

THE INFLUENCE OF STRESS AND ANXIETY LEVELS ON TIKTOK CONTENT CONSUMPTION IN ADOLESCENTS AND EARLY ADULTS

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Abstract: This study aims to analyze the effect of stress and anxiety levels on TikTok consumption among respondents. The method used is a quantitative approach with multiple linear regression analysis techniques. The results of the validity test show that all items in the Stress Level (X1), Anxiety (X2), and TikTok Consumption (Y) variables are valid, indicated by a p-value <0.05. The reliability test also showed very good results with Cronbach's Alpha values of 0.919 (X1), 0.971 (X2), and 0.898 (Y), respectively, which means that all research instruments are reliable. The classical assumption test shows that the regression model meets the assumption of normality, there is no multicollinearity, and there is no heteroscedasticity. The results of the regression analysis produce the equation $Y = 29.633 + 0.515X_1 - 0.132X_2 + e$. The partial test (t-test) shows that both independent variables have a significant effect on TikTok consumption, with a significance value <0.05. The simultaneous test (F test) also shows that both variables together have a significant effect on TikTok consumption. The coefficient of determination (R^2) value of 0.351 indicates that 35.1% of the variability in TikTok consumption can be explained by stress and anxiety levels. This finding indicates that the higher the level of stress and anxiety, the higher the tendency of a person to consume TikTok.

Keywords: Stress; Anxiety; Tiktok Consumption

I. INTRODUCTION

Stress levels are psychological conditions that arise in response to pressure or burdens that exceed an individual's ability to cope. According to (Twenge & Campbell, 2018) stress can have a broad impact on a person's physiological, emotional, and behavioral aspects. Adolescents and early adults often experience stress due to academic demands, social pressures, and the transition to adulthood (American Psychological Association, 2022). High levels of stress often drive individuals to seek escape, such as through the consumption of entertaining social media. In recent decades, the use of social media in Indonesia as mentioned in WE Are Social Hoosuite in 2021, social media users in Indonesia reached 191.4 million people (Permadi, 2022), which is a place to socialize online easily and very efficiently (Azka et al., 2018). This is undeniable because social media is very important in playing a role in human life from various circles (Andika Putra et al., 2023). Social media is also a form of communication tool (Rahmi Putri & Irna Aviani, 2023) that can be used as a medium for information in the form of images, films, songs, books, locations and videos, one of the dissemination of information through videos that is growing rapidly in this era is social media in the TikTok application (Purwandini et al., 2023). TikTok was first introduced as an application for sharing short videos, editing and sharing content

in 2016 (Mawarni et al., 2025) and is now one of the media platforms with the most users, namely 112.97 million in 2023 (Mahmudah et al., 2023) However, unfortunately, the large number of TikTok application users has presented various impacts that are of concern in this study, especially stress and anxiety (Faozi et al., 2023). This happens because of excessive use of TikTok, too much access with high intensity according to them they have felt satisfied, this is in line with the relationship between life satisfaction and excessive use of social media (Darmayanti et al., 2023), this can be a negative impact given in social media and can cause stress and anxiety (Perubahan et al., 2024) Excessive use of TikTok will result in addiction because in the TikTok application, various videos that are shared are short videos or short videos, easy access, interesting as a result, making the audience interested in watching them (Agustin Revi Yantil, 2024). With the FYP system in the TikTok application, it will access the algorithm that its users like, which makes users more comfortable accessing the TikTok application for a long time, and this can be a window that causes stress and anxiety in its users (Andika Putra et al., 2023) Anxiety, on the other hand, is an emotional condition characterized by feelings of worry, tension, or excessive fear. Research conducted by (Marteau & Bekker, 1992) distinguishes between anxiety as a temporary condition and as a persistent personality trait. Research conducted by

(Andreou et al., 2011) anxiety also causes stress that can impact cognitive function and daily behavior. According to (Twenge & Campbell, 2018), the increasing prevalence of anxiety in the younger generation is correlated with intensive use of social media, which is often used as a form of distraction from stressful realities.

Anxiety in social media is an excessive sense of worry in various situations, those who often use social media or like to scroll TikTok for a long time tend to worry about appearing in public and ultimately only focus on their social media (Novita & Dian, 2024). A significant relationship between intense social media use will ignore their social relationships and release themselves from responsibilities in the real world (Permadi, 2022). Excessive exposure to social media can affect an individual's values and perceptions. This is due to the many forms of views, risk behavior that can influence views on something consumed on social media excessively can influence individual norms and behavior (Ernawati, 2024).

TikTok content consumption includes the frequency, duration, and type of content consumed by users. Research by (Gourley, 2019) shows that excessive TikTok use can be associated with symptoms of anxiety, stress, and emotional regulation problems. TikTok is a medium that is often used as an emotional coping mechanism, although it does not always provide adaptive results, using hierarchical regression for how much time is spent and logistic regression to determine significant daily social media use (Elhai et al., 2020). This is to find out how much exposure to content containing expressions of distress or negative emotions can worsen the psychological condition of individuals who are already vulnerable (Zhao, 2023). By considering these three variables, this study aims to analyze levels of the effect of stress and anxiety on TikTok content consumption in adolescents and early adults. This study aims to contribute to the understanding of the relationship between psychological conditions and social media consumption behavior in the digital era. By understanding the relationship between the intensity of TikTok use and the psychological condition of its users, this study is expected to provide deeper insight into the impact of social media on mental health and provide recommendations for healthier and more responsible social media use.

II. RESEARCH METHOD

This study uses a quantitative approach with a survey method as the main technique in data collection. The quantitative approach was chosen because it is able to measure and analyze the relationship between variables objectively and systematically (Creswell, 2014). The survey technique is considered effective for collecting large amounts of data from a dispersed population, and allows researchers to obtain a general and specific picture of the phenomenon being studied (Sugiyono, 2017). This study aims to determine the relationship between stress and anxiety levels and the intensity of TikTok content consumption in late adolescence and early adulthood. The instrument used in this study was an online questionnaire compiled by the researcher based on theories and instruments from previous studies. The questionnaire consists of three main parts that measure the variables of stress, anxiety, and TikTok

content consumption. The stress variable is measured based on the dimensions of emotional distress, mental fatigue, and physiological reactions, as stated by Lovibond & Lovibond (1995) in the Depression Anxiety Stress Scales (DASS). The anxiety variable refers to the concept of Spielberger (1983) who distinguishes between anxiety as a state (state anxiety) and as a personality trait (trait anxiety), both of which affect an individual's behavior and cognitive function. Meanwhile, TikTok content consumption includes frequency of use, daily duration, type of content consumed, and motivation for use such as entertainment, escape, and information seeking. This aspect of media consumption refers to the Uses and Gratifications Theory model of Katz, Blumler, and Gurevitch (1973), which states that individuals use media to fulfill certain psychological and social needs.

The measurement scale used is a 4-point Likert scale, namely Strongly Disagree (score 1), Disagree (score 2), Agree (score 3), and Strongly Agree (score 4). The use of this scale allows respondents to express their attitudes clearly without providing neutral options that can obscure attitudinal tendencies.

The respondents in this study numbered 150 people who were active users of the TikTok application, namely individuals who use TikTok every day without a specific time limit. The age range of respondents was 18 to 40 years, covering the late adolescent and early adult groups. The sampling technique used a non-probability sampling method with a purposive sampling approach, namely selecting respondents based on the suitability of characteristics with the research objectives (Neuman, 2014). The distribution of questionnaires was carried out through social media platforms such as Instagram, WhatsApp, and Twitter, to reach the relevant population widely and quickly.

The collected data were analyzed through two stages, namely descriptive analysis and inferential analysis. Descriptive analysis was used to describe the characteristics of respondents and the distribution of data for each variable. Furthermore, inferential analysis was carried out using hierarchical regression and logistic regression. Hierarchical regression was chosen to see the gradual contribution of stress and anxiety variables to the intensity of TikTok consumption, in accordance with the approach developed by Cohen et al. (2003). Logistic regression was used to determine the extent to which stress and anxiety variables can predict the likelihood of individuals using TikTok daily, considering that daily TikTok use is a categorical variable (yes/no). The analysis was carried out with the help of statistical software to ensure the validity and reliability of the results.

With this approach, research is expected to provide a deeper understanding of the influence of psychological aspects on social media behavior in the digital era, as well as become a foundation for efforts to promote mental health that are more adaptive to technological developments.

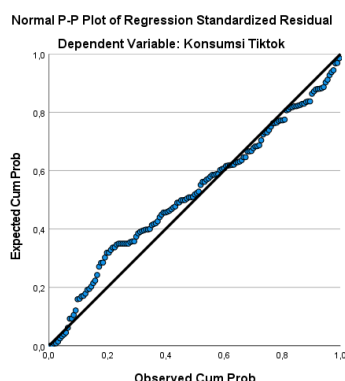
III. RESULT AND DISCUSSION

Classical Assumption Test

The classical assumption test is conducted to determine the condition of the data used in this study. This is done in order to obtain the right analysis model to be used in this study. The

classical assumption tests conducted are the normality test, multicollinearity test and heteroscedasticity test

Normality Test



From the image above shows the Normal P-P Plot of Regression Standardized Residual graph which describes the distribution of data around the diagonal line and its distribution follows the direction of the diagonal line of the graph, then the regression used in this study meets the assumption of normality.

Multicollinearity

Table 1. Multicollinearity Test

Coefficients ^a							
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance VIF
1	(Constant)	29,633	2,236		13,253	<,001	
	Tingkat Stress	,515	,060	,705	8,557	<,001	,654 1,529
	Kecemasan	-,132	,043	-,254	-3,082	,002	,654 1,529

a. Dependent Variable: Konsumsi Tiktok

From table I above shows that X1 shows a tolerance value of $0.654 > 0.10$ and VIF $1.529 < 10$, so there is no multicollinearity, likewise X2 shows a tolerance value of $0.654 > 0.10$ and VIF $1.529 < 10$. So that two variables can be concluded that there is no multicollinearity.

Heteroscedasticity

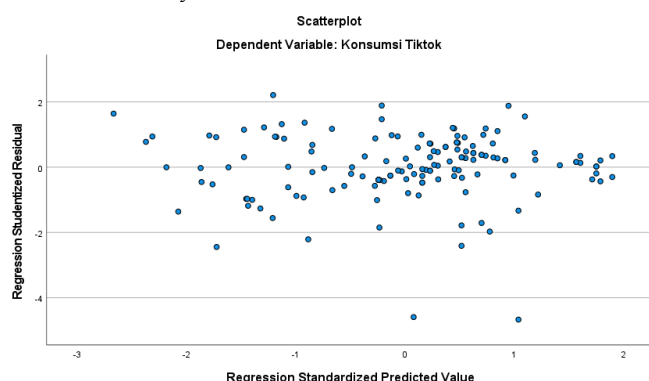


Figure 2. Heteroscedasticity

From Figure 2 above, the Scatterplot graph displayed for the heteroscedasticity test shows points that are spread randomly and no clear pattern is formed and in the distribution of these points they spread below and above the number 0 on

the Y axis. This identifies that there is no heteroscedasticity in the regression model, so the regression model is suitable for use to predict the TikTok Consumption variable (Y).

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	29,633	2,236		13,253	<,001
	Tingkat Stress	,515	,060	,705	8,557	<,001
	Kecemasan	-,132	,043	-,254	-3,082	,002

a. Dependent Variable: Konsumsi Tiktok

Based on the results of the linear regression analysis in the table, the following multiple linear regression equation is produced:

$$Y: 29.633 + 0.515 X_1 + (-0, 132) X_2 + e$$

The regression equation can be explained as follows:

1. The constant value of 29.633 indicates that the dependent variable TikTok Consumption has a value of 29.663 if not influenced by other variables
2. The Stress Level Coefficient (X_1) gives a positive value of 0.515, meaning that every 1% change in X_1 will affect Y by 0.515. A positive coefficient means that there is a positive relationship between Stress Level and TikTok Consumption, the higher X_1 , the higher Y will be. This means that if the Stress Level increases, TikTok Consumption will also increase.
3. The Anxiety Coefficient (X_2) gives a positive value of -0.132, meaning that every 1% change in X_2 will affect Y by -0.132. A positive coefficient means that there is a positive relationship between Anxiety and TikTok Consumption, the higher X_2 , the higher Y will be. This means that if Anxiety increases, TikTok Consumption will also increase.

T Test

Table 3. T Test

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	29,633	2,236		13,253	<,001
	Tingkat Stress	,515	,060	,705	8,557	<,001
	Kecemasan	-,132	,043	-,254	-3,082	,002

a. Dependent Variable: Konsumsi Tiktok

The influence of each variable Stress Level (X_1) and Anxiety (X_2) on TikTok Consumption (Y). Stress Level (X_1) has a value of $<0.001 > 0.05$, so it can be said that the variable (X_1) has a significant effect on TikTok Consumption (Y). Anxiety (X_2) has a value of $0.002 < 0.05$, so it can be said that the Anxiety variable (X_2) has a significant effect on TikTok Consumption (Y)

F Test

Table 4. F Test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1843,311	2	921,655	39,516	<,001 ^b
	Residual	3405,280	146	23,324		
	Total	5248,591	148			

a. Dependent Variable: Konsumsi Tiktok

b. Predictors: (Constant), Kecemasan, Tingkat Stress

From the results of the simultaneous test analysis (F) in table 4 above, it shows that the significance value (sig) is <0.001, which means this number is <0.005. From these results, it can be concluded that the variables of Stress and Anxiety Level simultaneously or together have a significant effect on TikTok Consumption.

Determination Coefficient

Table 5. Determination Coefficient
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,593 ^a	,351	,342	4,82948

a. Predictors: (Constant), Kecemasan, Tingkat Stress

b. Dependent Variable: Konsumsi Tiktok

In the table above, it can be seen that R² is 0.351. This shows that the dependent variable TikTok Consumption can be explained by the independent variables, namely the Stress Level variable and the Anxiety variable by 35.1% while the remaining 64.9% can be influenced or explained by other factors outside the variable or other variables not examined in this study.

Normality Test

The results of the normality test in this study indicate that the data is distributed following the diagonal line on the Normal P-P Plot of Regression Standardized Residual graph. This indicates that the distribution of residual data is normal. Ghazali (2016) explained that one indicator that the data meets the normality assumption is if the distribution of points on the P-P Plot graph follows the diagonal line. This normal residual distribution is an important requirement in linear regression because it helps ensure the accuracy of parameter estimates and the validity of hypothesis testing.

This condition supports the reliability of the regression results that will be carried out in this study regarding TikTok consumption in adolescents and early adults as a response to stress and anxiety. These results are also relevant to Gourley's (2019) study which examined the relationship between social media use and psychological symptoms, which shows the importance of good data distribution to support regression analysis.

Multicollinearity Test

Multicollinearity is measured through tolerance values and Variance Inflation Factor (VIF). In this study, the tolerance value for the two independent variables, namely stress (X₁) and anxiety (X₂), is 0.654, and the VIF value is 1.529, respectively. Both of these values are within safe limits, namely tolerance > 0.10 and VIF <10, which means that there is no multicollinearity.

According to Gujarati and Porter (2009), the absence of multicollinearity indicates that each independent variable contributes uniquely to explaining the dependent variable. In other words, stress and anxiety have different dimensions and both provide complementary explanations for variations in TikTok consumption behavior. This strengthens the validity of the multiple linear regression results in this study.

Heteroscedasticity Test

The scatterplot graph of the heteroscedasticity test results shows that the residual points are spread randomly, do not form a certain pattern, and are spread above and below the zero line on the Y axis. This indicates that the residual variable has a constant variance, so there is no heteroscedasticity problem.

According to Nachrowi and Usman (2006), when the residual variance is constant, the regression model can be relied on to make predictions. In the context of this study, it is important to ensure that the prediction of TikTok consumption based on stress and anxiety levels is not biased. Elhai et al.'s (2020) study, which highlights the psychological influence on social media use, also emphasizes the importance of model validity in explaining complex digital behavior.

Multiple Linear Regression Analysis

The regression analysis produces the following equation:

$$Y = 29.633 + 0.515X_1 - 0.132X_2 + e$$

These results indicate that stress levels have a positive effect on TikTok consumption. Every one unit increase in stress increases TikTok consumption by 0.515 units. This is consistent with the coping theory of Lazarus and Folkman (1984), which states that individuals with high levels of stress tend to seek escape or distraction to reduce emotional stress, one of which is through social media such as TikTok. Mahmudah et al.'s study. (2023) also showed that adolescents with high stress levels were more active in using TikTok as a means of entertainment and diversion. Interestingly, the anxiety coefficient showed a negative direction (-0.132), indicating that increasing anxiety actually decreases the level of TikTok consumption. This suggests that individuals with high levels of anxiety may tend to withdraw from open online interactions such as on TikTok. This is in line with the findings of Novita & Dian (2024) who stated that adolescents with high anxiety tend to avoid public exposure on social media and tend to limit its use.

T-Test (Partial)

The t-test shows that both independent variables have a significant effect on TikTok consumption partially. Stress level has a significance value of <0.001 and anxiety has a significance value of 0.002, both below the threshold of 0.05. This means that both stress and anxiety individually contribute significantly to explaining TikTok consumption behavior.

These results confirm the findings of Darmayanti et al. (2023) who identified the tendency of TikTok social media users as a form of response to psychological pressure. In addition, Faozi et al. (2023) also confirmed that anxiety and stress during the pandemic are the main drivers of changes in digital behavior among adolescents.

F-Test (Simultaneous)

The F-test is used to see whether the stress and anxiety variables simultaneously have an effect on TikTok consumption. The test results show a significance value of <0.001 , which means that both variables together have a significant effect on the dependent variable.

This is in accordance with the Uses and Gratifications Theory approach of Katz, Blumler, and Gurevitch (1973), which explains that individuals use social media to fulfill certain psychological and social needs. In this case, both stress and anxiety are triggers that drive individuals to use TikTok as a coping medium, escape, or even a form of entertainment.

Coefficient of Determination (R^2)

The R^2 value of 0.351 indicates that 35.1% of the variation in TikTok consumption can be explained by stress and anxiety variables. The remaining 64.9% is influenced by other factors not examined in this model. Although this figure is not very high, according to Creswell (2014), an R^2 value of that size is quite good in complex social research, considering the many factors that can influence media consumption behavior.

Previous research by Zhao (2023) also found that social media use is greatly influenced by a combination of psychological, social, and environmental factors, including free time, loneliness, social norms, and peer influence. Thus, these findings encourage the importance of exploring other variables in further studies to explain TikTok usage behavior more comprehensively.

IV. CONCLUSIONS

This study shows that there is a significant influence between stress and anxiety levels on TikTok content consumption in adolescents and young adults. The instruments used in the measurement have been proven valid and reliable. The results of multiple linear regression analysis show that stress has a positive and significant influence on TikTok consumption, while anxiety also has a significant influence, although with a negative relationship direction. Thus, this study confirms that psychological conditions, such as stress and anxiety, play an important role in social media consumption behavior. Therefore, it is important for users, especially adolescents and young adults, to be aware of the psychological effects of digital media use and to manage content consumption wisely.

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