
THE EFFECT OF CELEBRITY ENDORSER, CONVENIENCE ON ACTUAL USE THROUGH INTENTIONS ON TIKTOK APPLICATION USERS

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ABSTRACT

KEYWORDS

Celebrity Endorser,
Actual, Tiktok

The purpose of this study is to analyze and prove the influence of celebrity endorsers, convenience on actual use through intentions on tiktok application users in the city of Tangerang. This study used 120 respondents and this study used a survey method with a sample in the city of Tangerang with the Accidental Sampling Method sampling technique. Respondents were only interviewed once when they met. Data from the respondents were then tabulated and tested using statistical methods. Data were collected using a questionnaire research tool. Based on the results of the analysis and discussion, it can be concluded that convenience has a significant effect on the behavior of interest in Tiktok application users in the city of Tangerang. So the first hypothesis is proven. Celebrity endorsers have a significant effect on the behavior of interest in Tiktok application users in the city of Tangerang. So the second hypothesis is proven. Convenience has no significant effect on the actual use of Tiktok application users in the city of Tangerang. So the third hypothesis is not proven. Celebrity endorsers have no significant effect on the actual use of Tiktok application users in the city of Tangerang. So the fourth hypothesis is not proven. Interest behavior has a significant effect on the actual usage of Tiktok application users in the city of Tangerang. So the fifth hypothesis is proven.

INTRODUCTION

In the era of globalization and technological progress with the 4.0 revolution era, this globalization flow is even unstoppable entering Indonesia. Small Things from Advances in Technology also indicate that it is easier for everyone to share messages or their activities, there are many media that support convenience in the era of globalization, such as Indonesia, especially the use of Social Media, which is quite large as a country that is still developing (Adhiputra, 2015).

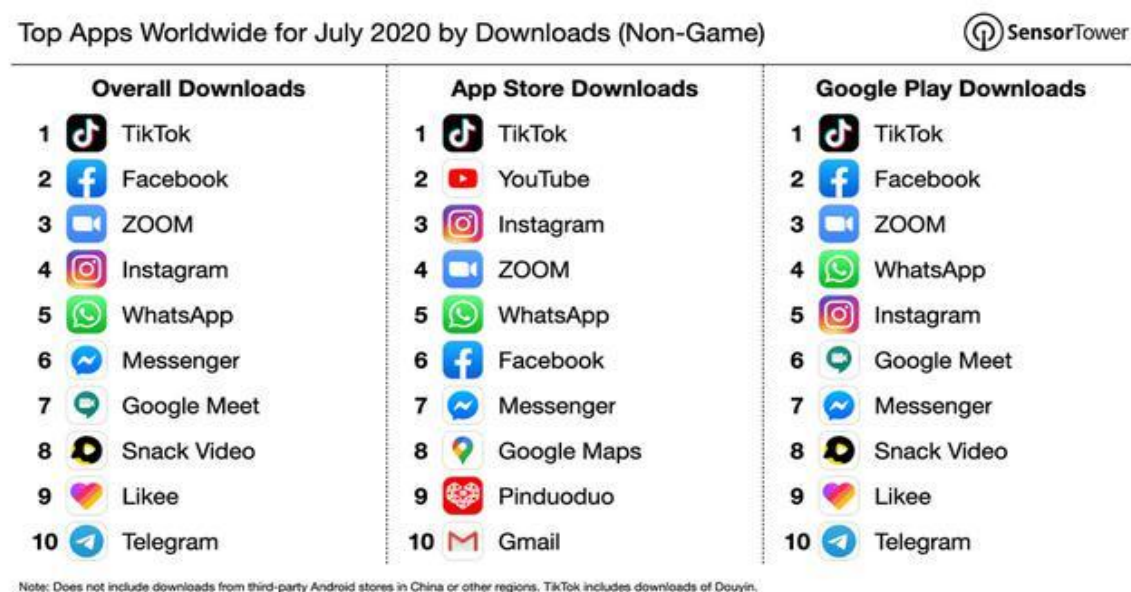
Social media has even become a secondary need for Indonesian citizens, even in East Kalimantan, it is not left behind in enlivening the use of social media. With the ease of social media features, they are not even used only to share messages and daily activities, even starting to switch to entering the business world through social media, a seller no longer

needs to use the store or spend more for advertising costs such as the convenience provided (Rosmalasari, Lestari, Dewantoro, & Russel, 2020).

The Indonesian Web Service Providers Association (APJII) expects the government through the Ministry of Communication and Information of the Republic of Indonesia to provide more support for the web industry through regulations that are conducive to industrial growth in 2021. Moreover, last year the Indonesian web industry was quite slumped due to the Covid-19 pandemic. January 2021, internet users in Indonesia were 202.35 million users or 76.8% (Gold, 2011).

TikTok is one of the largest social media platforms in the world, and its user base is still growing. This is why so many people are still addicted to TikTok and why they are not going to stop using it anytime soon (Burton, Lichtenstein, Netemeyer, & Garretson, 1998).

The biggest reason why so many teens, and people of all ages, are still addicted to TikTok is the app's content discovery feed, better known as the "For You" or FYP page. This page acts as the main timeline for the app and is how people discover new content. TikTok is powered by a unique algorithm that uses AI and machine learning to populate the FYP with the most optimized content to serve to specific users (Chaffey, Edmundson-Bird, & Hemphill, 2019).



Source: Liputan6

Figure 1.1
Top Apps Worldwide 2020

To determine your interests, the app carefully tracks which types of videos you interact with the most. For example, if you like, comment on, or share clips centered on the outdoors, you'll see more videos about the outdoors in your feed. The algorithm also establishes relationships based on different videos interacting with the same user. This is similar to Amazon's "frequently bought together" section which makes suggestions based on the products purchased (Salim & Bachri, 2014).

Hedonic Behavior and Show Off on Tik tok social media is mostly done so that young people get recognition from others. Recognition from others is shown through three signs, namely likes, followers, and comments about uploaded photos. When young people get positive appreciation from other users through uploaded photos, it causes feelings of being recognized and more confident. Getting likes or positive comments is a matter of pride for young people who want to show their existence in the virtual world. To get positive appreciation from others, young people then make efforts to manipulate the image. Self-manipulation that is done on Tik Tok is by editing a person's visual image through photos. The way young people edit photos is in the form of background manipulation, physical manipulation by whitening the skin or applying filters to the face, manipulating certain brand products, and manipulating location tags. among them. The behavior of young people who like to show off on social media, especially Tik Tok, has in fact become a new phenomenon that has emerged as a result of modernization (Davis, 1985).

Modernization shown by technological sophistication has resulted in a person being able to have relationships in the virtual world, even though they do not have physical contact. Young people are the targets of the modernization process. It is this media that then turns real reality into a virtual reality full of manipulation. Young people who are afraid of being considered out of date finally try to manipulate their identity by showing off in the virtual world. Then modernity appears as a fake. Modernization forces young people to become individuals who always follow developments. The age can be said to exist. Modernity has changed and questioned a person's true identity. Young people are very open when showing their identity on social media. This self-disclosure is based on their desire to exist by uploading and showing off the activities they are doing (Dickinger, Arami, & Meyer, 2008).

The behavior of young people has turned into a lifestyle. Lifestyle cannot be separated from modernity that has shaped culture, which is then constructed by young people. This study observes modernity in the sophistication of social media Tik Tok which is used by young people as a forum to form a manipulative self-image in virtual reality (Dlodlo, 2015).

At the beginning of its appearance, Tik Tok was intended for smartphone, Apple, and Iphone users. In the initial design, later every user who uploads photos, can get comments and likes from other users. In addition, every photo or video uploaded to tik tok can also be connected to facebook, twitter, and foursquare. Besides being able to upload personal photos, we can also look at photos of our followers or following on tik tok (Fishbein & Ajzen, 1977).

Among students, tik tok is now a must-have application, because if you don't have it, you'll be called a coup. In addition, this tik tok application can also relieve a little boredom when you are tired of studying.”

Not just a place to upload photos and videos. Various forms of business can be developed through this application. Usually, online shops use Tik Tok to promote their products. Merchants will take photos of their products and upload them to tik tok. Of course along with the product description including the price. Of course, this method is very helpful for traders because the product will be seen by Tik Tok users from anywhere in the world and up to the upper to lower class level. In addition, the Tik tok application is also able to give birth to tik tok celebrities or what is often referred to as selebgram. Many Tik tok users suddenly become celebrities because of their unique photos or videos. In addition, thousands of followers will also make the user famous. Although it has various positive impacts, this tik

tok application can also have a negative impact on its users. Users will feel addicted when playing this application (Friedman, 1979).

Like now, when they want to do something like eating, users will take a photo of the food and then upload a photo of the food to tik tok followed by a caption from the user. it's during empty hours just to relieve boredom, rather than interacting with the people around him, this phenomenon is what we often see in the people around us. The tendency to always appear on social media, namely Tik Tok, makes people today, especially teenagers, addicted to continuously uploading their photos and showing their activities to other Tik Tok users and then hoping to get the most likes for everything they do, they will feel acceptable in the social environment without the need to interact directly. The desire to continue to search for identity and exist in the social environment, makes the Tik Tok application one of the most popular applications and is considered the most powerful as a means of self-existence. Not only millennial generation users, even generation X also participates in enlivening the use of social media. Tik tok. It could even be more active than users in the Millennial generation. Tik tok Social Media does not always have a bad impact but also has a positive impact that makes users feel dependent on the benefits when using Tik tok social media (Al-Gahtani & King, 1999).

According to behavioral theory, especially consumer behavior that a person or consumer will decide to buy, use or choose (decision) a product or service does not depend on how the interest (intention) of the consumer itself. In this study, predictive variables or variables that shape or influence decisions to use (Actual use) and behavioral interest (Behavior Intention) are Celebrity Endorser and Enjoyment which are used as exogenous variables that either directly affect the endogenous variable Actual use or affect the intervening behavior intervention variable. . The two variables are considered to have an influence on the attitudes and behavioral interests of tik tok users. There is still a gap between researchers in the marketing field regarding the relationship between Celebrity endorser and Enjoyment variables on actual use (attitude when choosing, buying attitude, attitude to use or attitude when visiting). The research results are still diverse, which encourages researchers to conduct research with different objects, namely the application of the Technology Accepted Model (TAM), because research with the object of products, services, online shopping, electronic money, tourism, mobile banking has been widely studied. The next phenomenon is that researchers still find research results published in international journals about Celebrity endorser and Enjoyment variables on Behavior Intention which in conclusion the research results are still diverse. There are some whose research results have proven to have a significant effect on intention and there are also those whose research results are not significant and on actual use (Van der Heijden, 2004).

From the explanation above, to find out the influence of leadership, organizational culture, and leadership on satisfaction, it can be done through research with the title Analysis of the influence of Celebrity Endorsement, Enjoyment on Actual use through Behavior Intention to Tiktok application users in the city of Tangerang.

METHOD RESEARCH

This study uses a quantitative research approach. The quantitative approach aims to test theories, build facts, show relationships between variables, provide statistical descriptions, estimate and predict the desired results. This study consists of 4 variables, namely the independent variable (X), namely Enjoyment and celebrity endorser and Enjoyment. the

dependent variable (Y) is Behavior Intention and Actual use of Tiktok application users in the city of Tangerang. The population used in this study were all users of the tiktok application with the number of samples selected for this study were 120 respondents. In this study the authors used two sources of data, namely primary data and secondary data. The data collection technique that will be carried out in this study is to distribute a list of questions in the form of statements, or questionnaires in writing or online with closed answers. The data analysis technique in this study is in the form of descriptive analysis, which is a technique to express and explain the opinions of respondents based on answers from research instruments that have been proposed by researchers. From the data that has been collected, then a descriptive data analysis is carried out, namely by describing objectively and systematically the situation in the field.

RESULTS AND DISCUSSION

A. RESULT

1. Research Instruments Validity and Reliability Test Results

In this study there is a validity test and reliability test for the instrument on each item in this study which aims to test and find out whether the answers from respondents in this study are valid or the questions on the questionnaire can be understood by respondents, and reliable or respondents' answers can be said to be consistent. Items from research instruments according to Sugiyono (2012) can be declared valid if the Pearson Correlation value on each item has a value greater than or equal to 0.30. And also the instrument in a study can be declared reliable or has a consistent answer if the value of Cronbach's Alpha on each item is greater than or equal to 0.60. The results of testing the validity and reliability of the research instrument in this study used the SPSS (Statistical Package for the Social Sciences) software version 23. The following table contains a summary of the results of the validity and reliability test of the instrument on each item used in this study.

Table 1.1 Validity and Reliability Test

Variable	Code	Correlation coefficient	Note.	Reliability
<i>X 1</i> Convenience	X 1 .1	0 .707	Valid	0.770 (<i>Reliable</i>) _
	X 1.2 _	0.697 _	Valid	
	X1.3	0.693	Valid	
<i>X2</i> <i>Social Media</i>	X2 .1	0.815 _	Valid	0.801 (<i>Reliable</i>) _
	X2 .2	0.794 _	Valid	
	X2.3	0.624	Valid	
Y1 Vote Intention	Y1.1	0.841 _	Valid	0.832 (<i>Reliable</i>)
	Y1.2	0.825 _	Valid	
	Y1.3	0.780 _	Valid	
Y2 Voter's Behavior Decision	Y2.1	0.412 _	Valid	0.6 30 (Reliable)
	Y2.2	0.5 39	Valid	
	Y2.3	0.507 _	Valid	

Source: Created by Researchers 2022

Based on the table, it states that the convenience variable (X1) which has 3 indicators using SPSS statistical software shows that the results of each instrument item are declared valid because each item has a Pearson Correlation value of more than 0.30 and is declared reliable because the Croanbach Alpha value is more than 0. ,60.

The celebrity endorser variable (X2) which has 3 indicators using SPSS statistical software shows that the results of each instrument item are declared valid because each item has a Pearson Correlation value of more than 0.30 and is declared reliable because the Croanbach Alpha value is more than 0.60. . then this instrument can be used

Interest behavior variable (Y1) which has 3 indicators using SPSS statistical software shows that each instrument item is declared valid because each item has a Pearson correlation value of more than 0.30 and is declared reliable because the Cronbach alpha value is more than 0.60

Finally, the actual usage variable (Y2) which has 3 indicators using SPSS statistical software shows that the results of each instrument item are declared valid because each item has a Pearson Correlation value of more than 0.30 and is declared reliable because the Croanbach Alpha value is more than 0, 60.

2. Hypothesis Testing Results

This result aims to find out whether a hypothesis made in this study can be proven or not, then the data that has been collected in accordance with the number of samples that have been determined is then carried out a statistical test with the help of AMOS software version 23. The hypothesis is declared proven if the Probability value is more is less than 0.050 or the Critical Ratio value is greater than 1.96. The results of hypothesis testing can be seen in the following table:

After conducting data analysis and hypothesis testing using the SEM analysis tool with the help of AMOS software version 23.

Table 1.2 Hypothesis testing results

Variable	Standardize Path Coefficient	CR (Critical Ratio)	Probability	Information
Convenience to Interest Behavior	0.136 _	5,221	***	Significant
Celebrity endorser of Interest Behavior	0.19 _	2,468	0.014	Significant
Convenience to actual use	0.248 _	0.248	0.716	Not Significant
Celebrity endorser against actual Use	0.160 _	-1,439	0.150	Not Significant
Convenience to Interest Behavior	0.315 _	4.043	***	Significant

Source: Data Processed by Researchers 2022

a. Hypothesis Testing 1 (One)

Based on the results of the first hypothesis test which states that it is suspected that the comfort variable has a significant effect on the interest behavior variable which shows the Critical Ratio (CR) value of 5.221 with a probability number of *** below 0.05. This value meets the requirements for the acceptance of the first hypothesis, it can be stated that the hypothesis is proven.

b. Hypothesis Testing 2 (two)

Based on the results of the second hypothesis test which states that it is suspected that the celebrity endorser variable has a significant effect on the interest behavior variable which shows the Critical Ratio (CR) value of 2.468 with a probability number of 0.014 below 0.05. This value meets the requirements for the acceptance of the second hypothesis, it can be stated that the hypothesis is proven.

c. Hypothesis Testing 3 (Three)

Based on the results of the third hypothesis test which states that it is suspected that the convenience variable has no significant effect on the actual use variable which shows the Critical Ratio (CR) value of 0.364 with a probability number of 0.716 above 0.05. This value does not meet the requirements for the acceptance of the third hypothesis, it can be stated that the hypothesis is not proven.

d. Hypothesis Testing 4 (four)

Based on the results of the fourth hypothesis test which states that it is suspected that the celebrity endorser variable has no significant effect on the actual use variable which shows the Critical Ratio (CR) value of -1.439 with a probability number of 0.150 above 0.05. This value does not meet the requirements for the acceptance of the fourth hypothesis, it can be stated that the hypothesis is not proven.

e. Hypothesis Testing 5 (five)

Based on the results of the fifth hypothesis test which states that it is suspected that the interest behavior variable has a significant effect on the actual use variable which shows the Critical Ratio (CR) value of 4.043 with a probability number of ***, this value meets the requirements for the acceptance of the fifth hypothesis, then the hypothesis can be stated it is proven.

3. Model Fit Test Results

In this stage, testing is carried out on the suitability of the model through a study of various goodness of fit criteria. Several conformity indices and their cut off values are used to test whether a model can be accepted or rejected.

Viewed from the table shows that the results of the goodness of fit index test that meet the cut of value are Chi-square, Significance Probability, RMSEA, CMIN/DF, TLI, and CFI with the values listed in the table, the research model in this study can be stated fit and several tests produce results close to fit or marginal fit.

Table 1.3 Test Results of the Goodness of Fit Index Overall Model

Goodness of Fit index	Cut of Value	Model Results	Information
C hi-square	Small	94.666	Marginal Fit
<i>Significance Probability</i>	0.05	0.0	Unwell
RMR	0.10	0.072	Fit
RMSE A	0.08	0.08	Fit

GFI	0.90	0.89	Marginal Fit
AGFI	0.90	0.83	Marginal Fit
CMIN/ DF	1.00- 2.00	1,932	Fit
TLI	0.95	0.87	Marginal Fit
CFI	0.95	0.90	Marginal Fit

Source: Data has been processed by researchers, 2022

4. Loading Factor

The value or score of the loading factor is the weight of each indicator or item as a measure of each variable studied in this study. An indicator that has a loading factor with a large value is the strongest variable measuring indicator. The following is an explanation of the loading factor of each research variable:

a. Convenience Variable Loading Factor (X1)

The results of confirmatory factor analysis on indicators or items from the Comfort variable (X1) which has 3 indicators The weight or value of the loading factor of each indicator can be seen in the following table:

Table 1.4 Loading Factor Comfort variable (X1)

Indicator	<i>Standardize Loading Factor</i>	Information
X1.1	0.744	Strongest
X1.2	0.564	
X1.3	0.723	

Source: Data has been processed by researchers, 2022

So it can be stated that of all the indicators of comfort (X1) used in this study, the most influential is the indicator X1.1 with a value or weight of a loading factor of 0.744.

b. Loading Factor Celebrity endorser variable (X2)

The results of the confirmatory factor analysis on indicators or items from the celebrity endorser variable (X2) which has 3 indicators

Table 1.5 Loading Factor Variable celebrity endorser (X2)

Indicator	<i>Standardize Loading Factor</i>	Information
X2.1	0.508	
X2.2	0.748	Strongest
X2.3	0.725	

Source: Data has been processed by researchers, 2022

So it can be stated that of all the celebrity endorser indicators (X2) used in this study the most influential is the X2.2 indicator with a loading factor value or weight of 0.748.

c. Loading Factor Interest Behavior Variable (Y1)

The results of the confirmatory factor analysis on indicators or items of interest behavior variable (Y1) which are 3 indicators

Table 1.6 Loading Factor Interest behavior variable (Y1)

Indicator	<i>Standardize Loading Factor</i>	Information
Y1.1	0.668	
Y1.2	0.723	
Y1.3	0.769	Strongest

Source: Data has been processed by researchers, 2022

So it can be stated that of all the behavioral indicators of interest (Y1) used in this study, the most influential is the Y1.3 indicator with a value or weight of a loading factor of 0.769.

d. Loading Factor Actual usage variable (Y2)

The results of the confirmatory factor analysis on indicators or items from the actual use variable (Y2) which are 3 indicators

Table 1.7 Loading Factor of Actual Usage Variable (Y2)

Indicator	<i>Standardize Loading Factor</i>	Information
Y2.1	0.352	
Y2.2	0.486	
Y2.3	0.748	Strongest

Source: Data has been processed by researchers, 2022

So it can be stated that of all indicators of actual use (Y2) used in this study, the most influential is the Y2.3 indicator with a value or weight of a loading factor of 0.748.

5. The description of Confirmatory Equations and Structural Equations

As stated in chapter four in point 4.9 of the data analysis technique section, confirmatory equations and structural equations are translations of the model used in this study, confirmatory equations translate about the relationship of variables to the indicators used as a measuring tool for the variables used in this study. , while the structural equation is a translation of the path or path of the relationship between the variables used in this study. The following are the results of the equations obtained after performing statistical tests with the help of AMOS software

B. DISCUSSION**1. The influence of comfort on the behavior of interest**

The results of the analysis show that there is a significant relationship between comfort and interest behavior. This is evidenced by the convenience which shows the Critical Ratio (CR) value of 5.221 with a probability number of *** less than 0.05 with the highest indicator or the dominant one in the comfort variable being the X1.1 indicator with a value of

0.744. which means that the fun of using the tiktok application as something fun or personal fun and has become one of the dominant reasons for the high level of users to download the tiktok application, so the application needs to maintain the user's level of comfort so that interest behavior is maintained. then the X1.3 indicator with a value of 0.723, and the lowest indicator is the X1.2 indicator with a value of 0.564 which means that the enjoyment felt by users is not the dominant reason for Tiktok application users to commit. The results of this study are in line with or confirm the opinion expressed by (Hansudoh, 2012) the level of satisfaction felt by consumers while buying online on certain websites, is limited to the ability to make happy, not including the results to be obtained). According to (Yadnya & Santika, 2017) states that contrary to the expectations of most of the experience, it is measured as the perceived balance between skill experience and challenge is above the individual's average, it occurs when the individual is at work rather than at leisure. .

This is because the level of satisfaction felt by consumers while buying online on certain websites, is limited to the ability to make happy, not including the results to be obtained (X1.1), which is contrary to the expectations of most of the experience, it is measured as perceived about the balance between skill experience and challenge was above the individual average (X1.2) which resulted in pleasure appearing as a driving force to generate interest in using the application. Previous research stated that comfort has a positive and significant influence on interest behavior, the previous research was conducted by Made Ayu Swari & I Made Wardana 2018, Megan Natasya Chandra 2019, Rahmi 2016.

2. Celebrity endorser of interest behavior

The results of the analysis show that there is a significant relationship between celebrity endorsers and interest behavior. This is evidenced by Celebrity endorsers who show a Critical Ratio (CR) value of 2.468 with a probability number of 0.014 with the highest indicator or dominating the celebrity endorser variable is the X2.2 indicator with a value of 0.748 which means that celebrity attractiveness affects Tiktok application users as something interesting and has become one of the dominant reasons for the high level of users to download the Tiktok application, so the application needs to display attractive celebrity endorsers so that the behavior of user interest increases. then the X2.3 indicator with a value of 0.725, and the lowest indicator is the X2.1 indicator with a value of 0.508 which means that the credibility of a celebrity is not the dominant reason for Tiktok application users to generate deeper trust in the application.

The results of this study are in line with or confirm the opinion expressed by Hansudoh (2012 .p,109), the use of celebrity endorser communicators who have certain characteristics can affect positive consumer attitudes or responses to the product. According to Shimp, (2014: 459), endorsers are ad supporters or also known as advertising stars to support a product. According to Belch (2009:178), defines endorser as a supporter of advertisements that are displayed to convey messages. Endorser is often also referred to as a direct source, namely a speaker who delivers a message and or demonstrates a product or service. In addition, an endorser is also defined as a person who is chosen to represent the image of a product (product image), because usually community leaders have prominent characters and strong appeals.

This is because celebrities can attract the attention of users to use the tiktok application (X2.2), as opposed to being famous people to represent a brand can get a higher level of attractiveness, not necessarily increase trust, and remember when comparing with other brands. models that are not known to the user (X2.1) that result in celebrity attractiveness appear as a driving force to generate interest in using the application.

Previous research stated that celebrity endorsers have a positive and significant influence on interest behavior, the previous research was conducted by Darmansyah 2011, Mirza Dwi Darmawan & Sri Setyo Iriani 2021.

3. The effect of convenience on actual use

The results of the analysis do not show a significant relationship between comfort and actual use. This is evidenced by the convenience of having a Critical Ratio (CR) value not greater than 1.96, namely 0.248 and a probability value of 0.716 greater than 0.05 with the highest indicator or the dominating variable in the comfort variable being the X1.1 indicator with a value of 0.744, then the X1.3 indicator with a value of 0.723, and the lowest indicator is the X1.2 indicator with a value of 0.564.

The results of this study are not in line with or do not confirm the opinion expressed (Wibowo, 2016: 3) Actual System Usage is a real condition of using the system. In the context of the use of information technology systems, behavior is conceptualized in actual use, which is a form of measurement of the frequency and duration of technology use. In other words, actual system use is measured as the amount of time used to interact with a technology and the frequency with which it is used. Someone will be satisfied using the system if they believe that the system is easy to use and will increase their productivity, which is reflected in the real conditions of use.

This can be seen from Exciting Respondents' responses that using tiktok is something cool (X1.2) referring to a number of goals from someone who feels fun when using the tiktok application. Self-regulation includes traits that describe the tendency to frequently use the tiktok application. So that in using the application you can use it in a long frequency. Continuous (X1.1) is a continuation of the use of the tiktok application, a personality dimension that describes someone who is happy and always uses the tiktok application. This makes the convenience of being able to increase the desire to continue using the TikTok application.

This is in accordance with Megan Natasya Chandra 2019 showing that convenience has a significant effect on actual use, while research conducted by Rahmi 2016 states that convenience has an insignificant effect on actual use.

4. Celebrity endorser against actual Use

The results of the analysis show that there is an insignificant relationship between celebrity endorsers and actual users. This is evidenced by the celebrity endorser having a Critical Ratio (CR) value not greater than 1.96, namely -1.439 and a p value of 0.150 greater than 0.05 with the highest indicator or the dominating variable on the celebrity endorser variable is the X2.2 indicator with a value of 0.748, then the indicator X2.3 with a value of 0.725, and the lowest indicator is the X2.1 indicator with a value of 0.508.

The results of this study are not in line with the opinion expressed by Hansudoh (2012 .p,109), the use of celebrity endorser communicators who have certain characteristics can affect positive consumer attitudes or responses to the product. According to Shimp, (2014: 459), endorsers are ad supporters or also known as advertising stars to support a product. According to Belch (2009:178), defines endorser as a supporter of advertisements that are displayed to convey messages. Endorser is often also referred to as a direct source, namely a speaker who delivers a message and or demonstrates a product or service. In addition, an endorser is also defined as a person who is chosen to represent the image of a product (product image), because usually community leaders have prominent characters and strong appeals.

This is seen from Attractive (X2.2) refers to a number of goals of a person who focuses attention. That the attractiveness of celebrities affects in using the tiktok application. Credibility (X1.1) is someone who has a famous image that can affect the trust of users of the tiktok application. This makes celebrity endorsers able to increase user confidence to use the TikTok application.

This research is supported by research conducted by Darmansyah. (2011), Mirza Dwi Darmawan & Sri Setyo Iriani (2021), show that celebrity endorsers have no significant effect on actual users.

5. Influence of interest behavior on actual use

The results of the analysis show that there is a significant relationship between the behavior of interest in actual users. This is evidenced by the behavior of interest having a Critical Ratio (CR) value greater than 1.96, namely 4.043 and p value *** less than 0.05 with the highest indicator or dominating the organizational commitment variable. Y1.3 with a value of 0.769. Next is the Y1.2 indicator with a value of 0.723, and the lowest indicator is the Y1.1 indicator with a value of 0.668.

The results of this study are in line with or confirm the opinion expressed by Dlodlo, (2015) Intention to reuse is the intention to behave in using the same product twice or more. In application usage, the interest to reuse applications is considered a major component of application loyalty. Consumer behavior to reuse an application shows that the quality of the application is strong enough to make consumers use it again. Intention to Reuse is usually used to measure the actions or intentions that a person might take with the aim of predicting the possibility that someone will decide to continue or not use a system in the future.

This is because of the great desire of consumers to use the tiktok application (Y1.3). And user considerations for using the tiktok application under any conditions (Y1.1) so that consumers want to use the tiktok application because they get personal pleasure but still consider whether to use it in the long term or as often as possible.

Previous research stated that interest behavior has a positive and significant influence on actual use, the previous research was conducted by Jufry Heryanta (2019).

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that convenience has a significant effect on the behavior of interest in Tiktok application users in the city of Tenggara. So the higher the convenience, the higher the interest of Tiktok application users. Celebrity endorsers have a significant effect on the behavior of interest in Tiktok application users in the city of Tenggara. So the higher the celebrity endorser, the higher the interest of Tiktok application users. Convenience has no significant effect on the actual use of Tiktok application users in the city of Tenggara. So the level of comfort has no effect on the number of users of the Tiktok application. Celebrity endorsers have no significant effect on the actual use of Tiktok application users in the city of Tenggara. So celebrity endorsers do not affect the actual use of Tiktok application users. Interest behavior has a significant effect on the actual use of Tiktok application users in the city of Tenggara. So the higher the interest, the higher the actual use of Tiktok application users.

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