

ABSTRACT

This study aims to determine the effect of the repost feature on the satisfaction of using TikTok among Gen Z in Indonesia. The theory used in this research is the Uses and Gratification theory with a quantitative method. The population in this study is not limited by gender or location (unknown population), where the sampling technique used in this study is non-probability sampling using the Lemeshow formula. Data collection was obtained from the distribution of questionnaires via Google Forms, which were distributed to 400 respondents born between 1997 and 2012, aged 12 to 27 years. Based on the discussion outlined, it can be concluded that the repost feature has an impact on the satisfaction of using TikTok among Gen Z in Indonesia. The relationship between these two variables is categorized as very strong, which has been proven by the results of the hypothesis test using the T-test that the repost feature variable (X) has a value of $t_{\text{calculated}} = 26.543 > t_{\text{table}} = 1.649$ with a significance level of $0.000 < 0.05$, thus it is concluded that H_0 is rejected and H_1 is accepted, indicating that the independent variable "Repost Feature" affects the satisfaction of using TikTok among Gen Z in Indonesia.

Keywords: Social Media, Tiktok, Repost Feature, User Satisfaction.