

Understanding of Content Characteristics of Tiktok Users in Indonesia: Intentions and Experiences

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ABSTRACT

This research analyzes how originality, humour, and hedonic experience influence the intention to follow an account and follow advice from TikTok influencer Ganta. It also explores hedonic experience as a mediator between originality and humour with these intentions. Using a quantitative method, data were collected via an online questionnaire from 301 TikTok users, utilizing purposive sampling and SEM PLS analysis with SmartPLS 3. Findings indicate that originality positively affects both intentions and hedonic experience, humour positively impacts hedonic experience, and hedonic experience mediates the effects of originality and humour on intentions. Practical suggestions include that TikTok influencers can continue to maintain the value of originality of content and the value of humour in their content so that they can continue to attract the attention of TikTok users, such as making observations related to an in-depth understanding of demographics, online behaviour and ongoing trends. Practical advice for brands or companies is to understand what content characteristics are suitable for introducing products or marketing their products so they can reach the right target audience.

JEL Codes:

Keywords: *Hedonic Experience, Humour, Intention to Follow The Account, Intention to Follow The Advice, Originality.*