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Exploring The Motives of Online Dating Application Users

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ABSTRACT

Online dating become popular among people who are looking for a romantic relationship possibility. Tinder is one kind of application which originally developed as an online dating platform. As Tinder usage number raised year by year in Indonesia, we aimed to identify the general overview of motivations for using Tinder and examine the differences from certain demographic data. The study was conducted among Indonesian emerging adults who completed an online survey. All the participants have a Tinder account (n = 390). The result has shown that most user motives were related to social compensation, either having romantic partners or acquaintances. Most users are female to relieve boredom and fulfill curiosity motives while male respondents had motives to seek romantic partners. Around 59,50% of respondents not using other online dating apps with the duration of Tinder usage ranging from 15-60 minutes a day. This research shed light on Tinder user four motives categorization along with its demographic condition.

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BACKGROUND

The internet is a modern way to connect with people and build relationships. Since many people can access the internet easily through their cell phones, many programmers build several applications to meet users' needs. Business applications, games, and personal helpers are created and used by many smartphone users around the world. One of the most exciting applications is dating apps. Online dating is becoming popular among people looking for a possible romantic relationship. (Attrill & Fullwood, 2017) says that since it first appeared around 1997, online dating has grown in many regions and online meeting partners exploded along with the development of Web 2.0 technology (the second generation of the world wide web).

As humans have realized the importance of having a partner, they also realize that finding the right partner is also challenging, and getting help can sometimes be beneficial (Finkel et al., 2012). The most convenient way to find relationship opportunities is through online dating sites, whether they are web-based or mobile app based. Finkel et al., (2012) also noted that in the last 15 – 25 years, most online dating sites provide three main services, namely: access, communication, and compatibility with potential partners.

Tinder is one of a kind that was originally developed as an online dating platform. Since its initial launch in 2012 in the United States, Tinder has been voted by most as the top dating app and for meeting new people. There are already 196 countries using the Tinder application (Bachdar, 2018). In Indonesia, the Ogilvy company decided to expand Tinder. Based on their previous survey, Tinder's exposure is quite high, but online dating for Asians is still interpreted in a negative light. Therefore, Tinder in Indonesia plans to break the stigma and change people's

perception of Tinder, not only as an application for finding romantic partners, but also as a social media for creating relationships (Bachdar, 2018). Sean Rad and Justin Madteen, the people who created Tinder, designed the mobile app as a deck of cards, therefore Tinder has a playful format that avoids the prejudices of online dating (Ansari & Klinenberg, 2015).

As an illustration of its usage, first, Tinder users asked to create an account like any other social media. Users are allowed to display profile photos and personal data such as name, age, or other biodata based on the usage motives. Then each account will be asked to select the gender preference they wanted to match, their distance perimeter, and age approximation. This data is then used by Tinder to set up certain algorithms so that each user will connect with other users according to their preferences settings. Match preferences lead users to meet other users, which is what makes Tinder unique from other online dating platforms. Tinder users are allowed to swipe through other users' profiles which appear on their app's home screen. Swiping left indicates that the user didn't like the profile that appears, while swiping right means they liked it, and swiping up means really liking it (but this feature is only accessible to premium users). The user's match will appear on their home screen, but the match must be made by both users. When they like each other, then users can start communicating with each other through the Tinder application. This conversation or chat feature cannot be carried out if one user does not like the other. After that, a possible meeting is arranged and both sides can develop a relationship.

Initially, Knapp & Vangelisti, 2009 described the relationship development model as a double ladder for understanding patterns of interaction and behavior as partners build relationship

escalation in face-to-face relationships. Five sequential steps are involved in this process, starting from initiation, experimentation, intensification, integration, and bonding. As a first step, initiation involves starting with some consideration of stereotypes, environmental and situational expectations, assessment of attractiveness and a decision to initiate communication. The experiment started right after the communication started. In Tinder usage, this step occurs during the chat between match settings. As the online platform generates a new pre-interaction process which is passive information (biodata and pictures), Tinder users must also decide or filter their information and selection process before they start a new relationship by swiping right or left.

In one of the studies conducted by Orosz et al. (2018) regarding the personality, motivation, and background needs of problematic Tinder users, it was concluded that there were four motivational factors for using Tinder. First, sexual motives lead to potential sexual encounters in both the long and short term. The second motivation is love, showing the user's motivation to get a romantic partner. Increased self-esteem is the third motivation, and the final motive is boredom. Other studies seem to reveal similar findings about the motivations for using mobile dating apps including love (Sumter et al., 2017; Bryant & Sheldon, 2017), courtship and relationships (Bryant & Sheldon, 2017; Ranzini & Lutz, 2017), ease of communication and entertainment (Sumter et al., 2017; Ranzini & Lutz, 2017).

Previous research conducted by Couch & Liamputtong (2008), also found several reasons why people use dating sites, including to fulfil pleasure, to seek sex partner, to find a soul mate, to relieve boredom, for relaxation purposes, and as an easy way to meet people. Similarly,

Bryant & Sheldon (2017) found three main reasons behind online dating, including pleasure motives, finding a relationship, and casual hookups. Despite the nature of the app as an online dating app, many Tinder users have different motivations behind their behavior when accessing Tinder. It also can be concluded that most common reason for using dating apps was to meet others (Chin et al., 2019). Arifin et al. (2020) tried to categorize the motives that suitable for Indonesian user: (1) seeking romantic partner; (2) friendship; (3) relieve boredom and fulfilling curiosity; and (4) looking for sexual partner. Due to limited information about Tinder user in Indonesia, we explore with descriptive approach to fulfil this gap. Therefore, this study aims to identify the general overview of motivations for using Tinder and examine the differences from certain demographic profile.

RESEARCH METHODS

This research is a preliminary study of research on self-presentation of Tinder users, which the participants were actively engage with Tinder. Participants were not compensated but could enter the raffle to win 25 e-voucher worth Rp 25.000, -. The data was collected online using Survey Monkey platforms. Information about participation recruits was distributed through social media and the researcher's WhatsApp group. On the initial page of the questionnaire, an explanation (informed consent) was given regarding participation in the study, and respondents were allowed to stop filling it out at any time.

In this study, participants were asked to fill in demographic data such as gender, age, last education, and relationship status. The categorization of motives for using Tinder refers to the research findings of Arifin et al. (2020) regarding the motivation for using the online dating application Tinder. Participants are only

allowed to choose one main motive. In addition, participants were asked to provide information about the duration of using Tinder each day (in minutes).

RESULT AND DISCUSSION

A total of 390 active Tinder users were involved in this study with a composition of 252 women (64.60%) and 138 men (35.40%). Though prior research found that more men found using online dating than female, some research shown no differences in the proportion of male and female users (Ranzini & Lutz, 2017; Sumter

et al., 2017). The age of the participants ranged from 17 to 36 years old. The average age of female participants was 24.3 years (SD=3.41) and 25.2 years for males (SD=3.44). We categorized four motives for using Tinder based on Arifin et al. (2020) namely: seeking romantic partner, friendship (or not intended to be romantic partner), relieve boredom and fulfilling curiosity, and looking for sexual partner. The distribution result of female and male participants based on the categorization of motives are as follows:

Table 1.

Motives Categorization

Motives	Female	Male	Total
Seeking romantic partner	51	49	100 (25,64%)
Friendship (or not intended to be romantic partner)	54	24	78 (20,00%)
Relieve boredom and fulfilling curiosity	107	45	152 (38,97%)
Looking for sexual partner	40	20	60 (15,38%)

Even though Tinder is an application aimed at finding dating partners online, 38.97% of participants stated that the motive for their use was to fill boredom and satisfy curiosity. Davis (2018) also found that boredom relief along with entertainment purpose are crucial component that must be considered regarding the motivations behind using online dating services. In this study, interestingly, there are differences between women and men motives in using Tinder. For most women, Tinder is a boredom reliever but for most men, Tinder is a media for finding romantic partners. This finding was also observed by one research conducted by Clemens et al. (2015), stated that women were more likely to use online dating services for social interaction than for finding romantic partners. Consistent results about these motivations are time-indifferent since 1995

(Abramova et al., 2016). However, through the Chi-square test no significant difference was found in the motives for using Tinder between women and men ($\chi^2=11.2$, $p>0.01$). Moreover, people's motivation to start using online dating was social (Henry-Waring & Barraket, 2008). Hence, the result in this study also shown that most user motives were related to social compensation, either having romantic partners or acquaintances.

Levinson (1986) develop an adult developmental stage. This study focused on the early adulthood age as it found to be the highest rank of Tinder user. Therefore, the respondents were categorized into four age group: early adult transitions (17-22), entering the adult world (23-28), thirties transition (29-33), and settling down (34-39).

Table 2.

Age group (years)

Motives categorization	17-22	23-28	29-33	34-39
Seeking romantic partner	17	63	19	1
Friendship (or not intended to be romantic partner)	32	39	6	1
Relieve boredom and fulfilling curiosity	60	78	10	4
Looking for sexual partner	19	31	9	1
Seeking romantic partner	17	63	19	1
Total	128 (32,80%)	211 (54,1%)	44 (11,30%)	17 (1,80%)

From the table 2, more than 50% of respondents were in the initial stage of early adulthood. At this stage, such domains in which development of self, emotional development, marriage and family life, social relationships, and professional life should be maintained. However, such individuals during this stage are also expected to accomplish tasks assigned to them, especially to establish a committed romantic relationship on their emerging adulthood (Arnett, 2000). In Indonesia itself, this task closely related to the perception of marriage at the young age. According to the research conducted by Center for Women's Studies at UIN Jakarta in 2000, women's ideal age to be married is around 19,9 and men is 23,4 years old (Grijns et al., 2018). This may explain the possible reason why most Tinder user were around 17 to 28 years old

even though their motives mostly personal (to relieve boredom and fulfilling curiosity). Furthermore, some authors also concluded that the age subgroup with the highest usage of dating apps is between the ages of 24 and 30 (LeFebvre, 2018; Ranzini & Lutz, 2017). This study found that 231 respondents were not in any relationship state. Prior studies also showed the condition of being single is the predictor of using online dating application (Timmermans & Courtois, 2018). However, it is also interesting knowing that around 40% of respondents were in relationship state, either romantic relationship or married. From a literature review conducted by Castro & Barrada (2020), study about online dating user typically aim to assess infidelity hence the usage of online dating is not limited to singles.

Table 3.

User Relationship Status During Apps Usage

Motives Categorization	<15 mins	15-60 mins	60-90 mins	>90 mins
Seeking romantic partner	47	51	1	1
Friendship (or not intended to be romantic partner)	33	39	1	5
Relieve boredom and fulfilling curiosity	63	79	3	7
Looking for sexual partner	27	29	0	4
Total	170 (43,60%)	198 (50,80%)	5 (1,30%)	17 (4,4%)

Additional analysis found that the average duration of using Tinder is around 15 to 60 minutes. This is shown the dynamic interaction within the apps, which consist of swiping the profiles and chatting with matches. Regarding the motives, people who access Tinder to relieve boredom and fulfilling curiosity spent around 15-60 minutes a day. Contrast with the research

conducted by Chin et al. (2019) they found that Tinder users opened the app up to 11 times a day and invested up to 90 minutes a day. Furthermore, around 59,50% respondents indicated not using other online dating application in relation that Tinder widely use. Hence, the opportunity to fulfill user motives are higher.

Table 4.

Other Apps and Premium Features Usage

Motives	Yes	No
Using other online dating apps	158 (40,50%)	232 (59,50%)
Subscribe Tinder premium features	27 (6,90%)	363 (93,10%)

This application also offers paid (premium) features to enhance the success of finding partners for its users (Paramitha et al., 2021). However, this study showed that most user was not maximizing the features in Tinder. David & Cambre (2016) found possible explanation from their research, Tinder perceived as a game and swipe logic. Therefore, user would reconsider if had to subscribe its Premium feature. Even more, most of them has the motive just to relieve boredom and fulfilling their curiosity.

CONCLUSION

This study provided an overview of Tinder user motives in Indonesia along with its demographic condition. Most user found Tinder interesting and access the app as the reliever of their boredom and fulfilling their curiosity. Moreover, due to various motives, Tinder user was not always single and open to a new romantic relationship that leads to offline encounter. Users should be cautious and aware of other user tendency in swiping for match. This research highlights opportunities for early adulthood to develop new relationships in new ways even if not to fulfill the need for romantic relationships.

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BACKGROUND

The internet is a modern way to connect with people and build relationships. Since many people can access the internet easily through their cell phones, many programmers build several applications to meet users' needs. Business applications, games, and personal helpers are created and used by many smartphone users around the world. One of the most exciting applications is dating apps. Online dating is becoming popular among people looking for a possible romantic relationship. (Attrill & Fullwood, 2017) says that since it first appeared around 1997, online dating has grown in many regions and online meeting partners exploded along with the development of Web 2.0 technology (the second generation of the world wide web).

As humans have realized the importance of having a partner, they also realize that finding the right partner is also challenging, and getting help can sometimes be beneficial (Finkel et al., 2012). The most convenient way to find relationship opportunities is through online dating sites, whether they are web-based or mobile app based. Finkel et al., (2012) also noted that in the last 15 – 25 years, most online dating sites provide three main services, namely: access, communication, and compatibility with potential partners.

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allowed to choose one main motive. In addition, participants were asked to provide information about the duration of using Tinder each day (in minutes).

RESULT AND DISCUSSION

A total of 390 active Tinder users were involved in this study with a composition of 252 women (64.60%) and 138 men (35.40%). Though prior research found that more men found using online dating than female, some research shown no differences in the proportion of male and female users (Ranzini & Lutz, 2017; Sumter

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Looking for sexual partner	40	20	60 (15,38%)

Even though Tinder is an application aimed at finding dating partners online, 38.97% of participants stated that the motive for their use was to fill boredom and satisfy curiosity. Davis (2018) also found that boredom relief along with entertainment purpose are crucial component that must be considered regarding the motivations behind using online dating services. In this study, interestingly, there are differences between women and men motives in using Tinder. For most women, Tinder is a boredom reliever but for most men, Tinder is a media for finding romantic partners. This finding was also observed by one research conducted by Clemens et al. (2015), stated that women were more likely to use online dating services for social interaction than for finding romantic partners. Consistent results about these motivations are time-indifferent since 1995

(Abramova et al., 2016). However, through the Chi-square test no significant difference was found in the motives for using Tinder between women and men ($\chi^2=11.2$, $p>0.01$). Moreover, people's motivation to start using online dating was social (Henry-Waring & Barraket, 2008). Hence, the result in this study also shown that most user motives were related to social compensation, either having romantic partners or acquaintances.

Levinson (1986) develop an adult developmental stage. This study focused on the early adulthood age as it found to be the highest rank of Tinder user. Therefore, the respondents were categorized into four age group: early adult transitions (17-22), entering the adult world (23-28), thirties transition (29-33), and settling down (34-39).

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Table 2.

Age group (years)

Motives categorization	17-22	23-28	29-33	34-39
Seeking romantic partner	17	63	19	1
Friendship (or not intended to be romantic partner)	32	39	6	1
Relieve boredom and fulfilling curiosity	60	78	10	4
Looking for sexual partner	19	31	9	1
Seeking romantic partner	17	63	19	1
Total	128 (32,80%)	211 (54,1%)	44 (11,30%)	17 (1,80%)

From the table 2, more than 50% of respondents were in the initial stage of early adulthood. At this stage, such domains in which development of self, emotional development, marriage and family life, social relationships, and professional life should be maintained. However, such individuals during this stage are also expected to accomplish tasks assigned to them, especially to establish a committed romantic relationship on their emerging adulthood (Arnett, 2000). In Indonesia itself, this task closely related to the perception of marriage at the young age. According to the research conducted by Center for Women's Studies at UIN Jakarta in 2000, women's ideal age to be married is around 19,9 and men is 23,4 years old (Grijns et al., 2018). This may explain the possible reason why most Tinder user were around 17 to 28 years old

even though their motives mostly personal (to relieve boredom and fulfilling curiosity). Furthermore, some authors also concluded that the age subgroup with the highest usage of dating apps is between the ages of 24 and 30 (LeFebvre, 2018; Ranzini & Lutz, 2017). This study found that 231 respondents were not in any relationship state. Prior studies also showed the condition of being single is the predictor of using online dating application (Timmermans & Courtois, 2018). However, it is also interesting knowing that around 40% of respondents were in relationship state, either romantic relationship or married. From a literature review conducted by Castro & Barrada (2020), study about online dating user typically aim to assess infidelity hence the usage of online dating is not limited to singles.

Table 3.

User Relationship Status During Apps Usage

Motives Categorization	<15 mins	15-60 mins	60-90 mins	>90 mins
Seeking romantic partner	47	51	1	1
Friendship (or not intended to be romantic partner)	33	39	1	5
Relieve boredom and fulfilling curiosity	63	79	3	7
Looking for sexual partner	27	29	0	4
Total	170 (43,60%)	198 (50,80%)	5 (1,30%)	17 (4,4%)

Additional analysis found that the average duration of using Tinder is around 15 to 60 minutes. This is shown the dynamic interaction within the apps, which consist of swiping the profiles and chatting with matches. Regarding the motives, people who access Tinder to relieve boredom and fulfilling curiosity spent around 15-60 minutes a day. Contrast with the research

conducted by Chin et al. (2019) they found that Tinder users opened the app up to 11 times a day and invested up to 90 minutes a day. Furthermore, around 59,50% respondents indicated not using other online dating application in relation that Tinder widely use. Hence, the opportunity to fulfill user motives are higher.

Table 4.
Other Apps and Premium Features Usage

Motives	Yes	No
Using other online dating apps	158 (40,50%)	232 (59,50%)
Subscribe Tinder premium features	27 (6,90%)	363 (93,10%)

This application also offers paid (premium) features to enhance the success of finding partners for its users (Paramitha et al., 2021). However, this study showed that most user was not maximizing the features in Tinder. David & Cambre (2016) found possible explanation from their research, Tinder perceived as a game and swipe logic. Therefore, user would reconsider if had to subscribe its Premium feature. Even more, most of them has the motive just to relieve boredom and fulfilling their curiosity.

CONCLUSION

This study provided an overview of Tinder user motives in Indonesia along with its demographic condition. Most user found Tinder interesting and access the app as the reliever of their boredom and fulfilling their curiosity. Moreover, due to various motives, Tinder user was not always single and open to a new romantic relationship that leads to offline encounter. Users should be cautious and aware of other user tendency in swiping for match. This research highlights opportunities for early adulthood to develop new relationships in new ways even if not to fulfill the need for romantic relationships.

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#12997 Review

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ABSTRACT

Online dating applications become popular among people looking for a romantic relationship. Tinder is one application that was initially an online dating platform. Due to its popularity, Tinder usage numbers have risen yearly in Indonesia. This exploratory study identifies the general overview of motivations for using Tinder and examines the differences from specific demographic data. We collected data from 390 Indonesian Tinder users. Participants were recruited and completed an online survey. This study employed descriptive statistics to analyze Tinder usage motives. There are four main motives for using Tinder: seeking a romantic partner, friendship, relieving boredom and fulfilling curiosity, and looking for a sexual partner. The result has shown that most user motives were related to social compensation, such as finding romantic partners or acquaintances. For most women users, femaler is a boredom reliever. On the contrary, for most men, the platform is a medium for finding romantic partners. More than half of the respondents were aged 23-28 years old. Around 59,50% of respondents do not use other online dating applications, with the duration of Tinder usage ranging from 15-60 minutes a day. Our result indicates that Tinder users have different motives that may affect their interaction with the application.

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BACKGROUND

The Internet is a modern way to connect with people and build relationships. Since many people can access the internet easily through cell phones, many programmers make several applications to meet users' needs. Many smartphone users worldwide create and use business applications, games, and personal helpers (Mieczkowski et al., 2011). One of the most exciting applications is dating apps. Online dating is becoming popular among people looking for a possible romantic relationship. (Hinton & Stevens-Gill, 2016) since it first appeared around 1997, online dating has grown in many regions, and online meeting partners exploded along with the development of Web 2.0 technology (the second generation of the World Wide Web).

As humans have realized the importance of having a partner, they also recognize that finding the right partner is challenging, and getting help can sometimes be beneficial (Finkel et al., 2012). The most convenient way to find relationship opportunities is through online dating sites, whether web-based or mobile app-based. Finkel et al. (2012) also noted that in the last 15 – 25 years, most online dating sites have provided three primary services: access, communication, and compatibility with potential partners.

Tinder is one platform that was initially developed as an online dating platform. Since its initial launch in 2012 in the United States, most voted Tinder as the top dating app for meeting new people. Are already 196 countries using the Tinder application (Bachdar, 2018). In Indonesia, the Ogilvy company decided to expand Tinder. Based on their previous survey, Tinder's exposure is relatively high, but online dating for Asians is still interpreted in a negative light. Therefore, Tinder in Indonesia plans to break the stigma and change people's perceptions of Tinder as an application for finding romantic partners and as a social media

for creating relationships (Bachdar, 2018). Sean Rad and Justin Madteen, who made Tinder, designed the mobile app as a deck of cards. Therefore, Tinder has a playful format that avoids the prejudices of online dating (Ansari & Klinenberg, 2015).

As an illustration of its usage, first, Tinder users are asked to create an account like any other social media. Users can display profile photos and personal data such as name, age, or other biodata based on the usage motives. Then, each user will be asked to select the gender preference they want to match, their distance perimeter, and their age approximation (Crook, 2016). Tinder then uses this data to set up specific algorithms so that each user will connect with other users according to their preferences and settings. Match preferences lead users to meet other users, making Tinder unique from other online dating platforms. Tinder users can swipe through other users' profiles on their app's home screen. LeFebvre et al. (2014) mentioned that swiping left indicates that the user didn't like the profile that appears. Swiping right means they liked it, and swiping up means liking it (but this feature is only accessible to premium users). The users' match will appear on their home screen, but both must make the match. When they like each other, then users can start communicating with each other through the Tinder application. This conversation or chat feature cannot be carried out if one user does not like the other. After that, a possible meeting is arranged, and both sides can develop a relationship.

Knapp & Vangelisti (2009) described the relationship development model as a double ladder for understanding patterns of interaction and behavior as partners build relationship escalation in face-to-face relationships. However, LeFebvre et al. (2014) conceptually proposes five sequential steps in the new era of relational development, starting from initiation, experimentation,

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intensification, integration, and bonding. As a first step, initiation involves considering stereotypes, environmental and situational expectations, assessment of attractiveness, and a decision to initiate communication. The experiment started right after the communication began. In Tinder usage, this step occurs during the chat between match settings. As the online platform generates a new pre-interaction process that contains passive information (biodata and pictures), Tinder users must also filter their information (Rui & Stefanone, 2013) and decide their preferences in the selection process before they start a new relationship by swiping right or left.

One of the studies conducted by Orosz et al. (2018) regarding the personality, motivation, and background needs of problematic Tinder users concluded that there were four motivational factors for using Tinder. First, sexual motives lead to potential sexual encounters in both the long and short term. The second motivation is love, showing the user's intention to get a romantic partner. Increased self-esteem is the third motivation, and the final motive is boredom. Other studies seem to reveal similar findings about the motivations for using mobile dating apps, including love (Bryant & Sheldon, 2017; Sumter et al., 2017), courtship and relationships (Bryant & Sheldon, 2017; Ranzini & Lutz, 2016), ease of communication and entertainment (Ranzini & Lutz, 2016; Sumter et al., 2017).

Previous research conducted by Couch & Liamputtong (2008) also found several reasons why people use dating sites, including to fulfill pleasure, to seek a sex partner, to find a soul mate, to relieve boredom, for relaxation purposes, and as an easy way to meet people. Similarly, (Bryant & Sheldon, 2017) found three main reasons behind online dating, including pleasure motives, finding a relationship, and casual hookups. Despite

the nature of the app as an online dating app, many Tinder users have different motivations behind their behavior when accessing Tinder. It also can be concluded that the most common reason for using dating apps is to meet others (Chin et al., 2019). Arifin et al. (2020) tried to categorize motives that are suitable for Indonesian users: (1) seeking a romantic partner, (2) friendship, (3) relieving boredom and fulfilling curiosity, and (4) looking for a sexual partner. Due to limited information about Tinder users in Indonesia, we explore a descriptive approach to fill this gap. Therefore, this study aims to identify the general overview of motivations for using Tinder and examine the differences from specific demographic profiles.

RESEARCH METHODS

This research is a preliminary study of research on self-presentation of Tinder users. We conduct convenience sampling with the criteria of **actively engaging Tinder users** (having an active profile and relatively accessing the app daily with a minimum of 5 minutes). Information about participating recruits was distributed through researchers' social media. Participants were not compensated but could enter the raffle to win 25 e-vouchers worth Rp 25.000, -. The data was collected online using Survey Monkey platforms. On the initial page of the questionnaire, an explanation (informed consent) was given regarding participation in the study, and respondents were allowed to stop filling it out at any time.

This study asked participants to fill in demographic data such as gender, age, last education, and relationship status. The categorization motives for using Tinder refers to the research findings of Arifin et al. (2020) regarding the motivation for using the online dating application Tinder. Participants are only allowed to choose one main motive. In addition, participants

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were asked to provide information about the duration of using Tinder each day (in minutes). The data was analyzed with descriptive statistics.

RESULT AND DISCUSSION

Three hundred ninety active Tinder users were involved in this study, comprising 252 women (64.60%) and 138 men (35.40%). Though prior research found that more men used online dating than females, some research showed no differences in the proportion of male and female users (Ranzini & Lutz, 2016;

Sumter et al., 2017). The ages of the participants ranged from 17 to 36 years old. The average age of female participants was 24.3 years (SD=3.41) and 25.2 years for males (SD=3.44). We categorize four motives for using Tinder based on Arifin et al. (2020): seeking a romantic partner, friendship (or not intended to be a romantic partner), relieving boredom and fulfilling curiosity, and looking for a sexual partner. The distribution results of female and male participants based on the categorization motives are as follows:

Table 1.

Motives Categorization

Motives	Female	Male	Total
Seeking romantic partner	51	49	100 (25,64%)
Friendship (or not intended to be romantic partner)	54	24	78 (20,00%)
Relieve boredom and fulfill curiosity	107	45	152 (38,97%)
Looking for a sexual partner	40	20	60 (15,38%)

Even though Tinder is an application aimed at finding dating partners online, 38.97% of participants stated that the motive was to satisfy boredom and satisfy y. This seems to counter the anecdotal notion about Tinder being a casual "hookup app" (Stein, 2013). Davis (2018) also found that boredom relief and entertainment are crucial components that must be considered regarding the motivations behind using online dating services. However, Ward (2016) noticed that people claim enjoyment and amusement as motivations for Tinder use to avoid stigmatization.

Interestingly, this study shows differences between women's and men's motivation using Tinder. For most women, Tinder is a boredom reliever, but for most men, Tinder is a medium for finding romantic partners. This finding was also observed in one research conducted by Clemens et al. (2015), who stated that women were more likely to use online

dating services for social interaction than for finding romantic partners. Consistent results about these motivations are time-indifferent since 1995 (Abramova et al., 2016). However, the Chi-square test found no significant difference in the motives for using Tinder between women and men ($\chi^2=11.2$, $p>0.01$). These findings were similar to Gatter & Hodkinson (2016). Moreover, people's motivation to start using online dating was social (Henry-Waring & Barraket, 2008). Hence, this study also showed that most users' motives were related to social compensation and having romantic partners or acquaintances.

This study focused on the early adulthood age as it was found to be the highest rank of Tinder users. Levinson (1986) developed an adult developmental stage. Therefore, the respondents were categorized into four age groups: early adult transitions (17-22), entering the

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adult world (23-28), thirties transition (29-33), and settling down (34-39).

Table 2.

Age group (years)

Motives categorization	17-22	23-28	29-33	34-39
Seeking romantic partner	17	63	19	1
Friendship (or not intended to be romantic partner)	32	39	6	1
Relieve boredom and fulfill curiosity	60	78	10	4
Looking for a sexual partner	19	31	9	1
Seeking romantic partner	17	63	19	1
Total	128 (32,80%)	211 (54,1%)	44 (11,30%)	17 (1,80%)

From Table 2, more than 50% of respondents were in the initial stage of early adulthood. Such domains in self-development, emotional development, marriage and family life, social relationships, and professional life should be maintained at this stage. However, such individuals during this stage are also expected to accomplish tasks assigned to them, especially to establish a committed romantic relationship in their emerging adulthood (Arnett, 2000). In Indonesia, this task is closely related to the perception of marriage at a young age. According to the research conducted by the Center for Women's Studies UIN Jakarta in 2000, women's ideal age to be married is around 19,9, and men are 23,4 years old (Grijns et al., 2018). This may explain why most Tinder users are approximately 17 to 28 years old, although

their motives were mostly personal (to relieve boredom and satisfy curiosity).

Furthermore, some authors also concluded that the age subgroup with the highest usage of dating apps is between 24 and 30 (LeFebvre et al., 2014; Ranzini & Lutz, 2016). This study found that 231 respondents were not in any relationship state. Prior studies also showed the condition of being single is a predictor of using online dating applications (Timmermans & Courtois, 2018). However, it is also interesting to know that around 40% of respondents were in a relationship state, either in a romantic relationship or married. From a literature review conducted by Castro & Barrada (2020), a study about online dating users typically aims to assess infidelity; hence, the usage of online dating is not limited to singles.

Table 3.

User Relationship Status During Apps Usage

Motives Categorization	<15 mins	15-60 mins	60-90 mins	>90 mins
Seeking romantic partner	47	51	1	1
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Total	170 (43,60%)	198 (50,80%)	5 (1,30%)	17 (4,4%)
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Additional analysis found that the average duration of using Tinder is around 15 to 60 minutes. It is shown by the dynamic interaction within the apps, which consists of swiping the profiles and chatting with matches. Regarding the motives, people who access Tinder to relieve boredom and fulfill curiosity spend around 15-60 minutes a day. In contrast with the

research conducted by Chin et al. (2019), they found that Tinder users opened the app 11 times a day and invested up to 90 minutes daily. Furthermore, around 59,50% of respondents indicated not using other online dating applications concerning Tinder's wide use. Hence, the opportunity to fulfill user motives is higher.

Table 4.
Other Apps and Premium Features Usage

Motives	Yes	No
Using different online dating apps	158 (40,50%)	232 (59,50%)
Subscribe to Tinder's preTinder'stutes	27 (6,90%)	363 (93,10%)

This application also offers paid (premium) features to enhance its users' success finding partners (Paramitha et al., 2021). However, this study showed that most users were not maximizing the features in Tinder. David & Cambre (2016) found a possible explanation from their research: Tinder is perceived as a game and swipe logic. Therefore, users would reconsider if they had to subscribe to its Premium feature. Even more, most of them have the motive just to relieve boredom and fulfill their curiosity.

This research is still limited to Tinder online dating users. So, it is not sure that the same mocertains also apply to other online dating. In addition, this research provides an answer choice system in the form of a single transferable vote so that there is a proportional representation of the four answer choices for motives for using Tinder. Moreover, this study does not identify the respondents' background further, so it does not explain why these motives emerged.

CONCLUSION

This study provided an overview of Tinder users' motives in Indonesia and their demographic conditions. Most users found Tinder interesting and accessed the app to relieve their boredom and fulfill their curiosity. Moreover, due to various motives, Tinder users were not always single and open to a new romantic relationship, leading to offline encounters.

Users should be cautious and aware of other user tendencies in swiping for matches. This research highlights opportunities for early adulthood to develop new relationships in new ways, even if not to fulfill the need for romantic relationships. The psychological dynamics in online dating, especially in user developmental stages or various relationship statuses, can be addressed in further research.

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