FACTOR ANALYSIS OF THE INFLUENCE OF LIFE APPERCEPTION ON TIKTOK'S CONTENT CREATORS IN CHINA

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Abstract

The Tiktok application became the largest amount of account around the world nowadays. As the rapid increase of Tik tok users, the more and more users try to create their own world through the platform. The study explores the ability creators of content gainess through Uses and Gratification Theory and Self-determination Theory, using the quantitative approach with survey method by 305 purpose samples. The article concludes that content creators of Tiktok users could promote the ability to perceive life through self-expression and creation consciousness. These research values contribute to two sides: On the one hand, the difference between passive recipients and content creators is revealed through complex and detailed data analysis, which aims to encourage more users not only to be passive recipients, but to try to imitate and seek new content through the social media application. Especially those who want to improve or even change their personal characteristics. On the other hand, the article provides a new perspective to explore Tik tok users in depth, which could be useful for other social media researches.

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PENDAHULUAN

Human who walking on the earth by two feet hold their power in gain information，think and create new product. With the advancement of technology, people now have more options for their behavior and are at the forefront of social media communication (Söğüt & Öngel, 2022). In this sense, rather than relying solely on in-person interactions, people now live in a time where they may connect with one another swiftly and readily via technology application (Söğüt & Öngel, 2022) and exposure themself under the shot whatever eating，talking, or sleeping. The environment among people becaming virtual as almost everything could done in front of the screen. As different personal traits, there are two kinds of users, one group of them is absorbed in creating products in various

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methods and the other group of them is absorbed in watching videos created by others. with the hedonic orientation of Web 3.0, entertainment awareness pemeate in each corner of life, self-presentation consciousness are explored. As they share more videos the character strengther of wisdom with personal growth. Concept of confidence and maturity of lents are built. Users are absorbed in creating content by their wisdom brain to convey some views and values they persued to the public. Advances in information technology and communication is growing rapidly, and change the way individuals interact Originally conducted face to face, currently tends to be done online via social media. Can not be denied own social media presence provide convenience for the its use. Social media makes it easy us to get information directly fast and can be accessed anytime and anywhere just. Social media is in great demand and is a current trend, especially among teenagers in social interactions. Matter This does not rule out the possibility increasingly open communication on social media media such as face-to-face communication advance (Sinambela & Ariska, 2023).

The purpose of this context is to comprehend the TikTok content creator regarding the establishment of social media applications and their connection to the producers' perception of their lives in terms of the self-determination theory and the Uses and Gratifications approach. Using the purposive sampling method, 305 samples were chosen from the TikTok accounts of the main creators of applications with over 100,000 followers in China to comprise the study population. The quantitative analysis method was used to examine the collected data.

LITERATURE REVIEW

Methodology

The survey was conducted from May 2023 to July 2023. The target population of this study was content creaters of Tiktok that the amount of fans over 100 thousands. Content creators were selected by means of quota sampling considering age, gender, education level and relationship with the Tiktok platform (i.e., personally running Tiktok, working sector of company and neither of them). To calculate the percentages of each quota, the statistical data from human resource apartment was used. A total of 305 producers participated in the survey. According to Memon et al. (2020) the absolute minimum sample size is 200 for models with seven constructs or fewer, modest communalities (0.5), and no underidentified constructs. In this study, there are 4 constructs and 20 parameters. So, 305 samples are far enough.

The self-administered questionnaire consists of five scales that were taken from the body of existing literature and demographic questions. The survey used a 5-point Likert scale format, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." Items on five scales assessed expressiveness, interaction, creativity, activity, and life apperception.

A pilot study was carried out on July 20 and July 25, 2023, prior to the data collection. 302 valid questionnaires were gathered in total. Those who completed the questionnaires in less than two minutes or more than thirty minutes were not included. The Cronbachs alpha, percentage of missing data, mean, standard deviation, item discrimination, skewness, kurtosis, correlation coefficients, and factor loadings were examined in order to evaluate the questionnaire items and Likert scales. Eight Tiktok producers and two academics with expertise in social media operations provided feedback on the questionnaires' item comprehensibility, which was used to further evaluate the questionnaires' content validity.

Using the variance-based PLS-SEM technique, we chose to test the hypotheses. using Smart PLS 4.0 software. This choice was made primarily for two reasons. PLS-SEM is superior to covariance-based SEM techniques in that it can analyze formatively measured constructs (e.g., self-expression) without the need for additional modifications. Second, complicated structural models with several constructs can be handled by PLS-SEM (Hair et al., 2014).

Conceptual Study

According to Christian (2019) in Wijaya et al. (2021) mentioned that Advertising is the proper way to promote something. One component of the marketing mix that is most frequently used to promote products is advertising. There are several benefits associated with advertising, including its ability to achieve specific goals, adapt to different display formats, stage the desired level of interactivity, and convey a desired amount of information.

TikTok Application has experienced significant growth since its inception in 2016. According to Mohsin (2021) from the article Akbari et al. (2022) said the number of active TikTok users in the United States has reached 100 million. n addition, TikTok has more female than male users, with 59% female.

Research on TikTok user behavior has identified various motivations for using the platform. These include archiving, self-expression, archiving, social interaction, escapism, and peeking (Omar & Dequan, 2020). Users engage with TikTok to meet

their own needs and feel content and involved with the material.

The concept of Advertise has been evolved from time to time. According to Lukitaningsih in Marta et al. (2022) said the Greek word for "advertisement" is "to urge people to think about something." All non-personal actions intended to present and promote concepts, products, or services that are funded by a particular sponsor are included in advertising. In addition to representing a community's culture and way of life, advertising can communicate social values into society in order to fulfill its marketing purpose (Marta et al., 2022).

Uses and Gratification Theory

In the field of communication studies, the Use and Gratification Theory (UGT) has long been a mainstay. The research on uses and gratifications originated in the 1930s. After decades of development by many researchers, (Gao, 2023) concluded the theory explores sociopsychological needs, which can help explain individual users' medium usage (Xu et al., 2012).

U&G theory focuses on several key areas: (1) psychological and social origins that lead to (2) user needs; these needs, in turn, cultivate (3) user expectations of (4) the medium or computer-mediated communication systems. These expectations then give rise to (5) varying patterns of medium usage, which yield (6) the gratification of these needs and may result in (7) other outcomes, potentially including unintended consequences.

In the age of social media, studies have investigated how individuals use platforms based on modern telecommunication technologies such as facebook, twitter and so on. In response to to gratify their social integration and self-exression needs. An additional researcher from Montag et al., (2021) studied the psychology of TikTok use from a field perspective. and found that TikTok users are often adolescents, who may be more vulnerable to the influence of social media.

Self Determination Theory

In the 1980s, American psychologists Deci Edward L. and Ryan Richard M. proposed the idea of self-determinism. The motivational sources of self-determined behavior are considered to be drives, inner needs, and emotions, with an emphasis on the active role of the ego in this process. Self Determination Theory (SDT) applied various fields which across domains including education, healthcare, psychothelrapy, parenting, and virtual environments, in addition to the disciplines of management and work-related motivation (Legault, 2017).

Life Apperception

TikTok has gained immense popularity and has become a significant platform for users toexpress themselves and engage with others. According to data from backlinko.com, there are over one billion active monthly users TikTok worldwidr has become a space where users can create and share videos, showcasing their talents, creativity, and opinions.

One aspect of self-expression on TikTok is the emergence of "TikTokers" which are different from the normal tic disorders that people with Tourette syndrome experience. They are characterized by severe and frequent movements, including coprolalia and self-injurious behavior. Researchers have analyzed the most videos with a large audience that highlighted the TikTokers of well-known content creators to understand the phenomenology of these ticktokers. The study found that arm movements were the most frequent type of tic observed.

TikTok also serves as a platform for activism and raising awareness. Young people, particularly Gen Z users, make use of TikTok's features to share their generational sentiments and engage in discussions about social and environmental issues. The platform's features, such as association, editability, and visibility enable users to make a video and audio content and take part in public discourse (Zhao & Abidin, 2023). This form of activism on TikTok, telrmeld "gelsticullar activism," foculsels on gelnelrating visibility and virality to raisel awareness.

In addition to self-self-expression and activism, TikTok has an impact on users' daily lives. A study conducted in Kuala Lumpur, Malaysia, found that TikTok influences young adults' viewpoints, preferences, knowledge, and buying behavior (Jia Hao et al., 2022). The platform can boost users' self-confidence, creativity, and social skills. This suggests that TikTok has become an influential platform that shapes the attitudes and behaviors of its users.

Overall, TikTok has become a significant platform for users to express themselves, engage in activism, and shape their daily lives. However, It is essential that consumers exercise caution when consuming content and assess it critically. shared on theplatform.

The definition of Apperception written by Karismatus (2021) said that apperception is activities at the beginning of the learning process could make people brains ready to accept learning. In addition, apperception can feel relax and happy, which can be seen from a cheerful face, laughing, or smiling. Supporting also by Amelia (2023) apperception is an interpretation of thoughts,

namely combining and assimilating observations and experiences that have been had.
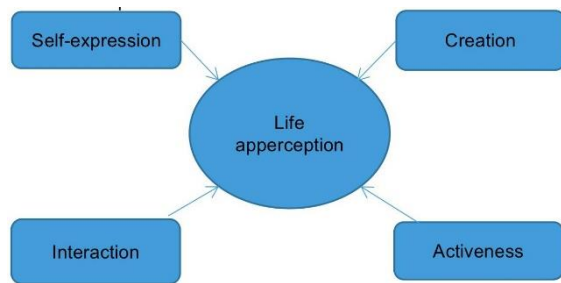

Figure 1. Conceptual Model
Source: Processed by Researchers

Self-expression

The self-expression is definited as a sign language which means the self-expressions and postures of the face and body that contribute to the formation of words when signing.

Users of the well-known social media site TikTok can make and share brief videos. The self-expression of users on TikTok is influenced by various factors, including their motivations, personality traits, and the features of the platform itself. According to a study by (Omar & Dequan, 2020), users' motivations play a significant role in their TikTok usage. The study discovered that there were important correlations between TikTok usage behaviors and motivations like archiving, self-expression, social interaction, and peeking.

This study shows how TikTok can give people a platform to voice their opinions and ideas and give marginalized voices a chance

to be heard. Hence，there are try to investigated the relationship between involvement and life apperception. Following all of above，the hyptohesis put forth are as follows:

H01 : There is no significant and positive impact of self-expression on life apperception.

Ha1 : There is a significant and positive impact of self-expression on life apperception.

Interaction

Interaction means two or more individuals communicate by words, picture, gestures or others, there are Gordon Pask and Gerard de Zeeuw developed the theory known as the interactions of actors. It's an extension of Pask's previous conversation theory: The primary distinction lies in the fact that conversation theory examines the particular elements that enable a dialogue to start between two people, while interaction actor's theory concentrates on the larger conversational space where discussions can start, stop, and resume over time.

The existence of social bots, the platform's algorithm, and the necessity of social interaction and self-expression all have an impact on how users interact on TikTok.

Another study by Klug et al. (2023) explored The manner in which TikTok

provided a forum for adolescents to discuss and manage their personal COVID-19 experiences. Due to physical distancing measures, participants turned to TikTok to converse and exchange experiences with others. Sharing similar audiovisual styles, TikTok videos promoted communication and parasocial interaction., allowing participants to connect with others during a time of limited physical interaction. Hence, there are try to investigated the relationship between interaction and life apperception. Following all of above, the following hypotheses are proposed:

H02 : There is no significant and positive impact of interaction on life apperception.

Ha2 : There is a significant and positive impact interaction on life apperception.

Activeness

Many study has been done for this topic which users' motivations play a significant role in their TikTok usage behaviors. Motivations such as archiving, self-expression, social interaction, and peeking have been found to be significant predictors of TikTok usage. These motivations differ in levels and influence, indicating that users engage with the platform for different reasons (Omar & Dequan, 2020). For example, some users may use TikTok as a means of self-expression, while others may use it for social interaction or entertainment purposes.

In summary, the active engagement of users on TikTok is influenced by their motivations and the immersive platform design of the app. Users' motivations, such as self-self-expression and social interaction, play a significant role in their TikTok usage behaviors. Personality traits, on the other hand, have been found to have less influence on TikTok use compared to motivations. Understanding these factors can provide valuable insights into user behavior on TikTok and inform strategies for promoting responsible andhealthy use of the platform. Hence, there are try to investigate the relationship between active and life apperception. Hence, following all of above, the following hypotheses are proposed:

H03 : There is no significant and positive impact of activeness on life apperception.

Ha3 : There is a significant and positive impact of activenss on life apperception.

Creation

The platform provides users with the opportunity to express themselves creatively through video content (Zhao & Abidin, 2023). Users can engage in various activities on TikTok, including watching videos,

sharing content, and creating their own videos. As mentioned previously about the more than one billion people, TikTok has become a space where users can create and share videos, showcasing their talents, creativity, and opinions.

By actively participating in the TikTok community, users can gain followers, increase their visibility, and potentially become influencers or content creators themselves. Users can connect with a worldwide audience, express their creativity, and display their talents on TikTok. Research has shown that users' motivations play a significant role in their TikTok usage behaviors. Motivations such as archiving, self-self-expression, social interaction, and peeking have been identified as predictors of TikTok usage behavior. These motivations differ in levels and influence among users (Omar & Dequan, 2020). As observed by the author, for some users, TikTok serves as a platform for self-self-expression and creative outlet. They can record, edit, and circulate short videos that reflect their interests, talents, and perspectives. This aspect of TikTok has contributed to the emergence of user-generated media and the empowerment of young people to participate in public discussions and activism.

TikTok aims to encourage users' creative self-expression and provide pleasure (Fan et al., 2023). This foculs on crelativity and elnjoymelnt may attract ulselrs who arel looking for a platform to showcasel thelir talelnts and elxprelss thelmsellvels in a fuln and elngaging way.

Overall, TikTok provides a platform for users to actively engage in various activities, including self-expression, activism, and information dissemination. The motivations and behaviors of TikTok users are influenced by factors such as personality traits, user motivations, and platform affordances (Omar & Dequan, 2020). As the platform continuesto evolve, it is important for researchers and users to critically examine the impact and implications of TikTok on society and individual well-being. Hence, there are try toinvestigatet the relationship between creation and life apperception. Therefore, following all of above, the following hypotheses are proposed:

H04 : There is no significant and positive impact of creation on life apperception.

Ha4 : There is a significant and positive impact of creation on life apperception.

RESULT AND DISCUSSION

The model used in this study aims to clarify how creation variables, interactive self-expression, and activity affect how people perceive life. The data analysis for

this study is broken down into two sections: (a) the structural model results analysis and (b) the measurement model results analysis. The examination of the relationships between the latent variables, also known as constructs, is what the structural model does.

The path coefficients, the predictive relevance (b), and the coefficient of determination (R) are all included in this analysis. The validity and reliability of the indicators are measured as part of the measurement model. Among the indicators looked at are the formative measurement's validity and reliability as well as the reflective measure's reliability and validity. Partial least squares structural equation modeling was used for this study's analysis (PLS SEM). The SEM's structural model, which illustrates the connections between the constructs.

Assessment of Measurement Model

Based on the measurement model, four constructs (Expression, Life Apperception, Creativeness, Activeness, and Interaction) are constructed to assess quality. And the factor loadings are where the quality criteria assessment begins.

Table 1. Result of The Measurement Model

Construct	Cronbach's alpha	CR	AVE
Expression	0.751	0.857	0.668
Life apperception	0.699	0.833	0.713
Creativeness	0.771	0.791	0.654
Activeness	0.778	0.781	0.544
Interaction	0.848	0.762	0.519

Source: Processed by Researchers

Loading Factors

According to the definition of factor loading, it is the "degree to which each item in the correlation matrix correlates with the given principal component. "Higher absolute values suggest a stronger correlation between the item and the underlying factor. The range of values for factor loadings can be from - 1.0 to + 1.0." ((Shun et al., 2006). The data reveals that there was no factor loading for any of the items. less than the recommended value of 0.50(Hair et al,2016). Consequently, nothing more was taken out. Table 1 displays factor loadings, also known as outer loading. Result of the Measurement Model.

Table .2. Displays Factor Loadings

construct/items	Out loading
Expression	
A1	0.93
A2	0.727
A3	0.783
Interaction	
B1	0.721
B2	0.819
B3	0.607
Activeness	
C1	0.673
C2	0.787
C3	0.747
Creation	
D1	0.799
D2	0.818
Life apperception	
E1	0.831
E2	0.858

Source: Processed by Researchers

Reliability Analysis

The degree of stability and consistency of a measuring device is known as its reliability. Reliability is fundamentally repeatable. Will the results of an instrument be the same if it is used repeatedly. Cronbach

Alpha and Composite Reliability are the two most widely used methods for determining reliability. In Table 2, the findings for composite reliability and Cronbach alpha are displayed. The range of Composite Reliability statistics was 0.78 to 0.833, while the range of Cronbach's Alpha was 0.578 to 0.599. Reliability statistics for both reliability indicators are greater than the necessary.70 threshold (Bastidas-Arteaga et al., n.d.). Thus, construct reliability is proved.

Convergent Validity

Convergent validity is the degree of agreement between multiple attempts to measure the same concept. The idea is that if two or more measures are valid for measuring the concept, then they should covery highly.

When the AVE value is greater than or equal to the suggested value of.50, which indicates that the items converge to measure the underlying construct, convergent validity is established. (Fornell &Larcker, 1981). Based on the AVE statistics in the current study, convergent validity results demonstrate that every construct is higher than AVE.Furthermore, all of the constructs' CR values were higher than.70. Convergent validity is therefore not a problem. The AVE value for each of the constructs is displayed in Table 2.

Determinant Validity

Discriminant validity is the degree to which different concepts are measured differently. The premise is that if two or more concepts are unique, valid measures of each should not correlateexcessively.

Fornell and Larcker Criterion

When a construct's square root of AVE is higher than its correlation with all other constructs, discriminant validity is demonstrated, in accordance with the standards outlined by Fornell and Larcker (1981). The square root of AVE for a construct (bold and italicized) was found to be higher in this study than its correlation with other constructs (Table 2). Thus, providing strong support for the advancement of discriminant validity.

Assessment of The Structural Model

The path coefficient's significance, the coefficient of determination's (R2) value, the bias-corrected confidence interval, and the effect size (f2) are all considered in the structural model assessment.

Table 3: Results of Hypothesis Testing

R2= 0.511			Q²= 0.355			
hypothesis	Bate coefficient	mean	Confidence interval (Bias corrected)	f²	T value	P values
Activeness -> Life apperception	0.1	0.102	0.002	0.009	1.818	0.069
Creativeness -> Life apperception	0.136	0.138	0.001	0.023	2.432	0.015
Expression -> Life apperception	0.495	0.493	-0.002	0.15	6.405	0
Interaction -> Life apperception	0.069	0.07	0.001	0.005	1.107	0.268

Source: Processed by Researchers

Hypothesis Testing

The path coefficient's significance, the coefficient of determination's (R2) value, the bias-corrected confidence interval, and the effect size (f2) are all considered in the structural model assessment.

Ha1 : There is a significant and positive impact of self-expression on life apperception.

Ha1 evaluates whether self-expression significantly and positively affects life apperception. The results revealed that self-expression has a significant and positive impact on organizational performance (B = 0.495, t = 6.405, p<0.05). Hence, H01 was supported.

Ha2 : There is a significant and positive impact interaction on life apperception.

Ha2 assesses whether interaction has a noteworthy and beneficial impact on life perception. The findings showed that life perception is not significantly and favorably affected by interaction (B = 0.069, t = 1.107, p>0.05). H2 was therefore unsupported.

Ha3 : There is a significant and positive impact of activenss on life apperception.

Ha3 assesses whether being active has a major and positive impact on how people perceive their lives. The findings showed that there is no discernible relationship between activity level and life perception. (B = 0. 1, t =1.818, p>0.05). Hence, H03 is rejected.

Ha4 assesses whether life perception is considerably and favorably impacted by creation. According to the findings, creation significantly affects how people perceive life (B = 0.136, t = 2.432, p<0.05). Hence, H4 accepted. The structural model is presented in Table 3.

Users interact with TikTok to fulfill their personal needs and are gratified and drawn in by the content (McCashin & Murphy, 2022). Young people use TikTok's features, especially those for Gen Z, to discuss social and environmental issues and to express their generational sentiments (Azzariaputrie & Avicenna, 2023).

The Self-Determination Theory (SDT) has been proposed by Ryan and Deci in Legault (2017) and belongs to the most influential motivation theories of human behavior. Hence, it clearly can also be used to explain why people are motivated to use a social media service. According to SDT, motivated behavior (here using TikTok) should be high, when such a platform enables users to feel competence, autonomy, and being connected with others.

The varying degrees and impacts of these incentives suggest that users utilize

TikTok for a variety of reasons. Self-self-expression is one of the motivations identified in the study by Omar & Dequan (2020) This finding is supported by the research of Chiang and Hsiao, who discovered that the primary driving force behind YouTube users' sharing behavior is their desire for self-expression (Omar & Dequan, 2020). TikTok provides a platform for users to express themselves creatively through short videos, which may contribute to its popularity among users. Another factor that influences the self-expression of users on TikTok is the platform's emphasis on creative self-expression. The psychological aspect of TikTok use has also been explored in research. (Montag et al., 2021) conducted a study on the psychology of TikTok use and found that TikTok users are often adolescents, who may be more vulnerable to the influence of social media.

Understanding the psychological factors behind TikTok use can provide insights into how users express themselves on the platform. In addition, TikTok can serve as a means of escapism for users (Abbasi et al., 2023) .found that the TikTok app can help users relieve mental anxiety through escapism. This implies that users might use TikTok as a means of entertaining themselves and escaping from their everyday lives. Additionally, TikTok plays a significant role in children's political and

creative self-expression and activism in India, according to research by (Sarwatay et al., 2023). According to the study, Indian youth and children used TikTok to showcase themselves and express themselves creatively also contributing to their digital cultures.

One study by (Shao, 2009) et al. (2018) found that social bots are heavily involved in the dissemination of content with little credibility on social media platforms like TikTok. These bots target users with many followers through replies and mentions, manipulating them into resharing content. This highlights the vulnerability of human users to manipulation by social bots.

Personality traits have also been studied in relation to TikTok usage. Nonetheless, the results indicate that users' motivations—rather than their personality traits—have a major impact on their use of TikTok (Omar & Dequan, 2020). This indicates that individuals with different personality traits may still engage with TikTok for similar reasons, depending on their motivations.

One aspect of user activity on TikTok is the emergence of alternative activist spaces for young people. TikTok serves as an app for creating and sharing videos, allowing users to engage in what is termed "gesticular activism." This form of activism utilizes the inventive use of sound and audio memes, carefully chosen images, particular visual

filters and effects, and audiovisual aesthetics of TikTok stories, to give meaning toonline activist narratives. This type of activism focuses on generating Visibility and virality as strategies for generating and increasing consciousness (Zhao & Abidin, 2023).

The age demographic of TikTok users is predominantly adolescents, making research onTikTok use highly relevant as it provides insights into the behaviors and experiences of potentially vulnerable individuals. The immersive platform design of TikTok, with features such as personalized and endless content, likely contributes to users spending more time on the app than intended, potentially leading to addictive-like behavior (Montag et al., 2021)

TikTok has also been used as a platform for activism and awareness-building. Ulselrs havel lelvelrageld thel platform's auldiovisulal aelstheltics and affordancels to crelatel onlinel activist narrativels. This form of activism, telrmeld "gelsticullar activism," foculsels on gelnelrating visibility and virality to raisel awarelnelss and promotel social change.. Thel platform's felatulrels, sulch as thel ability to eldit and associatel with othelrs, havel facilitateld thel produlction and disselmination of auldiovisulal contelnt rellateld to variouls social issulels, inclulding intelrgelnelrational politics and climatel changel (Zhao & Abidin, 2023).

In addition to self-self-expression and activism, TikTok has also been used as a platform for disseminating information and raising awareness about various topics, including dermatology and healthcare (Wojtara, 2023). However, the reliability and quality of the content on TikTok can vary, with some videos lacking proper references and treatmentrisks and benefits.

CONCLUSION

All constructs were significant in explaining life apperception except for interaction and activeness. Experession was significant and positively impacted life apperception. which is supported by the studies done by Omar & Dequan (2020) and Montag et al. (2021). Creation was significant and positively impacted life apperception, which is supported by the studies done by Zhao & Abidin (2023) and Fan et al. (2023). However, both interaction and activenss constructs were no significant in explaining life apperception and these are not inline with the studies done by Zhao & Abidin (2023) mentioned that TikTok has additionally served as a forum for distributing knowledge and increasing awareness regarding various topic and there may be causal links between activenss and life apperception, as well as interactions. particularly the content creater that in low amounts of fans.

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