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The Influence of Trust, Perceived Ease of Use, Perceived Usefulness, Perceived Enjoyment on Intention to Use TikTok Shop through Attitude Towards Using as mediation

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INFORMASI ARTIKEL	ABSTRACT
Section Research Articles	TikTok is a globally popular social media from China, it also has a huge influence in Indonesia. TikTok has many interesting features, one of which is a shopping feature called TikTok Shop. The aim of this research is to examine the influence of trust, perceived ease of use, perceived usefulness, perceived enjoyment so that it can increase intention to use with an attitude towards using as mediation. The research method uses a quantitative approach by distributing questionnaires to 150 respondents who use the TikTok application in Indonesia. Data analysis was carried out using PLS-SEM with SmartPLS 4.1.0.6 software. The research results stated that the variables trust, perceived ease of use, and perceived enjoyment had a positive and significant effect on attitude towards using. On the other hand, perceived usefulness does not have a positive and significant effect on attitude towards using. The research results also state that attitude towards using has a positive and significant effect on intention to use.
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INTRODUCTION

According to Liedfray, Waani and Lasut (2022) social media is a type of online media that allows people to participate, share and create content easily. Some examples of social media include blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks and



wikis are the types of social media most used by people around the world. According to another opinion, social media is an online medium that helps people interact with each other and uses web-based technology that turns messages into interactive discussions. According to Nasution, Indria and Febriaty (2022) social commerce is a part of e-commerce that uses social media, online media that supports social interaction and user contributions, to improve the online purchasing experience. Online sellers use social media as a means of interaction with consumers.

Reporting from Slice.id (2024), TikTok, a globally popular social media from China, also has a huge influence in Indonesia. In 2024, TikTok will have 127 million users in Indonesia, and will be ranked second as the most popular social media among Indonesian social media users after YouTube. According to Ayu Nopitasari and Fatrianto Suyatno (2023) TikTok has many interesting features, one of which is a shopping feature called TikTok Shop. TikTok Shop is an online social shopping platform that allows content creators and users to purchase and sell items. Considering the increasing number of TikTok users, online sales on the TikTok shop allow TikTok to make money. TikTok Shop has many advantages over other social media shops, such as the ability to do many things with just one application, the ability to expand the market, the ability to display product reviews in TikTok videos, the ability to find products easily, the ability to buy and sell products easily. security, and the ability to make purchases and sales safely.

This research is based on the technology acceptance model (TAM) theory, Davis (1989) argues that perceived usefulness (PU) and perceived ease of use (PEOU) of a particular system or service are fundamental determining factors in influencing a person's attitudes and intentions towards using the system (Davis, 1989; Davis, Bagozzi and Warshaw, 1989). In the specific context of this paper, PU and PEOU refer to the extent to which a travel consumer believes that using online reviews improves his travel planning (i.e., PU) as well as the extent to which he believes that using online reviews for travel planning will be effortless (i.e., PEOU).

Trust in the online environment includes the willingness to depend and aspects of trust (See-To and Ho, 2014). Perceived usefulness explains the extent to which a person believes that the use of a technology will improve their work performance (Wallace and Sheetz, 2014). Perceived Ease of Use explains the extent to which a person believes that using a technology will be free from physical and mental effort (Wallace and Sheetz, 2014). According to research from Marza, Idris and Abror (2019) perceived enjoyment refers to the extent to which users feel happy, interested and excited while using the application. According to research from Marangunić and Granić (2015), attitude towards using is defined as a person's positive or negative feelings if they have to carry out the behavior that will be determined. Intention to use is the tendency to continue using certain technology. The nature of a person's attention to computer technology, such as the desire to continue using it and the desire to motivate others to use it, can determine how much the technology is used. Perceptions of usefulness and attitudes towards use influence this behavioral tendency (Prakosa, 2019).

LITERATURE REVIEW & HYPOTHESIS

The Influence of Trust on Attitude Towards Using

Research from Tobuhu, Machmud and Rahman (2022) states that trust has a positive and significant effect on attitude towards using. Trust influences attitude towards using as stated by research from Gayatri (2018) found that trust can influence the vulnerability of attitudes towards use. A person's attitude tends to be more difficult to change if it is based on strong beliefs. Individual attitudes are also flexible rather than fixed, so they can change according to

the situation, including when using social media such as Instagram. The influence of trust on attitude towards using is also stated positively by research from Yadav and Pathak (2017) and also by Renny, Guritno and Siringoringo (2013).

H₁: Trust Has a Positive Effect on Attitude Toward Using

The Influence of Perceived Ease of Use on Attitude Towards Using

Research from Mahanani and Sari (2019) which states that people will use an information system if they find it easy to use, but if they face problems or find it difficult to use, they will not use it. According to the research results from Fatmawati M and Ali (2021), there is a positive and significant relationship between perceived ease of use and attitude. This shows that the more convenience a person gets from the Instagram application, the greater the attitude of someone using Instagram.

H₂: Ease of Use Has a Positive Effect on Attitude Toward Using

The Influence of Perceived Usefulness on Attitude Towards Using

Based on the research results from Fatmawati M and Ali (2021), the study of the influence of perceived usefulness on attitude towards using has a positive and significant influence on online shopping and social media in one application at once. The benefits can be felt by consumers considering that Instagram is a social media that presents various information so that consumers can shop while accessing various information. The influence between the variables perceived usefulness and attitude towards using is also stated by Chong (2013) and Indarsin and Ali (2017) who state that it has a very strong positive influence on attitude towards using in online shopping applications. Perceived usefulness of information technology is obtained from the trust of information technology users in deciding to accept information technology, with one belief that information technology will have a positive impact on their work (Yogananda and Dirgantara, 2017). The strong influence between the variables perceived usefulness and attitude towards using was also reported by Yadav and Pathak (2017) in their study entitled "A Multi-analytical approach to understand and predict the adoption of mobile commerce" stated that the two variables are closely related and significantly positive.

H₃: Perceived Usefulness Has a Positive Effect on Attitude Toward Using

The Influence of Perceived Enjoyment on Attitude Towards Using

The level of user enjoyment with information technology is proportional to the level of user trust in the system. Users will do their jobs well and complete them on time if they feel comfortable and happy using the information technology system. This is supported by research from Tyas and Darma (2017) which states that the system that has long been used by employees in completing daily tasks provides pleasure in working compared to employees who do their jobs without information technology. Perceived enjoyment refers to the experience of time, location, and the purchasing process when shopping, which can effectively encourage consumers to shop online. This is considered a major factor that motivates consumers to choose online platforms over physical stores. Consumers' intention to shop online increases when they feel that offline shopping is less convenient for them.

H₄: Perceived Enjoyment Has a Positive Effect on Attitude Toward Using

The Influence of Attitude Towards Using on Intention to Use

According to research by Zabri and Mohammed (2018), an attitude is part of the intention process that plays a major role in influencing consumer behavior towards certain objects. Attitude as a cause of intention to use has been recognized Suki and Ramayah (2010). In a study conducted by Kim, Park and Morrison (2008), attitude has a significant influence on intention to use and a fairly strong relationship, indicating that individuals are more likely to use a technology if they feel positive about it. According to Alkhudaydi (2018), it was found that the intention to use YouTube affects the attitude in using YouTube. This is supported by the results of research by Phan, Nguyen and Bui (2019) which states that attitude towards using has a positive and significant effect on intention to use. Likewise, the results of research by Raza, Umer and Shah (2017) state that attitude towards using has a positive and significant effect on intention to use.

H₅: Attitude Toward Using Has a Positive Effect on Intention to Use

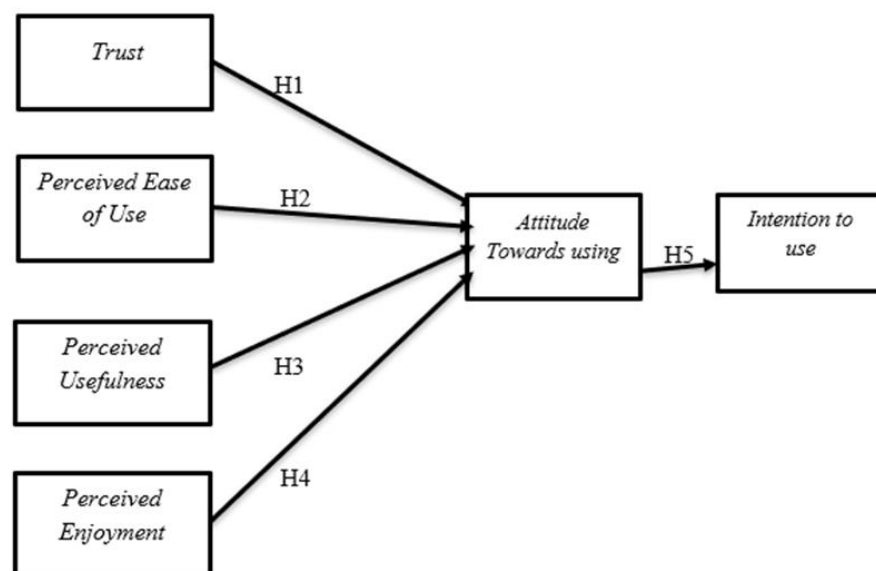


Figure 1. Research Model

RESEARCH METHODS

Quantitative research is an investigation of social problems based on testing a theory consisting of variables, measured by numbers, and analyzed by statistical procedures to determine whether the predictive generalization of the theory is correct. Population is all members of a group of humans, animals, events, or objects that live together in a planned place. A sample is part of the characteristics or traits possessed by a population (Sugiyono, 2016). Thus, the sample in this study were users of the Indonesian Tiktok application. According to Widya (2018), convenience sampling is a sampling technique that is chosen considering the ease of researchers in collecting data, sampling is carried out on people known to the researcher. The likert scale is a psychometric scale commonly used in questionnaires, and is the most widely used scale in survey research.

Data collection contains short questions that are used to obtain answers that researchers can expect. In facilitating data dissemination, researchers use an online distribution method

using Google forms. Data distribution using Google form makes it easier for respondents to answer questions sequentially and consistently. Distribution of questionnaires through various platforms such as WhatsApp, Facebook, Instagram, Telegram, and Line. The types of questions asked by researchers are divided into two, namely descriptive questions and variable questions. Descriptive questions are questions such as name, age, gender, last education, and occupation. While variable questions are questions created based on the variables used by researchers with the aim of proving the influence of the variables trust, perceived ease of use, perceived usefulness, perceived enjoyment, attitude towards using, intention to use presented in table 1.

Table 1. Measurement Items

Variabel	Indikator
Trust	T1: I believe that TikTok Shop is trustworthy. T2: I trust the information provided by TikTok Shop. T3: I do not doubt the credibility of TikTok Shop. T4: I trust TikTok Shop. T5: I can rely on TikTok Shop to find products.
Perceived Ease of Use	PE1: TikTok Shop is easy to learn. PE2: TikTok Shop is easy to find the products you need. PE3: I am an expert in using TikTok Shop. PE4: The content and features in TikTok Shop are clear and understandable. PE5: Overall, TikTok Shop is easy to use.
Perceived Usefulness	PU1: TikTok Shop's services allow me to get the products I want. PU2: Using TikTok Shop can help me develop my knowledge. PU3: My digital skills have expanded when using TikTok Shop. PU4: Using TikTok Shop can help my daily activities.
Perceived Enjoyment	PE1: Using TikTok Shop can make me feel happy. PE2: Using TikTok Shop is very entertaining for me. PE3: Using TikTok Shop can make me feel relaxed. PE4: Using TikTok Shop is very exciting for me.
Attitude Towards Using	A1: I like using TikTok Shop. A2: I get a lot of benefits from TikTok Shop. A3: I enjoy using TikTok Shop. A4: I am sure that TikTok Shop will help me.
Intention to Use	INT1: I intend to use TikTok Shop in the future. INT2: If I have to choose a social commerce, I would prefer to use TikTok Shop. INT3: I would recommend my friends to use TikTok Shop.

Partial Least Square-Structural Equation Modeling (PLS-SEM) is a method that researchers use to analyze data. We use the PLS-SEM method on SmartPLS 4.1.0.6 software. Data testing consists of two stages, namely the outer model including (convergent validity test, discriminant validity test, and reliability test), and the inner model including (r-square test, q-square test, and hypothesis test).

ANALYSIS RESULTS

Descriptive Analysis

The questionnaire respondents produced findings that allowed us to summarize the characteristics of the respondents. Specifically, there were 84 male respondents, or 56% of the total respondents. There were 66 female respondents, accounting for 44% of the total. These findings indicate that male respondents are the majority. The survey results of respondents aged 17 to 22 years old amounted to 62 respondents or 45,3%, aged 23 to 28 years old amounted to 51 respondents or 34%, aged 29 to 34 years old amounted to 31 respondents or 20,7%, and aged 35 to 40 years old amounted to 6 respondents 4%.

Measurement Model Analysis (Outer Model)

Convergent Validity Test

Based on the research results, the results of the convergent validity test can be seen in figure 2 as follows:

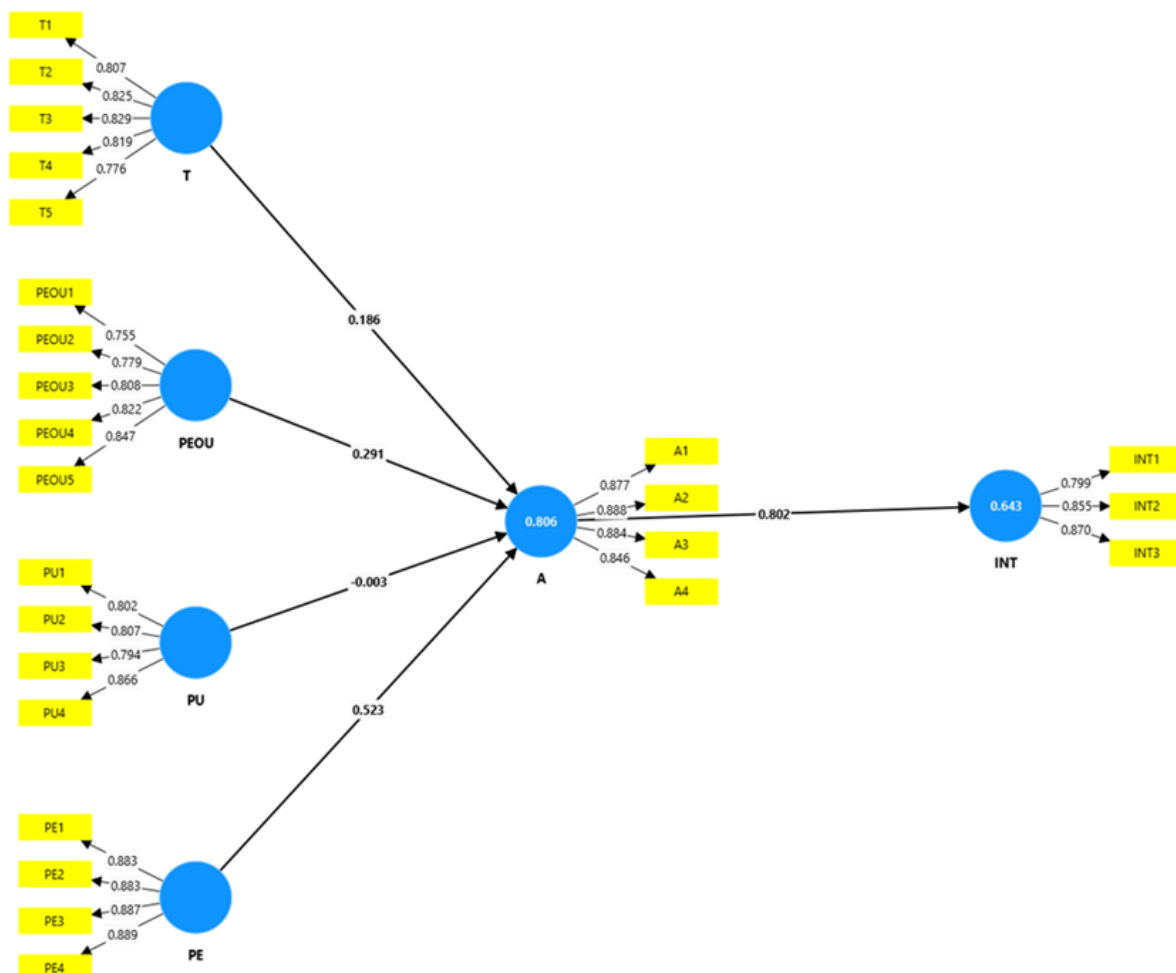


Figure 2. Convergent Validity Test Results

Source: Processed Primary Data (2024)

Based on the figure above, the convergent validity test data can be described in the form of outer loadings in table 2 as follows:

Table 2. Outer Loadings

	A	INT	PE	PEOU	PU	T
A1	0,877					
A2	0,888					
A3	0,884					
A4	0,846					
INT1		0,799				
INT2		0,855				
INT3		0,870				
PE1			0,883			
PE2			0,883			
PE3			0,887			
PE4			0,889			
PEOU1				0,755		
PEOU2				0,779		
PEOU3				0,808		
PEOU4				0,822		
PEOU5				0,847		
PU1					0,802	
PU2					0,807	
PU3					0,794	
PU4					0,866	
T1						0,807
T2						0,825
T3						0,829
T4						0,819
T5						0,776

Source: Primary Data Processed (2024)

Based on the table above, it can be concluded that all variables meet the minimum outer loadings value criteria $> 0,70$ and are declared valid. Furthermore, table 3 shows the results of measuring the Average Variance Extracted (AVE) value.

Table 3. Average Variance Extracted

	Average Variance Extracted (AVE)
A	0,764
INT	0,709
PE	0,784
PEOU	0,645
PU	0,669
T	0,658

Source: Primary Data Processed (2024)

Based on the table above, it can be concluded that all variables meet the minimum value of AVE $> 0,50$ and are declared valid.

Discriminant Validity Test

Discriminant validity testing is based on the Fornell-Larcker Criterion, table 4 shows the measurement results based on the Fornell-Larcker Criterion.

Table 4. Fornell-Larcker Criterion

	A	INT	PE	PEOU	PU	T
A	0,874					
INT	0,802	0,842				
PE	0,849	0,765	0,885			
PEOU	0,783	0,678	0,698	0,803		
PU	0,754	0,781	0,783	0,745	0,818	
T	0,737	0,667	0,672	0,695	0,704	0,811

Source: Primary Data Processed (2024)

Based on the table above, it can be seen that the results of each variable have a greater value than the variable below it. For example, the value of the perceived usefulness variable 0,818 is greater than the value of the trust variable 0,704 below it, which means that the variable is discriminantly valid. The value of the perceived enjoyment variable 0,885 is greater than the value of the perceived ease of use variable 0,698 below it, which means that the variable is discriminantly valid. Likewise, the value of the attitude towards using variable 0,874 is greater than the value of the intention to use variable 0,802 below it, which means that the variable is discriminantly valid.

Reliability Test

Reliability testing in this study is based on cronbach's alpha and composite reliability values, table 5 shows the measurement results based on cronbach's alpha values.

Table 5. Cronbach's Alpha

	Cronbach's Alpha
A	0,897
INT	0,793
PE	0,908
PEOU	0,863
PU	0,835
T	0,871

Source: Primary Data Processed (2024)

Based on the table above, it can be concluded that all variables meet the cronbach's alpha value $\geq 0,60$ and are declared reliable. Furthermore, table 6 shows the measurement results based on composite reliability.

Table 6. Composite Reliability

	Composite Reliability
A	0,928
INT	0,879
PE	0,936
PEOU	0,901
PU	0,890

Composite Reliability	
T	0,906

Source: Processed Primary Data (2024)

Based on the table above, it can be concluded that all variables meet the composite reliability value $\geq 0,60$ and are declared reliable.

Structural Model Analysis (Inner Model)

The structural model testing (inner model) in this study includes 3 tests, namely the coefficient determination (r-square) test, the goodness of fit (q-square) test, and the hypothesis test.

Coefficient Determination Test or R-Square

Based on the research results, the r-square test is shown in table 7 as follows:

Table 7. R-Square Test Result

	R-Square	R-Square Adjusted
A	0,806	0,801
INT	0,643	0,641

Source: Primary Data Processed (2024)

Based on the table above, it can be concluded that the attitude towards using variable has an r-square value of 0,806, where the attitude towards using variable gets an 80,6% influence from the trust, perceived ease of use, perceived usefulness, perceived enjoyment variables. Meanwhile, the intention to use variable has an r-square value of 0,643, where the intention to use variable gets an influence of 64,3% from the trust, perceived ease of use, perceived usefulness, perceived enjoyment variables, and attitude towards using.

Goodness of Fit or Q-Square Test

The goodness of fit (q-square) test is conducted to evaluate how well the model explains the relationship between the independent and dependent variables, based on the research results, the q-square value is shown in table 8, as follows:

Table 8. Q-Square Test Result

	Q ² Predict
A1	0,629
A2	0,592
A3	0,606
A4	0,567
INT1	0,405
INT2	0,450
INT3	0,461

Source: Primary Data Processed (2024)

Based on the results of the q-square test in the table above, it can be seen that the two endogenous variables, namely attitude towards using and intention to use, have a q² value greater than zero ($q^2 \geq 0$), this shows that the two endogenous variables have the ability to make predictions.

Hypothesis Testing

Based on the research results, the results of the path coefficient test are shown in figure 3 as follows:

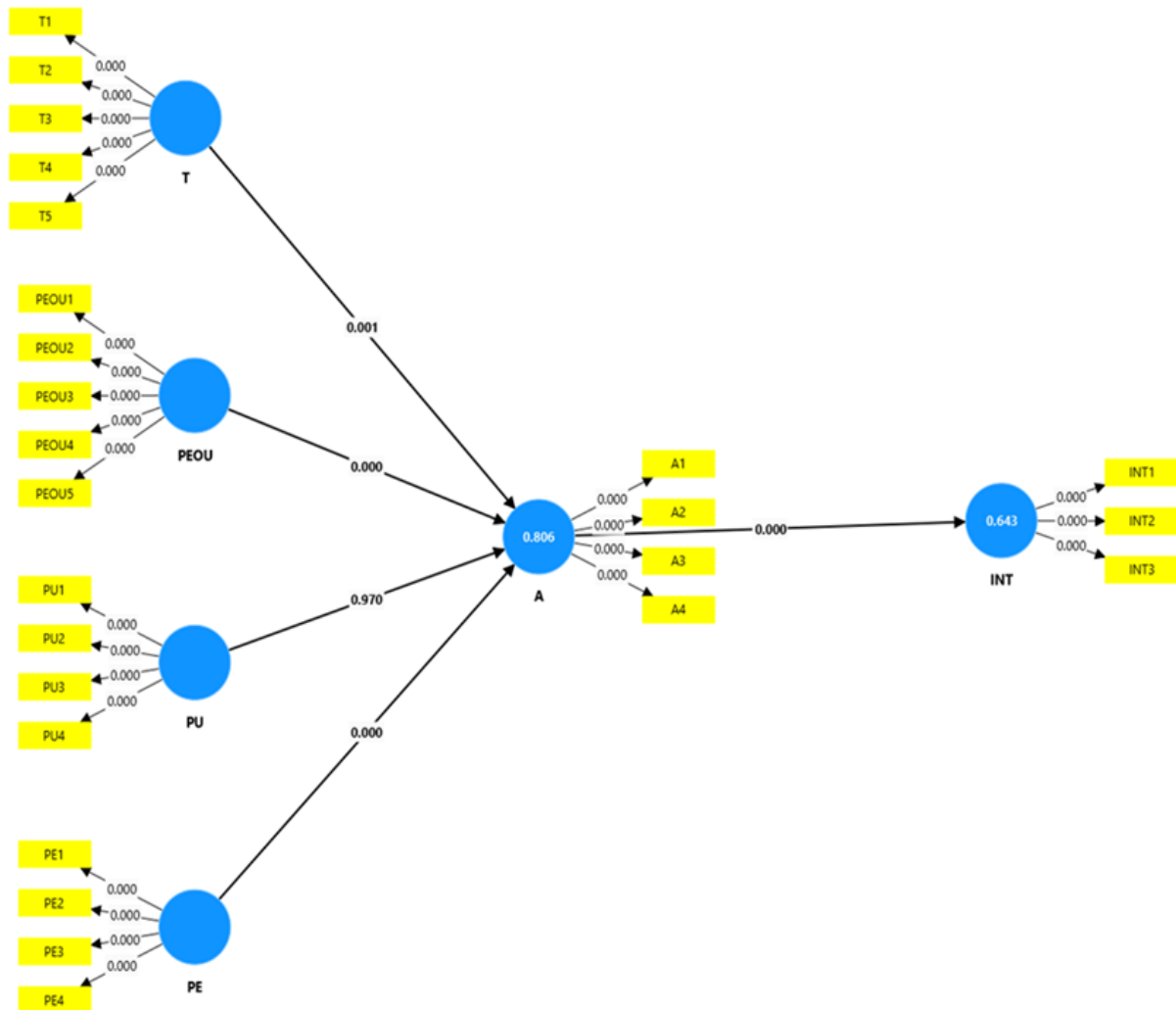


Figure 3. Path Coefficient Test Results

Source: Processed Primary Data (2024)

Based on the figure above, the path coefficient data is described in Table 9 as follows:

Tabel 9. Hypotesis Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
T -> A	0,186	0,183	0,058	3,232	0,001
PEOU -> A	0,291	0,289	0,073	3,987	0,000
PU -> A	-0,003	0,002	0,085	0,037	0,970
PE -> A	0,523	0,523	0,084	6,199	0,000
A -> INT	0,802	0,802	0,038	20,849	0,000

Source: Processed Primary Data (2024)

Based on the table above, it can be concluded that several directly related hypotheses are considered valid and significant, and there is one hypothesis that is not significant.

Discussion

The Influence of Trust on Attitude Towards Using

The results of the study show that trust has a positive effect on increasing attitude towards using. The results of this study are supported by research from Tobuhu, Machmud and Rahman (2022) which states that trust has a positive and significant effect on attitude towards using. The results of this study are also supported by research from Yadav and Pathak (2017) and also by Renny, Guritno and Siringoringo (2013). Both researchers have the same research object, namely m-commerce. The results of this study state that trust can have a positive effect on attitude towards using. Thus, the role of trust in this study can affect attitude towards using TikTok shop.

The Influence of Perceived Ease of Use on Attitude Towards Using

The results of the study show that perceived ease of use has a positive effect on increasing attitude towards using. The results of this study are supported by research from Fatmawati M and Ali (2021) which shows that there is a positive and significant relationship between perceived ease of use and attitude. This shows that the more convenience a person gets from the Instagram application, the greater the attitude of a person's use in using Instagram. The results of this study state that perceived ease of use can have a positive effect on attitude towards using. Thus, the role of perceived ease of use in this study can affect the attitude towards using TikTok shop.

The Influence of Perceived Usefulness on Attitude Towards Using

The results of the study show that perceived usefulness does not have a positive effect on increasing attitude towards using. The results of this study are in accordance with research from Tyas and Darma (2017) that perceived usefulness does not have a significant effect on attitude towards using, allegedly because information technology that has been used for a long time in a company will make its users accustomed to using the information technology. This can be seen based on the age of the user, length of service, level of education and the length of time the system has been used. The longer the system is used and no updates are made, the more accustomed information technology users will be to using the system because system users already know the usefulness of the system they use so that it does not help in improving the quality, effectiveness, and efficiency of the performance of its users. However, the results of this study also contradict the research conducted by stating that the two variables are closely related and significantly positive. The results of this study state that perceived usefulness does not have a positive effect on attitude towards using. This means that the role of perceived usefulness in this study cannot influence attitude towards using TikTok shop.

The Effect of Perceived Enjoyment on Attitude Towards Using

The results of the study show that perceived enjoyment has a positive effect on increasing attitude towards using. The results of this study are also reinforced by research from Tyas and Darma (2017) which states that the system that has long been used by employees in completing daily tasks provides pleasure in working compared to employees who do their jobs without information technology. The results of this study state that perceived enjoyment can have a positive effect on attitude towards using. Thus, the role of perceived enjoyment in this study can influence attitude towards using TikTok shop.

The Effect of Attitude Towards Using on Intention to Use

The results of the study show that attitude towards using has a positive effect on increasing intention to use. The results of this study are supported by research from Zabri and Mohammed (2018) stating that an attitude is part of the intention process that plays a major role in influencing consumer behavior towards certain objects. Alkhudaydi (2018) found that the intention to use YouTube influences the attitude in using YouTube. The results of this study state that attitude towards using can have a positive influence on intention to use. Thus, the role of attitude towards using in this study can influence the intention to use TikTok shop.

CONCLUSION

The results of the hypothesis test 1 (H_1) show that trust influences attitude towards using positively and significantly. It is proven that the p-value is less than 0,05 ($p\text{-value} < 0,05$) which is 0,001 and the t-value is more than 1,96 ($t\text{-value} > 1,96$) which is 3,232. It can be concluded that hypothesis 1 (H_1) is accepted. The results of the hypothesis test 2 (H_2) show that perceived ease of use influences attitude towards using positively and significantly. It is proven that the p-value is less than 0,05 ($p\text{-value} < 0,05$) which is 0,000 and the t-value is more than 1,96 ($t\text{-value} > 1,96$) which is 3,987. It can be concluded that hypothesis 2 (H_2) is accepted. The results of the hypothesis test 3 (H_3) show that perceived usefulness does not influence attitude towards using positively and significantly. It is proven that the p-value is more than 0,05 ($p\text{-value} > 0,05$) which is 0,970 and the t-value is less than 1,96 ($t\text{-value} < 1,96$) which is 0,037. It can be concluded that hypothesis 3 (H_3) is rejected.

The results of the hypothesis test 4 (H_4) show that perceived enjoyment affects attitude towards using positively and significantly. It is proven that the p-value is less than 0,05 ($p\text{-value} < 0,05$) which is 0,000 and the t-value is more than 1,96 ($t\text{-value} > 1,96$) which is 6,199. It can be concluded that hypothesis 4 (H_4) is accepted. The results of the hypothesis test 4 (H_4) show that attitude towards using affects intention to use positively and significantly. It is proven that the p-value is less than 0,05 ($p\text{-value} < 0,05$) which is 0,000 and the t-value value is more than 1,96 ($t\text{-value} > 1,96$) which is 20,849. It can be concluded that hypothesis 5 (H_5) is accepted.

In further research, it is expected to use research objects from social commerce which do not have many users. In further research, it is expected to distribute questionnaires more evenly across various age ranges of the old generation and gender. In further research, it is expected to use e-commerce research objects or digital platforms for other transactions so that the perceived usefulness variable plays an important role in attitude towards using.

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