TECHNOLOGY ACCEPTANCE MODEL IN TIKTOK SHOP ADOPTION

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Abstract

Virtual shopping has grown rapidly in the first two decades of the 21st century, driven by advances in information and communications technology and mobile devices. TikTok, a video-sharing application from China, has introduced a shopping feature called TikTok Shop, which has attracted the attention of researchers studying its adoption. This research aims to understand the factors that influence the adoption and use of TikTok shops in Indonesia. This research uses the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model. Data was collected through an electronic questionnaire distributed to TikTok users in Indonesia. Data analysis was carried out using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The research results show that performance expectancy, social influence, facilitating conditions, price value, hedonic motivation, and habit have a positive influence on attitude and behavioral intention. Apart from that, attitude also has a positive influence on behavioral intention, which in turn influences consumer trust behavior relationship between behavioral intention and use behavior, strengthening this relationship. This research provides insight for technology developers and marketers about the key factors that drive e-commerce adoption through social media platforms such as TikTok Shop increasing the use of TikTok Shop in Indonesia.

Keywords: Technology Acceptance, Technology Adoption, TikTok Shop, UTAUT2

INTRODUCTION

Virtual shopping grew exponentially in the first two decades of the 20th century. Advances in technology infrastructure, information and communications, and mobile devices mark a new era that will bring the e-commerce ecosystem into the mobile commerce ecosystem. Modern businesses, whether small street vendors or large multinational companies operating across continents, must take part in the form of websites and applications that are accessible to everyone, as business routines are rapidly changing from brick-and-mortar structures to click-and-mortar structures (Agarwal, Leung, & Konana, 2011), despite the established facilities of mobile and online shopping (Hanif, Hanif, & Shao, 2018), new challenges are also emerging in the form of privacy and security issues, free payment issues, online fraud, crime, etc.

Despite the rapid spread of modern technology in developed and developing countries, contrasting patterns in mobile shopping have been observed across the world (Marriott & Williams, 2018). The prevalence and adoption patterns of mobile shopping where purchases are typically made on mobile devices and tablets vary around the world, so researchers often look beyond the traditional horizon of technology adoption patterns to find plausible reasons for these differences. One of them is implementing a more customer-centric approach. The use of advanced constructs, such as customer-perceived risk and trust, enhances our understanding of differences in technology adoption between developed and developing countries. It also underlines the vitality of external factors, which in turn strengthen or weaken the effects of these constraints.

The spread and growth of mobile shopping in developing countries have long puzzled theorists and practitioners. The research community has sought to track technology adoption and mobile app usage at the micro and macro levels to better understand the digital divide. Likewise, practitioners i.e. marketers and advertisers are interested in understanding customer behavior patterns to understand the core elements that may be a barrier to mobile shopping adoption. Global companies have turned their full attention to the large segment of the consumer community living in South Asian countries. They spend a lot of time and effort designing marketing campaigns tailored to local customer needs (Pal, Herath, De', & Rao, 2020).

With the development of technology and marketing methods, researchers see the TikTok application which is interesting to study, where in general the TikTok application is an application for sharing short videos in vertical format which are played by scrolling the screen up and down. the TikTok application is an application originating from China which was launched in 2016. Since the time it was launched TikTok has been popular and in 2020 reached more than 2 billion mobile downloads worldwide therefore TikTok was named the third fastest-growing application in 2020 and the website most popular in 2021. This application is also based on social media, but with the passage of time and technological developments, now TikTok presents its flagship feature, namely a shopping feature called TikTok Shop.

Quoted from the central statistics agency regarding eCommerce data, the results of the eCommerce survey data up to September 15th, 2022 show that 48.65 percent of businesses used online sales on the platforms used for purchasing via social media, such as Facebook, Instagram, and Twitter, and so on. Furthermore, only 20.64 percent of businesses have sales accounts on marketplaces/digital platforms. This is homework for the government so that eCommerce businesses in Indonesia are interested in switching to digital marketplaces/platforms because there are still 79.36 percent of businesses that have not utilized the Marketplace as a sales medium. Furthermore, there are 4.92 percent of businesses that use email to sell online. In the final order, there are only 2.05 percent of businesses that use websites (Statistics, 2022).

Current literature repeatedly supports the perceived need to adapt theories of technology adoption to better suit social and societal contexts, especially when dealing with the case of developing countries. Some researchers have replicated this by including demographic variables, see for example Venkatesh et al. (2012). Some studies extend the traditional model using new constructs such as perceived risk, privacy, and trust (Hanif, Hanif, & Shao, 2018). Several other studies have confirmed the cherry-picking strategy of combining the most widely used constructs rather than a complete model. Al-saed et al.(2020)researched the intention to launch a mobile wallet in Oman and used constructs after carefully reviewing the latest literature. Following the same analogy, this research aims to examine the behavioral patterns of consumers who are actively involved in shopping at

TikTok shops in Indonesia. The main aim of this research is to identify factors that directly or indirectly influence the formation of purchase intentions.

While m-shopping adoption has been studied in different contexts, not many studies have focused on the specific context that mobile applications are intended to address (Kim, Yoon, & Han, 2014). Therefore, research on mobile shopping on the TikTok app should provide a thorough understanding of the various factors influencing its adoption and use. Considering the above, a comprehensive model that assesses the factors that influence the adoption and use of m-shopping applications and how cultural background may influence their use is important as it can inform researchers and practitioners to understand consumer behavior. Based on existing literature, this research develops and empirically validates a research framework to predict consumer behavioral intention and use of the TikTok application for shopping using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) from Venkatesh, Thong, and Xu (2012) to study various antecedents that influence the acceptance of m-shopping via the TikTok application.

This research also added a new UTAUT2 construction, namely consumer trust, because it is considered to influence individual behavior in using the TikTok Shop feature for shopping.(Cabrera-Sanchez J.-P. , Villarejo-Ramos, Li´ebana-Cabanillas, & Shaikh, 2021). The reason for adding this variable is to prove that the consumer trust variable can moderate the relationship between behavioral intentions and behavior itself. Furthermore, this variable is expected to help provide recommendations regarding consumer trust, especially regarding online shopping behavior. Consumer trust describes the security of his expectations. Users expect a high level of capability from e-service providers in task performance, adherence to service promises, and benevolence in user benefits (Wu and Chen, 2005). Consumer trust is very important in developing and maintaining consumer satisfaction, loyalty, sustainable competitive advantage, and increasing revenue (Sharma and Klein, 2020). Based on the problem formulation mentioned above, the objectives of this research are as follows: Understanding consumer behavior when adopting or using the TikTok Shop feature for shopping Analyzing factors that can influence the adoption or use of the TikTok Shop feature for shopping

LITERATURE REVIEW

TikTok

TikTok is an official music video and social networking application from China that has enlivened the Indonesian digital industry. TikTok turned many people's phones into mobile studios. This social media offers interesting special effects and is easy to use, so anyone can easily make interesting videos (Rahmawati, 2018). Video is currently one of the most popular content among internet users throughout the world, including Indonesia. Video has also become a new livelihood for millennials to take advantage of advertisements displayed on video channels. Video has also become a new marketing weapon as a communication strategy. Many developers are competing to create video editing applications to make it easier to create interesting videos. TikTok allows users to quickly and easily create unique short videos to share with friends and the world. Empowering creative minds as a form of content revolution, social media has become a new benchmark for the creativity of online content creators throughout the world. Due to the influence of social media which encourages people to carry out certain communication behaviors, including social media TikTok, a social media application that can meet user needs and is a communication tool that is not like other social media. TikTok is currently a social media that is trending compared to other social media that are widely used.

Unified Theory of Acceptance and Use of Technology (UTAUT)

The unified theory of acceptance and use of technology is a commonly used model that shows good predictive performance and accurately describes user behavior when new technologies are launched. It was developed by Venkatesh et al.(2003). After investigating eight major theoretical models of technology adoption in the field of information technology, Venkatesh et al. (2003) proposed their model characterizing the factors influencing the acceptance and use of technology, called the unified theory of acceptance and use of technology (UTAUT). The eight main theories included in UTAUT are theory of reasoned action (TRA)(Fishbein & Ajzen, 1975), theory of planned behavior (TPB)(Ajzen, 1991), technology acceptance model (TAM)(Davis, 1989), motivational model (MM) (Davis, Bagozzi, & Warshaw, 1989), social cognitive theory (SCT)(Compeau & Higgins, 1995), personal computer utilization model(Thompson, Higgins, & Howell, 1991), combined TAM

and TPB (C-TAM-TPB)(Taylor & Todd, 1995), innovation diffusion theory (IDT)(Moore & Benbasat, 1991). The unified theory of acceptance and use of technology (UTAUT) includes four exogenous constructs (performance expectancy, effort expectancy, social influence, and facilitating conditions), two endogenous constructs (behavioral intention and use behavior), and four moderators (age, gender, experience, and voluntariness of use) to achieve more accurate predictions.

Consumer Trust

Trust is one of the fundamental antecedents of human interaction, which can be described as the intention to rely on one party regardless of potential uncertainty and loss (Söllner, Benbasat, Gefen, & Leimeister, 2016). Many researchers believe that trust is the expectation of positive outcomes provided by a trustee. For example, (Cook & Wall, 1980) defines trust as the willingness to "assume good intentions and have confidence in the words and actions of others." The literature on trust in various research domains generally conceptualizes trust as a belief formed through the evaluation of certain attributes of an object (Colquitt & Rodell, 2011).

Attitude

Attitude is the reflection of feeling general somebody through process evaluation the information obtained was good positive or negative. Attitude refers to the willingness of somebody for involved in a behavior certain, Alsodescribe confidence and hope personally related to the behavior (Gazali, 2019). Attitude is a variable that is good for predicting the intention and behavior of somebody.

Attitudes supporting or not supporting a particular behavior can develop based on a person's assessment, namely by increasing the information known about that behavior. The way to predict someone's attitude is to look at the strength of their belief in a behavior. When someone assesses a behavior as a good thing, generally that person will intend to carry out that behavior. Bazkiaei et al. (2021) explain that someone who has a positive attitude towards a behavior will consider their intention to carry out that behavior and generally direct them to focus on that intention.

Research Hypothesis

H1a: Performance expectancy has a positive effect on attitude

H1b: Performance expectancy has a positive effect on behavioral intention
H2a: Performance expectancy has a positive effect on attitude
H2b: Performance expectancy has a positive effect on behavioral intention
H3a: Social influence has a positive effect on attitude
H3b: Social influence has a positive effect on behavioral intention
H4a: Facilitating conditions have a positive effect on attitude
H4b: Facilitating conditions have a positive effect on behavioral intention
H5a: Price value has a positive effect on attitude
H5b: Price value has a positive effect on behavioral intention
H6a: Hedonic motivation has a positive effect on attitude
H6b: Hedonic motivation has a positive effect on behavioral intention
H7a: Habit has a positive effect on attitude
H7b: Habit has a positive effect on behavioral intention
H8: Attitude has a positive effect on behavioral intention
H9: Behavioral intention has a positive effect on use behavior
H10: Consumer trust will moderate the relationship between behavioral intention and use behavior by strengthening this relationship

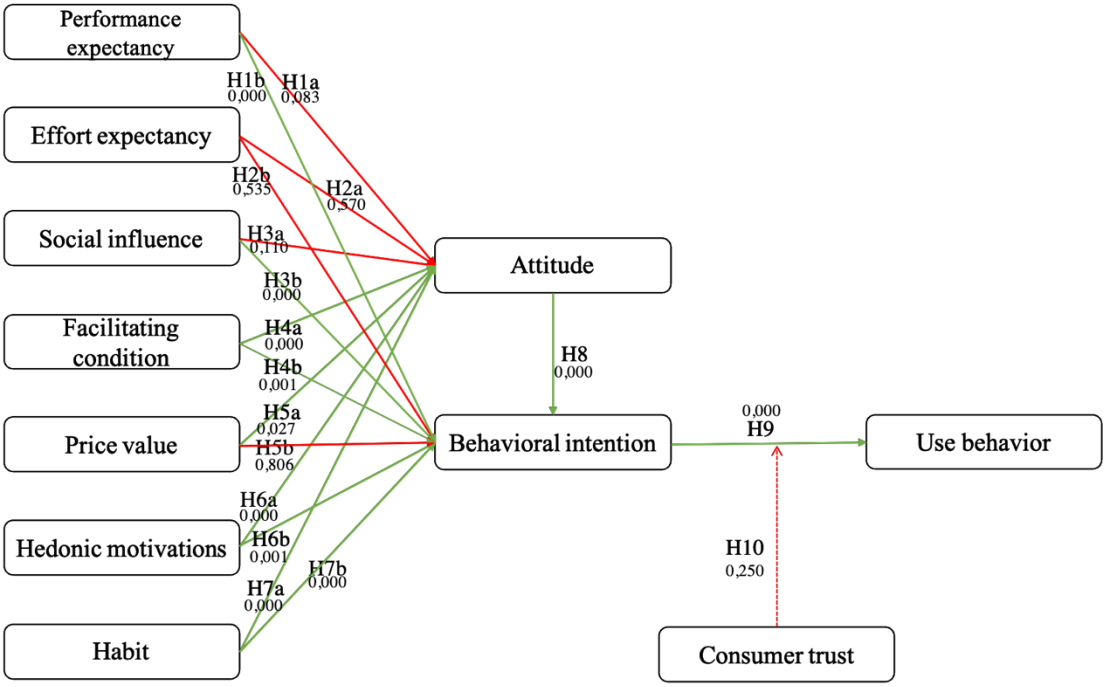

Figure 1
Research Model

RESEARCH METHOD

This research uses UTAUT2 with the constructs mentioned above. This model emphasizes that these seven constructs are theoretically and empirically antecedents of behavioral intention in using or adopting a technology. Quantitative data in the form of primary data from the results of questionnaires distributed to users or consumers of the TikTok application in Indonesia. The object of this research is the factors that influence consumer interest and behavior. The exogenous variables are performance expectancy, effort expectancy, social influence, facilitating conditions, price value, hedonic motivation, habit, attitude, and behavioral intention. Meanwhile, attitude, behavioral intention, and use behavior are endogenous variables. The data that has been obtained will then be analyzed using SEM-PLS to produce meaningful results This research was carried out in Indonesia. The sampling plan will be carried out from March 2023 to April 2023.

The data used in this research is primary data. Primary data is data directly collected by researchers for research purposes (Sekaran & Bougie, 2016). This data was used because online data was not available regarding information regarding all constructs in this research, so researchers collected data directly according to research needs. The sample selection method used in this research is a non-probability sample selection method. This is because the non-probability sample selection method is a sample selection method where the probability of each element of the population is not known with certainty as the sample of a study is unknown (Sekaran & Bougie, 2016). The type of questionnaire used in this research is an online electronic questionnaire. This is because distributing electronic or online questionnaires will make it easier for respondents and researchers to fill out and distribute, as well as speed up the data collection process. Furthermore, Sekaran & Bougie (2016) explained that online questionnaires will provide a deeper understanding of individual opinions and preferences. Apart from that, online questionnaires also have the advantage of the internet's ability to provide access to individuals and groups that are difficult to reach and can cover a wider geographic area. Researchers will use electronic or online questionnaires using Google Form media. The questionnaire in this study consists of several Likert scales, where "1" = strongly disagree, "2" = disagree, "3" = neutral, "4" = agree, and "5" = strongly agree. Data Processing and Analysis Methods, namely Research Instrument Test, Validity

Test, Face Validity, Construct Validity, and Reliability Test. This research will use data analysis methods with SEM (Structural Equation Modeling). The use of SEM is because it has advantages over other statistical analysis techniques, namely being able to combine two analytical techniques, multivariate factor analysis and multiple regression (Hair, Black, Babin, & Anderson, 2019). In addition, SEM can take into account measurement errors and can improve statistical estimates and statistical validity.

The SEM chosen in this research is Variance-based SEM / SEM Partial Least Square (SEM-PLS). This is because, Variance-based SEM has several advantages, namely, being able to tolerate small sample sizes, PLS SEM can also be used in research that has reflective or formative measurement models, and aims to test or expand existing theories (Sholihin & Ratmono, 2013).

RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Descriptive statistical analysis in this research aims to provide an overall picture of respondents' responses to perceptions of the entire construct. Descriptive statistical analysis in this research is seen from the minimum, maximum, average, and standard deviation values as presented in Table 1.

Table 1
Descriptive Statistical Analysis

Variable	Number of Samples	Minimum Value	Maximum Value	Average Value	Standard Deviation Value
Performance Expectations	500	1.00	5.00	4.06	0.98
Effort Expectancy	500	1.00	5.00	4.13	0.92
Social Influence	500	1.00	5.00	3.82	1.12
Facilitating Conditions	500	1.00	5.00	4.00	0.94
Price Value	500	1.00	5.00	4.10	0.88
Hedonic Motivation	500	1.00	5.00	4.11	0.94
Habits	500	1.00	5.00	4.05	0.97
Attitude	500	1.00	5.00	4.03	0.94
Behavioral Intention	500	1.00	5.00	4.00	1.00
Consumer Trust	500	1.00	5.00	4.05	0.94

Use Behavior	500	1.00	5.00	3.96	1.02

Source: Processed primary data (2024).

Based on descriptive statistical analysis in this research involving 500 respondents, it can be seen that the average value is in the range of 3.82 to 4.13, which shows that the general perception of respondents is quite good regarding the construct studied. Meanwhile, the standard deviation value is in the range of 0.88 to 1.12 or lower than the average value, meaning that the data deviation is not too high.

Validity and Reliability Test

Model assessment in SEM PLS begins with the evaluation of the measurement model which aims to evaluate the reliability and validity of the construct (Sholihin & Ratmono, 2013). The criteria reviewed in evaluating the measurement model are the AVE value, composite reliability, and Cronbach's alpha. Evaluation of the measurement model in this study is presented in Table 2.

Table 2
Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
P.E	0.832	0.888	0.666
EE	0.860	0.905	0.704
S.E	0.829	0.897	0.745
FC	0.878	0.916	0.733
PV	0.834	0.900	0.751
HM	0.905	0.940	0.840
HA	0.856	0.903	0.699
ATT	0.877	0.916	0.731
BI	0.903	0.932	0.776
CT	0.867	0.919	0.790
UB	0.891	0.933	0.822

Source: Processed data, SmartPLS

Based on the evaluation results, the measurement model shows valid and reliable results where all constructs have AVE values above 0.5 and CR and CA values above 0.7 as required. Therefore, this study has good internal consistency.

Measurement Model Analysis Test

The model proposed in this research will be analyzed using the Partial Least Square (PLS) method and the SmartPLS 3.0 application. PLS is a method that can be used to

overcome problems involving interactions between complex variables but only uses data from small samples, namely 30 to 100, and has non-parametric assumptions (Yamin & Kurniawan, 2009).

Convergent validity is carried out by looking at the validity indicators shown by the loading factor values. Loading factor is a value that shows the relationship between the score of a question item using the construct indicator score that measures that construct. A loading factor value greater than 0.7 is said to be valid. However, for initial inspection of the factor loading matrix approximately 0.3 is considered to meet the minimum score, and for factor loadings approximately 0.4 is considered better, and for factor loadings greater than 0.5 is generally considered significant. In this study, the loading factor limit used was 0.7. After processing the data using SmartPLS 3.0, the results of the loading factors can be shown below:

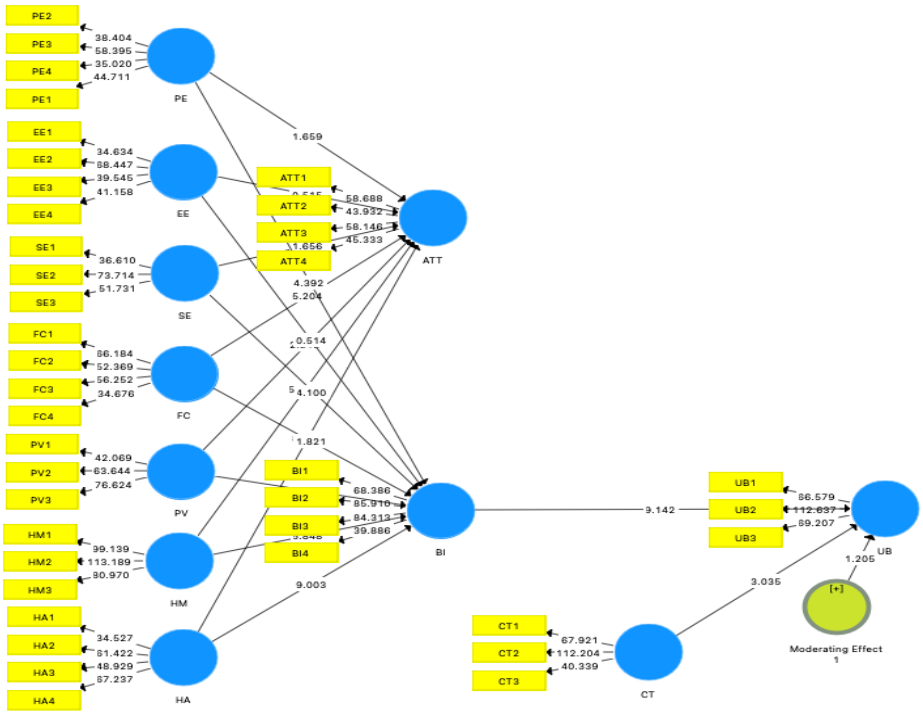

Figure 2
Results of the PLS Algorithm Measurement (Outer) Model (Source: Processed data, SmartPLS)

Table 3
Factor Loadings Indicator Values

	ATT	BI	CT	EE	FC	HA	HM	P.E	PV	S.E	UB
PE1								0.826			
PE2								0.796			
PE3								0.857			
PE4								0.783			
EE1				0.821							
EE2				0.868							
EE3				0.832							
EE4				0.834							
SE1										0.839	
SE2										0.908	
SE3										0.841	
FC1					0.880						
FC2					0.861						
FC3					0.869						
FC4					0.813						
PV1									0.838		
PV2									0.864		
PV3									0.896		
HM1							0.920				
HM2							0.921				
HM3							0.909				
HA1						0.790					
HA2						0.846					
HA3						0.830					
HA4						0.876					
ATT1	0.853										
ATT2	0.845										
ATT3	0.878										
ATT4	0.845										
BI1		0.883									
BI2		0.900									
BI3		0.919									
BI4		0.818									
UB2											0.886
UB3											0.929
UB4											0.903
CT1			0.898								
CT2			0.917								
CT3			0.851								

Source: Processed data, SmartPLS

From Table 3 above we can see that all factor loading values are above 0.50. Therefore, the constructs of all variables are used and all constructs are said to be valid and meet validity with factor loadings greater than 0.50. Furthermore, according to Ghozali (2016), convergent validity is useful for ensuring the correlation between the measures used in the construct. Research is said to have met the rules of convergent validity, indicated by the indicators used in a construct being correlated and all outer loadings of these indicators must be statistically significant to ensure the suitability of the model, and the standard used for outer loading is 0.5. From the table above, we can see that all indicators meet the requirements of convergent validity.

Discriminant Validity Test

The discriminant validity test is a step taken to determine whether a research variable or measure has a unique value and is only related to the variable or measure itself and not to unexpected variables or measures. To check whether the research proposed model has adequate discriminant validity, two steps must be carried out cross loading results and Fornell-Larcker criterion results. The first way is to assess cross-loading. The cross-loading results must prove that the indicators for each construct must have a higher value than the indicators for other constructs. The results of the cross-loading test in this research are as follows:

Table 4
Results of Discriminant Validity of Cross-Loadings

	ATT	BI	CT	EE	FC	HA	HM	P.E	PV	S.E	UB
ATT1	**0.853**	0.726	0.639	0.642	0.733	0.777	0.676	0.647	0.641	0.611	0.649
ATT2	**0.845**	0.656	0.683	0.613	0.661	0.683	0.692	0.597	0.669	0.531	0.568
ATT3	**0.878**	0.736	0.746	0.638	0.658	0.743	0.692	0.689	0.695	0.525	0.629
ATT4	**0.845**	0.794	0.644	0.612	0.568	0.714	0.747	0.572	0.654	0.480	0.558
BI1	0.794	**0.883**	0.700	0.669	0.596	0.761	0.751	0.711	0.709	0.527	0.640
BI2	0.759	**0.900**	0.694	0.648	0.565	0.728	0.718	0.662	0.660	0.529	0.674
BI3	0.741	**0.919**	0.689	0.644	0.562	0.740	0.714	0.659	0.638	0.574	0.717
BI4	0.709	**0.818**	0.638	0.574	0.574	0.711	0.645	0.662	0.600	0.592	0.742
CT1	0.709	0.660	**0.898**	0.546	0.546	0.622	0.615	0.580	0.687	0.534	0.604
CT2	0.678	0.677	**0.917**	0.563	0.552	0.660	0.646	0.608	0.627	0.525	0.637
CT3	0.730	0.727	**0.851**	0.617	0.591	0.674	0.689	0.680	0.662	0.500	0.589
EE1	0.593	0.537	0.480	**0.821**	0.501	0.577	0.568	0.594	0.512	0.383	0.395
EE2	0.645	0.634	0.608	**0.868**	0.556	0.621	0.621	0.740	0.660	0.490	0.506
EE3	0.576	0.584	0.491	**0.832**	0.469	0.565	0.573	0.658	0.560	0.386	0.449

EE4	0.639	0.652	0.577	**0.834**	0.589	0.661	0.642	0.702	0.596	0.517	0.609
FC1	0.650	0.538	0.521	0.534	**0.880**	0.580	0.538	0.546	0.600	0.597	0.459
FC2	0.625	0.515	0.550	0.544	**0.861**	0.523	0.569	0.527	0.562	0.497	0.450
FC3	0.702	0.565	0.591	0.547	**0.869**	0.654	0.541	0.538	0.594	0.543	0.517
FC4	0.639	0.611	0.500	0.541	**0.813**	0.637	0.604	0.575	0.568	0.582	0.548
HA1	0.663	0.616	0.547	0.597	0.535	**0.790**	0.668	0.555	0.585	0.366	0.582
HA2	0.741	0.732	0.627	0.664	0.589	**0.846**	0.733	0.615	0.714	0.449	0.610
HA3	0.668	0.667	0.557	0.540	0.563	**0.830**	0.541	0.531	0.556	0.529	0.620
HA4	0.776	0.767	0.707	0.619	0.652	**0.876**	0.678	0.627	0.653	0.594	0.709
HM1	0.763	0.755	0.720	0.710	0.617	0.748	**0.920**	0.682	0.745	0.490	0.604
HM2	0.760	0.729	0.655	0.654	0.608	0.701	**0.921**	0.662	0.694	0.521	0.614
HM3	0.734	0.725	0.630	0.608	0.585	0.708	**0.909**	0.591	0.643	0.495	0.607
PE1	0.596	0.629	0.585	0.677	0.501	0.573	0.592	**0.826**	0.552	0.411	0.486
PE2	0.557	0.582	0.496	0.704	0.464	0.543	0.552	**0.796**	0.556	0.309	0.438
PE3	0.615	0.657	0.614	0.647	0.520	0.588	0.549	**0.857**	0.611	0.529	0.607
PE4	0.620	0.625	0.581	0.607	0.596	0.572	0.605	**0.783**	0.563	0.568	0.565
PV1	0.599	0.562	0.574	0.581	0.525	0.575	0.629	0.566	**0.838**	0.460	0.499
PV2	0.709	0.671	0.697	0.602	0.670	0.706	0.676	0.650	**0.864**	0.576	0.611
PV3	0.702	0.682	0.644	0.625	0.563	0.666	0.664	0.600	**0.896**	0.469	0.500
SE1	0.495	0.438	0.381	0.407	0.539	0.442	0.411	0.405	0.432	**0.839**	0.459
SE2	0.555	0.565	0.494	0.459	0.597	0.529	0.463	0.482	0.482	**0.908**	0.584
SE3	0.567	0.612	0.613	0.503	0.544	0.528	0.532	0.550	0.575	**0.841**	0.551
UB2	0.694	0.764	0.625	0.606	0.575	0.730	0.699	0.632	0.618	0.579	**0.886**
UB3	0.617	0.692	0.643	0.479	0.540	0.683	0.561	0.559	0.529	0.534	**0.929**
UB4	0.595	0.682	0.597	0.507	0.453	0.637	0.535	0.559	0.535	0.572	**0.903**

Source: Processed data, SmartPLS

Table 4 shows that the cross-loading value of each component element is greater than the loading value of other components. These results indicate that there is no problem with the discriminant. All indices have a correlation coefficient value that is greater with each structure compared to the index correlation coefficient value for other structures. In the next second method of testing, the Fornell-Larcker criterion, the roots of the AVE in the construct are compared with the correlation of the construct with other latent variables to obtain adequate discriminant validity of the research model. The results of the Fornell-Larcker criteria determined in this study are shown in the following table.

Table 5
Results of the Discriminant Validity of the Fornell-Lacker Criterion

	ATT	**BI**	**CT**	**EE**	**FC**	**HA**	**HM**	**P.E**	**PV**	**S.E**	**UB**
ATT	0.855										
BI	0.853	0.881									

CT	0.793	0.773	0.889								
EE	0.733	0.720	0.646	0.839							
FC	0.766	0.653	0.632	0.633	0.856						
HA	0.854	0.835	0.733	0.725	0.702	0.836					
HM	0.821	0.803	0.730	0.718	0.658	0.785	0.916				
P.E	0.733	0.765	0.699	0.806	0.639	0.698	0.704	0.816			
PV	0.777	0.741	0.740	0.696	0.679	0.752	0.758	0.700	0.867		
S.E	0.628	0.632	0.584	0.533	0.650	0.583	0.548	0.561	0.580	0.863	
UB	0.703	0.788	0.687	0.588	0.579	0.756	0.664	0.645	0.621	0.621	0.906

Source: Processed data, SmartPLS

Based on Table 5, it is presented that all variables have higher values when compared to other variables in the same column. Thus, based on this table it can be concluded that the data model tested in this study meets the requirements or criteria that indicate the discriminant validity of the model construct and the initial stage before testing the hypothesis.

Goodness of Fit Test

The structural model (internal model) was tested to see the relationship between constructs, significance value, R-squared, and research model. The model was evaluated using the R-squared of the dependent structure and the significance of the structural path parameter coefficients. Evaluation of the research model using PLS begins by knowing the R-squared value of each dependent latent variable. The higher the R-squared value, the better the proposed research model. The table below shows the R-squared estimation results in the SmartPLS application:

Table 6
R-Squared Coefficient of Determination Value

	R Square	R Square Adjusted
ATT	0.831	0.829
BI	0.819	0.816
UB	0.640	0.638

Source: Processed data, SmartPLS

The table above illustrates that the r-squared value for the attitude variable is 0.831. These results indicate that variables that are directly related can influence 83.1% of the attitude variable, while the rest are other variables that were not studied. Then the r-squared value of the behavioral intention variable gets a value of 0.819. These results show that directly related variables can influence 81.9% of the behavioral intention variables, while the

remaining variables are different from those studied. Furthermore, the r-squared value for the use behavior variable is 0.640. These results indicate that the behavioral intention variable can influence 64% of the use behavior variable, and the remaining variables were not studied.

The Goodness of Fit (GoF) index, is used to validate the overall model(Tenenhaus, Vinzi, & Amato, 2016). This index was developed to evaluate measurement models and structural models and provides a simple measure of the overall model predictions (Ghozali, 2016).

Table 7
Model fit

	Saturated Model	Estimated Model
SRMR	0.062	0.063
Chi-Square	4624,775	4707,885
NFI	0.753	0.749

Source: Processed data, SmartPLS

Referring to the table above, the SRMR (standardized root mean squared residual) value is 0.062, so the research model is declared adequate. This result is related to Ghozali's (2012) theory that for SRMR values < 0.10 the structural equation model can be said to be adequate and for SRMR values > 0.15 the model is declared inadequate. The chi-squared value is 4624.775. The data used in this research is the same as the theory used, namely the chi-square value is greater than 0.05. The NFI (Normed Fit Index) value obtained was 0.753, indicating a good model because the NFI range was <0.90. From the output values of SRMR, chi-square, and NFI, the model is adequate.

Hypothesis test

This research aims to test the influence of the independent construct on the dependent construct, as well as test the moderating relationship. Hypothesis testing is determined from estimated values with a significance level of 1 percent or p values < 0.05. Hypothesis testing in this research uses the Bootstrapping technique. Below we will present an estimation table for testing the structural model.

Table 8
Path Coefficient Values and P-Value

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
PE -> ATT	0.074	1,739	0.083

PE -> BI	0.232	4,057	**0,000**
EE -> ATT	0.023	0.568	0.570
EE -> BI	-0.038	0.621	0.535
SE -> ATT	0.050	1,601	0.110
SE -> BI	0.129	3,829	**0,000**
FC -> ATT	0.197	5,287	**0,000**
FC -> BI	0.140	3,259	**0.001**
PV -> ATT	0.091	2,214	**0.027**
PV -> BI	0.013	0.245	0.806
HM -> ATT	0.247	5,344	**0,000**
HM -> BI	0.178	3,420	**0.001**
HA -> ATT	0.356	8,226	**0,000**
HA -> BI	0.290	5,520	**0,000**
ATT -> BI	0.334	5,591	**0,000**
BI -> UB	0.659	8,571	**0,000**
CT -> UB	0.201	2,972	**0.003**
Moderating Effect -> UB	0.051	1,152	0.250

This research was conducted with the main theory, UTAUT2, and also added with the constructs of attitude and consumer trust. The purpose of this research is to see the antecedent relationships that can influence a person's use behavior in using TikTok Shop as a buying and selling medium in Indonesia. From the results of the model fit test, the framework proposed in this research is suitable for research and can explain the context with the UTAUT2 model.

Overall, most of the hypotheses proposed in this study are influential and supported. Of the total of seventeen hypotheses proposed, eleven hypotheses have a significant and positive effect. The hypotheses that have a significant and positive effect are, hypotheses 1b, 3b, 4a, 4b, 5a, 6a, 6b, 7a, 7b, 8, 9. The remaining hypotheses 1a, 2a, 2b, 3a, 5b, 10 are rejected and have no positive effect of the constructs that have been proposed.

The hypothesis that has a significant effect and has a positive direction is related to the relationship between performance expectancy on behavioral intention, social influence on behavioral intention, facilitating conditions on attitude, facilitating conditions on behavioral intention, price value on attitude, hedonic motivation on attitude, hedonic motivation on behavioral intention, habit to attitude, habit to behavioral intention, attitude to behavioral intention and behavioral intention to use behavior. This hypothesis, which has a

significant and positive effect, is found to be consistent with previous research (Alkhowaiter, 2022).

Facilitating conditions, hedonic motivation, and habit were found to be the main factors forming high attitudes in this research. This means that it is very important to provide more functions in the buying and selling system on TikTok Shop and improve its performance. Previous research also found that facilitating conditions are an important variable in adoption research on online banking (Thusi & Maduku, 2020). Furthermore, regarding hedonic motivation, it means that most TikTok shop users are motivated to use TikTok shop as a means of buying and selling and they feel satisfied. For habits, it can be explained that TikTok shop users deliberately use this application as a means of buying and selling.

The hypothesis that does not have a significant effect is related to the relationship between performance expectancy on attitude, effort expectancy on attitude, effort expectancy on behavioral intention, social influence on attitude, price value on behavioral intention, and the moderating effect of consumer trust on the relationship between behavioral intention and use behavior. With this, researchers hope for further research to determine the factors that do not influence the above. In particular, social influence was described in previous research as having the least influence on attitude but showing a high relationship with behavioral intention (Alkhowaiter, 2022). This illustrates that social influence does not create good conditions but can influence larger aspects, namely behavior. For the moderation effect which does not have a significant effect, it can be interpreted that consumer trust can be directly related to use behavior, but not as a moderator in the relationship between behavioral intention and use behavior. This is proven by the results of the significance test which explains that the direct relationship between consumer trust and use behavior has a significant influence and the direction is positive.

CONCLUSION

This research aims to integrate the UTAUT2 theory into a new model, to test the influence of the main constructs of UTAUT2, as well as the interaction of consumer trust on the phenomenon of using TikTok shops for buying and selling media in Indonesia.

Performance expectancy was found not to have a positive influence on an individual's attitude towards a product or service but did have a positive influence on behavioral intention. Therefore, it cannot be interpreted that performance expectancy cannot produce a more efficient and satisfying customer experience. Effort expectancy was also found not to influence attitude and behavioral intention. This can happen because before TikTok Shop there were many other shopping applications already running, therefore TikTok Shop consumers did not need to learn much about the features of this online shopping. Social influence was also found to have a significant impact on behavioral intention but not attitude. This can be related to the existing knowledge system and willingness to use TikTok Shop. However, this does not contradict social influence theory, which may be applied in different contexts. Social influence is also considered an intrinsic motivation that can motivate behavioral intentions. This can be seen as a private transaction, but an individual's actions can be seen as threatening, influencing others to get involved, or conveying behavioral intentions.

The impact of facilitating conditions on attitude and behavioral intention towards Tiktok shop was found to be positive. This shows that better facilities can be achieved through improving service quality, which can significantly improve system performance. However, it also highlights the importance of addressing facilitating conditions to avoid discrepancies in outcomes. This research finds that price value has a positive effect on attitudes, indicating that the cost of using a technology is more significant than the perceived value. This research also found that price value is an important factor in technology adoption, especially mobile applications. Also found that price value is very important for consumer motivation, loyalty, and cost-effectiveness in using a technology. However, what needs to be highlighted here is that a high price value does not guarantee that it will increase the user's behavioral intention. This research shows that hedonic motivation has a positive impact on attitude and behavioral intention. Hedonic motivation is driven by the use of technology and plays an important role in understanding the mechanisms that make consumers satisfied. They also influence consumer behavior, consumers who shop online combine hedonistic and utilitarian motivations. This study suggests that online shopping application development should be interactive to engage consumers and enhance their shopping experience. This is

because hedonic motivation can increase behavioral intention for a technology. Habit has a positive impact on attitude and behavioral intention. Many studies often refer to habits, not desires. Habit has predictive validity because it is influenced by intentional processes and habits. TikTok Shop, a social commerce in Indonesia, is a common habit.

Using new technology to buy products is a form of addiction that causes it to become a habit. Attitude influences an individual's willingness to engage in certain activities and their personal beliefs and attitudes toward these activities. A positive attitude influences their behavioral intention to carry out the activity and influences their focus on the task at hand. Research shows that attitude influences the likelihood of success in a particular activity, and attitude is influenced by various factors. Based on theoretical and empirical evidence, researchers here strengthen previous evidence by reaffirming that behavioral intentions are positively related to usage behavior. Consumer trust is important for businesses to create and maintain a positive impact on their products and services. This involves factors such as Behavioral intention, use behavior and loyalty. TikTok shops can help build trust by providing valuable information to customers and meeting their needs. This can lead to increased sales and profitability in the long term. However, in this research, it was not proven by the construct that consumer trust well moderates the relationship between behavioral intention and use behavior.

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