

## Relationship between Gen Z's Personality and Motivations with TikTok Usage During Pandemic

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**Abstract.** *The COVID-19 pandemic has significantly reshaped how people communicate due to restrictions on direct interaction, impacting both mental and physical well-being. Social media, particularly TikTok, gained widespread attention during the pandemic, notably among Gen Z, offering online expression and entertainment to compensate for limited in-person interaction. However, the interplay between Gen Z's personality traits, motivations, and TikTok usage remains relatively unexplored. To fill the gap, this research investigates how Gen Z's personality traits influence TikTok media usage, considering the mediating role of motivations during the pandemic. Applying the Uses and Gratifications framework and the Big Five Personality factors, the research collected data from 400 Gen Z participants in the Jabodetabek and then analyzed it by Path Analysis. The findings show that personality traits influence TikTok usage, mediated by motivations for: information seeking and sharing; social interaction; escapism and relaxation; norm and trend following. In this research, the classification of the Big Five Personalities was different because the research only found four types of personality in Gen Z: extraversion; conscientiousness and neuroticism; agreeableness; and openness. Gen Z's motivation for using TikTok during the COVID-19 pandemic differs for each personality.*

**Keywords:** *personality, motivation, tiktok, social media, media use*

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### INTRODUCTION

The COVID-19 pandemic has changed people's interpersonal communication patterns due to restrictions on activities outside the home imposed by many countries (Masciantonio et al., 2021). Even though interpersonal relationships or communication significantly impact a person's physical and mental health, these restrictions affect daily behavior during lockdown, mental health, and society's social health, especially teenagers (Oosterhoff et al., 2020). Additionally, exposure to news about the COVID-19 Pandemic is highly correlated with increased anxiety

levels among the younger generation (Marta et al., 2023). One solution to limited interpersonal communication is using social media, for example, TikTok (Feldkamp, 2021). These social networking sites can be defined as virtual communities where users can establish personalized profiles, engage with real-life acquaintances, and connect with individuals who share common interests, thus fostering digital connections and communication (Hamutoglu et al., 2020). The TikTok platform achieved enormous success during the pandemic, with more than 400 million active users worldwide (Meng & Leung, 2021).

TikTok users have increased significantly since the COVID-19 pandemic, as seen from TikTok being the second most-downloaded Android application after WhatsApp and the most-downloaded iOS application in March 2020 (Feldkamp, 2021); (Clement, 2020).

Since its launch in September 2016, TikTok has attracted 820 million monthly active users, with an annual growth rate of 32 percent (Cortese, 2019). According to data from TikTok developer ByteDance, Indonesia has 99 million TikTok users as of April 2022. Indonesia has the largest TikTok users in the world after the United States, which has 136.4 million users (Kemp, 2022). The high number of TikTok users as social media is due to easy access for everyone. TikTok also has a variety of content types that are suitable for all age ranges. Social media, in general, can be accessed anywhere, such as at home or work (Brooks, 2015).

According to Statista (2022) the highest number of TikTok users are in the 18 to 24-year age group, with 41.7% of the total users. This age group belongs to the Generation Z (Gen Z) group. Specifically in Indonesia, Gen Z dominates overall TikTok users with 40% of users (IDN Research Institute, 2022). Gen Z was born between 1997 and 2012 (Schwieger & Ladwig, 2018). This group of people in this age range is very close to social media. Gen Z easily uses online spaces or social media to share their voice, preferring access to fast-paced and practical information and news that is more relaxed, positive and informative (Kusumalestari et al., 2021). Social media, specifically TikTok, is one of the main spaces for young people's collective online expression (Literat & Kligler-Vilenchik, 2019). TikTok has even been used to represent young people's attitudes and perceptions, including the expression of generational identity (Stahl & Literat, 2023). The results of other research

conducted by Sunuantari et al. (2023) show that TikTok is an entertainment platform effectively used to provide emotional satisfaction to Indonesian people during the COVID-19 pandemic.

Dependence on social media, including TikTok, was often found during the Covid-19 pandemic lockdown (Marengo et al., 2022). It is associated with loneliness, social anxiety, and lower general self-efficacy. Social media addiction is further associated with poor well-being, namely general health problems, decreased sleep quality, and stress (Atroszko et al., 2018) and influence on Fear of Missing Out (FOMO) (Hamutoglu et al., 2020). This situation is related to personality as a person's way of thinking, behaving and acting. Personality can be described as a dynamic system within a person that produces the individual's characteristic patterns of behavior, thoughts, and feelings (Allport, 1961).

Researchers used the Big Five Personalities model to determine the personality of TikTok users. This broad personality classification proposes that personality consists of five main factors: neuroticism, extraversion, agreeableness, openness to experience, Conscientiousness (Costa & McCrae, 1992). Grouping personality into five broad factors can represent personality more specifically. Neuroticism describes anxious behavior, negative affect, and self-consciousness, which can lead to overreaction to negative online situations (McCrae & John, 1992). Extraversion represents traits related to activity and energy, dominance, sociability, expressiveness, and positive emotions. Alternatively, social media allows neurotic individuals to form bonds that may be more difficult when off the grid. Conscientiousness describes persistence, impulse control, and organized behavior, which allows individuals to maintain

greater control over emotions and impulses, thereby navigating social media more smoothly (McCrae & John, 1992). Openness describes behavior towards intellectualism, creativity, and art appreciation (McCrae & John, 1992). Furthermore, agreeableness describes altruistic, considerate, and caring behavior that allows individuals to form strong bonds online (McCrae & John, 1992).

This personality model can be used in various social research, including communication and social media. This model can integrate multiple personality constructs, facilitating communication among researchers from many different orientations, comprehensively providing a basis for systematically exploring the influence between personality and other phenomena, and efficiently providing at least a global description of personality with at least five scores (McCrae & John, 1992).

Different personalities act and behave differently in response to different types of motivation (Al-Qirim et al., 2018; Wang et al., 2012). This statement suggests that personality traits may play a role in understanding the continued adoption and use of innovative initiatives. This personality model also contributes to motivation theory by understanding personality's role in driving different motivations for using technology in networks (Abdullatif & Velázquez-Iturbide, 2020).

These five personality classifications can group the personalities of TikTok users to find out their motivations. User personality is critical to understanding the motivations and effects of social media use, in contrast to broadcast communication technologies (Gil de Zúñiga et al., 2017). Currently, research on this influence is still in its early stages. Previous research suggests that, indeed, there are differences between how

individuals express their personalities in both online and offline contexts (Bunker & Kwan, 2021) and how certain personalities relate to behavior on social media (Meng & Leung, 2021; Perugini & Solano, 2021; Hamutoglu et al., 2020).

The influence of Gen Z's personality on the use of social media TikTok is important in this research. The Uses and Gratifications framework is appropriate to use to answer this. Uses and Gratifications argue that selecting and consuming media channels or content is an active procedure in which audiences intentionally satisfy their needs through media use (Rubin & Perse, 1987). The application of uses and gratification theory is not at all new in research. Much research has used the uses and gratifications framework to investigate the social and psychological motivations behind traditional media use and alternative media choices (Katz et al., 1973). One of this theory's basic assumptions is that media and content choices are made consciously and rationally and are directed toward specific goals and satisfaction (Griffin, 2012).

Rubin (2002) and Ruggiero (2000) note that the theory of uses and gratification has revived and rejuvenated with the formation of new media. This theoretical perspective also proposes that researchers can study emerging media formats with unique understanding characteristics (such as TikTok).. Shao (2009) suggests that individuals deal with user-generated media in three ways: passively consuming, participating, and contributing.

One of the assumptions of the Uses and Gratifications theory is that "Media Compete for Our Attention and Time" or "media competes for the attention and time of its users" (Griffin, 2018). That is related to media use or media usage by media users. Media usage is the frequency or duration of someone using media (Brailovskaia & Margraf, 2018).

Media usage is related to the use of the internet to access media. media usage is the total number of hours of internet or media use in one day. The number of years and months a person uses the internet or media reflects the duration of their use. (Papacharissi & Rubin, 2000).

Social media use by society also depends on each individual's different needs and goals. The age, gender and personality of the social media user can influence this. Katz et al. (1973) also explained that the gratification sought and obtained in using social media will differ depending on the character of each individual as a user. So, social media users have various motivations for using social media. Generally, motivation for using social media refers to a person's need to fulfil their psychological needs (Jarman et al., 2021).

According to Chen & Peng (2022), there are seven motivations for use, namely social interaction, self-documentation, self-expression, peeking, information seeking and sharing (ISS), escapism and relaxation, and norm and trend following (NTF). Social interaction motivation assumes that people use social media to interact with others (Caplan, 2003). People who use social media with this motivation expect communication and association with other users. Then, social media users with self-documentation motivation use a platform to create and save documentaries of their lives (Lee et al., 2015).

Next, self-expression motivation refers to using social media to express one's personality, tastes, and lifestyle (Lee et al., 2015). Social media users demonstrate their motivation through the content they produce, which includes their self-presentation. Apart from that, there is also peeking motivation, where social media users use social media to see other people's lives through that person's social media content. People with this

motivation usually do not interact with other users but tend to anonymize their identities (Chen & Peng, 2022). Users with information-seeking and sharing (ISS) motivation use social media to seek information and education (Chen & Peng, 2022). Meanwhile, users motivated by escapism and relaxation use social media to relax and relieve stress (Chen & Peng, 2022; Palmgreen & Rayburn, 1979). Lastly, social media users with norm and trend following (NTF) motivation want to stay abreast of trends.

The limitation of previous research is that researchers have not included much personal media, such as TikTok, that is widely used today, especially during the COVID-19 pandemic. Several previous studies have not examined the influence of Gen Z personality traits on Social media usage, which is mediated by motivation for using social media such as TikTok and media usage (such as frequency and duration of use) as part of the Uses and Gratifications theoretical model. Based on these findings, the problem studied develops to determine the influence of Gen Z's personality traits on TikTok media usage, mediated by motivations during the COVID-19 pandemic, so that the results of this research can add to the contribution of Knowledge about virtual communication, which is developing very rapidly.

## METHOD

This research uses a quantitative approach with a positivist paradigm. A survey method was used by distributing questionnaires online. The population in this study is all Gen Z, who lived in the Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek) areas and used TikTok during the COVID-19 pandemic. Gen Z was born between 1997 and 2012 (Schwieger & Ladwig, 2018). Based on data from the Central Statistics Agency (BPS), the number of Indonesian Gen



Z who live in Jabodetabek based on the results of the 2020 Population Census is 3,492,138 people. Based on data from the IDN Research Institute (2022), Gen Z who use TikTok reach 40% or 1,396,855 people. Thus, the population of this study is 1,396,855 Gen Z who live in Jabodetabek and use TikTok.

The sample in this research is Gen Z, who uses TikTok. Using the sample size calculator in Creative Research Systems (2022), a sample size of 384 respondents was collected with a confidence level of 95%, proportionally distributed according to the sample area. The sample selection in this study used non-probability sampling through purposive sampling. The analytical method used in this research is Path Analysis, a statistical technique primarily used to test the comparative strength of direct and indirect relationships between variables. The comparative strength test in question is to see the strength of the relationship, both direct and indirect, influence between the independent and dependent variables in a research model (Lleras, 2005). Path Analysis was used in this research to look at a series of influences of personality traits and motivation toward TikTok media usage by Generation Z in Jabodetabek during the COVID-19 pandemic. the Figure 1 shows research model.

Based on the research model, the hypothesis prepared by the researcher is as follows:

- H1: There is an influence of TikTok user motivation on TikTok media usage
- H2: There is an influence of the TikTok user's personality trait of extraversion on TikTok media usage
- H3: There is an influence of the TikTok user's personality trait of neuroticism on TikTok media usage
- H4: There is an influence of the TikTok user's personality trait of agreeableness on TikTok media usage
- H5: There is an influence of the TikTok user's personality trait of openness on TikTok media usage
- H6: There is an influence of the TikTok user's personality trait of conscientiousness on TikTok media usage
- H7: There is an influence of TikTok User's personality traits and motivation on TikTok media usage

## RESULTS AND DISCUSSION

Descriptively, the demographic characteristics of research respondents from the survey results of 400 respondents (TABLE 1) are described as follows: 62.0% of respondents were female, and 38.0% were male. Respondent's domicile:

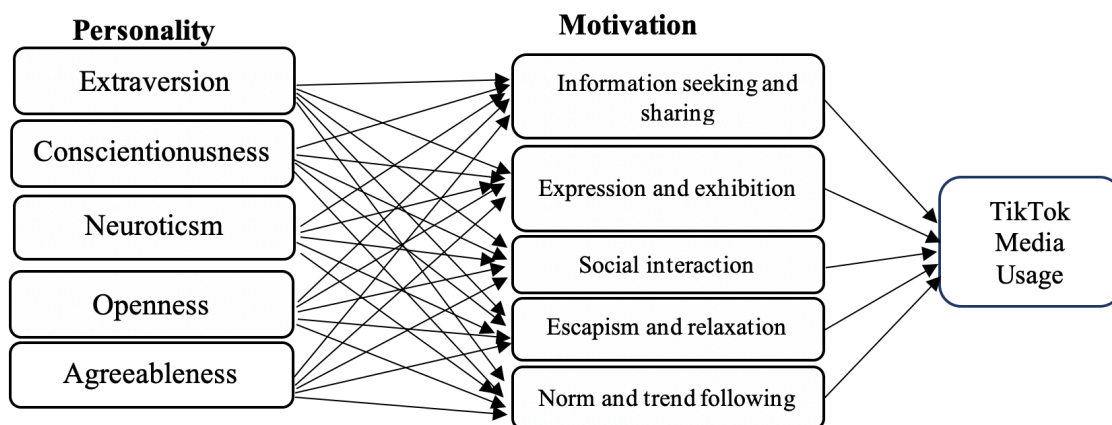


FIGURE 1. Research Model

63.0% of respondents are domicile in DKI Jakarta; 13.0% live in Depok; 11.3 % live in Bekasi, and the remainder (8.0% and 4.8%) live in Tangerang and Bogor respectively. From age, 15.8% of Gen Z respondents are 22 years old (M= 22; SD= 2.565). According to education level, most respondents study D4/S1 (62.3 %). Respondents who had not/never tested positive for Covid-19 reached 67.5 %, and 32.5% had tested positive for Covid-19..

Testing the validity and reliability of each indicator that measures the variables

or construct dimensions in this research involves assessing whether the indicators are valid and reliable. The validity test employed the Pearson correlation test on each personality variable and motivation dimension, the results showed that the personality and motivation indicators in this study were valid (TABLE 2). The reliability test used Cronbach's Alpha values based on standardized items. The results were that all indicators of personality traits and motivation in this study were reliable (TABLE 3).

TABLE 1. Demographic Characteristics of Research Respondents

Demographic Characteristics	Sample/Respondent	
	n	%
Gender		
Man	152	38,0
Women	248	62,0
Domicile		
DKI Jakarta	252	63,0
Bogor	19	4,8
Depok	52	13,0
Tangerang	32	8,0
Bekasi	45	11,3
Age (years)		
17	42	10,5
18	36	9,0
19	46	11,5
20	29	7,3
21	43	10,8
22	63	15,8
23	42	10,5
24	54	13,5
25	45	11,3
Current education		
≤ Middle school/equivalent	1	0,3
High school/equivalent	121	30,3
D1/D2/D3	9	2,3
D4/S1	249	62,3
S2/S3	20	5,0
Covid-19 Status <sup>a</sup>	130	32,5

Note: a) reflects the number and percentage of respondents who answered “yes” to the questionnaire

TABLE 2. Validity Test Results of Research Variables

Variable/Dimension	Indicator	Pearson Correlation	p-value	Information
<i>Extraversion</i>	1	0,629**	0,000	Valid
	2	0,756**	0,000	Valid
	3	0,821**	0,000	Valid
	4	0,829**	0,000	Valid
<i>Conscientiousness</i>	1	0,850**	0,000	Valid
	2	0,849**	0,000	Valid
	3	0,346**	0,000	Valid
<i>Openness</i>	1	0,832**	0,000	Valid
	2	0,891**	0,000	Valid
	3	0,850**	0,000	Valid
<i>Neuroticism</i>	1	0,770**	0,000	Valid
	2	0,743**	0,000	Valid
	3	0,557**	0,000	Valid
	4	0,688**	0,000	Valid
<i>Agreeableness</i>	1	0,750**	0,000	Valid
	2	0,773**	0,000	Valid
	3	0,434**	0,000	Valid
	4	0,623**	0,000	Valid
<i>Expression and exhibition</i>	1	0,894**	0,000	Valid
	2	0,876**	0,000	Valid
	3	0,872**	0,000	Valid
	4	0,824**	0,000	Valid
	5	0,822**	0,000	Valid
<i>Information seeking and sharing</i>	1	0,809**	0,000	Valid
	2	0,756**	0,000	Valid
	3	0,871**	0,000	Valid
	4	0,790**	0,000	Valid
	5	0,803**	0,000	Valid
<i>Social interaction</i>	1	0,782**	0,000	Valid
	2	0,799**	0,000	Valid
	3	0,664**	0,000	Valid
	4	0,836**	0,000	Valid
	5	0,833**	0,000	Valid
	6	0,771**	0,000	Valid
<i>Escapism and relaxation</i>	1	0,776**	0,000	Valid
	2	0,789**	0,000	Valid
	3	0,753**	0,000	Valid
	4	0,834**	0,000	Valid
<i>Norm and trend following</i>	1	0,668**	0,000	Valid
	2	0,826**	0,000	Valid
	3	0,884**	0,000	Valid
	4	0,853**	0,000	Valid

Note: \*\*) Correlation is significant at the 0.01 level (2-tailed)

TABLE 3. Research Variable Reliability Test Results

Variable/Dimension	Number of Indicator	Cronbach's Alpha	Information
<i>Extraversion</i>	4 Indicator	0,759*	Reliabel
<i>Conscientiousness</i>	2 Indicator	0,841*	Reliabel
<i>Openness</i>	3 Indicator	0,821*	Reliabel
<i>Neuroticism</i>	2 Indicator	0,841*	Reliabel
<i>Agreeableness</i>	3 Indicator	0,758*	Reliabel
<i>Expression and exhibition</i>	5 Indicator	0,910*	Reliabel
<i>Information seeking and sharing</i>	5 Indicator	0,866*	Reliabel
<i>Social interaction</i>	6 Indicator	0,872*	Reliabel
<i>Escapism and relaxation</i>	4 Indicator	0,804*	Reliabel
<i>Norm and trend following</i>	4 Indicator	0,823*	Reliabel

Note: \*) Cronbach's Alpha value based on standardized items is declared reliable if it is above 0.700

TABLE 4. Principal Component Analysis for TikTok User Personality Variables

Indicator	Factor 1	Factor 2	Factor 3	Factor 4
<b>Extraversion</b>				
I am a person who tends to be quiet			0,681	
I am a person who likes to be a leader			0,601	
I am a passionate person			0,743	
I am a person full of energy			0,738	
<b>Conscientiousness</b>				
I am a person who tends to be disorganized		-0,785		
I am a person who has difficulty starting a task		-0,825		
<b>Neuroticism</b>				
I am an anxious person		0,756		
I am a person who tends to feel depressed		0,783		
<b>Openness</b>				
I am a person who likes art (music, literature, others)	0,753			
I am a person who has an interest in abstract ideas	0,845			
I am a person who can come up with new ideas	0,805			
<b>Agreeableness</b>				
I am a loving person				0,832
I am a person who has a soft heart				0,874
I am a person who always considers the people around me to be good people				0,646



A factorization process is carried out through factor analysis to ensure that the indicators accurately measure each variable or dimension in the research. For the motivational dimension of using TikTok, the KMO and Bartlett's Test values are  $KMO = 0.878$  and Bartlett's Test = 0.000. The results further show that in the personality variable, four factors describe the personality of Gen Z who use TikTok (TABLE 4). For the motivation dimension, five factors describe Gen Z's motivation for using TikTok during the COVID-19 pandemic in the Jabodetabek area (TABLE 5).

The initial findings of this research are that the TikTok user personality variables resulting from the Factorization process become four personality types. This Finding differs

from the five personality types used in conceptualization and operationalization in this research. Meanwhile, for the motivational dimensions of using TikTok, the factors formed are the same as the five motivations used in conceptualization and operationalization.

Furthermore, classical regression assumption tests include normality, multicollinearity, and heteroscedasticity tests. In testing data normality with QQ-Plot, all variables used in the research met normality assumptions. The multicollinearity test concluded that there was no multicollinearity for all independent variables in this study. Even with the heteroscedasticity test, the conclusion is there were no symptoms of heteroscedasticity or homoscedasticity in the data.

TABLE 5. Principal Component Analysis for Motivational Variables for Using TikTok

Indicator	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
<b>Expression and exhibition</b>					
I use TikTok to record what I do in life		0,870			
I use TikTok to record what I've learned		0,832			
I use TikTok to record where I am		0,829			
I use TikTok to show or tell others about myself or my personality		0,766			
I use TikTok to present information about what I care about		0,762			
<b>Information seeking and sharing</b>					
I use TikTok to find information	0,731				
I use TikTok to spread or share information	0,593				
I use TikTok to keep up with the latest developments	0,829				
I use TikTok to browse any video	0,764				
I use TikTok to browse videos related to what I'm interested in	0,778				
<b>Social interaction</b>					
I use TikTok to get the latest information about friends			0,637		

Indicator	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
I use TikTok to get family updates			0,801		
I use TikTok to get the latest information about Celebrities/ Influencers/ Content Creators			0,459		
I use TikTok to maintain good relationships or relationships with other people			0,754		
I use TikTok to communicate with long-distance friends/relatives (making comments, sending messages directly, or others)			0,713		
I use TikTok to communicate/connect with Celebrities/Influencers/ Content Creators that I'm interested in (making comments, sending messages directly, or others)			0,669		
<b>Escapism and relaxation</b>					
I use TikTok to find entertainment	0,814				
I use TikTok to relieve boredom (forget about schoolwork, work or other things for a moment)	0,787				
I use TikTok to get away from my family or other people for a while				0,732	
I use TikTok to escape my daily routine				0,765	
I use TikTok to explore the daily lives of Celebrities/ Influencers/ Content Creators				0,617	
<b>Norm and trend following</b>					
I use TikTok to follow trends	0,417				
I use TikTok to look more cool					0,844
I use TikTok to look cooler					0,870

After testing the classical regression assumptions, the strength of the relationship, both direct and indirect influence between the independent and dependent variables, is seen in a research model using path analysis (Lleras, 2005). In this research, the direct and indirect influence shows the influence between personality and motivation and the duration of TikTok usage by Gen Z during COVID-19 in Jabodetabek. Path analysis

begins by looking at the relationship between the variables used in the research using Pearson correlation. The results of the correlation analysis show that personalities influence motivations for using TikTok. Besides personality and motivation also influence the duration of TikTok media usage. The following table (TABLE 6) shows the relationship between personality and motivation and the duration of TikTok media usage by

TABLE 6. Results of Correlation Analysis with Pearson Correlation

Variable	1	2	3	4	5	6	7	8	9	10
Openness	-									
Conscientiousness and neuroticism	0,030	-								
Extraversion	0,411**	-0,088	-							
Agreeableness	0,428**	-0,006	0,269**	-						
Expression and Exhibition Information Seeking and sharing	0,355**	0,104*	0,264**	0,472**	-					
Social interaction	0,155**	0,051	0,158**	0,127*	0,323**	-				
Escapism and relaxation	0,214**	0,093	0,176**	0,331**	0,561**	0,507**	-			
Norm and Trend Following	-0,019	0,000	0,002	-0,042	0,305**	0,288**	0,302**	-		
Durasi Media Usage (Media Use)	-0,031	-0,056	0,123*	-0,103*	0,122*	0,378**	0,271**	0,350**	-	
	-0,158**	-0,058	-0,106*	-0,200**	-0,154**	-0,006	-0,130**	0,196**	0,205**	-

Notes: \*\*. The correlation is significant at the 0.01 level (2-tailed); \*. The correlation is significant at the 0.05 level (2-tailed).

Generation Z during the COVID-19 pandemic in Jabodetabek.

This research has the substructure formed to see the direct and indirect influence of personality and motivation on the duration of TikTok usage by Gen Z Jabodetabek during the COVID-19 pandemic after regression analysis with the stepwise method. The combined model (FIGURE 2) is described as follows, First, this research found that each TikTok user's personality influences their motivation for information seeking and sharing. The influence of extraversion personality on information-seeking and sharing motivation is 0.113 or 11.3% ( $\beta_{\text{standardized coefficients}} = 0.113$ ;  $p\text{-value} = 0.018$ ), the influence of conscientiousness and neuroticism personality on information-seeking and sharing motivation is 0.112 or 11.2%

( $\beta_{\text{standardized coefficients}} = 0.112$ ;  $p\text{-value} = 0.010$ ), the influence of openness personality on information seeking and sharing motivation is 0.142 or 14.2% ( $\beta_{\text{standardized coefficients}} = 0.142$ ;  $p\text{-value} = 0.005$ ), the influence of openness personality on information seeking and sharing motivation is 0.142 or 14.2% ( $\beta_{\text{standardized coefficients}} = 0.142$ ;  $p\text{-value} = 0.005$ ), and the influence of agreeableness personality on information seeking and sharing motivation is 0.381 or 38.1% ( $\beta_{\text{standardized coefficients}} = 0.381$ ;  $p\text{-value} = 0.000$ ). Taken together, the influence of personality on information-seeking and sharing motivation is 27.2% ( $R^2 = 0.272$ ). The other 72.8% is influenced by other variables outside this model.

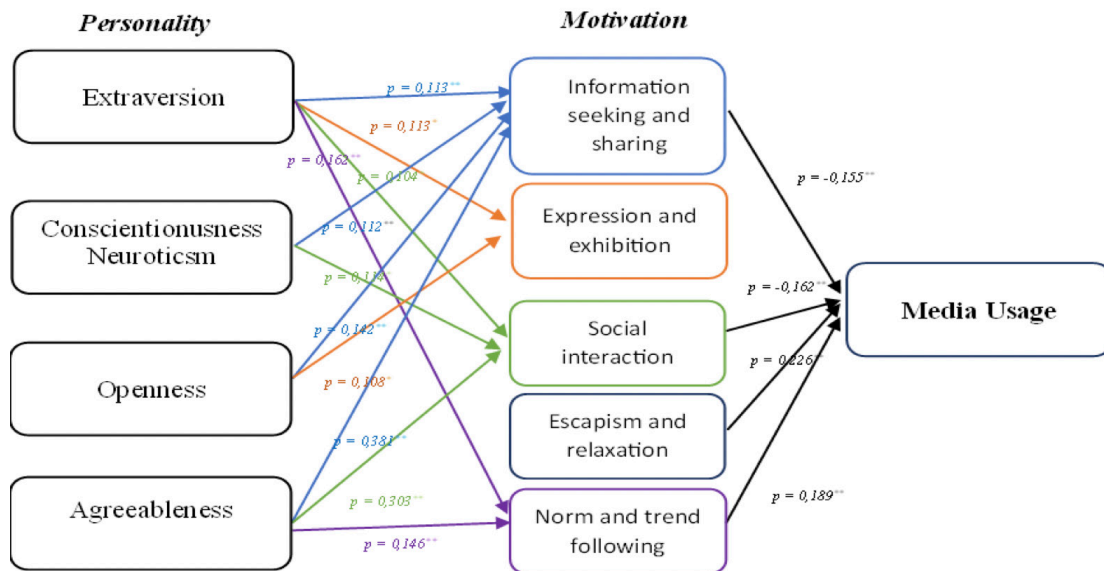


FIGURE 2. Combined Model of the influence of Personality, Motivation, on TikTok usage by Generation Z in Jabodetabek During the Covid-19 Pandemic

Second, TikTok users have two personality types regarding expression and exhibition motivation. The influence of extraversion personality on expression and exhibition motivation is 0.113 or 11.3% ( $\beta$ standardized coefficients = 0.113;  $p$ -value = 0.037), and the influence of openness personality on expression and exhibition motivation is 0.108 or 10.8% ( $\beta$ standardized coefficients = 0.108;  $p$ -value = 0.046). Meanwhile, there is no significant influence between the personality traits of conscientiousness & neuroticism and agreeableness on expression and exhibition motivation ( $p$ -value > 0.05). The influence of extraversion and openness on expression and motivation is 3.50% ( $R^2 = 0.035$ ), while other variables outside this model influence the other 99.965%.

Third, there is an influence between the three personality types of TikTok users on social interaction motivation. The influence of extraversion personality on social interaction motivation is 0.104 or 10.4% ( $\beta$ standardized coefficients = 0.104;  $p$ -value = 0.034), the influence of conscientiousness and neuroticism personalities on social interaction and sharing motivation is 0.104 or 10.4%

( $\beta$ standardized coefficients = 0.104;  $p$ -value = 0.027), and the influence of agreeableness personality on social interaction motivation is 0.303 or 30.3% ( $\beta$ standardized coefficients = 0.303;  $p$ -value = 0.000).

There is no significant influence between personality openness and social interaction motivation by Jabodetabek Gen Z in using TikTok during the COVID-19 pandemic ( $p$ -value > 0.05). The influence of extraversion, conscientiousness and neuroticism, and agreeableness on social interaction motivation is 12.8% ( $R^2 = 0.128$ ), while other variables outside this model influence the other 87.2%.

Fourth, there is an influence between the two personality types of TikTok users on norm and trend-following motivation. The influence of extraversion personality on norm and trend-following motivation is 0.162 or 16.2% ( $\beta$ standardized coefficients = 0.162;  $p$ -value = 0.002), and the influence of agreeableness personality on norm and trend-following and sharing motivation is 0.146 or 14.6% ( $\beta$ standardized coefficients = -0.146;  $p$ -value = 0.005).

There is no significant influence between the personality traits of

conscientiousness and neuroticism, and openness on the norm and trend following the motivation of Jabodetabek Gen Z in using TikTok during the COVID-19 pandemic (p-value > 0.05). The influence of extraversion and agreeableness on the norm and trend-following motivation is 3.5% (R2= 0.035), while other variables outside this model influence the other 96.5 %. Another finding from this research is that no single personality type influences escapism and relaxation motivation (p-value > 0.05).

Fifth, there is an influence between motivation and the use of TikTok. The influence of information-seeking and sharing motivation on the use of TikTok is 0.155 or 15.5% (βstandardized coefficients = -0.155; p-value = 0.008), the influence of social interaction

motivation on the use of TikTok is 0.162 or 16.2% (βstandardized coefficients = -0.162; p-value = 0.006), the influence of escapism and relaxation motivation is 0.226 or 22.6% (βstandardized coefficients = 0.226; p-value = 0.000), and the influence of norm and trend following motivation on the use of TikTok is 0.189 or 18.9% (βstandardized coefficients = 0.189; p-value = 0.000). There is no significant influence between expression and exhibition motivation on using TikTok (p-value > 0.05). Taken together, the influence of information seeking and sharing, social interaction, escapism and relaxation, as well as norm and trend following motivation on TikTok use, is 12.8% (R2= 0.128). In contrast, other variables influence the other 87.2% is outside this model.

TABLE 8. Direct, Indirect, and Total Influence from Path Analysis Models

Personality → Motivation → Media Usage	Direct Influence	Indirect Influence	Total Results	Result
EX → ISS → MU (H2)	-0,039	-0,018**	-0,057**	Perfect mediation
EX → SI → MU (H2)	-0,039	-0,017*	-0,056*	Perfect mediation
EX → NTF → MU (H2)	-0,039	0,031**	-0,008**	Perfect mediation
CN → ISS → MU (H3 dan H6 combined)	-0,060	-0,017**	-0,077**	Perfect mediation
CN → SI → MU (H3 dan H6 combined)	-0,060	-0,017*	-0,077*	Perfect mediation
OP → ISS → MU (H4)	-0,072	-0,022*	-0,094*	Perfect mediation
AG → ISS → MU (H5)	-0,159**	-0,059*	-0,218**	Partial mediation
AG → SI → MU (H5)	-0,159**	-0,049**	-0,208**	Partial mediation
AG → NTF → MU (H5)	-0,159**	-0,028**	-0,817**	Partial mediation

Note: MU= Media Usage; EX = Extraversion; CN = Conscientiousness and Neuroticism; OP = Openness; AG = Agreeableness; ISS = Information Seeking and Sharing; SI = Social Interaction; NTF = Norm and Trend Following; \*)p-value < 0.05; \*\*)p-value < 0.01



Furthermore, the relationship between personality, motivation, and duration of use of TikTok media by Generation Z Jabodetabek during the COVID-19 pandemic, as well as direct, indirect, and total effects from the path analysis model, is shown in the following table (TABLE 8).

Hypothesis 1 analysis results : An influence of TikTok user motivation on TikTok media usage, can be proven, except for expression and exhibition motivation. The path analysis model shows that information-seeking and sharing motivation influences media usage (p-value= -0.155). Proving that social media users use social media to search for information and education (Chen & Peng, 2022). Then, this research proves social interaction motivation also influences media usage (p-value = -0.162), which is relevant to Caplan (2003) opinion that people use social media intending to interact with others. Then, escapism and relaxation motivation were also proven to influence media usage (p-value= 0.226), which confirms the assumption that people use social media to relieve stress and relax (Chen & Peng, 2022; Palmgreen & Rayburn, 1979). The norm and trend-following motivation, which sees people using social media to fulfill their desires to follow trends, has also evidently influence a person's media usage (p-value = 0.189). However, the influence of expression and exhibition motivation on media usage has yet to be proven. This could be something new for researchers.

Hypothesis 2 analysis results : An influence of the TikTok user's personality trait of extraversion on TikTok media usage, could not be proven. In the path analysis model, it shows no direct relationship between extraversion personality and media usage (p-value= -0.039). However, an extroverted personality will influence media usage if there is a motivation

variable as a mediator, resulting in perfect mediation. The relationship between extraverted personality and media usage, which is mediated by information seeking and sharing motivation (p-value = -0.018), shows that someone who has an extraverted personality or who has an active, friendly, gregarious nature talks a lot and is assertive (Barrick & Mount, 1991) will tend to use media to search for and share information. Extraverted people will use social media with the motivation to interact with other people which is mediated by social interaction motivation (p-value = -0.017). Besides, the influence of extraverted personality on media usage, which is mediated by norm and trend-following motivation (p-value= 0.031), also shows that the active and assertive nature possessed by people with extraversion personality and their motivation to follow trends will encourage them to use social media.

Furthermore, this research found only four personality types of Gen Z TikTok users in Jabodetabek. This finding is novel because Gen Z in the region, especially those with Neuroticism and Conscientiousness, have similar personality traits. These results were obtained through a factorization process using indicators of personality traits that form these two variables. Meanwhile, the five personality types used in conceptualization in this research regarding the personality of media users, Costa & McCrae (1992) classify personality into five main factors: neuroticism, extraversion, agreeableness, openness to experience, and conscientiousness. Gen Z in the Jabodetabek area is classified into four types: extraversion, conscientiousness and neuroticism, agreeableness, and openness. The conscientiousness and neuroticism personality traits in hypotheses 3 and 6 become one. The path analysis shows an influence of

neuroticism and conscientiousness personality traits on TikTok Usage. The hypotheses 3 and 6 show an influence of the TikTok user's personality trait of neuroticism and conscientiousness on TikTok media usage cannot be proven. The path analysis model demonstrates no direct influence of extraversion personality on media usage (p-value = -0.060). However, it will influence media usage if there is a motivation variable as a mediator, which results in perfect mediation. The influence of the personality of neuroticism and conscientiousness on media usage is mediated by the motivation of information seeking and sharing and social interaction (p-value = -0.017). This shows that someone with an emotionally unstable personality of neuroticism and conscientiousness uses social media less often (Correa et al., 2010). Also, Meng & Leung (2021) found that the relationship between neuroticism and contribution, improvement, and creation on TikTok was insignificant. People with this personality use social media more to seek attention and social support that may be missing from their offline lives (Marengo et al., 2022; Ross et al., 2009). They use social media to connect and maintain social connections (Seidman, 2013).

Previous findings also show that people with high levels of conscientiousness tend to be more careful in presenting themselves and others (Devaraj et al., 2008; Seidman, 2013), showing less addictive tendencies in using social media (Wilson et al., 2010), and spending more time online engaged in academic pursuits than recreational activities (McElroy et al., 2007). They tend to use social media less frequently than people who score lower in conscientiousness (Gosling et al., 2011; Marengo et al., 2022), and they tend to post on social media to seek attention or validation (Seidman, 2013). So H3 and H6 are accepted.

H4 hypothesizes that there is an influence of the TikTok users' personality trait of openness on TikTok media usage. The path analysis model shows that TikTok users with a higher level of personality openness do not directly influence the use of TikTok during the COVID-19 pandemic among Gen Z in Jabodetabek (p-value = -0.072). However, it will have an effect if it is mediated by motivation for using TikTok or has an indirect effect (with p-value < -0.022). The activities of individuals with personality levels who tend to be curious, creative, intellectual, imaginative, cultured, original, broad-minded, and intelligent to think deeply in various ways, and enjoy artistic pursuits are in line with previous research from Correa et al. (2010) and Guadagno et al. (2008). The research states that in the context of using TikTok, individuals with an openness personality utilize the TikTok platform to search for new information, get involved, and try new and more extended functions in the TikTok Usage Media. The relationship between the influence of an openness personality and a high level of Gen Z in Jabodetabek is perfectly mediated by the motivation to seek and share information or information seeking and sharing. Individuals with this personality are more open and more interested in new information and experiences, in this case, in exploring the functions and features provided by TikTok. They also try to find information that cannot be obtained physically in the real world due to the influence of social restrictions implemented when the COVID-19 pandemic occurred. Therefore, H4 is accepted.

H5 hypothesizes that there is an influence of the TikTok users' personality trait of agreeableness on TikTok media usage. There is a correspondence in the form of a positive influence of a personality characterized by being polite, flexible, trusting, kind, cooperative, forgiving,

gentle, and tolerant with interaction behavior in TikTok media usage with higher activity moderated by the motivation to seek and share information (Information Seeking and sharing), social interaction. Even in following current trends (Norm and Trend Following) when they use TikTok. This statement is in line with previous research, which states that a person's higher level of personality agreeableness will positively influence their social media usage more frequently, as well as by using it to obtain information and interact with other people (Gil de Zúñiga et al., 2017). Furthermore, it has been shown that agreeable people tend to care more about receiving support from others, and the appropriateness of posted content (Moore & McElroy, 2012), had a positive effect on Fear of Missing Out (FOMO) (Hamutoglu et al., 2020), and they usually view their pages and other people's pages more often and enjoy commenting on other people's profiles (Gosling et al., 2011; Wang et al., 2012). The results of the path model show significant results of H5 where there is an influence of the TikTok user's personality trait of agreeableness on TikTok media usage both directly (p-value = -0.159) and a stronger influence indirectly if mediated (partial mediation) by the motivation to seek and share information. or Information Seeking and sharing (p-value= -0.059), Social interaction (p-value= -0.049), and Norm and trend following (p-value= -0.028). So, H5 is accepted.

hypothesis 7 : demonstrates an influence of TikTok users' personality traits and motivation on TikTok media usage, can be proven. The research results show that Gen Z personality in the Jabodetabek area has a relationship with media usage if the media is used for specific motivations, namely information seeking and sharing (p-value= -0.155), social interaction (p-value = -0.162), escapism and relaxation or escape and

relaxation (p-value= 0.226), and norm and trend following or following norms and trends (p-value= 0.189). This result differs from expression and exhibition motivation, which are not significantly related. The findings align with research by (Wang et al., 2012), who found that the personality traits of social media users do influence social media usage directly and indirectly. This research cannot prove the influence of expression and exhibition motivation on media usage, so it can become a novelty.

Furthermore, the motivations significantly related in the research only consisted of 3 types: information seeking and sharing, social interaction, and norm and trend following. The three could mediate between personality and Gen Z's TikTok usage duration . It can be seen that the agreeableness personality has an influence or relationship with TikTok usage both directly. The influence is more decisive indirectly if it is mediated (partial mediation) by the motivation of information seeking and sharing, social interaction, and norm and trend following. This aligns with Gil de Zúñiga et al. (2017) research, which found that a person's higher level of agreeableness personality will be positively related to using social media more frequently, obtaining information, and interacting with others.

## CONCLUSION

This research reveals the influence of Gen Z's personality traits on TikTok media usage, considering the mediating role of motivations during the COVID-19 pandemic in the Jabodetabek area. The research results show that personality influences TikTok usage among Gen Z. User personality is proven to influence media usage mediated by motivation for information seeking and sharing, social interaction, escapism and relaxation, as well as norms and trend following.

In this research, the classification of the Big Five Personalities was different because the research only found four types of personality in Gen Z: extraversion, conscientiousness and neuroticism, agreeableness, and openness. The personalities of conscientiousness and neuroticism are combined into one personality because the two personalities have similar and identical personality traits after the factorization process on the personality trait indicators that construct these two variables. This finding is one of the novelties of this research. Gen Z's motivation for using TikTok during the Covid-19 pandemic differs for each personality. Namely, extraversion is for information seeking and sharing, expression and exhibition, social interaction, and norm and trend following. Gen Z, with an open personality, is motivated to seek information and sharing and expression and exhibition. The third personality, conscientiousness and neuroticism, are motivated by information seeking, sharing, and social interaction. Meanwhile, the agreeableness personality is motivated by information seeking and sharing, social interaction, and norm and trend following. Apart from that, Gen Z, with motivations of social interaction, escapism, and relaxation, as well as norm and trend following, tend to spend quite a long time using TikTok during the COVID-19 pandemic. Meanwhile, Gen Z, motivated by information seeking and sharing, tends to spend less time.

Ultimately, this research augments the contribution of knowledge about virtual communication. However, there are limitations to this research, such as that it has not added other variables likely to increase the influence on the time duration of Gen Z TikTok usage. Also, the sample for DKI Jakarta is not distributed proportionally according to the administrative cities in DKI Jakarta. Hopefully future research can add other

variables to increase the influence on TikTok media usage in Gen Z and use a more proportional sample distribution.

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