

RESEARCH ARTICLE

SELF-DISCLOSURE AND SELF-CONFIDENCE WITH TIKTOK USAGE INTENTIONS IN GEN Z

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ABSTRACT

Generation Z is the current generation who are accustomed to using gadgets and social media. While Tik Tok is one of the social media that is favored by teenagers. With Tik Tok, teenagers can show themselves to the public with a variety of expressions and creativity. The purpose of this study was to see whether there is a relationship between self-disclosure and self-confidence with the intention to use social media Tik Tok in generation Z. The population in this study is generation Z in the city of Surabaya who actively use Tik Tok. The sampling technique used purposive sampling, with a sample of 91 respondents. Based on the results of the multiple regression test, it shows that there is a joint relationship between self-disclosure and confidence in the intention to use TikTok in generation Z in the city of Surabaya, with a significance of $0.002 < 0.05$. However, if each variable is tested, the result is that the confidence variable obtains a value of $p = 0.062$ ($p > 0.05$), which means that there is no relationship between self-confidence and the intention to use TikTok.

Keywords: *Self disclosure; self confidence; intention to use Tik Tok*

INTRODUCTION

Globalization is the process of international integration that occurs due to the exchange of world views, products, ideas, and cultural aspects (Setiadi, 2011). In the current era of globalization, there are both positive and negative impacts. One impact of globalization is increasingly sophisticated technology, making everything humans need easily accessible. For example, mobile phones are readily available with guaranteed quality and affordable prices. It's likely that changes and new versions of mobile phones are introduced daily.

In today's era of globalization, where Information and Communication Technology (ICT) is growing day by day, technology has become a vital part of human life, including for teenagers. One example of this development is the internet. Its presence is

considered a digital world that creates a new culture, especially now with the advent of social media.

The internet and social media have made it easier for users to access information and entertainment from around the world, without being limited by distance and time. The most popular social media platforms among teenagers are Facebook, Twitter, WhatsApp, Skype, Instagram, Path, TikTok, and others. Among these platforms, TikTok is currently trending. TikTok is a platform for Gen Z, or today's teenagers. Compared to other social media platforms, TikTok has the youngest user base. Nearly 70% of TikTok users are aged 16 to 24, meaning only 30% are aged 25 and above (kompasiana.com).

The TikTok app was launched in China in 2016 by Zhang Yiming. TikTok's original name is Douyin

(Fauziah, 2019). TikTok is an audio-visual social media platform that can be viewed and listened to. Nearly four years after its launch, TikTok experienced an explosion in popularity. By the end of 2019, it had 500 million active users worldwide. The app is popular among various groups in Indonesia, especially teenagers (kumparan.com).

In this study, the researchers limited the subject to adolescents, as adolescence is a period of identity formation. Teenagers rely heavily on social media and are inextricably linked to narcissistic and contemporary views, making social media a daily staple for them. Teenagers frequently post their activities, thoughts, and feelings through their social media platforms. Teenagers use social media for a variety of reasons. It's not just about sharing information, but also about demonstrating creativity, building self-image, and expressing themselves, whether through writing, photos, or videos. Furthermore, social media can be used to demonstrate one's presence within their social circles.

Bencsik et al.'s (2016) research shows that there are six generations of humans based on their birth year, namely the Veteran generation (1925-1946), Baby boom generation (1946-1960), X generation (1960-1980), Y generation (1980-1995), Z generation (1995-2010), and Alpha generation (2010+). Generation Z is the next generation of generation Y. Generation Z grew up with the internet and increasingly developing technology.

Generation Z are individuals born between 1995 and 2010, a time when technological development was at a rapid pace (Saragih, 2012). Gen Z is estimated to be between 12 and 26 years old (in other words, currently attending junior high school and college), or they could also be considered to be entering the adolescent stage of development. There are many interesting facts about Generation Z, one of which is their high adaptability to the use of technology. It can be seen that Gen Z is quite adept at operating computers, cell phones, and other electronic devices.

According to the Kamus Besar Bahasa Indonesia (KBBI), intention is the level or measure of intensity of an activity. Meanwhile, according to Cohen and Levesque (1990), intention is the

application of behavior carried out to achieve a goal. Intention is a decision to act in various ways or the urge to carry out an action, whether consciously or unconsciously (Corsini in Firmansyah, 2019). According to Fishbein and Ajzen (1975), intention is the conative component of an attitude and a person's readiness to behave. Intention is considered a direct element of a behavior and is the best predictor of a behavior that will be practiced or displayed.

According to Fishbein and Ajzen (1975) intention has four aspects, namely: (1) Behavior, namely specific behavior that will be realized; (2) Target, namely the object that is the target of the behavior. Which is divided into three, namely a particular person or a particular object (particular object), a group of people or a group of objects (a class of object) and people or objects in general (any object); (3) Situation, namely a situation that supports the implementation of a behavior, how and where the behavior will be realized. The situation can also be interpreted as the location where the behavior occurs; (4) Time, namely the time when the behavior occurs which includes a certain time in one period / unlimited in one period. For example, a specific time of a certain day, a certain date, a certain hour, a certain period, a certain month, and an unlimited time, namely the time to come.

Nowadays, using TikTok as a social media platform has become a shortcut to fame through videos and to garner responses from others (Marini, 2019). With its various features and attractive effects or filters, individuals utilize TikTok to appear creative and engage viewers. Teenagers who interact through TikTok also require self-disclosure to foster effective interactions. This can be seen when teens share videos on TikTok and then receive responses from other users.

The above phenomenon shows that many teenagers engage in self-disclosure, particularly through social media. The psychological term describing the act of sharing or conveying personal information to others is self-disclosure (Hasan in Fauzia et al., 2019).

Self-disclosure is revealing truths about oneself to others, a crucial process in the development of a

relationship (Harre & Lamb in Ekasari, 2013). The concept of self-disclosure is a way to show who an individual is and express their needs (Leung in Fauzia et al., 2019).

DeVito (2011) stated that self-disclosure has five aspects, namely: (a) Amount, indicating the frequency of a person making self-disclosure and the duration of messages that are self-disclosure or the time required to make self-disclosure; (b) Valence, indicating the positive and negative qualities of self-disclosure. Individuals can make self-disclosure well and pleasantly (positive) or not well and unpleasantly (negative), this quality will have different impacts, both for the individual making self-disclosure and the listener; (c) Accuracy, or the precision and honesty of self-disclosure will be limited to the extent to which the individual knows and understands himself. Self-disclosure will differ depending on honesty. Individuals can be honest or exaggerate stories, or lie; (d) Intention, or the purpose and intention of the individual making self-disclosure is shown by the individual revealing what is intended to be revealed, so that the individual can consciously control the self-disclosure he does; (e) Intimate, or intimacy is shown by the individual being able to reveal personal and intimate things in his life or other things that are considered interpersonal.

Self-disclosure is crucial for adolescents' social relationships because adolescence is a period in which individuals learn to use their ability to give and receive in relationships with others (Devi & Rini, 2020). Adolescents are required to learn to adapt to a broader and more diverse social environment, such as that found on social media.

Adjusting to others also requires self-confidence. Self-confidence can be developed with support from one's environment (Iswidharmanajaya in Sholiha & Aulia, 2020). Miskell (in Anggelis, 1997) defines self-confidence as trust in one's own abilities, awareness of one's abilities, and the ability to utilize them appropriately.

Fatimah (2006) stated that self-confidence is a positive attitude of an individual that enables him/her to develop positive assessments, both of himself/herself and of the environment or situation he/she is facing. According to Kumara (in Yulianto

& Nashori, 2006) there are four aspects of self-confidence, namely: (1) Ability to face problems; (2) Responsibility for decisions and actions; (3) Ability to socialize; (4) Ability to accept criticism.

In this study, researchers examined how TikTok, a social media app, experienced a shift in its usage. Initially used as a video-sharing and promotional platform for musicians to promote their songs, TikTok has now become a platform for users to express their feelings and personal problems. Estiyani's (2018) research on junior high school students revealed that adolescents tend to express themselves through social media. Frequent activities include posting selfies, creating status updates, and commenting on other people's posts. Teenagers typically upload selfies after school, at restaurants, or when hanging out with friends. This is done to gain as many views and likes as possible. Teenagers feel happy when they express themselves on social media.

Based on the explanation above, the researcher is interested in seeing how the relationship between self-disclosure and self-confidence with the intention of using TikTok social media in generation Z. The hypothesis in this study is that there is a relationship between self-disclosure and self-confidence with the intention of using TikTok social media in generation Z.

METHOD

Research Design

The approach used in this research is quantitative, which consists of data that can be measured, calculated, and described using numbers. The data is then processed using statistical techniques.

Participants

The subjects in this study were Generation Z in the city of Surabaya. The researcher used a purposive sampling method or a sampling technique that considers certain criteria. The subject criteria in this study were individuals aged 12-27 years and have a TikTok account as an active user (using their account to upload videos). The age of 12-27 was chosen because it aligns with the age of Generation

Z. Meanwhile, active TikTok users must be because the researcher wanted to examine the intention to use TikTok which is associated with self-disclosure and self-confidence, which is more visible in TikTok users who like to post videos. The number of subjects in this study was 91 people.

Measurement

The data collection technique used in this study was a questionnaire. The researchers chose this method because it was relatively time-consuming and allowed for a large amount of data collection, relatively inexpensive, required no special skills, and facilitated scoring and data analysis.

This study used three variables. The independent variable (X_1) is self-disclosure, the independent variable (X_2) is self-confidence, and the dependent variable (V_Y) is the intention to use TikTok, all of which were measured using a Likert scale. According to Azwar (2012) a scale is a stimulus in the form of a statement, which indicates that the stimulus does not directly reveal the attribute to be measured, but is expressed through aspects or behavioral indicators of the attribute to be measured. Noor (2011) added that the Likert scale is a technique for measuring attitudes where subjects indicate the level of agreement or disagreement with each question or statement. The three scales used in this study were created by the researchers themselves based on Fishbein and Ajzen's (1975) intention theory, DeVito's (2011) theory on self-disclosure, and Kumara's theory (in Yulianto & Nashori, 2006) on self-confidence.

The research scale went through various stages of analysis. Validity tests were conducted to determine the extent to which the instrument measured what it was supposed to (Azwar, 2012). An instrument is said to be valid if it is able to measure what is desired or can accurately reveal data from the variables being studied. Meanwhile, reliability testing is the degree of precision, accuracy, or accuracy demonstrated by the measurement instrument. The extent to which a measuring instrument can be trusted and relied upon (Azwar, 2012). If an instrument can be used twice for the same measurement and the

measurement results are relatively consistent, then the measuring instrument is said to be reliable (Azwar, 2012). The validity coefficient is symbolized by r_{ix} , while reliability is expressed by the reliability coefficient (r_{xx}), which ranges from 0 to 1.00.

Data analysis

In this study, the data analysis technique used is the multiple regression correlation analysis technique, where the data to be analyzed is data obtained from the self-disclosure scale, self-confidence, and the TikTok usage intention scale using the SPSS 20 for Windows application.

RESULTS

The subjects in this study were Generation Z in Surabaya. Data collection was conducted using a Google Form from June 14–20, 2025, with 91 respondents.

Table 1. Respondent Characteristics

Gender	Jumlah
Male	12
Female	79
Age	Jumlah
12-15 years	2
16-19 years	13
20-23 years	50
24-27 years	26

The validity coefficient for the self-disclosure scale ranged from 0.355 to 0.728, while the reliability coefficient was 0.868. For the self-confidence scale, the corrected item-total correlation ranged from 0.303 to 0.505, while the reliability coefficient was 0.814. For the TikTok usage intention scale, the corrected item-total correlation ranged from 0.320 to 0.696, while the reliability coefficient was 0.907.

For the normality test on the self-disclosure, self-confidence, and intention to use TikTok scales, see table 2 below:

Table 2. Normality Test Results

Kolmogorov-Smirnov ^a			
	Statistic	Df	Sig.
Disclosure	.088	91	.089
Percaya_diri	.088	91	.076
Intensi	.075	91	.200*
a. Lilliefors Significance Correction			

Based on the table above, the results of the Kolmogorov-Smirnov significant test show that the self-disclosure scale has a p-value of 0.089. These results indicate that the p-value is > 0.05 , meaning that the distribution of the self-disclosure scale is normally distributed. The self-confidence scale has a p-value of 0.076. These results indicate that the p-value is > 0.05 , meaning that the distribution of the self-confidence scale is normally distributed. Meanwhile, the TikTok usage intention scale has a p-value of 0.200. These results indicate that the p-value is > 0.05 , meaning that the distribution of the TikTok usage intention scale is normally distributed.

Next, the linearity test yielded the results in tables 3 and 4 below:

Table 3. Linearity Test Results of Self-Disclosure (X_1) and TikTok Usage Intention (Y)

ANOVA Table						
		Sum of Squares	Df	Mean Square	F	Sig.
Intensi	Between (Combined)	2174.849	30	72.49	.86	.65
*	en ed)		5	7		
Self_di	Group	702.0	1	702.0	8.4	.00
sclosur	Linearity	75	75	00		
e						
	Deviation from Linearity	1472.774	29	50.78	.60	.92
			5	8		
Within Groups		5014.536	60	83.57		
Total		7189.385	90			

Based on table 3 above, the value of Deviation from Linearity was obtained with a significant value of $p = 0.928$ ($p > 0.05$), meaning that the variance on the self-disclosure scale and the intention to use TikTok was classified as linear.

Table 4. Results of the Linearity Test of Self-Confidence (X_2) and TikTok Usage Intention (Y)

ANOVA Table						
Model	Sum of Squares	df	Mean Square		F	Sig.
			Regression	Residual		
Intensi *	2473.2	1	98.93	1.3	.16	
Percaya _diri	364.5	5	56.4	0		
Linearit y	10.703	1	10.703	.14	.702	
Deviation from Linearity	2462.2	102.6	102.6	1.4	.13	
Within Groups	4716.6	72.554	72.554	0.205		
Total	7189.9	385.0	385.0			

Based on table 4 above, the value of Deviation from Linearity was obtained with a significant value of $p = 0.136$ ($p > 0.05$), meaning that the variance on the self-confidence scale and intention to use TikTok was classified as linear.

Table 5. Multiple Linear Regression Test Results

ANOVA ^b						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	954.506	2	477.253	6.736	.002 ^a	
Residual	6234.879	88	70.851			
Total	7189.385	90				

a. Predictors: (Constant), Percaya_diri, Self_disclosure

b. Dependent Variable: Intensi

From the results of data processing on the relationship between self-disclosure and self-confidence with the intention of using TikTok in generation Z in Surabaya, with a research sample of 91 people, the results obtained $F = 6.736$ with a significance level of $p = 0.002$ ($p < 0.05$), it can be concluded that the hypothesis in this study is accepted. In other words, there is a significant relationship between self-disclosure and self-confidence with the intention of using TikTok social media in generation Z in Surabaya.

Self-disclosure and self-confidence are related to TikTok usage intentions. Self-disclosure and self-confidence contributed 13.3% to TikTok usage intentions ($R^2 = 0.133$).

Table 6. Multiple Linear Regression Coefficients

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	34.076	7.414		4.596	.000	
Disclosure	.493	.135	.399	3.650	.000	
Percaya_diri	-.287	.152	-.207	1.888		.062

a. Dependent Variable: Intensi

The equation coefficients are shown in column B where the self-disclosure variable = 0.493 and self-confidence = -0.287 and the constant is 34.076. The relationship between each independent variable and the dependent variable is seen from the t-table and its significance, as follows:

- The self-disclosure variable has a t-value of 3.650 and a p-value of 0.000 ($p < 0.05$), indicating a significant positive relationship between self-disclosure and TikTok usage intention. In other words, the higher a person's self-disclosure, the higher their TikTok usage intention.
- Self-confidence variable with t_count value = -1.888 and p value = 0.062 ($p > 0.05$) which means there is no relationship between self-confidence and the intention to use TikTok.

Based on the categorization results, the self-disclosure variable shows that the average self-disclosure is in the high category, namely 47.2%. Meanwhile, those in the very high category are 13.2% and the medium category are 26.4%. For the self-confidence variable, the average is in the high category, namely 60.4%. In the very high category, it is 17.6% and the medium category is 20.9%.

Meanwhile, the TikTok usage intention variable shows that the average is in the low category, namely 58.2%, and the very low category is 29.7%.

DISCUSSION

The results of this study indicate that there is a joint relationship between self-disclosure and self-confidence with the intention of using TikTok social media in Generation Z in Surabaya City, with a significance level of $p = 0.002$ ($p < 0.05$). This is in line with research conducted by Yuniar and Nurwidawati (2013) which stated that there is a positive relationship between the intention of using the social networking site Facebook and self-disclosure in grade VIII students of SMP Negeri 26 Surabaya ($p = 0.000 < 0.05$).

Generation Z individuals are already familiar with the internet. They are accustomed to using it, whether to support their learning process, search for information, or simply access social media. Advances and the ease of information technology have impacted self-disclosure on social media. The emergence of various social networking sites such as TikTok, Instagram, Facebook, and others has been utilized by teenagers to facilitate the disclosure of personal information online (Asandi et al., 2010).

TikTok's presence has become a platform for self-recognition, building self-confidence, and ultimately leading to self-disclosure, thanks to the various features it offers (Schouten & Peter, 2007). People become more comfortable sitting for hours with their electronic devices (gadgets) and expressing themselves without face-to-face interaction.

Research shows that Generation Z individuals are quite intense in using TikTok and self-disclosing. Self-disclosure through social media is not only a means to reduce stress but also a way to demonstrate their existence. This aligns with Derlega and Grzelak's (in Gamayanti et al., 2018) opinion that the reason people engage in self-disclosure is to express themselves. According to Gainau (in Ifdil & Ardi, 2013), the benefit of self-disclosure is that it can reduce mental burdens or

problems. By self-disclosing, individuals will feel that the burden of life has been reduced.

Based on the data analysis, the early adulthood age group is the one that engages in the most self-disclosure. According to Santrock (2002), during this period, individuals begin to enter a transitional stage, encompassing physical, intellectual, and social role transitions. Therefore, the ability to navigate relationships is crucial during this period. This means individuals need to be able to connect with a wide range of people and build strong social networks through these relationships (Syaifussalam & Wibisono, 2016).

According to Dariyo (2016), early adulthood fulfills the need for affiliation by using social networks to communicate online. Furthermore, according to Erikson (in Santrock, 2002), early adulthood is a time when individuals enter a phase where they engage in more self-disclosure and share their thoughts with others as a sign of intimacy.

If an early adult has high self-disclosure, they will feel comfortable disclosing various things online, especially on TikTok, in the form of photo or video posts. Rossen (2008) suggests that a person feels safe disclosing their interpersonal relationships with others on social media. Meanwhile, someone with low self-disclosure tends to be more cautious in disclosing themselves on social media. They will only disclose certain things (Widiyastuti, 2016). Someone with low self-disclosure tends to be more selective in self-disclosure and tends to use social media only when necessary. They first filter the information they will disclose on social media.

The more intensively an individual uses social media, the more open they are to self-disclosure. This also relates to one dimension of self-disclosure, namely, amount, which is a person's intention in self-disclosure (DeVito, 2011). According to Ningsih (2015), the purpose of self-disclosure is to expand friendships, as a means of communication, and even as a place to vent.

Research by Lenhart and Madden (2006) shows that adolescents with high self-esteem continue to use social media with high intentions to maintain and manage existing face-to-face friendships.

Meanwhile, research by Baker and White (2010) found that self-esteem was a factor influencing social media access intentions, but it was not significant. The most significant factor was the individual's purpose in accessing social media.

Self-confidence is an individual's belief in all aspects of their strengths. With this belief, individuals will feel capable of achieving various goals in life (Hakim, 2002). Individuals with high levels of self-confidence will find it easier to interact socially, thus experiencing less difficulty in establishing relationships with others, and are able to adapt to people and situations quickly and appropriately (Wood et al., in Rini, 2002). Individuals with high self-confidence tend to have confidence in themselves, making it easier to interact in society.

Meanwhile, for the self-confidence variable, when connected with the intention of using TikTok, the result was $p = 0.062$ ($p > 0.05$), which means there is no relationship between self-confidence and the intention of using TikTok in generation Z in Surabaya City. Research with similar results was conducted by Ardari (2016) which showed that self-confidence did not affect the intention of using social media in early adolescents or junior high school students. In that study, self-confidence contributed 0.3% and the calculated F was $0.434 < F$ table 3.9 and also the calculated t was $0.659 < t$ table 1.973, which means that self-confidence did not affect the intention of using social media in early adolescents.

This study differs from the results of research conducted by Permana et al. (2020), which showed a highly significant relationship between self-existence and self-confidence and intention to use Instagram. Azizan (2016) also provided similar research findings, indicating a significant influence between self-confidence and Instagram dependency among vocational high school students. Self-confidence predicted social media dependency by 22%.

According to Baker and White (2010), self-confidence is not a factor influencing social media usage intentions. Individuals with positive attitudes and mindsets are more confident in their ability to utilize social media. Likewise, individuals with

strong goals for engaging in social media use are more likely to act in accordance with their goals.

CONCLUSION

Based on the results of the statistical analysis, it can be concluded that there is a joint relationship between self-disclosure and self-confidence with the intention of using TikTok in generation Z in the city of Surabaya. Proof of the results of this study was obtained from statistical calculations of multiple linear regression analysis. The hypothesis was proven stating that there is a joint relationship between self-disclosure and self-confidence with the intention of using TikTok, with a significance of 0.002 ($p < 0.05$). However, if each variable is tested, the results show that the self-confidence variable obtained a p value = 0.062 ($p > 0.05$) which means there is no relationship between self-confidence and the intention of using TikTok.

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DECLARATION OF POTENTIAL CONFLICT OF INTEREST

“Rinanti Resmadewi does not work for, consult, own shares in, or receive funding from any company or organization that would benefit from this manuscript, and has disclosed no affiliations other than those noted above.”

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