

The Influence of TikTok's Repost Feature on User Satisfaction among Generation Z

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Abstract:

This study aims to examine the influence of TikTok's repost feature on user satisfaction among Generation Z in Ranowangko II Village, Kombi District. The rapid development of social media has positioned TikTok as one of the most widely used platforms among Generation Z. One feature that has recently attracted considerable attention is the repost function, which allows users to redistribute content to their followers. This study employed a quantitative approach, drawing on Uses and Gratifications Theory as its theoretical framework. The study population comprised 151 Generation Z TikTok users, from whom a sample of 30 respondents was selected using proportionate stratified random sampling. Data were collected through a Likert-scale questionnaire and analyzed using validity, reliability, normality, and linearity tests, followed by simple linear regression analysis using SPSS. The findings indicate that the repost feature has a positive and statistically significant effect on TikTok user satisfaction, with the regression equation $Y = 24.694 + 0.334X$ and an explained variance of 21% ($R^2 = 0.210$). More effective use of the repost feature was associated with higher levels of user satisfaction, particularly in fulfilling needs related to information sharing, self-expression, social interaction, and entertainment. These findings support Uses and Gratifications Theory, which conceptualizes users as active participants who strategically engage with media to satisfy specific needs and derive gratification. The study also contributes to the literature on digital communication by providing empirical evidence from a rural community context.

Keywords: TikTok; repost feature; user satisfaction; Generation Z; Uses and Gratifications Theory

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I. INTRODUCTION

The advancement of digital technology has brought significant changes to patterns of communication and information consumption, including among adolescents. Technology influences not only practical aspects of everyday life but also theoretical dimensions that shape how individuals think and act within society [1]. Social media has become an integral part of daily activities, and TikTok is among the fastest-growing platforms among younger generations. The platform offers short-form videos that are easy to create and share, enabling it to attract widespread engagement among Generation Z, including in Indonesia.

Generation Z, generally defined as individuals born between 1997 and 2012, has been closely connected to digital technology from an early age and relies heavily on social media as a means of self-expression, entertainment, and social connection. In 2022, the number of TikTok users worldwide reached approximately 1.4 billion [2]. One feature introduced by TikTok in recent years is the repost function, which allows users to redistribute videos created by other users to their followers' feeds without having to upload the content themselves. This feature is designed to increase content reach, expand audiences, and encourage social engagement among users.

Although the repost feature makes it easier for users to share content they find appealing, its effects are not perceived as entirely positive by all users. Some users consider the repost feature to make their feeds more repetitive, as the same content may appear multiple times through different accounts. Such repetition may reduce browsing comfort and potentially affect TikTok's algorithmic recommendation system [3]. These differing responses suggest that satisfaction with the repost feature may vary across users. In digital media studies, user satisfaction is an important indicator of platform effectiveness and is generally achieved when features and services adequately address users' needs while providing an enjoyable and relevant experience [4].

Based on preliminary observations in Ranowangko II Village, approximately 14% of the village population belongs to Generation Z, and around six out of ten adolescents within this group actively use TikTok. Despite living in a rural area, adolescents in the village remain connected to global information flows and actively engage with social media. This context provides an interesting setting for examining how young users respond to TikTok's repost feature.

Numerous studies have examined TikTok use among Generation Z; however, research specifically investigating the influence of the repost feature on user satisfaction remains relatively limited, particularly within rural communities. Winda et al. [5], for example, focused primarily on adolescents' self-control in social media use, while Adawiyah [6] investigated the influence of TikTok use on adolescents' self-confidence. Ahsan and Nuraeni [7] examined the influence of the repost feature on user satisfaction, but their study was conducted at the national level without emphasizing a specific geographical context. The present study specifically investigates the influence of the repost feature on TikTok user satisfaction among Generation Z in Ranowangko II Village, Kombi District, thereby providing a more contextually grounded examination of social media use within a rural community.

Based on the aforementioned considerations, this study aims to examine the extent to which TikTok's repost feature influences user satisfaction among Generation Z in Ranowangko II Village, Kombi District. The findings are expected to provide useful insights for application developers, educators, and other stakeholders in promoting digital literacy that responds to the needs and practices of younger generations. Furthermore, the study may provide a basis for evaluating the effectiveness of specific features within social media platforms.

II. RESEARCH METHOD

This study employed a quantitative approach to examine the extent to which the independent variable (TikTok's repost feature) influences the dependent variable (TikTok user satisfaction) without manipulating either variable. The study was conducted in Ranowangko II Village, Kombi District, Minahasa Regency, North Sulawesi Province, Indonesia. This location was selected because of the relatively high level of TikTok use among local adolescents, the social characteristics of the community that reflect the digital behavior of younger generations in rural areas, and the researcher's familiarity with the local community, which facilitated a more effective data collection process.

The independent variable in this study was TikTok's repost feature (X), measured using five indicators: ease of use, benefits of content sharing, enhancement of social interaction, facilitation of self-expression, and relevance of shared content. The dependent variable was TikTok user satisfaction (Y), measured using five indicators: fulfillment of expectations, convenience and ease of use, perceived usefulness and entertainment value, intention to continue using the platform, and willingness to recommend it to others [4], [8].

The study population consisted of 151 Generation Z TikTok users residing in Ranowangko II Village. As the population was distributed across four administrative areas (Jaga), proportionate stratified random sampling was employed to ensure proportional representation from each area. The number of respondents selected from each stratum was calculated using the formula $n_i = (N_i/N) \times n$. The final sample comprised 30 respondents, distributed across Jaga I (8 respondents), Jaga II (7 respondents), Jaga III (8 respondents), and Jaga IV (7 respondents). Data were collected using a closed-ended questionnaire employing a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were developed based on the indicators of each research variable. Prior to the main data collection, the questionnaire was pilot-tested with 30 respondents who were not included in the final study sample to assess its validity and reliability.

Data were analyzed using simple linear regression with SPSS. Prior to the regression analysis, assumption tests were conducted, including the Kolmogorov–Smirnov test for normality and a linearity test based on the significance value of the deviation from linearity. Instrument validity was assessed using Pearson’s product–moment correlation, with an item considered valid when its two-tailed significance value was below .05 and the calculated correlation coefficient (r) exceeded the critical r value. Reliability was assessed using Cronbach’s alpha, with the instrument considered reliable when the alpha coefficient exceeded .60. Simple linear regression was performed using the equation $Y = a + bX$, followed by hypothesis testing using a t -test at a significance level of $\alpha = .05$. The coefficient of determination (R^2) was subsequently calculated to determine the proportion of variance in user satisfaction (Y) explained by the repost feature (X).

III. RESULT AND DISCUSSION

3.1 Overview of the Study Setting and Respondents

Data collection commenced on February 23, 2026, following approval from the Ranowangko II Village authorities. In March 2026, the questionnaire was pilot-tested with 30 respondents who were not included in the main study sample. Subsequently, in April 2026, the main data collection was conducted with 30 respondents whose responses were used for the statistical analysis. The study respondents were members of Generation Z residing in Ranowangko II Village and were active TikTok users. Based on preliminary observations, approximately 14% of the village population belonged to Generation Z, and around six out of ten individuals within this group actively used TikTok as their primary social media platform. This

indicates a relatively high level of engagement with the digital social media ecosystem despite the rural setting of the community.

3.2 Results of Instrument Testing and Assumption Tests

Validity testing was conducted on 10 items measuring TikTok's repost feature (X) and 10 items measuring TikTok user satisfaction (Y) using Pearson's product-moment correlation with 30 respondents who were not included in the main study sample. All 10 items measuring variable X were found to be valid, with calculated correlation coefficients (r) ranging from .660 (item X10) to .946 (item X9). All coefficients exceeded the critical r value of .361 and were statistically significant at $p < .001$. For variable Y, 9 of the 10 items were found to be valid, with correlation coefficients ranging from .559 (item Y6) to .863 (item Y3). One item that failed to meet the validity criterion was excluded from the final research instrument. The reliability analysis using Cronbach's alpha yielded a coefficient of .941 for the TikTok repost feature instrument and .906 for the TikTok user satisfaction instrument. Both values substantially exceeded the minimum threshold of .60, indicating that the two instruments demonstrated high internal consistency and were therefore considered reliable.

Variable	Number of Valid Items	Cronbach's Alpha	Interpretation
TikTok Repost Feature (X)	10	0.941	Reliable
TikTok User Satisfaction (Y)	9	0.906	Reliable

Table 1. Summary of Validity and Reliability Test Results

The Kolmogorov-Smirnov normality test conducted on the residual values yielded Asymp. Sig. (2-tailed) values of .167 for variable X and .200 for variable Y, both of which were greater than .05. Therefore, the data were considered to be normally distributed. The linearity test yielded a significance value for deviation from linearity of .296 ($> .05$), with a calculated F -value of 1.321, which was lower than the critical F -value of 4.75. These results indicate that the relationship between TikTok's repost feature and TikTok user satisfaction was linear.

3.3 Simple Linear Regression Analysis and Hypothesis Testing

The results of the simple linear regression analysis showed a constant value of 24.694 and a regression coefficient of .334 for TikTok's repost feature, with a significance value of .011 ($< .05$), resulting in the regression equation $Y = 24.694 + 0.334X$. This equation indicates that a one-unit increase in the TikTok repost feature variable is associated with a .334-unit increase in

TikTok user satisfaction. The positive regression coefficient further indicates a positive relationship between TikTok's repost feature and user satisfaction.

Model	Coefficient (B)	Std. Error	t-value	p-value
Constant	24.694	5.062	4.878	< .001
TikTok Repost Feature (X)	0.334	0.123	2.725	.011

Table 2. Results of Simple Linear Regression Analysis

The results of the hypothesis test (t-test) showed a significance value of .011, which was below the .05 threshold, while the absolute calculated t-value exceeded the absolute critical t-value. Accordingly, H₀ was rejected and H_a was accepted. These findings indicate that TikTok's repost feature has a statistically significant effect on TikTok user satisfaction among Generation Z in Ranowangko II Village, Kombi District. This finding is consistent with Ahsan and Nuraeni [7], who similarly reported that the repost feature significantly influenced TikTok user satisfaction among Generation Z in Indonesia.

The coefficient of determination analysis yielded an R value of .458, indicating a moderate positive relationship between TikTok's repost feature and user satisfaction. The R² value of .210 indicates that TikTok's repost feature explained 21% of the variance in user satisfaction, while the remaining 79% may be attributable to other factors not examined in this study, such as content quality, the relevance of the For You Page (FYP) recommendation algorithm, other platform features, and users' psychological and social factors.

3.4 Discussion

The findings of this study demonstrate that TikTok's repost feature plays a meaningful role in enhancing user satisfaction, particularly among Generation Z in Ranowangko II Village. The feature enables users to easily redistribute content they consider interesting or relevant to their followers without having to manually re-upload it, thereby making their experience of using the platform more convenient and enjoyable. When users are provided with greater ease in expressing themselves and interacting with others through this feature, their overall satisfaction with TikTok is likely to increase [9], [10].

The repost feature also serves as a mechanism for expanding social interaction among users within the TikTok environment. Through this feature, users act not only as content consumers but also as active participants in the circulation of content they perceive as useful or

entertaining within their social networks [11], [12]. This pattern is consistent with Uses and Gratifications Theory, which provides the theoretical foundation for this study and conceptualizes media users as active agents who strategically engage with media to satisfy their social, expressive, and psychological needs [13]. When these needs are fulfilled through the use of the repost feature, users are more likely to experience greater satisfaction with their overall TikTok experience.

This study has several limitations that should be acknowledged. First, the research was conducted within a single rural community; therefore, the findings cannot be broadly generalized to Generation Z populations in other geographical and social contexts. Second, the analysis focused exclusively on the repost feature as the independent variable, although other factors may influence TikTok user satisfaction, including content quality, platform algorithms, and users' psychological characteristics. Third, data collection relied entirely on a self-report questionnaire, meaning that respondents' answers were dependent on their individual perceptions, understanding, and willingness to provide accurate responses. Finally, the relatively limited sample size restricts the extent to which the findings can comprehensively represent the broader Generation Z population in Ranowangko II Village.

IV. CONCLUSION

This study concludes that TikTok's repost feature has a positive and statistically significant effect on TikTok user satisfaction among Generation Z in Ranowangko II Village, Kombi District. Greater utilization of the repost feature is associated with higher levels of user satisfaction, whereas lower utilization corresponds to lower levels of satisfaction. These findings reinforce the relevance of Uses and Gratifications Theory, which conceptualizes users as active participants who engage with media features to fulfill various needs, including self-expression, social interaction, information sharing, and entertainment. Thus, TikTok's repost feature functions not merely as a technical tool but also as an effective mechanism for fulfilling users' media-related needs and motivations, ultimately contributing to higher levels of user satisfaction.

Based on these findings, Generation Z users in Ranowangko II Village are encouraged to use the repost feature more thoughtfully and selectively, particularly by prioritizing positive and educational content. For TikTok developers, the findings may serve as a basis for evaluating and further improving the repost feature to make it more accessible and intuitive for diverse groups

of users, for example by providing clearer in-app guidance and information on its use. Future research should expand the scope of investigation by involving larger samples and more diverse geographical settings. Further studies should also incorporate additional variables that may influence TikTok user satisfaction, such as content quality, algorithm effectiveness, and users' social and psychological factors, thereby providing a more comprehensive understanding of user satisfaction within social media environments.

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