

ABSTRACT

The social media industry in Indonesia has experienced rapid growth in recent years, prompting various platforms to continuously innovate in enhancing user experience. One innovation that has captured public attention is the interactive TikTok Streak feature, which was first introduced in 2024. This feature is designed to encourage consistent app usage by providing reaction stickers for sustained daily activity. Since its emergence, the Streak feature has received strong responses from young users, particularly Generation Z and Alpha, who show significant interest in daily interaction driven by notifications.

This study aims to examine the influence of the TikTok Streak feature on user satisfaction in Indonesia, both directly and indirectly through System Quality as a mediating variable. It also evaluates how system perception—in terms of reliability, ease of use, and flexibility—plays a role in shaping positive user experiences with the Streak feature.

The research employs a quantitative explanatory approach using Structural Equation Modeling (SEM) with the SmartPLS software. The sample consists of 405 respondents who are active users of the TikTok Streak feature in Indonesia. The independent variable in this study is TikTok Streak, while System Quality acts as a mediating variable and User Satisfaction as the dependent variable.

The results show that TikTok Streak has a positive and significant influence on both System Quality and User Satisfaction. Additionally, System Quality also has a significant impact on User Satisfaction and is proven to mediate the relationship between TikTok Streak and user satisfaction. These findings indicate that interactive features like Streak not only enhance the perception of system quality but also emotionally increase user satisfaction.

Keywords: *Streak, TikTok Streak, User Satisfaction, System Quality*