

The Influence of Self Control, FYP Algorithm, and Content on Scroll Culture of TikTok Use in Gen Z

Febriya Alinda Rahayu¹, Putri Handayani², Fithrotul Kamilah³, Rizqi Fitrianti⁴, Meiby Zulfikar⁵

¹⁻⁵ Bina Bangsa University

Article Info

Article history:

Received Aug, 2026

Revised Aug, 2026

Accepted Aug, 2026

Keywords:

Scroll Culture

TikTok

Algorithm FYP

Self Control

Content

Generation Z

ABSTRACT

This study discusses the phenomenon of *scroll culture* in the use of TikTok among Generation Z which is influenced by self-control abilities, personalization of the FYP algorithm, and the characteristics of content that is presented continuously. This study aims to determine the influence of *self-control*, FYP algorithms, and *content* on *scroll culture* of TikTok use in Generation Z in the Jakarta area. The study used an associative quantitative approach with a survey method of 100 respondents selected through *purposive sampling*. Data were collected using a questionnaire with a Likert scale and analyzed using multiple linear regression. The results of the study show that *self-control*, FYP algorithms, and *content* partially have a positive and significant effect on *scroll culture*. Simultaneously, these three variables also had a significant effect on *scroll culture* with an F value of 13.998 and a significance of 0.000. The value of the determination coefficient of 0.304 indicates that the three variables explain 30.4% of the *variation in scroll culture*. The FYP algorithm is the most dominant variable.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Febriya Alinda Rahayu

Institution: Bina Bangsa University

Email: fbryalnd.r@gmail.com

1. INTRODUCTION

The development of digital technology has encouraged the increase in the use of the internet and social media in Indonesia. Based on APJII 2025 data, the number of internet users in Indonesia will increase from 221.5 million people in 2024 to 229.4 million people in 2025 [1]. This increase shows that the internet is increasingly integrated in people's activities, including in communication, information search, entertainment, and other digital activities. Along with the increasing use of the internet, social media has also evolved into a digital space that is not only used as a means of communication, but also as a place to obtain

information, follow trends, and consume various forms of content. Social media has become an important part of the lives of Generation Z known as *digital natives* because it is close to the development of digital technology and social media from a young age [2]. The number of social media users in Indonesia also shows a high number, which is around 222.58 million users [3].

The high use of social media is also seen on the TikTok platform. TikTok is one of the platforms with the longest usage duration in Indonesia, with the average user spending 1 hour and 53 minutes per day [4]. Meanwhile, overall social media usage in Indonesia reached an average of 188 minutes

or around 3 hours and 8 minutes per day [5]. The high duration shows that social media is no longer only used as a means of communication, but has become part of daily digital routines. TikTok has a special appeal for Generation Z because it presents short video content that is interesting and easy to consume [6]. This also shows the high intensity of TikTok use among Generation Z [7]. In addition, based on the demographic data of TikTok users presented by Yonatan [8], Jakarta is the region with the highest percentage of TikTok users, which is 22%.

The high intensity of TikTok use is inseparable from *scrolling* activities which are the main part of consuming content on the platform. Users can continuously move from one video to another through screen scrolling activities so that content consumption can take place repeatedly. This condition is related to the phenomenon of *scroll culture*, which is the habit of scrolling content continuously in the use of social media. In the context of TikTok, users can scroll without a specific purpose, open applications repeatedly, and spend longer than planned. This phenomenon becomes a problem when *scrolling* activities are carried out continuously and become a habit in using TikTok. This study focuses on *scroll culture* in TikTok users Generation Z aged 12–27 years in the Jakarta area.

Formation *scroll culture* allegedly influenced by internal and external factors of the user. One of the internal factors studied is *self control*. *Self control* relates to an individual's ability to control his or her behavior, including the ability to limit the duration and control the desire to continue using TikTok. Low *self control* can be related to the difficulty of users in controlling the duration of social media use so as to encourage continuous use [9]. Meanwhile, the external factors in this study consist of algorithms *For You Page* (FYP) and *Contents*. TikTok's algorithm can influence content consumption patterns and user engagement strategies [10]. So that the influence of the TikTok algorithm is able to create recommendations that are in accordance with

user satisfaction [6]. The characteristics of content that are engaging, instant, and in line with the user's interests can also encourage users to keep consuming the next content.

Previous research shows that studies on these factors are still mostly done separately. Research on *self control* among others, discussing the relationship with FoMO in TikTok Generation Z users, while research on TikTok's algorithm discusses its influence on user satisfaction as well as consumption patterns and user engagement [11]. Research on TikTok content is also more directed at consumptive behavior, lifestyle, and other forms of behavior. Based on the previous research, the study specifically tested *self control*, FYP algorithm, dan *content* together against *scroll culture* In Generation Z, TikTok users are still relatively limited. Therefore, this study was conducted to fill the gap by testing the three independent variables on the *scroll culture*.

Based on the problems and gaps in the research, this study aims to determine the influence of self-control, FYP algorithms, and *content* on the *scroll culture* of TikTok use in Generation Z in the Jakarta area. This study uses an associative quantitative approach to test the influence of each independent variable on the dependent variable. The novelty of the research lies in testing internal factors in the form of *self-control* and external factors in the form of FYP algorithms and *content* together in explaining *scroll culture* in TikTok users Generation Z. Thus, this study is expected to provide a more comprehensive understanding of the factors that play a role in the formation of *scrolling* habits in TikTok use.

2. LITERATURE REVIEW

In this study, a literature review was used to explain the relationship between self-control variables, FYP algorithms, *content* and *scroll culture* in the use of TikTok Gen Z. In addition, this study uses two *grand theories*, namely, Innovation Diffusion Theory and *New Media* Theory which is the basis for understanding the process of adopting digital media technology as well as the

characteristics of new media that affect user behavior. Therefore, in this section, theories that support research will be discussed, including Innovation Diffusion Theory, *New Media Theory*, *self-control*, FYP algorithms, *content*, and *scroll culture*.

2.1 Innovation Diffusion Theory

Innovation diffusion theory is a social theory that discusses the process of spreading new ideas or ideas, technologies, and behaviors in a social system [12]. The theory was put forward by Everett M. Rogers in 1964 who explained that the diffusion of innovation is the process of an innovation that is communicated through various communication channels all the time within a member of a social system [13]. In the context of the digital age, this theory is very influential for understanding how innovation spreads in society. Where new technologies such as social media or smart devices are quickly used by certain users before finally being widely accepted by the public [14].

This theory explains how a new technology is received, used, and ultimately becomes part of people's lives [13]. In this study, the Innovation Diffusion Theory is used to explain how the TikTok platform plays a role as a digital media innovation used by Gen Z. The existence of the FYP algorithm feature on the TikTok platform allows the dissemination of content widely or quickly, so that users get information, entertainment, and new trends continuously. The process of using and receiving information or messages from TikTok by Gen Z shows the process of diffusion of innovation that has been

described by Rogers. Through the FYP algorithm, content on TikTok can be widely distributed to users based on interest personalization. This condition encourages an increase in the intensity of platform use, which has the potential to sustainably shape behavior *scroll culture*.

2.2 New Media Theory

New media theory or new media theory explains how the development of digital technology has changed the way humans communicate, obtain information, and interact in daily life. New media includes various digital platforms such as social media, blogs, podcasts, websites, and video-sharing applications that allow users to communicate and exchange information faster and more widely than conventional media [14]. Lev Manovich new explained that media has an interactive, multimodal nature, and allows users to actively participate in creating and disseminating information [14]. Burgess and Green explain that *new media* not only changing the way we communicate, but also shaping our identity and culture [14]. Castells explained that networks have an important role in shaping the flow of information in the digital era, and *new media* Strengthening widespread social networks through social media [14].

New media theory explains how the development of digital technology has changed the way humans communicate, obtain information, and interact in daily life. New media includes various

digital platforms such as social media, blogs, podcasts, websites, and video-sharing applications that allow users to communicate and exchange information faster and more widely than conventional media [14]. According to Lev Manovich explained that *new media* has an interactive, multimodal nature, and allows users to actively participate in creating and disseminating information [14]. Burgess and Green explain that *new media* not only changing the way we communicate, but also shaping our identity and culture [14]. Castells explained that networks have an important role in shaping the flow of information in the digital era, and *new media* Strengthening widespread social networks through social media [14].

2.3 Scroll Culture

Scroll culture is a digital lifestyle that appears in the development of social media and is usually characterized by the habit of scrolling through content constantly [15]. *Doomscrolling* constitutes behavior *scrolling* which is done continuously that can encourage a person to continue consuming digital content so that users have a strong interest in social media [16], [17]. Characteristics related to *scroll culture* is failing to control oneself in using social media, because users often find it difficult to stop their activities *scrolling* even if they have other activities to do [18]. In addition, *scroll culture* related to the high intensity of use on social media as shown through the frequency of access and the duration of users repeatedly in daily life [16]. On the TikTok platform, *scroll*

culture Viewed in the user's habit of scrolling through content continuously for a long time and duration, thus affecting their daily activities [19].

This habit arises because users continue to receive unlimited content so that users do *scrolling* infinite *scroll* where users continue to get new content without having to do an active search. The emergence of this phenomenon is influenced by technological design such as *infinite scroll* and algorithms that automatically create content streams, thus eliminating the user's limit on scrolling through content without a clear time limit [20]. *Scroll culture* are influenced by many variables that come from the users themselves and the digital environment they use. In this study, internal factors that are suspected to affect *scroll culture* are *self control*, while external factors themselves include the FYP algorithm and *content* presented by the TikTok platform. Where the algorithm allows users to get content recommendations that match their interests and *content* has its characteristics that are interesting, relevant, and entertaining. This encourages users to perform activities *scrolling* which lasted longer.

Based on these various definitions, characteristics, and factors, *scroll culture* in this study is a habit of users in scrolling pages or digital content repeatedly and continuously which is characterized by high intensity of media use, difficulty in stopping *scrolling*, and tendency to keep *scrolling* with the flow of content available on digital platforms. In this study,

scroll culture is a dependent variable that is suspected to be influenced by self-control, FYP algorithms, and *content*.

2.4 Self Control

Self control is a person's ability to control, regulate, and direct behavior, emotions, and self-motivation to conform to desired goals, norms, or decisions [21]. In the context of social media, *self control* plays a role in a person's ability to limit social media use, control behavior *scrolling*, as well as setting the time of use in playing digital platforms [11]. In the use of social media, *self control* has an important role in helping users manage behavior or manage themselves so as not to overuse digital media [11].

Users who have a level *self control* those who are high tend to be able to control scrolling habits so that the use of social media can be done in a more controlled manner [11]. In contrast, users with a *self control* low indicates impulsive behavior, difficulty managing time, and being easily distracted by various digital media stimuli [21]. Failure in *self control* seen by the difficulty in stopping TikTok use, the inability to regulate the duration of use, and the tendency to continue consuming content repeatedly [9]. Rozaneat et al. Explains that Averill divides *self control* into three main dimensions, namely *Behavioral Control*, *Cognitive Control*, and *Decision Control* [22].

Based on the description above, *self-control* is a person's ability to control their behavior, regulate their thoughts, and

make conscious decisions when using social media. In this study, the *self-control variable* was positioned as an independent variable that is suspected to affect *scroll culture*.

2.5 Algorithm FYP

Algoritma For You Page (FYP) is a content recommendation system used by TikTok to display videos that match users' interests and activities. This recommendation system leverages various signals of user behavior, such as viewing, watch duration, interactions, and activities performed on the platform [23]. The content that appears on each user's FYP page can differ between users because it is tailored to the characteristics and interaction patterns of each account user [24].

The FYP algorithm becomes the main page in the TikTok application which contains various content recommendations based on user activity. This condition indicates that the information that exists does not take place randomly, but has been regulated by an algorithmic system that works automatically [25]. The FYP feature is designed to deliver a content personalization experience that suits users' needs and interests. So the more often users interact with a particular type of content, the more the algorithm works in displaying similar content on the FYP page [24]. One of the characteristics in the FYP algorithm is the ability to personalize content, and also consider watch time or watch duration as one of the main signals in determining the level of user interest in a content [26].

Reynolds and Hallinan explain that TikTok's FYP algorithm system has a significant role in influencing user preferences, increasing duration *scrolling*, as well as strengthening user attachment to certain types of content [10]. Therefore, the FYP algorithm allows users to continue receiving content relevant to their interests thereby driving activity *scrolling* which lasted longer. In the study, the FYP algorithm was positioned as an independent variable that is suspected to influence *scroll culture* on TikTok users.

2.6 Contents

Content is messages, information, entertainment, and communication materials that are compiled and published through digital platforms to build communication and interaction with other users. Content is the main means of conveying information, entertainment, education, and promotion to social media users [27]. Content is a form of message delivery that is packaged through various formats, such as text, images, audio, and video that aims to provide information, entertainment, education, or persuasion to users where good content quality is able to increase user attention and engagement with the social media used [28].

Content in the TikTok application, generally created in the form of short videos designed to attract users' attention in a short time. This makes TikTok one of the effective media in conveying messages where the short video combines visual, audio,

creativity, and easy access to information in one platform [29]. Content that is relevant, informative, engaging, and appropriate to the user's needs increases the chances of gaining user attention, interaction, and engagement. Additionally, social media users tend to be more interested in content that is easy to understand, provides benefits, an engaging look, and fits their needs and interests [30]. Meanwhile, good content must have characteristics such as informative, relevant, interesting, and actual [29]. These characteristics are important because they can affect the level of user engagement with *Contents* displayed on social media. The content is influenced by several factors, namely, the quality of information or content conveyed, content that suits the needs of users, and creativity in content, content that follows popular trends [31]. In this study, content was positioned as an independent variable that was suspected to influence *scroll culture* on TikTok users.

3. METHODS

This study uses a quantitative approach with the type of associative research. This approach is used because this study aims to measure the influence between variables through data expressed in the form of numbers and processed using statistical techniques. This study also uses the type of associative research used to determine the influence between independent variables and dependent variables. The free variable consists of *Self Control* (X1), *FYP Algorithm* (X2), and *Content* (X3), while the bound variable is *Scroll Culture* (Y).

The research was conducted in the DKI Jakarta area by focusing Gen Z on the use of the TikTok platform. The research lasted for 3 (three) months, starting from April to July 2026.

The population in this study is Generation Z which is in the Jakarta area with a population of 2,772,126 people. A sample is a part of the population size selected to represent the characteristics of the population. The sampling technique in this study uses *nonprobability sampling with the purposive sampling* method. This technique was chosen because the study required respondents who met certain criteria. The respondents' criteria were Gen Z aged 12 to 27 years, owned and active in the TikTok application, lived in Jakarta, had or often interacted with the FYP feature, had an intensity of using TikTok for at least 1 hour per day, and had experienced continuous *scrolling*. Based on calculations using the Slovin formula with an error rate of 10% (0.10), the number of samples used in this study was 100 respondents who were selected using the purposive sampling technique.

The data collection technique is carried out through primary and secondary data. Primary data was obtained through the distribution of questionnaires to Gen Z respondents who are users of the TikTok application. Data collection was carried out through the distribution of online questionnaires using Google Forms to respondents who met the research criteria, namely Generation Z who live in Jakarta, have a TikTok account, and actively use the TikTok platform.

The research instrument used the Likert scale as a measuring tool to determine the level of approval of respondents to each statement submitted. The Likert scale used consists of five categories of answers, namely Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS).

The research instruments were tested through validity tests and reliability tests. The validity test was carried out by comparing the value of r calculated with the r table at a

significance level of 5% ($\alpha = 0.05$). The reliability test uses an *internal consistency* approach with the *one-shot* method or one-time measurement, then measures the consistency between statements using *Cronbach's Alpha coefficient* with the help of the IBM SPSS program.

The data analysis technique in this study was carried out after all research data was collected. The data obtained from the results of the questionnaire distribution was then processed and analyzed using the IBM SPSS 25 program. Data analysis consists of descriptive statistical analysis and inferential statistical analysis. Descriptive statistical analysis is used to describe or provide an overview of the data that has been obtained from the research respondents as well as to know the characteristics of the respondents and provide an overview of *the variables of self-control, FYP algorithms, content, and scroll culture*.

Inferential statistical analysis was used to test the research hypothesis and determine the influence of *self-control* variables, FYP algorithms, and content on *scroll culture* of TikTok use in Generation Z. This analysis was carried out using multiple linear regression processed through the IBM SPSS 25 program. Before hypothesis testing, an analysis prerequisite test is first carried out to ensure that the data meets the assumptions required in multiple linear regression analysis. The prerequisite tests used include normality tests, multicollinearity tests, and heteroscedasticity tests. Next, the t test (partial), the F test (simultaneous), and the determination coefficient (R^2) were carried out.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

This study obtained data from 100 respondents who were Gen Z, had a TikTok account, actively used it, and lived in the Jakarta area.

Jenis Kelamin
100 jawaban

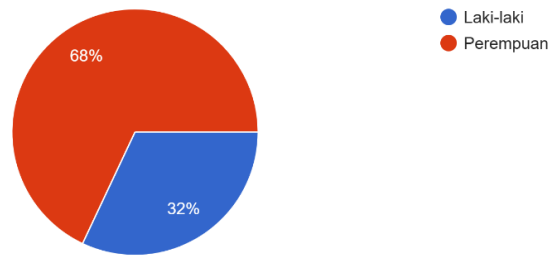


Figure 1. Respondent Gender Characteristics

Based on gender, female respondents were 68 people or 68%, while male respondents were 32 people or 32%. Thus, the

respondents in this study were dominated by women.

Usia
100 jawaban

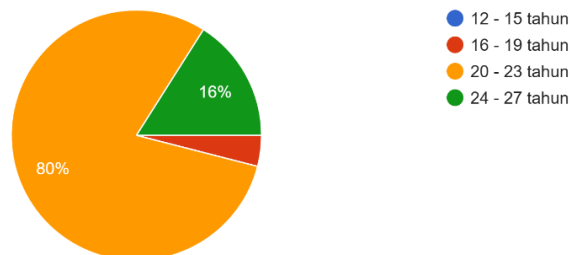


Figure 2. Percent of Respondent Age

Based on age, respondents were divided into age groups of 12–15 years, 16–19 years, 20–23 years, and 24–27 years. Respondents aged 20–23 years were 80 people

or 80%, 24–27 years old were 16 people or 16%, and 16–19 years old were 4 people or 4%, while there were no respondents in the age group of 12–15 years.

Rata-rata penggunaan TikTok per hari
100 jawaban

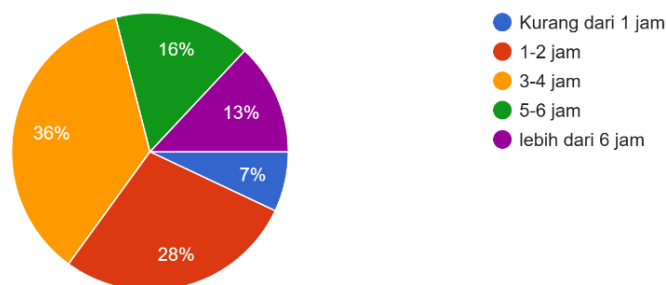


Figure 3. Average Percentage of Tiktok Usage

Based on average TikTok usage per day, the usage categories consist of less than 1 hour, 1–2 hours, 3–4 hours, 5–6 hours, and more than 6 hours. The majority of respondents use TikTok for 3–4 hours per day, which is 36 people or 36%.

4.2 Instrument Test

4.2.1 Validity Test

The validity test was conducted using the *Pearson Product Moment correlation technique* with the help of IBM SPSS. The test was carried out by comparing the calculated *r* value with the *r* table at a significance level of 5%. With a sample of 100 respondents, a table *r* value of 0.196 was obtained. A statement item is declared valid when the calculated *r* value is greater than the *r* of the table.

Table 1. Validity Test Results

Yes	Variable	Indicator	r Count	r Table	Remarks
1.	Scroll Culture (Y)	Y1	0,672	0,196	Valid
		Y2	0,607	0,196	Valid
		Y3	0,569	0,196	Valid
		Y4	0,503	0,196	Valid
		Y5	0,750	0,196	Valid
		Y6	0,751	0,196	Valid
		Y7	0,614	0,196	Valid
2.	Self Control (X1)	X1.1	0,632	0,196	Valid
		X1.2	0,334	0,196	Valid
		X1.3	0,573	0,196	Valid
		X1.4	0,592	0,196	Valid
		X1.5	0,502	0,196	Valid
		X1.6	0,303	0,196	Valid
		X1.7	0,590	0,196	Valid
		X1.8	0,497	0,196	Valid
		X1.9	0,605	0,196	Valid
3.	FYP Algorithm (X2)	X2.1	0,577	0,196	Valid
		X2.2	0,684	0,196	Valid
		X2.3	0,494	0,196	Valid
		X2.4	0,611	0,196	Valid
		X2.5	0,565	0,196	Valid
		X2.6	0,608	0,196	Valid
		X2.7	0,584	0,196	Valid
		X2.8	0,648	0,196	Valid
4.	Content (x3)	X3.1	0,609	0,196	Valid
		X3.2	0,647	0,196	Valid
		X3.3	0,625	0,196	Valid
		X3.4	0,661	0,196	Valid
		X3.5	0,549	0,196	Valid
		X3.6	0,548	0,196	Valid
		X3.7	0,638	0,196	Valid
		X3.8	0,594	0,196	Valid

The test results showed that all statement items in the *Scroll Culture*, *Self Control*, *FYP Algorithm*, and *Content* variables had a calculated *r* value greater than 0.196. Thus, all statement items are declared valid and can be used in the research.

4.2.2 Reliability Test

The reliability test was carried out to determine the consistency of the research instrument in measuring the variables studied. Reliability testing was performed using *Cronbach's Alpha* via IBM SPSS.

Table 2. Results of Reality Test

No	Variable	Cronbach Alpha	Alpha	Remarks
1.	Scroll Culture (Y)	0,758	0,60	Reliabel
2.	Self Control (X1)	0,659	0,60	Reliabel
3.	FYP Algorithm (X2)	0,739	0,60	Reliabel
4.	Content (X3)	0,754	0,60	Reliabel

The test results showed that the research instruments on *the variables Self Control, FYP Algorithm, Content, and Scroll Culture* were declared reliable. Thus, research

instruments have consistency that can be used to measure research variables.

4.3 Classic Assumption Test

4.3.1 Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		0,0000000
	Std. Deviation		3,86593762
Most Extreme Differences	Absolute		0,131
	Positive		0,093
	Negative		-0,131
Tes Statistics			0,131
Asymp. Sig. (2-tailed)			.000c
Monte Carlo Sig. (2-tailed)	Say.		.057d
	99% Confidence Interval	Lower Bound	0,051
		Upper Bound	0,063
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

The results of the normality test using *the Kolmogorov-Smirnov One-Sample* showed an Asymp. Sig. value of 0.000. However, the test results using the Monte Carlo method produced a significance value of 0.057, which is greater than 0.05. Thus, the normal

distributed research residue and regression model meet one of the classical assumptions and is therefore feasible for use in multiple linear regression analysis.

4.3.2 Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	LIVE
1	(Constant)		
	Self Control X1	0,780	1,281
	FYP X2 algorithm	0,699	1,431
	Content X3	0,665	1,504
a. Dependent Variable: Scroll Culture Y			

The results of the multicollinearity test showed a *Tolerance* value for *Self Control* of 0.780, *FYP Algorithm* of 0.699, and *Content* of 0.665. Meanwhile, the VIF scores were 1,281, 1,431, and 1,504, respectively. All *Tolerance* values are above 0.10 and all VIF

values are below 10. Thus, it can be concluded that there are no symptoms of multicollinearity in the regression model.

4.3.3 Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	5,272	2,854		1,847
	X1	0,097	0,064	0,172	1,524
	X2	0,079	0,088	0,162	0,156
	X3	0,053	0,078	0,163	0,275

a. Dependent Variable: ABS_RES

The heteroscedasticity test was carried out using the Glejser Test. The basis for decision-making is that if the significance value is greater than 0.05, heteroscedasticity does not occur. The test results showed that the significance value of each variable was greater than 0.05. This shows that heteroscedasticity does not occur in the regression model, so the model is declared homoscedastic and suitable for hypothesis testing.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of the variables *Self Control* (X1), *FYP Algorithm* (X2), and *Content* (X3) on *Scroll Culture* (Y). The test results showed a value of *Self Control* regression coefficient of 0.224, *FYP Algorithm* of 0.449, and *Content* of 0.318.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1,032	4,350		0,164
	X1	0,224	0,197	0,223	2,242
	X2	0,449	0,134	0,340	3,342
	X3	0,318	0,119	0,278	2,666

a. Dependent Variable: Y

Based on these results, the multiple linear regression equation can be written as follows:

$$(\text{rumus}) Y = 1.032 + 0.224X_1 + 0.449X_2 + 0.318X_3 + e$$

The regression coefficient with a positive value shows that *Self Control*, *FYP*

Algorithm, and *Content* have a positive relationship direction with *Scroll Culture*. The *FYP algorithm* has the largest regression coefficient, which is 0.449.

4.5 Partial Test (T Test)

Table 7. Partial Test Results

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	

1	(Constant)	1,032	4,350		0,164	0,019
	X1	0,224	0,197	0,223	2,242	0,009
	X2	0,449	0,134	0,340	3,342	0,001
	X3	0,318	0,119	0,278	2,666	0,009
a. Dependent Variable: Y						

The results of the t-test showed that the three independent variables had a significant influence on *Scroll Culture*.

Self Control (X1) obtained a t-count value of 2.242 with a significance level of 0.009. Because $0.009 < 0.05$, *Self Control* has a significant effect on *Scroll Culture*. Thus, H1 is accepted.

The FYP algorithm (X2) obtained a calculated t-value of 3.342 with a significance level of 0.001. Because $0.001 < 0.05$, the FYP Algorithm has a significant effect on *Scroll Culture*. Thus, H2 is accepted.

Content (X3) obtained a calculated t-value of 2.666 with a significance level of 0.009. Because $0.009 < 0.05$, *Content* has a significant effect on *Scroll Culture*. Thus, H3 is accepted.

Based on these results, *Self Control*, FYP Algorithm, and *Content* have a significant partial effect on *Scroll Culture*. The FYP algorithm is the most dominant variable, shown by the value of the regression coefficient and the largest calculated t-value among the three independent variables.

4.6 Simultaneous Test (F Test)

Table 8. Simultaneous Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	647,238	3	215,746	13,998	.000b
	Residual	1479,602	96	15,413		
	Total	2126,840	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

The results of the F test showed an F value of 13.998 with a significance level of 0.000. Since the significance value is $0.000 < 0.05$, H_0 is rejected and H_a is accepted. This means that *Self Control*, FYP Algorithm, and

Content simultaneously have a significant effect on *Scroll Culture* in Gen Z TikTok users.

4.7 Coefficient Of Determination (R²)

Table 9. Determination Coefficient Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552a	0,304	0,283	3,926
a. Predictors: (Constant), X3, X1, X2				
b. Dependent Variable: Y				

The results of the determination coefficient show an R Square value of 0.304. This value shows that the variables *Self Control*, FYP Algorithm, and *Content* were able to explain the variation in *Scroll Culture* by 30.4%, while the remaining 69.6% were explained by other factors outside the research model.

4.8 Discussion

4.8.1 The Influence of Self Control on Scroll Culture

The results of the study show that *Self Control* has a significant effect on *Scroll Culture*. This is proven by a t-value of 2.242 with a significance level of $0.009 < 0.05$, so that H1 is accepted. The *Self Control* regression coefficient of 0.224 indicates a positive relationship direction with *Scroll Culture*.

These results show that *Self Control* is related to *Scroll Culture* behavior in TikTok Gen Z users. In this study, *Self Control* is one of the factors that affect the formation of *Scroll Culture*.

4.8.2 The Influence of the FYP Algorithm on Scroll Culture

The results of the study show that the FYP Algorithm has a significant effect on *Scroll Culture*. A calculated t-value of 3.342 with a significance level of $0.001 < 0.05$ indicates that H2 is accepted. The regression coefficient of the FYP Algorithm is 0.449 and is the largest coefficient compared to other independent variables.

These results show that the FYP algorithm has the most dominant influence on *Scroll Culture*. This is related to the ability of the FYP algorithm to present content that matches the user's interests and activities. The results of the variable description also showed that the FYP Algorithm obtained an average value of 4.32 which was in the very high category. The indicator with the highest average value is "Content watch duration" of 4.50, while the lowest value is "FYP based on user activity" of 4.19. Thus, the more relevant the recommendations provided through the FYP, the more likely users are to continue

consuming content and scrolling continuously.

4.8.3 The Influence of Content on Scroll Culture

The results of the study show that *Content* has a significant effect on *Scroll Culture*. *Content* obtained a t-value of 2.666 with a significance level of $0.009 < 0.05$, so H3 was accepted. The *Content* regression coefficient of 0.318 shows that *Content* has a positive relationship with *Scroll Culture*.

The results of the *Content* variable description showed an average value of 4.12 which was in the high category. The indicator with the highest average value is "Content is up to date" at 4.46, while the indicator with the lowest average value is "Clear information" at 3.86. These results show that the content displayed on the TikTok platform is considered interesting, relevant and actual by Gen Z respondents.

This shows that the characteristics of content that are interesting, relevant, creative, trend-following, and up to date can encourage users to continue to pay attention to and consume TikTok content, thus contributing to the formation of *Scroll Culture*.

5. CONCLUSION

Based on the results of the study on the influence of *Self Control*, FYP Algorithm, and *Content* on *Scroll Culture* on the use of TikTok Gen Z in the Jakarta area, it can be concluded that *Self Control*, FYP Algorithm, and *Content* each have a significant effect on *Scroll Culture*. *Self Control* also plays a role in determining the tendency of users to continue scrolling on the TikTok platform, although the influence is smaller compared to other variables. The FYP algorithm is the most dominant variable, which shows that the more personalized and according to the recommended content with the user's interests, the higher the tendency of users to scroll so that a scroll culture is formed. In addition, the more interesting and relevant the content displayed on TikTok, the greater the tendency of users to keep scrolling.

Simultaneously, *Self Control*, FYP Algorithm, and *Content* had a significant effect on *Scroll Culture* and were able to explain 30.4% of *Scroll Culture* variations, while the other 69.6% were explained by factors other than the study.

SUGGESTIONS

For TikTok users, especially Generation Z, it is recommended to be more *aware* of themselves and be more aware of how the FYP algorithm works which is designed to continue to present content that suits their interests, and is able to limit the time of using the application independently, for example by utilizing the screen time reminder feature for *scrolling* activities does not interfere with productivity, sleep time, or other daily activities. For educational institutions and parents, digital literacy education is needed for Gen Z regarding excessive use and consumption of content. For the next researcher, it is recommended to expand the scope of the region and the

number of respondents so that the results of the study can be generalized more widely, as well as add other variables that have the potential to affect *Scroll Culture*, considering that the variables in this study are only able to explain 30.4% of the variation in *Scroll Culture*. The next researcher is also advised to conduct a *more in-depth* pilot study of the *Self Control* instrument.

ACKNOWLEDGMENTS

The author would like to thank Bina Bangsa University for providing support during the research process. Thank you also to the supervisor who has provided direction and guidance in the preparation of this research, as well as to the examiner who has provided suggestions and input for research improvement. The author also thanked all respondents who had taken the time to fill out the research questionnaire. Thank you to all parties who have helped in this research process.

REFERENCES

- [1] R. P. Sari, "Pengguna Internet RI 2025 Tembus 229,4 Juta, Gen Z Mendominasi," 2025.
- [2] R. Oktavia and Khoirunisa, "Generasi Z dan Teknologi : Gaya Hidup Generasi Z di Era Digital," *J. Pendidik. Dan Ilmu Sos.*, vol. 3, no. 1, pp. 323–331, 2025, doi: 10.54066/jupendis.v3i1.2916.
- [3] R. Maheswara, "Indonesia Jadi Negara Pengguna TikTok Terbanyak April 2026," 2026.
- [4] S. Hakiki, "Berapa Lama Orang Indonesia Habiskan Waktu Scroll Media Sosial dalam Sehari?," 2026.
- [5] A. z. Yonatan, "Indonesia Habiskan 188 Menit per Hari Akses Media Sosial," 2025.
- [6] S. R. R. Ginting, Suparman, and Mulyono, "ALGORITMA CERDAS TIKTOK: MENGUBAH CARA GENERASI Z MENGONSUMSI INFORMASI," vol. 5, pp. 485–495, 2025.
- [7] K. I. Tsani, M. Aly, S. A. Garini, and N. A. Putri, "Dampak Scroll Culture terhadap Daya Konsentrasi Generasi Z : Tinjauan Literatur Psikologi dan Media Digital," vol. 5, no. 4, pp. 2723–2730, 2025.
- [8] A. Z. Yonatan, "Media Sosial Favorit Gen Z 2025," 2025.
- [9] E. Miedzobrodzka, J. Du, and G. M. Van Koningsbruggen, "TikTok use versus TikTok self-control failure: Investigating relationships with well-being, academic performance, bedtime procrastination, and sleep quality," *Acta Psychol. (Amst.)*, vol. 251, no. February, p. 104565, 2024, doi: 10.1016/j.actpsy.2024.104565.
- [10] A. S. Putri, B. R. Prakoso, A. Info, C. C. Patterns, and U. Engagement, "Pengaruh Algoritma TikTok terhadap Pola Konsumsi Konten Generasi Z di Indonesia: Studi Analisis Perilaku dan Strategi Engagement," vol. 5, no. 3, 2025.
- [11] farsya & ninawati Meyrasah, "HUBUNGAN ANTARA SELF CONTROL DAN FEAR OF MISSING OUT (FoMO) PADA PENGGUNA TIKTOK GENERASI Z," vol. 6, pp. 293–308, 2026.
- [12] E. Ardianto, *Komunikasi Massa*. Bandung, 2017.
- [13] A. N. Saputri *et al.*, "DIFUSI INOVASI PROGRAM 'SIAP-RS' DI RSUD Dr. R. SOSODORO DJATIKOESOEMO KABUPATEN BOJONEGORO," vol. 8, no. 1, pp. 1–15, 2024.
- [14] B. Bungin, *Sosiologi Komunikasi Digital: Relasi Manusia, Teknologi Media Komunikasi, Artificial Intelligence (AI), Menciptakan Postmodern Digital Society*, Edisi Pert. Jakarta: KENCANA, 2025.
- [15] R. Latief, "Relasi Scrolling Culture Terhadap Kesehatan Mental Netizen Di Media Sosial," *J. Al-Irsyad Al-Nafs*, vol. 12, pp. 19–31, 2025.
- [16] S. 'Ida Fitria *et al.*, "EKSPLORASI DOOMSCROLLING & SUBJECTIVE WELL-BEING PADA DEWASA AWAL PENGGUNA AKTIF MEDIA SOSIAL," vol. 17, no. 1, pp. 32–51, 2025.
- [17] A. Akbar, A. Muhtar, I. Yosep, and T. Hernawaty, "Factors Influencing Doomscrolling Behavior in Generation Z College Students Social Media Users : Scoping Review," vol. 5, no. 11, pp. 14090–14107, 2025.

- [18] R. A. N. U. Prawiro, R. U. Panjaitan, H. Susanti, and I. Y. Wardani, "HUBUNGAN KARAKTERISTIK PENGGUNAAN MEDIA SOSIAL DAN," pp. 1–24.
- [19] M. Fatih and basori, "KONSEP WAKTU DALAM AL-QUR'AN DAN TANTANGANNYA TERHADAP BUDAYA 'SCROLLING' GENERASI MUDA," vol. 4, no. 2, pp. 309–324, 2025.
- [20] C. R. P. Widi, M. rico A. Prasetyo, P. kevin Kurniawan, and B. P. K. Wing, "Mindless Scrolling dalam Perspektif Filsafat Sartre sebagai Wujud Bad Faith," vol. 35, no. 34, 2025, doi: 10.35312/serifilsafat.v35i34.266.
- [21] N. L. Sinaulan, M. M. Sengkey, S. Clara, B. Tarigan, and M. Sasaka, "Hubungan Kontrol Diri dengan Fear of Missing Out (FoMO) pada Penggunaan Media Sosial : Sebuah Studi Literatur," vol. 3, no. 4, pp. 5585–5590, 2025.
- [22] R. Maulidiya, N. Imamah, S. Wahyuni, and A. Syakur, "PERAN SELF CONTROL DALAM MENGATASI KENAKALAN REMAJA," vol. 02, no. April, pp. 34–41, 2023.
- [23] P. H. Febryan, A. K. Negara, and M. F. A. Ramadhan, "ANALISIS PENGGUNAAN AI DALAM ALGORITMA SOSIAL MEDIA : SYSTEMATIC LITERATURE REVIEW," vol. 9, no. 1, pp. 1095–1102, 2025.
- [24] A. P. Sholehah, A. T. P. M. Putri, M. R. A. Afandi, Z. N. Augustya, and T. E. Tandiyo, "Terperangkap di FYP : Studi Kualitatif tentang "Waktu Generasi Z yang Tersedot TikTok" (Studi Kasus pada Subjek IN-01)," vol. 3, no. 5, 2026.
- [25] R. Rahman, A. Mitrin, P. Azizah, V. Amelia, and R. Amalia, "Pengaruh algoritma media sosial terhadap pola konsumsi informasi di kalangan gen z di Universitas Hang Tuah Pekanbaru," vol. 13, no. 2, pp. 351–358, 2025.
- [26] A. munir al Mubarak, "ANALISIS IMPLEMENTASI TEKNOLOGI ARTIFICIAL INTELLIGENCE PADA SISTEM REKOMENDASI KONTEN TIKTOK : STUDI KASUS PERSONALISASI FOR," vol. 01, no. 01, pp. 18–27, 2025.
- [27] R. E. Hamzah, N. Sungkono, and P. Y. Santoso, "Pengelolaan Konten Media Sosial Sebagai Sarana Pemasaran Usaha Kecil Warga Kampung Anyar , Kabupaten Bogor," vol. 2, no. 2, pp. 64–70, 2022.
- [28] A. A. Septrian and A. Nirmala, "ANALISIS ISI KONTEN SOSIAL MEDIA DALAM MENINGKATKAN ENGAGEMENT PADA AKUN INSTAGRAM @mercurymediagroup.id," vol. 05, no. 04, pp. 1–13, 2025.
- [29] S. A. Arsandi, R. A. Saputro, and N. Ahmad, "Jenis dan karakteristik konten media sosial instansi pemerintah dan keterikatan pengguna," vol. 8, no. March, pp. 227–237, 2024, doi: 10.25139/jsk.v8i1.6225.
- [30] A. A. Deantoni and R. Erdiansyah, "Kualitas Konten dan Engagement Audiens : Faktor Penentu Persepsi Publik Terhadap Akun Instagram @ keretacepat _id," pp. 144–152, 2026.
- [31] O. B. Putri and S. Asnusa, "Peran Kualitas Konten dalam Strategi Content Marketing untuk Meraih Engagement Tinggi di Instagram dan TikTok Honda Pramuka," vol. 5, pp. 5430–5441, 2025.

BIOGRAPHIES OF AUTHORS

	Febriya Alinda Rahayu is a student of the Undergraduate Program in the Communication Studies Study Program, Faculty of Social and Political Sciences, Bina Bangsa University. Currently, the author is actively conducting academic research in the field of communication. The focus of scientific research pursued and developed by the author includes the fields of media communication, social media studies, and the dynamics of digital interaction. Email: fbryalnd.r@gmail.com
	Putri Handayani is a teaching staff and permanent lecturer at the Communication Studies Study Program, Faculty of Social and Political Sciences, Bina Bangsa University, Serang, Banten. He actively implements the Tri Dharma of Higher Education through teaching and academic guidance. His research expertise and focus on scientific publications include communication strategies, <i>public relations</i>, and communication media studies. Email: putri.handayani@lppmbinabangsa.id

	Fithrotul Kamilah is a permanent lecturer and academic at the Communication Studies Study Program, Faculty of Social and Political Sciences, Bina Bangsa University. He took a keen interest in the development of contemporary communication studies. His track record of research and scientific publications focuses on the fields of New Media Communication, online behavior, and communication business management. Email: fithrotul.kamilah@binabangsa.ac.id
	Rizqi Fitrianti is a teaching staff, researcher, and academic examiner at the Communication Science Study Program, Faculty of Social and Political Sciences, Bina Bangsa University. He is active in studying socio-cultural phenomena from the perspective of communication science. The focus of his published studies and scientific works include the fields of development communication, innovation diffusion, communication sociology, and community digitalization. Email: rizqi.fitrianti@binabangsa.ac.id
	Meiby Zulfikar is a permanent lecturer and part of the academic examiner team at the Communication Science Study Program, Faculty of Social and Political Sciences, Bina Bangsa University. As an academic, he actively contributes to fostering the scientific quality of students through the evaluation of final projects. The field of research and teaching expertise that is pursued in depth focuses on the scope of communication and media science. Email: meiby.zulfikar@binabangsa.ac.id