



UNDERSTANDING USER SATISFACTION IN BUSINESS PERFORMANCE DURING THE COVID 19 OUTBREAK (TIK TOK APPLICATION USERS IN INDONESIA)

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February, 20-21, 2022

International Virtual Conference on Challenges in Education, usiness and Technology

CAPCDR

Introduction



3
BILLION
INSTALLS



TikTok

The COVID-19 pandemic has afflicted the majority of countries has fundamentally impacted entrepreneurial financing. Businesses are starting to formulate business performance to inspire their thinking.

- Application of relevant knowledge in companies is beneficial for product output, innovation and orientation of active commodity markets, and sustainable business development.
- COVID-19 threatens businesses of all sizes, social networks are offering new tools designed expressly to assist small enterprises in surviving the epidemic

Facebook, for example, has announced shops, a new tool that will allow retailers to exhibit and sell their products on the network.

The move comes as many shops were forced to close their physical storefronts due to the COVID-19 outbreak, and many are now eager to sell online.



TikTok is another video creation software that has grown in popularity, according to Mullery (2021). When individuals are unable to travel.

TikTok has become an excellent platform for businesses and customers to trade and share their lives by posting short interactive videos.



The purpose of research

= To explore how social media platforms, particularly Tik Tok, assist in the improvement of company performance during the COVID-19 epidemic.

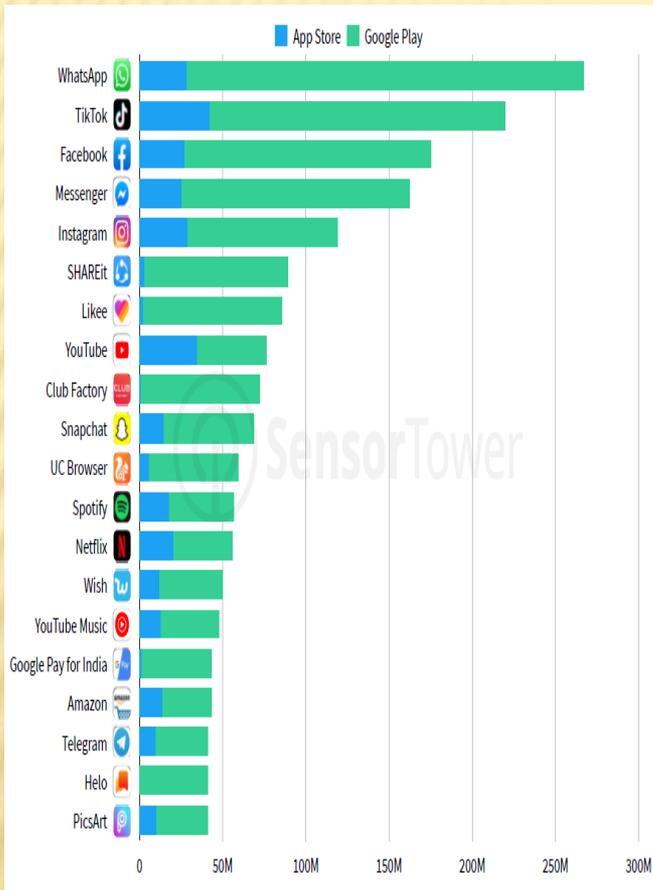
- ❑ Reveal how Tik Tok provides satisfaction to consumer consumers, causing them to continue using Tik Tok, thus improving the company's performance.
- ❑ Soc med has evolved as one of the most effective marketing tools for improving business performance during COVID 19.



a social media user may ask is whether they need a huge number of followers to become viral or get clients

TikTok users, on the other hand, have a chance for their videos to appear on the "For You Page" even if they only have a few followers. The TikTok application necessitates the regular posting of high-quality material (Riley, 2021)

H_1 : There is a positive relationship between user satisfaction from using social media on customer engagement.



Personal branding is the deliberate process of building, positioning, and sustaining a favorable image of oneself based on one's distinctive particular traits, which ensures audiences. (Gorbatov, et al 2018).

TikTok gives users access to followers' Activity, which lets them arrange the timing of their posts. It is expected that if a user is satisfied with this function, he or she would continue to use the app and eventually develop strong personal brand.

H₂: There is a positive relationship between user satisfaction from using social media on personal branding



Widen (2020) mentioned that the more TikTok videos are created and posted, the more the possibility of the videos to get into FYP.

TikTok videos that are generated and posted, the more likely they are to appear on the FYP which is the first feed that someone sees after opening the app.

H₃: There is a positive relationship between user satisfaction from using social media on promotion.

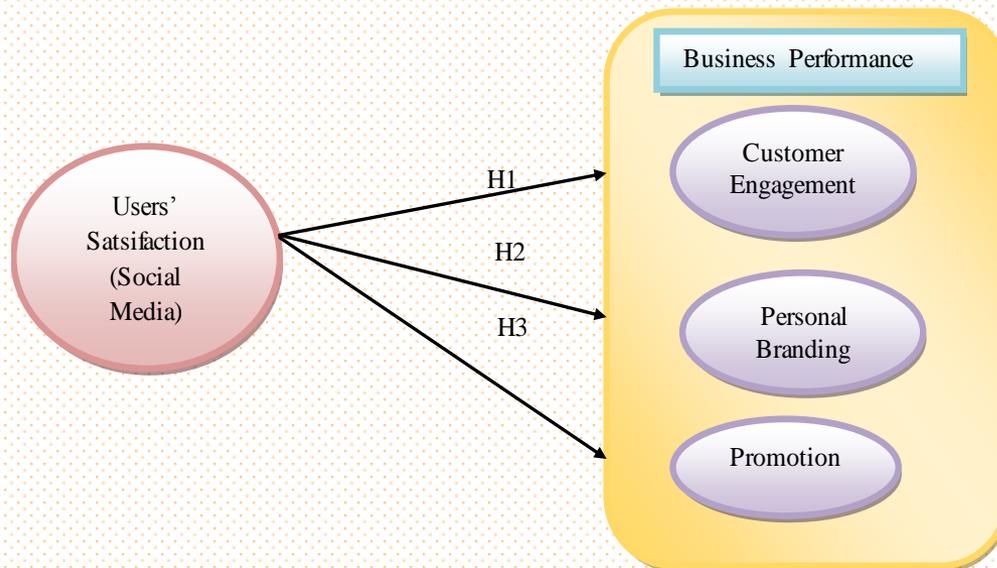
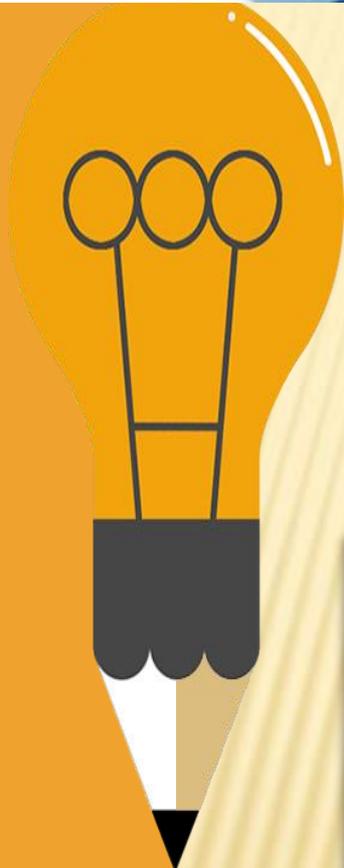


Figure 1. Research Framework

RESEARCH METHOD



01

Method Analyses :
Regression Analysis , Pearson Correlation

02

Purposive sampling

03

. Online questionnaire distributed .

04

150 respondents. Female: (72%) = majority.
whose ages varied between 18 and 30 years,
age : 21 - 23 years (69 and 40 %) = dominated.
with those surveyed being entrepreneurs or small
business owners, product agents, shippers, or
resellers.

RESULT

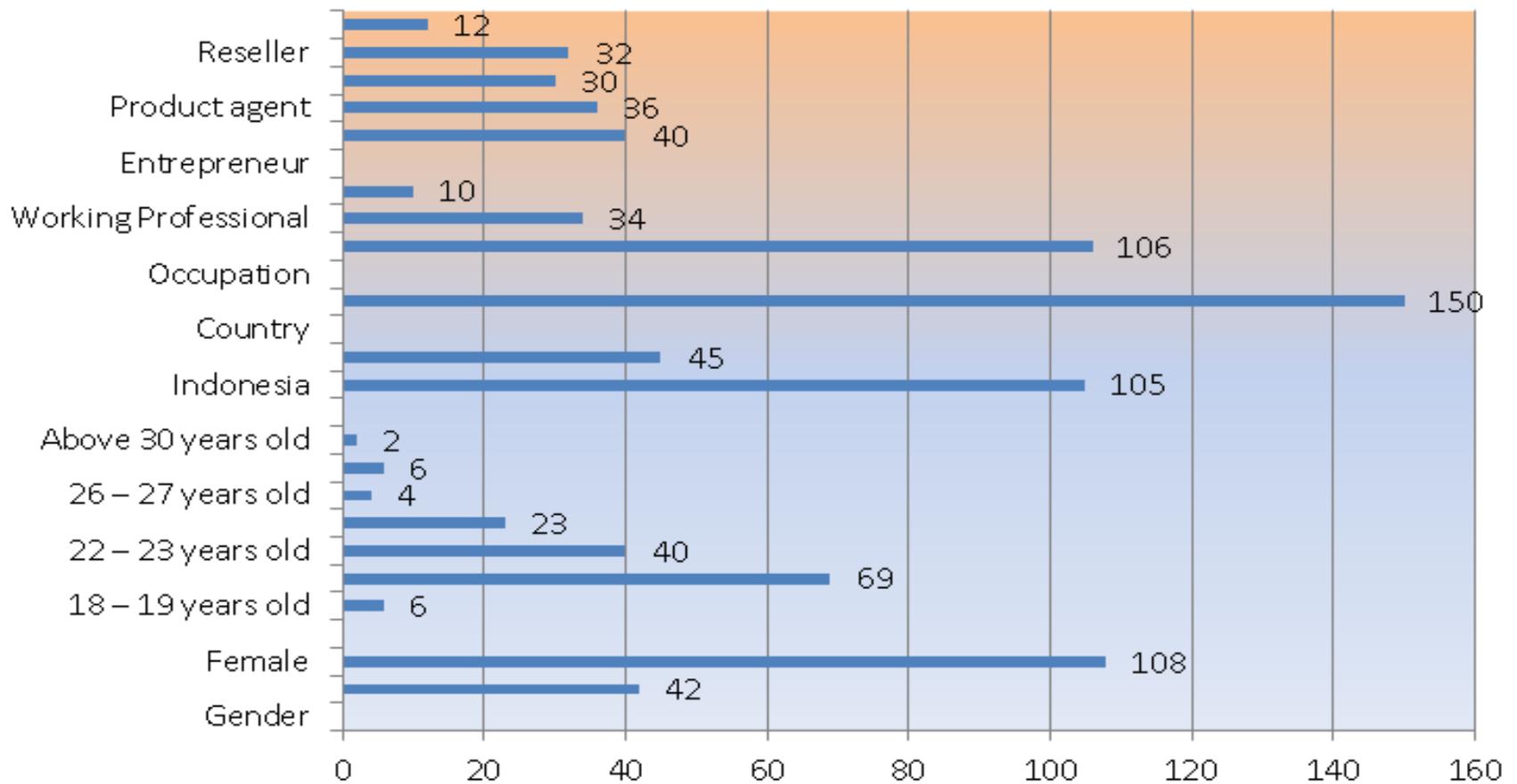


Figure 2. Descriptive Analysis of Respondents' Demography

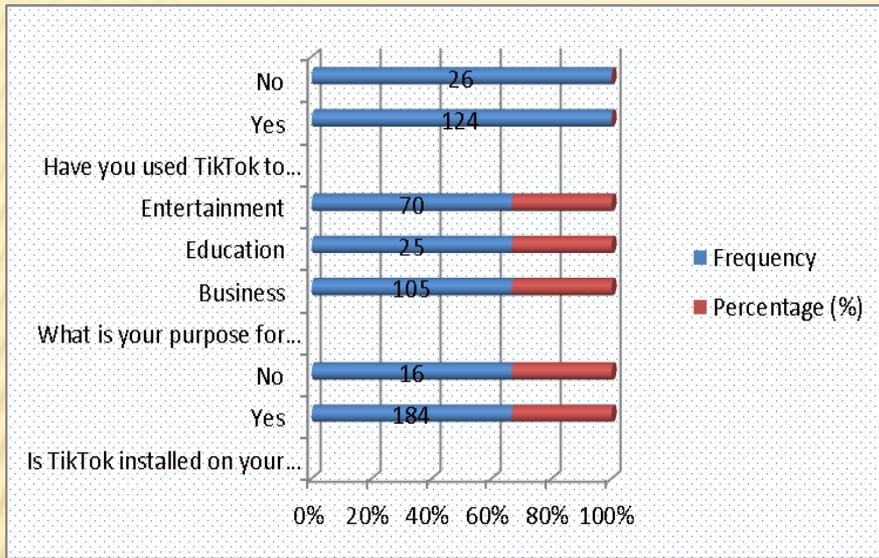


Figure 3. The purpose of tik tok users

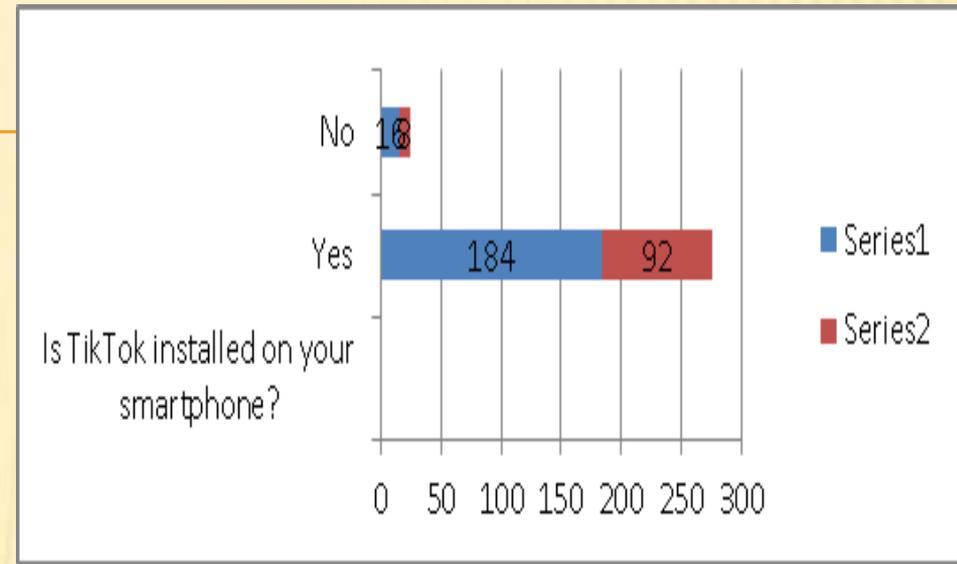


Figure 4. Tik tok users on smartphones

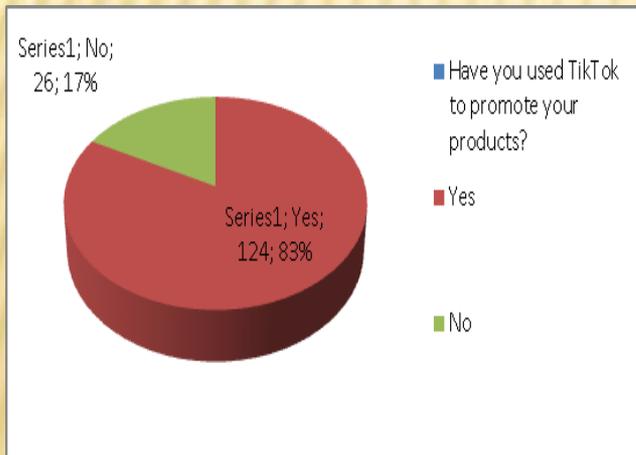


Fig. 5. Tik tok for product promotion

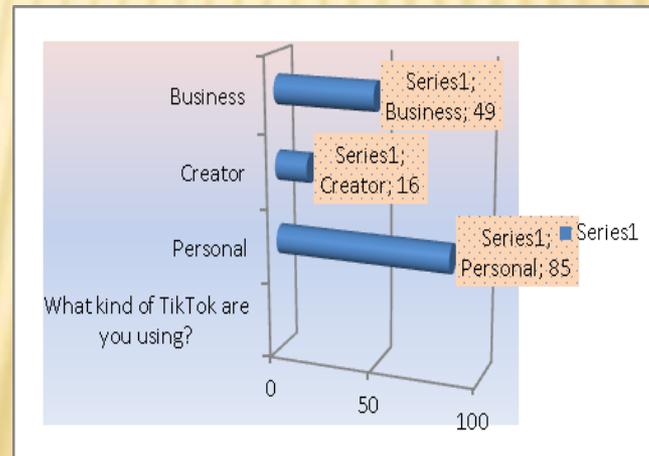


Fig. 6. Type of use tik tok

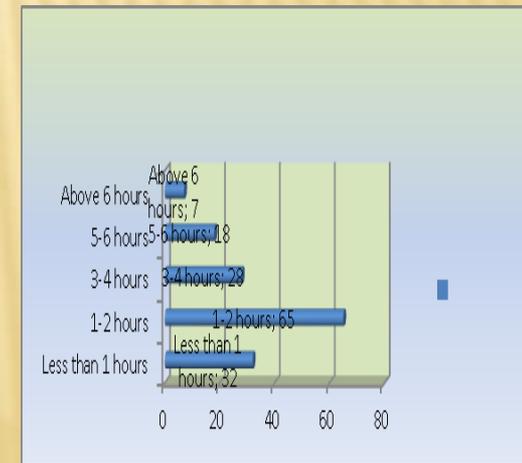


Fig. 7. Time duration

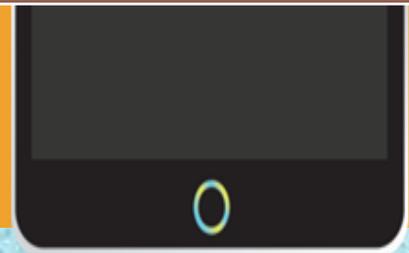
Table 1. Descriptive Statistics, Cronbach's Coefficients Alpha, Zero-Order Correlations of All Variables

Variables	1	2	3	4
1. User satisfaction	0.894			
2. Customer Engagement	0.645**	0.847		
3. Personal Branding	0.663**	0.510**	0.858	
4. Promotion	0.657**	0.685**	0.526**	0.678
M	4.12	3.78	4.11	3.95
SD	0.77	0.90	0.80	0.82

Note: N = 100; *p < .05, **p < .01, ***p < .001. Diagonal entries in bold indicate Cronbach's Coefficient Alpha; M = Mean; SD = Standard Deviation.

Table 2. Summary of Regression Analysis

Customer Engagement	Personal Branding	Promotion
Variable entered Beta	Variable entered Beta	Variable entered Beta
(R ² Changes = 0.417) Satisfaction 0.646**	(R ² Changes = 0.441) Satisfaction 0.664**	(R ² Changes = 0.432) Satisfaction 0.658**



H₁ states that there is a link between customer engagement and satisfaction with social media (Tik Tok).

The score of 0.646** indicates that the satisfaction of users has a substantial impact on the process of engaging with consumers and targeted audiences

H₂ was created to show that there is a link between user satisfaction social media (Tik Tok) and personal branding.

The result of 0.664** indicated that Tik Tok users' contentment had a considerable impact on their branding

H₃ states that there is a link between user happiness with social media (Tik Tok) and effective promotion.

The score of 0.658** indicates that the user's pleasure with TikTok has a considerable impact on the promotion



01

The results of the regression analysis showed that tested the three hypotheses showed that H1, H2, and H3 were acceptable. Tik Tok user satisfaction has a relationship with all three dimensions of business success (customer interaction, personal branding, and promotion).

TikTok is beginning to acquire traction in Indonesia as a marketing tool for promoting products and services. Social networking is the way of the future for advertising one's brand or business

02



03

Entrepreneurs can use TikTok as a publicity tool to gain client interaction. TikTok can also be used as a marketing tool to help people build their brands. The significance of social media in business has never been greater.

04

The results revealed how important social media marketing has become since the COVID-19 pandemic.



Thank
you!