FACTORS INFLUENCING USERS' INTENTION TO ADOPT TIKTOK THROUGH USER SATISFACTION IN PHNOM PENH CITY

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ABSTRACT

Purpose – The purpose of this research was to identify the factors influencing intention to adopt TikTok through user satisfaction by integrating three other variables, namely content richness, flow state, and personal innovativeness, into the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM).

Methodology – The research uses a correlational study of the quantitative method by conducting a survey with 400 respondents who were experiencing using TikTok in Phnom Penh City. This research applied a survey design using quantitative methods. The study uses a questionnaire developed from the measurement of constructs and employs this tool to collect data from TikTok users online.

Results – Most of the TikTok users participating in this research were female whose age bracket ranged mainly between 25 to 29 years old. These users mainly worked for private or company employees. Moreover, a large majority of TikTok adopters used it every day from 31 minutes to 60 minutes at night time, and most of them used TikTok in order to watch content videos shared by others. After conducting hypothesis testing by using the multiple regression analysis, the research found that subjective norm and content richness do not significantly influence user satisfaction with TikTok since the p-value is greater than 0.05. This research found that perceived behavioral control, perceived usefulness, perceived ease of use, flow state, and personal innovativeness have a significant effect on user satisfaction with TikTok.

Implications – In this research, the researcher clarifies the research question by discussing the results with the previous studies; so that the findings of this study become meaningful. Three main subsections are discussed consequently, namely the research model, main variables in the model and the mediating effects

Originality/Value – The research supports that there is the significant effect of user satisfaction on the intention to adopt TikTok.

Keywords: Technology acceptance model, Theory of planned behavior, Content richness, Flow state, Personal innovativeness, User satisfaction

Paper Type: Research Article

INTRODUCTION

Social media, an interactive web application, has gained popularity among adults globally (Zyoud et al., 2018). Social media such as Facebook, Twitter, LinkedIn, and so forth is used by billions of people around the world (Appel et al., 2020). According to Kemp (2022), there are around 4.62 billion social media users around the world, equivalent to 58.4 percent of the world's total population. Among the social media, TikTok has become one of the most downloaded apps on the App Store (Saxena, 2020). TikTok is a short-video interactive innovative music app. Users of this

app can select their music interface, add special beauty and slow-motion effects and then create their favorite video (Zhao et al., 2017). With its personalized feeds of quirky short videos with music and sound, TikTok app has an addictive quality and high levels of engagement in popular topics such as beauty, fashion, personal finance, and cooking (Deborah, 2023). By 2020, TikTok reported having 800 million active monthly users worldwide (Saxena, 2020). In general, TikTok has been used with different purposes. Arslan (2023) raises ten reasons that make TikTok become popular; that is, it brings forth the relevant videos; its content was created by common people for common folk; it is user-friendly; it offers the latest trends; it makes users feel like being part of a community; it offers a lot of tools for creativity; it is one of the best sources for funny content; it has content for all age groups; it introduces new places and cultures; and it is a platform to showcase talent and reach the masses. TikTok is not only useful in a general sense, but it also benefits many businesses. Because of creativity and innovations, TikTok establishes an entirely new level of engagement with the clients who the business is trying to reach. According to Alaniz (2022), TikTok offers major benefits of marketing; for instance, it enhances brand identity, increase brand awareness, enhances authenticity of brand image, reach your target market faster, budget-friendly for business.

Likewise, TikTok is expecting to grow in Thailand since the shoppertainment, which merges shopping and entertainment in order to engage website visitors, market is estimated to USD 12.4 billion by 2025 (Leesa-Nguansuk, 2022). According to a study conducted by Boston Consulting Group (BCG), Thailand ranks fourth out of six markets in Asia-Pacific in terms of gross merchandise value (GMV) in shoppertainment, behind Vietnam, Indonesia, and Australia (Leesa-Nguansuk, 2022). According to MarketingGuru (2021), Thailand Internet users spend an average around 35 minutes a day using TikTok. Not so much difference from Thailand, with the latest data published in January 2023 in Cambodia, the growth rate of TikTok users is 1.21%, which there are around 7.4 million TikTok users. With male users account for around 0.465% and female users account for around 0.535% (OOSGA, 2023). TikTok has gained popularity following the other social media platform such as Facebook and Instagram. TikTokCambodia supports businesses and stores to create and advertise by increasing video viewing, increasing the like-follow, creating sales with product registration, and creating promotional video. Even though TikTok adoption has significantly increased in Cambodia, there is a lack of research looking into user satisfaction and intention. Al-Khasawneh et al. (2022) focus on behavioral factors such as perceived ease of use, and perceived usefulness that influence TikTok adoption. Moreover, Al-Maroof et al. (2021) examine content richness, flow state, and personal innovativeness on TikTok adoption; however, there is still a gap in the integration of these two studies so that factors influencing TikTok adoption can be fully contextualized. More importantly, TikTok, a social media engagement, has changed the young generation's lifestyles, assisted marketers' strategies, and captured policymakers' interests. In order to shed light for the study, this research addresses the following research questions:

- To study the impact of subjective norm, perceived behavioral control, perceived usefulness, perceived ease of use, content richness, flow state, and personal innovativeness on TikTok users' satisfaction.

- To investigate the impact of users' satisfaction on the intention to use TikTok.

LITERATURE REVIEW

This part of this independent study focuses on the review of the related studies as well as related theories to the topic. It begins with the overview of definition of TikTok, theoretical framework related to TikTok adoption intention, hypothesis development, and the proposed conceptual model. Built upon the Theory of Reasoned Action (TRA), TPB attempts to explain how individuals intend to perform a certain task (Ajzen, 1991). There are three main predictors of TPB, namely attitudes, subjective norm and perceived behavioral control, which influence the behavioral intention.

In terms of online shopping, Dani (2017) refers to consumer's attitude as their psychological state in terms of making purchases over the Internet; and subject norm refers to an important person or group of people approve and support a particular behavior (Ham et al.,

2015). Moreover, perceived behavioral control is defined as the person's belief that his or her performance of a specific behavior is under his or her control (Ajzen, 1991). According to TPB, the study is more likely to adopt subjective norm and perceived behavioral control as the predictors of intention to adopt TikTok since this social media has become popular because of the social group influence.

Even though TAM is rather old model, it is popular in the context of new technology acceptance such as TikTok. TAM explains the individuals are more likely to adopt a certain system because they view the system as easy to use and usefulness (Davis, 1989). Besides TPB and TAM, another proposed model, which has recently gain popularity, is the acceptance of social media for knowledge acquisition and sharing. According to Al-Maroof et al. (2021), content richness, flow state, and personal innovativeness are also usefulness in predicting the acceptance of social media such TikTok. The study has proposed an indirect effect of the predictors toward the acceptance of TikTok (Al-Maroof et al., 2021).

Acceptance of Social Media and User Satisfaction
User satisfaction, subjective norms, perceived behavioral control, perceived usefulness, perceived ease of use, content richness, flow state, personal innovativeness, and user intention to adopt platforms like TikTok play interconnected roles in shaping user behavior and engagement. User satisfaction, according to Al-Maroof et al. (2021), is an emotional response reflecting how well users' needs and expectations are met. Higher satisfaction directly correlates with user retention and loyalty, encouraging ongoing engagement and willingness to adopt new features (Liaw, 2008). This satisfaction also contributes to positive word-of-mouth recommendations, which are valuable for platform growth in competitive markets. Furthermore, subjective norms, defined as social pressures that influence user behavior, significantly impact satisfaction and behavioral intentions (Ly & Ly, 2022). These pressures often arise from family, friends, and social networks and have been shown to enhance user motivation to continue engaging with technology (Alnaser et al., 2017). By focusing on these social influences, platforms can better understand users' motivations and tap into the supportive role of peer influence to boost satisfaction.

Perceived behavioral control (PBC), another crucial factor, is defined by Ajzen (1991) as an individual's belief in their ability to perform a behavior, which is split into self-efficacy and resource availability. Self-efficacy refers to a user's confidence in their ability to perform a task, while facilitating conditions relate to the presence of resources necessary to use the technology effectively (Rachbini, 2018). Research by Kim and Park (2005) and Rouibah et al. (2011) has demonstrated that PBC significantly impacts user intention across various digital platforms, including online shopping and mobile banking, where users' beliefs in their capabilities and access to resources can directly influence their satisfaction and sustained use. Another vital factor is perceived usefulness, which is the likelihood that a user believes a specific system will enhance their performance within an organizational or personal context (Gu et al., 2009). Perceived usefulness has a positive effect on behavioral intentions across multiple fields, from e-learning to social media, as users are more willing to adopt technology that provides practical benefits (Tandon et al., 2016; Shah & Attiq, 2016).

Perceived ease of use complements perceived usefulness by ensuring that users feel the technology is straightforward and requires minimal effort to use (Gu et al., 2009). Studies have shown that ease of use fosters satisfaction and encourages adoption, as seen in mobile banking and online education platforms. Content richness, defined by Al-Maroof et al. (2021) as the quality of resources that promote knowledge acquisition, further impacts user satisfaction by enabling meaningful engagement with technology. When content is rich and informative, users are more inclined to accept and adopt the technology (Al-Maroof et al., 2021). Flow state, which involves a sense of control, involvement, and enjoyment, also influences satisfaction by allowing users to experience an immersive and enjoyable interaction, as evidenced by studies on eBank usage and livestreaming services (Pinheiro Cruz, & Muñoz Gallego, 2004; Hsu & Lin, 2021). Personal innovativeness, defined as a user's openness to new technology, plays a final role by fostering the readiness to accept and experiment with emerging technologies (Khan et al., 2019). Together, these factors not only support user satisfaction but also enhance intention, defined by Ajzen

(1985) and Davis (1989) as a user's willingness to continue engagement. Ultimately, platforms like TikTok can leverage these elements—satisfaction, norms, control, usefulness, ease of use, richness, flow, and innovativeness—to build a loyal, engaged user base that is motivated to explore and remain active, driving overall platform growth and competitive advantage.

Based on the above hypotheses, the study proposes the following conceptual model on the study factors influencing TikTok user's Intention.
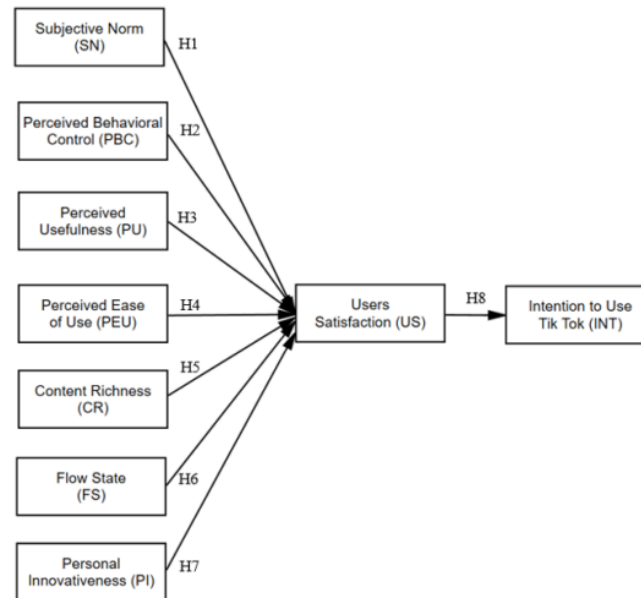

Figure 1. The Proposed Conceptual Model on the study of Intention to adopt TikTok

In order to answer the above research question, the study proposes the following research hypotheses

H_1: Subjective norm affects TikTok users' satisfaction
H_2: Perceived behavioural control effects on TikTok users' satisfaction
H_3: Perceived usefulness affects TikTok users' satisfaction
H_4: Perceived ease of use affects TikTok users' satisfaction
H_5: Content richness affects TikTok users' satisfaction
H_6: Flow state affects TikTok users' satisfaction
H_7: Personal innovativeness affects TikTok users' satisfaction
H_8: User satisfaction affects intention to use TikTok

METHODOLOGY
Research Design
This research applied a survey design using quantitative methods. The study uses a questionnaire developed from the measurement of constructs and employs this tool to collect data from TikTok users online.

Sampling and Sample Frame
According to MacroTrends (n.d.), there are around 2.28 million of people who are currently living in Phnom Penh City; however, the researcher could not determine how many people in Phnom Penh City actually used TikTok. Therefore, the researcher uses the following formula to calculate the sample size (Cochran, 1977).

$$n_0 = \frac{Z^2 pq}{e^2}$$

Sample Size Determination Formula

where n_0 = large sample size,
- p = the estimated proportion of the population = 50% = 0.5
- p = e refers to a margin error. Assuming that the "e" margin error was set at 5%
- z = z value at reliability level or significant level at 95% = 1.96
- q = 1 – p
- e = desired level of precision = 5% = 0.05

Therefore, the calculation for the required sample size as follows:
- $n_0 \Rightarrow [(1.96)2 \times (0.50) \times (0.5)] / (0.05)2 = 384.16$ equaled to 384. However, to ensure the sample size is valid, the study decided to choose 400 TikTok users as the sample size.

Research Instrument

The study used the questionnaire which was divided into four section. The study used the screening question to check whether the respondents use TikTok or not. The second section focused on personal basic information. Section three focused on the opinions and experiences of the TikTok users so that the research question was answered. In this section, the study adapted the measurement of constructs from various authors; for instance, the study adopted the measurements of user satisfaction from (Ko & Pastore, 2007), subjective norm from (Ly & Ly, 2022), perceived behavioral control from (Norng, 2022), perceived usefulness, perceived ease of use, content richness, flow state, and personal innovativeness from (Al-Maroof et al., 2021), and intention from (Fishbein & Ajzen, 1975). In order to measure them, the study used a 5-point Likert Scale (1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The study designed section four to seek comments or suggestions from the respondents. Finally, the questionnaire was designed in English and back translation in Khmer.

Data Collection and Data Analysis

The study used primary data. Since this research employed the quantitative study, the researcher used communication as a method for collecting data. The researcher used convenience sampling by approaching TikTok users who were available and snowball sampling by requesting those who had already participated in the survey recommend other users they knew. The 400 respondents who were TikTok users were requested to fill in the questionnaire, which had been designed in google form and were distributed to those TikTok users either through email, Facebook, and other social media. The researcher used multiple regression analysis in order to predict the intention to adopt TikTok through user satisfaction. First of all, the study run multiple regression by assigning the group of predictors, namely subjective norm, perceived behavioral control, perceived usefulness, perceived ease of use, content richness, flow state, and personal innovativeness and assigning user satisfaction as the outcome. Finally, the study assigned user satisfaction as the predictor and the intention to adopt TikTok as the outcome.

Validity and Reliability Test

The study employed Cronbach's alpha to assess the reliability of the measurement scale. According to Gliem and Gliem (2003), Cronbach's alpha is a measure of internal consistency for a set of scales, with reliability coefficients typically ranging between 0 and 1. Following a widely accepted guideline (George & Mallery, 2003), interpretations of the alpha coefficient are as follows: values below 0.5 are deemed "Unacceptable," those between 0.5 and 0.6 are labeled as "Questionable," the range of 0.6 to 0.7 is considered "Acceptable," 0.7 to 0.8 is classified as "Good," and values exceeding 0.8 are characterized as "Excellent." The Cronbach's alpha values, as depicted in the provided table, range from 0.736 to 0.913. Notably, variables such as intention (0.913), personal innovativeness (0.890), flow state (0.890), user satisfaction (0.874), subjective norm (0.835), perceived behavioral control (0.811), and perceived ease of use (0.803) are classified as having excellent reliability. Additionally, perceived usefulness (0.778) and content richness (0.736) are identified as variables with good reliability. These alpha coefficients indicate the internal consistency and reliability of the respective measurement scales for each variable in the study.

Table 1. Result of Cronbach's Alpha Reliability Test (n=30)

No.	Variable	No. of Item	Cronbach Alpha (n=30)
1	User satisfaction (US)	3	0.874
2	Subjective norm (SN)	3	0.835
3	Perceived behavioral control (PBC)	3	0.811
4	Perceived usefulness (PU)	3	0.778
5	Perceived ease of use (PEU)	3	0.803
6	Content richness (CR)	3	0.736
7	Flow state (FS)	3	0.890
8	PI (Personal innovativeness)	3	0.890
9	Intention (INT)	3	0.913

RESULTS

Table 2 displays the personal information of respondents who utilized TikTok in Phnom Penh City. According to the table, 207 (51.75%) were female, while 193 (48.25%) were male. In terms of age, 157 (39.25%) were between the ages of 25 and 29, followed by 37% between the ages of 20 and 24, and 46 (11.50%) between the ages of 30 and 34. Regarding their occupational status, 188 or 47% of them worked in a private company, and the rest of them were currently unemployed (38.25%), business owners (7.75%), government officers (6.50%), and others (0.50%), respectively.

Table 2. Demographic of the Respondents

Demographic	Category (n=400)	Frequency	Percentage
Gender	Male	193	48.25%
	Female	207	51.75%
	Total	400	100%
Age	15-19 years old	16	4%
	20-24 years old	148	37%
	25-29 years old	157	39.25%
	30-34 years old	46	11.50%
	35-39 years old	27	6.75%
	Equal or over 40 years old	6	1.50%
	Total	400	100%
Occupational Status	Currently unemployed	153	38.25%
	Business owner	31	7.75%
	Government officer	26	6.50%
	Private/company employees	188	47%
	Other	2	0.50%
	Total	400	100%

Table 3 shows the usage frequency and the purposes of using TikTok. According to the table, 314 respondents used TikTok every day (78.5%), whereas 60 of them used TikTok two or three times a week (15%). Regarding the time of using, 257 or 64.25% of the respondents used TikTok at night, while 95 or 23.75%% of them used it in the evening, respectively. In terms of usage duration, 125 or 31.25% of respondents used TikTok between 31 and 60 minutes, 106 or 26.50 percent used it for less than 30 minutes, and 42.25 percent used TikTok from 61 to 90 minutes, 91 to 120 minutes, and more than 120 minutes cumulatively. For the purposes of content adoption, 192 respondents, or 48%, used TikTok to watch content videos shared by others, while 14%, or 56 of them, used TikTok to release Relieve stress and tiredness, and 46, or 11.50%, created content videos.

Table 3. Frequency and purposes of using TikTok

Frequency and Purposes	Category (n=400)	Frequency	Percentage
Adoption frequency	Every day	314	78.5%
	Two to three times a week	60	15%
	Once a week	8	2%
	Twice a month	7	1.75%
	Once a month	5	1.25%
	Twice a year	6	1.5%
	Total	400	100%
Adoption time	Morning	13	3.25%
	Afternoon	35	8.75%
	Evening	95	23.75%
	Night time	257	64.25%
	Total	400	100%
Adoption duration	Less than 30 minutes	106	26.50%
	31 minutes to 60 minutes	125	31.25%
	61 Minutes to 90 minutes	77	19.25%
	91 Minutes to 120 minutes	70	17.50%
	More than 120 minutes	22	5.50%
	Total	400	100%
Content adoption	Create content video	46	11.50%
	Share content video	39	9.75%
	Watch content video shared by others	192	48.00%
	Follow the latest trend	18	4.50%
	Advertise products & services	20	5.00%
	Build personal branding	10	2.50%
	Relieve stress and tiredness	56	14.00%
	Sell products and services	4	1.00%
	Entertainment	15	3.75%
	Total	400	100%

Multiple Regression Analysis

A linear regression analysis was performed to analyse the linear relationship between two or more independent variable and one dependent variable. According to Hair et al. (2006), the independent variables are called the predictors and the dependent variable is called the outcome. First, the study performed the multiple regression by grouping predictors, namely subjective norm, perceived behavioural control, perceived usefulness, perceived ease of use, content richness, flow state, and personal innovativeness and assigning user satisfaction as the outcome. Then, the study assigned user satisfaction as the predictor and the intention to adopt TikTok as the outcome.

The study used the F statistic to test whether the model was a good fit for the data. If the p-value of the F statistic was less than 0.05, the model was considered to be statistically significant. In order to perform this, the study classified intention to adopt TikTok as the outcome and assigned subjective norm, perceived behavioural control, perceived usefulness, perceived ease of use, content richness, flow state, personal innovativeness, and user satisfaction as the predictors.

The study also performed coefficient of determination (R-squared) which is a statistical measure of how well a regression model predicts an outcome. The outcome is represented by the model's dependent variable (Render et al., 2014), the result of the model summary showed that the R squared was 0.589. Therefore, 58.90 percent of the variability in the dependent variable (user satisfaction) was explained by the regression model.

Table 4. Multiple regression analysis

Predictors	Unstandardized Coefficients		t	Sig.
	β	Std. Error		
(Constant)	1.195	0.172	6.932	0.000**
SN	-0.02	0.031	-0.66	0.510
PBC	0.112	0.033	3.375	0.001*
PU	0.188	0.044	4.285	0.000**
PEU	0.167	0.055	3.024	0.003*
CR	0.064	0.034	1.887	0.060
FS	0.095	0.034	2.775	0.006*
PI	0.201	0.047	4.268	0.000**

Notes: R^2 =0.589, Adjusted R Square =0.582, **$p < 0.001$, *$p < 0.01$,
User satisfaction (US) is the dependent variable; SN = subjective norm, PBC = perceived behavioural control, PU = perceived usefulness, PEU = perceived ease of use, CR = content richness, FS = flow state, and PI = personal innovativeness.

Table 5. Summary of the hypothesis results

	Hypotheses	Sig.	Result
H_1:	Subjective norm has a significant impact on TikTok user satisfaction.	0.510	Not Supported
H_2:	Perceived behavioral control has a significant impact on TikTok user satisfaction.	0.001*	Supported
H_3:	Perceived usefulness has a significant impact on TikTok user satisfaction.	0.000**	Supported
H_4:	Perceived ease of use has a significant impact on TikTok user satisfaction.	0.003*	Supported
H_5:	Content richness has a significant impact on TikTok user satisfaction.	0.060	Not Supported
H_6:	Flow state has a significant impact on TikTok user satisfaction.	0.006*	Supported
H_7:	Personal Innovativeness has a significant impact on TikTok user satisfaction	0.000**	Supported
H_8:	User satisfaction has a significant impact on the intention to adopt TikTok.	0.000**	Supported

*$p < 0.01$, **$p < 0.001$

The results of the hypothesis testing were shown in the following table. The multiple regression analysis indicates that the impact of perceived behavioural control, perceived usefulness, flow state, and personal innovativeness on user satisfaction with TikTok were all supported at p-value < 0.001, or < 0.01, respectively. Additionally, the impact of user satisfaction on the intention to adopt TikTok was supported since the p-value is smaller than 0.001.

DISCUSSION AND IMPLICATIONS
In this section, the researcher brings clarity to the research question by weaving together the study's findings with insights from previous studies, offering a narrative that brings depth and meaning to the results. The discussion unfolds in three main parts: an exploration of the proposed conceptual model, an in-depth look at the primary variables, and an examination of their mediating effects. Beginning with the conceptual model, the study introduces a framework that integrates three additional variables—content richness, flow state, and personal innovativeness—into the established Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM). This expanded model aims to shed light on factors driving user satisfaction and the intention to adopt TikTok. The results reveal that the model explains 58.90%

of the variability in user satisfaction and 59.10% of the variability in the intention to adopt TikTok. These figures indicate that introducing these new variables, alongside subjective norms, perceived behavioral control, perceived usefulness, and perceived ease of use, significantly strengthens the model, offering a more comprehensive view of user behavior. The alignment of these findings with Al-Maroof et al. (2021) lends further credibility to the model. Delving into subjective norms, the analysis shows a modest effect size (β = -0.02, p = 0.510), suggesting no substantial link between social influence and user satisfaction, contrary to studies by Alnaser et al. (2017) and Elgarhy and Abou-Shouk (2022).

This finding opens a path to consider other elements that may shape user satisfaction with TikTok beyond social pressures. Perceived behavioral control emerges as a significant predictor of satisfaction, with an effect size of β = 0.112 (p < 0.01), suggesting that users feel more satisfied when they are confident in their ability to use TikTok. This finding aligns with Rachbini (2018), highlighting the importance of self-efficacy and the availability of resources in user satisfaction. Similarly, perceived usefulness, with an effect size of β = 0.188 (p < 0.001), reflects that users derive satisfaction from TikTok's utility, consistent with Tandon et al. (2016) and Shah and Attiq (2016). This utility supports users' objectives, such as content consumption, creation, and stress relief. Perceived ease of use also plays a meaningful role, with an effect size of β = 0.167 (p < 0.001). This association is supported by studies like Tandon et al. (2016) and Shah and Attiq (2016), which reveal that ease of use facilitates quick adoption and satisfaction. Users who find TikTok simple to navigate tend to spend between 30 minutes to an hour on the platform, indicating ease of access and engagement. Exploring content richness, the study notes a smaller effect size (β = 0.064, p = 0.060), implying that content quality may not directly impact satisfaction. This finding diverges from Al-Maroof et al. (2021), suggesting that users may value other aspects of TikTok beyond its content offerings. However, flow state, with an effect size of β = 0.095 (p < 0.01), positively impacts satisfaction, indicating that the platform's immersive and enjoyable experience enhances user engagement, a pattern consistent with studies by Pinheiro Cruz and Muñoz Gallego (2004) and Hsu and Lin (2021). Personal innovativeness stands out as a substantial factor, with an effect size of β = 0.201 (p < 0.001). This result, supported by Khan et al. (2019), illustrates that users who are open to new experiences find satisfaction in exploring TikTok. Finally, user satisfaction, with a significant effect size of β = 0.708 (p < 0.001), profoundly influences users' intentions to continue using TikTok, underscoring its role as a bridge between various motivational factors—like perceived usefulness and flow state—and sustained engagement. This narrative of user satisfaction as a core driver highlights its mediating power, revealing the pathway through which TikTok fosters a loyal and engaged user community.

Theoretical Implication

This research presents a nuanced perspective on the factors influencing user satisfaction and adoption intentions on TikTok. While traditional views suggest that family and friends' opinions significantly impact satisfaction with a product, this study reveals no direct effect between subjective norms and user satisfaction on TikTok. These finding challenges existing literature, suggesting that external opinions may not be a primary driver of satisfaction for TikTok users, who may instead be more influenced by individual experiences on the platform. Meanwhile, perceived behavioral control emerged as a key factor, highlighting that users' sense of control over their interactions enhances satisfaction. This insight adds depth to our understanding of user beliefs regarding social media and underscores the importance of user agency in determining satisfaction levels.

The significant impact of perceived usefulness on user satisfaction emphasizes the importance of app features that cater to user preferences. This finding reinforces the role of perceived usefulness in shaping overall satisfaction, providing actionable insights for developers to enhance user experience. Similarly, the positive effect of perceived ease of use on satisfaction points to the critical role of a user-friendly interface. An intuitive, easy-to-navigate design enhances satisfaction, suggesting that platform simplicity and accessibility are fundamental for TikTok's appeal. Interestingly, content richness did not show a significant impact on satisfaction, a result that challenges common assumptions about the role of diverse content. This insight

suggests that factors beyond content variety may drive satisfaction, warranting further exploration of elements like personalization and relevance in shaping user experiences. Additionally, the study confirms a positive relationship between flow state and user satisfaction, suggesting that immersive experiences foster user satisfaction. This underscores the importance of facilitating a seamless and engaging experience that keeps users absorbed on the platform. Personal innovativeness also plays a role, as users who are open to exploring new technologies report higher satisfaction. This finding enriches the intersection of individual traits and technology satisfaction, highlighting that innovative users are more likely to embrace and enjoy the platform. Finally, the strong relationship between user satisfaction and adoption intentions underscores satisfaction as a predictor of continued engagement and brand loyalty. High satisfaction levels encourage users to adopt and remain loyal to TikTok, indicating that satisfaction is essential for sustainable platform growth. The study's managerial implications provide actionable insights for TikTok's development and marketing strategies. Managers might de-emphasize social influence strategies, given the lack of impact from subjective norms, and instead focus on personalized features that align with individual preferences. Recognizing the importance of perceived control, managers can enhance features that empower users, such as customization options, to bolster satisfaction. Additionally, focusing on user-friendly interface design and perceived usefulness can improve satisfaction and retention rates. Although content richness was not a significant factor, managers should consider elements like engagement, relevance, and personalization to drive satisfaction. Prioritizing flow state through platform design could further enhance engagement, while targeting innovative users with specialized features could build satisfaction and loyalty among this segment. With satisfaction closely tied to adoption intentions, enhancing user satisfaction should be a focal point in adoption strategies.

In sum, the study's findings offer valuable insights into the dynamics of user satisfaction on TikTok. These theoretical and managerial contributions deepen our understanding of the roles of subjective norms, perceived control, usefulness, ease of use, content, flow state, and personal innovativeness in driving user satisfaction and adoption intentions, providing a foundation for future research and practical strategies in the evolving social media landscape.

LIMITATIONS AND FUTURE RESEARCH POSSIBILITIES

The study's primary focus on behavioral factors influencing TikTok usage, specifically through user satisfaction, may inadvertently neglect other crucial aspects shaping user behavior on the platform. Future research should consider a more comprehensive exploration of diverse factors contributing to user engagement. The focus of the study on Phnom Penh City limits the applicability of its findings to a wider population. Future research should expand its geographical scope to encompass diverse regions, accounting to potential regional variations in TikTok user behaviors and preferences.

Researchers are urged to complement quantitative analyses with qualitative methods to unearth factors not directly linked to user satisfaction but integral to TikTok usage. Employing in-depth interviews, focus group discussions, or content analysis can provide a more nuanced understanding of user motivations. To enhance external validity, future studies should broaden their sampling beyond Phnom Penh City. Examining TikTok users in various urban areas across Cambodia can offer insights into regional disparities in behavior, preferences, and satisfaction levels.

CONCLUSION

This research attempts to identify the factors influencing intention to adopt TikTok through the user satisfaction. In order to address this objective, the researcher has proposed the conceptual framework by integrating other three variables, namely content richness, flow state, and personal innovativeness into the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM). At the same time, the researcher raises two main research questions as a guide to achieve the research objectives:

1. Do subjective norm, perceived behavioral control, perceived usefulness, perceived ease of use, content richness, flow state, and personal innovativeness influence TikTok user satisfaction?

2. Does user satisfaction influence the intention to use TikTok?

To fully capture the answer to these research questions, the researcher uses a quantitative method as a blueprint to select sample and collect data. Moreover, the researcher determines 400 respondents as the sample size, based Cochran's formula. In order to collect data from the selected sample, the researcher uses the survey questionnaire, which is structured into four sections with 33 questions. According to the demographic analysis (see Table 2), most of the TikTok users were female whose age bracket ranged mainly between 25 to 29 years old. These users mainly worked for private or company employees. Moreover, a large majority of TikTok adopters used it every day from 31 minutes to 60 minutes at night time; and most of them used TikTok in order to watch content video shared by others.

The outcomes of the hypothesis testing indicate the rejection of Hypothesis 1, which posits an assumed impact of subjective norm on user satisfaction with TikTok. Similarly, Hypothesis 5, examining the potential effect of content richness on user satisfaction with TikTok, is also rejected due to the p-value exceeding 0.05.

However, this study validates hypothesis 2, which is that perceived behavioral control influences user satisfaction with TikTok. Furthermore, the study validates hypotheses 3 and 4, which hypothesize the effect of perceived usefulness on user satisfaction with TikTok and perceived ease of use on user contentment with TikTok, respectively. Similarly, our study confirms hypotheses 6 and 7, which hypothesize the effect of flow state and personal innovativeness on TikTok user pleasure (see Table 4). Finally, the study supports hypothesis 8, which states that user happiness has a considerable effect on the intention to use TikTok.

In conclusion, this study enhances understanding of TikTok adoption by examining its impact on various stakeholders, including individual users, content creators, and businesses. Users benefit by leveraging TikTok for purposes beyond entertainment, using it to create enriched content that can attract followers, gain likes, and potentially establish themselves as influencers able to promote brands. Content creators, such as agencies and vloggers, can tailor TikTok content to align with clients' needs, broadening their audience and elevating their status as influencers. Businesses and organizations also gain valuable insights for incorporating TikTok into their advertising strategies to reach target audiences and expand potential customer bases. Additionally, as the researcher works directly with TikTok in Thailand, the study contributes new insights into user adoption behavior, offering practical value to the workplace and serving as a useful reference for future research in this field.

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CONFLICTS OF INTEREST

The author declares that there are no conflicts of interest found in this research

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