

Social Media Dependency and Information Privacy Concerns on Switching Behavior TikTok Users of Indonesian

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ABSTRACT

This research aims to determine switching behavior among users through the level of dependence and concern on social media over a long period. The objects used are TikTok social media users in Indonesia. Data collection for this study is conducted through the utilization of a questionnaire. The data was analyzed using multiple regression analysis with SPSS 25. Based on the results of multiple regression analysis, social media dependency and information privacy concerns have an impact on switching behavior on social media TikTok in Indonesia, only able to explain as much as 12.4%

INTRODUCTION

The development of the digital era has resulted in the number of internet users in Indonesia increasing. Based on 2023 digital survey data, the number of internet users increased by 5.2% from 2022. Internet users in 2023 amounted to 213 million out of Indonesia's 276 million total population, which is higher than in 2022 which was 202 million out of Indonesia's 276 million total population (WeAreSocial, 2023). Now, social media has provided convenience for users to share their lives, Indonesia is one of the countries that is very active in using social media, especially in sharing activities carried out (Akhtar, 2020).

Regardless of current conditions, previous research shows that social media is used to build and maintain social relationships (Chu & Kim, 2011), as well as to obtain information for knowledge (Ha et al., 2015). As individuals increasingly fulfill their needs through social media, a strong bond forms between users and these platforms. As a result, users develop a growing dependency on social media as their engagement and interaction levels rise, making it difficult for them to switch to alternative platforms even if they have concerns about information privacy (Kim et al., 2020). A person's dependence on technology, especially social media, unknowingly makes social media a double-edged sword. Now, social media has taken over real life and made social media a very important part of everyday life.

The development of digital media influences the behavior and daily life of society, which is always evolving in terms of social media use from waking up to going to bed and even causing addiction or excessive use of social media. Additionally, the excessive attitude that emerges in social media use makes users unaware when sharing content, thus disregarding the boundary between personal and public matters (Januarti et al., 2018). The rise in social media users and the evolution of internet capabilities and service technologies have led to the emergence of new social networking applications with enhanced personalization and broader coverage features. Social media companies are actively leveraging big data analysis to understand and cater to user preferences and requirements. Therefore, switching behavior emerges in the new era.

This study examines switching behavior among TikTok users in Indonesia. Switching behavior refers to a consumer's decision to switch or replace one service provider with another (Liu et al., 2016). In practice, switching behavior reflects the number of user transfers and the reduction of user viscosity (A The degree of dependence and anticipation of repeat usage is influenced by the combination of user loyalty, trust, and a positive experience with the brand

or product.). This can indicate a rapid shift of users from a previously used social media network application to a new one.

Research on switching behavior has various perspectives, but most research has identified that switching behavior appears due to user dissatisfaction over a long period. Therefore, this study investigates switching behavior among users through social media dependency and concern levels over a long period. In this case, the subjects used were social media users of TikTok in Indonesia.

THEORETICAL REVIEW

Social Media Dependency

Dependency Theory was developed by Sandra Ball Rokeach and Melvin L. DeFleur (1976), which focuses on the structural conditions of society that regulate the tendency for mass media effects to occur. Dependency theory assumes that the more someone relies on their needs to be fulfilled by using media in their life, the more influence media has on that person. Based on a macroscopic social perspective, if more and more people depend on the media, the influence of the media will emerge in society. Therefore, there should be a direct relationship between the general amount of dependence and the level of media influence at any time.

According to Ha et al., (2015) social media dependency is the tendency of users to join social media to get social interactive satisfaction through interpersonal communication. According to DeFleur & Rokeach (1975) the degree of dependence on media is a key variable in understanding when and why mass media can change audience beliefs, feelings, and behavior. This means that the more someone relies on individual needs to be fulfilled using media, the more important the influence of the role of media on that person.

Previous research shows that there is a high dependence on cell phones and social media among Gen Y. The level of social media use by society is positively related to dependence on social media, which can lead to a dependence on social networking sites. (Wang et al., 2015). As a result, the benefits of social media increase social media engagement and the user's connection to social media becomes stronger, making the switch more difficult to make and increasing the user's dependence on the platform's functions.

H1 : Social media dependency influences switching behavior

Information Privacy Concerns

(Malhotra et al., 2004). As computers, networks, mobile devices, communication usage, automation of business processes, and other aspects of life increase. Privacy is a very important concern, even though applications provide convenience in everyday life. Stewart and Segars (2002) Internet users' information privacy concerns (IUIPC) is a development of the concern for information privacy (CFIP) model by formulating dimensions that form the privacy of personal information with the collection, errors, and use of unauthorized secondary parties. secondary used) and unauthorized access (improper access). However, along with the development of the Internet, Malhotra et al., (2004) opposed the CFIP model by proposing a new, more modern model formulation, namely Internet users for information privacy concern (IUIPC). The dimensional formulation is framed in collection, control, and awareness of information privacy practices.

Privacy is an individual's control process to regulate when, how, and to what extent their personal information is shared with others (Van De Garde-Perik et al., 2008). Humans as social creatures have the right to protect their privacy and respect each other's private information. Smith et al., (2011) outlined four definitions of Information Privacy, namely as a human right, as a commodity, as a state of limited access, and as the ability to control personal information. This means that Information Privacy is something important for every individual and group that must be protected so that it is not misused by irresponsible parties.

Information privacy concerns refer to the individual or group's apprehensions about the collection, use, and protection of their personal information. Now, information privacy has become a serious issue in cyberspace, especially social networks. It cannot be denied that social media offers features that attract users' interest, but social media is still vulnerable to security.

As the utilization of social media continues to grow, privacy concerns are becoming increasingly significant. Zhu & Bao (2018) research proposes that privacy is an issue that most social media users consider. Social media platform strategies still pay less attention to protecting user information, so individuals with higher privacy concerns will experience social media fatigue which subsequently leads to social media discontinuation or switching.

Research Bélanger et al., (2013) defines Information privacy concerns can be defined as the desire to control data about oneself. To respond to problems

related to privacy concerns that continue to increase, it is necessary to understand and review previous research. Advancements in data analytics technology and application development enable the tracking of users' daily activities and the collection of personal information shared on social media platforms. Smith et al., (2011) criticized research that has not adequately investigated how context influences information privacy.

H2 : Information privacy concerns influence switching behavior

Switching Behavior

According to Lim et al., (2017) switching behavior is when consumers choose to use another service rather than the previous service, involving potential and conflict. Meanwhile, according to Bowo et al., (2018) switching behavior is a multifaceted phenomenon that is influenced by various factors. According to Susanto & Widyawati (2016), brand switching can be measured using three indicators, namely the desire to search for and use a variety of other similar products offering different benefits, dissatisfaction arising after using the product, and the desire to use the product.

Gusmadara & Utami, (2013) stated Brand switching behavior refers to the act of consumers switching from one brand to another for various reasons or due to their susceptibility to switching to another brand. Arianto, (2013) Indicates that brand-switching behavior is shaped by both intrinsic and extrinsic factors. Intrinsic factors stem from within the individual, such as the curiosity to explore a new brand, while extrinsic factors originate externally, like the availability of superior service offerings.

As social media platforms continue to gain prominence, the number of studies examining user behavior has increased. Previous research has shown that there are several reasons why users switch from one social media platform to another. Many researchers study the factors that influence users' switching intentions and switching behavior. This research focuses on the role of user experience on user switching behavior.

H3 : Social media dependency and Information privacy concerns influence switching behavior

The thinking framework is a conceptual model of how to build relationships with various factors that have been identified as important problems.

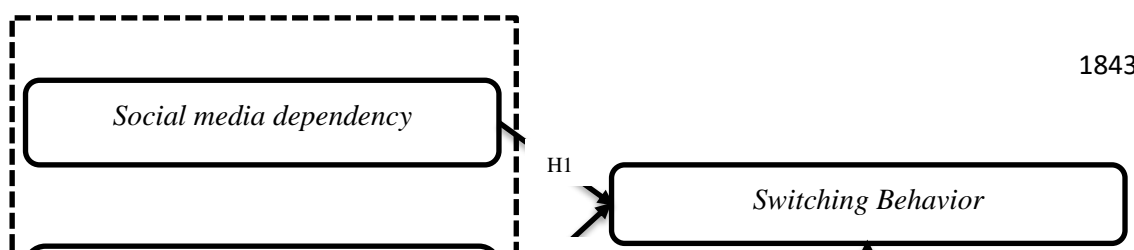


Figure 1. Conceptual Framework

METHODOLOGY

The population of this research is TikTok social media users who have switched to using other social media circulating in Indonesia with a total of 99.79 million as of July 2023. This research uses a nonprobability sampling technique with an accidental sampling type. According to Sugiyono (2018) nonprobability sampling is a sampling technique that does not give each member of the population the same chance or opportunity to be selected as a sample.

The number of samples used in this research was determined using the formula from Lemeshow because the population is infinite. From the sample calculation using the Lemeshow formula, the n obtained was 385 respondents for the minimum sample size, so this study took data from a sample of at least 385 respondents.

TikTok users were selected based on user experience and asked to answer a questionnaire designed to find out their feelings about the TikTok platform. The data obtained in this research was through distributing questionnaires online using Google Forms. A total of 395 questionnaires were distributed to participants, out of which 390 were returned, and 385 were deemed valid for analysis.

Research Instruments and Measurement Scales

Social media dependency and Information privacy concerns are used as independent variables in the research while Switching behavior is used as the dependent variable in the research. To provide a clearer picture of the research object, it is determined by determining research variables in the form of operational variables. Subsequently, the measurement items were revised to enhance the study's validity, drawing from existing research. These items were

sourced from various previous studies and tailored to align with the research goals.

The social media dependency variable was measured using items generated and modified based on concepts sourced from research by Lee & Choi (2018). Additionally, the independent variable information privacy concern was derived from research conducted by Kang et al., (2020). Moreover, switching behavior was adopted from research conducted by Liu et al., (2016).

The questionnaire consists of 4 main parts: the first part contains demographic data, two parts for independent variables, and the last part for dependent variables. Each instrument item has an answer scale ranging from 1 to 5, with point 1 indicating a strong disagreement and point 5 indicating a strong agreement.

In this research, multiple regression analysis statistics were used using SPSS. The analysis of this research is using ANOVA analysis using two variables.

Table 1.

Construct items researcher		
Demographic	Name	
	Gender	
	Age	
	Work	
Social media dependency	I'll continue to connect with relatives through social media TikTok	Lee & Choi (2018)
	I'll continue social media TikTok for a long time to come	
	I'm not in a good mood if TikTok's social media service is disrupted	

Information Privacy Concern	I feel that TikTok's social media platform encourages me to disclose a significant amount of personal information.	Kang et al., (2020)
	I feel that the excessive amount of information available on TikTok's social media platform often makes it difficult for me.	
	I feel like every day the amount of information I have to process is too much	
	It took me a lot of time to find the desired information	
	I'm looking for other information that offers better benefits	
Switching behavior	I am open to using other social media platforms in the future.	Liu et al., (2016)
	I have attempted to switch to other social media platforms.	

Respondent Demographics

Table 2.

Respondents character	Information	Total Respondents	Percentage
Gender	Male	159	58,7%
	Female	226	41,3%
Age	< 17 Years old	33	8,6%
	18-24 Years old	305	79,2%
	25-31 Years old	36	9,4%
	32-37 Years old	8	2,1%
	> 37 Years old	3	0,8%
Work	Students	288	74,8%
	Private employees	71	18,4%
	Government employees	11	2,9%
	Businessman	11	2,9%
	Fresh graduate	3	0,8%
	Housewife	1	0,2%
Total		385	100%

The research analyzed the traits of the 385 individuals who completed the questionnaire, The data was categorized according to the respondents' gender

and age characteristics. as shown in Table 1. Of the respondents, women amounted to 58.7% (226) and men amounted to 41.3% (159).

Respondents aged 18-24 years were the highest representative at 79.2% (305). This representation is consistent with the findings of a survey by Databoks (2023) which indicated that the 18-24 year age group is more prevalent in the use of social media compared to other age groups. This is an adequate representation of TikTok users because it is in line with the results of a survey conducted by Databoks (2023) which stated that the 18-24 year age group dominates the use of social media more than other age groups. The remainder were in the age range 25-31 years as much as 9.4% (36), aged < 17 years 8.6% (33), aged 35-37 2.1% (8), and the remainder aged > 37 years 0, 8% (3).

The research results suggested that the majority of the respondents were students, as much as 74.8% (288), private employees 18.4% (71), civil servants 2.9% (11), entrepreneurs 2.9% (11), fresh graduates 0.8% (3). and housewives 0.2% (1).

RESULTS

In this research, validity, and reliability tests were used using Cronbach's alpha to obtain valid and reliable data. This research has high-level data as a tool to prove the hypothesis. In this research, researchers used the IBM Software Statistical Program of Social Science (SPSS) 25 program to obtain precise data and narrow down errors in data processing.

Validity

To validate the research, the researchers utilized the Pearson Product Moment correlation to evaluate the strength of the relationship between the independent and dependent variables.

Table 3.

Variable	No Item	RC	RT	Conclusion
<i>Social media dependency</i>	1	0,616	0,312	Valid
	2	0,737	0,312	Valid
	3	0,793	0,312	Valid
	4	0,638	0,312	Valid
	5	0,735	0,312	Valid

<i>Information privacy concerns</i>	6	0,892	0,312	Valid
	7	0,802	0,312	Valid
	8	0,614	0,312	Valid
<i>Switching Behavior</i>	9	0,877	0,312	Valid
	10	0,903	0,312	Valid

Reliability

The research instrument consists of a questionnaire and a multilevel scale, Reliability testing is conducted using the Cronbach Alpha (α) technique using the Cronbach Alpha formula using IBM SPSS version 25. If the Cronbach Alpha (α) value is > 0.6 , then the research instrument is reliable, but if Cronbach Alpha (α) value < 0.6 , then the research instrument is not reliable.

Table 4.

Variable	Cronbach's Alpha	N of Items
Social media dependency	.721	3
Information privacy concerns	.794	5
Switching behavior	.736	2

The analysis of the social media dependency item indicates that a majority of respondents have a moderate level of social media dependency. The item that states, " I'll continue to connect with relatives through social media TikTok ", received the highest score with a percentage of 79.95%. Meanwhile, the statement, " I'm **not** in a good mood if TikTok's social media service is disrupted ", received the lowest score with a percentage of 77.14%. This indicates that the social media dependency of TikTok users is good, but it is necessary to pay attention to service disruptions to prevent switching.

The analysis of the information privacy concern item shows that the statement "I am looking for other information that offers better benefits" received

the highest score with a percentage of 82.64%. Meanwhile, the statement, "I feel like every day the amount of information I have to process is too much " received the lowest percentage score of 73.87%. This suggests that TikTok users are generally satisfied with the privacy of their information. Still, TikTok should focus on enhancing the quality of available information to prevent users from switching to alternative platforms.

The results of hypothesis testing are shown in Table 5 with standardized regression weight values which show the coefficient of influence between variables.

Table 5.

Statistics	Value	P-value	Description
R	.352	-	
R Square	.124	-	
Adjusted R Square	.120	-	
T-test SMD	1.994	.047	Partially influential and significant
T-test IPC	6.020	.000	Partially influential and significant
F-test	27.095	.000	Simultaneously influential and significant

The results of the first hypothesis test were **accepted** with a p-value of .047, indicating that the relationship between social media dependency has a partial effect on switching behavior.

The results of the second hypothesis test were also **accepted** with a p-value of .000, indicating that the relationship between social media dependency has a partial effect on switching behavior.

The results of the third hypothesis test were **accepted** with a p-value of .000, which shows that the relationship between social media dependency has a simultaneous effect on switching behavior.

DISCUSSION

First, analysis of the processed data shows that the social media dependency variable partially has a significant influence on switching behavior. This indicates that social media dependency has a direct impact on consumer behavior when it comes to switching behavior. In this case, if users' social media dependency is high, they tend to maintain their existing use of social media, thereby weakening their intention to switch behavior. This shows the importance of social media dependency in retaining users and preventing users from switching behavior. So, TikTok needs to ensure that they pay attention to increasing user dependency by increasing user engagement with TikTok social media. So this can help TikTok to retain users and prevent them from switching behavior. In this way, this contradicts research conducted by Kim et al., (2020), which revealed that media dependence can prevent users from switching behavior.

Second, the results of this study support the statement of Son & Kim (2008), which revealed that privacy information concerns individuals who tend to respond more easily and respond to behavioral changes. There is a significant influence between information privacy concerns on switching behavior because users with high levels of concern tend to strengthen their intention to preserve. If consumers consider the information received to be too broad, then users tend to look for other alternatives that might offer information with better benefits. So this can help TikTok to provide limits on disclosing user information privacy to remain competitive and maintain user satisfaction to reduce switching behavior. The habit of using social media in daily life creates a desire to switch to platforms with innovative differences. The similarity in usage makes users more adaptable without having to learn from scratch, but rather adjusting to the new features that TikTok possesses. This suggests that the higher the information privacy concerns of users, the higher the switching behavior of users on platforms similar to TikTok with new and different innovations.

Thirdly, based on the results of the study conducted by researchers, it can be inferred that the influence of independent variables such as social media dependency and information privacy concerns have a weak simultaneous effect on switching behavior. The habit of using social media leads to dependency, which is caused by users with high social media dependency levels performing almost all activities through social media, including socializing and acquiring new knowledge. This makes switching behavior difficult to stop, even with high information privacy concerns. This indicates that users will consider factors such

as these and other supporting factors not included in the study when deciding whether to continue using the service or switch to a different social media platform. Therefore, TikTok must pay attention to and fulfill these factors to maintain customer loyalty and prevent switching behavior.

CONCLUSIONS AND RECOMMENDATIONS

This research aims to investigate the impact of social media dependency and information privacy concerns on social media dependency. In this study, the subjects used were TikTok users in Indonesia. The study found that social media dependency and information privacy concerns have an impact on switching behavior on social media TikTok in Indonesia, **only able to explain as much as 12.4%**, while the remaining 87.6% was influenced by other variables not included in the study.

Based on the t-test analysis, it was found that there is a positive and statistically significant effect of social media dependency on switching behavior on TikTok in Indonesia, with a partial effect of 2.1%. Additionally, information privacy concerns have a positive and statistically significant effect on switching behavior on TikTok in Indonesia, with a partial effect of 10.3%.

It is essential to acknowledge some limitations regarding the conclusions presented in the study. The research primarily focused on examining the relationship between psychological characteristics and individual behavior, with a sole emphasis on these factors. In future investigations, researchers could incorporate other psychological characteristics that were not considered in this study to provide a more comprehensive understanding of the topic.

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