounting and Research.*, 6(4), 921–927. <https://doi.org/10.52362/jisamar.v6i4.956>
- Garson, D. G. (2016). Partial Least Squares : Regression & Structural Equation Models. In *Statistical Associates Publishing*. <https://doi.org/10.1201/b16017-6>
- Hair, Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Thousand Oaks. *Sage*, 165.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2018). The Results of PLS-SEM Article information. *European Business Review*, 31(1), 2–24.
- Hair, J., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Haridakis, P., & Humphries, Z. (2019). Uses and gratifications. *An Integrated Approach to Communication Theory and Research, Third Edition*, 139–153. <https://doi.org/10.4324/9780203710753-13>
- Itsniattin, W., Khoiriah, N., Erliana, E., Koswara, I., Fuady, I., & Maitisi, H. N. (2023). Model motif penggunaan dan perilaku membagikan informasi dari aplikasi Tiktok. *Comdent: Communication Student Journal*, 1(1), 1–15. <https://doi.org/10.24198/comdent.v1i1.44808>
- Ivan Fanani Qomusuddin, M.Pd., M.T., Siti Romlah, M. A. (2021). *Analisis Data Kuantitatif Dengan Program IBM SPSS Statistic 20.0*. Deepublish.
- Janna, N. M., & Herianto. (2021). Artikel Statistik yang Benar. *Jurnal Darul Dakwah Wal-Irsyad (DDI)*, 18210047, 1–12.
- Katz, E., Blumer, Jay G., G. (1974). *Utilization of Mass Communication by Individual, "The Uses of Mass Communication: Curent Perspective on Gratification Research."* Beverly Hills: Sage Publications.
- Lachowicz, M. J., Preacher, K. J., & Kelley, K. (2018). A novel measure of effect size for mediation analysis. *Psychological Methods*, 23(2), 244–261. <https://doi.org/10.1037/met0000165>
- Liang, Y. Q., & Yoon, S. (2022). Uncovering the Cognitive, Psychological, and Social Mechanisms Affecting TikTok's Reuse Intention: Verifying the Role of Platform

- Characteristics, Psychological Distance, and Social Identity. *Global Media and China*, 7(4), 400–421. <https://doi.org/10.1177/20594364221131134>
- Lichtenstein, A., & Rosenfeld, L. B. (1983). Uses and misuses of gratification research: An explication of media functions. *Communication Research*, 97–109. <https://doi.org/10.1177/00936%0A5083010001005%0D>
- Maredia, M. K., Reyes, B., Ba, M. N., Dabire, C. L., Pittendrigh, B., & Bello-Bravo, J. (2018). Can mobile phone-based animated videos induce learning and technology adoption among low-literate farmers? A field experiment in Burkina Faso. *Information Technology for Development*, 24(3), 429–460. <https://doi.org/10.1080/02681102.2017.1312245>
- N, P. (2019). Variabel penelitian dalam penelitian pendidikan. *Jurnal Pendidikan Dan Keislaman*, 6115, 342–351.
- Nadialista Kurniawan, R. A. (2021). PENGARUH MEDIA SOSIAL TIKTOK TERHADAP KREATIVITAS BERPIKIR GENERASI Z. *Industry and Higher Education*, 3(1), 1689–1699.
- Nahari, A. Y. R. (2021). Pengaruh Penggunaan Media Sosial Tiktok @Erigo.store Terhadap Keputusan Pembelian Produk Erigo. *Commercium*, 05, 20–30.
- Nana, D., & Elin, H. (2018). Memilih Metode Penelitian Yang Tepat: Bagi Penelitian Bidang Ilmu Manajemen. *Jurnal Ilmu Manajemen*.
- Nugroho, T. A., & Purnomo, D. (2013). MOTIF DAN KEPUASAN MAHASISWA DALAM MENONTON PROGRAM KICK ANDY (Analisa Teori Uses and Gratifications Pada Mahasiswa FISKOM UKSW) Saat ini , siaran televisi di Indonesia sudah mengalami banyak perkembangan . Tercatat , ada sebelas stasiun televisi yang t. *Jurnal Penelitian Sosial Cakrawala*, 289–325.
- Ogbeibu, S., Jabbour, C. J. C., Gaskin, J., Senadjki, A., & Hughes, M. (2021). Leveraging STARA competencies and green creativity to boost green organisational innovative evidence: A praxis for sustainable development. *Business Strategy and the Environment*, 30(5), 2421–2440. <https://doi.org/10.1002/bse.2754>
- Oktaheriyani1, D., Wafa2, M. A., & Shen Shadiqien3. (2020). *ANALISIS PERILAKU KOMUNIKASI PENGGUNA MEDIA SOSIAL TIKTOK (Studi Pada Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik UNISKA MAB Banjarmasin)*.
- Prof. Dr. Bambang Sugeng, M.A., M. M. (2020). *Fundamental Metodologi Penelitian Kuantitatif*.
- Putra, C. A. (2017). Pemanfaatan Teknologi Gadget Sebagai Media Pembelajaran. *Jurnal Penelitian Teknologi Informasi*, 2(2).
- Qi, W., & Li, D. (2021). A User Experience Study on Short Video Social Apps Based on Content Recommendation Algorithm of Artificial Intelligence. *International Journal of Pattern Recognition and Artificial Intelligence*, 35(2), 1–13. <https://doi.org/10.1142/S0218001421590084>
- Rahayu, P. (2017). Pengaruh Karakteristik Individu Dan Lingkungan Kerja Terhadap Kinerja Karyawan Angkasa Pura Di Bandar Udara Yogyakarta Internasional Airport. *Pengaruh Karakteristik Individu Dan Lingkungan Kerja Terhadap*

Kinerja Karyawan Angkasa Pura Di Bandar Udara Yogyakarta Internasional Airport, 35–43.

- Rifka Agustianti, Pandriadi, Lissiana Nussifera, Wahyudi, L. Angelianawati, Igat Meliana, Effi Alfiani Sidik, Qomarotun Nurlaila, Nicholas Simarmata, Irfan Sophan Himawan, Elvis Pawan, Faisal Ikhrum, Astri Dwi Andriani, Ratnadewi, I. R. H. (2022). *Metode Penelitian Kuantitatif dan Kualitatif*.
- Rozaq, M., & Nugrahani, R. U. (2023). Penggunaan Platform Video Pendek Sebagai Strategi Komunikasi Pemasaran Digital untuk UMKM. *Jurnal Komunikasi Nusantara*, 5(1), 21–30. <https://doi.org/10.33366/jkn.v5i1.271>
- S. Shyam Sundar. (2013). Uses and Grats 2.0: New Gratifications for New Media. *Journal of Broadcasting & Electronic Media*. <https://doi.org/http://www.tandfonline.com/action/showCitFormats?doi=10.1080/08838151.2013.845827>
- Safitri, U., & Naini, A. M. I. (2020). Penggunaan Aplikasi Tiktok Pada Generasi Z Di Masa Pandemi. *Universitas Sebelas Maret*, 19(X), 12–26.
- Siregar, S. (2016). *Statistika Deskriptif untuk Penelitian Dilengkapi Perhitungan Manual dan Aplikasi SPSS Versi 17*. PT Raja Grafindo Persada.
- 'SMART' MENGOLAH DATA DENGAN SMART PLS. (2019). AHS Managemen.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Alfabeta.
- Teknik Pengumpulan Data Kuantitatif*. (2020). Bitlabs.
- Wang, Y. (2020). Humor and camera view on mobile short-form video apps influence user experience and technology-adoption intent, an example of TikTok (DouYin). *Computers in Human Behavior*, 110(April), 106373. <https://doi.org/10.1016/j.chb.2020.106373>
- Watie, E. D. S. (2016). Komunikasi dan Media Sosial (Communications and Social Media). *Jurnal The Messenger*, 3(2), 69. <https://doi.org/10.26623/themessenger.v3i2.270>
- Xiao, Y., Wang, L., & Wang, P. (2019). Research on the Influence of Content Features of Short Video Marketing on Consumer purchase intentions. *4th International Conference on Modern Management, Education Technology and Social Science (MMETSS 2019) Research*, 351(Advances in Social Science, Education and Humanities Research), 415–422. <https://doi.org/10.2991/icsshe-19.2019.192>
- Zhang, N., Hazarika, B., Chen, K., & Shi, Y. (2023). A cross-national study on the excessive use of short-video applications among college students. *Computers in Human Behavior*, 145, 107752. <https://doi.org/https://doi.org/10.1016/j.chb.2023.107752>