



# Analysis of the Level of Satisfaction of Prabumulih University Students on the Use of the Tiktok Social Media Application Using the Usability Testing Method

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## Abstract

In the digital era that we are experiencing, there are many developments that occur every year, including in the field of digital technology. With the rapid development of information technology, new discoveries have been made that have an impact on today's society. The convenience provided by the internet has succeeded in changing people's lifestyles today. In fact, nowadays the use of the internet is no longer limited to a communication medium but has become a promotional medium, information medium, entertainment medium and much more. One of the entertainment media applications that people are currently interested in is the TikTok application. An information system is said to be successful if the information is processed to produce good information, but user satisfaction and acceptance of the system or application is also one measure of the success of the information system. This research aims to determine the level of satisfaction of users of the Tiktok application. This research uses quantitative methods and content variables, accuracy, ease of use and timeliness. The sampling technique uses a purposive sampling method. Process analysis uses the usability method with five variables, namely learning ability, efficiency, memory, errors and satisfaction.

**Keywords:** *User satisfaction, Tiktok application, USABILITY*

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## 1. Introduction

The influence of technology and information, especially the internet, in the current era of globalization has greatly influenced people's lifestyles today. It cannot be denied that developments continue to advance. One of the significant changes is people's lifestyles which cannot be separated from the internet and the tendency to be active in cyberspace. There are so many things that can be done via the internet, one of which is creating and communicating. As time goes by, currently only social media can be accessed by humans as social media, as well as social media where you can send messages to many people and access them. image and video information.

Technology is currently increasingly developing and is able to help and simplify human work more quickly and support creativity through various applications. In the increasingly advanced digital era, the use of video making applications has become common among students. Students often use applications to find out developments in something, for various information or to follow current trends such as creating interesting video content, editing photos and so on.

There are applications that can increase student creativity, one of which is the Tiktok application. The author looked at the ratings and reviews of the TikTok application which had many positive reviews and negative reviews, therefore this research was conducted to determine user satisfaction with the TikTok application. In application use, user satisfaction is often used as an illustration of the success of the application which has been used to show a situation where the user feels satisfied after using the application. By analyzing the influence of satisfaction to find out how big an influence is on user satisfaction.

## 2. Theoretical Basis

### 2.1. Understanding Analysis

Analysis is a complex learning objective that can only be understood and mastered by students who have mastered the ability to understand and apply. Analysis is a thinking activity to decompose a whole into components so that you can recognize the signs of the components, their relationship to each other and the function of each in an integrated whole [1].

## 2.2. User Satisfaction

User satisfaction is the feeling of happiness or disappointment that a person has as a result of comparing perceived performance with the reality experienced and what they expected [2]. User satisfaction can be interpreted as a situation where the user's desires, expectations and needs are met [3]. Satisfaction is a person's feeling of satisfaction, pleasure and relief because consuming a product or service has received good service [4]. So it can be concluded that user satisfaction is a person's feeling that their needs are met when using an application. Users will feel satisfied when using an application if it matches what the user expects. On the other hand, if the application performance does not meet expectations, it will cause user dissatisfaction with the application being used.

## 2.3. Understanding Social Media

Social media is a digital platform that facilitates its use to communicate with each other or share content in the form of writing, photos, videos and is a digital platform that provides facilities for carrying out social activities for each user [5]. Social media is online media that supports social interaction and social media uses web-based technology that turns communication into interactive dialogue [6]. From the definition above, it can be concluded that social media is a communication tool using web-based technology.

## 2.4. TikTok App

The Tiktok application is a program that allows users to easily create extraordinary short videos with interesting special effects that can attract the attention of many people who watch them. The results of this short video can be shared with social media friends and other TikTok users. This short video application offers clients a lot of musical support to create dance, free form, amazing recordings and more to expand its clients' creative power to become content creators [7].

## 2.5. Understanding Usability

Usability is the end user's perception of how someone can effectively, efficiently and satisfactorily complete tasks when using an application [8]. From the definitions above, it can be concluded that usability is the level of quality of a system that is easy to learn, use, and can encourage users to use the system as a tool in completing certain tasks.

# 3. Research Methods

According to [9] research methods are a scientific way to obtain data with specific purposes and uses. In this research the author used quantitative methods, namely in the form of numbers and analyzed the data using statistical data. The method used in this research is a survey method. According to [10] the survey method is a quantitative research method. used to obtain data that occurred in the past and present, about beliefs, opinions, characteristics, behavior, relationships between psychological and sociological variables from samples taken from certain populations, data collection techniques by observation (interviews or questionnaires) and research results tend to be generalized. In this method, the author uses a data collection method that is used in preparing proposals which will later be used to meet needs. The methods used in this research are as follows:

## 3.1. Method Of Collecting Data

Observation it is a data collection technique by making direct observations in the field of the object being studied, Interview is communication between two or more parties can be done face to face, where one party acts as an interviewer and the other party acts as an interviewee with a specific purpose, for example to obtain information or collect data, Questionnaire is a data collection method to understand individuals by providing a list of questions about various aspects of an individual's personality, and Literature study is part of a scientific paper which contains discussions of previous research and scientific references related to the research explained by the author in the paper.

## 3.2. Data Testing

### 3.2.1. Validity

According to [11], the validity test is used to measure whether a questionnaire is valid or not. To carry out this validity test using the SPSS program, the validity testing technique in this research uses Pearson Product Moment. This analysis is done by correlating each item score with the total score. From the results of the correlation calculation, a correlation coefficient will be obtained which is used to measure the level of validity of an item and to determine whether an item is suitable for use or not. According to [12] Validity is a standard or basic measure that shows determination, usefulness and validity which leads to the accuracy of the interpretation of an evaluation procedure in accordance with the purpose of the measurement.

### 3.2.2. Reliability

According to [13], reliability refers to the understanding that the instruments used in research to obtain the information used can be trusted as data collection tools and are able to reveal actual information in the field. According to [14] Reliability basically reflects the consistency of a measurement, the extent to which the score produced by a measuring instrument describes the actual attribute characteristics possessed by the group of individuals being measured.

## 4. Research Result

From the questionnaire that has been distributed, validity and reliability testing is then carried out. This test is carried out to find out whether the questionnaire distributed is able to measure the research well. Therefore, questionnaires as data collection instruments need to be tested for validity and reliability.

### 4.1. Validity

Validity Test is carried out to test each variable, namely learnability (A), efficiency (B), memorability (C), errors (D) and satisfaction (E) User Satisfaction (Y) using SPSS 24. If the calculation results from each Each variable produces r results that are greater than r tables, so it can be said that the data obtained is valid, but if r results are smaller than r tables, then the data obtained is invalid. For more details, see table 1

**Table 1:** Validity Test Results

Nu	Variable	Code	Validity		Information
			R Table	R Count	
1	(Learnability)	A1	0,265	0,856	Valid
		A2	0,265	0,902	Valid
		A3	0,265	0,865	Valid
		A4	0,265	0,843	Valid
2	(Efficiency)	B1	0,265	0,825	Valid
		B2	0,265	0,856	Valid
		B3	0,265	0,807	Valid
		B4	0,265	0,818	Valid
3	(Memorability)	C1	0,265	0,863	Valid
		C2	0,265	0,844	Valid
		C3	0,265	0,792	Valid
		C4	0,265	0,814	Valid
4	(Errors)	D1	0,265	0,870	Valid
		D2	0,265	0,908	Valid
		D3	0,265	0,874	Valid
		D4	0,265	0,881	Valid
5	(Satisfaction)	E1	0,265	0,877	Valid
		E2	0,265	0,901	Valid
		E3	0,265	0,890	Valid
		E4	0,265	0,883	Valid

Based on the results of the analysis, of the five variables that determine usability, it is known that learnability, efficiency, memorability, errors and satisfaction are significant and have positive values, so it can be concluded that the ease of the system in the TikTok application is easy to learn and the ease of remembering the meaning of each symbol in the system can be achieved. influencing the increase in the level of usability as well as having a positive effect on increasing the level of acceptability of the TikTok application.

### 4.2. Reliability Test

After testing the validity of the statements used, a reliability test will then be carried out. The purpose of this reliability test is to find out how important information technology resource processes are and to find out the level of accuracy, precision, stability or consistency of these tools in revealing certain symptoms from groups and individuals. The reliability value is known using the SPSS 24 application in the Reliability Statistics table (Cronbach's alpha value). The basis for decision making in the reliability test is that if the Cronbach's alpha value is  $> 0.60$  then the questionnaire or questionnaire is declared reliable or consistent. Meanwhile, if Cronbach's alpha  $< 0.60$  then the questionnaire or questionnaire is declared unreliable.

Table 2: Reliability Test Results

Variable	Number Of Item	Cronbach's Alpha	Information
Learnability	4	0,887	Reliable
Efficiency	4	0,846	Reliable
Memorability	4	0,845	Reliable
Errors	4	0,905	Reliable
Satisfaction	4	0,910	Reliable

From table 2 it can be concluded that the variables learnability, efficiency, memorability, errors and satisfaction have reliable values. The results of the reliability test show that the Cronbach Alpha value for each question from the variables used obtained a value higher than 0.6, meaning that the statement or question in each questionnaire with learnability, efficiency, memorability, errors and satisfaction it can be said to be a reliable measuring tool to be used in this research. The results of this research are in line with research conducted by [15] entitled User Satisfaction Analysis of the Caraka E-XAM Application School Examination System at SMK N 3 Solok Selatan Using the PIECES Method. stated that Based on the analysis of user satisfaction with the E-XAM application school examination system, the number of user satisfaction shows that respondents regarding the use of the E-XAM application are very satisfied.

## 5. Conclusion

Based on the results of research that has been conducted on the analysis of satisfaction with using the TikTok application for Prabumulih University students using the Usability method, by distributing questionnaires and SPSS calculations. So from the results of this analysis the researcher drew the following conclusions:

1. The level of user satisfaction with the TikTok application based on the results of analysis using the usability method shows that the calculation results for the overall variable include the strongly agree category, where users of the TikTok application feel very satisfied.
2. Based on the data processing carried out, the results obtained are as follows.
  - a. Based on the results of the analysis of UNPRA student satisfaction using the TikTok application, overall students feel very satisfied when using the TikTok application based on 5 variables, namely learnability, efficiency, memorability, errors and satisfaction, where the average value for each variable is more than 4.21.
  - b. Based on the validity test of the Usability method, there are 5 (five) variables, namely learnability, efficiency, memorability, errors and satisfaction where each variable has 4 (four) question items, so that in total there are 20 question items with the highest answers being agree and strongly agree. can be said to be very satisfied or valid.
  - c. Based on the reliability test carried out by researchers using SPSS 2.4, all data is declared reliable because the value of all data is greater than the r table value of 0.265.

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