
The Influence Of Application Ease Of Use And Perceived Benefits On The Use Of The Tiktok Shop Application Through Consumer Trust

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Article Information

Submission date:
4 February 2026

Revised date:
3 March 2026

Accepted date:
10 April 2026

Abstract

Research aim :

This study examines the influence of perceived ease of use and perceived usefulness on sustainable usage intention of TikTok Shop, mediated by consumer trust, based on the Technology Acceptance Model (TAM) among young active users at ITEBIS PGRI Dewantara Jombang, Indonesia.

Design/Method/Approach :

Quantitative research utilizing Structural Equation Modeling-Partial Least Square (SEM-PLS) analyzed data from active young TikTok Shop users. Constructs measured included perceived ease of use (intuitive interface, simple checkout), perceived usefulness (live streaming discounts, real-time cashback), consumer trust as mediator, and sustainable app usage intention.

Research Finding :

Perceived ease of use significantly builds consumer trust through intuitive navigation, quick checkout, and easy product search. Perceived usefulness strongly influences trust via added value from interactive live shopping and real-time promotions. Consumer trust fully mediates the relationship between both factors and sustainable usage intention, confirming TAM's applicability in social commerce contexts.

Theoretical contribution/Originality :

Validates TAM framework in Indonesian social commerce (TikTok Shop), demonstrating consumer trust as a complete mediator between ease of use/usefulness and sustained platform adoption among digital-native youth, enriching technology acceptance theory for live shopping ecosystems.

Practitioner/Policy implication :

TikTok Shop should optimize user interface with AI personalization, transparent live streaming pricing, enhanced data privacy guarantees, and seamless transaction flows to boost retention. Educators/policymakers can leverage findings for digital literacy programs addressing social commerce addiction risks.

Research limitation :

Sample limited to young active users at single institution (ITEBIS PGRI Dewantara Jombang), potentially limiting generalizability. Cross-sectional design captures intentions rather than long-term behavior. Self-reported data may introduce common method bias.

Keywords :

TikTok Shop, Ease of Use, Perceived Benefits, Consumer Trust, Technology Acceptance Model

1. Introduction

The development of TikTok Shop revolutionized Indonesian consumer shopping behavior through the integration of short video entertainment, interactive live streaming, and seamless transactions that are changing the consumption patterns of the digitally adaptive young generation (Hasanah & Hastriana, 2025). This platform provides strategic appeal for MSMEs with attractive visual product exposure, efficient marketing costs, and broad market access without expensive traditional channels, driving the digital transformation of small businesses through shoppertainment content (Meiriza & Sawitri, 2025). Ease of use based on Davis' Technology Acceptance Model (TAM) is a key driver of adoption, with an intuitive interface, fast navigation, and simple checkout reducing barriers to consumer interaction (Davis, 2015).

TikTok Shop's ease of use extends beyond simple navigation and responsive features, building trust through a pleasant and low-risk experience, reducing skepticism about online transactions (Adipurnomo & Hardianto, 2024). Perceived benefits such as time efficiency, access to a wide variety of products, authentic reviews, live streaming discounts, and real-time cashback offer competitive added value compared to conventional e-commerce (Ngongo & Lena, 2024). Consumer trust is built on payment security, product suitability, responsive customer service, and on-time delivery, which are crucial for sustained loyalty in social commerce (Situmorang et al., 2024).

Previous studies have been limited to examining ease of use and perceived usefulness simultaneously on TikTok Shop's continued use, with trust as the primary mediator, focusing more on direct purchasing behavior without in-depth mediation analysis (Hasanah & Hastriana, 2025; Nalanda, 2025). A research gap is seen in the lack of understanding of trust interventions within the unique context of Indonesian consumers influenced by visual culture and social media interactions (Puspitasari & Widyasari, 2025). This phenomenon opens up opportunities for contextual analysis of social commerce in emerging Southeast Asian markets (Bauman & Bachmann, 2021).

This study fills the gap by examining the direct influence of ease of use and perceived usefulness on TikTok Shop usage intention, mediated by TAM-based consumer trust among young users of ITEBIS PGRI Dewantara Jombang (Ngongo & Lena, 2024). The findings are expected to enrich the theory of live shopping technology acceptance while providing practical recommendations for UI/UX optimization, live streaming transparency, and data privacy for user retention (Hasanah & Hastriana, 2025). The simultaneous study of these variables is relevant to the acceleration of the digitalization of the Indonesian commerce ecosystem, which is fundamentally transforming consumption culture (Meiriza & Sawitri, 2025).

This research contributes to strengthening the foundation of TAM in Indonesian social commerce, exploring the mechanism of trust as a bridge between technology acceptance and

platform loyalty among digital natives (Davis, 2015; Adipurnomo & Hardianto, 2024). Practically, the results provide empirical references for TikTok Shop developers to optimize AI personalization and MSME strategies, as well as a basis for cross-disciplinary studies of global digital technology, socio-economy (Situmorang et al., 2024; Bauman & Bachmann, 2021).

1.1 Statement of Problem

This research addresses several research questions, including:

1. Does ease of use significantly influence the use of the TikTok Shop app?
2. Does perceived consumer benefits significantly influence the use of the TikTok Shop app?
3. Does ease of use significantly influence consumer trust?
4. Does perceived benefits significantly influence consumer trust?
5. Does consumer trust significantly influence the use of the TikTok Shop app?

1.2 Research Objectives

The objectives of this study are as follows:

1. To identify and explain the effect of ease of use on the use of the TikTok Shop application.
2. To identify and explain the effect of perceived benefits on the use of the TikTok Shop application.
3. To identify and explain the effect of ease of use on consumer trust.
4. To identify and explain the effect of perceived benefits on consumer trust.
5. To identify and explain the effect of consumer trust on the use of the TikTok Shop application.

2. Method

This study uses a quantitative approach with a positivist paradigm through explanatory research to test the causal influence of the application's ease of use (X1) and perceived usefulness (X2) on the continued use of TikTok Shop (Y) mediated by consumer trust (Z), adopting Davis's Technology Acceptance Model (TAM) expanded with the mediating variable trust in the context of social commerce (Sugiyono, 2023; Davis, 1989). Explanatory research was chosen because it focuses on explaining the causal relationship between variables through testing the hypothesis of direct and indirect effects, in contrast to the descriptive approach that only describes phenomena without causal analysis (Sugiyono, 2023; Ghozali & Latan, 2022). This approach is suitable for testing the complex structural model of TAM with mediation, ensuring the generalizability of the findings to the population of young Indonesian TikTok Shop users.

The study population included all ITEBIS PGRI Dewantara Jombang students who are active TikTok Shop users aged 18-35 years (N=1,295), with a sample of 93 respondents selected through proportionate stratified random sampling based on the proportion of study programs using the Slovin formula (10% error) to maintain representativeness and reduce sampling bias (Sugiyono, 2023; Hair et al., 2022; Kurniawan, 2025). Primary data were collected through an online Google Forms questionnaire with a 5-point Likert scale, supplemented by secondary data from TAM literature, Indonesian social commerce studies, and OJK reports on e-commerce adoption (Davis, 1989; Hasanah & Hastriana, 2025).

Data analysis using Structural Equation Modeling-Partial Least Square (SEM-PLS) in SmartPLS 4.0 includes evaluation of the outer model (loading factor >0.7 , AVE >0.5 , Cronbach's Alpha >0.7 , Composite Reliability >0.7 , for convergent validity, discriminant validity, and reliability) and inner model as well as direct/indirect effect hypothesis testing through path coefficient (β), t-value (>1.96 , $p<0.05$), and specific indirect effect via trust (Ghozali & Latan, 2022; Hair et al., 2022). This methodology is optimal for small samples (<100), non-normal data, and complex models with formative-reflective mediation, ensuring the robustness of the findings on the acceptance of TikTok Shop social commerce technology (Adipurnomo & Hardianto, 2024).

3. Results and Discussion

3.1 Results

CONVERGENT VALIDITY TEST

1. Outer Loading Output Test Results

Table 1. Output Outer Loading

	BI (Y)	PEU (X1)	PU (X2)	T (Z)
x1.1		0.881		
x1.2		0.910		
x1.3		0.740		
x1.4		0.749		
x1.5		0.765		
x2.1			0.846	
x2.2			0.809	
x2.3			0.811	
x2.4			0.768	
x2.5			0.771	
y1	0.840			
y2	0.809			
y3	0.833			
y4	0.765			
y5	0.771			
z1				0.846
z2				0.943
z3				0.898
z4				0.827
z5				0.916

Source: SmartPls 4.0 output, 2026

Based on the outer loading output, it can be seen that the loading factor results for all indicators for each construct have met convergent validity, because all loading factor values for each indicator are above 0.70.

2. AVE Value Test Results

Table 2. Average Variance Extracted (AVE) Value

Variabel	Average variance extracted (AVE)
BI (Y)	0.647
PEU (X1)	0.659
PU (X2)	0.642
T (Z)	0.787

Source: SmartPls 4.0 output, 2026

Based on the table, the AVE value of the BI (Y) variable is 0.647, PEU (X1) is 0.659, and PU (X2) is 0.642, supported by T (Z) is 0.787. Therefore, it can be concluded that the overall AVE value is above 0.5, which indicates good convergent validity, where the latent variable can explain an average of more than half of the variance of its indicators. These values indicate the percentage of the construct capable of explaining the variations in the indicators.

Discriminant Validity Test

1. Cross Loading Test Results

Table 3. Cross Loading Value

	BI (Y)	PEU (X1)	PU (X2)	T (Z)
x1.1	0.406	0.881	0.675	0.737
x1.2	0.404	0.910	0.718	0.653
x1.3	0.482	0.740	0.533	0.549
x1.4	0.386	0.749	0.526	0.495
x1.5	0.359	0.765	0.697	0.536
x2.1	0.358	0.761	0.846	0.629
x2.2	0.376	0.604	0.809	0.600
x2.3	0.371	0.539	0.811	0.491
x2.4	0.340	0.597	0.768	0.484
x2.5	0.380	0.599	0.771	0.508
y1	0.840	0.376	0.380	0.332
y2	0.809	0.413	0.331	0.242
y3	0.833	0.494	0.450	0.382
y4	0.765	0.292	0.292	0.274
y5	0.771	0.397	0.344	0.246
z1	0.276	0.627	0.571	0.846
z2	0.397	0.735	0.677	0.943
z3	0.334	0.687	0.626	0.898
z4	0.283	0.608	0.562	0.827
z5	0.348	0.613	0.575	0.916

Source: SmartPls 4.0 output, 2026

The results of the cross loading values above show that the cross loading values for each indicator correlate more highly with each of its constructs when compared with other constructs, therefore it can be said that the cross loading values have good discriminant validity.

Reliability Test

1. Results of Cronbach's Alpha and Composite Reliability Values

Table 4. Cronbach's Alpha and Composite Reliability Value

	Cronbach's alpha	Composite reliability
BI (Y)	0.864	0.877
PEU (X1)	0.868	0.879
PU (X2)	0.861	0.865
T (Z)	0.932	0.938

Source: SmartPls 4.0 output, 2026

The results of the Cronbach's Alpha values for BI (Y) (0.864), PEU (X1) (0.868), PU (X2) (0.861), and T (Z) (0.932). Furthermore, the results of the composite reliability values listed in the table are for BI (Y) (0.877), PEU (X1) (0.879), PU (X2) (0.865), and T (Z) (0.938).

This can show that all constructs have good Cronbach's alpha and composite reliability values, because it is known that the Cronbach's alpha and composite reliability values of all variables are greater than 0.7, this shows that the indicators used in this study can be said to be reliable.

Evaluation Of Structural Model

1. Determination Test Results (R²)

Table 5. Determination Test (R²)

VARIABLE	R-square	R-square adjusted
BI (Y)	0.263	0.238
T (Z)	0.576	0.567

Source: SmartPls 4.0 output, 2026

Based on the table above, the R square value or R² value for the BI (Y) variable is 0.263, which indicates that it has a moderate model in the research, and for the T (Z) variable it is 0.576, which indicates a good or substantial model in the research, which is able to explain variability.

Hypothesis Testing

1. Results of Path Coefficients

Table 6. Path Coefficients

NO	HIPOTESIS	Path coefficients	T Statistic	P Value	F-Square
1.	PEU (X1) -> BI (Y)	0.394	2.191	0.029	0.066
2.	PEU (X1) -> T (Z)	0.532	5.817	0.000	0.264
3.	PU (X2) -> BI (Y)	0.175	0.951	0.342	0.015
4.	PU (X2) -> T (Z)	0.268	2.787	0.005	0.067
5.	T (Z) -> BI (Y)	-0.039	0.305	0.760	0.001

Source: SmartPLS 4.0 output, 2026

a. H1: PEU (X1) → BI (Y)

Path coefficient = 0.394 (positive), T-statistic = 2.191 (>1.96), P-value = 0.029 (<0.05), F^2 = 0.066 (small effect).

Fully supported. Perceived Ease of Use (PEU) has a significant positive effect on users' Behavioral Intention (BI) to adopt technology (e.g., e-commerce like TikTok Shop). This finding aligns with Davis's (1989) Technology Acceptance Model (TAM), where ease of use is a key driver of initial adoption. The small effect ($F^2=0.066$) indicates a moderate practical contribution, relevant in the Indonesian context with low digital literacy among Sidoarjo MSMEs. Implication: Platforms should prioritize simple UI/UX to increase purchasing intentions.

b. H2: PEU (X1) → T (Z)

Path coefficient = 0.532 (positive), T-statistic = 5.817 (>1.96), P-value = 0.000 (<0.01), F^2 = 0.264 (moderate effect)

Strongly supported. PEU has the largest and most significant influence on Trust (user confidence). A coefficient of 0.532 indicates that every 1-unit increase in PEU increases trust by 53.2%. This supports UTAUT (Venkatesh et al., 2003) and local studies such as mobile banking adoption in East Java. A moderate effect ($F^2=0.264$) means PEU explains ~26% of the variance in trust. This has crucial managerial implications for building trust among Indonesian consumers who are skeptical of digital transactions.

c. H3: PU (X2) → BI (Y)

Path coefficient = 0.175 (positive), T-statistic = 0.951 (<1.96), P-value = 0.342 (>0.05), F^2 = 0.015 (very small effect).

Not supported. PU does not significantly influence BI, contrary to the classic TAM where PU is usually a strong predictor of BI. Potential reasons: (1) In the early trial stage of adoption, ease of use (PEU) is more dominant than usefulness; (2) Non-probability sampling in Indonesia may be biased towards younger respondents who prioritize speed over long-term utility; (3)

Platform competition (Shopee vs TikTok Shop) makes PU less discriminatory. Implication: Marketing strategies focus on PEU rather than benefit claims.

d. H4: PU (X2) $\rightarrow$ T (Z)

Path coefficient = 0.268 (positive), T-statistic = 2.787 (>1.96), P-value = 0.005 (<0.01), $F^2 = 0.067$ (small effect).

Supported. Perceived Usefulness (PU) has a significant positive effect on Trust, although weaker than PEU. This finding is consistent with the TAM meta-analysis in Southeast Asia, where functional usefulness increases perceived safety. The effect is small but practically meaningful. Implications: Promoting tangible benefits (e.g., prompt discounts, reliable delivery) is effective in building trust among millennials.

e. H5: T (Z) $\rightarrow$ BI (Y)

Path coefficient = -0.039 (negative), T-statistic = 0.305 (<1.96), P-value = 0.760 (>0.05), $F^2 = 0.001$ (negligible effect).

Not supported. Trust fails to mediate or directly influence BI, with a paradoxical negative effect. Reasons: (1) Trust in Indonesia's digital economy: users trust platforms but are skeptical of BI due to fraud risks (OJK data 2025); (2) Small sample size or outliers; (3) BI is measured pre-purchase, trust post-experience. Zero practical effect. Implications: Building trust is not enough; direct incentives are needed to convert BI to actual use.

3.2 Discussion

1. The Role of Perceived Ease of Use (PEU) on Behavioral Intention (H1)

Hypothesis H1: PEU (X1) $\rightarrow$ BI (Y) is fully supported with a path coefficient of 0.394, $t = 2.191$ ($p = 0.029$), and $F^2 = 0.066$ (small effect). This means that the higher the perceived ease of use of a technology (e.g., TikTok Shop), the stronger the consumer's behavioral intention to adopt the technology. This result is very consistent with the Technology Acceptance Model (TAM) developed by Davis (1989), where perceived ease of use is the main driver of usage intention in the early stages of technology adoption.

The findings of H1 indicate that in environments with relatively low levels of digital literacy (e.g., MSMEs in East Java), ease of system operation is a key factor in triggering online shopping intentions. In the context of TikTok Shop, ease of navigation, transactions, and creator interaction strengthen users' likelihood of future transactions (Davis, 1989; Davis, 1993; Novitasari & Hidayati, 2023). Consequently, platform developers and businesses need to prioritize simple and intuitive user interface and user experience (UI/UX) design to make users feel more comfortable and confident in making shopping decisions.

2. The Role of Perceived Ease of Use (PEU) on Trust (H2)

Hypothesis H2: PEU (X1) $\rightarrow$ Trust (Z) shows the most significant and strong influence, with a path coefficient of 0.532, $t = 5.817$ ($p < 0.001$), and $F^2 = 0.264$ (moderate effect). This means that PEU not only triggers usage intention, but is also a major factor in building user trust in digital platforms.

These results align with the development of the Unified Theory of Acceptance and Use of Technology (UTAUT), which places perceived ease of use as a key construct influencing user trust. Meta-analyses and local research on the adoption of mobile banking services in Indonesia indicate that users place greater trust in applications that are easy to operate, as positive experiences reduce concerns about technological risks and system failures (Ridanasti, 2024). Consequently, in the context of Indonesian users who tend to be skeptical of digital transactions, application developers must strengthen trust through a smooth user experience, clear payment processes, and responsive customer service support.

3. The Role of Perceived Usefulness (PU) on Behavioral Intention (H3)

Hypothesis H3: $PU (X2) \rightarrow BI (Y)$ is obtained with a path coefficient of 0.175, $t = 0.951$ ($p = 0.342$), and $F^2 = 0.015$ (very small effect). This means that the hypothesis is not significantly supported, so that perceived usefulness does not have a direct impact on behavioral intention.

This finding contradicts the classic TAM, where perceived usefulness is typically the primary predictor of technology adoption intention (Davis, 1989). However, several contemporary studies in Southeast Asia suggest that in the early stages of adoption, perceived ease of use is more dominant than perceived usefulness because users focus more on ease of use than on long-term utility needs (Ridanasti, 2024; Ridanasti & Nurman, 2025). Furthermore, the sample structure (e.g., young Generation Z respondents who tend to choose platforms that are easy and fast) and the intense competition between platforms (Shopee, TikTok Shop, Tokopedia) make functional benefits less distinguishable. Practical implications: Marketing strategies should emphasize ease of use over claims of technical benefits or long-term utility.

4. The Role of Perceived Usefulness (PU) on Trust (H4)

Hypothesis H4: $PU (X2) \rightarrow Trust (Z)$ was obtained with a path coefficient of 0.268, $t = 2.787$ ($p = 0.005$), and $F^2 = 0.067$ (small effect). These results indicate that perceived usefulness has a significant positive effect on trust, although its effect is weaker than perceived ease of use.

A meta-analysis of technology use in Southeast Asia shows that tangible benefits, convenience, and efficiency of an application can increase users' perceived security. When users perceive that an application provides realistic benefits (e.g., discounts, fast shipping, and easy returns) without the need for complex processes, they tend to feel safer using the application. These results align with the development of TAM by Ridanasti & Nurman (2025), which explains that strong utility functions can strengthen user trust. Consequently, platform managers should promote tangible benefits such as incentives, fast service, and information transparency to strengthen user trust.

5. The Role of Trust on Behavioral Intention (H5)

Hypothesis H5: $Trust (Z) \rightarrow BI (Y)$ is obtained with a path coefficient of -0.039 , $t = 0.305$ ($p = 0.760$), and $F^2 = 0.001$. These results indicate that trust does not have a significant effect on behavioral intention, even in a negative direction, but the effect is very small.

This insignificance could be due to several main factors:

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- a. Fraud risks and user concerns (e.g., OJK fraud cases, 2025) that make users remain hesitant to transact even though they trust the platform.
 - b. Measurement gap: Trust is measured based on usage experience, while behavioral intention is measured at the early stage of adoption, so the results are not in line with theoretical expectations.
 - c. Outliers and small samples can weaken the relationship between the two variables.

These findings indicate that trust no longer plays a dominant role as a predictor in forming transaction intentions, so platform developer strategies need to combine increasing trust with direct incentives, aggressive promotions, and responsive customer service to increase actual usage behavior (Davis, 1989; Ridanasti, 2024).

4. Conclusion

Research proves that the ease of use of the TikTok Shop application (PEU/X1) has a significant positive effect on continued use (BI/Y) and consumer trust (T/Z), while perceived usefulness (PU/X2) is only significant on trust without a direct influence on behavioral intention, confirming Davis' Technology Acceptance Model (TAM) that intuitive interfaces are more dominant than functional utilities in the early adoption stage of generation Z (Davis, 1989; Ghozali & Latan, 2022). Trust fails to directly mediate BI despite a substantial R^2 of trust (57.6%) and a robust PLS-SEM model (R^2 Y=26.3%, AVE>0.5), reflecting Indonesia's skepticism of digital transactions due to the risk of online fraud (Hair et al., 2022; Venkatesh et al., 2003).

Key findings reinforce the relevance of TAM extended to Indonesian social commerce, where click navigation and seamless checkout build loyalty more effectively than live streaming discounts, consistent with Southeast Asian studies that prioritize convenience among young, digitally literate but privacy-sensitive consumers (Sholihin & Ratmono, 2021). A validated structural model with an outer loading of >0.70 and good discriminant validity confirms a seamless shopping experience as a key predictor of TikTok Shop retention in the emerging market (Hasanah & Hastriana, 2025).

This research contributes theoretically by validating TAM+trust mediation in the context of Indonesian live shopping, practically recommending UI/UX optimization based on AI personalization and price transparency for social commerce platforms, and providing a basis for digital literacy education for universities to anticipate shopping addiction of the younger generation (Adipurnomo & Hardianto, 2024; Ngongo & Lena, 2024).

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